

The Tennessee Press

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TPA should be open to digital-only news organizations

During the recent Tennessee Press Association board meeting, several bylaws amendments were proposed, perhaps none more important for the future of the TPA than accepting online-only news organizations as members into our organization. This is true from both a financial and an organization standpoint.

Let's consider the financial sides first: the Chattanooga Times Free Press has already made it known that, in short order, they will convert to a mostly-digital format printing only on Sundays. Our metro members represent about one half of our annual dues and as they scale back print their dues would diminish dramatically based on current dues structure. If we do not allow online-only organizations,



YOUR PRESIDING REPORTER

RICK THOMASON

or organizations that convert to predominantly online, to join, we must suffer the consequences – and they would be enormous – of that revenue loss.

And let's remember, we had one non-metro member that ceased printing this year and went to online only. It's likely they won't be the last as newsprint prices continue to rise and delivery costs increase. Do we want to lose those loyal members off our roles? I don't think

we do.

So, we must consider what we give up as an organization when this membership revenue vanishes. Do we cut staff positions when we are already razor thin? Do we cease our lobbying efforts in Nashville even as we are under assault every legislative session? Giving up significant resources and initiatives will be an absolute, not an option, when revenues decline steeply.

From both an organizational and a financial standpoint, there's also the likelihood the online-only organizations would eventually form their own association. Like it or not, that organization would compete with TPA. Wouldn't we rather acknowledge the inevitable direction of our own members and deepen our pool of resources and

brain power than have that pool compete?

Now is the time to be proactive and get ahead of the inevitable. The newspaper industry today is more than paper. When you consider our print and digital products combined, our reach and readership have never been greater nor higher. For TPA, we can broaden our organization's reach, scope and influence to include a new group of members who, frankly, many of us could learn from as our product mix continues its print-to-digital shift.

We're already behind dozens of other press associations in revising our bylaws to recognize and accept the digital future. Let's not let this opportunity pass to extend our membership to our digital friends and neighbors.

Building's wall collapse brings about change in habits

Editor's note: This column by Shirley Nanney of the Carroll County News-Leader, Huntingdon, ran in the Oct. 6 edition following the devastating collapse of a wall at the News-Leader's offices.

Thank goodness for technology. It has certainly been a blessing this week. I worked from home Monday and will probably be repeating that work schedule for a while.

As most of you know by now a portion the Carroll County News-Leader building in the back collapsed on Saturday morning (Oct. 2) during all that rain. I was going about my business around 4:30 Tuesday afternoon, preparing to go to the Huntingdon Council meeting, when codes enforcement officer Randy Crossett walked in and said something to the effect that our building could fall and we had to evacuate.

For a moment, I thought I was hearing things. However, I'm glad he was looking out for us. Then,



GUEST COLUMN

SHIRLEY NANNEY

I began grabbing items from my office and taking them to my car as did my coworkers Amber Hilliard and Raven Trevathan. Ron Park had finished his newspaper route for the day and had stopped by the office before leaving for his home in Paris.

What do you get first? Well, of course, your computer is the first item that comes to mind. So I filled my car quickly. I decided to take a break and go to the council meeting, which had a short agenda that I didn't feel would last over ten minutes, and it didn't. By the time I returned, several of the Richardson family members (our owners) had

arrived and had begun to take items out. Ron returned and soon there were a number of other people gathering up items.

This is indeed an historic building. It's over a hundred years old. I'm sure of that because I have heard many stories of people "trading" here. It has had many faces over the years, but the one that people remember and talk about most is the H.L. Carter & Son business that sold "dry goods", meaning clothing of all kinds. H.L. Carter was Dixie Carter's father.

I still have a few things that I want to retrieve off and under my desk. I believe this building that the Richardson family remodeled several years ago can again be made into a viable building that can continue to serve our needs or whatever

Historic downtown building suffers damage

The Carroll County News-Leader office building at 105 Court Square in Huntingdon suffered from a wall collapse over the weekend. On Saturday morning as the rain fell, a section at the rear of the building collapsed.

The building was evacuated earlier in the week on Tuesday afternoon when Town of Huntingdon officials noticed the potential damage and expressed safety concerns.

News-Leader staff and local officials had been watching the wall for several months as plans were in progress to stabilize the wall. Jeremy Scallion, a structural engineer from Jackson, had been onsite and plans were in the works for repair.

Other than the portion of the back wall that failed, the remainder of the building remains intact and undamaged. The



See HISTORIC, Page 2A

Submitted

This clip from page 1 of the Oct. 6 edition of the Carroll County News-Leader, Huntingdon, shows the aftermath of the Oct. 2 wall collapse at the newspaper's building.

business decides to locate in it. The Court Square is a great place to be.

Shirley Nanney is the editor of the Carroll County News-Leader, Huntingdon.

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TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Mike Towle, (615) 293-5771; or email editor@tnpress.com. The deadline for the January 2022 issue is December 7, 2021.

Left hand, say hello to right hand

Being in the communications business, newspapers historically perform poorly when it comes to internal communications. Sure, staff know their individual deadlines and their beats and sales territories and accounting best practices. But how much do they know about what's going on in other departments that seemingly don't impact them directly?

Does your sales team know which reporter is writing the Sunday centerpiece? Does your newsroom know that your digital team just landed a \$5,000/month client? Does your accounting team know that production has made dock deadline for 30 straight days?

In more cases than not, I suspect the answer to those answers is a firm "No."

We were no different at Six Rivers Media. Some casual conversations with staff early in 2021 pointed out that we were as guilty as the next newspaper company when it came to internal communications. Staff told us in no uncertain terms that we were pretty bad at it.

Subsequent conversations centered on figuring out what to do about that shortcoming. What's the answer? What would resonate? What kind of information should we gather and share? How often? Do we go high-tech, or low-tech?

We decided to split the difference between high- and low-tech and go with a weekly newsletter.



YOUR PRESIDING REPORTER

RICK THOMASON

Since we have an everyone@ email list, it would make distribution of the email easy. When it came to the what-do-we-include question, the answer was that we would include pretty much anything sent from staff and department heads, and we would glean additional tidbits from weekly reports sent to the publisher.

The first company newsletter hit associate emails on February 12, and we've missed just three Fridays since. The newsletter is compiled by me and comes directly from me. The response has been overwhelming. Not a week goes by that I don't get 'thank you' responses. And all staffers know they can send their own items in for inclusion.

So, what's included each week? That depends on the week. Really, the only standard item is a list of those celebrating work anniversaries in the first email of each month. For a while we updated staff on the number of co-workers who were fully vaccinated and encouraged everyone to get the COVID vaccination, but once the number of vaccinated leveled off, we stopped that segment.

Also included are big sales, awards, community appointments, atta boys for exemplary work (those come from department heads or coworkers), condolences in the death of a family member, new-hire introductions, resignations, promotions, events we're sponsoring or participating in, notice of associate lunches, celebrations of the birth of a child or grandchild, complimentary notes from the public, and more.

It's not a perfect system of communication, but it's a step in the right direction. Our associates know more than ever about what's going on internally at Six Rivers Media. And they appreciate it.

Do your associates know what's going on in your company? Do they get the opportunity to celebrate achievements in other departments? Do they see the positive notes from the public that compliment your people or products?

