

The Tennessee Press

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No. 2

Do you believe in the future of newspapers?

BY VICTOR PARKINS

Vice president

Tennessee Press Association Foundation

The Tennessee Press Association Foundation (TPAF) Board of Trustees has embarked on a capital campaign that will help set the tone for the future of newspapers across our state.

A lofty goal to raise \$1,000,000 over the next five years has been set, and TPAF leaders have already received pledges of more than \$100,000 toward the goal.

"I Believe" is the theme of our campaign to generate funds to advance our newspapers through the years to come. By being a part of this effort, you are showing that you believe in the future of newspapers.

As newspaper editors, publishers and owners, we should not only lead the charge in letting the nation know that newspapers aren't dying, but also put our money where our mouths are by showing our dedication to the industry we all love.

By investing in TPAF, we will ensure that our industry will remain a viable part of our society by providing state of the art technology training and top-notch legal representation.

Jones is believer

Gregg K. Jones, publisher of *The Greeneville Sun* and TPAF president, believes strongly in the campaign, as well as TPAF.

"For the last 35 years," Jones said,

"the Tennessee Press Association Foundation has funded countless projects that have hugely benefited the members of the Tennessee Press Association. For example, over the last 11 years, the TPAF has donated nearly \$30,000 to fund the highly-valued Drive-In Training programs at the TPA Winter Convention, offering high-caliber, low-cost opportunities to learn revenue-driving, quality-enhancing skills across all newspaper departments. And, for the last seven years alone, the TPAF has provided \$75,000 to make blanket Legal Hotline protection available to all TPA members.

"And, without the support of the TPAF, the Tennessee Newspaper Hall of Fame, honoring and recognizing the accomplishments of Tennessee's most remarkable newspaper legends, would not have lasted for 45 years. The list goes on and on and reinforces the great vision of TPAF's founders in recognizing what great value establishing a strong foundation would provide to the increasingly-needed, ever-changing knowledge and growth of present and future women and men who worked at TPA newspapers.

"Given the transition in the way Tennessee's citizens make purchases,



Horne



Parkins



Albrecht

spend their time and consume news and information that is relevant to their lives; given rapid-fire technological innovations that change the way we operate our newspapers and make it easier for our competitors, most of which didn't exist a few years ago, to take away our readers and advertisers; given a need to recognize that our world has been rocked by a bad economy and a need to respond to the downturn by embracing new and better ways to do business; and given that there is still a great need for newspapers to inform, engage and connect those in their communities; there is a greater need than ever for a strong TPAF to nurture an environment of opportunity and innovation by sponsoring programs that will help TPA's newspapers survive and thrive.

'Every newspaper has stake'

"No one could have said it better than former TPAF president Joe Albrecht did a few years ago. Joe said, 'Every newspaper in Tennessee has a stake in the effort to help create and bring

the best talent to our industry. In many ways, our future depends on the success of such efforts.'

"Couldn't have said it better, Joe. We need a strong TPAF now more than ever, and a successful campaign this year is critically important and will assure a solid future for the TPAF and those it serves."

Campaign steering committee members are Doug Horne, chairman, Jay Albrecht and Victor Parkins.

TPAF is making it easy to contribute to the campaign. A brochure has been sent to every TPA member explaining the details of the "I Believe" effort, and publishers should expect a phone call from board members Parkins, Albrecht and Horne or Susan Horne.

Parkins will cover the west end of the state, Albrecht the middle, and Doug or Susan Horne will be contacting publishers located in the eastern division.

The committee has made it easy for every TPA member to help us reach our goal by allowing members to deduct pledges from TPA advertising payments instead of the newspapers having to write a check.

From 2002-06, TPAF raised more than \$337,000 through a campaign dubbed, "What A Difference A Page Makes," spearheaded by former president Albrecht.

Asking a page of advertising

Newspapers will be asked once again



to contribute an amount equal to a page of national advertising. If each of our members makes that investment alone, our goal can easily be reached. TPA members also can donate in memory of a loved one, include TPAF in your estate planning or make financial pledges over a five-year period.

Since 1976, TPAF has funded 57 projects valued at \$620,329.09.

TPAF supports a number of efforts that serve to advance the newspaper industry in our state, including the Tennessee Newspaper Hall of Fame. Whether the cause is advancing First Amendment freedoms, strengthening journalism education in our public schools, funding legal assistance to newspapers across the state or sponsoring world-class training to newspaper professionals in Tennessee, TPAF leads the way when it comes to preparing our industry for the years to come.

For more information about the "I Believe" campaign, visit our website at www.tpafoundation.org, or contact the TPA office at (865) 584-5761.

NOTE GRAPHIC

Every month, *The Tennessee Press* will carry a color graphic showing the progress of the TPAF 'I Believe' campaign. Watch for it. This month it is on page 12.



ELENORA E. EDWARDS | TPS

Winners of the General Excellence Awards in the UT-TPA State Press Contests received plaques at an awards luncheon July 15 in Nashville. From left are Dale Gentry, *The Standard Banner*, Jefferson City; James

Clark, *Southern Standard*, McMinnville; Dan Morris, *The Jackson Sun*; and Paul Whitson, *The Erwin Record*. *The Tennessean*, Nashville, was also a General Excellence Award winner.

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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, TN 37717-0502; or email ElenoraEdwards@Comcast.net. The deadline for the September issue is Aug. 8.

Newspapers should learn from G.M.

The U.S. auto industry could have saved itself earlier by paying attention to the way its business was eroding and listening to the people who were stealing its market share. U.S. auto executives came back from Japan and refused to transform their work environments from lumbering, stodgy bastions of tradition into places where workers were encouraged to be creative and innovative.

The situation bears a strong resemblance to the newspaper industry. Let's take a look at the places where the news industry and the auto industry screwed up:

In the '80s and '90s, sales declined as customers were turned off by shoddy quality.

Auto industry: anyone who drove a U.S.-made car in the '80s knows what I'm talking about. Everything about the cars was sub-par. The seats were uncomfortable; the controls made little sense and were hard to deal with. These were minor issues, compared to the engines seizing and misfiring, the electrical system shorting out, the windows not rolling up (or down), the doors sagging on their hinges.

Newspaper industry: the buyouts and mergers started and with the accountants in charge instead of passionate content creators, many papers gutted staffs and started to run big colorful graphics and lots more wire copy, instead of local content for and about their neighbors. Most papers had a monopoly position in their markets and could pretty much be assured of making a profit, no matter what they did. Meanwhile, the readers were starting to notice that their newspapers were lacking...how should I say this...news.

The workers felt ignored and belittled, so bad attitudes and fear took over.

Auto industry: the line workers had no power to offer suggestions and, indeed, were punished for speaking up. All that mattered to management was churning out enough cars to meet the quotas, no matter how bad the quality.

Newspaper industry: a culture of irrelevance took hold in newsrooms. The reporters knew the bean counters didn't care about real news; the accountants just wanted something that would generate money and not get them sued. Many journeyman news professionals I met would, with little encouragement, go off about the corporate "suits" that were putting the vise on the newsrooms to "pop a number." Reporters that dared to try to make suggestions about long-term changes (like less coverage of city/county government and more enterprising reporting like the underlying reasons for the continuing erosion of middle-class opportunities) were ignored or worse, discarded.

Temporary economic bubble created easy profits thus postponing needed change.

Auto industry: America's "let's consume as much oil as we can" faction pushed through tax relief in the early '00s that meant people who leased a "light truck over 6,000 pounds" could take advantage of tax breaks. What this did was support the Big Three, despite their declining market share. The Big Three were making so much money from SUVs, because they were pretty cheap to make, and Detroit was able to charge about \$10-\$20,000 more for them than a typical sedan. And, of course, when the tax break ran out and gas prices skyrocketed, they were without a viable product to sell as consumers looked for more efficient cars.

Newspaper industry: the mortgage/real estate boom created



YOUR PRESIDING REPORTER

Jeff Fishman

a huge advertising windfall for newspapers. Many real estate sections were often larger than the rest of the paper. Thousands of pages of expensive classified ads, paid for by realtor estate agents who were so awash in cash that they didn't care what the cost was generated huge profits. Of course, the rest of the classified business was under siege at that time. When the real estate market imploded, advertisers abandoned newspapers, looking for cheaper ways to sell their products. Thus newspapers were also left without a viable product to sell.

The industry blamed others rather than conducting an honest self-appraisal.

Auto industry: the Detroit execs blamed Consumer Reports for pointing out that the cars they were building were utterly without redeeming community value (remember the Chevette or the

Chrysler Cordoba). They claimed the people rating cars were biased towards the Japanese and were unfairly criticizing patriotic Americans. The U.S. cars were better, if only people would realize that! The industry was in complete denial about how the auto-buying public had turned against it as a result of its collective apathy. Long gone was the nostalgia of people who fondly remembered their first car as independence. They were fed up with cars that broke down as a result of shoddy engineering and the industry's appetite for greater profits.

Newspaper industry: many publishers viewed competition from radio, cable news, shoppers and yes, the Internet, as being anti-newspaper. The truth was, they had stopped listening to the market, which was craving instantaneous, colorful, creative solutions for news delivery. Not listening to the market was a complete departure from the reason they were successful in the first place. They were successful because they listened and then responded to what they learned.

Transportation, not cars; information, not newspapers

Let's stop building SUVs and listen to our customers and respond with relevant, thoughtful, engaging, vibrant products that meet the needs of our readers. The public's desire for credible information has not and will not change even though the delivery method might. Newspapers have been a part of American community life since 1690 and will continue in one form or another for a long time as long as we continue to invest in our core product, information.

The US auto industry finally realized they are in the transportation business, not the auto business. They created innovative, solution-oriented products designed to respond to market changes. The quicker newspapers embrace the fact they are information brokers, not in the traditional newspaper business, the better off the country will be. Our customers, both advertising and readers, are not hesitant about expressing their opinions, positive and negative, on how we are doing our job. News organizations just need to listen and react to their customers' desires.

For more than 300 years, newspapers have endured the scrutiny of many and will continue to bring relevant news to the citizens of the communities they serve, in print, online with video and audio, or some yet-to-be-realized technology. Newspapers must continue to illustrate a commitment to our trusted customers by respecting tradition while embracing change.

JEFF FISHMAN is publisher of The Tullahoma News.

Special awards section coming in August Press

A special section carrying coverage of the 2011 UT-TPA State Press Contests and the July 15 Awards Luncheon will be a part of the August issue of *The Tennessee Press*.

The section will carry first place editorials, columns and photographs in several categories as well as the complete list of winners.



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Network:
June 2011:	\$204,809	\$57,503
Year* as of June 30:	\$1,917,746	\$441,888

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

Newspaper websites post traffic increase

Newspaper publishers continue to grow their share of the Internet audience, attracting an average monthly audience of 110.8 million unique visitors age 18+ to their websites in the second quarter – nearly two-thirds (64.6 percent) of all adult Internet users. That quarterly average represents a 2 percent increase in visitors over the first quarter average.

The analysis, performed by comScore for the Newspaper Association of America (NAA), indicates that this is the third consecutive quarter of increased traffic for newspaper websites since comScore began tracking Web audience data for NAA, in the fourth quarter of 2010.

