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# Washburn new president of TPA

## From Staff Reports

Joel Washburn, managing editor of The McKenzie Banner, is the newly elected president of the Tennessee Press Association.

He was elected by the Board of Directors on Sept. 12 to fill the unexpired term of Jason Taylor, who vacated the position when he assumed the position of president and publisher of the Jackson (Mississippi) Clarion-Ledger and regional president of the U.S. Community Publishing Group.

Washburn has served in various positions with the TPA board, including director of TPA, treasurer, and vice president of non-dailies. He also serves on the Tennessee Press Association Foundation's Board of Trustees.

He is chairman of the Winter Convention and Press Institute, a position assigned to the vice-president.

Washburn is a native of McKenzie, Tennessee. He is general business manager for his family's two community newspapers, The McKenzie Banner and Dresden Enterprise.

Washburn holds a bachelor's



Washburn

degree from Union University in Jackson and an MBA from Bethel University in McKenzie. He works as an adjunct professor for Bethel University, teaching business and photography at campuses in Clarksville, Jackson, and McKenzie.

Besides working in the newspaper industry and teaching, he also serves his community through

elective office. He was recently re-elected to his third term as a commissioner in Carroll County and recently appointed to the McKenzie Industrial Board.

He is a member of the McKenzie Rotary Club and past president of the Carroll County Chamber of Commerce. In years past, he served as a volunteer firefighter, a member of the local rescue team and an EMT.

In recent years, he and partners started and sold a local franchise of Best Western and started and sold a regional Internet service provider business.

Washburn began work in the newspaper as a child. His first job was sweeping the floor on Wednesdays following the newspaper print production. Through his career at the newspaper and commercial printing company, he has operated letterpresses and small duplicator offset presses and had a weekly bicycle paper route.

He took a respite from the newspaper industry during his undergraduate years, when he worked at The Moore Studio in Jackson as a general photographer and darkroom technician.

Following graduation from college in 1979, he returned to the family business to work along with his father, James; mom, Ramona; and brother, Jeff.

His father became seriously ill in 1982 and died three years later at the age of 57.

Washburn and wife, Teresa, are members of First Cumberland Presbyterian Church - McKenzie.

They have one daughter, Brittany Martin, a graduate of MTSU's Mass Communication program. She works as a graphic designer in the newspaper and commercial printing company.

Washburn's TPA Presidential term will end in June 2015. His advancement to the role of president leaves a vacancy in the position of vice president for non-daily newspapers. That position will be appointed by President Washburn in the coming weeks.

The next regularly scheduled meeting of the TPA Board of Directors is set for Friday, Oct. 10, at 1:30 p.m. CDT at the Hilton Garden Inn airport location in Nashville. The meeting is open to all TPA members.

## TPA members urged to promote for National Newspaper Week Oct. 5-11; material available online

### From Staff Reports

National Newspaper Week (NNW) is Oct. 5-11, 2014. This marks the 74th year of the Week, which observes the importance of newspapers to communities large and small.

This year's kit, prepared by the Minnesota Newspaper Association, is available at <http://www.nationalnewspaper-week.com/nnw/> and contains editorials, editorial cartoons, promotional ads and more that are available for download at no

See **WEEK**, Page 3



This editorial cartoon by Charlie Daniel with the Knoxville News Sentinel is part of the kit promoting National Newspaper Week available online for use by newspapers across North America.

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### CONTACT THE MANAGING EDITOR

TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Amelia Morrison Higgs, (615) 442-8667; send a note to 1260 Trousdale Ferry Pike, Lebanon, TN 37087, or email editor@tnpress.com. The deadline for the November issue is Monday, Oct. 6.

# Responsibility and legacy

“The future of the Tennessee Press Association can be as bright as our history, but it’s going to require all of us to roll up our sleeves, grab the bull by the horns and make it happen,” Jason Taylor, then president of the TPA.

I was shocked when I learned Jason Taylor was leaving Chattanooga to assume new employment in Mississippi. Taylor is known as an agent of change and one who can accomplish much.

After just one month of service as TPA’s president, he left a vacancy in that office. The responsibility to serve as interim president fell to Taylor’s predecessor, Lynn Richardson, who restarted her service on Aug. 1 and continued until the board meeting on Sept. 12 when I was confirmed as the new president.

I appreciate Lynn’s service as president for the 2013-14 year and her interim service after Taylor’s resignation.

I was scheduled to serve as president in the 2015-16 year; however, my service date is now September 2014 to June 2015. Jack McElroy, vice-president for dailies, will be your president in 2015-16.

I thank Greg Sherrill and Robyn Gentile for helping me make the transition into this new position.

During his brief tenure, Taylor outlined several initiatives for the year. One key aspect was establishing a Sustainability Committee to review the programs and services of TPA, Tennessee Press Service, and Tennessee Press Association Foun-



**YOUR  
PRESIDING  
REPORTER**

JOEL WASHBURN

ation. Victor Parkins is heading that committee.

In the initial stages, the committee has looked at programs offered by other press associations. One significant area of examination is the number of conventions and meetings those associations convene annually.

I’ve heard it said, the six most dangerous words to an organization are, “We’ve always done it that way.”

The Sustainability Committee plans to issue periodic reports to the TPA Board of Directors.

As the former sitting vice-president of TPA, I was assigned the chairmanship of the 2015 Winter Convention and Press Institute. Programming for the three-day event is coming along nicely. The committee members are diligently accepting assignments to provide an excellent convention filled with excellent training and great speakers.

Kevin Slimp has conducted a survey of newspaper executives and leaders throughout the United States. He will reveal his finding during the convention.

Some of the new programming for the convention must first be approved by the Board of Directors

and will be announced in the November newsletter.

Congratulations to Greg Sherrill, executive director of the Tennessee Press Association, on his election as the president of the Newspaper Association Managers.

The NAM is promoting the 74th annual National Newspaper Week on Oct. 5-11, 2014. Its theme is “Newspapers – The Foundation of a Vibrant Community.” Be sure to watch for details of the program.

In closing, it is my honor to serve as your president of the Tennessee Press Association. I have had the privilege of watching numerous presidents as they worked through the issues of their times. Some of the issues were fun; others brought great consternation.

We at TPA are family, and just as a family, we share the joys and the pains in life.

Speaking of family, when I was a child, my family’s only vacations were at the TPA Summer Conventions. My dad, James, and mother, Ramona, loaded my brother, Jeff, and me in the car and headed for the convention. It was where Dad met his friends.

Dad was a sharecropper’s son and never finished high school but had great accomplishment. He was a World War II veteran and started work in the newspaper business in the 1940s. It was his vocation and his passion. He died in 1985 when he was 57. Now, I am 57.

Thanks, Dad, for your legacy.  
*Joel Washburn is the managing editor of The McKenzie Banner.*



Rendering from <http://www.tnpress.com/halloffame.html>

Above is the proposed new look for the physical appearance of the Tennessee Newspaper Hall of Fame.

## Tenn. Newspaper Hall of Fame accepting nominations

By **ROBYN GENTILE**  
TPA Member Services Manager

The Tennessee Newspaper Hall of Fame honors those who have made an outstanding contribution to Tennessee newspaper journalism or who have made an extraordinary contribution to their communities and region, or the state, through newspaper journalism.

Nominations are being accepted through Oct. 31, 2014, to be considered for induction in 2015. Fifty-five honorees have been inducted since the Hall of Fame was established in 1966 as a joint project of TPA and

the University of Tennessee. The TPA Foundation is now a co-partner with UT on the project. All inductions are made posthumously.

Information about the Tennessee Newspaper Hall of Fame, biographical sketches of the honorees and nomination information can be found at [www.tnpress.com/halloffame.html](http://www.tnpress.com/halloffame.html) or by scanning the QRC at right.



All nominees must be deceased five or more years prior to the nomination. A selection committee of five TPA past presidents will review nominations and announce whether

an induction ceremony will be held in 2015.

Plans are underway to extensively renovate the Tennessee Newspaper Hall of Fame gallery in the Communications Building of the University of Tennessee. The newly renovated interactive Hall of Fame will be capable of including photos, videos and other historical material on each of the inductees.

We encourage those submitting nominations to consider including as much material about the nominee as possible. Materials may be submitted electronically by contacting TPA headquarters.

# Photos of fallen Vietnam soldiers sought for 'Faces Never Forgotten' project

Submitted to The Tennessee Press

The "Faces Never Forgotten" project, sponsored by the Vietnam Veterans Memorial Foundation, needs the help of newspapers in obtaining missing photos of 618 fallen Vietnam veterans from Tennessee.

The newspaper industry is being asked to assist the project in the completion of its quest to obtain a photo of every U.S. Vietnam soldier killed in action by Nov. 11, 2014.

These photos will help complete an electronic "Wall of Faces" in the new education center at the Vietnam Memorial Wall.

View the gallery in progress at <http://www.vvmf.org/Wall-of-Faces/> or by scanning the QRC at right with your mobile device.



If there is a soldier missing from your area, perhaps they attended one of your schools and you have a photo in your newspaper archive?

It is the Foundation's request that each state newspaper association collect the photos and forward them on to the VVMF.

The organization of this effort by each state newspaper association will help in identifying photos yet to be located. Help us complete a great tribute to our veterans.



Photo courtesy of <http://www.vvmf.org/faces-never-forgotten>

## Guide to accessing the most current information on photos needed

The following are instructions on how to get the most updated status of the photos. If you have any questions, please feel free to call (202) 393-0090 or email at [vvmf@vvmf.org](mailto:vvmf@vvmf.org).

