

# The Tennessee Press

Vol. 75

JANUARY 2012

No. 7

## Good stuff offered at convention, press institute

BY ROBYN GENTILE

TPA member services manager

Tennessee Press Association will continue its long-standing tradition of holding its Winter Convention and Press Institute in the capital. And as usual, there will be more interesting things to take in than one can shake a stick at.

Mark your calendar and be there Wednesday through Friday, Feb. 8-10, in Nashville.

An important element will be brushing shoulders with various state legislators on Thursday morning. And Gov. Bill Haslam has been invited to speak at the Thursday luncheon.

Eric Barnes, TPA director representing District 10 and chairman of the convention committee, commented, "Given the range of attacks that various legislators launched on newspapers during the last session, the importance of the winter meeting couldn't be greater. The last legislative session saw proposals that could have dramatically changed the way newspapers operate, from the ways in which we distribute, to our access, to public information, to our critical role in providing notice to the public.

"The winter meeting is a great chance for publishers and their staffs to prepare for the session. Additionally, the winter meeting will of course include a range of training and strategy sessions on new technologies, trends in newspapers and more."

The convention begins Wednesday with TPA business, including a Government Affairs Committee meeting, a TPA Board of Directors meeting and a TPA business session.

The meetings will be followed by a reception for TPAers to meet and discuss issues with the TPA district directors and the opening reception to which state legislators are invited.

Thursday sessions include the AP-TPA Legislative Session Preview. The event will focus on the presidential



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Nashville at night, seen from the Cumberland River. (Below) The Cascades Atrium of the Opryland Hotel after post-flood renovation.



Fishman



DiPietro



Haslam



Barnes



Harwell



Ramsey



Yeomans



Kyle



Fitzhugh

Beth Harwell, Lt. Gov. Ron Ramsey and Democratic leaders Rep. Craig Fitzhugh and Sen. Jim Kyle. The session is coordinated by Adam Yeomans, bureau chief of the AP for Tennessee, Kentucky and Mississippi.

Gov. Haslam has been invited to address TPA members at the Thursday luncheon. University of Tennessee President Dr. Joseph DiPietro is invited to give a welcoming message.

The afternoon sessions include a session for publishers on how to lobby and social media and mobile strategy for newspapers.

Gaylord Opryland will host a reception for convention attendees. They will have an opportunity to attend a reception and tour of the post-2010 flood restoration of the Opryland Hotel.



GAYLORD OPRYLAND

Drive-In Training is the feature on Friday. Training on 11 different topics is planned. Friday is also the day that the Tennessee Press Association

### DETAILS

**WHO:** Representatives of TPA member newspapers

**WHAT:** Winter Convention and Press Institute

**WHEN:** Wednesday-Friday, Feb. 8-10

**WHERE:** DoubleTree Hotel, 315 4th Ave. N., Nashville, Tenn. 37219

**RESERVATIONS:** The deadline for making hotel reservations is Friday, Jan. 13. Rate: \$129 plus tax per night. Hotel: (615) 244-8200 or 1-800-836-8031; <http://doubletree1.hilton.com>

**REGISTRATION:** The deadline for discounted registration with TPA is Jan. 20.

Foundation will sponsor 50 college students to attend the convention.

Clay Bennett, a Pulitzer Prize-winning cartoonist who works for the *Chattanooga Times Free Press*, will be the luncheon speaker with his presentation titled, "Some Offense Intended." See additional information on him on page 3.

Drive-In Training topics are as follows:

- Collegiate Journalist Session—Kevin Slimp, Tennessee Press Service technology director: What I've Learned at College Newspapers and What Collegiate Journalists Can Learn From Each Other
- Collegiate Journalist Session—Tools of the Trade to Improve Your College Publication
- Education Reporting
- Investigative Reporting
- Legal Issues: Libel and Privacy
- Open Meetings/Open Records
- Photo Editing and Color Correction Tips for Newspapers
- Photography
- Special Event Planning
- Video and Animation for Newspaper Websites
- Visual Storytelling

The convention will be held at the DoubleTree Hotel Nashville Downtown, located at 315 Fourth Ave. North. The TPA rate is \$129 plus tax per night. One can make a reservation by calling the hotel at (615) 244-8200. The deadline for reservations is Friday, Jan. 13.

Convention registration materials are available at [www.tnpress.com](http://www.tnpress.com). See page 3 for the convention schedule. The deadline for discounted registration with TPA is Friday, Jan. 20.

### INSIDE

FISHMAN	2	CONTESTS INFO	4	REWRITES	5	GIBSON	9
FORESIGHT	3	TRACKS	4	OBITS	5	SLIMP	11

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# The Tennessee Press

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## www.tnpress.com

OFFICIAL WEB SITE OF THE TENNESSEE PRESS ASSOCIATION

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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 Elenora E. Edwards, (865) 457-5459; send a note to P.O. Box 502, Clinton, Tenn. 37171-0502; or email ElenoraEdwards@Comcast.net. The deadline for the February issue is Jan. 9.

# All I know I learned from real life

Unfortunately, we believe a lot of myths about how to run our newspapers. These are things we may assume to be true, but when put into practice, simply don't work. Here are some of the myths we were taught by gurus or academia and the truth about each of them from experience in real life.

1. The customer is always right. If the customer were always right, we would all be broke! Running a newspaper at the whim of customers (reader or advertiser) will never lead to success. However, since the customer is always the customer, it is important to see things from his or her point of view. Listen and empathize.

2. Build it, and they will come. This is not the Field of Dreams! Just because a publisher or ad manager envisions that perfect special section, it does not mean customers will line up to buy it. Success in publishing is really about building the best content, distribution and marketing. This is where so many newspaper managers forget to focus.

3. Sales are the most important number. Nonsense! In measuring financial performance, "sales are vanity, cash flow is sanity." In golf that's "drive for show, putt for dough." (No, I didn't think of that but wish I had!) Is there less money at the end of the month than at the beginning? You lose! Successful publishers like all small business owners focus on cash flow, not sales.

4. Team work is about building consensus. While the success of the company does depend on building a great team, don't be confused. Consensus is not collaboration. The leader sets direction and the team needs to be able to effectively work together to accomplish that objective.

5. The financial numbers can be outsourced. No, they can't! Financial statements are the company's scorecards. If an owner does not know where he has been, how can he know where he is going? Profit and loss, balance sheets and cash flow statements need to be reviewed and understood intimately.

6. Customers care only about low prices. Some of the best



## YOUR PRESIDING REPORTER

Jeff Fishman

companies in the country deliver low price and great customer service—like Wal-Mart, Southwest Airlines and Costco. Most small newspaper companies will not be successful competing on price. The shopper can sell ads much cheaper because it has no newsroom or other infrastructure. Newspapers need to focus on the value their publication brings to solving the problem of the advertisers and readers. If you sell price, not service and value, you will go broke.

7. Under-promise and over-deliver. The myth is that if a company sets the expectations of the customer low, and then subsequently exceeds them, the customer's satisfaction goes up. The truth is that if your expectations are set low, the company will simply sink to the lowest common denominator and will never have the opportunity

to get or retain that customer. Expect much of yourself and your staff. Set the bar high.

8. Success is about making money. Sure, it's one of the ways to keep score, but if the publisher focuses on only making money, then the product will suffer. There are segments of our business model that never provide a measurable ROI (think newsroom). A good newspaper invests in the right things to build value and cash flow from the company, and thus the financial rewards will always follow.

9. Spend money to make money. The truth is that too much money can actually make a publisher lazy! Throwing money at a problem is proven to be wasteful and not an answer to any solution. I have often commented that most innovations in our industry come from the smallest of papers for one simple reason, they must find creative solutions to stay in business. Spend your money carefully and measure each investment's results.

Now, get out there and bust some of your own myths. Let's have a great 2012 by respecting tradition while embracing change.

JEFF FISHMAN is publisher of The Tullahoma News.

# FAC marks 20 years of promoting freedom

## BY BRIAN J. BUCHANAN

Managing editor/online  
First Amendment Center, Nashville

When he founded the First Amendment Center 20 years ago, John Seigenthaler thought the center would focus mainly on freedom of the press. That's an understandable approach for a veteran journalist and editor. But he soon realized that all five First Amendment freedoms not only matter but also work together to keep a democratic republic free.

"I had no idea that we were on the cutting edge of an issue that was going to have so much meaning," Seigenthaler said Dec. 8 at a celebration of the center's 20th anniversary.

In an interview with Ken Paulson, First Amendment Center president, Seigenthaler said his main concern in seeking to create a center for the study and understanding of the amendment arose from polls showing deep public distrust of the news media.

"Public support for the media was waning," he said. Soon, however, his view of the First Amendment expanded.

"The First Amendment is in the news," he told Paulson in the Seigenthaler Center's lecture hall on the Vanderbilt University campus before an audience of invited guests. "Part of [the First

Amendment] has to do with the way we worship. Part of it has to do with our arts and culture. Part of it has to do with people demonstrating ...

"At 70, I was not too old to learn. At 84, I am still learning about the importance of those 45 words about which I once had a very narrow view," Seigenthaler added.

After a short retrospective video highlighting a number of First Amendment Center programs and events, Paulson asked Seigenthaler to list his three favorite initiatives.

First was a program with the American Press Institute that taught First Amendment basics to thousands of journalists. Seigenthaler and Paulson teamed up for an interactive exploration of the First Amendment to test and expand journalists' grasp of its core freedoms. The two were honored with API Lifetime Service Awards.

In many cases, Seigenthaler said, "the people who benefit from freedom of the press have little to no idea where that freedom came from, what it was about, (or) how lucky they were to have it to protect them."

Through the API program, Seigenthaler said, journalists "came to understand, as I did, that [the First Amendment] affects so many other people, how we worship, how we express ourselves, how we protest against

government."

"Freedom Sings" was Seigenthaler's second favorite. This continuing series of musical performances and narration about songs that have been banned or censored, or have called for social change has entertained and educated collegiate and professional audiences for more than 10 years.

"Music has been controversial throughout our national life," Seigenthaler said. "Freedom Sings," as Paulson put it, is "matching First Amendment principles to rock 'n' roll."

No. 3 on Seigenthaler's list: Justice and Journalism, led by Gene Policinski, First Amendment Center senior vice president and executive director. This program, also running for more than 10 years, brings federal judges together with journalists to work toward greater mutual understanding—and, by finding better ways to communicate to the public, greater understanding in society of how the judiciary works.

Federal judges "have become aware of their need to communicate with the public," Seigenthaler said. "When Justice and Journalism started, there

SEE FAC, PAGE 6

## SEE INSERTS

This issue of The Tennessee Press contains two inserts, the TPA Annual Report and the State Press Contests brochure.

