

The Tennessee Press

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No. 11

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Covenant School parents may intervene in public records case

DEBORAH FISHER
TN Coalition for Open Government
May 4, 2023

Metro Nashville lawyers said in a motion in a public records case that some parents at The Covenant School do not want police to release the writings of the shooter who killed six people there and may intervene in the case.

Davidson County Chancellor l'Ashea L. Myles granted five additional weeks to Metro Nashville to prepare for the public records case over the shooter's writings and other related records, moving the initial show cause hearing from



Myles

May 11 to June 8.

Meanwhile, Metro Nashville has said that it won't release any records that it gathered in the aftermath of the March 27 mass shooting "pending orders

or direction of the court."

Myles' order moving the date and Nashville's decision not to release records until ordered by the court effectively further delays the

See **COVENANT** Page 12

CAROL GOSS DANIELS In Memoriam: Pages 6-9



AI in journalism is here: Now what?

At the start of the spring semester, the Journalism Department at San Francisco State University added a line to its student code prohibiting students from using "automated tools or assisted processes, such as machine learning or artificial intelligence" without citing the source.

Any assignments found to have represented the work of others in this way would automatically receive an F and potentially a failing grade for the course. The Office of Student Conduct would also be notified.

Rachele Kanigel, a journalism professor at San Francisco State, said she and her colleagues were concerned about students using generative AI to report and write stories. They made the change after a faculty meeting in January. "I do think generative AI has a place and could even be a useful learning tool for students, but I fear students will misuse it," said Kanigel, who is also the faculty advisor to the student newspaper, the Golden Gate Xpress.



LOCAL MATTERS

JACKIE SPINNER

Like their other peers in higher ed, journalism and digital media educators are wrestling with how to address generative AI in their classrooms and student newsrooms since the introduction of user-friendly ChatGPT last November. Some want to limit its use or restrict it entirely. Others have embraced it.

"I may be the enemy among peers, but I'm actively teaching my students how to use AI this semester instead of warning against it," said Jennifer Sadler, who teaches marketing and branding at Columbia College Chicago. "We need to be agile, creative and teach students foundational concepts alongside tools they need for a rapidly changing society."

ChatGPT and other natural

language processing models like it write responses to prompts based on sources like Wikipedia. For ChatGPT, these sources only go up to September 2021. (When prompted, for example, it admitted that it had no knowledge that former President Donald Trump had been indicted last month.) ChatGPT writes comparatively well but struggles with citations and will sometimes just make things up. It's a toss-up in journalism which is a deadlier sin, plagiarism or fabrication. Even ChatGPT couldn't say when I asked it.

"As an AI language model, I do not have personal beliefs or opinions. However, both plagiarism and fabrication are serious offenses in journalism and can have severe consequences for the journalist and the publication." Plagiarism, ChatGPT told me, can lead to legal action. Fabrication "can lead to the complete loss of trust from readers."

That's what concerns Kanigel,

See **SPINNER** Page 10

CIRCLE JULY 21 ON YOUR CALENDARS

The Tennessee Press Association's 2023 State Press Contests Awards luncheon and Tennessee Newspaper Hall of Fame Induction dinner will be held July 21 at Embassy Suites in Franklin, Tenn.

Noon: TPA State Press Contests Awards Luncheon*

2:30 pm: Roundtable discussions (Publishers/Editors)

5:00 pm: Reception

6:00 pm: TN Newspaper HOF Induction Banquet

*Note that TPA will not be able to notify contests winners until late May.

TN Newspaper HOF post-humorous honorees are:

Joseph P. Albrecht, former Cookeville publisher, newspaper owner, former TPA president and TPA Foundation president

Sam D. Kennedy, former Columbia publisher, newspaper owner and former TPA president

William H. (Bill) Millsaps, Jr., a native Tennessean who began his career in Tennessee and retired as vice president and executive editor of the Richmond (Virginia) Times-Dispatch

William C. (Bill) Simonton, Jr., former editor of The Covington Leader, and former TPA president and Tennessee Press Service president

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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 July 2023 issue is June 6, 2023.

Know your right to access court proceedings in TN

A lot of important news happens within the walls of our nation's courtrooms. It's your job as journalists to make sure the public knows about it.

But in order to report on newsworthy criminal and civil cases, you must be able to access courtrooms. And that's not always guaranteed. The laws concerning court access in state and federal courts can sometimes be confusing — not only for cub reporters who have never attended a preliminary hearing, but also for veteran journalists who know all of the court clerks on a first-name basis.

Court proceedings in Tennessee are presumptively open to the public under the common law, the First Amendment to the U.S. Constitution and the Tennessee Constitution. But the right to access court proceedings is not absolute. As the Tennessee Supreme Court wrote in a 1985 decision, "The presumption of openness may be overcome only by an overriding interest based on findings that closure is essential to preserve higher values and is narrowly tailored to serve that interest."

If the previous paragraph sounds familiar, it's because I highlighted that high bar for



**ON
THE
DOCKET**

PAUL McADOO

closure in my last column in February about attempts to shield court records. The same high bar applies to attempts to close court proceedings. And that's good news for members of the press and public because transparency is essential to ensuring the integrity of our court systems. If members of the press and public can't bear witness to court proceedings, we have no way of knowing whether justice is truly being served.

I obviously can't tell you everything you should know about the laws on access to court proceedings in a column to fit this space, but I want to use this space to answer at least a few questions you may have about your right to access courtrooms in Tennessee and provide a few tips if you ever find yourself shut out of one.

Can I bring a camera or other recording device into the courtroom?

Pursuant to Tennessee Supreme Court Rule 30, members of the news media who would like to record or broadcast a proceeding must make a request to the presiding judge two business days before a hearing or other proceeding. Judges may only deny a timely request for a limited number of reasons. For example, a judge may deny a request to guarantee the safety of any party, witness, or juror. When permission is granted, there are limitations on recording minors, jury selection, jurors, and closed proceedings, for example. In some situations, a judge may require pooling arrangements, and the rule provides for a variety of other technical requirements. Interestingly, Rule 30 does permit the use of personal hand-held cassette tape recorders that are no more sensitive than the human ear without seeking the judge's permission, but these records must only be for a journalist's personal notes and cannot be used for other purposes, like broadcast. Critically, the right to bring cameras into the courtroom is not a constitutional one, so compliance with the requirements of Rule 30 is important.

See **MCADOO** Page 11

Melson's death left behind deafening quietness at office

MARK MCGEE
Shelbyville Times-Gazette
April 29, 2023

There is an empty desk at the Shelbyville Times-Gazette.

It is the first time it has been unoccupied in 48 years. Tuesday morning, April 25, David Melson, who sat in that seat, passed away from a brief bout with cancer.

His reading glasses are still on his desk. Two empty cartons of diet soft drinks sit behind it. When Dave left the office March 23, he had no idea it would be his last edition of the T-G and that he would never return.

All of our lives are fragile. We never really know what God has in store for us. We need to live each day as if it is going to be our last.

I first knew of Dave when he was a nine-year-old trying out for the Madison Street Elementary School minor league baseball team, a prep league for those wanting to try to later latch on



Submitted, Shelbyville Times-Gazette

Dave Melson passed away April 29, after a brief illness.

with a Little League team. Miss Harriett, as I always addressed his mother, would be there every morning to watch him. I was helping Madison Street principal Joe Ingram coach the team.

I also eventually served as a scorekeeper for the games, thanks to lessons from Bobby Locke and

John Stanford who helped me turn plays on the field into something coherent on paper. I first got to know Glenn "Bo" Melson, Dave's father, when I would drop off the scorebooks after games.

Later as I progressed through various sports in Shelbyville, I spent my junior year of high school working with "Bo" and so many of our discussions centered on how proud he was of Dave, who played football at Shelbyville Central High School.

I never addressed the subject with "Bo," but I know he was more than a little excited when Dave decided to join the T-G staff.

Dave, like his father, earned a number of awards for his photography and writing. And, like his father, he didn't say much about those accomplishments. Frankly, Dave never said much about anything. Occasionally, he would comment positively on someone's

See **MELSON** Page 5

Staff members named to interim positions

STAFF REPORTS
May 12, 2023

Tennessee Press Service staff members Earl Goodman, Rebecca McLeskey and Robyn Gentile have received interim appointments to assist with the day-to-day operations of Tennessee Press Association, Tennessee Press Service and Tennessee Press Association Foundation during the search for a successor to Carol Daniels, who served in roles for all three corporations until her death last month.