1. Go to: <http://www.vvmf.org/Wall-of-Faces/>
2. Click Advanced Search, to the right of the search box
3. Input a city, county, or state name based on

the desired search

4. Scroll to the last box and check: Does Not Have a Default Photo
5. Hit Submit
6. This will yield the most current results for the names we are missing.

If you have one of the missing photos, please send it to Tennessee Press Association at [rgentile@tnpress.com](mailto:rgentile@tnpress.com). TPA will collect these photos and send them to the Faces Never Forgotten Project.

Thank you for your incredible effort in support of this mission.

## NEWS YOU NEED TO KNOW

### TPA Board to meet in October in Nashville

The TPA Board of Directors have set their fall meeting for Friday, Oct. 10, at the Hilton Garden Inn Nashville Airport location in Nashville.

The meeting will begin at 1:30 p.m.

### Updates, ads for 2015 TPA Directory sought

In less than a month, it will be time to submit data for the 2015 Tennessee Newspaper Directory, the annual resource for informa-

tion about TPA member papers.

It is an important tool for advertisers seeking information about Tennessee newspapers.

Listings provide basic information such as paid circulation, frequency of publication, page sizes, contact information, addresses and phone numbers.

However, newspapers may also buy ads to provide additional information to advertisers.

Vendors to the newspaper industry also should consider directory advertising as a tool to reach Tennessee newspapers.

Tennessee Press Service, pub-

lisher of the directory, provides directories to clients, potential advertisers, elected officials and TPA members.

Friday, Oct. 10, is the deadline for directory updates, while just a week later, Friday, Oct. 17, is the deadline for ad orders.

A correction form was sent to TPA members the week of Sept. 12.

Updates can also be made online. Links to the online version are available at [www.tnpress.com](http://www.tnpress.com).

Questions about advertising should go to David Wells, TPS advertising director, at (865) 584-5761, x108, or [dwells@tnpress.com](mailto:dwells@tnpress.com).

### Ownership statement deadline is Oct. 1

All periodicals, including newspapers, must file their Statements of Ownership with the U.S. Postal Service by Oct. 1.

The statements must also be published in the newspaper. Dailies must publish it by Oct. 10 and non-dailies by Oct. 31.

The two-page form is called P.S. Form 3526-R Statement of Ownership, Management and Circulation.

The PDF can be downloaded at <http://about.usps.com/forms/ps3526.pdf>.

### WEEK, from Page 1

charge to newspapers across North America.

The theme of this year's NNW is: "Newspapers: The Foundation of Vibrant Communities."

"Newspapers, please promote National Newspaper Week heavily by downloading these materials and devoting as many column inches as possible to reinforce the importance of newspapers to our local communities," said Greg Sherrill, executive director of TPA and the 2014-15 president of the Newspaper Association Managers.

Sherrill also urged TPA member papers to "please editorialize locally about how your newspaper

is important and relevant to your community.

"This can be about your government watchdog role, investigative journalism, providing timely public notices, etc."

Following NNW, Sherrill said the materials, which the TPA sponsors for all members to use, will remain on the website and can be accessed by newspapers for use throughout the year "since our message is timeless."

If you have questions or concerns about NNW, or difficulty accessing any of the materials on this site, please contact Lisa Hills at the Minnesota Newspaper Association at (612) 278-0222 or via email to [lisa@mna.org](mailto:lisa@mna.org).

## MARKETPLACE

**SINGLE COPY MANAGER** – Northeast Tennessee Media Group is accepting applications for the position of Single Copy Manager to oversee single copy operations at The Johnson City Press and the Kingsport Times News. Previous experience with single copy is preferred. To apply, send resume to [phensley@johnsoncitypress.com](mailto:phensley@johnsoncitypress.com). No phone calls please.

**REPORTER** – The Bristol Herald Courier, a Pulitzer Prize-winning daily in the mountains of Southwest Virginia, is seeking an energetic and hardworking reporter to cover government, education, politics, business, features and life along

with some general assignment. We are looking for an aggressive, passionate journalist who asks the tough questions and produces well-written, compelling stories. Must be willing to work on deadline and accuracy is a must. In addition to writing for the paper, the reporter must tell stories throughout the day on several platforms, including the newspaper's website and social media. Daily stories will be written, along with more in-depth pieces. The position is Mon-Fri, some weekend work is required. Complete the application at <https://bhmedia.silkroad.com/epostings/> or email [scameron@bristolnews.com](mailto:scameron@bristolnews.com).

## FOR YOUR CALENDAR

### OCTOBER

- 2-5: NNA 128th Annual Convention and Trade Show, San Antonio, Texas
- 6-8: SNPA 2014 News Industry Summit, Charlottesville, Va.
- 10: TPA Board of Directors Meeting, Nashville
- 16-18: 18th Institute of Newspaper Technology, UT campus, Knoxville
- 17-18: Inland Press Association Family Owners & Next Generation Leadership Conference, Chicago
- 19-21: Inland Press Association 129th Annual Meeting, Chicago
- 29-Nov. 1: College Media Advisors National Fall College Media Convention at the Philadelphia Marriott, Philadelphia, Pennsylvania

### NOVEMBER

- 11-12: Transforming the local sales model, Inland Press Foundation in partnership with The Blinder Group, Seyfarth Shaw Conference Center, The Citadel, Chicago
- 13-14: Changing our approaches to coverage and storytelling, Inland Press Association and Creative Circle Media Solutions, Seyfarth Shaw Conference Center, The Citadel, Chicago

### FEBRUARY 2015

- 4-6: TPA Winter Convention, Nashville
- 23-25: Key Executives Mega-Conference by the Southern Newspaper Publishers Association, Inland Press Association and Local Media Association, Marriott Marquis Atlanta, Georgia

### MARCH 2015

- 10-11: Human Resources Management Conference, Seyfarth Shaw Conference Center, The Citadel, Chicago
- 15-18: NAA mediaXchange 2015, Newspaper Association of America, Nashville
- 18-20: National Newspaper Association's Leadership Summit, Crystal City Marriott, Washington, D.C.

## TPA MEMBER NEWS

### Herald & Tribune moving to Wednesdays

Effective Wednesday, Sept. 3, the Herald & Tribune began publishing on Wednesdays instead of Tuesdays.

“We are making this change to better serve our readers and advertisers,” said Bill Cummings, president. “The move to Wednesday allows us to report the news on a timelier basis.

“For example, the Jonesborough Board of Mayor and Aldermen and the county commission meet on Monday nights, and production deadlines have delayed our news coverage until the following week,” he continued.

“Now, we will have that story in

the paper on the Wednesday following the meeting.”

The shift will benefit advertisers and the customers they serve as well.

“A few months ago, all area grocery stores but one started their sales and ran their ads on Sunday,” Cummings explained. “Now, they have moved to Wednesday.”

The Herald & Tribune currently carries a variety of sale papers, including Food City, Food Lion and Walgreens.

Also on Sept. 3, the cover price for the Herald & Tribune will move to 75 cents, and home delivery by newspaper carrier will become \$30 per year.

“Our cover price has not changed

in at least 15 years, and our home delivery has been the same for 10 years,” Cummings said. “During that time, production and delivery costs have increased significantly.

“The Herald & Tribune remains a tremendous value. We are the only newspaper in the county with Smart Source coupons, which typically offer over \$100 in savings each week.”

*Herald & Tribune,  
Jonesborough  
Aug. 19, 2014*

### Bulletin-Times launches new website

The Bolivar Bulletin-Times launched a new and improved

website the week of Aug. 18. The website serves as an “all access” site for readers and visitors.

The URL remains the same, [www.bulletintimesnews.com](http://www.bulletintimesnews.com).

From video footage of events to a complete E-edition of the entire newspaper each week, readers and viewers will have the complete weekly edition of The Bulletin-Times at their fingertips.

The new website will also feature a feed of the paper’s Facebook page, so readers can remain up to date on all the latest breaking news before it hits the paper.

The site will also contain a form to submit news tips via the Internet, as well as contact information for our staff members.

In addition, viewers will be able to access all our affiliate news partners’ websites, as well as much more.

It is always the Bulletin-Times’ goal to better serve you, meet your needs and provide you with the information you need for your neighborhoods

For those who have moved away from Hardeman County, it will provide individuals an opportunity to keep track of the news and events in their hometown.

*The Bulletin-Times,  
Bolivar  
Aug. 20, 2014*

## Veteran Nashville journalist new director of MTSU’s Seigenthaler Chair of Excellence

By **GINA E. FANN**  
MTSU News and Media Relations

Longtime Midstate journalist Pat Embry has been selected as the new director of MTSU’s John Seigenthaler Chair of Excellence in First Amendment Studies, bringing decades of experience with Nashville newspapers to help the College of Mass Communication expand national awareness of First Amendment issues.

The Seigenthaler Chair supports a variety of activities related to free speech, free press rights and other topics of concern for contemporary journalism, including distinguished visiting professors and visiting lecturers at MTSU, research



Embry

related to free expression, seminars and meetings dedicated to expressive freedom and hands-on training for student journalists through the Seigenthaler News Service.

“Pat Embry brings a wealth of experience in journalism and a strong commitment to the First Amendment as he takes on this new role,” said Ken Paulson, dean of the College of Mass Communication.

“He’ll be a great mentor for our

student journalists and help us build national visibility for our national First Amendment education efforts.”