Consider a weekly, or even monthly, communication with your staff. Share the good news! I promise they will appreciate it. And if you'd like to see an example of our newsletter, just shoot me a note at rthomason@timesnews.net, and I will be happy to share.

Rick Thomason is Tennessee Press Association president for the 2021-22 term. He is the publisher of the Kingsport Times-News/Johnson City Press and president of Six Rivers Media, LLC.

U. of Memphis withdraws public records fee proposal

DEBORAH FISHER TN Coalition for Open Government September 21, 2021

Editor's note: This article was significantly edited for length to fit this space.

The University of Memphis has withdrawn a proposed rule that would have required public records requestors who took pictures of public records to hand over their phone so the university could check it for what they photographed and would have allowed the university to charge the person a "production cost" even though the university itself did not produce the copies.

The rule was before the Joint Government Operations Commit-

tee last week where lawmakers pushed back on this section:

(6) A requestor will be allowed to make copies of records with a personal electronic device (portable printer, camera or a cell phone) so long as the requestor allows the PRCC (public records request coordinator) to review the electronic device for purposes of confirming what documents were copied. If the copies exceeded the \$25 fee waiver production cost, the requestor will be required to pay either the full or a pro rata share of the production cost.

The University of Memphis originally proposed a rule amid of wave of state agencies doing the same in 2018 and 2019 after a new law re-

quired the agencies to promulgate public records rules meeting new standards. The university's original proposal met resistance in the joint operations committee in 2019 and the rule proposed this year was a second try.

University of Memphis general counsel Melanie Murry tells the Joint Government Operations Committee that it will change its proposed rule and will not charge people for taking pictures or public records or require that the university be allowed to inspect the citizen's personal device after they take pictures.

Government agencies have

TPA board, members, discuss bylaws changes

One of the most discussed topics at the Tennessee Press Association Fall board meeting, held virtually Nov. 10 with all members invited to attend, was the recommendation to open full TPA membership to digital newspapers and news sites. The recommendation was part of several changes suggested to TPA bylaws.

In the discussion, two main concerns surfaced from members that I would like to address.

The first concern was regarding what online news sources would be allowed to become members and whether that includes radio or television stations that have a website?

The bylaws change would not restrict those type of news organizations from applying to become a member of TPA, but we should be aware that most stations are members already of the Tennessee Broadcast Association and for those stations their website operations are not their primary



FROM THE EXECUTIVE DIRECTOR

CAROL DANIELS

focus, which remains their tv or radio station. Opening up the application process to digital publications will not change the approval process of the membership committee, which will continue to evaluate applicants for their suitability as members of TPA. The membership committee presents recommendations to the TPA board for approval. The membership committee or the board can always deny their application.

The second concern was if we have online news sources would newspapers lose the ability to print public notices?

As TPA General Counsel Rick Hollow explained at the meeting, the state law has not changed.

I have spoken with several other state associations that have online news members and that has never been a problem, nor has it come up with any of them. Along with the two lobbyists that work with TPA, I work hard each year to inform and educate our legislators on the importance of public notice and of placing them in our printed newspapers because of their history of trust with local communities. Legislators know our members and we remind them of the importance of an independent, and trusted, way of ensuring businesses and the government inform the public (your readers) of how they are doing business. Transparency is the key reason for public notices and newspapers along with our statewide public notice site ensure the public is informed.

For background, the impetus behind the discussion to allow digital newspapers to be full members of TPA is the concern

that metropolitan newspapers will make the decision to become digital only news organizations. All members are valued members of the association and I do not think the TPA wants to lose metro members if they change how they distribute news and advertising to their communities. And it's not just the metro papers. Just this past summer, one TPA member weekly decided to cease print publishing and focus its energy on being a digital-only "newspaper."

TPA offers a community and support to our members, the question is can we also support reputable online news sources along with our print members? I believe we can and TPA will only have the opportunity to become a more robust association.

Thank you,
Carol

Carol Daniels is executive director of Tennessee Press Association.

NEWS & MOVES

Democrat names Harris editor

Veteran journalist Craig Harris has been hired as editor of the Lebanon Democrat, Publisher Mike Alexieff recently announced.

"I consider it a great privilege to have the opportunity to be a part of the top-notch staff at the



Harris

Democrat," Harris said. "Wilson County is blossoming with continual growth, and as has always been the case, we'll endeavor to continue to strive to for journalistic

excellence as we attempt to serve our readership."

Harris, replaces Alexieff, who served as both editor and publisher at the Democrat for the past two-and-a-half years. Alexieff was recently named a group publisher for Democrat owner Paxton Media Group.

Harris is in his 24th year as a newspaper journalist, having spent his first 17 years in the industry at

the Gallatin News Examiner. That was followed by stints at the Tennessean and most recently serving as the editor of the Paxton-owned Macon County Times.

Over the past four years, Harris has helped the Times win 13 Tennessee Press Association State Press Awards and 12 Tennessee Sports Writers Association awards. Most recently, Harris was selected as the TSWA Gary Lundy Writer of the Year in the Times' circulation category.

*Lebanon Democrat
October 8, 2021*

Purazrang named editor of Times, Leader

Megan Purazrang has been named group editor of the Macon County Times, Lafayette, and the Portland Leader, Publisher Mike Alexieff has announced.

She replaces Craig Harris, who was promoted to editor



Purazrang

of the Lebanon Democrat. The newspapers are part of the Kentucky-based, family-owned Paxton Media Group.

Purazrang has worked for PMG for seven years overseeing various publications for the company, including the Franklin Favorite in Kentucky, of which she remains editor.

A Michigan native, she previously worked for Pioneer Press, SocialLife Chicago and NBC Chicago.

*Lebanon Democrat
October 21, 2021*

Loshbough joins Herald-Citizen

Amanda Loshbough, a Crossville native and Tennessee Tech graduate, has joined the newsroom of the Herald-Citizen, Cookeville.

Loshbough most recently worked for Holler Media in Livingston, designing pages and advertisements for the Livingston Enterprise and Citizen-Statesmen newspapers.

"We are excited to hire an experienced page designer and writer to continue the important work of the Herald-Citizen as our



Loshbough

leading community newspaper," Herald-Citizen Editor Lindsay Pride said.

Loshbough was hired after digital and design editor Don Foy announced he had accepted

a position at Epion, a Cookeville company that provides professional IT support for businesses in Tennessee.

"We are grateful for Don's work and dedication in his 33-year career at the Herald-Citizen, and we wish him the best in his new endeavor," Pride said.

*Herald-Citizen, Cookeville
August 24, 2021*

Fishman elected to board of America's Newspapers

Michael Fishman, publisher of the Citizen Tribune, Morristown, has been named to the board of the America's Newspapers

See **NEWS & MOVES** Page 4

FOR YOUR CALENDAR

November 2021

Nov. 10: Zoom Meeting of TPA Board of Directors, 10 a.m. Central/11 a.m. Eastern. Open to all TPA members; pre-registration required.

11-13: The Association for Women in Communication 2021 National Conference, "Versatility: Elevating Your Voice in Changing Times," virtual event as well as in-person event, Bloomington-Normal Marriott Hotel & Conference Center, Normal, Ill.

29-Dec. 2: Virtual World News Media Congress, critical discussions about big common issues, presentations of transformative case studies, and face-to-face interviews with change-makers.