Earl Goodman, media buyer manager for Tennessee Press Service, was selected for the additional role of TPS interim director by Dave Gould, president of TPS. Earl has served in the TPS advertising department since 2007.

Rebecca McLeskey, TPS accounting assistant, was formally elected as interim secretary/treasurer of the Tennessee Press Association Foundation by the TPAF Board of Trustees on May 11. She has served in the TPS ac-



Goodman



McLeskey



Gentile

counting department since 2018.

Robyn Gentile, TPA member services manager, was named Interim TPA executive director by the TPA Board of Directors on April 21. She has worked for TPS, the employer of all staff members, since 1990. She has served as TPA member services manager since 2002.

The presidents of the three corporations have begun the search for a successor to Carol Daniels. The successor will have roles in each organization. The deadline for anyone wishing to apply is Friday, June 30, 2023.

The job description follows:

The Tennessee Press Association, a 153-year-old organization that supports the efforts of local newspapers and a free press, is seeking an execu-

tive director. The right candidate is an outstanding leader who is passionate about local newspapers and understands how to provide members the support they need to effectively navigate the changing media landscape.

The executive director should be a sales champion who can articulately and effectively sell the benefits of advertising in Tennessee newspapers to agencies and prospective advertisers.

The executive director will spend time at our state capitol in Nashville meeting with legislators with regard to legislation that impacts our industry.

The executive director will also serve as the leader of two other organizations, Tennessee Press Service, the advertising/business arm of the association, and the Tennessee Press Association Foundation.

Experience in journalism, association management, sales and government relations preferred.

The executive director manages a six-member team and reports to the Tennessee Press Service board of directors.

We offer competitive pay, excellent benefits, and the opportunity to work in a fast-growing state where entrepreneurs with innovative approaches are helping to lead the way for an industry in transition.

Please send resume, cover letter and references to tpa@mainstreetmediatn.com. No phone calls please. Deadline to apply is June 30, 2023.

FOR YOUR CALENDAR

May 2023

11-12: 2023 Association of Community Publishers Conference and Trade Show, "Life in the Fast Lane," Hilton Charlotte University Place, Charlotte, N.C.

15-19: 93rd Annual International News Media Association (INMA) World Congress of News Media, Included two-day Manhattan study tour of innovators, New York, NY.

June 2023

21-25: 2023 Conference for The International Society of Weekly Newspaper Editors (ISWNE), University of Nevada, Reno, Nev.

22-24: 2023 NFPW (National Federation of Press Women) Communications Conference, Cincinnati, Ohio.

22-25: IRE23 (Investigative Reporters & Editors conference), Renaissance Orlando at SeaWorld, Orlando, Fla.

July 2023

18-19: America's Newspapers: Family & Independent Owners Summer Meeting, Renaissance Pittsburgh Hotel, Pittsburgh, Pa.

21: Tennessee Press Association (TPA) State Press Contests Awards Luncheon (Noon) and TN Newspaper Hall of Fame Induction Dinner (6:00 p.m.), Embassy Suites, Franklin, Tenn.

October 2023

8-10: 2023 America's Newspapers Senior Leadership Conference, the Westin Michigan Avenue, Chicago, Ill.

November 2023

1-3: 2023 News Media Business Summit, "Innovation & New Revenue," Harrisburg, Pa. Contact john@360mediaalliance.net for more information.

There is no such thing as too much advertising

It dawned on me this morning that my schedule changes significantly from day to day. There are always some things that must get done most days. Regardless of what else is on my schedule, I spend an hour or two contacting customers and developing marketing ideas. One thing I've learned about marketing: the more time I spend on it, the more it pays off.

In addition to my other businesses, I own two businesses in the online training arena. Most people began attending webinars because of the recent pandemic. However, I've been leading webinars for almost 30 years. I remember when Bob DeBusk, then executive director of Tennessee Press Association, and I visited with the president of a local college to begin planning webinars using the college's satellites – this was very early in the development of the Internet – to teach classes to newspaper staffs across the globe.

After so many years leading webinars, you would think I'd know just about all there is to



FROM THE NEWS GURU

KEVIN SLIMP

know about the webinar business. It wasn't until three or four years ago I noticed a significant trend. The more I advertise and promote a webinar, the more people attend.

What is it they say about doctors? Something about doctors being the worst patients.

After training newspapers for more than 30 years, owning an advertising business when I was younger, and co-leading sessions with the brightest minds in the advertising world, I should have figured this out a long time ago. I'm a slow learner.

So, what happened three or four years ago? Before then, I was always careful not to "bother" my potential customers. For instance, if I had an upcoming webinar, I would send the infor-

mation out to press associations, hoping they would promote it. I'd probably send an email blast to my customers so they could put it on their calendars. I was afraid that by overpromoting an event, I would turn off potential customers. What was I thinking?

I began collecting email addresses from everyone in the newspaper business who had ever written to me, every group I had spoken to, and others in the industry. As my list grew into the thousands, I experimented with sending out a couple of reminders about an upcoming webinar. It helped, but I didn't notice a significant increase in attendance.

Things took off when I began consistently reminding folks about upcoming webinars. Now, if I have an upcoming webinar on photo editing, I'll start sending mass emails a month before the event. Then, as the date approaches, I'll send out an email a week before the webinar, then another three days before the class. Finally, I'll send a reminder email the day before

the webinar.

What have I learned? Registrations generally come in three waves. A good number of folks, usually about a third of the attendees, will register when they see the first announcement about a month before the webinar. Another group will register after seeing an email three days before the class. Finally, about half of my attendees sign up for a class after seeing an email one day before the webinar. If you pay attention, you will probably see at least five or six emails about each of my webinars.

My other company, which offers CEC credits for folks outside the newspaper industry, hosts multiple webinars each week. We are constantly reminding customers of these webinars about upcoming classes. The more we remind them, the more they register.

What does this have to do with newspapers? Tomorrow, I'll be spending all day with the advertising staff of a newspaper

Carefully screen columns by public officials before publishing them

How will the Legislature deal with a record budget surplus, and what will it mean for taxpayer pocketbooks? Are there implications for public safety with the proposal to legalize marijuana? Which communities are the winners and losers in the proposed state bonding bill?

Minnesota lawmakers are addressing these and myriad other issues as they pass the halfway mark of this year's session. The list is representative of the topics debated and public policy crafted in legislative hallways everywhere.

Newsrooms should regularly check in with state lawmakers. It's an excellent way to review and interpret what actions – and nonactions – at the Capitol mean to your readers.

The issues often provoke additional explanation by lawmakers, supplementing other news coverage. Many politicians seize the opportunity by writing regular columns that can be informative and engage citizens in valuable community dialogue.

But editors ought to be wary, too. Lawmaker columns were the subject of a recent online discus-



COMMUNITY NEWSROOM SUCCESS

JIM PUMARLO

sion on the International Society of Weekly Newspaper Editors hotline. In near unanimity, editors emphasized that these reports deliver substance and not just PR.

The advice is especially important during election season as incumbents regularly use columns to their advantage over challengers. They strategically try to place commentaries to supplement – and maybe even replace – paid advertising.

Al Cross, director of the Institute for Rural Journalism and Community Issues, offers excellent advice:

"I have long suggested that publication of such columns should be based on newsworthiness and reader interest, and sometimes might be better used as the seed of a story about an issue the legisla-

tor mentions. And I have always believed that if a legislator is on the ballot for the next election, the newsworthiness bar should be raised very high, and that no such columns should be published within 60 days of an election, unless it's an introductory column from a legislator elected in a recent special election."

Read: Self-serving columns should be dead on arrival.

Elected and appointed officials at all government levels frequently press editors for a regular column in the name of advancing dialogue on pertinent topics. The request is not surprising. What public official has not pledged to open the lines of communication?

Here are some ground rules when contemplating and screening regular contributions:

- Columns should elaborate on issues facing a particular entity. They should not be a stage to respond to comments expressed through editorials, letters to the editor or other story comments. Those replies should be handled through normal channels such as letters to the editor.