“I’ve long admired John Seigenthaler’s relentless commitment to First Amendment awareness and education, and working with college interns always has been one of my favorite roles as a newspaper editor,” said Embry, a Nashville resident and former editor at the Nashville

Banner and The Tennessean.

“Directing the John Seigenthaler Chair of Excellence in First Amendment Studies at MTSU combines the two. It’s a wonderful opportunity and a perfect fit for this stage in my career.”

Embry rose from sports writer to executive editor in a nearly 20-year career at the Nashville

See **EMBRY**, Page 5

**UNITED STATES POSTAL SERVICE - (All Periodicals Publications Except Requester Publications)**

**Statement of Ownership, Management, and Circulation**

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11. Full Name and Complete Mailing Address of Publisher: Greg M. Sherrill, Tennessee Press Service, Inc., 435 Montbrook Lane, Knoxville, TN 37919-2704

12. Full Name and Complete Mailing Address of Editor: Greg M. Sherrill, Tennessee Press Service, Inc., 435 Montbrook Lane, Knoxville, TN 37919-2704

13. Full Name and Complete Mailing Address of Managing Editor: Amelia Morrison Hipps, Tennessee Press Service, Inc., 435 Montbrook Lane, Knoxville, TN 37919-2704

14. Owner: Tennessee Press Association, Inc., 435 Montbrook Lane, Knoxville, TN 37919-2704

15. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None

16. Tax Status: (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one)  
 (1) Has Not Changed During Preceding 12 Months  
 (2) Has Changed During Preceding 12 Months  
 (3) Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

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18. Issue Date for Circulation Data Below: September 2014

19. Extent and Nature of Circulation:

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		936.33	900
b. Paid Circulation (Do not include copies not mailed)	(1) Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS	377.56	374
	(2) Paid Distribution Outside the Mail (Including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution Outside USPS)	24.00	23
	(3) Paid Subscriptions by Other Classes of Mail Through the USPS (e.g., First-Class Mail®)		
	(4) Total Paid Circulation (Sum of 19b(1), (2), (3), and (4))	401.56	397
c. Free or Nominal Rate Distribution (Sum of 19c(1), (2), (3), and (4))	(1) Free or Nominal Rate Outside-County Copies Included on PS Form 3841	195.42	203
	(2) Free or Nominal Rate in-County Copies Included on PS Form 3841	0.00	0
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g., First-Class Mail®)	5.20	1
	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)	19.38	
d. Total Free or Nominal Rate Distribution (Sum of 19c(1), (2), (3), and (4))		214.42	204
e. Total Distribution (Sum of 19b and 19c)		616.00	601
f. Copies not Distributed (See Instructions on Publication of Page 40)		320.33	299
g. Total (Sum of 19e and 19f)		936.33	900
h. Percent Paid (19b divided by 19g times 100)		74.82%	74.81%

20. Signature and Title of Editor, Publisher, Business Manager, or Owner: Greg M. Sherrill, Editor/Executive Vice President, September 3, 2014

## TRACKS

### Veteran journalist leads MTSU's Center for Innovation in Media

MURFREESBORO — A longtime visual journalist who expanded her focus to train others to use mobile media will lead MTSU's nationally recognized Center for Innovation in Media, university officials have announced.

Val Hoepfner, who's served since last fall as journalist in residence in the School of Journalism in MTSU's College of Mass Communication, took the reins July 1 at the student-focused center, which houses all student media plus the university's National Public Radio station, WMOT 89.5 FM, under one roof.

"Val Hoepfner brings a special combination of journalistic experience, digital expertise and impressive teaching skills to her new role at MTSU," said Ken Paulson, dean of the College of Mass Communication.

"She'll build on the foundation of innovation established by our former director, Stephan Foust, and give our students the kind of skills and experience that will best prepare them for opportunities in a digital era."

Foust worked closely with college administrators to open the almost \$700,000 facility inside the Bragg Mass Communication Building in January 2012 and had directed its operations since. A veteran broadcast journalist and corporate communications consultant, Foust is retiring from the university.

"The CIM job is a dream job, really," Hoepfner explained, "as I

get to spend my days helping student journalists find their voice and pursue a career as a storyteller. Our students' stories may be written, photographed, voiced, filmed or sung.

"That's the most unique thing about our College of Mass Communication and the center itself. We have a traditional newspaper that is going digital, a radio station that is both on-air and streamed, a television station using digital technology to broadcast and a record label using social media to bring attention to its artists."

The Associated Press Media Editors lauded the Center for Innovation in Media soon after it opened two-and-a-half years ago for its efforts in "reforming and reshaping its student media." The center received an honorable mention in the "Innovator of the Year for College Students" category in the 2012 APME Journalism Excellence Awards.

The Center for Innovation in Media combines the newsrooms for Sidelines, the student newspaper; WMTS-FM, the student-run radio station; Match Records, the student-run record label; MT10, the student-operated cable television station; and WMOT-FM, the 100,000-watt public radio station, in a single location.

MTSU's center enables students from all media disciplines to hone their real-world skills by writing stories for print and the Web, creating audio versions of the same stories for broadcast on radio stations and providing video versions of those stories for use on MT10 and on the station and center websites.

Before joining the MTSU staff, Hoepfner served as director of education for the Freedom Forum Diversity Institute for five years and spent 20 years in newsrooms as a

photojournalist, newsroom leader and multimedia director at The Indianapolis Star.

"I got into journalism to make a difference in people's lives. I was lucky enough to do just that in a variety of newsroom roles," Hoepfner said.

"The CIM is a great sandbox to play in, and every day I find new ways to stretch our storytelling skills."

*The Daily News Journal*  
July 28, 2014

### Times adds Kreulen to cover sports

Jake Kreulen was named to the Manchester Times editorial staff to cover sports and general assignments.

Kreulen, who has a lengthy background in newspaper, comes to Manchester after spending the past several months as a photographer with the Pensacola News Journal in Florida.

"We are excited to welcome Jake to our team, and we can't wait for the community to see what he is going to do with our sports section, both in print and through our digital outlets," said Times editor Josh Peterson.

"He is a hard worker, and he understands the importance of dedicating coverage for all sports on all levels – from professional to youth sports. I think the community is really going to like what he brings to the table."

Kreulen spent five years as a regional sports editor for The Daily Statesman in Dexter, Missouri, and also spent two years as an assistant

sports editor at the Daily American Republic in Poplar Bluff, Missouri.

"I am really looking forward to working with all of the coaches and athletes in Coffee County," said Kreulen. "I think the Manchester Times has a solid history and reputation of producing quality sports content, and I hope that I can live up to that standard. I am quite excited to take on the challenge, and I trust that the community can put their trust in the Times."

In addition to his lengthy newspaper resume, Kreulen's photography business has led him to photograph several premier sporting events – including Major League Baseball and National Football League games as well as the Cal Ripken World Series.

*Manchester Times*  
Aug. 4, 2014

### Barker joins Newport Plain Talk sports dept.

Dennis Barker Jr., a Journalism and Electronic Media major at the University of Tennessee, has joined the sports staff of the Newport Plain Talk.

Barker, who is on track to graduate from UT this December with the JEM degree and an emphasis in Sports, will start his duties in the sports department as a correspondent covering Cosby High School football this fall.

"I look forward to working with the Newport Plain Talk, as well as the entire Cosby High School football program this year and beyond," Barker said. Sports and media have always been a fit for the Jefferson County native.

"Sports have always been a passion for me, so I knew I would always want to remain in the sports realm," Barker said. "Being involved in sports media of any sort was always something I have wanted to pursue since early childhood, so once my days of playing football came to an end in high school and my basketball skills that never really kicked in dissipated, that seemed to be my only route to remain involved with something I enjoy so much and am so passionate about."

Barker is a 2008 graduate of Jefferson County High School and also reverently enjoys University of Tennessee athletics and NASCAR.

Sports Editor Seth Butler said he welcomes Barker to his staff and knows that the readers of the Newport Plain Talk will enjoy following his work this fall.

"I am pleased we can make a quality addition to our staff like Dennis," Butler said. "The University of Tennessee Journalism and Electronic Media program is one of the best programs in the nation, especially for sports media. Their program has produced a number of quality individuals who have gone on to work at major media outlets, including ESPN, the Knoxville News Sentinel and other major sports media outlets across the nation."

Barker's love for sports will also make him right at home with the passionate sports fans of Cocke County.

"Our local folks are always ready to support their local teams and love to read about them in the pages of the Plain Talk, so someone who has a passion for sports, like Dennis, is such a great fit for our team," Butler said.

*The Newport Plain Talk*  
Aug. 19, 2014

See **TRACKS**, Page 9



Hoepfner



Kreulen



Barker

### EMBRY, from Page 4

Banner and joined The Tennessean after the Banner closed in 1998. During his seven-year tenure with The Tennessean, Embry served as entertainment editor, oversaw editorial operations for six Middle Tennessee community newspapers and developed and launched "The Rage," a free weekly entertainment printed guide and website.

Before coming to MTSU, Embry worked as editorial director for Magellan Press in Brentwood, leading operations and managing content for iTunes' top paid mobile dining app, LocalEats, and its companion website since 2008. He also wrote, marketed and managed distribution for Magellan's successful dining guidebook "Where the Locals Eat: Nashville" from 2005 to 2008.

Embry's extensive civic and

community work includes service as deputy chair of the Freedom of Information committee of the Tennessee Press Association; membership in Leadership Nashville and Leadership Music, including a stint as Leadership Music's board president; and participation in the Nashville Convention and Visitors Bureau's Tourism Task Force. He earned his journalism degree from the University of Illinois at Urbana-Champaign.