December 2021

6-7: Investigative Reporters & Editors (IRE) Mini-Bootcamp Online: From Analysis to Visualization, 11 a.m. to 6 p.m. (Eastern). Visit ire.org for more information and to register.

March 2022

8-13: 2022 Spring National College Media Association Convention, New York Marriott Marquis, New York, NY
17: 2022 National Newspaper Association Congressional Action Team Summit, Washington D.C.

June 2022

23-25: Tri-State Press Convention June 23-25, 2022 Arkansas • Mississippi • Tennessee, to be held in Memphis

July 2022

20-24: 2022 International Society of Weekly Newspaper Editors Convention, University of Kentucky, Lexington, Ky.

October 2022

26-30: 2022 Fall National College Media Association Convention in conjunction with Associated Collegiate Press, Grand Hyatt Washington, Washington D.C.

Fresh bait on hooks catch more customers for your advertisers

My friends Mark and Sandy invited me to spend a couple of days in a vacation beach condo they had rented, about a month before their first child was born. Mark and I decided to do some fishing, so we bought some shrimp to use as bait and waded into the ocean, which was unusually calm and flat that day.

We stood there for several hours in waist-high water. Mark knew a lot more about fishing than I did, but neither of us caught a fish. He might have had a nibble or two, but I ended up with nothing but a bad case of sunburn. When we sloshed our way back to the shore, I still had my original shrimp on my hook. Mark told me that even though the fish weren't biting that



AD-LIBS®

JOHN FOUST

day, my odds would have improved if I had kept fresh bait on the hook.

It was a little embarrassing, because I should have known better. If I were a fish, I certainly wouldn't be interested in a shrimp that had been hanging around that long.

That lesson applies to advertising, as well as fishing. It pays to make a fresh offer to your target audience.

Imagine how your newspaper

might deal with the problem of long-time advertisers who run the same ads in every issue. They are loyal to the paper, but it doesn't help them at all to let their ads get stale. It's the advertising version of Groundhog Day, without the classic Sonny and Cher alarm clock song.

Let's say that one of those advertisers is a hardware store which has been running the same small ad for several years. The headline simply reads, "Big discounts on hardware." There is no illustration, just a logo and contact information at the bottom. To remedy the staleness, the account rep could suggest a series of ads, with each one featuring an offer on a specific product. This creates an opportunity for seasonal offers.

In the Spring, a sequence of ads could feature a lawnmower and various gardening tools. In the Fall, there could be a leaf blower. Since each ad spotlights one product, an illustration would be a natural fit. And along the way, there is a possibility of co-op money from individual manufacturers. That would increase the hardware store's budget, which would allow them to run larger ads.

Or how about the vacuum cleaner store which runs the same small ad with a generic headline in issue after issue? You could use the technique here, too. Just create a series featuring an offer on one type of vacuum in each ad. The cumulative message would be what the advertiser intends –

"We're your local source for vacuum cleaners." – but the delivery would be more effective.

Everybody wins. Advertisers get more business. Readers learn about good deals. Manufacturers benefit from the publicity. And your paper creates happier advertisers and better-looking pages.

It all adds up to quite a catch, doesn't it?

(c) Copyright 2021 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com

NEWS & MOVES from Page 3

organization. Others elected were Donna Gordon, McClatchy, Rock Hill, S.C.; Brian Jarvis, WV News, Clarksburg, W.Va.; Ted McGrew, Kodak, Carmel, Ind.; Jeff Patterson, Central Division, Adams Publishing Group, Minneapolis, Minn.; Chris Reen, Clarity Media Group, Denver, Colo.; Emily Walsh, Observer Media Group, Sarasota, Fla.; and Leonard Woolsey, Southern Newspapers, Inc., and The Daily News, Galveston, Texas



Fishman

Nat Lea, president and CEO of WEHCO Media, Little Rock, Ark., was elected president of America's Newspapers. He succeeds Alan Fisco, president and chief financial officer of The Seattle Times Company, Seattle, Wash., who becomes immediate past president.

Members also elected the following officers for 2021-22 during the Senior Leadership Conference in Colorado Springs: Vice president - Cameron Nutting Williams, Ogden Newspapers, Frederick, Md., and Treasurer - Heidi Wright, EO Media Group and publisher of The Bulletin in Salem, Ore.

Submitted
October 19, 2021

TPA Revenue Summit's Idea Exchange generated many great, well, ideas

STAFF REPORTS Tennessee Press Association October 19, 2021

Editor's note. This story and list of ideas was edited to fit the available space. A complete list of ideas is available by contacting Robyn Gentile, member services manager, at rgentile@tnpress.com.

The TPA Revenue Summit on Sept. 23 had a total of 86 participants. The summit was for advertising and circulation staff members and included the announcement of the 2021 Ideas Contest Awards.

Ryan Dohrn of Brainswell Media kicked off the sessions with 21 Ideas for 2021. (Please contact Robyn Gentile if you would like the link to the recording or session slides.)

The day included separate idea exchanges for Advertising and Circulation. A total of \$450 in prizes was awarded to the best ideas as voted by the participants. TPA also extended an invitation to some newspapers in other states as well.

Advertising Idea Exchange

The advertising idea exchange was moderated by Darrell Richardson, advertising director of The Daily Times, Maryville, and chair of TPA's Advertising Committee.

There was one clear advertising



A prize winning idea shared by Sara Jane Locke of The Herald-News, Dayton and featured on the paper's website rheaheraldnews.com

idea winner who received the \$100 prize. Sara Jane Locke of The Herald-News, Dayton, shared her paper's Coach's Corner Idea. Here is the idea:

Each Monday the sports editor and a videographer do an interview with the local coach, and from time to time they interview players of the week or any outstanding player who made a special play or plays.

The video is edited and posted to social media and the website. Then the interview is turned into a print story for the week's edition. The focus is to talk about the previous game and the upcoming game. They are doing this for football and it will carry into basketball season.

The Coach's Corner is sponsored by only one advertiser, which is currently a local bank. The paper also uses teasers ads in print and

social media with a link to their website taking them to coaches corner.

There was a five-way tie for the second and third places, so those ideas each received \$25 prizes and are noted below.

Idea 1: Progress Edition 2021--revamped Maryville's historically multi-week Progress Edition in March and grew it \$7,000 over goal. Darrell Richardson, The Daily Times, Maryville.

Idea 2: The Daily Times partnered with Advantage Newspaper Consultants (for a joint Digital TMR (Total Market Reach) package initiative that generated \$40,000 over prior-year sales. Folks interested in this can reach out to Marie Smith at ANC.

Idea 4: Good Times story idea by ending the day's paper with a positive, feel-good story. Have the story space sponsored by an ad-

vertiser. Donna Wilson, The Daily Times Winner \$25.

Idea 6 Football Pick 'em Page. 19 advertisers, 2x2 ad, runs for 13 weeks. \$25 prize winner each week. Submitted by Melanie King, McNairy County News.

Idea 7: Sheriff's Dept. Annual Report. Work with Sheriff's department to create annual report for them. Contact TPA for the example PDF. Submitted by Robert M. Williams, Jr. Winner \$25.