The figures also demonstrate the high engagement of newspaper website

visitors, who generated an average 4.1 billion page views each month. The quarter's high point was reached in May, when newspaper websites attracted more than 112 million unique visitors who generated 4.3 billion page views and spent 3.7 billion minutes browsing the sites.

"Smartphones and tablets are increasing mobility and ease-of-access to newspaper websites, and these latest figures reflect the innovative and successful steps that newspaper publishers are taking to optimize their content across platforms," said NAA President and Chief Executive Officer John Sturm. "The credibility associated with newspapers and strong newspaper brands clearly carries over to the

online environment—distinguishing newspaper sites from other sources. When dramatic global events unfold, such as the death of Osama bin Laden, readers look to newspapers first, online and in print, for the high-quality journalism that they provide."

Newspaper websites also attracted key demographics and affluent readers, reaching nearly 25 million 25- to 34-year-olds and 76 percent of adults in households earning more than \$100,000 a year on average throughout the quarter.

Figures released by NAA in May showed that online advertising generated \$807 million for newspapers in the first quarter, a 10.6 percent increase from the previous quarter.

Did you know...

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

NNA Readership Study 2010

At the top

"The important thing is not to stop questioning."

Albert Einstein, physicist, 1954

ENGRAVINGS

U. of Memphis honors Jones as Pillar of Excellence

BY ANDY MEEK

The Daily News, Memphis

They've argued landmark cases in Memphis courtrooms in addition to representing everyday clients. They've grown into lions of the local legal profession. And they've helped tilt the course of history in the city.

For their contributions to the law and to the community, seven men will be honored during a dinner and ceremony Aug. 13, hosted by the alumni chapter of the University of Memphis Cecil C. Humphreys School of Law.

The 2011 Pillars of Excellence honorees will include John Paul (Jack) Jones, former publisher of *The Daily News*, Memphis. To be chosen for the Pillar award, a person must have been admitted to practice law for more than 45 years and have given "significant service" to the legal profession and community, among other things.

Jones earned his law degree from

the University of Virginia in 1948, returning to Memphis to take over the family business, *The Daily News*, after his uncle's death. In addition to his 35-year tenure as publisher of *The Daily News*, Jones specialized in transportation law.

He has served as president of the Tennessee Press Association and as national chairman of the American Court and Commercial Newspaper Group. An avid basketball fan, Jones founded the Jack Jones Shootout, a competition that showcases talented high school ballplayers from around the country that lets them play with and learn from the pros.

Thanks to a \$35 million gift made in Jones' honor by his son Paul Tudor Jones to the University of Virginia, a basketball arena there carries Jones' name and is known to UVA fans as "The Jack."

(July 28, 2011)

Lakeway buys Missouri weekly

The weekly *Monroe City Lake Gazette* has been sold to Lakeway Publishers of Missouri, effective June 30. This firm is owned by the Fishman family, which also owns Lakeway Publishers of Tennessee, based in Morristown.

The Lake Gazette joins other newspapers and publications within Lakeway Publishers of Missouri: *Louisiana Press-Journal*, *Bowling Green Times*, *Vandalia Leader*, *Centralia Fireside Guard*, *Lincoln County Journal*, *Troy Free Press*, *Elsberry Democrat*, *Hermann Advertiser-Courier* and *New Haven Leader*.

R. Jack Fishman is president of Lakeway Publishers.

Linda Geist, who founded the Lake

Gazette in 1997, will remain with the paper through a brief transition. John Verser, recently named editor, will be the paper's general manager.

Ed Anderson of National Media Associates, Branson, Mo., was the broker for the transaction.

(From the Missouri Press Association eBulletin)

Still...

"One need not be repressed to defend decency. Still, to cavalierly suppress liberty in its name is to turn decency into its opposite."

Ronald K.L. Collins
First Amendment Center, 2007

It's a new twist on contest

BY BETH ELLIOTT

Network ads coordinator

The Tennessee Press Service (TPS) contest for sales reps, Tennessee BINGO, started off with a bang. Seventeen of the 25 categories have been sold. Three lines have been closed.

TPS has paid out \$300. The reps that have sold ads in the Tennessee BINGO categories have made more than \$2,000 in commissions for their newspapers!

At TPS we like to mix things up, so a new twist to the Tennessee BINGO contest was introduced in mid-July. Sales reps at newspapers that participate in TnSCAN, TnDAN or TnNET can earn a free space. Here's how: sell a TnSCAN, TnDAN or TnNET ad in a category listed on the Tennessee BINGO board for two or more weeks, then mark off that spot PLUS one of your choosing.

The prizes awarded have not changed. Fill a line and win \$50! Fill the entire board and win \$300!

The three lines that have been filled are closed, but reps can still sell those categories to fill the entire board.

Updated Tennessee BINGO boards are posted on www.tnpress.com/statewides/ so reps can monitor the

progress. Contact TPS for the username and password.

Not only can selling the TnSCAN, TnDAN and TnNET ads potentially put money in the sales reps' pocket, but it can make some great money for the newspaper. At 40 percent commission, selling just one statewide 25-word TnSCAN ad a week will bring in over \$400 for your newspaper! For a year, your newspaper can make more than \$5,500!

You may be thinking, None of my clients want statewide coverage.

Would any of your clients want to reach a larger audience? Do any of your clients have a website? Do any of your clients have a toll-free number?

If you answered yes to any of these questions, you have a client to whom you can pitch TnSCAN, TnDAN or TnNET. Selling an ad is easy: one price, one order, one payment.

Sales materials can be downloaded from www.tnpress.com/statewides/ or by contacting TPS at (865) 584-5761 x117 or belliott@tnpress.com.

A note for newspapers that do not currently participate in the Advertising Networks: there is no fee to participate, and the rebates are usually enough to recoup the TPA dues and lobbying assessment! Contact TPS today to find out more.



Elliott

CAR event set for fall at ETSU

Learn Computer Assisted Reporting (CAR) in a Mini-Boot Camp Oct. 21-23 at East Tennessee State University, Johnson City. Applications are now being accepted for 12 fellowships that include lodging, meals and travel support.

Journalists will learn best ways to mine the Internet for sources, databases and other information, using search engines and such tools as social media, blogs, wikis, robots and RSS feeds; how to request data from government

agencies, business organizations and nonprofits; how to use the Excel spreadsheet program to import, arrange and analyze data; basics of statistical analysis, including how to use data from the U.S. Census Bureau; and how to use these skills to produce news stories and post basic data files on websites. Particular attention will be given to reporting on government (taxes, budgets and spending) and campaign finance, with examples from the region.

FORESIGHT

2011
SEPTEMBER

- 8: International Literacy Day
- 14-16: Associated Press Managing Editors Annual Conference, Denver, Colo.
- 22-24: Online News Association and Online Journalism Awards ceremony, Boston Marriott Copley Place
- 22-25: NNA 125th Annual Convention and Trade Show, Albuquerque, N.M.
- 25-28: Society of Professional Journalists Annual Convention, Sheraton Hotel, New Orleans, La.



- 29-Oct. 1: Institute of Newspaper Technology, Knoxville
- 29-Oct. 1: Society of News Design Annual Workshop and Exhibition, St. Louis, Mo.

OCTOBER

- 9-11: Southern Newspaper Publishers Association News Industry Summit and Annual Convention, Williamsburg, Va.
- 16-18: Inland Press Association 126th Annual Meeting, Renaissance Chicago Hotel

NOVEMBER

- 4: TPA Fall Board Meeting and Tennessee Newspaper Hall of Fame Induction, Knoxville

2012
FEBRUARY

- 8-10: TPA Winter Convention and Press Institute, Doubletree Hotel, Nashville

Literacy Day coming

International Literacy Day, annually observed on Sept. 8, provides an opportunity for newspapers to focus on their efforts to promote reading ability for everyone. It is sponsored by the International Reading Association. For resources, see http://reading.org/Libraries/Meetings/ILD_Broch_2010.pdf.

Right and wrong

"I committed bank robbery and they put me in prison, and that was right. Then I committed journalism and they put me in the hole. And that was wrong."

Dannie M. Martin, author, 1994

Tell one story, develop one conflict

To write a really good profile, we have to stop thinking about the person we're writing about.

Yikes! There's a month's worth of heresy compressed into one sentence.

Of course, to write a profile, we have to aggressively gather information about the subject.

But once we start writing, we have to think about the story. Does it have a point (as it should), or is it just a compilation of facts? Will readers get more than mere pleasure – and pleasure is a pretty good outcome, all by itself – from reading the story, or will they finish and wonder, “Was that really worth my time?”

A profile should say something to readers about how people respond to challenges, how people have changed, for better or worse, in the conduct of their work, their play, their personal lives. What we're pursuing is a truth, but rarely the whole truth. In a newspaper profile, we do not have the time or space to explore more than one truth, no matter how significant any profile subject's life is.

But if we allow the subject of the profile to peer over our shoulders, editing (censoring, really) what we're trying to say, the truth, often slippery under laboratory conditions, will wriggle away in the crucible of our real life, that is, our pressure to produce an accurate story and – here's the dangerous part – to keep the subject happy.

And when we get to the really good stuff, the subject seems always to be right there in our heads, squinting, grimacing, disapproving.

That squinting and grimacing are why we shouldn't do one-source profiles. If all we do is interview the subject, then write, we get an easy story, but one without truth.

“Wait a minute,” a thousand reporters and editors howled in unison, “what if it's just a nice, kind, wonderful person? What if it's a 100 percent positive profile?”

OK, I'll buy that some people are nice, kind and wonderful. (My wife, Sharon, for instance.) But here's how to approach the subject of the so-called 100 percent positive profile.

Everyone in the world has faced challenges, even the person who seems perfect, in other words, even Mitt Romney. In fact, within that person's life, examining what he or she has overcome to be perceived as perfect makes the profile succeed. Reading about successful people can be both fun and meaningful, provided we're willing to analyze their struggles.

David Remnick, editor of *The New Yorker*, published an anthology of stories he wrote. He called it “The Devil Problem and Other Stories,” and here's an excerpt from his preface:



WRITING COACH

Jim Stasiowski

“The real subjects of these stories – the politicians, the scholars, the artists, the athletes – do not necessarily recognize themselves in the way they are depicted here. They don't see in the published result the fullness of themselves and their experience. I don't blame them. Journalism is not allowed the liberties of the novel or the evidence of the psychiatric dossier. ‘Stories’ can only be a part, a glimpse, of that fuller thing, the life.”

Now, think about your life. If Remnick wrote about you in *The New Yorker*, you would get a huge gulp of space. But even then, Remnick is saying, he could not tell the whole story of “that fuller thing, (your) life.”

The writer is responsible for persuading readers to read what he or she wrote. To do so, we have to tell one story, we have to develop one conflict, one engaging and – here's the highest use of our craft – meaningful, significant examination of our world.

If we are so skilled with the language that the profile is engaging but falls short of giving insight into how a person succeeded or failed, then we have given our readers a lollipop, empty calories.

But readers read not solely for enjoyment. A profile should enrich readers' lives with a lesson, delivered not the way a preacher hammers home a sermon (“Do not sin!”), but rather the way a storyteller weaves a life into a tale of enlightenment.

When I tell Sharon about my argument with a waiter in a restaurant or the conversation I overheard on the airplane, my hope always is that she will learn a bit more about “that fuller thing, the life.”

