

The Tennessee Press

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FEBRUARY 2012

No. 8

TPA needs your help to keep public notices in newspapers

BY ANGELIQUE DUNN

TPA administrative assistant

Public Notice Week may be over, but TPA is still working to keep public notices in newspapers. And we need your help.

Over 60 percent of TPA member newspapers uploaded public notices to tpublicnotice.com in December. That's a good start, but we need to do better.

Every year, politicians attempt to remove public notices from newspapers and place them on government-run websites. In 2011 alone, Tennessee newspapers faced 12 such bills.

Often, sponsors justify their bills via accessibility concerns. They point out that it's easier to type a search string into a central website than to read every newspaper across the state. They also argue that, assuming available Internet access, the public could search a website for free instead of paying to read notices in a newspaper.

TPA can counter these arguments by pointing to tpublicnotice.com, an easily searched database that we have already made freely available to the public. But it won't work unless member newspapers regularly upload their notices.

Occasionally, uploading stops when the staff member responsible for posting leaves the paper and forgets to pass on that duty.

Other times, small errors keep a newspaper's notices from appearing on

the website. For instance, the database rejects incompatible file extensions. Notices need to be plain text .txt files; .doc, .docx, .rtf and .pdf files will not appear on the website.

Also, each notice in the file must be followed by a line containing "mmm" (without quotation marks). Without that code, the notices will not appear correctly.

Because member newspapers may not even realize they have stopped posting notices, TPA will be contacting those papers who show no notices over a period of time. Publishers of daily newspapers will receive an email every week their paper does not upload a notice, and publishers of non-daily papers will receive an email every month.

Please let us know if circumstances keep your newspaper from posting many notices. Such circumstances could include not regularly receiving notices or having a sister paper that uploads the notices. Once we know the situation, we can remove your publication from the contact list.

To notify TPA of such circumstances, or to learn how to manually upload your notices to tpublicnotice.com, please contact Angelique Dunn at (865) 584-5761, ext. 100, or adunn@tnpress.com.

If you represent a larger daily newspaper that needs to automate the process, please contact Kevin Slimp at (865) 584-5761, ext. 107, or kslimp@tnpress.com.

Flanagan is TCOG director

The Tennessee Coalition for Open Government (TCOG) has selected veteran journalist and founding board member Kent Flanagan as executive director of the non-profit organization. He succeeds Frank Gibson, who was appointed public policy director for the Tennessee Press Association.



Flanagan

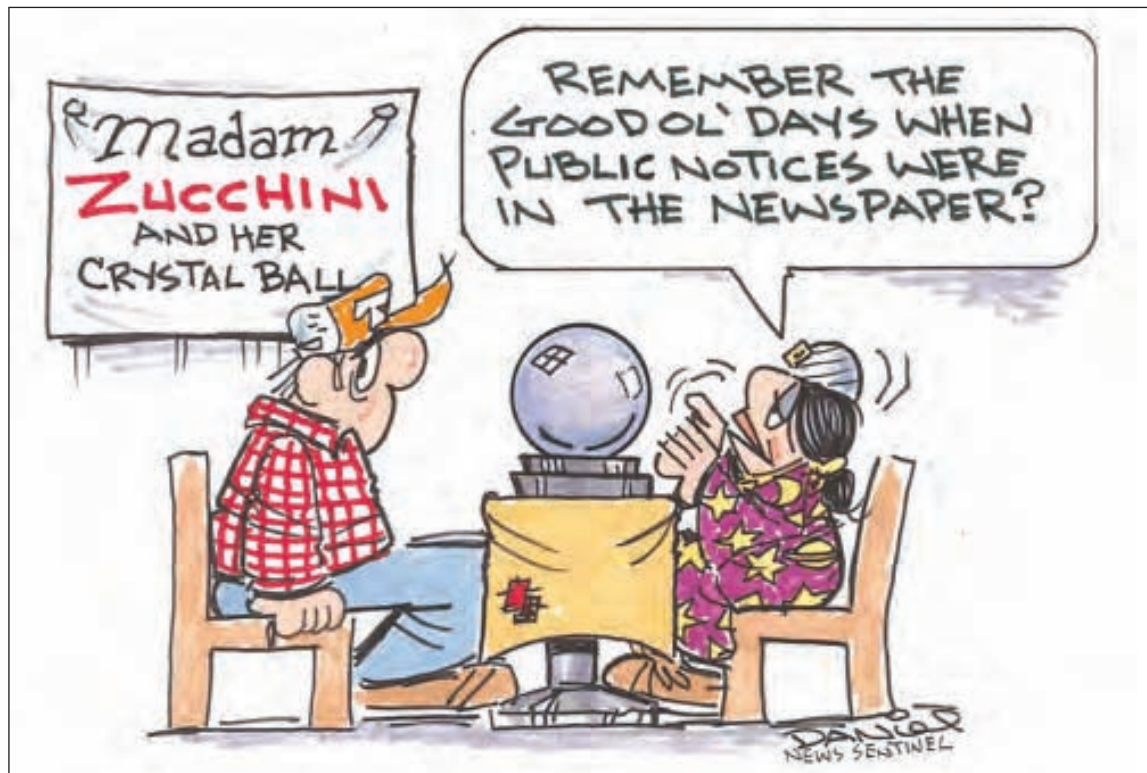
TCOG works to educate the public about Tennessee's open meetings and open records laws and advocates on behalf of transparency with lawmakers and other elected officials, according to the organization's president, Douglas R. Pierce, a Nashville attorney who specializes in First Amendment issues.

Flanagan began his new job on Jan. 1. He had been serving as TCOG treasurer but will be replaced on the board when TCOG meets Feb. 8.

He worked at the *Shelbyville Times-Gazette* since 2009 where he served in a variety of roles, including editor, staff writer and photographer.

"Kent has been a board member of TCOG since its founding and has served as one of its officers for many years," said TCOG's president, Douglas R. (Doug) Pierce, a Nashville attorney who specializes in First Amendment issues. "TCOG is a non-profit organization committed to preserving, protecting and improving citizen access to public information and open government in Tennessee through the use of citizen, professional and civic groups and media representa-

SEE FLANAGAN, PAGE 2



CHARLIE DANIEL | NEWS SENTINEL, KNOXVILLE

Notice protects public trust

BY FRANK GIBSON

TPA public policy director

When the First Congress met in New York City in 1789, the Acts of the First Session required the new government to publish all bills, orders, resolutions and congressional votes in at least three newspapers.