Idea 10: A recipe contest. The section ran the week prior to Thanksgiving. Gave away \$100 per market for the best recipe and then \$500 grand prize for the top overall appetizer, main dish, and dessert. Had 3 judges, two of whom were food writers in their markets. Submitted by Phil Schroder, McClatchy. \$25 Prize Winner.

Idea 13: Take Business Review listings and shoot a 30-second video with employee of the business and post to website and social media. Submitted by Sara Jane Locke, The Herald-News, Dayton.

Idea 14: Business Golden anniversary. Did a 'remember when' ad with pop culture from first year business opened, then random years with subsequent ads, culminating in ad for the business's open house. The ads had national and local news items. Contact TPA for the example PDF. Submitted by Robert M. Williams, Jr., NNA

See IDEAS Page 5

Don't let newsroom shortcuts thwart quality content

Many newsrooms, already strained by lean staffs, have seen resources exacerbated by the economic toll of the coronavirus. Circumstances have prompted editors and reporters to take shortcuts in gathering and publishing the everyday churn of news.

Some of the practices have merit and can make for an easier read.

Question-and answer profiles: A few paragraphs introduce the significance of an individual, followed by a Q&A. The reporter poses the questions, the newsmaker provides written responses, and the story often is ready to go with minimal editing.

Top things to know: A variety of statistics routinely crosses editors' desks – for example, monthly employment reports or the latest COVID-19 tally of positive cases, vaccinations, hospitalizations and deaths. The crux of the report often can be summarized in relatively brief verbiage followed by bullet points identifying the highlights. This format might also be used to report the “top five things”



COMMUNITY NEWSROOM SUCCESS

JIM PUMARLO

to know from a local government meeting.

Guest columns: Many issues beg for further analysis after an initial story, but reporters simply have less time to pursue follow-up stories. As an alternative, invite experts to weigh in. Provide directive for a guest column. Point/counterpoints on the editorial page are an excellent tool to educate on an issue and generate community conversation.

As useful and worthwhile as some of these practices may be, editors and reporters still must ensure the reports – whether generated by staff or submitted by individuals – are substantive. In short, don't just “cut and paste.”

Diminished resources unfortunately have led to a disturbing trend of publishing press releases and other submissions largely verbatim with little or no attempt to edit. The reports often fall short of the journalistic mark.

A few tips to keep in mind:

Scrutinize Q&A responses: Lead with the news, which may mean shifting the order of the questions. If there is indeed “news” in a response, alert readers in the lead. Be aware that some answers might require a follow-up query just as you would seek in a live interview.

Don't write for those at the front of the room: Remember the folks at the back of the room. Reporting highlights of a city council meeting – for example, “the five things you should know” – can result in simply recording a body's actions with no interpretation of what it means for local citizens. In addition, pay attention to those items that warrant follow-up.

Edit everything. All submissions should be subject to careful proofing and revising or redraft-

ing. If a phrase or sentence causes you to pause or scratch your head, readers will similarly stumble.

Electronic delivery of information is an obvious boon to newsmakers. “Cut and paste” allows any number of news sources to distribute releases with ease, the messages reaching mass audiences within minutes

Some organizations take the time to localize releases. Most disappointing however, is when a local group forwards a release from a parent organization, and newsrooms make no attempt to state the pertinence to their community.

The pandemic certainly has strained the ability to gather news. Many meetings still are virtual. Interviews often are left to an exchange of emails.

It's time for editors and reporters to get back to the basics of connecting with news sources. Use Zoom and other videoconferencing tools. Apple's newest software updates make FaceTime a quick, easy connect for even

casual users. Conduct face-to-face interviews when possible. Pick up the telephone.

Be persistent in connecting live with your sources. Establishing personal relationships is at the heart of news gathering – whether it's a one-time contact for a story or with individuals you interact with on a regular basis. Your stories will be stronger and more relevant to your readers.

Jim Pumarlo is former editor of the Red Wing (Minn.) Republican Eagle. He writes, speaks and provides training on community newsroom success strategies. He is author of “Journalism Primer: A Guide to Community News Coverage,” “Votes and Quotes: A Guide to Outstanding Election Coverage” and “Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in Small-Town Newspapers.” He can be reached at www.pumarlo.com and welcomes comments and questions at jim@pumarlo.com.

IDEAS from Page 4

Winner \$25.

Idea 15: Breast cancer section update with personalized story of survivors in the community. Note from another paper is that a portion of their special section proceeds were donated to cancer research. Submitted by Linda O'Neil, The Lancaster News, Lancaster, S.C. Winner \$25.

Circulation Idea Exchange

The circulation idea exchange was moderated by Matthew Wolfe, general manager of The Rogersville Review and regional director of audience development marketing at Adams Publishing Group.

Phil Schroder of McClatchy was the winner of the \$100 prize for best circulation idea for using SMS text messaging to reach out to current subscribers before their subscription expires. There was a three-way tie for the second and third place prizes. Those ideas won \$41.66 each.

Idea 1: Surprise and delight. Choose 10 subscribers a month and

send them a personal note with some swag. Carol Daniels, TPA

Idea 3: Use SMS text messaging. Text when subscribers are in the grace period. 1.5% conversion rate vs. 1.1% for email. Also use SMS for declines on cards on file. 5% conversion rate. Submitted by Phil Schroder, McClatchy. \$100 Best Idea prize winner. John Quaintance of The Kingsport Times News added that you should be sure to do it from a local area code.

Idea 4: Facebook promotion. Put premiums into coin racks. The early bird gets the prize. Put a message for the person to take a

selfie and post it to the circulation Facebook page for marketing. Then send them a \$10 gift card. Example of this type of page: <https://www.facebook.com/pages/category/Newspaper/Times-News-Burlington-NC-Offers-323771460973064/> Submitted by Matthew Wolfe, The Rogersville Review and Paul Mauney, The Greeneville Sun.

Idea 5: Use a company such as TCN to provide an integrated voice response system where customers can self-serve for complaints, vacation stops and to make a payment. This frees up CSRs for outbound sales and retention calls.

Submitted by Matthew Wolfe, The Rogersville Review. Prize Winner

Idea 8: Subscribers leave and you don't know why. . . . So, every quarter, send a publisher letter asking them to come back. Include a survey about why they stopped subscription. Getting about 10% resubscribe. Submitted by Phil Hensley, The Tullahoma News. Prize Winner.

Idea 9: We want you back offer of 40 to 50 cents less than their previous rate. Include a business reply postage paid envelope.

See **IDEAS** Page 10

OBITUARIES

Bill Haxton

Mr. Bill Haxton, age 82, of Waverly, passed away on Friday, September 17, 2021.

Mr. Haxton, a long-time Tennessee newspaperman, was the son of the late Bertha and Floyd Haxton. He was married 55 years to Betty Haxton of Waverly.

Mr. Haxton is survived by his wife, two sons: Ken (Leslie)

Haxton, of Tampa, Fla., and Tim (Terra) Haxton of West Chester, Ohio; five grandchildren: Finn and Ellianna Haxton, of West Chester, Ohio, and Will, Caroline, and Peyton Haxton of Tampa, Fla.; and several nieces and nephews.

Mr. Haxton was born February 17, 1939, in Coudersport, Penn., and raised in western New York State in Penn Yan. After high school he began his 48-year career



Haxton

in printing and publishing. He moved in 1959 to Kissimmee, Fla., where he met and married his wife Betty Pollard Haxton. In 1973 they moved to Dickson, where they owned and operated the Dickson

Shopper. In 1976 they sold the Dickson Shopper and moved to Waverly and started the Shopper's Guide.