# Cartoonist to be speaker at Press Institute luncheon

Clay Bennett, Pulitzer Prize winner and editorial cartoonist at the *Chattanooga Times Free Press*, will speak to TPA Friday, Feb. 10, during the Winter Convention and Press Institute.



**Bennett**

His topic will be "Some Offense Intended."

The son of a career army officer, in his young years, Bennett led a nomadic life, attending 10 different schools before graduating in 1980 from the University of North Alabama with degrees in art and history.

After brief stints as a staff artist at the *Pittsburgh Post-Gazette* and the *Fayetteville (N.C.) Times*, he went on to serve as the editorial cartoonist for

the *St. Petersburg Times* (1981-1994) and *The Christian Science Monitor* (1997-2007) before joining the staff of the *Chattanooga Times Free Press* in late 2007. His work is syndicated internationally by The Washington Post Writers Group.

Recipient of the Pulitzer Prize for Editorial Cartooning in 2002, Bennett has earned almost every honor of his profession, the Sigma Delta Chi Award (2001), the National Journalism Award (2002), the John Fischetti Award (2001, 2005), the Robert F. Kennedy Journalism Award (2007), the Overseas Press Club Award (2005, 2007), and the National Headliner Award (1999, 2000, 2004). He is past president of the Association of American Editorial Cartoonists.

Bennett is the husband of artist Cindy Prociou and father of Matt, Ben and Sarah.



Dec. 15, 2011

CLAY BENNETT | CHATTANOOGA TIMES FREE PRESS

## The start of something big for 2012 — win conference trip

BY BETH ELLIOTT

Network advertising manager



**Elliott**

Do you want to attend the 2012 Advertising/Circulation Conference but don't have the money? If your newspaper participates in any of Tennessee's advertising networks, you're in luck!

Tennessee Press Service (TPS) started a new contest for advertising sales representatives at newspapers that participate in TnSCAN, TnDAN and TnNET. The rep who sells the most ads by April will win a trip to the Ad/Circ Conference. The trip includes registration for the conference, one night's hotel stay and some transportation money.

The only stipulation for this contest is that the ads must be from your direct advertiser. To kick off the contest and help reps build the number of ads, TPS has a winter special for TnSCAN, TnDAN and TnNET ads: buy three

weeks, get the fourth week free. All four weeks must be ordered at the same time in order to qualify for the special.

April 27 is the tentative date for the Ad/Circ Conference, so mark your calendar—with a pencil. When more details are available, the participating newspapers will be alerted. Contest updates will be posted on [www.tnpress.com/statewides/](http://www.tnpress.com/statewides/). Sales materials can be downloaded from that page as well.

TPS has a lot of exciting plans for Tennessee's advertising networks this year. If your newspaper does not participate, you will be missing out —missing out on additional revenue for your newspaper and healthy competition among reps.

Contact TPS for anything regarding the advertising networks, (865) 584-5761 x117 or [belliot@tnpress.com](mailto:belliot@tnpress.com).

### Kudos

Henrietta Hayward, *The Tennessean*, Nashville, was the first person to register for the 2012 Winter Convention and Press Institute in Nashville. TPA received her registration on Dec. 16.

**Be prepared for your news staff members to carry up to date press cards by ordering a laminated version offered for \$5 each from TPA. Contact Angelique Dunn at (865) 584-5761 or [adunn@tnpress.com](mailto:adunn@tnpress.com).**

**MEMBER  
TENNESSEE PRESS  
ASSOCIATION**

**Jane Smith**  
The Gazette  
Reporter  
865-584-5761

2012

PRESS

### TPA Winter Convention and Press Institute Feb. 8-10, 2012 DoubleTree Nashville Downtown

#### Schedule

#### Wednesday, Feb. 8

- 1:00 p.m. Government Affairs Committee Meeting
- 2:45 p.m. TPA Board of Directors Meeting  
(TPA Business Session will follow the board meeting immediately)
- 4:30 p.m. Reception. Meet Your TPA District Representative
- 5:15 p.m. Opening Reception (all members of the General Assembly are invited)
- 7:00 p.m. Evening on one's own

#### Thursday, Feb. 9

- 8:00 a.m. TPA Nominating Committee Meeting
- 9:00 a.m. Technology Committee Meeting
- 9:00 a.m. AP Newsmakers Session
- Noon Luncheon. Gov. Bill Haslam invited
- 2:00 p.m. It's Your Right
- 3:00 p.m. Social Media and Newspapers
- 4:00 p.m. Mobile Strategy
- 5:30 p.m. Bus departs for Opryland Reception and Tour

#### Friday, Feb. 10

- 9:30 a.m. TPAF Board of Trustees Meeting
- 9:30 a.m. Drive-In Training, concurrent sessions
  1. Libel and Invasion of Privacy
  2. Photo Editing
  3. Education Reporting
  4. Visual Storytelling Part One
- 10:45 a.m. Drive-In Training, concurrent sessions
  1. Open Meetings/Open Records
  2. Collegiate: What You Can Learn From Other College Publications
  3. Social Media
  4. Visual Storytelling Part Two
- Noon Luncheon. Speaker, Clay Bennett, editorial cartoonist, *Chattanooga Times Free Press*, "Some Offense Intended"
- 1:30 p.m. Drive-In Training Concurrent Sessions
  1. Investigative Reporting
  2. Collegiate: Tools to Improve Your Publication
  3. Social Media **R**
  4. Photography
- 2:45 p.m. Drive-In Training Concurrent Sessions
  1. Special Events Planning
  2. Video and Animation on Newspaper Websites
  3. Investigative Reporting **R**
- 3:45 p.m. Convention Adjourns

**R= Repeated session**

### FORESIGHT

#### 2012 JANUARY

- 2: TPA offices closed for new year's holiday
- 22-28: Public Notice Week

#### FEBRUARY



- 8-10: TPA Winter Convention and Press Institute, Doubletree Hotel, Nashville
- 10: Deadline for entering advertising and circulation Ideas Contest
- 17: Deadline for entering UT-TPA State Press Contests
- 17-19: Southern Classified Advertising Managers Association, Savannah, Ga.

#### MARCH

- 4-10: Newspaper in Education Week
- 8-9: NNA We Believe in Newspapers Conference (formerly, Government Affairs Conference), Hyatt Crystal City, Washington, D.C.
- 11-17: Sunshine Week
- 30-31: SPJ Region 12 Spring Conference, Holiday Inn Crowne Plaza, Lafayette, La.

#### APRIL

- 2-4: Newspaper Association of America and the American Society of Newspaper Editors, Washington, D.C.
- 12-14: American Copy Editors Society, Sheraton Canal Street, New Orleans, La.
- 12-14: Mid-Atlantic Newspaper Advertising Marketing Executives, Read House Hotel, Chattanooga
- 27: TPA Advertising/Circulation Conference (tentative)

#### JUNE

- 14-16: TPA Summer Convention, Chattanooga
- 16: TAPME awards event, Nashville

#### JULY

- 13: UT-TPA State Press Contests awards luncheon, Nashville (tentative)

#### SEPTEMBER

- 13: Associated Press Media Editors Annual Conference, Nashville (tentative)
- Sept. 30-Oct. 2: News Industry Summit (annual convention), The Ritz-Carlton, Naples, Fla.

#### OCTOBER

- 4-7: NNA 126th Annual Convention, Embassy Suites Airport Convention Center, Charleston, S.C.
- 11-13: 15th Institute of Newspaper Technology, Knoxville

### Did you know...

67 percent of community newspaper readers rarely or never use direct mail to make buying decisions

# Deadlines for State Press, Ideas contests coming up next month

## State Press Contests Feb. 17

It won't be long until the UT-TPA State Press Contests deadline of Friday, Feb. 17. TPA will follow a postmark deadline, not date of arrival at TPA.

The Contests Committee chairman for 2012 is Terri Likens, editor of the *Roane County News*, Kingston.

There are no changes in the contest for this year. The committee plans to work in the spring and summer to make recommendations for 2013.

The divisions for the contests are calculated on total weekly paid circulation. They are as follows:

Division One: Paid combined weekly circulation of 5,000 or less

Division Two: Paid combined weekly circulation of 5,001-15,000

Division Three: Paid combined weekly circulation of 15,001-50,000

Division Four: Paid combined weekly circulation of 50,001-200,000

Division Five: Paid combined weekly circulation of 200,001 and above

The complete contests entry packet was mailed to every TPA member newspaper in mid-December. Visit [www.tnpress.com](http://www.tnpress.com) or call TPA (865) 584-5761 if you need entry materials.

UT has partnered with TPA to co-sponsor the contests since 1940. UT will provide the winners' plaques and certificates and coordinate the awards presentation in July.

TPA will need judges to meet obligations to the Texas Press Association, its 2012 reciprocal judging partner. Details on the judging dates will be announced this month.

## Ideas Contest Feb. 10

It's time to get ready to enter the 2012 Ideas Contest, Tennessee Press Association's contest for advertising and circulation ideas.

The deadline is Friday, Feb. 10. Entries must be postmarked by the deadline, not arrive at TPA by that date.

Awards will be presented during the Advertising/Circulation Conference, which tentatively is scheduled for April 27. Conference co-chairmen will be Roger Wells, *The Lebanon Democrat*, advertising, and Don Lovelace, *Citizen Tribune*, Morristown, circulation.

Fees are \$6 per entry. All proceeds are used to support the educational programming of the Ad/Circ Conference. A perk of participating is that all entrants will receive CDs containing images of the winners.

First through third places are awarded in five divisions of each category, and there is a Best of Show Award. The contest has 27 categories and five divisions based on circulation. The categories are as follows:

Advertising  
• Best Special Section  
• Best Sales Promotion for an Advertiser

• Best Use of Multi-Color Ad  
• Best Use of Single Color Ad  
• Best Black & White Ad  
• Best Feature Page or Pages  
• Best 1/4 Page or Smaller Ad  
• Best Food Store Ad  
• Best Automotive Ad  
• Best Real Estate Ad  
• Best Furniture and/or Appliance Ad

• Best Internet Banner or Tile Ad for an Advertiser

• Best Classified Section Circulation  
• Best Subscription Promotion Idea  
• Best Carrier Contest Idea  
• Best Single Copy Promotion  
• Best NIE Promotion  
• Best Carrier Recruitment  
• Best NIE Sponsorship Recruitment  
• Best Dealer/Vendor Promotion  
• Best Bulk Promotion  
• Reader Contest  
• Best Subscriber Retention Program

• Best Internet Subscription Promotion Other

• Best Self-Promotion of a Newspaper

• Best Rack Card  
• Best Overall Website

The divisions are as follows:

(N-1) Non-daily with a paid circulation less than 5,000

(N-2) Non-daily with a paid circulation of 5,000 or above

(D-1) Daily with a paid circulation less than 10,000

(D-2) Daily with a paid circulation of 10,000 but less than 25,000

(D-3) Daily with a paid circulation of 25,000 or above

The entry packet is available online and was mailed to all member newspapers on Dec. 23. One can contact TPA at (865) 584-5761 for an entry packet or download the forms at [www.tnpress.com/ideascontest.html](http://www.tnpress.com/ideascontest.html).