- Columns should be a voice for the specific authors – for example, in cases of local government, the superintendent, city administrator or county administrator. If elected officials from those bodies wish to comment, they have the standard avenues available to all readers.

- Columns should be subject to standard review and editing. That does not mean censorship. The authors should have free rein to express opinions so long as they are within guidelines.

- Columns should not be a substitute for press releases from a particular body. For example, it's fine if a superintendent wishes to expand on a district's position on legislative funding proposals. But the first public statements appropriately belong in a news story.

- Columns should not be a tool to give officials and their organizations or political parties "good PR." Editors and reporters always welcome story ideas to be judged on individual merits.

Aggressive reporting of local public affairs ranks among the prime responsibilities of the community press. Newspapers,

especially in today's fractured media landscape, remain in the best position to provide the most thorough and credible coverage of governing bodies that make decisions affecting all aspects of citizens' everyday lives.

At the same time, newsrooms are stretched to dispatch reporters to every meeting or track down every story that might warrant coverage.

The bottom line is that newsrooms should have firm criteria for these columns. As soon as the first one is accepted, other individuals and organizations will demand similar treatment. Each request should be evaluated on whether it will enhance the knowledge and debate on issues important to your community.

Jim Pumarlo writes, speaks, and provides training on Community Newsroom Success Strategies. He is author of "Votes and Quotes: A Guide to Outstanding Election Coverage" and "Bad News and Good Judgment: A Guide to Reporting on Sensitive Issues in a Small-Town Newspaper." He can be contacted at www.pumarlo.com

Some things we have learned about the GA4 switchover

In the newsroom analytics world, there's not a more talked-about topic right now than Google's new analytics tool — GA4 — and the end of the popular Universal Analytics this summer.

After setting up GA4 here at the Missourian, we wanted to see if we could help some smaller newsrooms around the state with the transition. And an annual program offered by RJI and the Missouri School of Journalism that sends students to newspapers around



NEWS ANALYTICS & TECHNOLOGY

ELIZABETH STEPHENS

the state to help them with digital opportunities seemed like a terrific way to get started.

That happened in January and, in addition to helping some newsrooms, we learned a lot about the

newsroom analytics landscape for smaller newspapers.

One of the newspapers had been relying on data from its content management system, but it didn't have direct access to data straight from Google Analytics. Once we set the site up with a GA4 tag, they were able to see real-time data and explore additional metrics they didn't have before.

"We have already been using the data to help drive decisions made in our supervisory meetings, and plan on using it to drive circulation, marketing, sales and editorial initiatives in the future," said Ethan Busse of the Washington Missourian.

At the Springfield (Mo.) Business Journal, Google Analytics were primarily used in the newsroom which was a little surprising to the student who visited them because there is so much to gain by using it on the advertising and marketing side. She set up some dashboards focusing on that part of the business for them.

"On the newsroom side, we mostly use it to gather the most popular stories of the week for

a section in our paper and for a Saturday newsletter called The Rundown," editor Christine Temple said. "We also look to most popular stories in our year-end review and to discover trends."

While Google has changed the final, final date for the end of Universal Analytics several times, there is one very important date to keep in mind. The Universal Analytics data will be available for six months after July 1, 2023, but it stops collecting new data on July 1. There is no way to bring historical data into the new GA4 platform.

Publishers using the paid Universal Analytics 360 have until July 1, 2024, to make the switch.

Not all news publishers were aware of this upcoming change or why they need to start collecting data through GA4 as soon as possible.

With the change, publishers will lose historical data. The sooner they begin collecting data on GA4, the more data they will have when Universal Analytics goes away. If newsrooms wait to switch, they

won't be able to make month-over-month comparisons, and it will take much longer to collect a year's worth of data to do year-over-year comparisons.


Peggy Scott of Leader Publications in Festus, Mo., said the communication from Google was not clear about the urgency of this transition.

Editors and publishers didn't realize how easy it could be to set up

At this stage, the goal is to get the GA4 tag added to a site to begin collecting data. The [PR2] GA4 tag can run simultaneously with Universal Analytics. The tag is what allows Google to track the traffic to your various web pages.

Google has made the setup process as straightforward as possible. If a site is already using Google Tag Manager, it is easy to add the tag through your account there. In some cases, Google can utilize an existing tag on your site, making the process even more seamless.

Google announced that it was to



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Networks:
March 2023	\$89,193	\$8,503
Year* as of March 31	\$301,976	\$36,738

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

Do you know where your fire extinguishers are?

We all want to take care of our advertisers and coworkers. Well, there's no better way to do that than to help them stay safe in the workplace. There are some simple things we can do to accomplish this.

Some years ago, I attended a series of meetings at a large company which had several offices in the area. In each of the meetings – whether attended by 10 people or 50 people – someone opened the meeting with a brief safety announcement. Typically, he or she pointed out the fire alarm locations, how to exit the building if the alarm sounded, where to assemble in the parking lot for instructions, etc. Everyone took the information seriously, and it was easy to see that employees were accustomed to starting their



AD-LIBS®

JOHN FOUST

meetings that way.

I remember thinking that it was an impressive way to begin any kind of get-together. After all, in a sizable meeting room, most employees may not be as familiar with those details as they would be in their individual work areas. And visitors like me might have never been to that building before. As a result of those brief presentations, everyone felt safer and more confident. I know I did.

This list can be a good place to start:

- 1. Designate a safety officer.** This person will open meetings or prepare someone else to open meetings. The officer should check all safety equipment, alarms, and door locks, then prepare a standard script to be read before each gathering. Better yet, designate a safety team, perhaps with representatives from several departments. Give them the authority to interrupt any meeting or conversation for any safety reason they see fit.
- 2. Keep all alarms and sprinklers up-to-date.**
- 3. Post exit diagrams around the building.** Clearly mark “You are here.”
- 4. Place fire extinguishers in appropriate places.** Let everyone know their locations. Keep them updated and learn how to use

them.

5. Call in the experts. This is too important to handle in casual discussions. Invite police officers and fire department officials to do walk-throughs and make recommendations. In a sad commentary on today's world, ask them to map a plan for what to do if an armed person is in the building.

6. Safety meetings. Safety and inspection requirements inevitably vary from area to area. In addition to the standard meeting announcements mentioned here, it's important to keep these issues top-of-mind with employees. In view of our specialization in advertising, we all know the importance of repetition in the business of marketing communication. Safety messages should be repeated enough for everyone in the build-

ing to have them memorized.

7. Make a copy of this list – or find a better one. Offer it to your advertisers, vendors, friends, and family members.

The slogan “Safety is Job Number One” applies to every industry, not just those that involve dangerous equipment, technology, and materials. And it applies to everyone along the way, from front-line team members to road warriors to the corporate offices.

Copyright 2023 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

Tomahawk promotes Holloway to general manager

The Tomahawk, Mountain City, is pleased to announce the promotion of David Holloway as its general manager.

“I am happy to see David taking on this new responsibility,” Tomahawk Editor Tamas Mondovics said. “David is a kind, honest, knowledgeable, and reliable person and has always been a vital part of the newspaper's daily operation and the Tomahawk



Holloway

team. I am very proud of David, looking forward to working with him, and have full confidence in his leadership.”

Most of Holloway's work history was in the Information Technology field prior to coming to work for The Tomahawk.

He began his career working Media Power, Inc., a media

company based in Charlotte, N.C., and was its information technology manager. He later opened a computer sales and service company in Waxhaw, N.C., and ran it successfully for about 11 years.

In 2013, Holloway sold his business contact list and relocated his family to the Mountain City, area taking a job with The Tomahawk as office manager. Since then, he has been responsible for multiple daily projects such as creating ads, entering ads into the accounting system, processing payments for ads, greeting customers, page

layout, and pickup and delivery of single-copy newspapers, not to mention IT support of The Tomahawk's computer, network, and telecom equipment.

As General Manager, Holloway will take his personal exemplary work ethic and commitment to serve the Tomahawk and its readers to the next level promising to ensure customer satisfaction.

“I thoroughly enjoy my job, the people I work with, and getting to know the people in our community,” Holloway said.

Demonstrating his integrity

and commitment to providing the community with his best, Holloway added, “I believe we publish a great product every week and I look forward to us continuing to do so going forward.”