A few years later, in 1796, Tennessee adopted its constitution. It requires the legislature to "publish" any amendment approved by the General Assembly, giving notice that the next legislature also will have to vote on it.

In the 1974 Sunshine (Open Meetings) Law, the General Assembly required government bodies to "give adequate public notice" before all meetings. The state courts have defined "adequate" to include: "Notice must be posted in a location where a member of the community can become aware of such notice."

The purpose of notice in all three examples is to protect the public trust, but public notice in newspapers has been under attack in the Tennessee Legislature for a while. Efforts to move public notice from newspapers to the exclusive control of government websites continue to gain steam in the legislature here and elsewhere.

Research continues to show that the Internet in general and government-run websites in particular fall short of meeting the definition of "adequate

notice."

The public trusts and depends on the current system for practical reasons. Newspapers are independent of government. They are historically reliable in publication and delivery. Through their printed product and news websites, information is more accessible to more people, and publication is verifiable that it was given on time and in the right form.

In Virginia, a governor's task force on state mandates has recommended ending the requirement that notices be placed in newspapers despite a press association poll showing 94 percent of commonwealth residents believe it is "important" for government to keep the public informed through newspaper notices. That survey found 63 percent of respondents saying they would read notices less if they appeared only on government websites.

Bills to move notices from newspapers to government websites in Knoxville and Chattanooga were still pending when the Tennessee Legislature returned to work this year. The Hamilton County legislation was billed as a way for local government to save money, but the sponsor told the *American Association of Retired Persons (AARP) Bulletin* he doesn't plan to push it this year. Senate Speaker Pro Tem Bo Watson, a Republican from Hixson, said he "may introduce" a bill to create a central public notice website for all

levels of government. He didn't say when or where.

The issue has justifiably drawn interest and concern from citizen groups. The League of Women Voters (LWV), Common Cause and the AARP are putting it at the top of their "legislative activity" lists. Common Cause came out against the Hamilton-Knox proposals in written testimony to the Senate State and Local Government Committee in October.

AARP officials said in the January edition of the *AARP Bulletin* that "defeating the public notice bills will again be a top priority for AARP TN and its volunteers in 2012."

A LWV position paper noted the League's concern over proposed "changes to the meeting notice requirements to allow electronic notice only." Many Tennesseans "do not have reliable Internet access," the paper stated, adding that "accessing a website is more cumbersome than flipping pages of a newspaper."

A recent AARP survey found that only two out of five people over 50 feel comfortable using the Internet, and there are Tennessee-specific numbers

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See page 3 for important information about the TPA Winter Convention and Press Institute.

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CONTACT THE MANAGING EDITOR

TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Elenora E. Edwards, (865) 457-5459; send a note to P.O. Box 502, Clinton, Tenn. 37717-0502; or email ElenoraEdwards@Comcast.net. The deadline for the March issue is Feb. 13.

Hope is not a plan!



YOUR PRESIDING REPORTER

Jeff Fishman

After the 2011 legislative session the TPA leadership was charged to outline and implement a comprehensive legislative strategy for the Tennessee Press Association.

The goal of the association's strategy is simple and straightforward—to protect TPA's interests. Consequently, the plan we are implementing includes robust government relations, community relations and public relations efforts.

In last year's legislative session more than 20 bills were introduced that directly targeted our industry. Many of these bills focused on access to public records. While the subject of these bills was not unusual, the volume of legislation was. In the end, most failed or were deferred largely in part because the opposition could not find common ground among themselves. Some say we've gotten lucky over the years and that we have left the outcome largely to chance. Consequently, we have embarked on a new era and hired a full-time public policy director (PPD) who is responsible for orchestrating our government relations effort.

Creating and staffing TPA's PPD position wasn't without heartburn. Details including funding, job description, finding the right person, and some internal TPA politics were obstacles. Gregg K. Jones and Art Powers are two of many who deserve thanks for their courage, vision and leadership in recognizing the problem and then fostering a solution. TPA has made a great hire in Frank Gibson to be our PPD. We lured him from the Tennessee Coalition for Open Government (TCOG), leaving a void at TCOG. We were able to help TCOG backfill that integral leadership position with an incredibly talented newsman in his own right, our old friend Kent Flanagan. If choosing a dream team, regardless of budget, we would be hard-pressed to find a pair of advocates who are as passionate and capable as this dynamic duo!

Our opposition can quickly deduce many pieces of our strategy, but appropriate execution of our plan will ensure success.

Specifically, we will work with both Democrats and Republicans who were supportive in the past and enlist their help

to identify and build relationships with those who might be helpful in the future.

We will work to develop a coalition of other associations and supporters who have common interests.

We will proactively defend the Association by identifying laws that are important to us and then arm our supporters and potential supporters with the facts.

We expect you to get involved. Get to really know and hold accountable your local and state legislators who lead the charge against us.

We will find common ground with our opposition by meeting and educating to salve the rhetoric. Many issues will be solved simply through ensuring all the facts are on the table.

Similar to past efforts, in the run up to and throughout the upcoming legislative sessions we will use expert lawyers and lobbyists for research and testimony when necessary.

We will introduce legislation to change laws that should be broadened and expanded.

We should transform the opposition's vilification of the press into an election issue, and the candidates that earn our support should be "strong" on the issues.

I realize my next suggestion is heresy in some circles, but at the risk of tar and feathers...

Should we become educated on "corporate donations" law in Tennessee and consider creating a PAC, with the simple goal of creating additional partners and champions for our cause?

In the end, a newspaper is a business. ANY other business would fiercely fight back when attacked in the fashion that we have been. Just because a portion of our business has constitutional protections does not mean that we give up our right to petition for redress of grievances.

To paraphrase a newspaper sage, Ben Franklin, our industry either "hangs together or it will most assuredly hang separately."

JEFF FISHMAN is publisher of The Tullahoma News.

PUBLIC NOTICE

FROM PAGE ONE

that raise alarms.

The latest statewide survey by the broadband-promoting Connected Tennessee, done in late 2011, showed that only 29 percent of Tennessee households reported "interacting with government offices or elected officials" via the Internet. Much of that Web traffic is driven by direct mail from the government.

ConnectTN also found that only 59 percent of Tennesseans over 65 own a computer and only 42 percent have access to broadband. Low broadband access would make it harder, as one Virginia Press Association official noted, "to hunt for proposed government actions on difficult-to-navigate government websites."

Total estimated broadband access was 64 percent in the ConnectTN survey, but only 55 percent of rural households had access to broadband. In some counties, computer ownership numbers are lower than both those numbers.