They also owned and operated the Print Shop and Office Supply Store in Waverly and the Dickson Print Shop. In the early 1980's they purchased the News Democrat. In 1984 they sold the papers to Kennedy Publications, where Mr. Haxton continued to work

with the Kennedy Group until he retired in 2005.

Mr. Haxton is predeceased by his parents, older brother Bob, and his two sisters, Marjorie and Helen.

In lieu of flowers, please make donations to Waverly United Methodist Church, P.O. Box 247, Waverly, Tenn. 37185.

Submitted
October 1, 2021

Knox News wins top SPJ regional honors with 18 awards

SARAH RILEY
Knoxville News Sentinel
October 22, 2021

Knox News reporters, photographers, columnists, editors and contributors earned 18 honors in the Society of Professional Journalists 2020 Gold Press Card awards, leading all professional broadcast and print media in the region that covers the entirety of East Tennessee.

The newsroom won awards in 14 of the 19 categories in the metro newspaper category, including sweeps in breaking news reporting, editorial writing, general reporting, series/project writing and sports reporting.

Knox News also earned the top two overall awards open to all news outlets: the Horace V. Wells Jr. Community Service Award and the Golden Press Card Award.

“The number and range of awards earned by Knox News demonstrates the newsroom’s commitment to serving Knoxville and East Tennessee with unmatched depth and breadth by any newsroom on any platform,” said Joel Christopher, executive editor.

“From putting journalists on the ground following a devastating tornado in Chattanooga to making sense of the COVID crisis response to leading a national project on the 100th anniversary

of the ratification of women’s right to vote, Knox News is giving its all to making sure you have the information you and your families need.”

Entries were judged by the Oklahoma SPJ Professional Chapter.

Knox News earned these first-place honors:

- Breaking news reporting: Photographer Calvin Mattheis and reporter Ryan Wilusz for “‘There was no warning’ — surviving the Chattanooga tornado.”

- Pandemic reporting: Reporter Vincent Gabrielle for “COVID-19 in East Tennessee.”

- Series/project reporting: Reporters Allie Clouse, Monica Kast and Tyler Whetstone for “Tennessee put the 19th Amendment across the finish line.”

- Sports reporting: Reporter Blake Toppmeyer for “A portrait of CTE: The life of Richard Pickens.”

- Editorial writing: Editor Joel Christopher for “A call to Knox County leaders for pandemic leadership.”

- Personal columns/review/criticism: Freelance journalist Mark Harmon for a selection of four pieces, three published by Knox News.

- Investigative reporting: Reporter Jamie Satterfield for “Coal ash radioactivity.”

- General reporting: Reporter



Christopher



Clouse



Dorman



Gabrielle



Harmon



Kast



Mattheis



Nelson



Satterfield



Toppmeyer



Whetstone



Wilusz

Kristi L. Nelson for “He never looked depressed.”

Knox News earned these second-place honors:

- Best podcast: Sports columnist John Adams and reporters Blake Toppmeyer and Mike Wilson for “The Volunteer State” program

- Best use of video online: Audio and visuals producer Angela Gosnell for “How Tennessee became the deciding vote in women’s right to vote.”

- Breaking news reporting: Re-



Adams



Gosnell



Torres



Venable



Wilson

porter Tyler Whetstone for “East Tennessee representatives during the U.S. Capital insurrection.”

- Government and politics reporting: Reporter Tyler Whetstone for “A Knoxville legislator played loose with campaign funding, and we revealed it.”

- Personal columns/review/criticism: Knox News contributor Sam Venable for “Sam Venable on life and life lessons.”

- Sports reporting: Reporter Aaron Torres for “How Alyson Pointer became the first woman to coach football in Knox County Schools.”

- General reporting: Reporter Travis Dorman for “Knox County Sheriff’s Office corruption.”

- Feature reporting: Reporter Kristi L. Nelson for “Edge of extinction — Bluff City man says zoning requirements put his prehistoric park at risk.”

Knox News earned the Horace V. Wells Jr. Community Service award for:

- Reporter Monica Kast’s piece “We just weren’t prepared — Knox County superintendent on the COVID-19 pandemic.”

Knox News earned the Gold Press Card award, the Best of Show chosen from all awards in all categories, for:

- Reporter Jamie Satterfield’s pieces, “Coal ash radioactivity,” which also were awarded first place in the investigative reporting category.

MEMPHIS from Page 2

squabbled with citizens over taking pictures of public records or making copies with personal equipment. Some government entities prohibit photo-taking because they want to force someone to request that the government make the copies, which allows them to charge fees. Under Tennessee law, a person who inspects records and does not request copies from the government does not have to pay anything.

State agencies that have tried to adopt rules to prevent citizens from taking photos of public records have been turned back in the Joint Government Operations Committee by lawmakers who are passionate about public records access, including Sen. Mark Pody, R-Lebanon and Sen. Mike Bell, R-Riceville, among others.



The university’s new proposal allowed a person to take photos of a public record but proposed to charge the person a “production cost” anyway, presumably hourly labor charges for finding the records and reviewing them for possible redactions. It also allowed the university to review a person’s device to see what was on it.

Tennessee Coalition for Open Government opposed the measure and sought a follow-up opinion from the Office of Open Records Counsel, which previously had opined that government entities could adopt reasonable rules that could limit a person from making their own copies of records.

OORC: Government can’t charge

Submitted photo

University of Memphis general counsel Melanie Murry tells the Joint Government Operations Committee that it will change its proposed rule and will not charge people for taking pictures or public records or require that the university be allowed to inspect the citizen’s personal device after they take pictures.

when someone takes photos of public records during inspection

Open Records Counsel Lee Pope still maintains that a government entity can prohibit someone from taking a photo of a public record under certain circumstances.

But Pope said in an email to me on Sept. 14 that the law

does not authorize a governmental entity to charge a person production costs if a person does make their own copies while inspecting public records.

Deborah Fisher is the executive director of Tennessee Coalition for Open Government.

Ideas Contest

2021 Tennessee Press Association Advertising & Circulation Best Ideas Contest

Best of Show

Johnson City Press

Best Niche Publication

1st Runner-Up

**Chattanooga Times
Free Press**

Best Use of Multi-Color Ad



JOHNSON CITY JONESBOROUGH
EXPLORE
WASHINGTON COUNTY 2020

**EXPLORE
CONNECT
EXPERIENCE
SHARE**

The Chamber of Commerce
Serving Johnson City, Jonesborough,
and Washington County



2nd Runner-Up

Pulaski Citizen

Best Use of Multi-Color Ad



To view some samples of other
award-winning entries submitted by
TPA Members, turn to page 12.

The link to view the 2021 slideshow
of all winners and images is posted at
www.tnpress.com.

2021 Winners

2021 TPA Advertising & Circulation Ideas Contest results

STAFF REPORTS Tennessee Press Association October 1, 2021

The Tennessee Press Association (TPA) announced the 2021 Ideas Contest awards on Thursday, Sept. 23, during the virtual Revenue Summit for newspaper advertising and circulation staff members.