*The Tomahawk, Mountain City
April 12, 2023*

Share your news by submitting to editor@tnpress.com and rgentile@tnpress.com.

MELSON from Page 2

work. When someone managed to engage him in a discussion, he usually had a strong viewpoint to express, something he inherited from his father.

He did a little bit of everything at the Times-Gazette throughout the years. He had to be forced to take vacation time. We found out about Dave's death April 25. There has been a deafening quietness in the building this week.

The symbol “-30-” once marked the end of a news story. Lately, it has been used to mark the end of a newspaper's existence. I am using it today to mark the passing of David Melson.

“-30-” Dave. As a veteran newspaper man, it is only fitting. See Melson's obituary on page 11.

STEPHENS from Page 4

automatically add a GA4 tag and basic settings to sites using Universal Analytics this past March.

Google has a guide available and instructions for a variety of different content management systems.

Over Zoom calls, I was able to set up three newspapers on GA4 in less than 30 minutes. Those newspapers were using Google Analytics, TownNews' Blox CMS and Google Tag Manager.

“Their knowledge of how to structure the backend of GA4 and the correct way to implement it into our site structure made the whole process painless,” Busse said about the backend work.

Some of the newspapers the ambassadors worked with rely on analytics' reports handled by a corporate division or the ownership group. For those editors and publishers, patience is a virtue.

It makes sense for a chain of newspapers to have the GA4 properties set up as part of a corporate account. But the information available through Google could be utilized at the local level for more real-time decisions on SEO, coverage priorities and advertising opportunities.

In the newsrooms that had made the jump to GA4, the ambassadors set up an audience dashboard created by Ned Berke. The ambassadors created different audience segments to allow sites to drill

down to their more loyal users.

“I set up specific parameters for analytics to be pulled by first time visitors within the last 30 days, as well as 2-5 visits, or 6 or more in the same time frame,” said Clayton Steward, ambassador for the Washington Missourian. “The benefit of this is to help see how many website visits or page visits occurred off of ‘viral’ stories and how many ‘loyal’ readers they have and what they are viewing the most.”

Once that dashboard was set up, some ambassadors created additional reports in GA4 specific to their site's requests and the different publishers have found additional uses for the tool.

“I made detailed reports for

news and sports and overview reports for news and sports,” said Michelle Gutierrez, ambassador for Leader Publications. “I figured out I had to make summary cards which are basically graphs on the details reports and then go to the overview reports to add all the cards together.”

Overall, newspapers said their sales divisions were utilizing demographic data, location details and engagement time to help advertisers understand users of their sites.

Elizabeth Stephens is the executive editor of the Columbia Missourian and the Missouri Community Newspaper Management Chair at the Missouri School of Journalism.

Carol Goss Daniels: In Memoriam

Carol Goss Daniels, who since 2017 had served as executive director of Tennessee Press Association (TPA), Tennessee Press Service (TPS) and Tennessee Press Association Foundation (TPAF), passed away at age 59 on April 7 after a courageous nearly-eight-year battle with cancer. A Celebration of Life service was held in her memory on April 15 at the Neal-Tarpley-Parchman Funeral Home in Clarksville, Tenn. Thanks to the generosity of Carol's husband, Frank Daniels III, personal photos of Carol and loved ones are seen here, intermixed with TPA photos of Carol that were taken during various TPA events. Several eulogies from the April 15 Celebration of Life ceremony are also presented here and continuing onto pages 7-9, with those from Frank Daniels III, Carol's daughters Megan Duthie and Samantha Miravalle, and TPS president Dave Gould. A more detailed feature story about Carol, her life and career and her obituary, were published in the April 2023 edition.

Eulogy from Frank Daniels III, Carol's husband

I hope you never lose your sense of wonder,

You get your fill to eat but always keep that hunger,

May you never take one single breath for granted,

God forbid love ever leave you empty handed,

I hope you still feel small when you stand beside the ocean,

Whenever one door closes I hope one more opens,

Promise me that you'll give faith a fighting chance,

And when you get the choice to sit it out or dance.

I hope you dance . . . I hope you dance . . .

- from Lee Ann Womack, "I Hope You Dance."

Thank you for coming to be with us as we celebrate Carol's life.

Welcome also to Carol's mom, Christine, and her brother, Chris, who are in Black Diamond, Alberta, with family and friends watching the livestream of this celebration. I know you want to be here, but you also know Carol was an incredible multi-tasker and she is there with you as she is here with us now.

Carol had but one request for her celebration of life and that was to ensure we played "I hope you dance," by Lee Ann Womack, the lyrics of the song had to have been written for her. In fact, I think as you listen to many country songs, you'll likely come to the same conclusion that I have in my years of knowing her, most of the

See **FRANK EULOGY**, Page 8



Eulogy from Megan Duthie, Carol's daughter

I'm here to talk about my mom. My mom.

How lucky we were to know her.

I'm sure many versions of her live in the minds of the people that knew her, but the one thing I know for certain is that those versions all have one thing in common – the way she led her life in all things with joy and with love.

Whether she had made and given you a quilt, or a baby book. Whether you shared in her baking of Christmas cookies, or her famous rolls, or an amaretto cheesecake for your birthday. Whether she had given you an encouraging word or her mentorship, she led in all of those actions with love.

How lucky we were to love her.

One of my earliest memories of my mother was an expression of this love. When I was about 7 or 8, really no older than her grandson,

my nephew, Finn is now, I went home from school at lunch time like we did every day. But this day was more special than most – this day was my birthday. We walked into the house, and she turned on the radio. Just at that moment, the radio DJ said, "Happy Birthday, Megan – your mother loves you, and this one's for you."

I might be paraphrasing, but that's the message that I remember.

She had called the station that morning and had set it all up. She requested my favorite song be played at just the time we got home.

I realize that story might be lost on those of you that have always had a world of music available at the push of a button but trust me

See **MEGAN EULOGY**, Page 8

Carol Goss Daniels: In Memoriam

Eulogy from Samantha Miravalle, Carol's daughter

Until a week ago, I hadn't known a world in which my mother wasn't here.

To know my mother was to know love, to know joy, and to know a fierce determination to lift others up and make the world a better place.

To know my mother was to know her children. Megan and I were so lucky, and later Joe, Frank IV, and Kimberly. This incredible woman that the world saw didn't even scratch the surface, because she always gave the best of herself to her girls, and then later her boys - bottomless strength and patience. And if you ever heard stories of me as a teenager, or heard stories of Frank IV, as a teenager, or heard stories of Joe as a teenager... you will know she really needed to have bottomless strength and patience.

But it didn't end there, because the best of her also continues to be reflected in the many, many people she mentored over the years. We would always tease her

that whenever mama started a new role, part of her responsibilities was to 'save' someone or adopt someone. You know who you are. There was never a lack of love or friendship in her life, and I'm sorry to break it to you, but even though my sweet mama is gone - you're stuck with us now.

To know my mother was to know her passion for her grandbabies. They were the pride and joy of her life. My daughter, Emmeline Anine, was named after her. Emme sat down the other day to write a card to Nana with a worried look, "Mommy, I only know how to spell a few words, how can I tell people just how much and how big I love them?"

That's what this feels like. How can we ever find the words to describe someone like my mother?

Luckily, she found someone who was pretty good with words. To know my mother was to know

See **SAMANTHA**, Page 9

Eulogy from Dave Gould, Carol's boss

Good afternoon.

Frank, let me first thank you for the opportunity to say a few words about Carol. It is certainly an honor.

While Carol's and my paths crossed briefly when we both worked for Gannett in Middle Tennessee, I really got to know her when we hired her to lead the Tennessee Press Association, Tennessee Press Service and Tennessee Press Association Foundation. Carol reported to the board, and I was president of that board during her tenure, so we worked closely together for the last several years.

Let me take you back to the summer of 2017 when we were interviewing candidates for the executive director position. To set the stage for you - the association was, simply stated, a financial disaster. We were low on funds, knew we may have six to 12 months remaining if we didn't change the operation quickly, and staff morale was very low.

Carol was one of our final two candidates. The other candidate was very experienced, highly qualified, plugged in and had several advocates in the association. While Carol had an impressive background, she was new to Tennessee newspapers and not nearly as well known.