A Tennessee Press Association survey last fall showed 45 percent of Tennessee's 2.5 million households buy newspapers. It showed that in 60 of the state's 95 counties, more than 50

percent of households buy newspapers; another 21 counties have circulation above 40 percent.

The latest data from Scarborough Research, which looks at readership of newspapers plus their news websites, showed that 70 percent of U.S. adults read a newspaper in print or online in the past seven days.

In its report to the General Assembly in 2011, the state Office of Open Records Counsel said it was asked: "Is it sufficient for the notices for state level board meetings to only be posted on a state website?" The answer was: "No, because everyone does not have the ability to access a computer and access the website."

The public is drawn to newspapers and newspaper websites by their general interest content. Since two-thirds of newspapers post public notices on their website in addition to publishing them in the paper, the chances of seeing a notice there is substantially greater than any government website.

Frank Gibson is the public policy director for the Tennessee Press Association and founding director of the Tennessee Coalition for Open Government.

FLANAGAN

FROM PAGE ONE

tives," he said.

Gibson added, "Kent Flanagan has a wealth of experience and knowledge that will help him lead TCOG forward."

Sadie Fowler, *Shelbyville Times-Gazette* editor, commented, "We have been fortunate to have Kent on our staff and will miss his presence in our newsroom. But I know we, as an industry, will continue to benefit from his work as he takes on this important role."

Flanagan is a former Tennessee bureau chief for the Associated Press and served as journalist-in-residence at Middle Tennessee State University, Murfreesboro. In addition to the *Times-Gazette*, Flanagan has worked for newspapers in San Antonio and San Angelo, Texas and Fort Lauderdale, Fla.

Flanagan can be reached by cell phone at (615) 957-2825. One can find out more about TCOG at www.tcog.info; www.facebook.com/TnOpenGovt; and Twitter: @tnopengovt. The TCOG mailing address is P.O. Box 22248, Nashville, Tenn. 37202.

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

Note on TPA Winter Convention

TPAers can still register to attend the TPA Winter Convention and Press Institute Wednesday through Friday, Feb. 8-10, in Nashville. Check www.tnpress.com to download a form, or register online.

Doubletree Hotel Nashville-Downtown has passed, but one can check there at (615) 244-8200.

A detailed convention schedule is printed below.

The deadline for the TPA rate at the

TPA Winter Convention and Press Institute

Feb. 8-10

DoubleTree Nashville Downtown

Schedule



Wednesday, Feb. 8

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

Thursday, Feb. 9

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

Friday, Feb. 10

- 9:30 a.m. TPAF Board of Trustees Meeting
- 9:30 a.m. Drive-In Training Concurrent Sessions
 - 1. Libel and Invasion of Privacy—Richard L. Hollow, Hollow & Hollow, Knoxville
 - 2. Photo Editing—Kevin Slimp, TPS Institute of Newspaper Technology (INT)
 - 3. Education Reporting
 - 4. Visual Storytelling Part One—Rob Heller, UT-Knoxville
- 10:45 a.m. Drive-In Training Concurrent Sessions
 - 1. Investigative Reporting—Walter Roche, The Tennessean, Nashville
 - 2. Collegiate: What You Can Learn From Other College Publications—Kevin Slimp, TPS INT
 - 3. Social Media—Bradley Wilkerson, 68Comeback
 - 4. Visual Storytelling Part Two—Rob Heller, UT-Knoxville
- 11:45 a.m. Luncheon. Speaker, Clay Bennett, editorial cartoonist, Chattanooga Times Free Press, "Some Offense Intended"
- 1:30 p.m. Drive-In Training Concurrent Sessions
 - 1. Collegiate: Tools to Improve Your Publication—Kevin Slimp, TPS INT
 - 2. Social Media **R**—Bradley Wilkerson, 68Comeback
 - 3. Photography—Larry McCormack, The Tennessean, Nashville
 - 4. Relevant News Coverage—Jim Zachary, Grainger Today, Bean Station
- 2:45 p.m. Drive-In Training Concurrent Sessions
 - 1. Special Events Planning—Lyndsi Sebastian, Chattanooga Times Free Press
 - 2. Video and Animation on Newspaper Websites—Kevin Slimp, TPS INT
 - 3. Open Meetings/Open Records—Frank Gibson, TPA public policy director
- 3:45 p.m. Convention Adjourns

R= Repeated session

TCOG board to meet Feb. 8, elect officers, discuss work

A meeting of the board of directors of the Tennessee Coalition for Open Government (TCOG) has been scheduled for Wednesday, Feb. 8, in Nashville for the primary purpose of electing officers and board members whose terms are up this year. The board also needs to take a look at the year ahead, said Kent Flanagan, executive director.

Flanagan distributed by email a tentative agenda to board members.

The meeting will be held from 10:30 a.m. to noon at the DoubleTree Hotel, where the Tennessee Press Association (TPA) will begin its Winter Convention in the afternoon.

The following are the current board members, elected for three-year terms:

- Elected in 2009, up for re-election
 - 1. Doug Pierce, representing the Tennessee Association of Broadcasters (TAB)
 - 2. Ron Fryar, representing TPA
 - 3. Adam Yeomans, representing the Associated Press
 - 4. Gregg K. Jones, at large, website host
 - 5. Dorothy Bowles, representing the East Tennessee Society of Professional Journalists
 - 6. Robb Harvey, media law
 - 7. Bill Phillips, citizen
 - 8. Elenora E. Edwards, at large

- 9. Whit Adamson, TAB Elected in 2010, up in 2013
- 10. Tom Griscom, at-large, elected as a metro editor
- 11. Jack McElroy, a metro editor
- 12. Chris Peck, a metro editor
- 13. Steve Lake, TPA
- 14. Lucian Pera, media law
- 15. John Stern, citizen, neighborhood advocate
- 16. Marian Ott, League of Women Voters
- 17. Bill Shory, WBIR-TV news Elected in 2011, up in 2014
- 18. Dick Williams, Common Cause
- 19. Chris Fletcher, Tennessee Associated Press Managing Editors
- 20. Kent Flanagan, Middle Tennessee SPJ
- 21. Rick Hollow, TPA.

There are three vacancies: representatives of *The Tennessean*, Nashville, the *Chattanooga Times Free Press* and one created when Flanagan resigned to become executive director with two years remaining in that term.

Officers elected in 2010 for two-year terms were:

- Doug Pierce, president
- Lucian Pera, vice president
- Dorothy Bowles, secretary
- Kent Flanagan, treasurer.