ELENORA E. EDWARDS | TPS

TPS Administrative Assistant Angelique Dunn receives the Employee of the Year Award from TPS Executive Vice President Greg Sherrill.

## Dunn gets kudos from TPS staff: Employee of Year Award

BY GREG SHERRILL  
TPA executive director

It's become an annual tradition around here to recognize a member of the TPS team of employees. One who has gone the extra mile and contributes to the team effort. And this is a purely peer recognition, voted on by all the employees of the company (I don't vote). So I think it really says something when one's colleagues identify someone who has been helpful, professional and easy to work with.

Angelique Dunn, TPS' administrative assistant, was conferred the honor of the Employee of the Year Award for 2011 by the votes of her peers. I love that our employees always provide great comments to go along with their votes.

Among comments such as "dedicated" and "hard-working" were a few other gems such as:

"Angelique is one of our unsung heroes."

"She is the first face most people see when attending a TPA/TPS event, and from their greetings to her, she is obviously well liked. I'm sure she does more for our office than we will ever realize."

"She is quiet and sometimes I forget about her being here, but she always has a professional voice on the phone and I think she does a good job at all she does."

The annual award is presented at the TPS holiday luncheon in December. Dunn was presented a certificate and a small cash honorarium.

"I am honored to receive this recognition from my peers, all of whom exhibit strong work ethics and responsibility," Dunn said. "I couldn't do my job half as well without the support of my co-workers. Only working with them can I help provide the level of service our membership deserves. I am proud to be part of such a team, and deeply moved that they chose to

nominate me for this distinction."

Dunn succeeds 2010 Employee of the Year Robyn Gentile.

Working on a shoestring budget, this year's holiday luncheon committee did an amazing transformation of our Multi-Purpose Room into a Hawaiian-themed luau. Every potted plant in the building was brought in to create a lush feel, and other tropical touches included shredded grocery-bag garland, little cardboard umbrellas (for our tea!) and a lei for everyone made of crumpled colorful newspaper advertising supplement strips strung with a needle and thread. Such creativity is what makes this a great bunch of folks to work with!

Dunn, a native of upstate New York who moved to East Tennessee in 1990, joined TPS's Clipping Bureau in June 2004 and moved to her current position in December 2004.

## Wright promoted in Clipping Bureau

Heather Wright, who is on her second round of employment with Tennessee Press Service (TPS), has been promoted to managing reader in the Clipping Bureau.

She rejoined TPS Feb. 21, 2011 as a reader after having held the same job from September 2001 until July 2004.

She lives in North Hills, Knoxville, and is married to Richard Wright, who is employed by U.S. Cellular. She has no children but has a calico cat, Sylvia.

Jeanie Bell, managing reader, resigned from TPS recently to move to Ohio, where her son lives.

## TRACKS

## Tennessean names executive editor: DeVarenne

Maria DeVarenne has been named executive editor and vice president/news of *The Tennessean*, Nashville.

Earlier she served 10 years as vice president/news for *The Press-Enterprise* in Riverside, Calif., an A.H. Belo media operation.

"I'm excited and honored to be joining *The Tennessean*, given its legacy for great journalism," DeVarenne said.

"There is a strong, award-winning foundation to build on in the Nashville newsroom as we expand further with digital media to provide news and content any time on any device for the region and foster a greater connectivity throughout the community with social media."

Under DeVarenne's leadership, *The Press-Enterprise's* news operation grew both print and digital audiences.



DeVarenne

*The Press-Enterprise* was recently awarded the General Excellence Award for newspapers of daily circulation between 75,001 and 200,000 by the California Newspaper Association.

DeVarenne is a 2009 Fellow of USC/Knight Digital Media Center and an innovator in the use of social media for citizen engagement.

DeVarenne is rejoining Gannett Co. after working as an editor in several Gannett news operations in the 1990s, including the *San Bernardino Sun*

where in 1996 she was honored as a Gannett Newsroom Manager of the Year.

A graduate of the University of New Mexico, DeVarenne will move to Nashville with her husband, Mark, and their two daughters.

DeVarenne succeeds former editor Mark Silverman, who left for a corporate position earlier this fall. DeVarenne began duties Dec. 26.

(The Tennessean, Nashville, Dec. 1, 2011)

## Parkins elected TPS vice president

Victor Parkins, editor of *The Milan Mirror-Exchange*, was elected vice president of the Tennessee Press Service at the board's Nov. 18 meeting. He had



Parkins

served as a director since June 2009.

Parkins served as Tennessee Press Association president in 2009-10 after serving as vice president for non-dailies and, previously, director of District 9.

Read *The Tennessee Press*  
— then pass it on!

## OBITUARIES

**Zelma Copeland**

Former TPA office manager

Zelma Copeland, a former Tennessee Press Association (TPA) office manager, died Dec. 6 in Maryville, where she had resided for years. She was 89.

She worked for TPA for 25 years, from Aug. 31, 1961 until December 1986. She was TPA's office manager for six years.

She was a member of Broadway United Methodist Church in Maryville and a former member of Graystone Presbyterian Church of Knoxville.

Copeland was preceded in death by her husband, John Clarence Copeland; a son, Steven Copeland; parents, Benton and Frances Taylor; sister, Frances Taylor; and brothers, Wilson and Harold Taylor. She leaves her sons, Richard Copeland of Maryville and Michael Copeland of Knoxville; grandchildren, Michael Copeland of Murray, Ky., Courtney Black of Memphis and Leighann Madden of Knoxville; and five great-grandchildren.



Copeland

**Dan Hicks Jr.**

Retired newspaperman

Dan Hicks Jr., a retired newspaperman, died Dec. 4 in Madisonville, where he made his home. He was 90.

He was born Oct. 23, 1921 to the late Dan Hicks Sr. and Marion Louise Hicks. He was preceded in death by two brothers, Reese Lynn Hicks and Eugene King Hicks.



Hicks

Hicks' father operated the newspaper before him, and both of his brothers, Reese Lynn Hicks and E. King Hicks worked there, the latter owning the newspaper for a period of time.

Hicks was a member of the First United Methodist Church of Madisonville.

He leaves his wife, Betty Byrum Hicks, and three children, Sandi Hicks Gray of Knoxville, Dan Hicks III of Crossville and Amy Hicks Richardson of Knoxville; four stepchildren; several grandchildren and great-grandchildren.

He also is survived by his former wife and mother of his children, Irene Greenwood Norman.

Hicks, a local legend in the newspaper publishing business, owned and operated the *Monroe County Democrat* from 1967 until 1990. He won several prestigious national awards including the Elijah Parish Lovejoy Award for Courage in Journalism and the Golden Quill Award for editorial excellence in 1969 and the John Peter Zenger Freedom of the Press Award in 1972. In addition, Hicks and his staff won dozens of first place awards in the University of Tennessee-Tennessee Press Association State Press Contests. Hicks worked in various capacities for newspapers in Knoxville, Clinton, Oak Ridge and Virginia Beach, Va.

Hicks was a 1949 graduate of the University of Tennessee School of Journalism. He served in the Army during World War II and the Korean War.

**Larry Whitley**

Long service with Leader

Larry Whitley, who worked at *The Leader*, Covington, for more than 34 years, primarily as an advertising director, died Nov. 15 in Memphis. He was 89.

He began working at *The Leader* in 1965 as news editor. After working

at World Wide Art Studios from 1968 to 1972, he returned to the newspaper as a sales representative. From 1975 until his retirement in 2003, he served as *The Leader's* advertising and circulation director.

"He was always working to get ads in," said Bill Terry Deverell, Whitley's nephew who worked at *The Leader* from 1959 to 2003 in the production department. "While we were trying to get ads ready to go in the paper, he'd be out there trying to get more of them."

Roland Weir, who worked at *The Leader* from 1962 to 1984 as an editor and sales person, remembers Whitley as an outgoing man who was good at his job.

"He really helped get a lot of advertising business back to the newspaper when he came back," said Weir. "The main thing I can say about Larry is that he was a nice guy."

Whitley leaves his wife, Margie, and children, Carol Peacher, Jeff Whitley and Ginny Whitley.

His brother, George Whitley, who served as *The Leader's* publisher from 1975 to 2003, died in December 2007.

Larry Whitley served in the United States Air Force from 1942 to 1946. He was a member of First Baptist Church in Covington and Dunham Lodge 150.

Deverell worked with Whitley for 34 years and remembers him fondly as a co-worker.

But what sticks out most is Whitley the uncle. "He was good at his job and he was always good to me," said Deverell, whose mother, the late Polly Deverell, was Whitley's sister. "He was always teaching me things. He taught me how to ride a bike. I was truly lucky to be raised in a good family."

Roy McDonald celebrated his 85th birthday with a "special edition" of his newspaper, the *Chattanooga News-Free Press*. It was a large cake designed as the paper's page one.

An item in *The Tennessee Press* noted that the first newspaper owned by Worrell Enterprises was *The Herald-Courier*, Bristol. It was founded in 1949 by Eugene Worrell.

Fred Russell, the *Nashville Banner's* veteran editor, received the Liberty Bowl's Distinguished Award at a banquet before the annual game in Memphis.

Seven East Tennessee newspaper men attended a Visitors' Day program sponsored by the UT School of Journalism.

Amon Carter Evans Jr., 26, son of the former publisher of *The Tennessean*, Nashville, was killed in a traffic accident in Knoxville. He was a sophomore at UT studying architecture.



Whitley

**The CA lays off nine employees**

BY SARAH BAKER

The Daily News, Memphis

*The Commercial Appeal* is planning another round of layoffs, the Memphis Newspaper Guild (MNG) announced Dec. 6 in an email to members.

Guild president Wayne Risher said, "The company, confirming rumors that had been swirling for the last few months, said job reductions would be made to cut expenses and achieve efficiencies in the business," Risher said.

Risher is also a 28-year reporter at *The Commercial Appeal*, Cincinnati-based E.W. Scripps Co.'s largest circulation newspaper.

The breakdown of job cuts provided is as follows: two in accounting, one in editorial, two in online, one in

advertising and three in operations.

These jobs count only employees covered by the MNG. *The Commercial Appeal* did not provide information on cuts of non-guild-covered employees, although Risher's note said it's the guild's "understanding the reduction is building-wide."

In related news, The KNS Media group, which also is owned by the E.W. Scripps Co. and includes the *News Sentinel*, Knoxville, announced Dec. 6 the elimination of the positions of 33 employees, "a reduction in force reflecting the economic challenges the newspaper industry has been facing."