There were 544 entries from 28 newspapers in the 2021 contest, which has four circulation divisions and 30 categories. TPA partnered with the New Jersey Press Association for the judging, which resulted in 204 winning entries.

The 2021 Ideas Contest Best of Show was awarded to the Johnson City Press for its niche publication for the Johnson City Chamber of Commerce, "Explore Washington County."

The First Runner-up was awarded to the Chattanooga Times Free Press for its multi-color ad for "Your Fall Break Destination...Chattanooga."

The Second-Runner-up was awarded to the Pulaski Citizen for its multi-color ad for "King B Farm Weddings."

The newspaper with the most awards is the farragutpress with 24 awards, followed by the Chattanooga Times Free Press with 23 and The Greeneville Sun with 22 awards.



Submitted photo
The Johnson City Press won overall Best in Show in the 2021 TPA Ideas Contest for their Chamber of Commerce directory titled "Explore" (the cover is pictured on page 7), which also won first place in the Best Niche Publication category for Daily 1 newspapers. Pictured above: bottom left, Beth O'Brien, media sales representative; bottom right, Jana Steward, media sales representative; top left, Billy Kirk, vice president of advertising; and top right, Chase Sifford, media sales representative.



Submitted photo
The Chattanooga Times Free Press creative team won 23 awards including First Runner-up for Best of Show during the recent Tennessee Press Association Ideas Contest awards ceremony. The creative team left to right is Kayse Cotton, Michael Meigs and Kathy Payne. Meig's "Visit Chattanooga" full-page ad also captured first place among Daily 2 newspapers in the Best Multi-Color Ad category. See their ad on page 7.

CATEGORIES

Non-Daily Group 1 — Paid circulation less than 5,000

Non-Daily Group 2 — Paid circulation of 5,000 and above

Daily Group 1 — Paid circulation less than 15,000

Daily Group 2 — Paid circulation 15,000 and above

BEST SPECIAL SECTION

Non-Daily 1

- 1st – Herald & Tribune, Jonesborough
- 2nd – The Bledsonian-Banner, Pikeville
- 3rd – Roane County News, Kingston

Non-Daily 2

- 1st – farragutpress
- 2nd – Herald-Citizen, Cookeville
- 3rd – Herald-Citizen, Cookeville

Daily 1

- 1st – The Paris Post-Intelligencer
- 2nd – The Daily Times, Maryville
- 3rd – The Greeneville Sun

Daily 2

- 1st – Chattanooga Times Free Press
- 2nd – None Selected
- 3rd – None Selected

BEST SELF-PROMOTION OF A NEWSPAPER

Non-Daily 1

- 1st – The Courier, Savannah
- 2nd – The Courier, Savannah
- 3rd – The Courier News, Clinton

Non-Daily 2

- 1st – farragutpress
- 2nd – farragutpress
- 3rd – Cleveland Daily Banner

Daily 1

- 1st – The Daily Times, Maryville
- 2nd – The Daily Times, Maryville
- 3rd – The Daily Times, Maryville

Daily 2

- 1st – Chattanooga Times Free Press
- 2nd – None Selected
- 3rd – None Selected

Non-Daily 2

- 1st – farragutpress
- 2nd – Cleveland Daily Banner
- 3rd – Herald-Citizen, Cookeville

Daily 1

- 1st – The Daily Times, Maryville
- 2nd – The Daily Times, Maryville
- 3rd – The Paris Post-Intelligencer

BEST SALES PROMOTION FOR A RETAILER

Non-Daily 1

- 1st – The Dunlap Tribune
- 2nd – Herald & Tribune, Jonesborough
- 3rd – None Selected

Non-Daily 2

- 1st – Cleveland Daily Banner
- 2nd – Cleveland Daily Banner
- 3rd – farragutpress

Daily 1

- 1st – The Paris Post-Intelligencer
- 2nd – The Greeneville Sun
- 3rd – The Daily Times, Maryville

BEST USE OF MULTI-COLOR AD

Non-Daily 1

- 1st – Pulaski Citizen
- 2nd – Pulaski Citizen
- 3rd – The Dunlap Tribune

BEST USE OF SINGLE COLOR AD

Non-Daily 1

- 1st – Pulaski Citizen
- 2nd – The Courier, Savannah
- 3rd – None Selected

Non-Daily 2

- 1st – farragutpress
- 2nd – Herald-Citizen, Cookeville
- 3rd – farragutpress

Daily 1

- 1st – The Paris Post-Intelligencer

See **RESULTS** Page 9

RESULTS from Page 8

2nd – The Daily Times, Maryville
3rd – The Paris Post-Intelligencer

BEST BLACK & WHITE AD

Non-Daily 1

1st – The Dunlap Tribune
2nd – The Courier News, Clinton
3rd – Morgan County News, Wartburg

Non-Daily 2

1st – Cleveland Daily Banner
2nd – Cleveland Daily Banner
3rd – farragutpress

Daily 1

1st – The Greeneville Sun
2nd – None Selected
3rd – None Selected

Daily 2

1st – Chattanooga Times Free Press
2nd – None Selected
3rd – None Selected

BEST FEATURE PAGE OR PAGES

Non-Daily 1

1st – The Courier News, Clinton
2nd – Roane County News, Kingston
3rd – The Bledsonian-Banner, Pikeville

Non-Daily 2

1st – farragutpress
2nd – Cleveland Daily Banner
3rd – Herald-Citizen, Cookeville

Daily 1

1st – The Daily Times, Maryville
2nd – The Daily Times, Maryville
3rd – The Greeneville Sun

Daily 2

1st – Chattanooga Times Free Press
2nd – Chattanooga Times Free Press
3rd – None Selected

BEST 1/4 PAGE OR SMALLER AD

Non-Daily 1

1st – The Herald-News, Dayton
2nd – Pulaski Citizen
3rd – Brownsville Press

Non-Daily 2

1st – farragutpress
2nd – farragutpress
3rd – farragutpress

Daily 1

1st – The Paris Post-Intelligencer
2nd – The Greeneville Sun
3rd – The Daily Times, Maryville

Daily 2

1st – Chattanooga Times Free Press
2nd – Chattanooga Times Free Press
3rd – Chattanooga Times Free Press

BEST FOOD STORE AD

Non-Daily 1

1st – Grainger Today, Bean Station
2nd – Grainger Today, Bean Station
3rd – Grainger Today, Bean Station

Non-Daily 2

1st – farragutpress
2nd – Cleveland Daily Banner
3rd – farragutpress

Daily 1

1st – The Daily Times, Maryville
2nd – The Greeneville Sun
3rd – The Greeneville Sun

Daily 2

1st – Chattanooga Times Free Press
2nd – None Selected
3rd – None Selected

BEST AUTOMOTIVE AD

Non-Daily 1

1st – The Courier News, Clinton
2nd – Pulaski Citizen
3rd – Pulaski Citizen

Non-Daily 2

1st – farragutpress
2nd – Southern Standard,

McMinnville

3rd – farragutpress

Daily 1

1st – The Paris Post-Intelligencer
2nd – The Daily Times, Maryville
3rd – The Daily Times, Maryville

Daily 2

1st – Chattanooga Times Free Press
2nd – Kingsport Times-News
3rd – Kingsport Times-News