MTSU established the John Seigenthaler Chair of Excellence in First Amendment Studies in 1986 to honor the iconic journalist's lifelong commitment to free expression.

Seigenthaler, who passed away July 11 at age 86, was a reporter, editor, publisher and CEO of The Tennessean as well as an administrative assistant for then-U.S. Attorney General Robert F. Kennedy.

After serving as founding editorial director for USA Today, he established the First Amendment Center in Nashville in 1991.

The list of people who've served as chairholder for the Seigenthaler Chair of Excellence at MTSU reads like a Who's Who of media and includes Wallace Westfeldt, former producer for NBC and ABC News; Bill Kovach, former editor of The New York Times and curator of the Nieman Fellowships at Harvard; Tom Wicker, former columnist for The New York Times; John Henry Faulk, humorist and popular CBS radio personality blacklisted during the Red Scare and a hero of free expression rights; Jim Squires, former editor of The Chicago Tribune; author and journalist Wallace Terry; television journalist Sander Vanocur; former U.S. News & World Report Washington bureau chief

John Mashek; and Seigenthaler himself.

Embry joins three current MTSU professors who also have helmed the Seigenthaler Chair: Chris Clark, one of the longest-tenured TV anchors in American history with 41 years at WTVF-TV, whose advocacy for public information access led the Tennessee Supreme Court to

allow TV cameras in the state's courtrooms; Beverly Keel, entertainment journalist and music industry executive who now leads MTSU's Department of Recording Industry; and Wendell "Sonny" Rawls, Pulitzer Prize winner for investigative reporting at the Philadelphia

See **EMBRY**, Page 11

Tennessee Press Service Advertising Placement Snapshot		
	ROP:	Network:
Aug. 2014	\$ 421,182.73	\$ 34,835.50
Year* as of Aug. 31	\$3,449,023.73	\$474,663.25
*The Tennessee Press Service Inc. fiscal year runs Dec. 1 through Nov. 30.		

# Tennessee newspaper challenges readers to cuddle for good cause

Submitted to The Tennessee Press

Playing off the ALS ice bucket challenge, The Paris Post-Intelligencer in Paris, TN, has issued the "Cuddle Challenge for Easton" on Facebook, benefiting the Forrest Spence Fund, a non-profit organization that provides non-medical help to critically and chronically ill children and their families in the Midsouth.

The newspaper is raising funds to purchase Angel Dear blankies and educating the public to the Forrest Spence Fund in response to the heartbreak of one of our staff members.

Brittney Cacciola Green, advertising sales representative for The P-I, and husband, Jason, became proud parents of their little boy, Easton, in April. But for Easton, his path in life was destined to never be an easy one. Afflicted with health problems that included breathing difficulties, Easton fought hard, but he died 130 days later on Aug. 19.

It was while baby Easton was a patient at LeBonheur Children's Hospital in Memphis that the Greens met Brittany Spence, who co-founded the Forrest Spence Fund with her husband, David, after the loss of their son, Forrest, in 2007.

Spence was working as a mentor for the organization's volunteers when she met the Greens and got to know young Easton. Since Easton's death, she keeps in touch with Brittney every day, checking to make sure she's all right.

For the Greens, the Forrest Spence Fund was a way of connecting and relating with people who have



Photo courtesy of The Paris Post-Intelligencer

Jason and Brittney Green are seen with their son, Easton, who's cuddling with an Angel Dear tiger blankie provided by the Forrest Spence Fund during his hospital stay.

“And we’re also hoping other newspapers across Tennessee will join the effort – perhaps writing stories about affected families in their communities,” he said. “The Forrest Spence Fund is a project that deserves attention and support.”

*Michael Williams, Publisher  
The Paris Post-Intelligencer*

been through the exact feelings, moments and heartache they were going through.

“They were there every step of the way to help us cope with our emotions and talk and express our feelings,” Brittney Green said.

“They are so supportive in helping any way they could, especially financially speaking. Personally, they gave us a welcome gift basket full of goodies for Easton and for us. They helped out with meal vouchers for the hospital and gave us a gas card for traveling.

“They also gave Easton a blankie that he slept with every night and that I continue to sleep with. Most importantly, they gave us hope and strength to continue and to honor Easton’s name and memory forever by helping other families out during their most difficult time.”

The public can help with the Cuddle Challenge by logging on to [www.facebook.com/cuddlechallenge](http://www.facebook.com/cuddlechallenge), posting a selfie of yourself with others cuddling, and donating any amount to the fund (each blankie costs about \$15). Then challenge someone else to match it.

This is a family-oriented site and we ask the public to respect the Green Family with your Facebook posts.

“To kick things off, The Post-Intelligencer is challenging The Camden Chronicle newspaper to join the cause since Brittney and Jason live in Benton County,” P-I Editor and Publisher Michael Williams said. “We hope they’ll make donations to buy blankies, and challenge others to do likewise.

“And we’re also hoping other newspapers across Tennessee will join the effort – perhaps writing stories about affected families in their communities,” he said. “The Forrest Spence Fund is a project that deserves attention and support.”

Donations may be mailed directly to the Forrest Spence Fund at P.O. Box 770478, Memphis, TN 38177, and note in memory of Easton Green.

To learn more about the Forrest Spence Fund, go to [www.forrestspencefund.org](http://www.forrestspencefund.org) or like their Facebook page.

# Tennessee Journalism Hall of Fame inducts 2014 class

From MTSU Staff Reports

MURFREESBORO — Representing excellence in newspaper, television and radio news, six veteran journalists were inducted into the second class of the Tennessee Journalism Hall of Fame before a capacity crowd Aug. 12 at Murfreesboro's Embassy Suites Hotel and Conference Center.

The inductions were held during the 60th annual conference of the Tennessee Association of Broadcasters, which sponsored the ceremony along with the Associated Press.

The Hall of Fame is an independent partner with MTSU's College of Mass Communication, which houses the hall in its Center for Innovation in Media inside the Bragg Mass Communication Building on the MTSU campus.

The 2014 honorees included three newspaper journalists:

- Alex S. Jones, Pulitzer Prize winner, The New York Times. Jones is the director of the Shorenstein Center on Media, Politics and Public Policy at Harvard's John F. Kennedy School of Government and also holds the school's Laurence M. Lombard Chair in the

Press and Public Policy. His family owns the Greeneville Sun in Greeneville, Tennessee, which is part of the Jones Media Network.

- Otis Sanford, longtime former reporter, editor, columnist, The Commercial Appeal, Memphis. Sanford now holds the Helen and Jabie Hardin Chair of Excellence in Economics/Managerial Journalism in the Department of Journalism at the University of Memphis. He is a nationally recognized speaker on journalism ethics, education and the First Amendment.

- Sam Venable, columnist, Knoxville News Sentinel. Venable has also written 12 books featuring his wit and unique look at life and contributed to many other books as well. He is the winner of more than three-dozen national and regional writing awards.

Inductees from radio and television were Joe Birch, longtime co-anchor, WMC-TV Action News 5, Memphis; Bob Johnson, retired co-anchor of WTVB-TV News, Chattanooga, and Luther Masingill, WDEF Radio/TV, Chattanooga.

With proud family, friends and supporters looking on, this year's inductees noted the

honor of being members of the same hall of fame that inducted legendary journalist and First Amendment advocate John Seigenthaler in its inaugural class last year, according to a MTSU press release. Seigenthaler died in July at age 86.

WSMV-TV Channel 4 anchor Demetria Kalodimos served as master of ceremonies.

In welcoming remarks, MTSU Mass Communication Dean Ken Paulson noted that Seigenthaler, a “good friend” with whom he worked for years at the First Amendment Center, was thrilled to be inducted into the hall's inaugural class last year because of what the hall represents for a noble profession.

In addition to Seigenthaler, the hall's inaugural honorees, inducted in April 2013, included newspaper journalists Dean Stone, editor of The Daily Times in Maryville, Tennessee, and former president of the Tennessee Associated Press Managing Editors; and William Bryant “Bill” Williams Jr., publisher emeritus of the Paris (Tennessee) Post-Intelligencer.

Radio and television inaugural inductees were Chris Clark, retired chief news anchor

for WTVF-TV NewsChannel 5 in Nashville; Anne Holt, a 30-year veteran and three-time Emmy winner at Nashville's WKRN-TV News 2; the late Dan Miller, longtime chief news anchor and multiple Emmy Award winner at Nashville's WSMV-TV Channel 4.

To be considered by the Hall of Fame's board for induction, individuals must have distinguished themselves through news or business management, leadership in the industry, or in the ordinary practice of journalism.

Honorees may be living or deceased native Tennesseans who spent much of their career in state or out of state, or non-natives who spent a substantial part of their career in Tennessee.

Those whose contributions have been recognized by their peers in other venues also may be considered. Inductees can include reporters, writers, editors, publishers, news directors and other managers, as well as those who have excelled in advertising or public relations and journalism or advertising and PR education.

# ‘Eyes on LaFollette:’ UT student photojournalism project marks 20 years

## Exhibition opens at the State Museum on Oct. 3

By MARY SKINNER  
Tennessee State Museum

An exhibition of photographs taken by University of Tennessee photojournalism students over the past 21 years opens at the State Museum on Friday, Oct. 3.

The exhibit entitled, “Eyes on LaFollette: UT Student Photojournalism Project Marks 20 Years,” has been organized by Robert Heller, professor, University of Tennessee School of Journalism and Electronic Media, in partnership with the museum.