The layoffs, representing about 7.5 percent of the organization's workforce, included four newsroom employees.

(Adapted)

**Thanksgiving Day editions set records in newspapers**

Advertisers and consumers who focused on the 2011 Thanksgiving weekend holiday shopping kickoff enthusiastically turned to local newspapers and advertising preprint inserts for information on the best deals. The exceptional value consumers find in their local newspaper inserts was reflected in a spike in circulation revenues across the country.

Meanwhile, the continued effectiveness of inserts in driving consumers to action was evident in resurgent advertiser demand, which resulted in a record number of inserts in many markets. According to a sampling of major newspaper groups and independent properties conducted by the Newspaper Association of America (NAA), newspapers across the country reported Thanksgiving newspaper bundles frequently weighing five pounds or more. For example, *The Charlotte (N.C.) Observer* (published by The McClatchy Co.) carried an unprecedented 87 shopping inserts and weighed in at a record-breaking 6.5 pounds.

"Thanksgiving was a shining example of how much newspapers matter to readers and to advertisers - in fact, to the whole economy," said Caroline Little, NAA president and chief executive officer. "Studies show that consumers consider newspapers their most valuable source for shopping planning information, with 79 percent using preprinted inserts in the last 30 days, and insert use growing most swiftly among those ages 25-34. The start of this year's holiday shopping season gave new life to these numbers, and proved once again the vitality and resourcefulness of newspapers and their publishers."

Marked increases in advertising preprints and single-copy sales were seen at newspapers in markets large and small and in all regions, including: *The News & Observer*, Raleigh, N.C.; *Times Union*, Albany, N.Y.; *The Post*

and *Courier*, Charleston, S.C.; *The Tennessean*, Nashville; *The Charlotte Observer*; *Lexington (Ky.) Herald-Leader*; and *The Sacramento (Calif.) Bee*.

*The Charlotte Observer's* Thanksgiving Day edition was distributed in four pieces. The paper charged its standard Sunday rate of \$2 and sold 4,916 more copies, compared to 2008 when it charged only 50 cents per copy.

Media General Inc. experienced significant growth in preprint revenue in most of its Florida, Virginia and North Carolina markets and saw record numbers of inserts at several newspapers. The company reported that ROP advertising on Thanksgiving Day also increased over 2010.

The *Dallas Morning News's* Thanksgiving Day edition was the largest collated pack of advertising preprints the A.H. Belo Corp. paper has ever produced, with a 5.6 percent increase in preprints compared to last year and a 6.8 increase in the number of advertisers. In its third year of selling the Thanksgiving edition at the Sunday price of \$3, the Morning News still tripled newsstand sales compared to a typical Thursday.

"The successes that newspapers experienced on Thanksgiving Day come at a time when newspapers continue to report positive momentum such as strong overall Sunday sales and circulation gains," said NAA Chairman Michael Reed, president and chief executive officer, GateHouse Media. "The credibility and quality associated with the overall newspaper brand continues to prove a powerful draw among consumers and advertisers."

(NAA, Dec. 11, 2011)

**Good for her soul**

"I should confess that I always felt a little sorry for people who didn't work for newspapers."

Mary McGrory  
Journalist, 2004

**REWRITES FROM THE TENNESSEE PRESS****JANUARY 1962**

Newspapers in the state continued their steady growth in 1961, recording a 1.8 percent gain in circulation over 1960.

After a single copy price of five cents for many years, *The LaFollette Press* hiked its price to a dime.

TPA offered group insurance to its newspapers, the result of work by the Insurance Committee, whose members were J. Bill Frame, *The Lebanon Democrat*; William H. McConnell, *Carroll County Democrat*, Huntingdon; and Tom Gentry, *The Standard Banner*, Jefferson City.

The 1962 Tennessee Newspaper Directory showed that 23 newspapers were using the offset printing process - two dailies and 21 weeklies.

Don Whitehead, former Associated Press correspondent and Pulitzer Prize winner, had retired to Tennessee and

was writing columns and books.

Gov. Buford Ellington was scheduled to speak at the TPA Mid-Winter Convention.

Paul Swenson, director of the *Wall Street Journal's* Newspaper Fund, was to speak at a luncheon sponsored by the Middle Tennessee Professional Chapter of Sigma Delta Chi. All conventioners were invited.

A retired newspaperman, Walter C. Johnson Sr., gave TPA a photo of the association's meeting in July 1887 at Roan Mountain. Johnson was the retired secretary-manager of the Southern Newspaper Publishers Association.

**January 1987**

Ned R. McWherter was to give one of his first major speeches since being sworn in as governor of Tennessee at the TPA Winter Convention.

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**Tom Mullen, newspaperman**

See Tom's archive website here:  
<http://smc.stparchive.com>.

For more information, please visit  
[www.ArchiveInABox.com](http://www.ArchiveInABox.com).



Observing the TPA directors' meeting, from left, Mike Fishman, Bill Williams, Pauline Sherrer, Henrietta Hayward, Jim Charlet and Jason Taylor.



TPA President Jeff Fishman reads to Elenora Easterly Edwards the inscription on a clock the TPA Board of Directors presented her. The gift recognizes her 20 years as managing editor of The Tennessee Press.



Between the Government Affairs Committee's and the TPA Board of Directors' meeting Nov. 4 in Knoxville: From left, Jack McElroy, News Sentinel, Knoxville; Michael Williams, The Paris Post-Intelligencer; Chris Vass and Ansley Haman, Chattanooga Times Free Press.



(Left photo) Members of the Government Affairs Committee, from left, Dale Gentry, The Standard Banner, Jefferson City; Co-chairman Michael Williams, The Paris Post-Intelligencer; Frank Gibson, then director, Tennessee Coalition for Open Government, Nashville; Jack McElroy, News Sentinel, Knoxville; Chris Vass, Chattanooga Times Free Press. (Right photo) From left, Jeff Fishman, The Tullahoma News; Frank (Buzz) Trexler, The Daily Times, Maryville; John M. Jones Jr., The Greeneville Sun; and Gregg K. Jones, Jones Media Inc., Greeneville.



Richard L. Hollow, TPA general counsel, explains a point of law during the Government Affairs Committee meeting. Nearby is R. Jack Fishman, Lakeway Publishers, Morristown.



TPA President Jeff Fishman

## FAC: 20 years

FROM PAGE 2

was great suspicion on the part of judges and almost fear on the part of many journalists."

Seigenthaler and Paulson reflected on special events through the years with such celebrities as Johnny and June Cash, Robert Redford, Harry Belafonte, George Carlin, Dick Gregory and John Kay of Steppenwolf.

They also saluted the accomplishments of Charles Haynes and the First Amendment Center religious-liberty programs he directs at the Newseum in Washington, D.C. Achievements of that ongoing effort include federal guidelines to help public schools understand that under the First Amendment religion is not banned from school, but neither can it be imposed.

"There are threats today (to the First Amendment freedoms) as there always have been," Seigenthaler observed toward the end of the interview. He noted the reach of the First Amendment Center website. "(We're) helping people to understand."

He added, "We're going to be in business, I hope, for a long time and continue to make inroads."

Jim Duff, president and chief executive officer of the Freedom Forum, which supports the First Amendment Center and operates the Newseum, closed the evening by noting that the Newseum building on Pennsylvania Ave. (in Washington, D.C.) features a mammoth wall engraved in Tennessee marble with the 45 words of the First Amendment.

"It's an ongoing process to keep those freedoms. How do we do it? It's our view at the Freedom Forum and the First Amendment Center—and it's one, I think, we share really with the founders of our country—that it's an educated citizenry that is the best way to preserve ... the freedoms that we do have," Duff said, adding that such education is central to the First Amendment Center's mission.

The First Amendment Center, founded Dec. 15, 1991, on the 200th anniversary of the ratification of the Bill of Rights, serves as a forum for the study and exploration of free-expression issues, including freedom of speech, of the press and of religion, and the rights to assemble and to petition the government.

## Tennessee's Advertising Networks



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**Walter T. Pulliam, left, accepts a medallion designating him a trustee emeritus of the Tennessee Press Association Foundation. It is presented by Gregg K. Jones, TPAF president and chief executive officer of Jones Media Inc., Greenville. Pulliam is the founder of the Newspaper Hall of Fame and the former owner of The Harriman Record and The LaFollette Press. The 98-year-old now lives in Knoxville.**

## TPAF president cites Pulliam for important Hall of Fame role

The following are the remarks Gregg K. Jones, Tennessee Press Association Foundation president, made before citing retired newspaperman Walter T. Pulliam as a TPA trustee emeritus.

“Good evening, everyone. This part of the program is dedicated to honoring Walter Pulliam, one of the Tennessee Press Association Foundation’s (TPAF) biggest strengths and advocates since the foundation was formed. Before I get to the specific recognition, I would like to bring specific greetings from four of Walter and Julia’s best fans ... John M. and Arne Jones and Sam and Betty Kennedy. Although none of them could be here tonight, they all had wonderful reminiscences about the Pulliams, one of which I thought I would share with you tonight.

“Sam and Betty loved telling the following story ...

“In 1967 or 1968, Julia was unmarried and working at the Columbia Herald for Sam and Betty Kennedy doing classifieds and reception work.

“Sam and Betty had just moved the Herald into a new building and were eager to show it off to their newspaper colleagues. They had a reception at the office, then had special friends over to their beautiful farm for cocktails and dinner. Walter Pulliam was one of those invited. Walter apparently quickly became infatuated with Julia, whom Sam and Betty had recruited to help out hostessing. Walter asked

Sam if it would be OK to ask Julia out, then took her out the next two nights. Sam said it wasn’t long before they were on their way to Bermuda for their honeymoon (via the American Newspaper Publishers Association annual convention in New York City, Walter told me later). Walter was over 50, his mother had died recently and he had never married. So, a tale of lasting romance to whet your appetites.

“Thirty years ago my grandmother, Edith O’Keefe Susong, was inducted into the Tennessee Newspaper Hall of Fame. And, 30 years ago, Walter Pulliam was elected president of the Tennessee Press Association Foundation. I now stand before you as president of the Foundation with the honor of publicly thanking Walter for his dedicated service and lasting contributions to TPAF.

“Walter was an original incorporator of the Tennessee Press Association Foundation. In addition, he served as vice president before leading the Foundation as president for three terms. As a trustee for 34 years, Walter’s commitment helped shape and mold the Foundation into what it is today. We continue to benefit from his experience as he still serves on the Tennessee Newspaper Hall of Fame Committee.

“Walter, on behalf of the Foundation Board of Trustees, it is my pleasure to present you this medallion and certificate of emeritus status.”

### Taking stock of Web journalism today

Tom Stites, an experienced newspaperman who has spent recent years trying to devise a new model for online journalism, is posting on the Nieman Journalism Lab website a series of three articles on his findings so far.