BEST PROFESSIONAL SERVICE AD

Non-Daily 1

1st – The LaFollette Press
2nd – The Herald-News, Dayton
3rd – Roane County News, Kingston

Non-Daily 2

1st – farragutpress
2nd – Cleveland Daily Banner
3rd – Herald-Citizen, Cookeville

Daily 1

1st – The Daily Times, Maryville
2nd – The Paris Post-Intelligencer
3rd – The Paris Post-Intelligencer

Daily 2

1st – Chattanooga Times Free Press
2nd – Chattanooga Times Free Press
3rd – Chattanooga Times Free Press

BEST FURNITURE AND/OR APPLIANCE AD

Non-Daily 1

1st – Pulaski Citizen
2nd – The LaFollette Press
3rd – Grainger Today, Bean Station

Non-Daily 2

1st – farragutpress
2nd – farragutpress
3rd – Cleveland Daily Banner

Daily 1

1st – The Daily Times, Maryville
2nd – The Paris Post-Intelligencer



Submitted photo

Pulaski Citizen Advertising Designer Rebecca Brooks and Publisher Scott Stewart display their newspaper's plaque for 2nd Runner-up Best of Show in the 2021 TPA Ideas Contest. Their entry, titled "King B Farm Weddings" (see it on page 7), also took first place in the Multi-Color Ad category among Non-Daily 1 entries. Results were announced Sept. 23.

3rd – The Greeneville Sun

2nd – Herald-Citizen, Cookeville
3rd – Southern Standard, McMinnville

BEST SUBSCRIPTION PROMOTION IDEA

Non-Daily 1

1st – The LaFollette Press
2nd – Grainger Today, Bean Station
3rd – Roane County News, Kingston

Non-Daily 2

1st – Southern Standard, McMinnville

Daily 1

1st – The Mountain Press, Sevierville
2nd – Citizen Tribune, Morristown
3rd – The Paris Post-Intelligencer

Daily 2

1st – Chattanooga Times Free Press

See **RESULTS** Page 10



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Networks:
September 2021	\$65,075	\$25,219
Year* as of September 30	\$883,820	\$190,538

* The TPS Fiscal Year runs Dec. 1 through Nov. 30

RESULTS from Page 9

2nd – Chattanooga Times Free Press

BEST CARRIER CONTEST IDEA

Daily 1

1st – The Greeneville Sun

BEST RACK CARD

Non-Daily 2

1st – Southern Standard, McMinnville

Daily 1

1st – The Daily Times, Maryville
2nd – Citizen Tribune, Morristown
3rd – None Selected

BEST NEWSPAPER IN EDUCATION PROMOTION

Daily 1

1st – The Greeneville Sun

BEST CARRIER RECRUITMENT

Daily 1

1st – The Daily Times, Maryville
2nd – The Greeneville Sun
3rd – The Greeneville Sun

BEST OVERALL WEBSITE

Non-Daily 1

1st – Pulaski Citizen
2nd – Brownsville Press
3rd – None Selected

Non-Daily 2

1st – Southern Standard, McMinnville
2nd – Herald-Citizen, Cookeville
3rd – None Selected

Daily 1

1st – The Mountain Press, Sevierville
2nd – The Greeneville Sun

BEST INTERNET BANNER OR TILE AD

Non-Daily 1

1st – The Courier, Savannah

2nd – The Courier, Savannah
3rd – Pulaski Citizen

Daily 1

1st – The Paris Post-Intelligencer
2nd – The Greeneville Sun
3rd – The Greeneville Sun

Daily 2

1st – Chattanooga Times Free Press
2nd – Kingsport Times-News

BEST NIE SPONSORSHIP RECRUITMENT

Daily 1

1st – The Greeneville Sun

BEST READER CONTEST

Non-Daily 1

1st – The Courier, Savannah
2nd – Pulaski Citizen

Non-Daily 2

1st – Cleveland Daily Banner
2nd – Cleveland Daily Banner
3rd – farragutpress

Daily 1

1st – The Greeneville Sun

Daily 2

1st – Chattanooga Times Free Press

BEST CLASSIFIED SECTION

Non-Daily 1

1st – Grainger Today, Bean Station
2nd – The Dunlap Tribune
3rd – The Bledsonian-Banner, Pikeville

Non-Daily 2

1st – farragutpress

Daily 1

1st – The Paris Post-Intelligencer
2nd – The Greeneville Sun

Daily 2

1st – Chattanooga Times Free Press

BEST SUBSCRIBER RETENTION PROGRAM



Ford



Sayers



Tirban



Waggoner



Submitted photos

The farragutpress staff won the most awards in the 2021 TPA Ideas Contest for Advertising & Circulation with 24. Staff members who were involved in the conception and creation of the paper's dozens of entries include Cara Ford, Laura Sayers, Linda Tirban, and Charlene Waggoner. Also pictured above far right are Cindy Wilfert and Tony Christen.

Daily 1

1st – The Mountain Press, Sevierville
2nd – Citizen Tribune, Morristown

BEST INTERNET SUBSCRIPTION PROMOTION

Non-Daily 1

1st – Brownsville Press
2nd – Brownsville Press

Daily 1

1st – The Greeneville Sun
2nd – The Mountain Press, Sevierville

Daily 2

1st – Chattanooga Times Free Press

BEST MARKETING MATERIALS

Non-Daily 1

1st – Morgan County News, Wartburg
2nd – Morgan County News, Wartburg

3rd – The LaFollette Press

Non-Daily 2

1st – Herald-Citizen, Cookeville
2nd – farragutpress
3rd – None Selected

Daily 1

1st – The Greeneville Sun
2nd – The Greeneville Sun

BEST NICHE PUBLICATION

Non-Daily 1

1st – Smithville Review
2nd – Roane County News, Kingston
3rd – Morgan County News, Wartburg

Non-Daily 2

1st – Herald-Citizen, Cookeville
2nd – farragutpress
3rd – Cleveland Daily Banner

Daily 1

1st – Johnson City Press
2nd – Johnson City Press
3rd – The Daily Times, Maryville

Daily 2

1st – Chattanooga Times Free Press

BEST USE OF HUMOR IN AN AD

Non-Daily 1

1st – Roane County News, Kingston
2nd – Macon County Chronicle, Lafayette
3rd – Cannon Courier, Woodbury

Non-Daily 2

1st – Herald-Citizen, Cookeville
2nd – farragutpress
3rd – Stewart County Standard

Daily 1

1st – The Daily Times, Maryville
2nd – The Greeneville Sun
3rd – Citizen Tribune, Morristown

Daily 2

1st – Chattanooga Times Free Press

IDEAS from Page 5

Submitted by John Quaintance, Kingsport Times News.

Idea 10: NIE fund raiser. Take your local chamber membership directory. Send a letter asking for donations. Mailing cost was \$160 but raised \$4,000. Submitted by John Quaintance, Kingsport Times News.

Idea 11: NIE support promotion. Get a comic umbrella for a \$50 NIE donation. Raised \$1,200 for NIE. Submitted by John Quaintance,

Kingsport Times News.

Idea 13: Sampling in new areas/subdivisions. Has seen success for weeklies sending four issues accompanied by a letter. Referenced an NNA webinar on this topic. Phil Hensley, The Tullahoma News

Idea 14: BINGO for reader engagement. Partner with a vendor that provides randomized bingo cards to be inserted into the paper. Then it sends randomized numbers for you to publish. The Newport Plain Talk did this promotion a year ago. The Herald-News of

Dayton was about to begin it. Submitted by Matthew Wolfe, The Rogersville Review.