I talked to a couple of Carol's references and I went back and found my notes from those conversations the other day. One was Alissa White, who was Austin Peay's president at the time. She said: "Carol has the uncanny ability to make connections and bring different people together." She emphasized this over and over and over again in our conversation. She said Carol was everywhere in town at events and plugged in to the movers and shakers in Clarksville.

I also spoke to Carol Hudler, former publisher of the Tennes-

See **DAVE EULOGY**, Page 9



Carol Goss Daniels: In Memoriam



FRANK EULOGY from Page 6

good lyrics were expressly written for Carol, like these from Don Williams:

But I believe in love
I believe in babies
I believe in mom and dad
And I believe in you
Well, I don't believe that heaven
waits

For only those who congregate
I'd like to think of God as love
He's down below
He's up above
He's watchin' people everywhere
He knows who does and doesn't
care

It is still amazing to me that when I met Carol I could not stand country music ... just one of the many ways she changed me.

There are some people who make such an impression that you can easily recall the first time you met. I met Carol in San Francisco at 8:30 on Monday morning, September 13, 2004, on a shuttle

bus. She walked to the back of the bus, where I was sitting, and took a seat, I was compelled to lean over the seat back and introduce myself, it was the moment my life was turned upside down ... or more appropriately, right side up.

A week or so after that conference, I called her at her office to congratulate her on being promoted to Classified Advertising Manager of the Calgary Sun and got her voicemail. As I waited to leave a message, I was struck at how she was able to transform a simple, perfunctory greeting into an invitation to do business with her. It blew my mind . . . it is still blown.

When she was diagnosed with cancer almost exactly eight years ago, I got to see a whole other level of the force that was Carol.

She was convinced that she would beat this, so convinced that two weeks ago on Monday, when we sat down with her oncologist to talk about next steps after she had finished her fourth

experimental drug trial in the last 12 months, she was stunned that her fight might be over. She listened to what her doctor was telling her, but what she heard as that she needed to prepare for the next phase of her battle, which included telling me that I had to call Dave Gould for her and let him know that she could not continue working. It was the first time in those eight years that she conceded anything to her cancer.

The next day, when we were sitting in the hospital talking about what might come next with some friends, I ventured something about the reality of what was happening, she turned to me and said, "Stop being such a Debbie Downer."

Her message was "You better keep up with me; we got a lot do and no time for negative thoughts."

It turned out we had 72 hours...

I am regularly reminded that she can have similar impacts on others who wobble into her range. In the last few months, when

Carol got really sick and I needed to help her communicate with her team at Tennessee Press, I got to see that she had had similar impact there. Earl Goodman would constantly send her words of hope and encouragement. Earlier this week when he told me that he and his wife Rhonda could not be here today, he passed along something Rhonda told him when Earl gave her the news. I will try to read it:

I've told several people what my wife Rhonda said to me on Friday when we learned Carol had entered hospice.

"The only way I can deal with this is to remember that she's a hero. She's a hero because she showed courage and strength to fight, and she's a hero because she showed her family to fight to keep their spirit of life. And with all the trials and medicines she tried, we have no idea who might benefit from what doctors learned from her situation. She may be a hero to someone down the line who may

not have to go through what she endured because she endured it for them. She's a hero...she's just a real-life hero."

I certainly agree with those thoughts, and I certainly am a better person for seeing and experiencing her courage. Afterwards, I did smile because I thought, "Carol would probably correct us to say heroine."

Carol would probably be embarrassed that such a word be used to describe her, but it fits. Again, I wanted to thank you for coming and remembering Carol with us, and leave this thought with you – one of Carol's favorite toasts when we were at the beach, or sitting in the garden, or on a trip, was to watch the sunset, raise a glass of rose champagne, and know that we were in the right spot at the right time. Our toast was "Darn!"

As Carol taught me, there are few better ways to look at the world than through rose-colored champagne glasses. . . .

MEGAN EULOGY from Page 6

when I say that when I was a kid, it was something special to hear your name on the radio and a song being played just for you.

This was just one small example of a lifetime of expressions of her love.

How lucky I was.

Since her passing, I have heard from so many people. She touched so many lives. She was so unafraid about the way she loved the people in her life. So many stories shared with me are about how my mother treated these people like they were her own, how wonderfully she was remembered, and how she made others feel loved.

I am so proud and so happy that she made others feel that same way. She was so supportive and

loving to her girls. And when I say that I don't mean only her daughters. I spoke with my mom every day and she always had such fun and amazing things to say about those people that she had "adopted." If you were one of those people, please know that she was so proud of you, too.

How lucky we were that she loved us.

When I fell pregnant, she was the first person that I wanted to tell. And when I brought my son home from the hospital, she was the first person that I wanted to meet him. When they looked at each other that first time – Bean and his Nana – it was love at first sight.

I'm going to miss her.

There is a poem that I'd like to share with you all. The first time I read it, I thought, "my mom

would love this." At the core of this poem is the carrying on in the face of great loss, an expression of the hope of the good, if there can be said to be any good, that may come from death. I think this is what she would have wanted us to do. To carry on her legacy of leading, in all things, with love.

Love for our each other, love for our communities, and maybe, if we're lucky, we can live our lives just a little bit more like the way she lived hers.

"Epitaph," by Merrit Malloy:

When I die
Give what's left of me away
To children
And old men that wait to die.
And if you need to cry,
Cry for your brother
Walking the street beside you.

And when you need me,
Put your arms
Around anyone
And give them
What you need to give to me.
I want to leave you something,
Something better
Than words
Or sounds

Look for me
In the people I've known
Or loved,
And if you cannot give me away,
At least let me live on in your
eyes
And not in your mind.

You can love me most
By letting
Hands touch hands
By letting bodies touch bodies,
And by letting go

Of children
That need to be free.
Love doesn't die,
People do.
So, when all that's left of me
Is love,
Give me away.

Thank you, everyone, for being here. She would have loved to see us all together.

How truly very lucky we are.

I'd like to leave you with some unsolicited advice that my mom gave me over the years. Drink water, blend your foundation (and if you think you've blended enough, you probably haven't, so go ahead and blend some more), wear sunscreen every day, buy the shoes, and don't sweat the small stuff.

And please, don't put off your screenings.

Carol Goss Daniels: In Memoriam

SAMANTHA from Page 7

Frank. Her husband, her partner in all things, and her soulmate. No words can describe watching them make each other stronger, love each other deeper, and lift each other up.

I had the enviable task of going through my mother's closet, and she kept every single card. Amongst those cards was the one I wrote to them when they got married - in it I wrote "love hard, be kind, last long." Even I couldn't imagine what they became.

Together, they created a family I never thought I would have, and a love I never thought was possible.

To know my mother was to know her friends. She brought people together both to celebrate life, and to benefit others. Even though the common thread tying all these events together was my

mom, she never made it about herself. The focus was always on doing good for other people, and through other people.

To know my mother was to know a force of nature.

She was an inspiration in the way she lived her life, the quality of excellence and determination she brought to everything that she did. She taught me that right was always more important than easy, never settle, never let the bad guys win, and never, ever, let a man get you down . . . but kindness, kindness above everything.

From her mastery of her profession, to the lives she touched through her generosity and compassion of her charitable works, she lived and breathed her values, effortlessly commanded a room, genuine and sincere, she walked through this world with an incom-

parable grace. An elegant woman, who would ONLY swear under her breath if the occasion demanded.

To know my mother was to know her untamable and ineffable spirit. Her 'woo-woo' side. She believed in something bigger than us all, and strived to be one with the universe. We were lucky enough to dance under the eclipse with her, spend hours talking about the soul, play in gardens, plant lavender, and talk about fairies.

My mother had a piece of paper hanging over her desk, right above her screen that she looked at every day, scrolled with intentions.

Written down was: "make a difference in this world. Bring joy and peace to others. And the words: Grateful. Gratitude. Joy. Love. Unlimited."

Today I stand in front of you, having lived in this world for a week

without her, to honor my mother. A friend to me and a friend to you. Her last gift to us was the gift of time. And what a precious gift. The gift of time to cultivate gratitude and allow us to experience the love we have for each other.

I'm grateful for the eight years she gave us through her fight and sheer force of will.

I'm grateful for her deep love and kindness.

My mother always told me that I got a lot of her bad habits, but that I also got her heart, so I can confidently pass on what she would say to us now: "Hug each other. Love each other. Lift each other up. Cheer each other on. And I'll see you again soon."