“We may be five years into the big push for Web journalism,” argues the veteran editor, “but we’re still a long way from a sustainable model to support the knowledge needed in local communities. Read the articles at [www.niemanlab.org](http://www.niemanlab.org).



**(Left photo) Mary Louise Nicklas and Caroline Ketcham, with Caroline’s son, Grant, at the banquet at which their grandfather, Richard F. Knight, was inducted into the Hall of Fame. (Right photo) Longtime friends Louise Knight, the inductee’s widow, and Gerrie Lake, Pulaski Publishing, visit.**



**(Left) Members of the TPA family pause for a photo, from left, Vernon McKinney of Knoxville, former publisher of The Lenoir City News; Jim Charlet, Brentwood; Peggy McKinney; and Nate Crawford, Nashville. (Right photo) TPA President Jeff Fishman talks with Margaret Grigsby, UT, before the banquet.**



**Walter and Julia Pulliam, who have been married more than 40 years, at the banquet on Nov. 4. The next day was his 98th birthday. They met when he was in the newspaper business and she worked for The Daily Herald, Columbia.**



**Jeff Fishman, publisher of The Tullahoma News, extends a welcome on behalf of TPA, of which he is president.**



**Walter T. Pulliam with Heather Howard, granddaughter of J. Zollie Howard**



**Dr. Mike Wirth, dean of the UT College of Communication and Information greets those attending the Hall of Fame banquet.**

## Presentation remarks on J. Zollie Howard

**Editor's note: Following are the remarks made by presenter Jim Charlet at the Tennessee Newspaper Hall of Fame banquet Nov. 4 in Knoxville. Charlet, an honorary member of TPA, is a retired editor and publisher of the Clarksville Leaf-Chronicle.**

"Ladies and gentlemen, I am honored to be here tonight to make the presentation of J. Zollie Howard as the 54th inductee of the Tennessee Newspaper Hall of Fame. He is only the 12th West Tennessee Journalist to be so honored.

"The Tennessee Newspaper Hall of Fame is a joint project of the University of Tennessee and the Tennessee Press Association. It was established by the governing boards of those organizations in June and September of 1966 and was the brainchild of Harriman Record publisher Walter Pulliam. Its founding was modeled after the Georgia Newspaper Hall of Fame established in 1930 at the Henry Grady School of Journalism. Like those in Georgia, all inductions are posthumous.

"This is America's 15th oldest Newspaper Hall of Fame, and now enshrined here are 53 journalists (soon to be 55)... and they include one former Tennessee governor, five Pulitzer Prize winners, one National Headliner

Award winner, one George Washington Honor Medal Award winner, three national Distinguished Service Award winners of the Society of Professional Journalists and two members of the University of Tennessee Board of Trustees. Among reasons it is located in Knoxville is because this is where Tennessee's college journalism classes began.

"John Zollicoffer Howard ... was known by most everyone as 'Zollie' Howard. His byline was 'J.Z. Howard.' You know from reading your table booklet that he was a Gainesboro native who began his journalism career in 1907 as a printers' devil at the *Jackson County Sentinel*.

"After World War I service, in 1919, he entered the University of Tennessee in Knoxville where he graduated in 1924 with a degree in English. In 1924 and 1925 he was an English and journalism instructor there while taking graduate work in English and philosophy.

"In 1925 he said he '...wanted to learn something about what he was teaching...' at the University of Tennessee, so he joined *The Knoxville News* as a city hall reporter. And after its merger with *The Knoxville Sentinel* he worked there 15 years as city editor and news editor. It was there that



Charlet

he established his reputation as an effective trainer of young reporters. Among those he counted as his mentor protégés were Walter Pulliam and these inductees of the Tennessee Newspaper Hall of Fame: ... Morris Simon, Julian Harriss and Glenn McNeil.

"Howard's training dictum was this: 'Use strong vivid verbs instead of meaningless adjectives, and go over every piece of copy until every surplus word is deleted.' AND as recalled by his son Edwin Howard, longtime entertainment editor of the *Memphis Press-Scimitar*, Howard's writing and



Howard

reporting bible was 'accuracy, accuracy and accuracy.'

"One of Howard's major achievements as city editor of the *Knoxville Sentinel* was his work with the Knoxville Bar Association to replace the corrupt

hip pocket justice of the peace court system with a system driven by verifiable rules and procedures. His numerous news reports and vigorous editorials succeeded in pushing through the Tennessee legislature a constitutional bill creating the Knox County General Sessions Courts. His successful effort encouraged building the constitutional basis for Tennessee's county level general sessions courts.

"In 1940, Howard was recruited by Editor Ed Meeman of the *Memphis Press-Scimitar*, and it was there that he honed his role as the proverbial burr under the saddle of the corrupt political machine of Mayor Edward H. Crump. In 1947 he won the Courage in Journalism Award of the national Society of Professional Journalists for his successful editorials castigating city officials for preventing access of Memphis black citizens to the National Freedom Train.

"Also in 1947 when he was summoned for Shelby County Criminal Court jury service, Zollie Howard transferred that personal experience to his newspaper editorial campaign to permit jurors to question presiding judges and trial prosecutors about criminal court guilty pleas and sentencing procedures. His success with this editorial campaign resulted in winning his second national award of the Society of Professional Journalists, this one for Public Service in Newspaper Journalism for directing his newspaper's efforts to reform criminal court jury procedures.

"Howard was known for his knowledge of Tennessee history, politics and government and was considered a well-read authority on the South and its role in the Civil War. In 1957 he began ruminating about failures of the South to be a part of America's social and economic mainstream. He wrote that leadership in the South had introverted Southerners, thus causing them '...to brood over grudges that should have been shaken off years earlier.' He felt success in the South lay in its achieving greater unity with the rest of America.

"In this context, Howard wrote a series of bylined columns titled, 'Positive Thinking and a Positive Program for the South,' in which he urged an end to racial troubles and attitudes among Tennesseans and Southerners. Positive reader reaction to these columns required mailings of 24,000 of their reprints. And he received the 1958 George Washington Honor Medal of the national Freedoms Foundation recognizing the extraordinary impact of these columns.

"Howard had a profound impact with his work with the Tennessee Press Association. For example, in the years

before Tennessee opened its interstate highway System, many two-lane state highways were constructed on winding ridges, and teenage drivers were killed by the thousands on such roads. In 1962-63 when John M. Jones Sr. was TPA president, Howard chaired the TPA Highway Safety Committee and supplied all state newspapers with editorials and cartoons promoting the TPA highway safety campaign. What resulted was a state legislature mandate requiring automobile seat belts and high school automobile safety driver education classes. Jones presented him the TPA President's Plaque for this demonstrated leadership.

"On Feb. 17, 1967, Howard began his successful editorial campaign to repeal Tennessee's anti-evolution law which had remained on the books 42 years after the Scopes Monkey Trial. Under his editorial headline, 'Strike Off This Shackle' and its follow-on commentary, 'Beat the Courts To It!', exactly three months to the day after his editorials began the Tennessee legislature repealed the law. He counted this as his greatest success as a newspaper editor, even though he also quarterbacked his Memphis newspaper's news coverage of the public employee union strikes and assassination of Dr. Martin Luther King Jr.

"Howard was responsible for securing grants of \$200,000 to establish distinguished professorships for the University of Tennessee School of Journalism, a grant of \$30,000 underwriting honorarium payments for judges for the UT-TPA Press Contests and a \$250,000 grant to build the Memphis State University journalism building.

"Howard made profound contributions to the craft of Tennessee journalism from the mountains of East Tennessee to the rivers of West Tennessee. And he used his copy pencil to mentor, teach and inspire Tennessee journalists, making a defining difference in their professionalism.

"Ladies and gentlemen, I am honored to present this career record of J. Zollie Howard as the 54th inductee of the Tennessee Newspaper Hall of Fame.

"In late August of 1956, Howard spoke to the students and teachers of Memphis Treadwell High School, without notes. His remarks were so profound, he was asked to provide a teaching text and did so in a *Memphis Press-Scimitar* column published Sept. 1, 1956 under the headline, "Some Memphis Teachers Asked For This." He made these points: Teachers deal with history that has been made; newspapers deal with history while it's in the making. Teachers give people the past; newspapers give people the present. Both teachers AND newspapers should seek to provide understanding and inspiration. Point out the shortcomings of America and Americans as warnings, but stress the heroic, altruistic deeds that our country and its best and greatest citizens have done, the shining principles they have upheld. We Americans have something to be proud of. Let us be sure that the new generations catch this pride from us."

## Presentation remarks on Richard F. Knight

**Editor's note: Following are the remarks made by presenter Hershel Lake at the Tennessee Newspaper Hall of Fame banquet Nov. 4 in Knoxville. Lake, a past TPA president, is with Pulaski Publishing.**

"Richard Knight was my good friend. We first met in 1969 when I became publisher of the *Cookeville Herald-Citizen*. He would bring his newspapers, the *Jackson County Sentinel*, Gainesboro, and the *Livingston Surprise* to our plant for printing.

"Oops! You thought the flag said 'Enterprise.' It did, but Richard loved to refer to it as the surprise. I am sure there were some surprises for his readers as he broke news stories or stood up to so-called big shots that thought they could do something stupid and not make the paper.

"His 'Knight Line' column ran weekly on the front page. Richard once told a friend that he felt like every column cost him \$1,000. Lee Walls told me that a newspaper publisher's job was the loneliest job in town. My first reaction was that I had as many friends as anyone; but after thinking about it realized he was correct.

"We all have an occasion where our lead advertiser, president of our largest bank or a powerful judge crossed the line and made the news in a negative way. It is our responsibility to be sure the story is reported. This becomes much more personal in a small town where everyone knows everybody. They sometimes read the news just to see if we get it right. Richard knew the integrity of his newspaper was his best asset and never flinched.



Lake

"Richard was from the old school. He could operate the Linotype, compose ads, sell, take photographs, manage and produce a quality newspaper. He could do it all ... except for spelling. Thankfully, he had his faithful bride of almost 60 years to proofread. 'Mama,' he affectionately called her.

"Richard was hawking newspapers on a street corner in Texas at the age of nine. He later worked for newspapers in Woodbury and Murfreesboro before joining the printing corporation of the *Nashville Tennessean*. He came home one day and told Louise he was going to buy his own newspaper, as he felt he could do more good when he had control. They looked at a newspaper in West Tennessee prior to buying the *Livingston Enterprise*. They moved there in 1959 and became a beacon of light for Overton County for four decades.

"Richard certainly had his friends. A group would meet every morning at a



Knight

local pharmacy and solve many of the world's problems. Richard was very popular in the group as he attended every school board, city council and county commission meeting.