Governor's office says he'll be at luncheon

The office of Gov. Bill Haslam notified TPA on Jan. 19 that he would accept the invitation to speak at the

Feb. 9 luncheon during the Winter Convention in Nashville. Haslam has begun his second year in office.

Ad/Circ Conference set May 4 in Gatlinburg

The 2012 TPA Advertising/Circulation Conference is set for Friday, May 4, at the Park Vista Hotel in Gatlinburg. In addition to educational sessions, awards in the 2012 Ideas Contest will be presented. Conference details will be available in early March.

The conference co-chairmen are Don Lovelace, circulation director of the *Citizen Tribune*, Morristown, who chairs the TPA Circulation Committee, and Roger Wells, advertising director of *The Lebanon Democrat*, who chairs the TPA Advertising Committee.

The first conference, for ad staff members only, was held March 3 and 4, 1967 in Nashville.

RCFP to co-sponsor 2012 Sunshine Week

Sunshine Week 2012, March 11 through 17, will encourage access to government information, urging both the public and public officials to "Put More Sunshine in Government."

This year, the Reporters Committee for Freedom of the Press is co-sponsoring the project with the American Society of News Editors, which launched the nationwide initiative in 2005.

Sunshine Week is a non-partisan, non-profit national initiative to promote a dialogue about the importance of open government and freedom of information. Participants have included a variety of groups and individuals.

FORESIGHT

2012 FEBRUARY



- 8: Tennessee Coalition for Open Government board meeting, 10:30 a.m., DoubleTree Hotel, Nashville
- 8-10: TPA Winter Convention and Press Institute, DoubleTree Hotel, Nashville
- 10: Deadline for entering advertising and circulation Ideas Contest
- 17: Deadline for entering UT-TPA State Press Contests
- 17-19: Southern Classified Advertising Managers Association, Savannah, Ga.

MARCH

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

APRIL

- 2-4: Newspaper Association of America and the American Society of Newspaper Editors, Washington, D.C.
- 12-14: American Copy Editors Society, Sheraton Canal Street, New Orleans, La.
- 12-14: Mid-Atlantic Newspaper Advertising Marketing Executives, Read House Hotel, Chattanooga
- 22-24: Southern Circulation Managers Association

MAY

- 4: TPA Advertising/Circulation Conference, Gatlinburg
- 14-16: TPA Summer Convention, Chattanooga
- 16: TAPME awards event, Nashville

JULY

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

SEPTEMBER

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

OCTOBER

- 4-7: NNA 126th Annual Convention, Embassy Suites Airport Convention Center, Charleston, S.C.



- 11-13: 15th Institute of Newspaper Technology, UT-Knoxville

Tennessee Press Service Advertising Placement Snapshot

	ROP:	Network:
December 2011:	\$246,666	\$48,237
Year* as of Dec. 31:	\$246,666	\$48,237

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

Did you know...

?

Community newspaper readers share papers with 2.3 other people

NNA Readership Study 2010

TRACKS

Clark named editor of business paper

BY ANDREW STEELE

Cumberland Business Journal

The *Cumberland Business Journal* has a new staff member, a journalist with Cookeville ties and nearly six years of newspaper experience.

Liz Engel Clark, who previously worked as a news reporter at the *Herald-Citizen*, Cookeville, is the journal's editor. She replaces Greg Little, who recently accepted another job opportunity in Pennsylvania.

"We're extremely excited to have Liz come on board with us, especially given her experience in writing about

community business-related issues," said Jay Albrecht, CBJ publisher. "I firmly believe Liz will help continue the CBJ's tradition of providing a one-of-a-kind publication helping businesses to survive and thrive in the Upper Cumberland region."

Clark, a native of Cincinnati, Ohio, studied at Tennessee Technological University and graduated summa cum laude in December 2005 with a bachelor's of science degree in English-journalism.

Pre- and post-graduation, she worked as a marketing intern at Averitt Express before joining the *Herald-Citizen* staff in April 2006. She covered city and county government and was awarded a Tennessee Press Association award in 2009 for investigative reporting and the 2009 Kids

Count media award from the Tennessee Commission on Children and Youth for her writing. She also served as the paper's special sections editor, business editor and living editor.

Outside of work, Clark is an avid runner, volleyball player and sports fan. She is married to Justin Clark, and they live in Cookeville.

"I'm really excited to dig in and write about this region's true measure of success - its businesses. Times are tough economically, but there are still lots of great success stories to tell," Clark said. "That's what I look forward to most. I've developed some really great contacts over the years, and I look forward to working with those people to take this publication to the next level."

"As for the folks I haven't yet met,

I look forward to touching base with them soon," she said.

The *Cumberland Business Journal* is a monthly publication serving the business news and advertising needs of the 15-county Upper Cumberland region. Now in its sixth year of publication, the CBJ also has a website at www.ucbjournal.com.

Kudos

The *Carthage Courier* was the first TPA newspaper to send in State Press Contests entries, on Jan. 9, and the first to enter the Ideas Contest, on Jan. 17.

A balance

"The rights of the 'best' of us are only assured by the rights afforded to

Buffet sees \$\$\$ in newspapers

Reuters news service carried a story recently noting that billionaire Warren Buffet saw dollar signs when he looked at a newspaper. And in fact, one day, instead of merely buying his hometown daily newspaper, the *Omaha (Neb.) World-Herald*, as was his daily practice, he bought the entire company. That included six other dailies and several weeklies in Nebraska and Iowa.

Read more about it at <http://news.yahoo.com/warren-buffett-buys-hometown-newspaper-165506182.html>.

the 'worst' of us."

Jeff Stein, journalist, editor, 1999

TIME IS RUNNING OUT!



Submit your entries for the 2012 UT-TPA State Press Contests now!

Entries must be postmarked by:

Feb. 17

TIME IS RUNNING OUT!



Enter the 2012 Tennessee Press Association Advertising & Circulation Ideas Contest now!

Entries must be postmarked by:

Feb. 10

No to questions in stories, headlines

If I start this column with a question, will readers keep reading?

You did.

The question really is: Do questions work in newspaper writing?

Do they work in headlines? In leads? In the body of a story?

Is a question a smart way for writers to attract and keep readers?

I say no.

Consider this simple three-step syllogism: (1) Readers go to newspapers to get answers; (2) readers are savvy enough to recognize that journalists got those answers by asking questions; (3) therefore, readers prefer we skip the question parts and get right to the answers.