Mom, you are my best friend. I am honored to be your daughter. I love you, thank you for always making sure I got home.



DAVE EULOGY from Page 7

sean. Carol Hudler told me that Carol Daniels was persistent, organized and a very good sales manager. She said Carol could "go high or low" in terms of developing relationships with various types of people. She will do everything she can to make things happen.

Both Carol Hudler and Alissa told me that they would hire Carol in their respective organizations if we didn't. These were impactful words from two people who knew Carol well.

And their comments cemented what I was already thinking - and that's that Carol was the right person for the job.

The reality was the board thought we needed a change agent - somebody who would come in and not just upset the apple cart, but throw the apple cart over a cliff and build a new one. That was Carol.

The organization Carol came into was teetering on financial collapse, member newspapers were frustrated, and morale among the Tennessee press staff was pretty low.

Other than that, everything was just great.

Well, Carol took the reins

strongly and decisively.

But she also did so with an understanding that even though she was walking into a very difficult situation she was not going to be a bull in a china shop. She quickly identified some key employees who she nurtured. They, along with some people Carol hired during her tenure, became the backbone of what is today a very strong team.

Carol also completely revolutionized how the association approached ad sales. She led by example by talking often to ad agencies and others.

The bottom line is that in no time Carol got things turned around, financial and otherwise.

We went from the brink of disaster to what we are today, a strong organization that effectively serves its members and is on solid financial footing. And a huge part of that is thanks to Carol.

Carol and I talked often, at least once a week, about various association issues. I don't recall the first time I learned about her cancer. Carol was diagnosed before she came to work for the association so it was likely early in her tenure. She rarely mentioned it unless she told me she would be out a day or so due to treatment.

And she never complained

about it. Never. And she never used it as an excuse for anything. She was always thoroughly convinced she would beat it. Her optimistic outlook was very inspiring for everyone who understood her situation. I'm convinced that until she learned of her final prognosis she believed she would be cancer free at some point.

I marveled at the fact that even during the time she was being treated with chemo or radiation, she never complained and never said she couldn't get something done. Over the last few months of her life, it became clear that she was struggling - but she kept at it and never lost her focus. Even toward the end when she was very sick, she wanted to keep meeting and help us fight off the curmudgeons who were introducing anti-newspaper bills to our legislators.

A lot has been said about Carol over the past couple of weeks. She's been called a force of nature, an advocate for women, passionate, energetic, creative, relentless, optimistic, courageous, and determined. All of those things are 100% true.

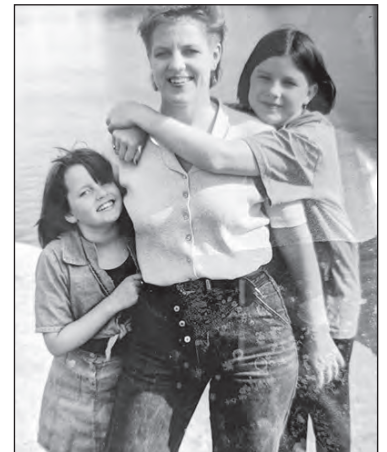
But I also got to know the Carol who was kind, compassionate and forgiving. Someone who was always thinking of others and

how a certain situation might be impacting them. A woman who loved her husband and her kids and, especially her grandkids. Nothing gave Carol more joy than spending time with her family.

I believe that when Carol was told by her doctor that her time on earth would only be a matter of months that she accepted the fact and used that same grit, determination and focus to prepare for the transition from life here on earth to heaven. And she succeeded in doing that in just a short time.

I'm going to really miss Carol. I will miss our regular calls, I'll miss the Carol bubble, which was her way of telling you something that couldn't be shared beyond the two of you, and I'll miss our conversations about how to help our members navigate this crazy newspaper industry.

But I'm comforted by the fact that she is no longer suffering. In fact, I'll bet she's at the Pearly Gates and St. Peter has tasked her with the responsibility of greeting others as they enter heaven and helping to lift the spirits of those who don't think they are ready to be there. She's giving pep talks and encouraging and inspiring others, just like she did here on earth. We will miss her.



SPINNER from Page 1

who has played around with ChatGPT and Bard, a similar generative tool from Google.

“I have to admit that the writing is better than some of my students’ writing,” she said. “But I’ve also been struck by the hallucinations, made up facts, quotes, etc. And I worry that students will use these tools when they are short on time or feeling pressured to produce.”

AI is not new to journalism. Four years before ChatGPT came onto the AI scene, Forbes declared under a headline that “The Future of Journalism is Artificial Intelligence.” By then news outlets had already been using forms of AI for years.

- The Associated Press started using artificial intelligence in 2014 to automate stories about corporate earnings from its business news desk.

- The Los Angeles Times used a bot in 2014 to write a story about an earthquake.

- The Washington Post also has used bots to cover elections and sports, starting in 2016 with the Rio de Janeiro 2016 Olympic Games. In 2018, the Post won top global BIGGIES awards for its in-house AI tools.

- Bloomberg also has embraced AI, using machine learning to more easily customize document searches on its subscription “terminal”—once a machine and now software—and to create stories based on financial reports.

In other words, way before ChatGPT made artificial intelligence understandable, even magical, to most people — type in a prompt and watch it answer — major news organizations were already using AI even if most journalism schools were not teaching about it.

That means many educators are now in a place of not only discovering the technology along with their students but also in having to teach authoritatively about it without coming across as naive or inept.

It’s not an easy balance as

many journalism professors have learned over the past 15 years of digital transformation within the industry.

“ChatGPT’s release in November was the inflection point,” said Adam Maksi, associate professor of journalism and media at Indiana University Southeast. “It had been building up to this. But it’s not new.”

Maksi, who is also a faculty fellow for eLearning Design & Innovation for the entire IU system, said AI creates opportunities for journalism.

“I have a colleague who would say these aren’t really tools but they are digital co-collaborators,” he said. “Many of us work collaboratively with other humans. What these tools present is a non-human collaborator. That’s what’s different.”

Through that collaboration, ChatGPT and models like it force us to ask better questions, Maksi said.

Or, as Lehigh University journalism professor Jeremy Littau wrote in a December post on Substack titled, “Who’s afraid of ChatGPT,” the question itself becomes the more important part of the process.

“ChatGPT’s ability to synthesize billions of pages on the web and give us a starting-place answer is not the death of a form or an industry,” Littau wrote. “Those answers could be incorrect, or rooted in bias. They might actually be pretty decent. But either way, they should start conversations with the humans interrogating them at the point of research and prewrite, not be the definitive copy that gets turned in for a class or published somewhere. If we treat generative text that way, we might be on to something transformational in education and media. It’s a huge opportunity to spend our brainpower on pursuing novel questions of substance and importance.”

Sarah Murray, an assistant professor in the Film, Television and Media department at the University of Michigan, said she has been

when we help them understand that — and find ways to reach more potential customers. Another lesson is that we need to stay in constant contact with advertisers. Like my webinar attendees, the more we keep in touch, the more we’ll see results.

Where have all the inserts gone?

talking about AI a lot this semester in a seminar digital media course.

She said it is important not to frame AI as cheating. “I push students to think about the problems that film and journalistic production have always faced,” she said. “The main example of this is industry standards of truth and authenticity, which both journalism and filmmaking ascribe to.”

Filmmakers think about the uncanny, she noted, and journalists think about reporting that operates in the realm of accessible literacies of credibility and objectivity. “Both of these have always been a problem for their respective artistic realms and both are historical problems that undergird how we teach creative arts.”

This is not the first time filmmakers and film scholars have dealt with the uncanny, she noted. “So, we start by asking students, ‘How has the uncanny been tackled in the past, and how might we lean into the creative affordances of AI to engage a new or different meaningful and trustworthy contract with the audience?’”

In her Digital Media Strategies class in Columbia College Chicago, where I also teach, Stadler has students build content themselves and use an AI generator. She then assigns them to write about the efficiencies and challenges of both.

“Professors are worried that students will use these things to cheat — if we should even call it that,” Sadler said. “I’m just not. College is not some wonderland where we should operate like the world outside of it isn’t rapidly changing. And we shouldn’t be scared or worried by it.”