"Richard had a great sense of humor. Early in his married life, he and Louise spent the night at a motel in South Georgia en route to Florida. Two elderly ladies were giving them the eye the next morning when they exited their room. Richard looked at Louise and said, 'You sure were good last night. Maybe we ought to think about getting married.'

"Richard served as president of TPA and TPS. Even after 12 years on the TPS board, six as president, he remained interested and well-informed. I consulted often with him during my years as president and always found him knowledgeable and interested in our activities. Any time he saw that a resolution was going to pass unanimously, he would vote 'no,' even if he had made the motion. To him, dailies were the city papers and weeklies the country papers. Many a time he would give us the country viewpoint as he lived where the water hits the wheel.

"Bob Parkins once said that Richard was as unique as a masterpiece painting, a real gem.

"Louise, you were by his side, his helper and advisor all those years and very much a part of his success. He loved you and Carolyn and all your family."

# Reasons for proposed Sunshine Law change are flawed

As county commissions continue to debate asking the legislature to roll back the Sunshine (Open Meetings) Law, the list of reasons they are using to justify the change grows. Most are flawed. Some are based on false premises, ill-informed legal interpretations or basic ignorance of the law.

State Rep. Glen Casada, a Williamson County Republican, plans to sponsor the bill to allow up to a quorum of members of governing bodies to meet in private to discuss public business without giving public notice. He said he is doing so because his local county commission voted unanimously to request it, but the change would affect state and local commissions, city councils, school boards and committees of same.

Casada told a Nashville TV station he agreed to bring the legislation when he was told that under the Sunshine Law two county commissioners could not meet with a constituent. I don't know all the circumstances or whether the claim was based on some legal interpretation, but I have never heard of that being considered a violation. It would not be unless there was proof they deliberated toward a decision.

In Rhea County, a commissioner argued that he and his colleagues could not tour tornado-damaged areas of the county last spring for fear it would be seen as a sunshine violation. Don't know where he got that since the law clearly exempts inspection tours. That could explain why the county commission refused 7-2 to endorse the sunshine amendment.

In Sullivan County, three different committees looked at the resolution. One endorsed the change; two others did not. In one, members argued the law was so restrictive two of them could not have breakfast together at the Cracker Barrel if public business was mentioned. They argued the same rule applied if they encountered each other in the grocery store or at a Christmas party. That was not enough to convince the committee to endorse

the change. Again it is deliberation that's banned, not talking to another commissioner.

The most misunderstood, or overlooked, part of the law is language dealing with "chance" meetings being used to "decide or deliberate public business."

Since the law passed in 1974, officials have claimed it is vague and they don't know which discussions would be considered deliberating. In one of the first legal challenges of the law, the Tennessee Supreme Court opined it should be easy for them to discern the difference.

"It is our opinion that members of public bodies will face very few situations, if any, in which they cannot be aware...whether or not they are in the course of deliberation toward a decision on policy or administration affecting the conduct of business of the people."

Meetings that are truly "chance" meetings are exempt from the law unless it can be proven in court they were used "to decide or deliberate public business in circumvention of the spirit or requirements" of the law. That's what caused 12 Knox County officials to get the boot when jurors found they deliberated privately before appointing them to the positions.

Only the Sullivan County Budget Committee endorsed the change. One member asked the prime sponsor of the resolution what is "not working" with current legal requirements.

"It has nothing to do with what's not working," Commissioner Bill Kilgore responded. "It has to do with being equal."

Therein lies the rub. It's a major pressure point county commissions are using on legislators; they want the same standard the 132-member General Assembly uses.



## PUBLIC POLICY OUTLOOK

Frank Gibson

Some people think that the legislature has exempted itself from the Sunshine Law. That is not true. The courts said the state constitution does that. In 2006, the legislature adopted a "quorum" standard in the post-Tennessee Waltz ethics reform legislation.

Casada told the TV station he is sensitive to that claim and agreed it is a fair question. He said he might push for stronger rules for the legislature if he can't get the legislature to loosen rules for local government.

Actually, it is not a fair comparison. The General Assembly has two houses. One serves as a check on the other. There's no check on school boards or county commissions.

Notices that bills will be heard and considered in legislative committees are filed days in advance. That doesn't happen always at the local level. One county commission budget committee endorsed the Sunshine Law change without putting it on the published agenda.

Gov. Bill Haslam came out against the county commissioner association proposal on Dec. 8, recalling his days as mayor of Knoxville. "Those (sunshine) rules actually worked and led to better discussions at City Council meetings," he told reporters. "When the public distrusts elected officials and government in general, pursuing attempts at further secrecy isn't a good idea."

Citizens and good government groups, including the state League of Women Voters (LWV) and Common Cause of Tennessee, are opposing the change.

Marian Ott, a LWV representative on the Tennessee Coalition for Open Government (TCOG) board and a government veteran, said the change would deny citizens "an opportunity to influence the process." Dick Williams, state chairman of

Common Cause and another TCOG board member, told a Nashville TV station: "There should be no secret deals about how to get that vote done."

Knox County Commission Chairman Mike Hammond told the *News Sentinel*, Knoxville, he was contacted three to four months ago by the Tennessee County Commissioners Association about endorsing the change. "Given the history of Knox County, there's no way we'd be in support of it. Nor would we send letters in support."

Stewart Clifton, a member of the Metro-Nashville Planning Commission and a former city councilman who lobbies for the state LWV, said the League plans to make the proposal a priority when legislature returns in January.

"We are not lobbying for the press; it's just the public as a whole has a right to know what is happening," he told a Tennessean columnist. He said the proposal is "ludicrous."

**FRANK GIBSON** is TPA's public policy director and was the founding director of TCOG. One can contact him at (615) 202-2685; fgibson@tnpress.com; or P.O. Box 22248, Nashville, Tenn. 37202.

## 1 FOR ALL

**1st Amendment**  
Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof, or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.

### May students pray or discuss religion in public schools?

*Yes, students have the right to pray and discuss religion in school. Public misperception has persisted on this topic since the U.S. Supreme Court struck down school-sponsored prayer in the early 1960s. In those decisions, the high court ruled that the establishment clause does prohibit schools from allowing or engaging in school-sponsored prayer or encouraging students to pray. But the free exercise clause protects the right of students to pray on their own time. In fact, singling out student religious speech for punishment would indicate hostility toward religion and violate the basic First Amendment principle that the government may not punish a particular viewpoint. This does not mean that students have the unfettered right to speak on religious subjects. Students can be punished for interrupting class time for any type of speech. Also, school officials can make sure students are not speaking to an audience that is forced to hear them or that they are harassing others by overzealously advocating their religious beliefs.*

1forall.us/about/

## Capitol Newswatch launches news service

Starting this month, newspapers across the state will have a new, affordable way to cover the Tennessee General Assembly. It is Capitol Newswatch, founded by the former managing editor of *The Lebanon Democrat*, Amelia Morrison Higgs, and her husband, Jim Higgs, a 40-year television and radio news veteran.

"In today's tough economic times, the ability of many newspapers to cover first-hand the actions of their state legislators and key legislation that will impact their readers' lives is out of the question," said Amelia Higgs, chief executive officer and executive editor. "These newspapers are running mean and lean and cannot afford to send someone to the Capitol."

The realization that important legislation directly affecting citizens throughout the state often goes unreported—or at best is under-reported through weekly newsletters from legislators with their own spin on the issues—prompted the Higgs to launch Capitol Newswatch.

"The service we're offering gives local newspapers a way to keep their readers informed with customized reporting about their legislators' bills and votes,

as well as his or her reaction to proposed statewide legislation," Amelia said.

Marketing Director Jim Higgs added that "Capitol Newswatch essentially gives a newspaper its own news bureau in Nashville at a very affordable price."

Prior to joining *The Lebanon Democrat* in May 2006, where she was responsible for the editorial direction and budgets of the daily newspaper as well as two weekly newspapers, the *Mt. Juliet News* and *The Hartsville Vidette*, Amelia Higgs operated Elite Word Design, a freelance writing and public relations firm in Statesboro, Ga.

Her newspaper experience includes positions as executive editor at the *Statesboro (Ga.) Herald*, managing editor/chief operations officer of the *Enterprise (Ala.) Ledger*, managing editor of *The Dothan (Ala.) Progress* and editor of the *Walker County (Ga.) Messenger*.

Throughout her newspaper career, Higgs led the staffs of her newsrooms to 111 individual and publication awards from the Georgia, Alabama and Tennessee Press associations, as well as the Tennessee Associated Press Managing Editors. She has

developed and presented a seminar entitled "Newspaper Leadership" for newly-appointed editors to the Georgia Press Association, Tennessee Press Association and the East Tennessee Chapter of the Society of Professional Journalists.

A graduate of Shorter College in Rome, Ga., Higgs studied for her master's degree in journalism at the University of Georgia. She was one of 16 international students selected for the last Media Leadership for Journalism Graduate Students program at the prestigious Poynter Institute in St. Petersburg, Fla.

Jim Higgs has held virtually every position in radio and television news throughout his 40-year career. He has worked as a news director, managing editor, news anchor, news operations manager, assignment editor, reporter and producer at radio and television stations throughout the South, including WSAV-TV and WAEV-FM in Savannah, Ga.; KETK-TV in Tyler, Texas; WFAA-TV in Dallas; and WREC-TV/AM/FM (now WREG) in Memphis.

Jim also was the owner and publisher of PMT: Pulmonary Medicine &

Technology, a national medical trade journal involved in pulmonary care, and owner of Higgs & Associates Inc., a publisher's representative company specializing in medical trade journals, both based in Dallas.

Veteran reporter, editor, editorial writer and cartoonist Sandy Campbell serves as a legislative/political advisor. In his 40-plus year career, Campbell worked at the *Knoxville News Sentinel* as a reporter, *The Tennessean* as an editorial writer and cartoonist, GCA Publishing Co. Inc. as an editor and at *The Lebanon Democrat* as the political and government reporter. Campbell also taught journalism at Western Kentucky University in Bowling Green.

"I know first hand just how tight news budgets are today, and so we've made Capitol Newswatch affordable for every newspaper. It's a way they can continue to uphold the tradition of community journalism and a way for me to give back to the profession I've loved for so long," said Amelia Higgs.

For more information, go to CapitolNewswatch.com or contact Amelia or Jim Higgs at amhiggs@capitolnewswatch.com or jahiggs@capitolnewswatch.com.

## TRACKS

**Colleen Embry**, Shelbyville native, has joined the advertising sales staff at the *Shelbyville Times-Gazette*. Her first career was as a pharmacy technician and her second, a piano teacher. She owned Colleen's Cottage for a time and has worked as a wedding coordinator.

**Asia Capshaw** is now a sales representative at the *Advocate & Democrat*, Sweetwater. She earned a bachelor's degree in communications at Freed-Hardeman University.