Which leads me to this last thought from David Remnick: “The writer, and not the subject, chooses the details that will go into (stories) and what ought to be ignored as irrelevant or dull.”

If you're going to allow anyone in your head as you write a profile, make it David Remnick.

THE FINAL WORD: Ahhhh, the dangers of homonyms.

In a direct quotation, the reporter wrote, “You have to make sure as an attorney that you don't waiver even though the person on the other line gets mad at you.”

See the errant homonym?

It's “waiver.” There is no verb “to waiver.” The source said, and the reporter meant, “... you don't waver.”

JIM STASIOWSKI, the writing coach for The Dolan Co., welcomes your questions or comments. Call him at (775) 354-2872 or write to 2499 Ivory Ann Drive, Sparks, Nev. 89436.

TRACKS

Brewer to lead TECD's community, marketing efforts

Tennessee Economic and Community Development Commissioner Bill Hagerty has named veteran journalist **Clint Brewer** as assistant commissioner, communications and creative services.



Brewer

“I'm pleased to have someone with Clint Brewer's depth of experience joining our economic development leadership team,” said Hagerty. “As a former business owner and media executive, Brewer will effectively lead our department's communications and marketing efforts.”

“I'm grateful to Gov. (Bill) Haslam and Commissioner Hagerty for this opportunity,” said Brewer. “Tennessee is one of the very best places in this country to do business, and I am excited to help spread that message.”

Brewer has more than 15 years' experience in the Tennessee news media as an award-winning reporter, editor and publisher. He was previously political editor at *The Tennessean*, Nashville. He also served previously as editor of *The Lebanon Democrat* and of Nashville's *City Paper*. Brewer started his own company in 2000 and owned the *Mt. Juliet News*, a weekly newspaper in Wilson County.

Earlier, Brewer was executive director of the Tennessee Center for Policy Research, a non-profit, free market think tank.

Brewer is a native of Knoxville and a graduate of the University of Tennessee-Knoxville. He was national president of the Society of Professional Journalists in 2007-08, when he led a lobbying effort in the U.S. House and Senate to see a national reporter shield law passed. He is a former board member of the Tennessee Press Association and served as the co-chairman of TPA's Government Affairs Committee during the last legislative session.

In his new role, Brewer will oversee the department's press and creative services teams. ECD's Communications and Creative Services division keeps staff, legislators, other state and city departments, local agencies, the media and the general public informed of ECD services, programs and activities. The division also provides strategic communications planning for the department and the coordination and execution of all ECD public events.

Paris P-I promotes one, hires new staff writer

The Paris Post-Intelligencer in March promoted **Daniel Williams**, former crime beat and sports reporter, to office manager. He replaced Kim Foster, who took the position of finance director for the City of Paris. Williams is the fifth generation of the Williams family to work at the family-owned newspaper.

Ron Park has joined the P-I staff as a reporter. He will cover local sports, crime and other news items.

Newseum offering free admission

The Newseum is waiving its admission price for all youth visitors, 18 and under, regularly \$12.95, through Labor Day, Sept. 5.

Currently ranked the number one Washington, D.C. attraction by TripAdvisor.com, the Newseum's “Summer Fun Deal” promotion is designed to encourage families, particularly in the Washington, D.C. metropolitan area, to experience the Newseum. Up to 10 kids will be admitted free with each paid adult admission.

The “Summer Fun Deal” promotion is sponsored by WTOP 103.5 FM, Washington's all-news radio station. WTOP also is co-sponsor of the Newseum's educational program through which Washington area schools receive free museum admission.

In April, the Newseum opened its new exhibit “Pictures of the Year,” which showcases dramatic, award-winning images of the people, events and issues that shaped the world in 2010.

The Newseum is on Pennsylvania Ave. not far from the White House.

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

The ad below is another in a series of ads reinforcing the importance of printed public notices. They are available in black and white or color at www.tnpress.com/PublicNoticeAds.html.

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YOUR NEIGHBORHOOD'S BEEN REZONED OR HADN'T YOU HEARD?

Right now, government officials have to publish their intentions in the newspaper. Including where they intend to build facilities you don't want down the block. But that will change if some politicians get their way. They want to start putting public notices online instead, buried somewhere on a little web, rarely visited government website. Don't let government keep you in the dark – help shine the light. Learn why public notices should stay in the newspaper at ipad.tnpress.com

Tennessee Press Association
KEEP THE LIGHT ON PUBLIC NOTICES

Schools earn reaccreditation

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) voted unanimously to fully reaccredit the undergraduate programs of the University of Tennessee, Knoxville, schools of Advertising and Public Relations (ADVPR) and Journalism and Electronic Media (JEM) in the College of Communication and Information (CCI).

UT-Knoxville was one of eight universities, out of 19 undergoing ACEJMC undergraduate reaccreditation, found to be in compliance with all nine of the council's accrediting standards.

“ACEJMC's decision to fully reaccredit the college's undergraduate programs in advertising and public relations and in journalism and electronic media

provides further confirmation of the outstanding work being done by our faculty, students, alumni and friends,” said CCI Dean Mike Wirth. “We are also very proud to have been found to be in compliance with all nine ACEJMC standards.”

ACEJMC accredits professional journalism and mass communications programs at 111 U.S. colleges and universities and one international program. Voluntary reviews of accredited schools are conducted every six years. ACEJMC accreditation is a system of voluntary self-assessment and external review of professional journalism and mass communication programs offered by educational institutions. Accreditation provides an assurance of quality to students, parents and the public.

OBITUARIES

Barney DuBois

Helped start newspaper

BY TOM BAILEY JR.

Barney DuBois found his niche in Memphis, writing about and celebrating small business and the entrepreneurial spirit as founding editor of the *Memphis Business Journal*.



DuBois

He died June 11 at Baptist Memorial Hospital-Memphis at age 68, more than a half-century after the quality of his sports stories landed him a job as sports editor of the *Sikeston (Mo.) Daily Standard* while still in high school. He had been suffering from amyotrophic lateral sclerosis, also known as Lou Gehrig's disease.

Mainstream, general-interest newspapers, first *The Commercial Appeal* in 1966 and later the old *Memphis Press-Scimitar*, brought DuBois and his journalism to Memphis. But he was antsy as he wrote about religion, civil rights and poverty at The CA and later assigned and edited stories at the Press-Scimitar.

"I was always in awe of Barney. He was a terrific reporter. He became a dear friend and someone I always looked up to as a journalist," said Wendell Potter, who was a young reporter when he met DuBois in the early 1970s.

Still, the newsroom was never

comfortable for him, according to a 1990 profile of DuBois in *Memphis Magazine*.

DuBois challenged authority, be it the University of Missouri requirement to participate in ROTC (he refused and was kicked out) or the dictates of his editors.

He became "fed up" being a reporter, he told *Memphis Magazine*. He quit The CA in 1971, moved to Alaska for 18 months and returned to become an assistant editor at the Press-Scimitar.

Perhaps as much as anything, DuBois just wanted to be the one in charge.

So he was receptive in 1979 when local advertising executive Ward Archer broached the idea of starting a twice-a-month publication covering business news. Archer the publisher, DuBois the editor.

He experienced first-hand the nervous risk-taking and rewards of his professional life's new focus: small business.

Sure, business-niche publications had succeeded in large cities, but starting one in a minor market like Memphis was uncharted territory, he told *Memphis Magazine*.

He willed the venture, initially called *Mid-South Business*, to succeed, working 80-90 hours a week when the initial staff comprised him and a secretary.

By 1985, he and Archer started *Nashville Business Journal*, in 1988 *Memphis Health Care News*, and in 1995 *Active Times*, all under the umbrella of Mid-South Communications. DuBois was part-owner.

Archer died in 1991 and DuBois became publisher and chief executive

officer of the parent company until it was sold to American City Business Journals in 1997.

By then, MBJ's circulation had grown to 11,000 subscribers and Mid-South Communications employed 90.

He retired with his late wife, Deborah, buying a 42-foot power boat to sail from Florida to tropical islands. "We're young enough to do something stupid," DuBois, then 54, told *The Commercial Appeal* at the time.

Retirement lasted eight years. DuBois re-emerged as CEO in residence at the FedEx Institute of Technology at the University of Memphis. He also worked a while with marketing firm Howell McQuain Strategies.

He leaves two daughters, Gabrielle DuBois Libby and Leeza Hollingsworth; a son, Lawrence Michael DuBois; a brother, Mike DuBois; and five grandchildren. He was preceded in death by his wife, Deborah Faries DuBois.

(Adapted, *The Commercial Appeal*, Memphis, June 12, 2011)

Cara Jones

Newspaper woman

BY EVAN JONES

Lake County Banner, Tiptonville

She was a fighter to the very end.

And she was intelligent, loyal, tough and demonstrated all the traits inherent of "The Best Generation."

Although she worked in a POW camp near Nevada, Mo. and married a young Marine from nearby Sheldon after World War II,



Jones

she made her home and life in Lake County, where she was a driving force for six decades.

Cara Virginia Williams Jones, a newspaper woman and journalistic influence in Lake County for more than 60 years, died of a relentless fungal lung infection on July 3 at Germantown Methodist LeBonheur Hospital. She was 88.

She had been hospitalized for just over six weeks and had spent the last five days in the intensive care unit.

She worked at the *Lake County Banner* six days a week until 2009, when she underwent successful triple-bypass surgery at age 86.

Within a three-month period, she survived the heart surgery and the loss of her youngest daughter, Laurie Elaine Jones Childs, who died of ovarian cancer.

Despite that, she came back strong and continued to participate in a number of community events and projects and followed the Lake County Falcons. She was often the oldest person in the stands or gym and loved every minute of it.

"She loved the newspaper second only to her family," said her son, Evan Jones, editor and publisher of the Banner.

"She was inquiring about the day to day operation of the Banner right up until she had to be sedated for the life support system. She asked about advertising percentages, county issues and remained a tremendous influence to the very end."

She and her husband, the late Richard Jones, and his brother, the late Howard Jones, and his wife, Burniece, purchased the Banner in 1949, and it continues to be a family-owned newspaper in 2011.

Jones was generous to a fault.

She supported numerous projects and organizations and was a contributor to many Native American groups. She particularly enjoyed events

sponsored by the Ridgely Chamber of Commerce and Tiptonville Main Street Association.

Jones had a special bond with her first great-granddaughter, Lexi Jones, who was born on her birthday, April 19. Although there was an 80-year age differential, they thoroughly enjoyed each other's company and evenings that included tea parties, TV and specially prepared meals.

When Jones was in the hospital, she said several times, "I miss my Friday nights with Lexi."

She did the final proof-reading of the front page of the Banner until she was hospitalized six weeks ago. She demanded correct grammar, exact punctuation and crisp writing. If it was not there, it was pointed out in red ink.

How many times it was called out across the Banner composing room, "Miss Cara (or Mom), how do you spell this?" will never be known.

"She was a living, breathing dictionary and encyclopedia," said Banner general manager Lori Long.

She was never happier than when sitting at her desk in front of the big front windows of the Banner, visiting with friends, writing stories and doing all of the myriad duties and tasks she loved to do. She often stayed at the newspaper late into the night, to the great concern of many people in the community. However, she was never frightened and the entire county kept watch on her, from the law enforcement officers to Earnest Talley, who owns a nearby restaurant.