In my Opinion class this semester, we’ve spent a lot of time talking about AI, particularly ChatGPT. One of their first assignments was to ask the bot to write an editorial about itself. Then I had them write their own, without assistance. We noted the differences. ChatGPT admitted it doesn’t do opinion well because it cannot

Publisher Bill Derby wrote to me yesterday to ask if everyone else sees a slowdown in inserts at their papers. He also asked, “If so, do they think they’ll be coming back?”

I created a quick post on social media, asking publishers for their take on the subject. I got a lot of responses. Those at larger papers wrote that inserts are way down and probably not returning.

apply human logic. It handled the facts well enough — which we made sure to verify—but it did not know how to structure an op-ed or editorial—because it had not yet been trained. After all, it only does what it has been trained to do.

As someone who works hard to accommodate neurodiverse and non-native English learners, I see how it can be useful as assistive technology for the students who might benefit from prompts to get started.

But there are others:

- Some other ways ChatGPT could be useful for news production include personalizing newsletters, content moderation and translation.

This is according to Nick Diakopoulos, communication professor at Northwestern University, who recently launched Generative AI in the Newsroom project.

- Damian Radcliffe, a journalism professor at the University of Oregon and fellow at the Tow Center for Digital Journalism at Columbia University, had these AI tips for publishers, writing for What’s New in Publishing in March that smaller newsrooms, in particular, may not have the funds to invest in AI or may be wary that its benefits are being overpromised.

- Ethan Mollick, a professor at the Wharton School at the University of Pennsylvania, pointed out in this handy AI guide on Substack, that the trick is figuring out what you want AI to do for you. It’s also important to know that AI lies, which is where it may be most problematic for journalists who don’t fact-check what it spits out.

“Every fact or piece of information it tells you may be incorrect,” Mollick wrote. “You will need to check it all. Particularly dangerous is asking it for math, references, quotes, citations, and information for the internet.”

He followed with a guide to avoiding hallucinations, the term for falsehoods the bots put out. This happens when AI doesn’t un-

Answers from smaller papers ranged from “Ours are way down” to “We’re doing okay, but the bigger papers around here are struggling” to “Ours are up, and we’re getting more inquiries each week.”

So, there you have it. Most folks say their insert business is down or “way down.” However, some say their inserts business is holding up, some even in-

derstand the question or misinterprets the data. If the bots don’t have an answer, they just fabricate one.

Maksi looks at AI differently than most journalism educators — perhaps because he understands the technology so well, including this potential for error.

For him, he goes back to understanding the purpose of journalism. “It’s to bring people the need to be free and self-governing or to empower people, to serve the audience, why does it matter if I use this word over this word if it’s not creating a problem with meaning?” he said. “We’re holding on to a traditional paradigm that may have been useful for other reasons. The most important part of journalism is reporting so if we can give people more time to report and develop those relationships, why wouldn’t we?”

Maksi said he worries about educators who are too focused on teaching journalism students formulaic ways of writing because eventually those skills will be done by a computer.

“The value of a copy editor wasn’t just straight up line editing but editing for bias so how do we emphasize the human elements of the skills we are teaching?” he said. “We keep pointing to the nature of the industry. Do we want to teach skills to students that are relevant and adaptable to a variety of circumstances — or the old way of doing this? This is the problem sometimes with journalism educators.”

Jackie Spinner is the editor of Gateway Journalism Review. She is an associate journalism professor at Columbia College Chicago and faculty advisor to the Columbia Chronicle. She has never taught at the University of Missouri despite what ChatGPT said. This column originally was published April 20, 2023 in the Gateway Journalism Review. This column has been republished here with Spinner’s permission.

creasing. I need to investigate what’s happening at these papers that are increasing their inserts and see what we can learn from them.

Tennessee-based Kevin Slimp is a popular consultant to newspapers throughout North America. His monthly column is carried by industry publications on three continents.

SLIMP from Page 3

in Tennessee. I always enjoy working with nearby papers. It’s nice to work in person instead of online now and then. We’ll discuss ways to increase advertising and help our advertisers create more effective ad campaigns. One lesson I’ll try to instill is there is no such thing as too much advertising. We help our advertisers

TPA MEMBER COVERAGE SHOWCASE: The Jackson Sun, Jackson

'Are you my Jane?' Childhood best friends reunite on their 94th birthdays

LASHERICA THORNTON
The Jackson Sun
May 22, 2022

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

For two childhood best friends who grew up living in the same neighborhood and playing together, their paths unknowingly kept crossing after graduating high school, including living at a Jackson senior living home.

Jane Scott and Joann Vandiver turned 94 on Feb. 10 and on Feb. 12, which put them both in the same monthly birthday party held at American House of Jackson, an assisted-living home, formerly known as Elmcroft.

"I'm older" they went back and forth saying at the party until Scott—keeping the title of the oldest resident—told Vandiver that her birthday was Feb. 10, making her two days older than Vandiver.

They kept talking. Vandiver eventually told Scott that when she was much younger, as a child, she would celebrate her birth with her best friend whose birthday was Feb. 10 like Scott's.

Then they realized they both lived on Lexington Ave. at one point.

"My Joann moved off," Scott said. "I did (move away)," Vandiver said.

That's when Vandiver asked, "Are you my Jane?"

Neither of them could've imagined they'd ever reunite, but here they were celebrating their February birthdays like they did as kids.

"I never would've known her," Scott said.

It was exciting for Vandiver. "It was so sweet to see them realize they were childhood best friends," said Casey Hays, the facility's life enrichment assistant who creates activities for the residents.

Vandiver went into the nursing home in September after postponing her planned start in Feb. 2020, about a year after Scott started living there.

"I didn't recognize her, and she didn't recognize me," Vandiver said about not knowing who Scott was. "We got a little older."

At one of Vandiver's parties, she vividly remembered a game where the girls went behind a sheet with only their bare feet showing.

"They were checking to see who had the prettiest feet," Vandiver said as she and Scott started laughing. "And she had the most gorgeous feet."

They met at school and often saw each other, like when they played outside on tire swings and did the same things.

The girls attended grammar school at Whitehall, then Jackson Jr. High and Jackson High.

They'd seen each other a few times since graduating high school before Vandiver moved to Wash-



Submitted photo

Best friends as girls and last seeing each other in 1986, Joann Vandiver and Jane Scott found many years later, at age 94, they were living in the same assisted-living home.

ington D.C. and married her military husband. They moved around and lived in Japan, Texas, Colorado and Myrtle Beach, where she lived for 49 years before returning to Jackson to be closer to her family.

Not remembering the exact date, Vandiver recalled last seeing Scott

home keeps residents busy with activities, such as outings in town, bus rides, parties and Family Fun Day.

Sometimes both ladies are at the activities, and sometimes they're not, Vandiver said.

Even though they did the same

before their 40th high school class reunion in 1986.

Scott got married, worked over the years and became a "fun" mom who roller skated and took her son and his friends on out-of-state trips for baseball.

Neither of them realized they were often in the same places, such as the baseball stadium in St. Louis or in Myrtle Beach where Vandiver lived and where Scott often vacationed for weeks at a time.

The senior living

things as kids, they've grown to have different interests and habits.

The one thing they still have common is that they're at American House, Vandiver said.

"Just hanging out," Scott said, laughing.

The fun and easy-going duo can quickly make each other laugh with jokes and compliments.

"It seems like your two personalities are why you get along," Denae Sweeton, the community relations director for American House, said. "I can tell why they were friends."

When they're together, they're like two friends who hadn't lost touch, she and Hays said.

Scott and Vandiver talk during social hour every day, eat together, play Uno and do Trivia.

They talk about mutual friends, old boyfriends and their gray hair.

"We're here and we're friends," Vandiver said. "We were friends way back then, lost touch and now we're friends again."

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Can I attend jury selection?

Yes, the same rules that apply to access to criminal and civil proceedings more broadly apply to jury selection, an important pre-trial proceeding.

Are grand jury proceedings open to the press and public?

No. As in most states, the deliberations of grand juries in Tennessee are secret. There is no First Amendment right to access grand jury proceedings, and participating jurors are generally prohibited from discussing them, even after the grand jury's activities have wrapped up.

What can I do if a court proceeding I'm covering is closed to the public?