When you take your car to the mechanic, you don't watch him do the brake job. You hand over your car, then later, pick it up, certain that your brakes will perform as they should.

Readers want the same confidence in the newspaper.

Does a question headline inspire confidence?

In *The Elements of Style*, our pals Strunk and White wrote: "Consciously or unconsciously, the reader is dissatisfied with being told only what is not; he wishes to be told what is."

Although a question headline isn't exactly a "not" statement, it is an equivocation, a maybe-maybe-not, a shrug, an averting of eye contact. We're saying, "Well, we worked on this story, and we think there is some good stuff here, but you, reader, will have to decide whether we really nailed it."

If we, the reporters and editors, can't say with any certainty that our story has accomplished anything, why would readers choose to read it?

And a question in a lead sentence (or "lede," for you traditionalists) has a similar drawback. The writer probably is asking a legitimate question, teasing readers into thinking along with him or her, but if we've done aggressive, let's-pin-this-down reporting, we ought to be able to write assertively.

We often hear the rationale, "Tell both sides, and let the readers decide." No superficial slogan has ruined more potentially good stories than that one.

If we blindly allow both sides the freedom to tell their tales, they will spin us (and then we, our readers) into a standstill, like a corkscrew blocked by bedrock.

(If you're married or otherwise attached, you already know what I mean. You invite your partner to dinner, asking, "Where do you want to go?" and she (he) responds, "I don't know. Where do you want to go?")

When a question pops up in the body of a story, the reporter usually has one of two motives: (1) He or she can't think of a good transition, or (2) he or she is trying for either emphasis

or tension.

In *The New York Times* recently, there was a long story examining the way law schools teach. At one point, the reporter wanted to focus on spending. The sequence went this way:

... But a pie chart of how law school tuition is actually spent would show an enormous slice for research and writing of law review articles.

How enormous? Last year, J.D., or juris doctor, students spent ... etc.

The two-word question is meant to pound home the point, but it's unnecessary. When the preceding sentence used the uncommon adjective "enormous," the point got plenty of emphasis. "Enormous" is a tantalizing word writers select deliberately, as it connotes a size "exceeding by far what is normal,"

the dictionary says.

By using that very conspicuous word, the writer already creates in readers' minds the question, "How enormous?" Implanting a question in minds requires more skill than blatantly stating it.

And I think we all have inserted a question when we couldn't think of a transitional sentence or paragraph. I liken such a question to the annoying habit of the local-TV reporter who, unskilled in writing literate copy, will want to finish a story with a response from a source, so he or she falls back on: "Asked why he won't vote for the ordinance, the mayor replied, '(Whatever).'"

That's where the analogy of watching the mechanic applies. Do we readers (or viewers, for that matter) really need the space-killing statement that the reporter asked the mayor a question? A more deft introduction, followed by the answer, will make clear that the question was asked.

So, should we ban the use of the question mark?

Of course not. Every time we try to make a writing rule, some smart-aleck writer breaks it beautifully, shows us that defiance is the true mark of excellence, and we rescind the rule, vowing never again to shackle our writers.

But removable shackles serve a purpose. We say, "Don't do this," not as a commandment, but as a challenge to writers. "Defy," we tell them, "but do so with a purpose."

Right?

THE FINAL WORD: Yikes! I found this one in *The New York Times*: "publically." My computer's annoying automatic spell-check allows that spelling for the adverb formed of the adjective "public." But the dictionary objects, asserting without hesitation that the adverb is "publicly."

JIM STASIOWSKI, 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.



WRITING COACH

Jim Stasiowski

OBITUARIES

W.T. Clowers

Retired circulator

William Thomas (W.T.) Clowers died Dec. 20. He was 73.

Clowers retired from the *News Sentinel*, Knoxville, after 33 years as a circulation district manager.

He was a member of West Park Baptist Church.

He leaves his wife of 50 years, Marie; two daughters, Cindy Clowers and Lisa Newsome; and two grandchildren, Kayla Cooper and Chase Newsome.

Edgar L. Emens

Former publisher

Longtime publisher and recent publisher emeritus of *The Herald-News*, Dayton, Edgar L. (Ed) Emens, died Dec. 22 at his home in Dayton. He was 73.

Emens was born Oct. 24, 1938 in Muscle Shoals, Ala., the son of the late William Edgar and Anna Lee Harris Emens. He also was preceded in death by his brothers, Charles Harris Emens and William Henry Emens.

Emens was a longtime member of the Tennessee Press Association and served as district director and on various committees.

His love and care for his community were evident in his dedicated service to Rhea County. Emens served as three-term president of the Dayton Chamber of Commerce and also served as a Rhea Economic Tourism Council board member and American Legion member.

He served his country in both the U.S. Army as a staff sergeant and National



Emens

Guard and was an active supporter of the Women's Care Center.

Emens was a member of First Baptist Church of Dayton.

He leaves his wife of 37 years, Diane Holder Emens; two sons, Gregory Lee Emens and Jonathan Matthew Dixon; a daughter, Stephanie Diane Bradford; and three grandchildren, Savannah Lee Emens and Jessi Corinne Emens of Mount Juliet and James Hunter Bradford of Chattanooga.

(The Herald-News, Dayton, Dec. 25, 2011)

John Bell Holder

Former sportswriter

John Bell Holder, who at one time wrote sports for the *Elizabethton Star*, died Dec. 6 at his home in Elizabethton. He was 87.

The Stoney Creek native was a decorated veteran of World War II, an avid sportsman, a gospel music singer and a church leader.

He was married to Ruth Scott Holder, a nurse who died in 2006.

Holder joined the Navy as a 17-year-old Unaka High School graduate and served in Europe, Northern Africa and Asia. He was the recipient of numerous commendations and honors, including a Commendation for Bravery and Heroism off the coast of Tokyo, where, as chief radioman, he maintained vital communications during the bombing and sinking of his ship.

After the war, Holder lived in New York City, where he played basketball on a scholarship at Fordham University. Later he moved back to Tennessee and wrote for the *Star*.

He attended First Freewill Baptist Church for most of his life, singing in the choir, directing youth and vacation Bible school. He was a bass in the Melody Men Gospel Quartet in the 1950s and '60s.

Holder worked as admissions administrator for the Veterans Administration at Mountain Home through the 1970s, worked as a basketball referee and a baseball umpire.

He leaves three children, John Curtis (Jackie) Holder of New York, who died in 1985; Diane Holly Houser of Elizabethton; and Father Timothy Holder of Toms River, N.J.