As a newspaper woman, some of her jobs included society editor, proofreader and bookkeeping.

She was born in Nevada, Mo. on April 19, 1923. She married Richard S. Jones of Sheldon, Mo. on Sept. 1, 1946.

Some of her many accomplishments include being Lake County Citizen of the Year 1995-96 and a member of the First United Methodist Administrative Board.

Jones leaves two daughters, Sharon Beth Jones Hutchison and Nancy Jane Jones Blake of Germantown; a son, Evan Storrs Jones of Tiptonville; and five grandchildren.

(Adapted, July 8, 2011)



In memory of

Michael Sherrill,
father of TPA Executive Director
Greg Sherrill

by

Art Powers, Johnson City Press

Jeffrey D. and Karen Fishman,
Michael and Angie Fishman,
R. Jack and Nancy Fishman
of Lakeway Publishers

REWRITES

AUGUST 1961

The second "Farming for Profit" special section was being planned after approval of the TPS Board of Directors. It followed a very successful first effort.

Wedding bells rang for three TPA families in June. Alice Carr Jones, daughter of Mr. and Mrs. Carl A. Jones of the *Johnson City Press-Chronicle*, wed Walter David Jesse Torbett on June 24. Carolyn Briggs Harwell, daughter of Mr. and Mrs. Coleman Harwell, *Putnam County Herald*, Cookeville, married Julian Shakespeare Carr Jr. on June 23. Ray R. Baird Jr., son of Mr. and Mrs. Baird of the *Rockwood Times*, on June 22 took as his bride Mary Frances Sartin.

Vernon McKinney, *Upper Cumberland Times*, Jamestown, served as chairman of the TPA Offset Printing Committee.

The Loudon County Herald was sold by Mr. and Mrs. Charles T. Morgan and William J. Morgan to Ira Johnson of Lenoir City and Paul Page and LaRue Coak of Kingston.

Jay M. Steinberg, editor and publisher of *The Erwin Record*, gave advice on building up a job print shop.

AUGUST 1986

Bob Atkins, publisher of *The News-Examiner*, Gallatin, was elected president of TPS.

R. Jack Fishman became president of TPA. He was publisher of the *Citizen Tribune*, Morristown.

Popeye and half a dozen other cartoon characters entertained children and grownups before the annual TPA installation banquet.

Knoxville's two daily newspapers completed their swap in publications times without a hitch. *The Knoxville Journal* became an afternoon newspaper, and *The Knoxville News-Sentinel* switched to a morning cycle. It was thought to be the first time competing American newspapers had swapped publication cycles.

An Employee Assistance Program was started for employees of the *Nashville Banner*, *The Tennessean*, Nashville, and the Newspaper Printing Corp. It provided counseling for employees for a variety of problems, including drug abuse, problems with a family member and financial difficulties.

Ron McMahan and William McKinney bought *The Knoxville Journal* from the Gannett Co.

New website can assist journalists

BY AL CROSS

Institute for Rural Journalism
and Community Issues,
Lexington, Ky.

The Rural Blog often reports on new scientific studies, but journalists usually aren't ready to write a story about the subject of the latest study, and there are often several other studies to consider. Now there is an easy way to search for studies on a topic or issue, and it's designed for journalists.

Journalist's Resource is designed to "make scholarly research more accessible for journalists, journalism educators and students," writes Alex Jones, director of the Joan Shorenstein Center on the Press, Politics and Public Policy in the Kennedy School of Government at Harvard University. "Our objective is to encourage journalists to utilize high-quality scholarship in their daily reporting, and we intend for the site to make that as easy as possible." Jones, his brothers and sisters publish community newspapers

in East Tennessee and he is on the advisory board of the Institute for Rural Journalism and Community Issues.

Researchers delve into an almost infinite array of topics, many relating to everyday matters of broad concern; for example, a study on the risks of brain injuries for high school football players. In addition to a searchable database, the site has articles on research references and journalism skills. See <http://journalistsresource.org>.

Late DT publisher honored by legislature

Local legislators presented a resolution honoring the late publisher Max Crotser, *The Daily Times*, Maryville, to family, associates and friends at the newspaper.

Senate Resolution No. 149 was adopted April 7 by both houses of the Tennessee Legislature.

Innocence Project conference an eye opener

BY SHIRLEY NANNEY

'Samplings'

Carroll County News-Leader, Huntingdon

On June 29 and 30 I attended the 2011 McCormick Institute on Innocence and Wrongful Conviction Projects Conference on the campus of UT-Knoxville.



Nanney

The UT School of Journalism and Electronic Media is exploring the possibility of starting such a project.

Twenty journalists from Tennessee, Kentucky and Missouri gathered at the Scripps Convergence Lab of the Communications Building to hear presentations from several journalism and law professors: U.S. attorney William C. Killian of the Eastern District of Tennessee; Maurice Possley, a Pulitzer Prize-winning journalist with the *Chicago Tribune*; an Emmy Award-winning investigative journalist, Doug Longhini from CBS's 48 Hours Mystery; and Steve Weinberg with the First Amendment Center.



PHOTOS BY SHIRLEY NANNEY | CARROLL COUNTY NEWS-LEADER, HUNTINGDON

Some of the Innocence Project participants.

The Institute was all about innocent people who are convicted of serious crimes and spend years and years in prison. Some are exonerated, some never are.

There are currently about 60 innocence projects across the country.

"But the need is huge," said Steve Weinberg during the conference. He was the former head of a Midwestern Innocence Project, which was a joint undertaking by the University of Missouri School of Law and School of Journalism.

He has compiled some of his findings in a book, *Harmful Error - Investigating America's Local Prosecutors*.

It was brought out in the conference that law enforcement agencies sometimes fail to take the time to investigate a case thoroughly before charging someone. Even though there are flaws in the case, once someone is convicted, it's very difficult to get a case overturned.

CBS's Longhini revisited one of his TV shows that told of a young couple who were stabbed to death in their home in Paris, Ill. as they slept with the house set on fire afterwards. Two men were convicted of the murders and vowed from the beginning they were innocent. One was placed on death row and the other one was sentenced



Emmy Award-winning journalist Doug Longhini

to life imprisonment. They both spent a number of years in prison before becoming a part of an innocence project of Northwestern University (Evanston, Ill.) students.

The town drunk had testified he had seen them at the scene and a woman actually testified that she was present at the crime scene but changed her story six times.

The students took the case after finding a number of flaws in the

investigation and worked night and day and weekends on the case. The two inmates were finally exonerated. No one was ever arrested, but it was believed to have been a hired killing.

Killian, the U.S. attorney who spoke, said his ultimate goal is justice. On the federal level, his office becomes involved in the investigation. On the state level, state's attorneys are not engaged in the investigation, he said. Once sentenced in federal court, there is no parole. The entire sentence must be served.

When conducting an innocence project, some things to look for are fingerprints, jailhouse snitch testimony, the confession, the mentally ill or challenged, eyewitness testimony, police or lab misconduct, physical evidence and chronological order of events.

Gene Policinski, from the First Amendment Center at Vanderbilt University, who spoke on First Amendment rights, said journalism provides a check and balance.

"You're doing what the founders had in mind—to make sure it goes right. You have a First Amendment mission."

(July 13, 2011)

Rethinking the death penalty

BY SONYA THOMPSON

Editor, The Portland Leader

On Saturday (July 2), the last 15 Illinois death row inmates were moved into regular jail cells as capital punishment was officially ended in the state.

According to a Reuters report,



Thompson

Illinois Gov. Pat Quinn signed into law a ban on the death penalty on March 9, citing it was impossible to fix a system that had wrongly condemned at least 20 innocent men.

Illinois first saw a moratorium on capital punishment in January 2000 when Anthony Porter came within 50 hours of being executed after the Medill Innocence Project was able to confirm the case against him was flawed and Porter was wrongfully convicted of murdering two teenagers. Porter

was freed and since then the Medill Innocence Project has freed 11 innocent men, five of them from death row.

"A system that depends on young journalism students is flawed," said then-Gov. George Ryan upon granting blanket clemency. He then praised Northwestern University instructor David Protesch and his students for pouring their heart and soul into helping free innocent men.

The Porter case was only one of many Protesch has worked on. And Protesch's Innocence Project is only one of several notorious Innocence Projects around the country. And as long as capital punishment exists, as well as misconduct on the part of prosecutors and police departments, as long as bad lawyering exists, as long as junk science is used to prosecute death penalty cases, there will continue to be men and women everywhere innocently jailed for crimes they did not commit. And in 34 states where capital punishment still exists, many wrongfully convicted are in jeopardy of being wrongfully executed.

I was invited to participate in the 2011 McCormick Institute on Innocence/Wrongful Conviction Projects at University of Tennessee-Knoxville last week as guest speakers discussed the respective roles of journalism and criminal justice students and how they are critical to the success of an Innocence Project. The university once had an Innocence Project, but according to Professor Dwight Aarons of the UT College of Law, the program wasn't fully embraced by the college and eventually faded out.

Prof. Aarons believes that with the assistance of the college's School of Journalism and Electronic Media, the program can once again exist and begin working on wrongful conviction cases in the state.

Attendees included journalists from Tennessee, Kentucky and Missouri, as well as UT journalism students, who listened to comments from Protesch, who is no longer affiliated with Northwestern but is now part of the Chicago Innocence Project; Dr. Peter Gross, director of UT's School of Journalism and Electronic Media; Steven Weinberg of the Midwestern Innocence Project (a joint project of the University of Missouri School of Law and School of Journalism); U.S. Attorney William C. Killian (Eastern District of Tennessee); Maurice Possley of the Northern California Innocence Project; Lindsay Markel of the Schuster Institute of Investigative Journalism (Brandeis University, Mass.); Bill Moushey of the Innocence Institute of Western Pennsylvania; investigative journalist Doug Longhini of 48 Hours and CBS News; and Gene Policinski of the First Amendment Center, Nashville.

Each shared specific stories of wrongful convictions and their respective successes in seeking exonerations and/or re-trials for those wrongfully convicted. Each also shared difficulties encountered in various facets of an Innocence Project, including lengthy investigations and difficulties encountered when students graduate and new students must be

brought up to speed on cases.

The Schuster Institute for Investigative Journalism had compiled the following troubling statistics:

- As of March 2011, the U.S. has seen 267 post-conviction DNA exonerations since 1989.

- As many as 10 percent of America's two million prisoners may have been wrongfully convicted.

- The average sentence served by the first 250 exonerees was 13 years. Together, they served a collective 3,160 years in prison.

- In 43 percent of the first 251 DNA exoneration cases, the crime's real perpetrator was later identified; those perpetrators committed at least 72 more violent crimes before being caught.

Innocence Projects rely on the investigative skills of college students who can take the time to investigate flawed cases and create an argument for a case to be re-examined. And while the students have the gratification of eventually seeing a wrongful conviction overturned, what they're really learning is to teach themselves about society, learn how to provide legal services, learn how to fulfill a social justice mission and develop a sense of professional responsibility.

UT-Knoxville hopes to begin offering classes in the fall specifically designed for the criminal law and journalism student who wishes to be involved in its Innocence Project. Both Prof. Aarons and Dr. Gross said they are looking forward to seeing the program embraced by students.

(July 7, 2011)

It's A New Twist!