Courtroom closures may be rare, but if it does happen, you can challenge it. In both criminal and civil cases, journalists and news organizations can intervene to seek access to the proceedings. (You can do the same for access to court records, as I explained in my February column.) If you learn in advance that a case you're covering could be closed at the request of one of the parties, talk with

your editor to determine whether it makes sense to challenge the closure before it happens. But if the court suddenly decides to close a proceeding that was supposed to be open, you may have to object on the spot. Start by asking the judge for a chance to speak. Once the judge acknowledges you, you could say something like this:

"Your Honor, as a member of the public and the press, I object to the closure of this proceeding and assert my common law and constitutional rights under both the First Amendment and the Tennessee Constitution to attend this court proceeding. Pursuant to the Tennessee Supreme Court's decision in *State v. Drake*, 701 S.W.2d 604 (Tenn. 1985), I ask that this matter be stayed so that I may contact our attorney to be heard on the issue of closure." If you are in federal court, you would omit the references to the Tennessee Constitution and cite to the U.S. Supreme Court's decision in *Richmond Newspapers, Inc. v. Virginia*, 448 U.S. 555 (1980), instead of *State v. Drake*. It's important to keep calm and follow the court's orders, even if the judge refuses to let you speak, so that you do

not risk being held in contempt of court. If you are not permitted to speak and are required to leave the courtroom, write a note to the judge stating that your news organization would like to oppose the closure and give the note to a court officer to pass along to the judge. Then contact your newsroom's attorney or, if you don't have one, contact the Reporters Committee for Freedom of the Press.

You may have lots more questions about access to court proceedings than the ones I've addressed in this column. If that's the case, you can consult the Tennessee chapter of the Reporters Committee's Open Courts Compendium for more information. If you are in federal court, you can consult the Sixth Circuit chapter of the Open Courts Compendium. Additional guidance can be found in the Media Guide to Tennessee's Legal System, a resource compiled by the Tennessee State Courts.

Paul McAdoo is the Tennessee Local Legal Initiative attorney for the Reporters Committee for Freedom of the Press. He is based in Nashville.

OBITUARIES

David Melson

David Glenn Melson, 63, of Shelbyville died April 25, 2023. Funeral Services were to be held Sunday, April 30, at Hillcrest Funeral Home with Rev. Dan Asche officiating. Burial was to follow at Hillcrest Memorial Gardens.

David was born September 20, 1959, in Murfreesboro. He was a copy editor for the Shelbyville Times Gazette for 42 years; he was also a member of the Tennessee Press Association and a member of First Christian Church of Shelbyville.

David was preceded in death by his parents, Glenn "Bo" Melson and Harriet Anne Overcast Melson.

He is survived by his uncle,



Melson

Roy Overcast Jr. of Brentwood, Tenn.; his aunt, Carolyn "Cookie" Overcast Smith of Plano, Texas; his uncle, Mike Bone of Shelbyville; and his special friend, Sadie F. Parsons,

of Nashville, Tenn.

Special thanks to Dr. Michael Gibson and Alive Hospice of Nashville. Memorials may be made to Vanderbilt Ingram Cancer Center, 2220 Pierce Ave., Nashville, TN, 37232.

*Shelbyville Times-Gazette
April 25, 2023*

2023

TENNESSEE STATE PRESS CONTESTS

Awards Luncheon

for State Press Contests Newsroom awards

Friday, July 21 @ Noon

Embassy Suites Cool Springs Hotel, Franklin, Tenn.

Winning newsrooms to be notified of an award by May 26.

2023

TENNESSEE PRESS ASSOCIATION

TENNESSEE PRESS ASSOCIATION

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release of the shooter's writings and other information gathered at her home and in her car that might shed light on her motivations. Lawmakers and others have called for the release of what police originally called the shooter's "manifesto."

Police: Some Covenant parents don't want shooter's writings released

The city said in its motion that delaying the hearing would give time for parents at Covenant School to intervene in the lawsuits if they wished.

"Some parents from The Covenant School have informally indicated to the MNPd that they oppose the release of the shooter's writings. The Metropolitan Government believes they should have an opportunity to participate in the show cause hearing if they wish and that the Court should consider these varying interests," the motion said.

Other intervening parties may include news organizations and representatives of The Covenant School, the city said.

Police cite Rule 16 exemption as reason for denying records

Two public records lawsuits have been filed against Metro Nashville over records related to the shooting.

In denying access to the records, Nashville police cited the so-called Rule 16 exemption, which allows law enforcement and prosecutors to withhold records that are relevant to an ongoing criminal investigation. Rule 16 is part of the Tennessee Supreme Court's Rules of Criminal Procedure and applies to ongoing criminal cases. However, the Supreme Court ruled in 1986 in a case involving Memphis police records that Rule 16 does not apply when the records are "not relevant to any pending or contemplated criminal action."

The plaintiffs argue that the Rule 16 exemption does not apply in the Covenant shooting because there are no underlying criminal proceedings and no contemplated charges — police have indicated the shooter acted alone and the shooter, Audrey Hale, was killed by police inside the school.

Metro Nashville said the original May 11 show cause hearing scheduled by the court "is simply not feasible" and the city needs more time. The law requires a show cause hearing in public records lawsuits to avoid government entities from delaying access to public records by dragging out litigation through legal maneuvers. It speeds resolution in a case because the government entity is required to come to court and explain to the judge the legal reason it didn't release the records, allowing the judge to more quickly make a ruling.

"The Covenant School shooting occurred only 37 days ago," the city said in its motion. "The Metropolitan Nashville Police Department ("MNPd") has been investigating, grieving, working with state and federal agencies, reviewing the officer-involved shootings, interviewing witnesses, executing search warrants, and gathering documents related to the incident. MNPd has not had an opportunity to interview everyone related to the incident and review all the documents it has gathered. Its investigation file is still active. Moreover, petitioners have requested many more documents than just the journal found in the shooter's car. It is not feasible to produce all these materials instantly, nor are they public records while an investigation is still open."

Lawsuits ask for the manifesto, communications between police and FBI, White House

The two lawsuits were by Clara Brewer, a Hendersonville resident working with the National Police Association, and James Hammond, a former Hamilton County Sheriff working with the Tennessee Firearms Association.

Brewer requested:

- all writings by Hale recovered by police including the so-called manifesto
- all records depicting or describing the writings
- all records depicting or describing analysis of the writings
- all records of communications between police and the Office of the Director of Community Safety of Nashville regarding the writings
- all records of communications between police and the Nashville mayor's office regarding the writings
- all records of communication between police and the FBI regarding the writings

• all records of communications between the Nashville police and the White House regarding the writings, and,

• all records of communications to and from the police department mentioning or regarding the writings.

Hammond and the Tennessee Firearms Association requested:

- all police reports documenting the shooting
- all police "Force Investigation Team" internal administrative reports including those required by police policy
- all police communications concerning the release of the manifesto
- all police communications with the FBI, the Department of Justice and the Nashville district attorney regarding a designation of the shooting "by a self-identified transgender suspect" as a "hate crime,"
- and all criminal and field intelligence reports or received complaints about Hale from Jan. 1, 2020 to present.

Police say school security, attorney-client privilege exemptions may apply

Police denied the public records requests citing only the Rule 16 exemption. But in the city's motion asking for a later hearing, it indicated that it might claim other exemptions as well.

The motion stated that some records might be exempt from production under the attorney-client privilege and others under a statutory exemption that makes confidential "(i)nformation, records, and plans that are related to school security, the district-wide school safety plans or the building-level school safety plans" [T.C.A. §10-7-504(p)].

"The Metropolitan Government has no desire to slow-walk this process. MNPd appropriately anticipated that portions of the journal found in the shooter's vehicle would be released very soon. Now that these lawsuits have been filed, however, and many more documents have been requested, the Metropolitan Government seeks the Court's assistance to manage all the requests and competing interests, in compliance with the Public Records Act, in a well-ordered, transparent manner" the city said in its motion.

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



Tennessee Newspaper Hall of Fame Installation Banquet

Posthumous honorees:

Joseph P. Albrecht

Sam D. Kennedy

William (Bill) Millsaps, Jr.

William C. (Bill) Simonton, Jr.

Friday, July 21 at 6:00 p.m.

Embassy Suites Cool Springs Hotel
Franklin, Tennessee