(Adapted, Johnson City Press, Dec. 8, 2011)

Rosetta Cox King

Correspondent

Rosetta Cox King, who wrote "Bethel News" for more than 20 years for *The Courier News*, Clinton, died Dec. 12 at her home in Bethel. She was 90.

She was a member of Bethel Baptist Church.

Her husband, Henry Clay King, predeceased her. She leaves two sons, Charles King of Bethel and David King of Oak Ridge; three daughters, Judith Dunlap of Virginia Beach, Va., Darlene Cooper of Clinton and Joan Cox of Sevierville; 11 grandchildren, 23 great-grandchildren and two great-great-grandchildren.

John H. Knott Jr.

Retired reporter

John H. Knott Jr., 87, retired newspaper reporter for *The Commercial Appeal*, Memphis, for 47 years, died Nov. 9.

He leaves his wife, Kathy; a daughter, Holly Bacon of Horseshoe Lake, Ark., and two grandchildren, Amber and Summer Bacon.



Knott

Tom Squires

Sports journalist

BY LARRY TAFT

The Tennessean, Nashville

Tom Squires, an award-winning sports journalist who spent 17 years with *The Tennessean*, Nashville, and was a member of the team that launched *USA Today*, died Dec. 19 at his home in Franklin.

He was 63 and had battled Alzheimer's Disease for 10 years.

"While his first role in journalism involved sports, Tom loved every aspect of the news business and excelled in every position he ever held," said John Seigenthaler, chairman emeritus of *The Tennessean*.

Squires was a standout basketball player at Madison High School and later was inducted into the Metro Public Schools Sports Hall of Fame. He began working in *The Tennessean* sports department on a part-time basis in 1966 and became high school sports editor a year later. His assignments were primarily high school sports and the Nashville Sounds, and he was named the Southern League Writer of the



Squires

Year in 1979.

In 1982, Squires helped launch *USA Today*, and in 1985, he was a member of the start-up team at *Florida Today*, first as sports editor and later as assistant managing editor. In 1998, he resigned from Gannett and returned to Nashville to start three fan publications, including *Sports Nashville*, a sports magazine covering high school, college and pro sports. When Gannett, *The Tennessean's* parent company, bought those publications, he rejoined the company and stayed until his retirement for health reasons in 2004.

Squires was popular with coaches in area high school circles.

"We had so much fun," said Wes Elrod, a retired Metro football coach. "It was a hoot all the time dealing with Tommy. He was one of my all-time favorites of everybody (in the Nashville media).

"But I tell you what, he could really call it like it was. Tommy did a great job reporting the high school scene back then. I'd say it was kind of the golden age of sports in Nashville."

Tommy Griffith, who coached Overton basketball for more than 30 years, called Squires "a very likeable person. I enjoyed working with him and his wife, Brenda, at the state golf tournaments the last three or four years before he really got sick."

In addition to his wife of 36 years, he leaves a son, Chandler; a sister, Sallie Jansen; and brothers, Jim, John and Raleigh Squires.

(Dec. 20, 2011)

REWRITES FROM THE TENNESSEE PRESS

FEBRUARY 1962

TPA member newspapers were preparing to participate in the second annual Farming for Profit in March.

The National Editorial Association bought *Publishers' Auxiliary*, the oldest trade publication circulated to newspaper owners and staff members. It had been operated by Western Newspaper Union and predecessor organizations since 1865.

When a carload of newsprint went astray between Chattanooga and Nashville, the *Crossville Chronicle* had to farm out the printing of one addition. *The Rockwood Times* came through as substitute printer, with a shuttle of station wagons hauling page forms and papers between the two Cumberland County towns.

James E. Kalshoven, associate professor of journalism at UT, suggested that the state's newspapers needed to

run more feature stories to build reader interest.

An Athens Press newsman was knocked down by the McMinn County sheriff, who was upset about a story written by another reporter. Other reporters rescued him.

Jay Steinberg, publisher of *The Erwin Record*, said that to protect the mailing list he pulled a proof of the list every six months and placed it in a safe deposit box.

For the 15th year, newsboys of *The Tullahoma News* received the full proceeds from the sales of the annual Christmas edition.

FEBRUARY 1987

People who get their news from newspapers are better informed about state and local issues than those who get their news from television, a UT study showed.

Flexography printing, a revolutionary newspaper printing method expected to produce smudge-free papers with brilliant color for less money, failed extensive testing.

The *Citizen Tribune*, Morristown, delivered to Hamblen County Schools 700 copies of "Schools Without Drugs," a booklet offering advice on drug prevention through school and class projects.

The *Nashville Banner* created a senior writers program and promoted eight staff members to those positions.

The Review Appeal, Franklin, asked the chancellor to hold the Williamson County sheriff in contempt for violating an agreement reached in a lawsuit to open public records. On Sept. 29 he had agreed to make documents such as complaint cards, offense and arrest warrants and reports available on a regular basis.

From Bristol to Memphis, and everywhere in Tennessee, we want to share your news with other TPA members!

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The Tennessee Press is a monthly publication. TPA Member Updates are distributed weekly via email. To subscribe to the updates, send an email to rgentile@tnpress.com.



WHAT'S BEING DONE



GREG WILLIAMSON | THE LEAF-CHRONICLE, CLARKSVILLE

Richard V. Stevens, *The Leaf-Chronicle*, Clarksville, editor and general manager, right, presents Columnist Owen Schroeder a framed sports page. The newspaper on Dec. 6 honored Schroeder's 25th anniversary

of covering the outdoors. The presentation was made during the 27th Annual Leaf-Chronicle Country Ham Breakfast. Looking on is Publisher Emeritus F. Gene Washer.

ENGRAVINGS

Hussman inducted into Hall of Fame

Walter E. Hussman Jr., president and chief executive officer of WEHCO Media, based in Little Rock, Ark., and publisher of the *Chattanooga Times Free Press*, is one of the 2012 inductees into the Arkansas Business Hall of Fame at the Sam M. Walton College of Business.

WEHCO owns the *Arkansas Democrat-Gazette* and nine other newspapers in Arkansas. He is a past president of the Southern Newspaper Publishers Association (SNPA) and serves on the board of the SNPA Foundation.

The Hall of Fame is designed to honor, preserve and perpetuate the names and outstanding accomplishments of business leaders who have brought lasting fame to Arkansas. The induction is set for Feb. 20.

Hussman bought *The Chattanooga Times* and combined it with the *Chattanooga Free Press* in 1999.