The exhibit contains 202 photographs taken by 102 photographers. For 21 years Heller has brought his advanced photojournalism students from the University of Tennessee in Knoxville to photograph life in the East Tennessee town of LaFollette (population around 7,300).

Through the lenses of student cameras, they capture a glimpse of this community’s endearing character. Each year, the local weekly newspaper, LaFollette Press, publishes a special edition of these photographs entitled “Eyes on LaFollette.”

Edited down from tens of thousands of photos, both film and digital, the exhibit serves as a visual history of this community during that time period.

“From 1993 to now, my advanced photojournalism students and I have traveled the interstate north from Knoxville about an hour and spent a day and a half documenting life in the small town of LaFollette,” said Heller.

“The local weekly newspaper very generously offers up room to publish a special edition of these photographs. There are no big stories, no important events – just life as it is lived everyday.”

“Preparation for this project begins earlier in the spring semester as we take a brief ‘research’ trip to LaFollette and speak with staff members of the newspaper for a few hours,” Heller goes on to explain.

“That discussion leads to story ideas, people to contact, and a quick drive around town before returning home. Several weeks later, sometime during early April, students head out and spend two days searching for great photos.”

Heller and his students then choose from among several thousand photos for the strongest images to use in the newspaper. They work on editing, layout, design and writing captions and short stories.

Thursday morning, after one



last review, pages are finalized and e-mailed to the newspaper, and students await the printed special sections to appear in class the next week.

“Twenty years plus, 250 students, 17 editions and tens of thousands of photos add up to quite an achievement. We’ll keep doing it as long as the people of LaFollette will have us,” Heller went on to say.

In 2013, student Sarah Waldrip shared her sentiments about the project.

“Around every street corner and down every country road, we discovered it’s not just the obvious charm that makes the people of LaFollette such great photo subjects. Rather, it’s the subtle stories of life and labor told in the wrinkles of their hands, the quiet memories of love and loss twinkling in their eyes, and the modesty of authentic Tennessee life that surfaces in their manners and appearance,” she said.

“Through the lenses of our cameras, we attempted to capture a glimpse of this endearing character while also taking our final steps toward professional careers. It is our

hope that these resulting pictures do justice to the lives and stories of LaFollette.”

“Eyes on LaFollette: UT Student Photojournalism Project Marks 20 Years” is free to the public and will be on view through Nov. 30, 2014. For more information, visit [tnmuseum.org](http://tnmuseum.org).

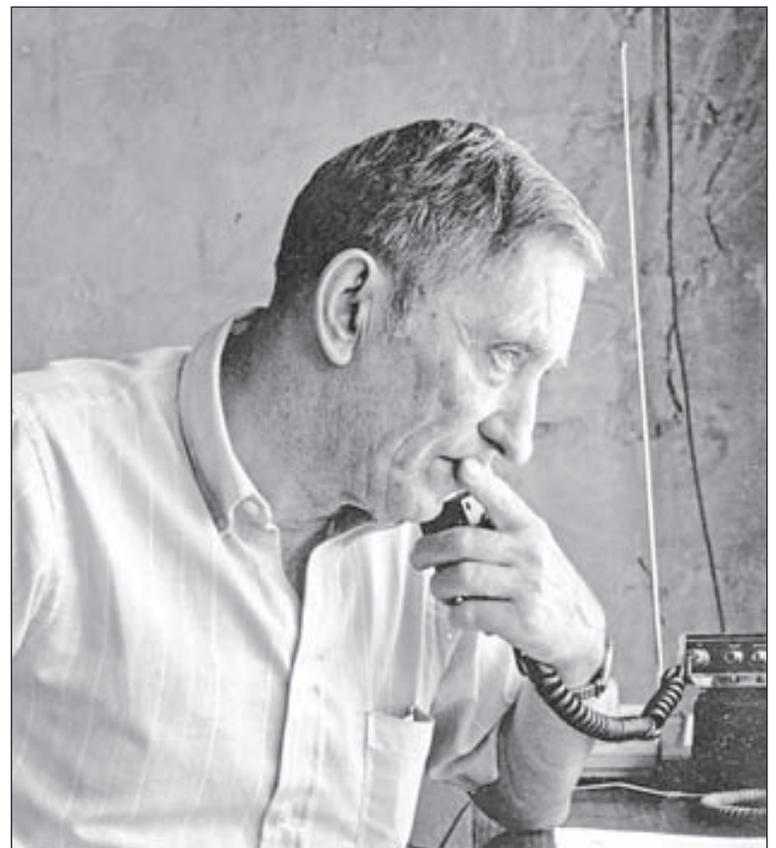
### About the Tennessee State Museum

In 1937, the Tennessee General Assembly created a state museum to care for World War I artifacts and other collections from the state and other groups. The museum was located in the lower level of the War Memorial Building until it was moved into the new James K. Polk Cultural Center in 1981.

The Tennessee State Museum currently occupies three floors, covering approximately 120,000 square feet with more than 60,000 square feet devoted to exhibits. The museum’s Civil War holdings of uniforms, battle flags and weapons are among the finest in the nation. For more information please visit:



Photos courtesy of <http://alumnus.tennessee.edu/2014/01/eyes-on-lafollette/>



[www.tnmuseum.org](http://www.tnmuseum.org).  
The museum is located at 505

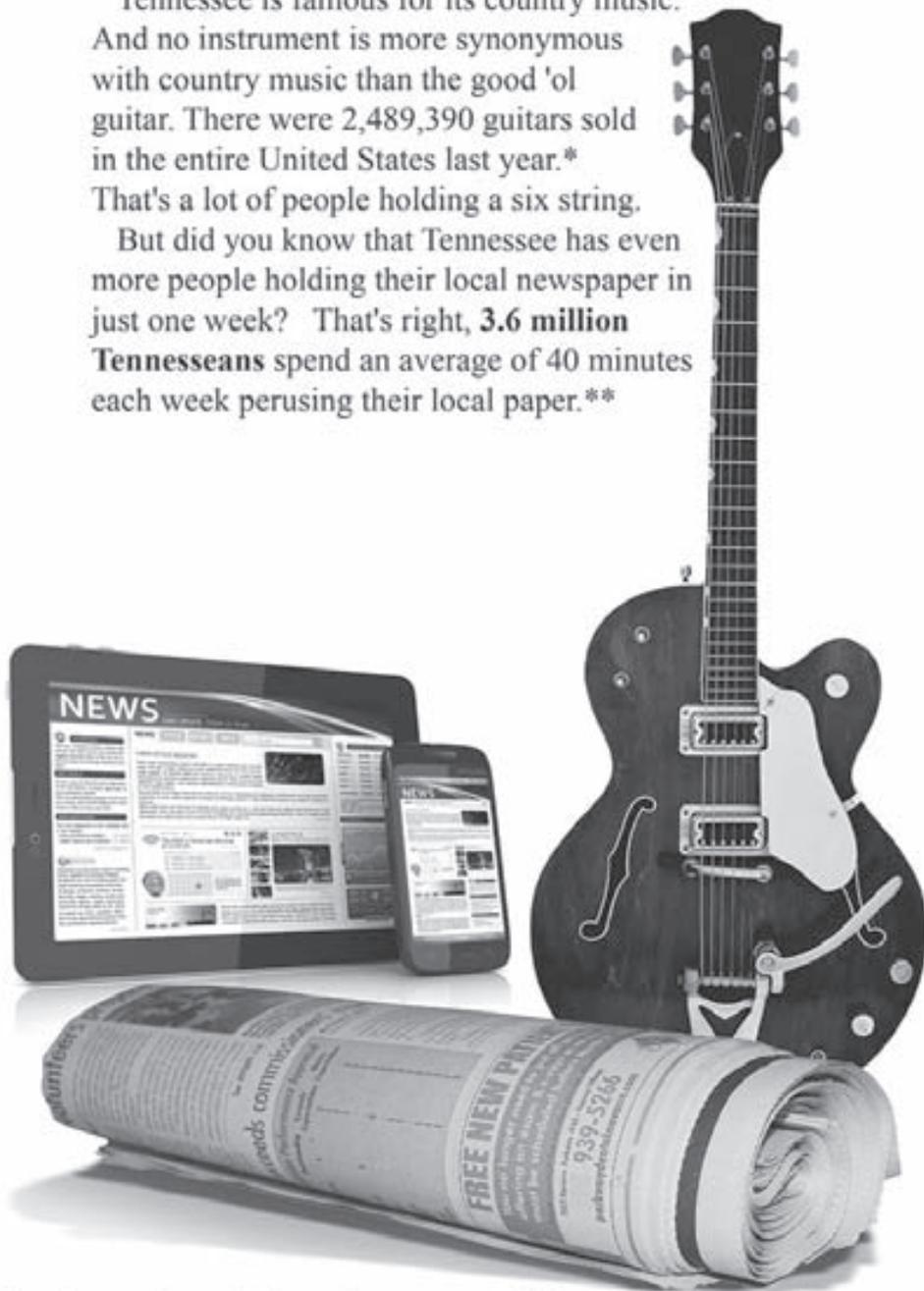
Deaderick Street, Nashville, Tennessee 37243.

# Tennessee

## A pickin' and a readin' Newspapers in tune with Tennessee

Tennessee is famous for its country music. And no instrument is more synonymous with country music than the good 'ol guitar. There were 2,489,390 guitars sold in the entire United States last year.\* That's a lot of people holding a six string.