The Tennessee Press Service contest for sales reps - Tennessee BINGO - has a new twist!

Look for the story in this edition of The Tennessee Press for details.

The contest is open to staff at newspapers that participate in Tennessee's Advertising Networks.

If your newspaper does not participate in TnSCAN, TnDAN, or TnNET, contact Tennessee Press Service today

865-584-5761 ext.117 or belliot@tnpress.com.

WORTH REPEATING

Transparency would build public trust; Haslam should rescind disclosure rule

BY DWIGHT LEWIS
AND TED RAYBURN,
FOR THE EDITORIAL BOARD
The Tennessean, Nashville

Bill Haslam ran for governor on a promise to Tennesseans that while he might not disclose all of his net worth and financial holdings, he would meet the letter of the law regarding disclosures for candidates for public office and for sitting officials.

His contention was that the many investors in his company and other holdings, who themselves were not running for office, had a right to privacy.

Such a concern for friends and associates is commendable and within state law. Still, it was notable that Gov. Haslam's first official act on taking office was to ease up on his predecessor's ethics disclosure requirements. Where Phil Bredesen and his top aides were required to divulge their worth and where it was obtained, Haslam requires only that he and his aides disclose sources of an unnamed amount of income and investments.

For many Tennesseans, any order that makes government less transparent right now is a red flag. Gov. Haslam campaigned on the need to review the structure and operation of all state government, and all but a handful of his top lieutenants are new to state government. So the public's need to understand and trust in its leaders is greater than ever.

Last month, *The Tennessean* reviewed the governor's disclosure forms and raised questions about a personal guarantee Haslam made on a loan to a local developer while he was mayor of Knoxville, and about his sale of a stake worth millions in a pawnshop chain with two stores in Knoxville.

To his credit, the governor has since



THE TENNESSEAN, NASHVILLE

Gov. Bill Haslam's earliest executive orders dealt with disclosure requirements of administration officials and ethics oversight.

said he would amend his disclosure form on the stock sale and added that he attempted to abide by state disclosure requirements in both cases. Still, he questioned whether Tennessee's ethics requirements do what they are intended, saying "There's no way in those forms that you can ever really trace what somebody owns."

While this may be true, the changes in state requirements made by Haslam in the past six months will not shed more light on the dealings of elected officials and their aides, and may in fact take more information out of the public's reach. One example is an executive order that replaced an independent Ethics Committee for the executive branch with a panel headed by the governor's own counsel.

The greatest concern lay in the attempts by members of the General Assembly in this year's session to make it harder for the public and the media to obtain public records and to limit the

number of outlets that the government must employ for legal notices. While these were not bills initiated by the governor, he also did not speak against these initiatives, most of which, fortunately, did not win passage.

Courtesy between government branches? Perhaps, but given the many statements that Gov. Haslam has made in support of openness in government, speaking out against these bills would have been a reasonable exception, heartily supported by the public.

All of this is not to say that Gov. Haslam is trying to shroud state government in secrecy, but that perhaps he and his aides have not grasped the importance of transparency to the people of Tennessee. Our state was one of the first in the nation to adopt open-meetings and open-records laws. That would not have happened if it was not vital to the character of this state.

In a phone conversation on Friday, Gov. Haslam was asked if he would

rescind his January disclosure policy. He said he has no plans to do so, and then asked "What is the public good?"

But the good that comes of knowing your public officials is vital, indeed. What citizen would not want to know the extent of an elected official's business holdings, since those dealings often intersect with the work of government? How these officials have conducted their careers, whether in the public or private sector, obviously informs their decisions about who they will vote for. And businesses, nonprofits and other institutions who might in future deal with these officials likewise want to know whom they are dealing with.

It comes down to trust — a pact between public officials, voters and taxpayers that goes beyond the vote

that put them in office.

Gov. Haslam could take a big step toward assuring Tennesseans of that trust by rescinding his January order, and along with his senior administration officials, disclose not only their sources of income, but also how much they make.

It does matter to Tennesseans, governor, whether you made \$1 or millions of dollars. They not only have a need to know but a right to know.

(July 10, 2011)

The driver

"I really believe with all my heart and soul that there is not one problem that can't be resolved by good people. That is the drive for me as a journalist."

Jim Lehrer, anchor, PBS, 2007

"MY NEWSPAPER ROUTE IS GROWING FASTER THAN MY HAIR."

I know there are more than 3 million newspaper subscribers in Tennessee, but frankly I couldn't deliver any more newspapers if I tried. Each day I am packed to capacity and rolling out of the driveway before people are rolling out of bed. Not that I'm complaining, mind you, but I do wonder where people keep getting the idea that newspapers are dying.

My tires maybe, my engine possibly, but my newspaper... I don't think so.

TENNESSEE NEWSPAPERS.
TURNING THE PAGE ON THE FUTURE.

The Tennessee Press

Newspapers alive and well, TPS ads note

The Tennessee Press Service (TPS) is offering member newspapers promotion ads to point out that newspapers are thriving and growing.

"It's time to toot our own horns and let everyone know that the newspaper industry in Tennessee is alive and well," said Greg Sherrill, executive vice president of TPS. A July 22 letter introduced an ad campaign, "Tennessee Newspapers: Turning the Page on the Future," to help newspapers tell this story.

"It is designed to combat the negative and incorrect perceptions that newspapers are dying," Sherrill said. We want to show our strength and reinforce our community involvement.

The ad package contains six print and online ads (in various size/color formats) intended to run in TPA papers, as well as five outdoor ads. All ads are provided free, thanks to TPS, and allow

for a newspaper to add its flag.

TPS President Michael Williams, *The Paris Post-Intelligencer*, said, "In recent years, many of us have been all too eager to help spread the word on declining circulations for larger newspapers, helping our foes and our competitors create the false impression that the newspaper industry is dying.

"Well, nothing could be further from the truth. Newspapers are still thriving — and yes, circulation is growing at the community level. Even most metro papers, which made a decision to pull back their print circulation areas, are financially sound and are growing readership online.

"To help educate our readers, the Tennessee Press Service contracted with the *Chattanooga Times Free Press*, which did a fantastic job creating an advertising campaign on the health and strengths of Tennessee's newspaper

industry.

"We're asking our publishers statewide to help correct that false impression — maybe even atone for helping spread it — by running these six print and online ads so often that readers can quote the messages within

SEE ADS, PAGE 12

Have a
job opening?

Post your open
positions and review
resumes in the
employment area
of www.tnpress.com.

TRACKS

Whaley retirement ends era

An era spanning nearly half a century came to an end with the retirement of a longtime Henderson businessman, **Scott Whaley**, publisher of the *Chester County Independent*, Henderson. He stepped down from his job at the close of the business day June 30. Whaley's retirement brings to a close the involvement of the Whaley family in the newspaper business, a tenure for them which began in the early 1960s.

"I have been very fortunate to have a job that I have loved all of these years," stated Whaley. "This has been a rewarding career, and I cherish the friendships I have made along the way."

"I'm going to miss the outstanding people that I work with."

The Whaley family's involvement in newspapers began with Scott Whaley's father, the late H.F. (Woodie) Whaley, who was editor of the *Weakley County Press*, Martin, prior to buying the Independent from the T.D. Pace family in 1965. Coincidentally, that was the Independent's 100th anniversary. The newspaper business quickly became a family business with Woodie's wife, Carolyn, as well as their two children, Scott and Dee Ann, working right alongside.

"Scott started doing chores at the



Whaley

paper at age 6," Carolyn Whaley stated. "He would sweep the floors, empty trash cans, whatever needed to be done." She added that Scott also assisted his father in running the sheet-fed press even though Scott wasn't tall enough at the time to reach the levers without standing on a stool.

Woodie Whaley died in 1975, almost 10 years to the day after buying the newspaper. Carolyn Whaley succeeded her husband as editor.

After graduating from Freed-Hardeman University, Scott Whaley briefly took a job with Fred's stores, but less than a year later he returned to the family business. In 1990, he took over as editor from his mother, who transitioned to part time.

In 1995, Independent Publishing was born with the addition of a web press at the current 218 S. Church St. location. And then in 2000, the Whaley family sold the business to Albrecht Newspapers; however, Scott Whaley remained as editor and publisher. Albrecht sold out to the current owners, American Hometown Publishing, in 2006.

Even though he is officially retired from the newspaper business, don't expect Whaley to reside permanently in an easy chair. He stated he plans to rest and relax for the next six months while resuming his longtime love affair with University of Tennessee football and then begin whatever new adventures present themselves.

(Chester County Independent, Henderson, June 30, 2011)

NAA CEO Sturm to retire

John F. Sturm, president and chief executive officer (CEO) of the Newspaper Association of America (NAA), in June announced his intention to retire in September.

"We are extremely grateful to John for his outstanding service and dedication to our organization and industry," said NAA Chairman Michael Reed, president and CEO of GateHouse Media Inc. "Current and past NAA board members and our membership owe a deep debt of gratitude to John for his strong leadership and for the numerous contributions he has made during his 16 years as president and CEO of the industry's leading trade association. The entire newspaper industry has benefited from his wisdom and his wealth of legislative experience."

Sturm, named president and CEO in 1995, led NAA through one of the newspaper industry's most dramatic periods of change. He successfully refocused and reorganized the association to better align its mission and goals with new marketplace realities, including its members' continued transition toward robust digital platforms. Under his tenure, Sturm increased member participation and introduced a number of key strategic product and service offerings

for the benefit of members, the industry and newspaper readers. He provided strategic guidance and administrative oversight to the Newspaper National Network in New York City, an affiliate of NAA that sells print and digital national advertising into newspapers. He was also president of the NAA Foundation.

Before becoming president and CEO, Sturm served for four years as NAA senior vice president of public policy and general counsel, the association's key operative for legislative, regulatory and other issues affecting the newspaper industry. With deep expertise in lobbying and an extensive knowledge of communications law, he testified before Congress and the Federal Communications Commission several times to relax restrictive ownership rules. He was a strong advocate of the critical role of newspapers in an evolving media landscape and a tireless champion of the First Amendment, most recently on the effort to secure legal protection for journalists who generate the news content that newspaper consumers rely on.

Sturm joined NAA from CBS Inc., where he was vice president of government affairs in CBS's Washington D.C. office for eight years.

Independent announces staff changes

The retirement of the *Chester County Independent's* long-time publisher, Scott Whaley, has triggered several staff promotions and changes.

Tim Stratton, regional circulation director, was promoted to publisher. Editor/general manager **James A. Webb** was promoted to editor in chief, and business manager **Kim McCormick** was promoted to general manager.

Stratton is a native of Jackson with extensive newspaper experience beginning at age 16 with *The Jackson Sun*. He has been with American Hometown Publishing since 2008. Previously, Stratton was publisher of daily newspapers in Kentucky and Virginia, returning to Jackson in 2004 to develop a weekly newspaper there. In 2007 he served as director of the Henderson-Chester County Chamber of Commerce.

"While I am honored and looking forward to a great relationship with the community, replacing Scott Whaley will be difficult, as we will all miss him," Stratton said. "We have the very best employees, who are dedicated with years of experience."

"I want the community to know my door is always open," he continued. "The Independent has maintained a reputation as a great community newspaper, and I assure you it will continue to be so."