**John (J.B.) Mount** joined the writing staff of the Marion County News. He graduated from Maryville College with a degree in business and organization management. He worked at one time in real estate and in the construction/masonry industry with his father. He is a native of Marion County.

Two writers have been added to the staff of the *Manchester Times*. They are **John Coffelt** and **Nick Trail**, both of whom are handling general assignments while Coffelt will focus on school news and lifestyles and Trail will head sports coverage. Coffelt has a bachelor's degree in English from Middle Tennessee State University, and Trail has a bachelor's in arts and sciences and a master's in communication and information earned at the University of Tennessee-Knoxville. Trail spent seven years as a football manager for the Volunteers, six of them under Coach Phil Fulmer.

**Bonna Johnson**, a former reporter with *The Tennessean*, Nashville, is serving as Nashville Mayor Karl Dean's press secretary. She was with the newspaper 19 years.

**Echo Day** has been named news editor of *The Leader*, Covington. She began working with the newspaper as a freelance writer in February 2007.

**Jeff Ireland**, an alum of *The Leader*, Covington, has returned to fill the role of sports editor, a position that had been vacant since 2007. "Jeff's relationship with *The Leader* goes back years and years," said Publisher Brian Blackley. "Even since his departure he has continued to contribute greatly to our newspaper, so we're grateful to have him back..." In the meantime he has freelanced for *The Commercial Appeal*, Memphis, and *The Daily News*, Memphis. He was with *The Leader* from 1996 to 2006. He holds a B.S. degree in journalism from the University of Memphis.

**Bonnie Nutzell** joined *The Leader* as an advertising representative. At one time she was employed by the *New Albany (Miss.) Gazette*.

**Sherry Hasty Dimitri** has retired after more than a quarter-century as an accountant at *The Tullahoma News*. She began working at the newspaper on Dec. 31, 1984. "I have had the pleasure of working with Sherry for the past 25 years," said Assistant Publisher Harry Hill. "I could always count on her for timely, reliable and accurate work.

Sherry has been an extremely valuable asset for Lakeway Publishers," he added, "and she will be sorely missed by all of us."

Dimitri, a resident of Estill Springs, is a graduate of Motlow College. She has three grown children. Her plans included traveling with her husband and spending time with grandchildren.

The *Elizabethton Star* has three new employees, **Tony Bell**, an assistant in the display advertising department; **Brandon Kane**, a reporter-photographer in the news department; and **Jamie Combs**, who has returned as assistant sports editor.

Bell, born and reared in Bristol, recently served as an associate pastor in Delaware and before that was a pastor in Michigan, during which he also worked in sales in the automotive and communications areas.

Kane, who will work as a reporter and photographer, earned a bachelor's degree in journalism and electronic media from the University of Tennessee. While there he wrote for WUTK sports.com, tnjn.com, *Metro Pulse* and the *Kingsport Times-News*. More recently, he worked for *The Erwin Record*.

He comes from a family of writers. His grandfather, Ed Kane, who was nominated for a Pulitzer Prize, was affiliated with newspapers in Pennsylvania and Kentucky and served as press secretary for Edgar Whitcomb. An aunt, Mary Kane, was the first female and first two-time editor of the University of Pittsburgh newspaper. She worked for the *Pittsburgh Press*, *Cincinnati Enquirer* and was state bureau chief for United Press International.

Combs returned to the Star after working four and a half years at the *Johnson City Press*, where he was a reporter and handled editing, layout and design. Earlier he worked for the Star for 18 years. His first job there was covering the Elizabethton Twins just two weeks after graduating from high school. He joined the Star as a full-time reporter in August 1988 and, when he left in March 2006, he had been sports editor for six years. Upon leaving the Star, he took an eight-month break from newspaper work and shot pictures for a photography studio and worked on a book about Elizabethton High School football.

**Maria Rice McClure** left her job as features editor of *The Leaf-Chronicle*, Clarksville, to work at Fort Campbell, Ky. **Stacy Leiser** was promoted to that position.

**Caleb Chrisman**, local sportswriter and former Jefferson County High School athlete, has joined the sports department of *The Newport Plain Talk*. He was attending Carson-Newman College and planned to earn a master's degree in school counseling. Earlier he was the Voice of the Morristown West Baseball Trojans and a sports writer at the *Citizen Tribune*, Morristown.

## Wilson heads Northeast Tennessee Media Group

Keith Wilson has been promoted to president of the Northeast Tennessee Media Group, a newly-formed organization operating the *Kingsport Times-News*, *Johnson City Press* and associated digital operations and supporting entities.



Wilson

He will continue as publisher of the Times-News.

"I'm looking forward to working with the Tri-Cities media team in providing the most comprehensive and complete news and information products across the entire media landscape," Wilson said.

The announcement was made Dec. 15 by Doug Phares, president of the newspaper division of Sandusky Newspapers, the parent company of the Times-News and Press. Wilson,

62, joined the Times-News in 1986 as advertising director and was named publisher in 1993.

A graduate of Indiana University, he has worked in the media business since 1973, at Indiana University, Home News Enterprises in Franklin, Ind., *The Terre Haute (Ind.) Tribune-Star* and the Owensboro (Ky.) *Messenger-Enquirer* before moving to Kingsport.

(Johnson City Press, Dec. 16, 2011)

## Phares now COO of Sandusky papers

Doug Phares has been promoted to president of Sandusky Newspaper Division. He will be the chief operating officer of all Sandusky's newspapers, their related digital operations and supporting units. The announcement was made by David Rau, chief executive officer of Sandusky Newspapers and its subsidiaries. Phares, 45, has been publisher of the *Sandusky (Ohio) Register* and president of the Sandusky Midwest Division.

## Stautberg heads Scripps division

The E.W. Scripps Co. recently named Timothy E. Stautberg head of the newspaper division. He succeeds Mark Contreras. Earlier, Stautberg was senior vice president and chief financial officer and treasurer for the Cincinnati-based company, which owns *The Commercial Appeal*, Memphis, and the *News Sentinel*, Knoxville.

## Firm has new name

The company formerly doing business as AbitibiBowater has introduced a new company name, Resolute Forest Products. "Our 10,000 employees are united and ready to deliver on Resolute's vision of continued sustainability and profitability," said Richard Garneau, president and chief executive officer.

## AP to call for entries

The call for entries for the Tennessee AP Managing Editors annual contest will be made early this month. The annual awards presentation will take place at a banquet Saturday, June 16, in Nashville.

## Cline named managing editor

**Randy Cline** is now the managing editor of *The Gallatin News*. He has a long record of being active in local community affairs, as a local journalist and as the county's tourism director. He replaces **Marjorie Lloyd**, who resigned in August 2011.



Cline

Cline worked for several years as sports editor and staff reporter for Free Press Media Group, covering Sumner County government and the school

board and writing feature stories. Cline worked as the county's first full-time tourism director from 1995 to 2004. Most recently he was employed as an assistant vice president by First State Bank.

He served on the board of the Salvus Center and the Northern Middle Tennessee Workforce Board and has served on committees with the Sumner County United Way for seven years.

Cline served two terms as an alderman for White House, where he lived with his wife, Judy. He is a former director of the White House Chamber of Commerce and was named the city's citizen of the year in 1997.

## Coulon is editor of Independent Appeal

**Christen Coulon** is the editor of the *Independent Appeal*, Selmer. He began his career as a journalist in 2000 when he joined the staff of the *Fort Campbell Courier* in Clarksville. As a soldier-journalist, he worked as a writer, photographer and sports editor in addition to regular duties as an Army enlisted man. While at the Fort, he was deployed to Kosovo, where he worked as a correspondent, and Kuwait, where he served as editor of *Desert Voice Magazine*.

After the Army, he attended Austin Peay State University and earned a

bachelor's in print journalism and Web design and a master's in corporate communication. During that time he worked as a freelance writer for various publications and as a copy editor for the university's student newspaper, *The All State*. In 2007, he became a graduate assistant in the College of Graduate Studies and worked as Web content manager and multimedia designer. After graduation he stayed on as adjunct professor in the Department of Communication and taught Internet technologies, advanced Web design and newspaper design and layout.

Lifelong Macon Countian **Josh Cross** joined the staff of the *Macon County Times*, Lafayette. He began as a part-time reporter and then took over the reporting duties of **Melissa Proctor**, who left the newspaper to spend more time with her family. Cross also works for the Wilson Emergency Management Agency as an emergency medical technician and firefighter.

"When I was told that I got the position at the Times, I was very excited," said Cross. "It's been an interest that I have had since I was about 10 years old to be a reporter."

**Susanne Reed** is the new general manager of the *Hamilton County Herald* in Chattanooga. She grew up in the business, worked about 25 years as ad manager, publisher and district

manager for several papers across the South and retired from newspapers in 2007. She has since worked for Foreclosure Placement Services in Little Rock, Ark.

She joined the Herald in November.

Tennessee Press Service Advertising Placement Snapshot		
	ROP:	Network:
November 2011:	\$313,955	\$54,263
Year* as of Nov. 30:	\$3,676,804	\$783,863

\*The Tennessee Press Service Inc. fiscal year runs Dec. 1 through Nov. 30.

# Questions - many have lots and lots of questions

**BY KEVIN SLIMP**  
TPS technology director



**Slimp**

The mailbox has been full the past few weeks with questions from readers. And Tennessee newspapers have been calling every day with questions. Must be something in the air. Perhaps it's the smell of eggnog. **From Liz in Louisiana**

Hi, Kevin,  
I'm contacting you regarding a problem we are having when we print a PDF file. On certain issues, we put a huge magenta "SAMPLE" across our flag. I've been working here four years and have never had a problem or a second thought about this.

We recently changed printers, and now they're telling us that on our PDF, "SAMPLE" is a knockout and that we should print it as an overprint. No problem, except that no one can tell us how to do this.

No one except you! Any help that you can give regarding this situation would be greatly appreciated.