Commercial Appeal, News Sentinel launching PolitiFact Tennessee

BY CHRIS PECK

Editor,

The Commercial Appeal, Memphis

Truth in politics—extinct?

Think about it for a moment. When is the last time you spotted a true fact running free from the chain of political spinmeisters?

OK, on a good day maybe your mom's truths still hold up: Wash your hands. Eat your vegetables. Be nice to your in-laws.

But those on the left and the right of the political spectrum probably can agree on this: An unvarnished truth from candidates and elected officials is at least as endangered as a spotted owl.

That's why *The Commercial Appeal* and the Knoxville *News Sentinel* today launch PolitiFact Tennessee.

The driving motive behind PolitiFact Tennessee boils down to this: Truth-test what the politicians and government leaders say.

You know the experience. You hear something from the mouth of a politician. You ask yourself, "Can that be true?"

The team of PolitiFact Tennessee reporters and editors will track it down and see.

The time is ripe for this effort. Today's political pastures are packed with overblown, exaggerated and pants-on-fire statements that need a dart of accountability. Some come from Republicans. Some are uttered by Democrats.

Some come from mouths that drink tea, others from bourbon lips.

No one party has a corner on bending the truth.

The Commercial Appeal in Memphis and the *News Sentinel* in Knoxville have decided to set up a truth patrol with PolitiFact Tennessee.

News organizations in nine other states already have launched their own statewide truth-testing PolitiFact websites with print components.

The idea originated back in 2008 when a national PolitiFact website sprang onto the American scene as a project from the Tampa Bay Times in Florida.

Bill Adair, then a reporter for that Florida newspaper and now PolitiFact editor in Washington, explains PolitiFact's origins this way.

"I had the idea for PolitiFact because I felt as a political journalist I had been simply passing along falsehoods without taking time to check them out. People have more information sources than ever before, but I think it's hard to make sense of all the information and know what's true and what's not. PolitiFact is a trusted source that can tell people what's accurate and what's not."

All told, seven reporters and editors from Memphis and Knoxville have gone through some exacting training for how to fact-check an item for PolitiFact Tennessee. The training focused on where to go for original documents and nonpoliticized sources and how to double-check facts.

Why is this different from what journalists do every day? Well, to be honest, much of daily news is driven by what someone said, and how some-



one else responded, and that's what time permits.

The PolitiFact Tennessee team will take the time to go back and check. And interestingly, when reporters start to dig deeper the picture isn't always clear. Inevitable gray areas and some degree of judgment emerge in most political proclamations. Most of our world isn't starkly black and white, all true or all false. Nuance, exaggeration or personal interpretations all add to the flavor of a political statement.

PolitiFact Tennessee will analyze specific statements of politicians and then put the Truth-O-Meter to them. The Truth-O-Meter will run in print and on the PolitiFact Tennessee website and will rate statements across the spectrum of true, mostly true, half true, mostly false, false or a pants-on-fire lie.

"We created the Truth-O-Meter because the truth isn't just black and white—it has shades of gray," Adair explained. "The meter recognizes that something can be technically true but still misleading. And we think the Truth-O-Meter is a great public service."

Very quickly, the PolitiFact Tennessee Truth-O-Meter is likely to become a favorite feature in *The Commercial Appeal*, the *News Sentinel* in Knoxville and on the PolitiFact Tennessee website. Nationally, the PolitiFact

Truth-O-Meter and related fact-checking project won the Pulitzer Prize a couple of years ago and remains one of the best-

read features in other cities where it has launched.

Tennessee Gov. Bill Haslam likely will pay particular attention because PolitiFact Tennessee next week will launch the Haslam-O-Meter to track the governor's progress in meeting his campaign promises. For the record, PolitiFact nationally is doing the same for President Barack Obama via an Obameter, which is updated regularly on the national PolitiFact website.

From Knoxville, *News Sentinel* Editor Jack McElroy explains the Haslam-O-Meter. "All candidates make campaign promises, but not all promises are fulfilled when the victors take office. The Haslam-O-Meter should be a fun way to spotlight the promises made by the state's top executive and the progress he is making toward delivering on them."

From Knoxville to Nashville to Memphis, the PolitiFact Tennessee team

CA grows digital plan

When *The Commercial Appeal*, Memphis, began planning its digital subscriber strategy in 2011, executives wanted a service that did more than grow online revenues: It had to protect Sunday print readership and set the stage for ancillary products for mobile users. Read all about it at www.news-andtech.com.

will look at political statements from a wide variety of public officials—state legislators, members of Congress, U.S. senators, school board leaders, city council members. Our Truth-O-Meter results will run in *The Commercial Appeal* on Sundays and Mondays. The PolitiFact Tennessee website is available 24/7.

PolitiFact Tennessee doesn't assume that Tennessee's politicians are less truthful, or more prone to utter a whopper, than politicians or leaders in other states. But the political reality today is that exaggeration, innuendo and brash statements designed to play to a certain constituency rule the day in public life.

PolitiFact Tennessee will do its best to bring a dose of accuracy, sanity and truthfulness back into our political and public life.

That will feel good, even if some politicians are exposed with their pants on fire.

(Jan. 15, 2012)

Courier makes change

The *Cannon Courier*, Woodbury, has changed from a Tuesday to a Wednesday publication day beginning Jan. 18.

Paper has new website

The *Citizen Tribune*, Morristown, unveiled an entirely new website in November. To explore it, visit www.citizentribune.com. Additions include a new online community calendar and a section where citizens can share stories and photos.

TRACKS

Prichard calls it quits after 60 years in newspaper business

BY ROZELLA HARDIN
Elizabethton Star

Harvey Prichard was a familiar face at the Star. In fact, he was the first face that most visitors saw when they came to the Star, as he spent a part of each day working the receptionist desk. He directs visitors to the proper departments and to people they need to see in addition to working the switchboard.

Now, after more than 60 years in the newspaper business — the last 30 of which have been at the *Elizabethton Star* — Harvey has retired. “All I’ve ever done is work, but I plan to spend more time with my wife, Margaret, and do some things I enjoy such as reading. My health is relatively good,” he said. Harvey retired at the end of this week and began the new year with a new regiment of activities as a retiree.

Harvey recalls that his first job was as an usher at the old Columbia Theater in Bristol. “When I came to Elizabethton to live, I got a job as an usher at the Bonnie Kate and worked there while I was in high school,” he said. Harvey is a graduate of Elizabethton High School and attended East Tennessee State University (then a teacher’s college) for almost two years.