Stratton and his wife, Kathleen, have two children and three grandchildren.

Webb began his career in the newspaper business in 1977, writing sports on a part-time basis through 1981. In 1992 he was hired full time as sports editor. Webb was promoted



CHESTER COUNTY INDEPENDENT, HENDERSON

Seated, new Chester County Independent Publisher **Tim Stratton**; standing, **James A. Webb**, editor in chief, and **Kim McCormick**, general manager

to general manager in 2008, with the additional responsibilities of editor added in 2010.

"Scott has been not only a great boss, but a great friend over these years. I will miss our daily association, but I wish him well in his future endeavors," stated Webb. "However, I feel we have a very competent team here, and I look forward to continuing our efforts to make the Independent a great community newspaper."

Webb, a native Chester Countian, has a B.S. degree from Union University. He resides in the Crown Point area of the county with his wife, René. They have one daughter, Britney Denbow, and her husband, Justin, and two grandchildren, Newman, 4, and

Garrett, 2.

McCormick has been with the Independent for eight years. She is responsible for accounts receivable for CCI and several sister newspapers. She will be assisting Stratton and Webb with the day-to-day operation of the newspaper. She is a native of Chester County and lives in Henderson with her husband, Michael, and daughter, Madison.

"I am very sad to see Scott leave. He has been a wonderful boss, mentor and friend," McCormick said. "However, I am excited about the opportunities my new position may bring and look to the future with great optimism."

(Chester County Independent, Henderson, June 30, 2011)

NAA names Little as new president, CEO

The Newspaper Association of America announced July 28 that its board of directors has appointed **Caroline H. Little**, a seasoned newspaper executive who has led innovative digital publishing companies, to serve as president and chief executive officer (CEO), effective Sept. 6. She succeeds John F. Sturm.

NAA Chairman Michael Reed, president and CEO, GateHouse Media Inc., said Little's combined experience in digital publishing, legal affairs and association operations, as well as her strong executive and personal qualities, were prime factors in the board's selection.

"Caroline brings an exceptional and highly relevant range of experience to NAA and our industry," said Reed. "Her impressive executive track record in digital publishing

for major newspaper companies and her leadership in organizations like the Online Publishers Association and the Internet Advertising Bureau were exactly what the NAA Board was seeking. Equally important, she shares our members' passion for journalism and their commitment to succeeding in the digital media landscape. We are very fortunate to have Caroline at the helm and look forward to the many contributions she will make in the years to come."

Little, 51, draws upon more than 25 years of executive and legal experience, serving most recently as CEO, North America of Guardian News and Media Ltd., where she oversaw all U.S. operations from 2008 to 2011.

Earlier, she was with Washington Post Newsweek Interactive (WPNI). During her last four years there she served as

publisher and CEO, leading the division to its first year of profitability and playing a key role in integrating WPNI with other units of The Washington Post Co.

"I am very excited to be joining NAA and look forward to working with an amazing group of publishers, small and large, to further integrate newspapers in all forms—including digital, print and mobile—into the ever-changing media landscape," said Little. "Newspapers play an incredibly vital role in our society, and I look forward to leading NAA at this critical juncture."

She began her career in 1986 as an associate in Arnold & Porter's Washington D.C. office, where she was a member of the telecommunications, real estate and general corporate law practices.

First Amendment survey shows need for civics lessons

The latest national State of the First Amendment survey has an interesting mixture of news on American attitudes about “news sources,” ranging from good news to bad and from encouraging trends to troubling.

The First Amendment Center at Vanderbilt University has tracked Americans’ knowledge and feelings about the five freedoms in the first 45 years of the Bill of Rights for 15 years. It polled 1,006 adults in June.

My take-away from the results reported from the simple 17-question survey is the compelling need for more civics education. Newspapers may be the place to start.

The survey leaves a lot of questions hanging, but here are some significant findings:

- 54 percent of respondents strongly agree “It is important for our democracy that the news media act as a watchdog on government.” That represents a 6 percentage point climb from two years ago. When you add those who “mildly agree,” you get to a super majority of 76 percent. That’s encouraging.

- When asked “Which of the following do you most trust as a source of news?” 40 percent of respondents listed TV, 21 percent said newspaper, 16 percent said “online news sites,” 12 percent opted for radio and 9 percent said “none.” It was the first time the question has been asked in the

survey, so no trend data are available. It provided some follow up in subset questions.

“IF NEWSPAPERS: Which do you trust more?” Answer: 51 percent picked national, 45 percent local.

“IF TELEVISION: Which do you trust more?” Answer: 49 percent national, 46 percent local.

“IF ONLINE NEWS: Which do you trust more?” 45 percent chose “traditional websites,” and 48 percent said “new kinds of websites.”

More encouraging news:

- 79 percent disagreed with the statement that “The First Amendment goes too far in the rights it guarantees.” That is the strongest support for the First Amendment the survey has ever recorded.

In the not so good news department, 47 percent “strongly” disagreed with the statement that “Overall, the news media (try) to report the news without bias.” That’s the highest level since 2004. Only 33 percent “strongly” or “mildly” agreed the media try to be unbiased. Some may confuse news media with other media. I know people who think “Nancy Grace” on cable is in the “news media.” I feel certain the question was so broad it caused



TENNESSEE COALITION FOR OPEN GOVERNMENT

Frank Gibson

respondents to focus more on where they usually get their news than on the “trust” part of the question and pick “news sources” they do not use as not trustworthy.

Several other points are worth noting.

Obviously, the survey was not intended to be a real readership survey, so there are no breakdowns on other news preferences and performance of local and community newspapers versus national.

It is clear from the poll’s methodology that the sample was skewed heavily toward urban population centers and major media markets and would not reflect much about news choices in smaller communities.

Finally, in asking about “trust,” the survey does not define terms like “traditional websites” and “new kinds of websites.” We have to assume that “traditional” means newspaper and maybe some local TV websites.

When Connected Tennessee, the broadband-expansion group, studied Internet use in the Volunteer State last year, it found that among the 75 percent of the residents who own computers, “Reading online newspapers” scored second

highest at 62 percent. The only Web use that scored higher in the survey of 1,000 households was “Using a search engine.”

Here’s why we need more civics education. Respondents in the FAC survey were asked to “name any of the specific rights that are guaranteed by the First Amendment?” Only one of the five made it to the higher double digits; 62 percent could name freedom of speech. “Don’t know” was second because 30 percent (302) respondents could not name one “freedom.” Nineteen percent listed religion, and 17 percent listed “freedom of the press.” “Right of assembly” came in at 14 percent. “Petition” registered 3 percent.

Many may find few surprises in the results, but to me they suggest again that newspapers need to do a better job of explaining what they do, that traditional media adhere to high ethical standards, and that they are part of the community. Internally, they need to guard against mistakes that cost credibility with the public.

FRANK GIBSON is executive director of the Tennessee Coalition for Open Government, a member-supported, non-profit organization working to improve and preserve access to public information. One can reach him at (615) 202-2685 or fgibson@tcog.info.

Public strongly backs news media as ‘watchdog on government’

Americans strongly support the idea of a free press as a watchdog on government, despite concerns by many about bias in news reports, according to the 2011 State of the First Amendment national survey conducted by the First Amendment Center.

The results, the latest in an ongoing series of polls since 1997 concerning public knowledge and opinion about the First Amendment, were released July 12 in remarks at the National Press Club by First Amendment Center President Ken Paulson. Paulson also is president of the American Society of News Editors, the nation’s largest organization of newsroom leaders.

In the national survey conducted in June, 76 percent agreed it is important for our democracy that the news media act as an independent “watchdog” over government on behalf of the public; 66 percent disagreed with the statement,

“The news media try to report the news without bias.”

The survey also found strong support for the concept of “shield laws”: 75 percent said journalists should be able to keep sources confidential, the highest level of support in the survey’s results over the last decade.

Those surveyed also supported greater transparency by the U.S. Supreme Court: 78 percent of poll respondents say broadcasters and others should be able to televise the Court’s proceedings.

“The First Amendment gives journalists extraordinary freedom to pursue and publish the news, but also creates the expectation that these liberties will be used in the public interest, keeping an eye on people in power,” Paulson said.

Other results from the survey:

- Only 3 percent of those surveyed

could name “petition” as one of the five freedoms in the First Amendment, the lowest percentage of any of the five freedoms.

Only freedom of speech was named by more than half of respondents, 62 percent. Freedoms of religion, press and assembly were named by fewer than 20 percent of those responding.

A majority of those surveyed say that public high school students should be allowed to report on controversial issues in their student newspapers without the approval of school authorities.

62 percent say that public schools should not be allowed to discipline students for comments they post outside of school.

“Even as we prepare to celebrate on Dec. 15 the 220th anniversary of the Bill of Rights, most Americans can name only one of the five freedoms in the First Amendment,” said Gene Policinski,

senior vice president of the First Amendment Center. “Educators and others must join in an effort to provide at least this base level of knowledge about our most basic freedoms.”

The 2011 survey was conducted by telephone by the PERT Group, directed by Kenneth Dautrich. The national survey of 1,006 adult respondents was conducted in June by telephone. The sampling error is +/-3.2%.

The PERT Group is headquartered in Bloomfield, Conn., with offices in Pittsburgh and Kansas City, and personnel in Stamford, Conn., Caldwell, N.J. and Philadelphia.

The First Amendment Center works to preserve and protect First Amendment freedoms through information and education. The center 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.

The center, with offices at Vanderbilt University in Nashville and Washington, D.C., is an operating program of the Freedom Forum and is associated with the Newseum.

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.

What does free exercise of religion mean under the First Amendment?

It means that people have the right to freely practice their religious faith or practice no religious faith at all. It provides absolute protection for freedom of belief and a strong degree of protection for religious conduct. People can believe whatever they wish. However, sometimes the government can step in and regulate religious practices if it has a strong enough interest—called a compelling government interest—such as the protection of children.

1forall.us/about/

Tennessee city allows newspaper sales on sidewalks amid lawsuit

FIRST AMENDMENT CENTER BLOG POST

Newspaper vendors in Brentwood may now legally sell papers on city sidewalks, *The Tennessean*, Nashville, reports.

City officials in June amended the city’s general ban on sidewalk sales to permit the sale of newspapers and other printed material.

The move comes in the wake of a federal lawsuit against the city by *The Contributor* newspaper, a Nashville-based street newspaper about

homelessness, and two of its vendors. The newspaper is challenging tickets that vendors received for selling papers on Brentwood streets to occupants of vehicles.

Since the vendors were charged, the ordinance has been under scrutiny by lawyers for *The Contributor*. First Amendment experts and even the Brentwood city attorney said the broad ban on sidewalk sales was likely unconstitutional when applied to newspapers.

While city officials claim the revised ordinance should render the lawsuit

moot, Contributor attorneys say the change is insufficient because vendors are still precluded from selling to vehicle occupants.

Cartoonist speaks at First Amendment Dinner

Chattanooga Times Free Press Editorial Cartoonist Clay Bennett addressed the audience at the First Amendment Dinner July 7 at the Jewish Cultural Center in Chattanooga. It is sponsored by the Jewish Federation of Greater Chattanooga.

“The First Amendment Dinner, which

The two sides are expected to meet Aug. 16 in federal court to discuss how the suit will proceed.

began as a tribute to our country’s military veterans, continues to offer insight about our most valuable rights and how they are manifested in today’s world,” said Michael Dzik, executive director of the Federation.