*You might be surprised at how often I'm asked a variation of this question, Liz.*

*Just today, I received a call from Karen, from Paris, Tenn., with a similar problem. The red "X" she had created to put over sold cars in an auto ad printed as black when the page went to press.*

*This issue can arise from any application, but both you and Karen were using InDesign. While I had Karen on the phone, I asked her to highlight a problematic X and look at the Attributes panel. This is found under Window>Output>Attributes.*

*My educated guess was that the X was overprinting instead of knocking out. Since the X was placed over another black X to create a drop shadow effect, overprinting red over black resulted in a black X.*

*I don't have your file in front of me, Liz, but I'll bet the characters in "SAMPLE" did not have outlines around them. In InDesign, when text has an outline, it sometimes changes the setting in the Attributes panel to "overprint." This is what caused Karen's text to overprint the red on top of the black.*

*You have the same issue, only reversed. You need to set the word, "SAMPLE," to overprint to give your printer the desired results.*

*By looking at the Separations Preview panel in InDesign (Window>Output>Separations Preview), you should see what your page will look like when printed and see if the setting worked.*

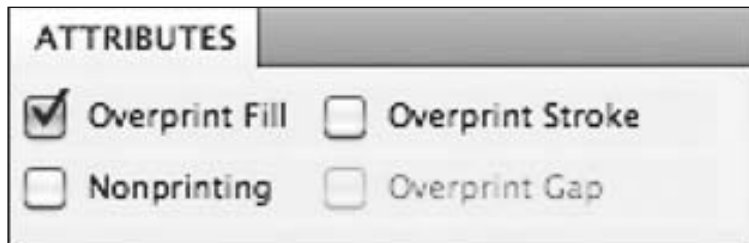
*On a side note, I'm assuming your flag contains black ink. If this is the case, I'm not sure how your printer is planning to handle the black that will come through, unless his RIP has a setting to automatically create the knockout.*

**From Hulon in Tennessee**

Kevin, my friend, I have a four-color



**Look in the Windows>Output>Separations Preview to determine if your items are overprinting or knocking out. This can be an issue when creating large items with drop shadows similar to the X in the auto ad. The designer meant for this X to print red, but the overprint resulted in black.**



**Look in the Attributes panel in InDesign to determine if an item is overprinting.**

pdf that I want to print as a two-color spot (gold and black). Can this be done?

*I can, Hulon, but it takes a bit of work. Open the file in Photoshop at a resolution of 1,000 and take the following steps:*

1. Open it in Photoshop
2. Go to SELECT>Color Range
3. Click on anything that's gold with your mouse, then move slider in the color range window so you can tell you're getting all the gold
4. EDIT>Copy
5. Go to WINDOW>Channels
6. Click on yellow channel and select EDIT>Paste Into or EDIT>Paste
7. Hit APPLE (Control key on PC) key plus the D key (this gets rid of the little dotted selection marks on the screen)
8. Click on the cyan channel, select EDIT> Select All and hit the delete key
9. Click on the magenta channel select EDIT> Select All and hit the delete key
10. Click on the black channel, select EDIT>Select All
11. Save the file. It should print black and yellow plates and you can use the yellow plate as your spot gold.

**From Chip in Kentucky**  
Hi, Kevin,

I know there has to be a way to do this. I don't know how. We have gotten into selling banners, but the prepress work has hit a snag.

At our office, we are using Quark 7. The largest width Quark allows is 4 feet, but we need to go up to 20 feet. We have run into a similar problem at our office with InDesign.

Can you give any advice on how to up those sizes? When we try to input a larger size, it gives a message that a larger size is not allowed.

*I love math questions, Chip. They always were my favorites.*

*I checked and you are correct. You can't create a document 20 feet wide in Quark or InDesign. InDesign lets you come close, but stops you a few inches short.*

*Here's my solution. Create the document 10 feet wide in InDesign and print the file out at 200 percent when creating the Postscript file which you convert to PDF. Unless math has changed again, that will give you a 240-inch banner, which is just what you need.*

**From Randy in New York**  
Hey, Kevin,

I'm thinking of upgrading from InCopy 4 but have a question for you. If I upgrade my InCopy, do I need to upgrade my InDesign at the same time?

*That's a tricky question, Randy. Theoretically, no, you don't have to upgrade both. But if it were I, I would.*

*Too much can go wrong when your InCopy version doesn't match your InDesign version. And let's face it. In our business, who has time for surprises at the last minute?*

*If you feel like it's time for an upgrade, go ahead and upgrade your InDesign and InCopy machines at the same time.*

## Civil War NIE material available

"The Civil War Amendments" is a new four-part series now available from Missouri Press Association created in partnership with the Missouri Bar Association. It looks at the 13th, 14th and 15th Amendments to the United States Constitution and how they impacted the lives of Americans after the war.

Each feature, four columns by 10 inches, may be used at any time, but especially during the 150th anniversary of the Civil War, fought from April 1861 to April 1865.

To access the new series, visit [www.mo-nie.com](http://www.mo-nie.com) and use download code: cwamend.

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# The calm before the storm, protecting right to know

BY GREG SHERRILL  
TPA executive director



Sherrill

More than 30 executive directors of state and regional press associations and several of their lobbyists and attorneys met early this month just across the Potomac from Washington, D.C. for the 2011 Newspaper Association Managers (NAM) Legislative Conference.

The annual gathering allows states to share notes regarding the challenges they faced during the previous year's legislative sessions and focus on strategy for dealing with issues that are sure to arise in the coming year.

Even though many small differences exist in state laws around the country, the primary challenges are the same – protecting the public's right to know. This is true, be it threats to public notices, closing of records and meetings or overt attempts by elected officials to change laws to allow them to deliberate public business in secrecy.

By interstate sharing of these threats through our NAM network, we in Tennessee are better positioned to watch for similar efforts by state and local governments here. Mike MacLaren, executive director of Michigan Press Association and NAM Legislative Conference chair, reminded

attendees that to date, all states have been able to avoid catastrophic losses of access or public notices thanks in part to NAM's efforts and the open communication that exists among the states.

A survey of the states I conducted before this meeting showed that on average, state press associations are fighting almost 19 bills each year that could threaten public notice, open meetings or records or could otherwise negatively affect newspapers. And of those 19 bills, an average of 10 would close records or government meetings to the public, and four either would reduce or eliminate public notices. Nationwide, we are seeing a big push from both state and local governments to be able to operate in secrecy.

In this economic climate, many governments claim they need to reduce public notice in order to save money. Sixty-four percent of states reported that they expect to see an increase in the number of bills filed in 2012 that would reduce or eliminate public notice, many by allowing government to self-report notices on government websites. While claiming to save money, several states have filed freedom of information requests that have revealed the actual spending on public notice to be a very, very small percentage of the budget. And no one seems to be talking about the real costs to government from operating these enhanced websites, such as staff time, maintenance and programming – services that don't come cheap.

In pushing for government-hosted public notice, many legislators argue that newspapers are a dying industry. Are we as an industry doing enough to counter that false perception? Tony Casale from American Opinion Research (AOR) said that we must differentiate ourselves from the other types of media. He challenged us by asking, "Do your member papers provide information that readers can't get anywhere else?"

And in most markets, Casale is talking about local news. Based on numerous AOR surveys, only 20 percent of news disseminated today is original journalism. And most of that is coming from local newspapers. Because of extensive sharing of content

on TV, radio and the Internet, many readers assume they are receiving local news from another source when it was actually produced by the local newsroom at the local paper. Casale suggested that newspapers must protect their franchise. He also noted that many newspapers are fast to cut from their newsroom, the very place it is most visible to readers. No other medium can supply the in-depth local journalism that brings readers to our pages.

Speaking of local newspapers, Tonda Rush of the National Newspaper

Association warned community papers to closely monitor efforts to reform the Postal Service. Proposed elimination of regional sorting facilities called Sectional Center Facilities (SCF) across the country would mean additional delays for mail that is not entered and processed locally. This could add a day or more to out-of-county delivery. Recently, we learned that these closures will be put on hold until mid-2012, but papers are urged to be ready to file for Exceptional Dispatch privileges

to deliver papers to post offices in nearby counties for mailing, or to convert distant readers to electronic subscriptions if indeed these changes do happen in the near future. NNA is working toward an agreement that would

allow newspapers to include those new e-subscribers on their postal statements as paid subscribers. Whether issues are federal, state or local, it seems most press associations are facing similar challenges that in many cases are fueled by this difficult economy. It's a tremendous help to get together once a year before most of our legislative sessions gear up so that I can hear what's happening in other states and make sure I am prepared to help Tennessee's newspapers be ready for the challenges of the coming year.

'(M)any legislators argue that newspapers are a dying industry. Are we as an industry doing enough to counter that false perception?'

## Sunshine Week focuses on open government

Sunshine Week, to be observed March 11 through 17, will encourage access to government information, urging both the public and public officials to "Put More Sunshine in Government."

The Reporters Committee for Freedom of the Press is co-sponsoring the project with the American Society of News Editors (ASNE), which launched the nationwide initiative in 2005 with a grant from the John S. and James L. Knight Foundation.

Sunshine Week is a non-partisan, non-profit national initiative to promote a dialogue about the importance of open government and freedom of information. Participants have included news media, civic groups, libraries, nonprofit organizations, schools and individuals concerned about the public's right to know.

The eighth annual Sunshine Week again will recognize "Local Heroes," people who have fought for transparency or used government information to improve their communities. To see the stories of past winners and make nominations for 2012, go to the Sunshine Week website, [www.sunshineweek.org](http://www.sunshineweek.org).

"The free flow of information is critical to a democracy and to the public's understanding of how government really works," said Ken Paulson, ASNE president and chief executive officer



of the First Amendment Center in Nashville. "Sunshine Week drives home the need for both press and public to fight for open government."

To mark Sunshine Week, organizations and non-profits pressing for greater transparency have held forums addressing specific open government issues, presented research reports focusing on secrecy problems and surveyed state compliance with open records laws and the completeness of local government websites and showing increasing citizen distrust spawned by government opacity.

News media have produced special reports and series for print, online and broadcast that featured not only the information gleaned by open records access, but also the process that they had to undergo to get the information.

Public officials have taken notice of Sunshine Week by issuing open government proclamations, introducing laws, ordinances and policy changes designed to increase transparency, and

by announcing website improvements that improved the public's access to government information.

For more information about Sunshine Week and the Local Heroes awards and to find materials appropriate for during Sunshine Week, go to [www.sunshineweek.org](http://www.sunshineweek.org).

## NIE Week comes first week of March



Graphic from 2011

Newspapers with NIE programs, remember that Newspaper In Education Week is celebrated during the first full school week of March (March 4-10), meaning preparation is needed now.

The Newspaper Association of America Foundation this year is providing a core curriculum guide, "Give Them the Keys: Promoting Adolescent Literacy Through Newspapers."

See [www.naa.org](http://www.naa.org) for further information as the week approaches.

## Public Notice Week again to be observed

For the second year, the Tennessee Press Association Board of Directors has designated a week for highlighting the importance of public notice.

The week has been scheduled for Jan. 22-28.

The board suggests that member newspapers carry articles, editorials, cartoons and other material to provide or improve readers' understanding of how important it is to them and their neighbors that public notices be run in community newspapers, the medium that reaches more people than any other. In addition, newspapers should point out that TPA's website carries public notices run in newspapers from the entire state.

Watch [www.tnpress.com](http://www.tnpress.com) for more information and for Public Notice Week materials.

## Wells takes leadership

Roger Wells, advertising director of *The Lebanon Democrat*, will lead the 2011-12 Tennessee Press Association Advertising Committee. He has served in this post before.



GOAL: \$1,000,000

Foundation Campaign 2011-16

IBELIEVE