But did you know that Tennessee has even more people holding their local newspaper in just one week? That's right, **3.6 million Tennesseans** spend an average of 40 minutes each week perusing their local paper.\*\*



If you're a reader, you're in good company. And if you're an advertiser, let newspapers strike a happy chord for your business.



The Tennessee Press



Sources: The Music Trades, 2012 Annual Census of the Music Industries \*\* 2012 National Newspaper Association & Reynolds Journalism Institute Annual Readership Study

## OBITUARIES

### David E. Underwood

Mr. David E. Underwood, 62, died Aug. 16, 2014.

Born July 22, 1952, he worked for The Tennessean for 20-plus years, as well as working in the field of shoe warehousing for 41 years. He was a member of the Baptist Church and a graduate of Donelson High School. He coached many children and young adults in baseball and softball.

Survivors include: his mother, Carol Underwood; a brother, Jim (Donna) Underwood; sister, Jan (Barry) Barton; daughter, Shannon (Eric) Barrett; son, Jason (Tiffany) Underwood; five grandchildren, Cassidy, Corinna, Ryan, Elishah and Callie; and puppy, Toby.

Funeral services were Wednesday, Aug. 20, at Mount Olivet Funeral Home at 11 a.m.

*The Tennessean*  
Aug. 19, 2014



Underwood

### Mae Burke

Mrs. Mae Burke, 90, of Fall Branch, died on Tuesday, Aug. 19, 2014.

A lifelong resident of Fall Branch, she was a member of Logans Chapel United Methodist Church. She was a founding member of the Fall Branch Fire Department and the Fall Branch Ruritan Club.

She contributed community news to The Greeneville Sun and the Jonesborough Herald & Tribune.

Mrs. Burke was preceded in death by her husband, Roy F. Burke; one sister, Georgia McBride, and one brother, Jay Sampson.

Survivors include: a daughter, Sharon Spears of Fall Branch; a son, Sam (Brenda) Burke of Midland, Georgia; a grandson, Eric (Jessica) Spears; two granddaughters, Nicole (David) Schuetz; and Dayna Burke; two great-grandsons; a sister, Tina (O.M.) Stacy of Fall Branch; and several nieces and nephews.

Funeral services were at 11 a.m., Friday, Aug. 22, at the Hamlett-Dobson Funeral Home, Fall Branch Chapel, with Brother Carl Matherly Jr. officiating. Interment followed in the Logans Chapel United Methodist Church Cemetery in Fall Branch.

*Greeneville Sun*  
Aug. 20, 2014



Burke

### Helen Exum

Helen Exum, 89, died Thursday, Aug. 28, 2014, at her Lookout Mountain home.

Mrs. Exum, longtime vice president of the Chattanooga News-Free Press, was the driving force behind the newspaper's Lifestyle section for decades.

She was the oldest of five children of Elizabeth and Roy McDonald, who founded the Free Press in 1936.

For many years, while raising six children, Mrs. Exum was food editor of the evening newspaper. In 1972, she became a full-time editor, presiding over sweeping coverage of travel, gardening, food, entertainment and related "living" news features.

Mrs. Exum traveled extensively across the globe to bring first-person features to her readers' homes.

She may be remembered for her Chattanooga Cookbook. It was chock-full not just of recipes, but local history and the lore of many Chattanooga families. The book was so popular it went into several printings and had three sequels.

Born Helen Jane McDonald at Erlanger Hospital on Dec. 18, 1924, she graduated from Girls Preparatory School and Randolph Macon College before marrying her husband, Kitchen Exum of Vaughn, Miss., and joining him in his graduate studies at Princeton and Stanford.

The couple returned to Chattanooga, where he taught at The McCallie School for several years before both joined the staff at her father's growing newspaper.

She attended the First Presbyterian Church in Chattanooga, and for some years, Mrs. Exum was on the board of evangelist Robert Schuller's "Hour of Power" and was a proponent of his "possibility thinking" themes.

She was preceded in death by her parents; her brother, Frank McDonald; her sister, Dr. Martha McDonald; her sister, Nancy Reinke; her husband, Kitchen W. Exum; and two of her sons, Kinch and Franklin.

Survivors include: her sister, Betsy (Lee) Anderson of Chattanooga and the members of their family and her sister Nancy's family; sons, Roy McDonald Exum of Lookout Mountain; Jonathan L.A. (Karen) Exum of Rising Fawn, Georgia; daughters, Susan Elizabeth Exum of Conway, S.C.; and Ellen Mason Exum Raoul of Vandalia, Ohio; grandchildren, Dr. Andrew (Natalie) Exum of Washington, D.C.; Mary Cady (Brian) Bolin of Nashville; Jonathan (Kayla) of Chattanooga; Lauren (Jason) Eslinger of Myrtle Beach, S.C., and William Raoul of Vandalia, Ohio; eight great-grand-



Exum

# Network ads bring \$34,603 in new revenue

Yes, that is correct. Participating newspapers that have sold Network ads (TnSCAN, TnDAN, and Tn-NET) this year have made \$34,603 in new revenue for their respective newspapers!

The types of ads sold by the reps run the gamut: antique fairs, auctions, business opportunity, cosmetic surgery, education, festivals, general help wanted, homes for sale, plants for sale, truck drivers needed, and yard sales.

Tennessee Press Service wants every newspaper to get the most out of participating in the Networks by actively selling the ads.

Selling the Network ads is *not* competing with your newspaper. This is in addition – a supplement –



## NETWORKS ADVERTISING MANAGER

BETH ELLIOTT

to your newspaper.

For example, you are having a conversation with your local auction company about a large upcoming event. The auctioneer mentions they want to target not only the local area but surrounding counties as well. This is where you can help.

Sell your newspaper first, then

upsell a Network ad. Their ad can appear in your newspaper, plus newspapers in your region, across the state or even across state lines.

You can be the one-stop-shop for your local advertisers' marketing needs. The only problem is ... they do not know that unless you tell them.

You can offer your clients classified line ads, small display ads, online ads and now quarter page ads.

Speaking of the new Quarter Page Network, TnQPN, there are 73 TPA members on board. To see if your newspaper has joined, the current list is posted on <http://tnpress.com/networkads/TnQPN-participants.pdf> or by scanning the

QR code below with your mobile device.

TPS is here to help. Please contact us if you would like a refresh on the Networks, so you can better sell them to your clients, (865) 584-5761 ext. 117 or [belliott@tnpress.com](mailto:belliott@tnpress.com).

We're in this together!



## TRACKS, from Page 5

### The Macon County Times greets new reporter Stacey Morgan

The Macon County Times welcomed a new team member in August. Stacey Morgan is originally from Indiana, but has made Tennessee her home for more than 24 years, and Lafayette the last 11.

For the last 15 years, Morgan has been a teacher, most recently with Westmoreland Elementary in Sumner County.

"Reading and writing are my loves, so it's logical to make a career change to journalism," she said.

"I've enjoyed being able to raise my children in Lafayette and also serve the community throughout ministry."

Morgan is married to Bryan Morgan, also a teacher and local pastor, who is originally from Macon County.

"I'm very excited about having Stacey join the staff here," said outgoing editor Tilly Dillehay. "She is bright, energetic, and extremely enthusiastic about being involved in what's going on in this community."

"I feel that she's the perfect individual to round out the editorial staff and carry on the work that this paper has been doing so well for 95 years. I think she'll live up to the legacy that is the Macon County Times."

General Manager Chip Turner commented, "Stacey has an obvious love for and interest in our community, and we are excited both for her and the newspaper as we manage through this transition. "We're already watching her flex her reporting skills. She was chasing the story from day one."

*Macon County Times, Lafayette Aug. 21, 2014*

### Morton names Press' Wallace deputy mayor

JACKSBORO — Newly elected Campbell County Mayor E.L. Morton has named Andy Wallace deputy mayor of his administration.

Wallace has been an account executive at the LaFollette Press since September 2011. He formerly served in several logistics, including stints with Toyota Tsusho America and other Japanese subsidiaries.

Wallace, 48, was expected to begin Sept. 8 and will dually serve as the county's industrial recruiter.

"I think [Andy's] extremely capable of building relationships with industry we have and sending a message to industry we want to attract," Morton said. "We have similar goals, but we have different talent sets. You are going to need that with any organization ... His work ethic just speaks volumes."

Wallace said his goals as deputy mayor are to grow the local tourism base and introduce perspective businesses to Campbell County.

"We have a lot to offer. We have to showcase what we can do," Wallace said. "I'm excited about the opportunity. I feel it will be a challenge."

Wallace holds a Bachelor of Arts in Urban Studies/Development with a special emphasis in business and architecture from the University of Tennessee.

Wallace is a native of LaFollette. His family includes his wife, Rhonda, and his sons, Jake, 16, and Riley, 13.

Wallace's salary and benefits package is still being negotiated.

Morton said Monday that other members of his administration

have yet to be finalized. There are currently four employees in the Campbell County Mayor's office, he said.

Earlier this week, Morton attended two days of mayor training in Murfreesboro. He was expected to be sworn into office on Friday, Aug. 29.

*Brent Schanding, Editor  
LaFollette Press  
Aug. 28, 2014*

### Former Tennessean journalist named the first communications officer for Spring Hill

The City of Spring Hill has hired Jamie Page as its first Communication Officer, adding a much-needed resource to keep the public informed.

Page, a former journalist at The

Tennessean, started work Monday, Aug. 18, in the newly created city post, where he will distribute information to the public and media, maintain the city's social media sites and websites, create promotional material and handle media requests.