Veterans attended free.

The blind designer

Let's say you're a newspaper designer.

If you were to go blind, could you still do design?

Yes...depending.

If you've had years of experience designing pages, then it would not be very difficult for you to do the following:

- Visualize a design as it is being described to you.
- Tell another how you would want a particular page to look.

Those hundreds and hundreds of pages you've designed make it easy to design a page in your head.

Here are some of the moves even a blind designer would naturally make:

Place the visual first: Get a strong photo or graphic and give it a strong ride. The days when a two-column photo could lead an open page are long gone. Readers want more of a visual pull—and the best way to create that is to give your lead visual greater size. Once the lead visual is in position, the other elements on the page will almost naturally fall together.

Apply headline hierarchy: An open page—or one with a quarter-page or half-page ad—needs a strong headline at the top. Go larger than you think you need: if you want to place a 36 point headline at the top, make it 42...or even 48. If you start out too small at the top of the page, your downpage headlines will be minuscule—and they'll draw little attention as a result. Bigger is better.

Use negative space: Most people—but perhaps blind



**BY
DESIGN**

Ed Henninger

people, especially—understand the wisdom of placing enough space between elements. If items are placed too tightly together on a page (or in a room), the odds of tripping over them increase.

Control color: Remember that color speaks to us. It imparts feeling to a package. But the wrong color—or too much color on the page—can create chaos. Better to keep it light.

Apply the basics: Make sure the design you dictate is balanced and unified, with strong focus and attention to contrast and proportion between elements.

With these moves in mind, even a blind person can design a strong news page. With your gift of sight, think of what you can do!

WANT A FREE evaluation of your newspaper's design? Just contact Ed: edh@henningerconsulting.com | 803-327-3322

IF THIS COLUMN has been helpful, you may be interested in Ed's books: *Henninger on Design* and *101 Henninger Helpful Hints*. With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more by visiting Ed's website: www.henningerconsulting.com.

ED HENNINGER is an independent newspaper consultant and the director of Henninger Consulting, offering comprehensive newspaper design services including redesigns, workshops, staff training and evaluations. Email: edh@henningerconsulting.com. On the Web: henningerconsulting.com. Phone: (803) 327-3322.

History column stirs memories

A recent *Cleveland Daily Banner* feature allowed a former city resident to travel back through time.

A June edition of the newspaper's "This Week in History" op-ed column recalled that Tommy Dorgan Jr., then 12 years old and living with his family on Emmett Ave., won the Banner's Father's Day letter writing contest on June 20, 1959.

Upon reading the Banner piece, Cleveland resident Steve Hixson, a childhood friend of Dorgan's, was inspired to find out what became of the Dorgan family.

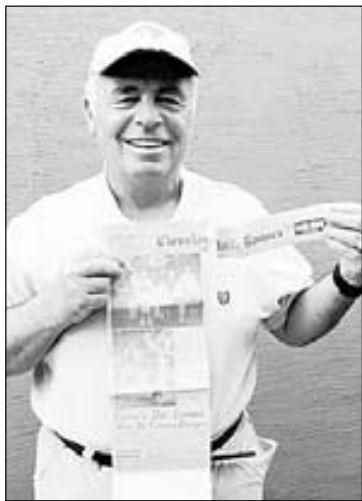
"There were 10 Dorgan children, one in each grade of the local school system, and they were incredibly popular," said Hixson. "One day the family moved away and I'd always wondered what happened to them all..."

A list of students enrolled at George R. Stuart School from 1959 to 1964, including members of the Dorgan family, can be found at www.GeorgeRStuart.com, a site created for the community by Allan Jones.

Hixson, who lived across the street from the family, recalled how there was always something happening at the Dorgan household in 1959.

"The family lived in a two-bedroom house and there were bunk beds everywhere, so a visit was always fun," Hixson said...Hixson said he often played games with members of the Dorgan family from daylight until dark.

"We took turns going to eat so that we would not have to interrupt whatever game we were playing,"



Former Cleveland resident Tommy Dorgan Jr. holds a 1959 newspaper clipping from the Cleveland Daily Banner. His mention in a recent "This Week in History" column stirred some memories.

Hixson explained. "We played baseball, football, kick-the-can—everything you can imagine. There were so many kids on the street it was hard for the cars to get from one end to the other."

With the help of Jones, Hixson recently reconnected with Tommy Dorgan, and Dorgan said the call from his childhood friend came at just the right moment.

"On the day Steve reached out to me after so many years of being away from my friends in Cleveland, I received an appropriate Father's Day gift — two Moon Pies," Dorgan said. "I was

thrilled, because I hadn't seen a Moon Pie since I left Tennessee."

Dorgan said he wrote the letter to the Banner in 1959 so that others in Cleveland would know that his father, who served as a time study engineer at the American Uniform Co., treated his children with love, kindness and understanding.

While the Father's Day contest brought joy to the Dorgans, the family encountered heartbreak three years later in 1962 when Mr. Dorgan, who maintained good health, suffered a fatal heart attack at the age of 42.

"We were completely unprepared for such a thing because my father was in great shape," Dorgan explained. "He had recently gotten a physical and the doctor told him he would likely be one of the last men at American Uniform to die because he was so fit. You can't explain why things happen that way in life."

His father's death forced the family to eventually leave Cleveland and return to Cold Spring, Minn. to be near relatives who could provide help...

Tommy Dorgan said he hopes to make a return visit to Cleveland in the future. His last trip was in the early '70s.

"All of the memories of my childhood came flooding back," Dorgan said. "I remembered when I served in Boy Scout Troop 10, which was the oldest troop in Tennessee. In many ways the city was the same, but there were also some major changes. There is a lot of history out there — and Cleveland will always have a place in my heart."

(July 11, 2011)

Time to turn the page

BY DANNY PARKER
Shelbyville Times-Gazette

The scent of the ink stings the nostrils upon entry into the Times-Gazette offices.

It was an unfamiliar smell as my time at previous publications didn't involve working feet away from a printing press.

An interview, a pair of emails and phone calls later with publisher Hugh Jones and I was moving from Huntsville, Ala. to Shelbyville to embark on a full-time career as an editor, sports reporter and photographer.

Hundreds of thousands of camera shutter actuations and over a million keystrokes later, and it's time to set out on another journey.

Today is my final day at the *Shelbyville Times-Gazette* as I have accepted a position as both a reporter and photographer with *InsideTennessee.com* (under the Scout.com network) and *Rocky Top News* magazine covering University of Tennessee football and recruiting primarily.

It's a bittersweet time. Getting paid to attend UT sporting events full time is something of a dream come true, but saying good-bye to so many loving people in and around Shelbyville is difficult.

Out of fear of forgetting someone, I won't attempt to list each and every name that's made over seven years' worth of time here roll along.

I'd be remiss to not applaud colleagues Gary Johnson and Jimmy Jones, who talked me down from the edge on several occasions. A daily newspaper with one full-time sports employee can't come close to meeting the expectations of covering all the local events without the assistance of guys like those two, who spent countless hours away from their families after long days at their respective "real jobs."

Even though their time was short-lived in our department, I have to mention Jason Richardson, Mary Beth Gunn, Taylor Grissom and Genny Ledbetter for the work they provided and their friendship.

Putting together a newspaper is a team effort. There are names that don't show up in bylines that contribute as much or more than most on the staff. The ladies who do our pagination, Mary Cook and Carol Spray, have been like sisters to me and often had to exercise extreme patience as I attempted to edit our pages before going to press.

Having David Melson in the office to contribute to layout, headline writing and editing was always a big help. He's been with the T-G for over 30 years now and should help my replacement in understanding expectations, as he did me.

Troy Harrison, who was a previous sports editor, showed me the ropes of the credentialing system and parking passes. He is, was and hopefully will always be a big brother to lean upon.

The relationships built with so many coaches and players in and around

Bedford County are truly priceless. Having been born in Tullahoma and raised in Lewisburg, a return to the Volunteer State was made much easier with the guidance and pleasantries of these people and school administrators.

Constructive criticism is something every journalist or photographer must endure if he or she ever wants to better himself or herself. I tip my hat to those who politely approached me with their suggestions, which allowed me the magnifying glass to sometimes find the silver lining in a local team being throttled 40-0. It doesn't do anybody any good for the hometown reporter to pile on and make an already embarrassing game that much more unpleasant.

Anonymous criticisms toughened my skin along the way. Never quite understood the logic of recording a voice mail or sending an email blasting a journalist without putting your name on it. But, without cowards in this world we couldn't have heroes.

The fondest memory of my time at work here came on May 18, 2007. Three generations of Parkers were on hand to contribute to Cascade baseball's stunning 10-9 victory at Summertown to give the school its first-ever trip to the TSSAA state tournament.

I've worn line drives on my head and face and torn ligaments in lower extremities, but never before had I broken down in tears on a ball field like that afternoon. Sharing that moment with my brother Chris, father Howard, niece Taylor and that group of kids was simply unforgettable.

Without a doubt the most impressive display of courage witnessed was Barry Stewart sinking three straight free throws to send Shelbyville Central into a second overtime against Hamilton in the Class AAA state basketball championship in March 2006 in a televised game in a rowdy Murphy Center.

It's with a heavy heart that I say good-bye to the fine people of Bedford County and surrounding communities. I'll be a short jaunt down I-40 from my people and will look in as often as possible on T-G.com to see how everyone is doing.

(June 28, 2011)

DEADLINE

for the September
issue
of *The Tennessee
Press*
is Aug. 8.

Send your news to
Elenora E. Edwards,
elenoraedwards@comcast.net,
or call (865) 457-5459.

Busy year is a good sign for newspaper business

BY KEVIN SLIMP

TPS technology director

In the speaking business, July, August and December tend to be the slowest months of the year. This year, however, things are different. A quick look at my calendar reveals no fewer than eight conferences between mid-July and mid-August. Combined with the busiest January through June period in my career, the hectic summer is causing me to think that something is up.

I was talking with my colleague, Ed Henninger, a few days ago, and he was telling me how busy his year has been. For those of you that don't know him, Ed specializes in newspaper design.

What I've noticed

Before venturing a guess at what is causing this flurry of activity, let me share a few things I've noticed in my travels over the past few months:

1. Several papers I've visited either just bought or were preparing to buy new CTP (computer to plate) systems. It seems like only yesterday newspapers and magazines were taking the plunge into imagesetters, those huge boxes that created the film from which plates

were burned. Most of the papers I visit these days seem to fit into one of two categories:

- They are using CTP systems to create plates, bypassing the imagesetter altogether, or

- They are creating PDF files, which are sent to nearby presses.

And it's not just the big papers and printers that are buying CTPs. I've worked with several non-daily and small daily papers that have bought CTPs to improve the quality of their printed products.

2. Most papers I've visited had either just made a major upgrade in hardware and software or were getting ready to make a major upgrade. It's more common to see Creative Suite CS4 or CS5 products than older versions running on newspaper systems. Although I still see QuarkXpress — usually version 7 or 8 (I've only run into version 9 at one paper so far), it seems the vast majority of newspapers are running Adobe's Creative Suite, which includes InDesign.