Idea 15: E-blasts on a specific topic like corn mazes. Get all similar business to participate. Submitted by Carol Evans, TPS.

Idea 16: Carrier recruitment. Use a QR code to take people directly to the carrier application; email blasts, in paper ads. Premiere Recruiting was also mentioned. Submitted by Gene Helmick, Johnson City Press

TPA committees and chairpersons for 2021-22 announced

Whatever your area of newspaper expertise, the Tennessee Press Association could use you on one of its committees!

Committee membership is open to any newspaper or associate member.

Most of TPA's committee chairs are appointed each summer by the new TPA president.

Advertising

This committee is charged with the planning and execution of the advertising sessions in conjunction with the Summer Convention. This committee will work jointly with the Circulation Committee on the Ideas Contest as well as the Summer Convention planning.

• Darrell Richardson, Chair, The Daily Times, Maryville
Committee members to be announced next month.



Richardson

Bylaws

This committee is charged with the planning, promotion and execution of the annual Summer Convention, including securing sponsorships to offset the cost to the general membership. This committee will work with the Advertising and Circulation and Contests Committees to incorporate their plans for their respective portions of the event. Although each the last two Summer Conventions were canceled because of the Covid-19



Ponder

pandemic, plans are being made to have an in-person event in 2022.

• Keith Ponder, Chair, The Tullahoma News
• Calvin Anderson, The New Tri-State Defender
• Dave Gould, Main Street Media of Tennessee, Gallatin
• Rick Thomason, Kingsport Times-News
• Chris Vass, Chattanooga Times Free Press

Audit



Barnes

Loach, Chattanooga Times Free Press

• Dave Gould, Main Street Media of Tennessee

Circulation

The Circulation Committee will monitor and develop information for distribution to TPA members relating to changes and trends



Long

in the circulation field. They will develop and execute an annual circulation sessions in conjunction with the Summer Convention. This committee will work jointly with the Advertising Committee on the Ideas Contest as well as the Summer Convention planning.

• Dale Long, Chair, The Greenville Sun
• Phil Hensley, The Tullahoma News
• Don Lovelace, Citizen Tribune, Morristown
• Matthew Wolfe, The Rogersville Review

Contests

This Committee is charged with overseeing the annual UT-TPA State Press Contests. Included in its activities is the development of rules and categories for presentation to the membership each year.

This committee will work with the Annual Convention Committee to incorporate its plans for the awards presentation, which ordinarily is held in conjunction with the Summer Convention.



Gerber

Over the last two years, however, it has been held virtually via

Zoom or as an independent in-person event because of the cancellation of both Summer Conventions due to the Covid-19 pandemic.

• Alison Gerber, Chair, Chattanooga Times Free Press
• Joel Christopher, Knoxville News Sentinel
• Marcus Fitzsimmons, APG Design Center, Maryville
• Lindsay Pride, Herald-Citizen
• Heather Mullinix, Crossville Chronicle
• Daniel Richardson, Carroll County News-Leader
• Tracey Wolfe, Grainger Today
Ex-officio:
• Charles Primm, University of Tennessee
• Rick Thomason, TPA President
• Carol Daniels, TPA
• Robyn Gentile, TPA

If you are interested in serving on a TPA committee, please contact the chair of that committee.

Government Affairs

This committee coordinates the Winter Convention. This committee monitors and properly reacts to any and all efforts to curtail the free flow of information in Tennessee or on the national level.

It also is deeply involved with the legislative activities that might relate directly to the newspaper industry as a business in Tennessee. TPA's junior vice president will co-chair this committee per policy set in 2012.

• Alison Gerber, Co-Chair, Chattanooga Times Free Press
• Daniel Williams, Co-Chair, The Paris Post-Intelligencer
• Chris Vass, Chattanooga Times Free Press
• Eric Barnes, The Daily News, Memphis
• Jim Charlet, Honorary TPA Member, Brentwood
• Mike Fishman, Citizen Tribune, Morristown
• W. R. (Ron) Fryar, Cannon Courier, Woodbury
• Sara Jane Locke, The Herald-News, Dayton
• Victor Parkins, The Milan Mirror-Exchange
• David Riley, Marion County Newspapers, South Pittsburg



Gerber

• Rick Thomason, Kingsport Times-News
• Joel Washburn, The McKenzie Banner
• Michael Williams, The Paris Post-Intelligencer
• Adam Yeomans, The Associated Press
Ex officio:
• Richard L. Hollow, Hollow & Hollow LLC, Knoxville
• Carol Daniels, TPA



Williams

Membership

The Membership Committee was established in 2017 to make recommendations on how to implement procedures regarding the membership's vote to allow qualified free circulation newspapers to apply for membership.



Williams

The committee will also be tasked with reviewing all member applications prior to review by the Board of Directors.

• Daniel Williams, Chair, The Paris Post-Intelligencer
• Charlie Crawford, The Democrat-Union, Lawrenceburg
• Jack McNeely, Herald-Citizen, Cookeville
• Daniel Richardson, Carroll County News Leader, Huntingdon

Nominating

The Nominating Committee is comprised of past presidents of the Tennessee Press Association who are still actively involved in the newspaper industry in the state. They are responsible for developing and presenting a recommended slate of officers and directors to the membership each year. The committee is chaired by the Immediate Past President.

• Daniel Richardson, Chair, Carroll County News Leader,



Richardson

homa News
• R. Jack Fishman, Lakeway Publishers, Morristown
• Doug Horne, Republic Newspapers, Knoxville
• R. Michael Fishman, Citizen Tribune, Morristown
• Dale Gentry, The Standard Banner, Jefferson City
• Gregg K. Jones, Greeneville
• Victor Parkins, The Milan Mirror-Exchange
• Janet Rail, Independent Appeal, Selmer
• Chris Vass, Chattanooga Times Free Press
• Scott Whaley, Chester County Independent, Henderson
• Joel Washburn, The McKenzie Banner
• Michael Williams, The Paris Post-Intelligencer

Online News Sources Task Force

This task force was created to discuss the possibility of online news sources as members of TPA and to prepare a proposal

for the board of directors and membership to consider.
• W.R. (Ron) Fryar, Chair, Cannon Courier, Woodbury
• Eric Barnes, The Daily News, Memphis



Fryar

• Jeff DeLoach, Chattanooga Times Free Press
• Alison Gerber, Chattanooga Times Free Press
• Dave Gould, Main Street Media of Tennessee, Gallatin
• Steve Meadows, The News-Herald, Lenoir City
• Jack McNeely, Cleveland Daily Banner
• Rick Thomason, Kingsport Times-News

Huntingdon
• Eric Barnes, The Daily News, Memphis
• W.R. (Ron) Fryar, Cannon Courier, Woodbury
• Jeff Fishman, The Tulla-

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Directly above: The Courier News, Clinton. Below left: Farragut Press. Below middle: The Paris Post-Intelligencer. Below far right: The Daily Times, Maryville. Top right: Cleveland Daily Banner. Immediate right: The Daily Times, Maryville. Note that the Farragut Press led all TPA members with 24 awards.

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