"I am so excited to have Jamie aboard. I think his skills are going to be a great asset to the city and we are ecstatic to have him here," Mayor Rick Graham said. "I appreciate the board authorizing this position because I think it's going to be a great benefit to the citizens to have this transparency in communications."

See **TRACKS**, Page 11



Page



Wallace




## \$50 Gift Card Contest

Winner in August was

# Nina Cotton

with *The Paris Post-Intelligencer*

In October, YOU can win a \$50 gift card.  
Double your chances of winning by selling a  
"Recreation" ad in one of  
Tennessee's Advertising Networks.

For more details, contact TPS

## (865) 584-5761 ext. 117.

## FYI - CONTACT INFO

### Tennessee Press Association

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Knoxville, TN 37919

Phone: (865) 584-5761

Fax: (865) 558-8687

Web: [www.tnpress.com](http://www.tnpress.com)

Email: [\(name\)@tnpress.com](mailto:(name)@tnpress.com)

Those with boxes, listed  
alphabetically:

Laurie Alford (lalford)

Pam Corley (pcorley)

Angelique Dunn (adunn)

Beth Elliott (belliott)

Robyn Gentile (rgentile)

Frank Gibson (fgibson)

Earl Goodman (egoodman)

Kathy Hensley (khensley)

Whitney Page (wpage)

Greg Sherrill (gsherrill)

Kevin Slimp (kslimp)

Kayretta Stokes (kstokes)

Alisa Subhakul (asubhakul)

David Wells (dwells)

Tessa Wildsmith (twildsmith)

Heather Wright (hwright)

Advertising email:

[knoxads@tnpress.com](mailto:knoxads@tnpress.com)

### Tennessee Press Service

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Fax: (865) 558-8687

Web: [www.tnadvertising.biz](http://www.tnadvertising.biz)

### Tennessee Press Association Foundation

Mail: 435 Montbrook Lane,  
Knoxville, TN 37919

Phone: (865) 584-5761

Fax: (865) 558-8687

Web: [www.tpafoundation.org](http://www.tpafoundation.org)

# Supreme Court misses a chance at transparency

It's been quite a year for political junkies. For those who like to follow politics and the judiciary, it has been a feast. For dessert, add in the intrigue with the Supreme Court's selection of a new attorney general.

After the five-member Supreme Court interviewed eight candidates in public, they then met privately to select six finalists for "personal" interviews on the premise the candidates might be more forthcoming in a private setting than they were the first time. Those interviews were in secret.

After press releases and public statements professing intentions to be transparent, the question was whether the justices, including three who survived retention elections in August, would "deliberate" in public like other "governing bodies." As it turned out, they did not despite some criticism from Lt. Gov. Ron Ramsey.

The justices publicly requested applications, posted them on a public website and announced they would conduct public interviews. They even gave time for the applicants' references to speak in public.

One press release said the court would "conduct such additional proceedings as it deems necessary" after the public event. That is where the transparency ended.

What piqued the interest of Capitol Hill reporters was the statement attributed to newly-chosen Chief Justice Sharon Lee by the Knoxville News Sentinel that the court would be "as open as we can be" in the process.

Conferences in which justices deliberate on cases are never public, but everything else in that process is. Court hearings, trials, and oral arguments at the appellate level are public. Judges always decline to discuss those cases, claiming they



## PUBLIC POLICY OUTLOOK

FRANK GIBSON

"speak" through their written opinions, which do become public. This time they announced their selection and "ducked out" without answering any questions.

It is true those proceedings do not come under the "sunshine law" because the open meetings act covers "governing bodies." Then again, nothing said the court's deliberations in this instance couldn't have been open.

The thing that had political, legal and some editorial writers' tongues wagging was whether the deliberations should have been open since it fell under "administration" rather than legal.

It is not realistic to expect the court's other deliberations to fall under the "sunshine law," but given the heightened level of public interest in this matter, the court had an opportunity to set a good example for transparency.

Former Knoxville Mayor and U.S. Ambassador Victor Ashe has always advocated for making this particular constitutionally-mandated function open to the public, all the way back to his days in the state Senate.

Four of the candidates were serious contenders. One was Gov. Bill Haslam's lawyer and longtime personal friend. Another was close to Lt. Gov. and Senate Speaker Ron Ramsey, who led the campaign to oust the three justices appointed by Democrat Phil Bredesen.

Another was well-respected Re-



Photo courtesy of TCOG

publican state Sen. Doug Overbey, a legislative veteran from Maryville.

Finally, there was incumbent Attorney General Robert Cooper, Bredesen's former general counsel. Cooper's decision not to join a federal lawsuit to kill Obamacare made him the lightning rod for Ramsey's campaign to unseat Justices Lee, Gary Wade and Connie Clark.

This was the classic sort of meeting that ought to have been open, but it also exemplified the sort of meeting that politics-minded public officials would prefer not to be in the "sunshine." It's always for political reasons. It's why they like secret ballots.

I'm sure the governor, the lieutenant governor, General Cooper and Sen. Overbey had their sources inside the private deliberations. Maybe the Court could "speak" to the rest of us through a written opinion explaining the whys and wherefores of the selection.

Just saying.

Meanwhile, in a related matter: In the always politically-interesting Knox County, there was an "open

court" controversy of a different flavor, involving a Chancery Court judge who got elected in August over 16-year Democratic incumbent Chancellor Daryl Fansler.

One of the issues during the campaign was the youth and relative lack of legal experience of Clarence (Eddie) Pridemore, compared to Fansler. The latter was perhaps best known for presiding over the two-week trial in 2007 that removed 12 Knox County officials for "sunshine law" violations. A jury found several county commissioners guilty of "deliberating" on the original selections outside an announced public meeting.

In one of Pridemore's first acts after taking the oath, the court clerk denied a request by local news media to have cameras in court on Pridemore's first day, under the state supreme court's Rule 30.

The chancellor rescinded the order after News Sentinel legal counsel Rick Hollow objected because the request was denied without a hearing, which the rule allows.

"A newly elected Knox Coun-

ty chancellor reversed himself Wednesday – before he had even heard his first case," the News Sentinel reported:

It is not really clear whether the decision was made because the new judge didn't know any better or whether he had been roiled by criticism during the campaign.

Regardless, he proved his critics right, and the newspaper's editors exhaled a sigh of relief after the chancellor rescinded the earlier order. The editors did not relish the idea of having to sue a judge on his first day on the bench.

It's a good thing the legislature allowed our request to let chancery or circuit court judges hear open records lawsuits.

"Related how?" you may wonder. Tennessee got cameras in its courtrooms because justices at the time said it was time to "demystify" the courts and instill more public trust and confidence in them.

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## It's not too late to register for the 2014 Institute of Newspaper Technology

### From Staff Reports

There's still time to register for The Institute of Newspaper Technology – and receive a discount because you're a TPA member.

Oct. 16-18 will mark the 18th anniversary of this all-star event sponsored by the Tennessee Press Service and The University of Tennessee College of Communication and Information.

Housed on the campus of the UT School of Journalism & Electronic Media, 55 registrants from the following 15 states have registered so far: Alabama, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Louisiana, Minnesota, Missouri, New York, North Carolina, Ohio, Tennessee and Virginia.

"It looks like we've got the biggest number of Tennesseans attending the Institute this year," said Kevin Slimp, TPS technology director and director of the annual event.

"We would still love to have more Tennessee papers attend. TPA members can still receive a special rate by going to [Newspaperinstitute.com/tpa.html](http://Newspaperinstitute.com/tpa.html)," Slimp added.

The 2014 session includes a "star studded" lineup of instructors:

- Ed Henninger, noted expert in newspaper design, from Rock Hill, South Carolina
- Lisa Griffin, IT guru with Boone Newspapers, from Selma, Alabama
- Karl Kuntz, one of the biggest names in photography and photo editing training, from Columbus,

### Ohio

- Danny Wilson, noted illustrator for major advertisers and newspapers, from Knoxville
  - Rob Heller, professor at University of Tennessee School of Journalism & Electronic Media
  - Tracey Trumbull, photography and online media expert, from Chattanooga
  - Kevin Slimp, Institute Director, from Knoxville
- Class topics for beginner and veteran newspaper designers, editors, publishers and IT professionals include the following:
- How to Redesign Your Newspaper
  - Cell Phone Journalism (Newsroom in Pocket)

- Introduction to Adobe Illustrator
- Visual Storytelling Using Audio Slideshows
- Basic Photo Editing & Photoshop
- Editing Videos in iMovie
- Being an IT Guru: Apps & Technology for Newspapers
- Forget "How We've Always Done It!"
- Photoshop Boot Camp
- Illustration for Newspapers
- Visit with the Experts

Slimp said based on the registration forms received so far, some of the more popular classes appear to be a class by Wilson on creating info graphics; a class by Henninger on the basics of design; a class in

color correction led by Kuntz; and a session called, "Visit with the Experts," led by Griffin, Slimp and Trumbull, where attendees can throw questions at the panel for a couple of hours.

"The last day someone can register is Sept. 30, and we'll help them find hotel rooms," Slimp said.

"This is going to be a great year at the Institute of Newspaper Technology. Don't miss this incredible opportunity."

Go to the INT site for TPA members by scanning this QRC with your mobile device



# How governments handle public records vital info for public

Jesse Lindsey, vice president and publisher of The Lebanon Democrat, contacted me recently about a new public records policy being proposed by the Lebanon City Council.