3. Most papers I've visited are making major revisions to their websites. I'm not talking minor updates here. It seems like just about every weekly and small daily I visit is making a significant investment in their online products. The question is no longer, "Do we need to have a website?" It's, "Here's a list of things we want to do with our

online presence. Can you help us find the right vendors and products to help make that happen?"

Newspapers going mobile

4. Most newspapers I've visited this summer are taking steps to create or improve their presence on mobile devices. The number of readers accessing our products through smart phones, iPads and other devices will increase with each passing day. Nobody wants to be left behind.

5. Most papers I've visited this spring and summer tell me that business is up. In many cases, I'm told advertising revenue is up significantly over the past two years. That probably has something to do with the increased interest in training and consulting.

I will be speaking at my first magazine convention this month. It will be interesting to hear how the economy of the past few years has affected their business and whether they've seen an upswing this year as well.

At the advertising conferences I've addressed this year, I hear the same story. Business is up. It's not where it was five years ago, but it's significantly better than it has been.

It might be a bit premature, but, hey, somebody's got to say it. It looks like we've turned a corner.

Could we turn another corner and see advertising revenue drop like we

did two years ago? Sure we could. Our business is closely tied to the economy and where the economy goes, the advertising dollar goes.

However, it's wise for newspapers to invest in the future. These papers that have taken steps to upgrade their operations will benefit greatly if the current cycle of increased revenue continues.

Benefit: production

A major benefit that I hear mentioned time and time again is how much more productive newspaper operations become after these upgrades. On the downside, at least for me personally, is that increased productivity allows operations to create better products with smaller staffs. But like other industries, we have to become as efficient as possible to compete. And by improving workflows, the hours needed to create a product are decreased significantly.

What would I advise if I were to visit your newspaper? Probably a combination of upgraded hardware and software, improved workflow methods and continued training for your staff.

For the time being, it looks like I'm going to remain busy. October and November look quiet at the moment, but calendars have a way of filling up quickly. I guess I'll sleep when I'm old.



Slimp

Health of newspaper is tied to community

BY AL CROSS

Institute for Rural Journalism and Community Issues
Lexington, Ky.

Community newspapers know where big grocery stores are, because supermarkets are a lifeblood of newspaper advertising. Lose one and you lose pages. The greater loss, of course, is for a community—its retail base, and perhaps its health and wellbeing.

That's a subject for your news columns, and so are some big national stories that can be localized, as we reported recently on The Rural Blog at irjci.blogspot.com.

Several years ago we began to hear the term "food desert" used to describe a place that lacked a convenient supply of a wide range of foods because it lacked a large grocery with a produce section and the other traditional departments of a supermarket.

Now the Economic Research Service of the U.S. Department of Agriculture has produced an interactive map that identifies all the food deserts in the 48 contiguous states by census tract, so you can see which communities in your area are food deserts. The map has zoom and transparency features that make it simple to generate localized, easy-to-read maps of your coverage area. We wrote about this on The Rural Blog on May 6 and included a map of the state of Missouri as an example:

irjci.blogspot.com/2011/05/excellent-interactive-map-reveals-food.html.

In the same week, we wrote about another good interactive map, in which the Office of Management and Budget shows the thousands of properties across the nation that the federal government is willing to sell. It's not as good for producing publishable maps, but it could be a prime source for stories in many communities. Our blog item is at irjci.blogspot.com/2011/05/feds-unveil-interactive-map-of-land.html.

Another federal agency provides leads for a local news feature: The Fish and Wildlife Service is publishing short stories about the impact of global warming and climate change on wildlife in every state. Basically, animals are moving north as the country warms up. Our blog item, which noted *The Charlotte Observer's* three-part series on the subject, is at irjci.blogspot.com/2011/05/public-is-increasingly-skeptical-of.html.

We quoted the *Observer's* Bruce Henderson: "Polls show Americans are increasingly dubious about global warming, even as most climate scientists say they're ever more sure that it's real." What's debatable is how much a role human activity plays. That debate should not obscure the fact that there are real changes, on the ground, that we can write about.

How about under the ground? If you drink water from a well and your area has had a lot of rain, as much of the

Midwest did this spring, it's a good time to have your water tested because saturated soil can lose all or part of its ability to filter out pollutants, an Ohio State expert noted. Even if your area has dried out, a story about this is a good reminder for rural readers not on "city water." We reported it on The Rural Blog at irjci.blogspot.com/2011/04/had-lots-of-rain-lately-drink-well.html.

Here's a way to localize the debate over the national debt and federal budget deficit, even before Congress makes more cuts: Most U.S. counties have a Farm Service Agency office that administers federal farm programs. As the debate over the debt and deficit heated up this spring, workers in the agency's local offices suggested ways the agency could save money. Employees of other federal agencies in your community probably have similar ideas. We wrote about the FSA employees at irjci.blogspot.com/2011/05/farm-service-agencys-local-office.html.

Sometimes big national stories may not have much local impact but are just so big that a local reaction story is needed. Many community newspapers abandoned their "local only" policy to mark the killing of Osama bin Laden in the news columns; we saw two that did it in unusual and admirable ways.

The Todd County Standard in Elkton, Ky. did no news story or commentary, but filled an inside page with the names of all the victims of the 9/11/01

attacks and the 1993 World Trade Center bombing, overprinted with a gray image of bin Laden and a quote from President Barack H. Obama. Columnist Susan Dunlap of *The Woodford Sun* in Versailles, Ky. linked the event to a local one, a racist prank, and said that while one "boogeyman" was killed, another prowled local streets. Our blog item, with an image of the Standard page and a link to the column, is at irjci.blogspot.com/2011/05/rural-journalists-note-death-of-bin.html.

One of our favorite stories recently was by Adam Belz in the *Des Moines Register*, who reported that near-record crop prices and land values in the Midwest aren't helping most small towns. We added a few comments in our item at irjci.blogspot.com/2011/05/boom-times-for-farmers-agribusinesses.html.

Occasionally on The Rural Blog we have items that pose more questions than answers, to prompt a search for answers. That was the case with our May 13 item on a report that rural people are five times as likely as urbanites to be treated in emergency rooms for eye injuries: irjci.blogspot.com/2011/05/rural-people-five-times-more-likely.html. We suggested that rural journalists ask why, so maybe next month we will have some answers.

If you have issues, ideas or stories that should be on The Rural Blog, please email me at al.cross@uky.edu.

(June 9, 2011)

HOWTO CONTACT US

Tennessee Press Association

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ROBYN GENTILE | TPA

(Left) At a TPA Public Policy Task Force meeting July 28, Art Powers, Johnson City Press, 2010-11 TPA president and task force chairman, left, and Jeff Fishman, The Tullahoma News, 2011-12 TPA president. (Below) From left: W.R. (Ron) Fryar, Cannon Courier, Woodbury, immediate past president of TPAF; Gregg K. Jones, Jones Media Inc., Greeneville, TPAF president; and Michael Williams, The Paris Post-Intelligencer, TPS president and chairman of the Government Affairs Committee



TPA Public Policy Task Force works on director plan

The Tennessee Press Association (TPA) Public Policy Task Force met July 28 at the TPA headquarters in Knoxville for a planning session on establishing a public policy director as charged by the TPA Board of Directors during the Summer Convention. In attendance were Art Powers, Johnson City Press, chairman; Laurie Alford, TPS controller; Jeff Fishman, The Tullahoma News, TPA president; W.R. (Ron) Fryar, Cannon Courier, Woodbury; Gregg K. Jones, Jones Media Inc., Greeneville, TPAF president; Greg Sherrill, TPA executive director; and Michael Williams, The Paris Post-Intelligencer, Tennessee Press Service president.

Fishman appointed the task force so that TPA can be prepared better for challenges it is likely to face in upcoming legislative sessions. This past winter, TPA had to fight some 30 bills that would have eliminated public notice from newspapers, closed records, or reduced access to government meetings and information.



GOAL: \$1,000,000

Foundation Campaign 2011-16



BELIEVE

‘Room for one more’ at INT

BY TPA STAFF

Late September marks the kickoff of the 14th edition of the TPS/UT Institute of Newspaper Technology, held on campus at the University of Tennessee. Held each year since 1997, the Institute offers the highest level of training available to designers, information technology managers and other newspaper professionals.

We're excited to report that the 2011 session has already filled. We have students from all over the United States attending and 25 attendees representing TPA member newspapers. TPAF scholarships went quickly, with all 20 \$500 scholarships going to TPA members within three days of the announcement.

The 2011 Institute promises to be one of the best ever. With topics dedicated to both print and online issues, students will be hard pressed to decide which classes to attend. Institute attendees have four or five options during any given three-hour period. These include classes in InDesign, Photoshop, Illustrator, Acrobat, Dreamweaver, Styles, Photo Editing, Design, Photography, Photo Archiving, Flash and more. In addition, this year's session offers classes related to mobile devices. Two of the most popular topics include "Using iPads in Newspapers" and "Creating Apps for the iPhone, iPod and iPad."

Instructors include Mary Zimnik, Atlanta, Ga.; Karl Kuntz, Columbus,



Kevin Slimp, INT director and instructor

Ohio; Lisa Griffin, Selma, Ala.; Kevin Slimp, Knoxville; Fred Anders, Austin, Texas; and Rob Heller, University of Tennessee. With more instructors and more class topics than last year, attendees will have more options than ever when it comes to selecting classes.

The most popular classes, according to schedules completed by students in advance, are related to Photoshop, Dreamweaver, iPads, InDesign and PDF issues.

Corporate sponsors include Athlon, Woodwing, Tennessee Press Service and the University of Tennessee College of Communication and Information.

Although the session is officially full, TPA members who still want to attend may be able to do so. "Our mission

is to train our newspapers to produce the best product possible," according to Slimp, Institute director.

"Although we close registration when we reach a certain number, we can always find room for TPA members, should the need arise."

A few interesting statistics from this year's registrations:

- More than 40 percent of Institute attendees will come from TPA member newspapers this year.
- Approximately 90 percent of attendees are Mac users. Ten percent reported that they use Windows-based computers at work.
- This year's session seems to have attracted more advanced attendees. The advanced classes are drawing a higher than usual number of registrants, with introductory classes drawing fewer.

The Institute takes place Sept. 29-Oct. 1 on the campus of UTK. For more information concerning the Institute, such as accommodations and related functions, visit newspaperinstitute.com.

ADS

FROM PAGE 7

back to us from memory when we meet them on the street.

"And don't forget we're also offering billboard signs, if you can afford them. Please do all that you can to help readers learn the truth about their newspapers. It'll help cement your newspaper's position in your community - so get busy!"

In the letter to newspapers, Sherrill encourages editors and publishers to run the ads as prominently and frequently as possible. "And feel free to think outside the box, and use the materials to create your own unique online, broadcast, or other types of promotional materials. If you have figures to back up your growth through online or other products, use those to bolster your message.

"Reaching our readers is a given, but to be truly effective this campaign should reach those who don't currently benefit from their hometown newspapers.

We will have our Clipping Department track your print media placements. Please ask your staff to let us know of any other avenues you use to communicate the campaign's message, so that we can share those ideas with other publications. From readership growth to strength in legislative and public notice positions, our industry will benefit from it!"

On page seven is one of the six ads, with the flag of *The Tennessee Press* added.

Along with the letter, every TPS member received a CD containing the ads.