Just a few weeks earlier, I had gotten a similar email from former newspaperman Jim Charlet about the city of Brentwood doing the same thing.

We used to joke in newsrooms that “three’s a trend,” but I decided not to wait on a third to share what we’re seeing.

The Tennessee Public Records Act gives records custodians “the right to adopt and enforce reasonable rules governing the making of such extracts, copies, photographs or photostats.”

They are recommended to follow the Office of Open Records Counsel’s Schedule of Reasonable Fees, established in 2008, that lays out copy fees (such as 15 cents a page per black and white copy) and how to calculate labor charges for compiling records after the first free hour.

But the city of Lebanon had gone a bit further, and outlined more specific procedures on how to make requests for public records. One concern was that every request would be routed through a single office, and that each request would require proof of identification, no matter how familiar the requester was to the government worker.

As many policies do, it made sense on paper, but in the real world, the journalists worried that their routine of getting public records would become an unnecessary bureaucratic headache.



## TN COALITION FOR OPEN GOVERNMENT

DEBORAH FISHER

I looked through the proposed 20-page policy and made some recommendations. (It was so long because the policy included a list of many of the exceptions to the Public Records Act, with the cited statute).

The newspaper had published a story, and the finance director who was handling the policy agreed to meet with the local media.

“They were ultimately receptive and made all the changes we requested,” said Jared Felkins, director of content and audience development for the paper.

“The city was going to require each person to show a photo ID each time a request was made. We changed it to allow them to keep a copy of a person’s ID on file.

“The city was going to require any copying be done only on the city’s copier. We changed it to allow for people to take photographs or scans of the documents using smart devices.

“The city also is in the process of adopting a criminal history report policy. In other words, how it handles police and fire reports. We had language added to allow for oral or written requests to be taken by the police and fire departments instead of just written requests.

“We also had them add police re-



Photo courtesy of progressive-charlestown.com

ports to their list of items routinely released. Otherwise, we would have had to pay for those more than four requested in a month.”

Lebanon’s experience offers a few lessons for your newsrooms.

You need to be alert and take a close look when a public records policy is being proposed. While a sample ordinance is provided by the Municipal Technical Advisory Service, cities or counties might modify it or add extra procedures that are not allowed by state law.

You should give it some ink. The public is interested in open government, and writing a story shows you are, too, and gives citizens a chance to weigh in.

Don’t be hesitant to get involved and ask for changes. The city of

Lebanon was open to hearing from media representatives. Most local governments don’t want to be at odds with the local media if they can help it. But you are citizens, too.

Finally, it’s an opportune time to discuss public records. The Lebanon Democrat was able to make the case

for and expand the types of documents that should be released at no charge, and get ahead of an issue that is presenting in other cities where some government workers have prevented reporters from using their smart phones for making copies (saying they’re the only ones allowed to make copies).

Labor fees will continue to be an issue for media. And the disagreements over which records police are required to release under the law may get more contentious before they get better.

But keeping your communities informed about how their local governments are handling requests for public records will lay the groundwork for appreciation of citizen rights and their ultimate preservation.

*Deborah Fisher is executive director of Tennessee Coalition for Open Government. You can read her blog at [www.tcog.info](http://www.tcog.info). Newspapers can become supporting members of TCOG by contacting Fisher at (615) 602-4080.*

## TRACKS, from Page 9

Page comes to the City of Spring Hill with almost 14 years of experience as an award-winning journalist and communication specialist. He has written nearly 5,000 published articles and won 14 journalism awards during his career.

He was nominated in 2005 for a Pulitzer Prize for team coverage of

a catastrophic hurricane that devastated Pensacola in 2004.

Page previously worked as a reporter covering local government, growth and community issues for four daily newspapers within the Gannett Company. Those include The Tennessean in Nashville, The Pensacola (Florida) News Journal, The News-Press in Fort Meyers, Florida, and The Jackson Sun in Jackson, Tennessee.

“Communicating with the public by putting out a clear and concise message is what I’ve always tried to do, so handling those responsibilities for the City of Spring Hill feels like a natural transition,” Page said.

“I’m excited to be working in such a fast-growing city, and I look forward to working with the community and the media.”

*The Advertiser News, Spring Hill  
Sept. 3, 2014*

## OBITUARIES, from Page 8

children, and Karubah Carnahan, who she married briefly late in life.

Funeral services were Wednes-

day, Sept. 3, at 11 a.m. at the First Presbyterian Church in Chattanooga with the Rev. Joe Novenson and the Rev. Tim Tinsley officiating.

A private family burial took place at the family cemetery at the

McDonald Farm where her parents, sons and other family members have been laid to rest since 1836.

*Chattanooga Times Free Press  
and Chattanooga.com  
Aug. 30, 2014*

## EMBRY, from Page 5

Inquirer and a former director of the Center for Public Integrity’s International Consortium of Investigative Journalists.

“My only regret is that I arrive

too late to work with John directly,” Embry said. “I can’t help but think he’ll be here in spirit, though. It’s a challenging but enviable job to spend each day helping to continue John Seigenthaler’s legacy of relentless passion for, and commitment to,

our First Amendment freedoms and for journalistic fairness, justice and truth-telling.”

Learn more about MTSU’s John Seigenthaler Chair of Excellence at [www.mtsu.edu/masscomm/chair\\_mc.php](http://www.mtsu.edu/masscomm/chair_mc.php).

## Digital Preservation Speaks VOLUMES

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# Don't forget the Bridge; one of Adobe's most useful tools

Checking my email has produced better than usual results this morning. Besides looking over questions from readers and browsing through the more than 2,000 spam messages I receive on an average morning, I've enjoyed seeing responses coming in from a survey that I posted late yesterday.

As newspaper associations and groups throughout Tennessee and the rest of North America have begun sending requests to their newspaper publishers and managers to complete the survey, responses are arriving at the rate of one to two per minute this morning.

Survey questions relate to advertising, social media, industry evolution, technology and more. If you haven't completed the survey, visit <http://ow.ly/B5CoF> to share your responses. It will be interesting to see how our newspapers in Tennessee compare to our surrounding states.

## Adobe Bridge: The most underused tool in Adobe's Creative Suite/Cloud

I have to admit, I'm as much to blame as anyone. Honestly, I figured everyone was already using Adobe Bridge, so I've not put much effort into teaching Bridge tools at workshops and classes over the past few years.

Longtime photo editors remember the Browser from versions of Photoshop prior to CS2. Since then, Bridge has been included in all Creative Suite/Cloud packages and also with stand-alone Adobe Photoshop.

So why am I bringing up the Bridge now? After recent trips to train small and large newspapers in several states, I noticed that most designers and photo editors rarely, if ever, use the Bridge.

As a result, I added a Bridge class in a



**THE NEWS GURU**

KEVIN SLIMP

day-long training session for a large paper in California in September, and the response was pretty surprising. Almost everything I taught was new to everyone in the group.

What is Adobe Bridge? First and foremost, Adobe Bridge is a digital asset management application. It keeps track of your files, whether they are photos, PDFs or whatever, and makes them easy to find and display intuitively.

The most common use for Bridge is simply finding files. Click on a folder or drive and see thumbnails of all the files in that location.

I've found the Bridge most useful for browsing pictures on a camera card and quickly deciding which to keep and which to discard.

Not only can you search files by name, users can find files using metadata. Metadata is a set of standardized information about a file, including author, resolution, color space, copyright, and keywords applied to it.

For example, most digital cameras attach some basic information to an image file, such as height, width, file format and time the image was taken. These are all included in the metadata.

When I visited with Jean Matua, Minnesota publisher, three years ago, she asked how we could create a photo archive that would enable her staff to easily pull up any image from the past. We did that using Adobe Bridge.

By adding keywords into the metadata of each image, a process that takes just a moment, the pics can be found in a matter of seconds with a simple search in the future.

I've used a variety of Bridge tools since Photoshop added the Browser way back in March 2002. My favorite has been the "Batch

Rename" feature, which allows me to take all – or any selected – images on a camera card and move or copy them to a new location with the name of my choice. This is incredibly valuable, as it allows me to take all 200 of those photos taken at the high school game and place them in a designated folder with the names "2014Football-001," "2014Football-002," etc.

The Image Processor is another valuable tool in the Bridge. With it, I can select a folder full of images and convert them to JPG, TIF or PSD format with the click of a button.

Even better, the Image Processor allows me to run Photoshop Actions on all images in a folder at once, without leaving the Bridge. I'd almost forgotten how easy it is to create web galleries using the Bridge. By simply selecting a folder or group of images, then clicking a few buttons, I have a complete gallery of

images, in whatever format I choose, ready to upload to an FTP site.

This means a user can literally create a Web page catalog of hundreds of photos, which can be clicked and enlarged on the screen, in a matter of seconds.

There's more to Bridge. Edits made through Camera RAW are actually non-destructive. The settings are saved in an external file instead of embedded into the image. Sure, you can edit your RAW images in Photoshop, but working in Camera RAW in the Bridge is quicker.

Users can create image catalogs, assign copyright messages, export files for social media and more.

Needless to say, Adobe Bridge is a valuable tool in any designer or photo editor's arsenal.



The Image Processor allows Bridge users to convert files and run Photoshop Actions on large groups of images at one time.



Users can select "Batch Rename" in Adobe Bridge to copy, rename and move groups of photos from one place to another.



The "Review" feature in the Bridge makes it easier to compare groups of images to determine which might be best for inclusion on a page.

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