His first job in the newspaper business was in the advertising department at the *Bristol Herald Courier*. “After a brief time there I went to work at the *Kingsport Times-News* and



BRANDON HICKS | ELIZABETHTON STAR

Harvey Prichard has vacated his desk at the *Elizabethton Star* and has new plans.

worked in advertising there for about 10 years,” Harvey recounted. While working at the Kingsport paper Harvey met his wife, Margaret, who was working at Montgomery Ward. They have been married for 57 years.

was an empty building and an inoperable press. The paper had been closed for some time. Worrell purchased the *Texas City Sun* from the *Houston Post*. They bought a new press and restarted the *Texas City* paper. We went through some difficult times, but after about six to eight months we began picking up subscribers and turning a profit. It proved to be a good move for both Worrell and me,” Harvey said.

When Worrell sold the *Texas City* newspaper, Harvey decided it was a good time to come back to East Tennessee. “Margaret’s family lived here and the opportunity presented itself, so we came back and I went to work at the Star,” he said. During his time at the Star he has worked in the advertising department and served as associate publisher to his mentor, Frank Robinson, previous owner and publisher.

“Frank helped me get my first job in the newspaper business and has been my mentor all through my newspaper career. I sure do miss him,” he lamented.

During his 60-plus years in the news-

paper business, Harvey has seen a lot of changes, from the old hot-type presses to cold-type, and now the newspaper is completely computerized. “It really has changed a lot in the past 10 to 15 years. When I was at the *Sullivan County News*, we had a four-page flatbed press, which was hand-fed. The newspaper business has come a long ways since those days,” he reminisced.

What has he liked best about the newspaper business? “No two days are the same. Every day is different. The news is different every day. The headlines are different. It’s an interesting business, and it’s been good to me. I can’t think of any other business that I’d rather be in,” Harvey said.

“I’ve met some interesting people, made some wonderful friends, had some great experiences.”

When he locked the front door at the end of the day Friday, it was the end of an era for Harvey Prichard, who will soon turn 82. “I never thought I’d live this long, let alone work at this age,” said Harvey, who begins his day by working out in his basement and riding his exercise bike.

Harvey and Margaret have a son, Harv II, and a grandson, Brandon.

(Dec. 31, 2011)

Advertising

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Tom Mullen, newspaperman

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

For more information, please visit
www.ArchiveInABox.com.



WHAT’S BEING DONE

ETSU special edition produced

BY MADISON MATTHEWS
Staff writer, Johnson City Press

As East Tennessee State University prepared to celebrate its centennial, the *Johnson City Press* created a special commemorative edition included in the Oct. 8 issue chronicling the transformation of ETSU from a normal school to a full-fledged university.

Stories detailing the school’s 100 years of history and its lasting impact on the region can be found inside the special publication, titled “A Legacy of Impact — ETSU at 100.”

Then-Publisher Art Powers said the Press staff was proud to have produced the project.

In addition, the Press produced a 45-minute three-part documentary about the creation of ETSU, featuring interviews with many notable university officials, alumni and city officials.

The project was overseen by Staff Writer Rex Barber, who spent months coordinating content for both the special edition and the documentary.

“It took the efforts of everyone in the newsroom and at ETSU University Relations. This project would not have been a success without everyone working together. I want to thank everyone

who had a hand in the special publication and the documentary,” he said.

Although Barber knew the process of creating the documentary would be complex, he said it was something he knew he could do, as he has put together many short videos and a few short documentaries for the Press.

The documentary was the most in-depth project Barber has been involved with. Barber, Press staff and university personnel spent months gathering footage, conducting interviews and combing through the university’s archives.

While it was a daunting task to edit the project, it was rewarding for Barber, who has a personal connection to the university.

“ETSU has been part of my life since I enrolled there as an undergraduate in 1999. I got my degree in mass communications from there and now I cover the school for the Press. I thought I knew a lot about the school before this project, but now I feel like I’m an expert on the school’s history,” Barber said.

The documentary can be viewed at JohnsonCityPress.com/ETSU.

(Adapted, Oct. 8, 2011)

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Journalist John Knott led well-versed life; avid reader, many roles

BY ZACK McMILLIN

The Commercial Appeal, Memphis

To understand how different the world—and newspapers—were when John Knott was a cub reporter, consider how it was he landed at *The Commercial Appeal* in 1945.

Knott, a native of Little Rock, Ark., had worked for the Associated Press and *Arkansas Gazette* before deciding he wanted a change of scenery, according to his wife, Kathy Knott. Plan A was finding a newspaper job in New Orleans.

“But he only had enough money for a one-way train ticket to Memphis,” she recalled.... “He said he got here and Mr. Ahlgren hired him off the street.”

Frank Ahlgren was then the newspa-

per’s editor, one of many Knott would work for in a career that eventually spanned 50 years and included stints as a copy editor, nightclub columnist, restaurant reviewer, television critic, Sunday editor and assistant photo editor. He died Nov. 9 at age 87 after a long struggle with Alzheimer’s Disease.

Knott’s affinity for reading helped him become something of a mentor and booster for Angus McEachran, who began as a copy clerk at *The Commercial Appeal* before retiring as its editor and president.

McEachran recalls Knott’s being impressed that the young copy clerk was reading the beat generation classic *On The Road* by Jack Kerouac. That led to Knott’s letting McEachran surreptitiously write some headlines

and inspect copy.

“John was one of the brightest people,” McEachran said. “Knott did a little bit of everything ... and he was a voracious reader.”

Kathy Knott said the couple’s condominium remains filled with “thousands of books” and said he read “several books a week” and “we probably took 30 or 40 magazines a month.”

“You name it, he read it,” she said.

As for his personality, McEachran and others recall the newsroom having an archive of “John Knott stories” that established him as a memorable newsroom character: “Let’s just say he was eccentric,” McEachran said.

One oft-told story involves Knott’s retrieving his car from an impound

lot, where it was taken after he had parked it, blocking the railroad tracks leading to the newspaper building.

McEachran recalled that Knott had to borrow money because of unpaid parking fines, then borrowed a car to go pay them.

Rather than have someone accompany him, Knott, upon freeing his car from impound, would drive one car some distance, stop and walk back to the other car and drive it some distance past the first car.

“So he jockeyed them like that until he got them both back home,” said Bob Williams, a retired photo editor for the newspaper.

Covering the nightclub beat allowed Knott to become familiar with some

of Memphis’ legendary entertainers. His wife says the couple could “hardly go anywhere” without bumping into someone who knew her husband.

Shortly after Knott retired, he went to “poker school,” according to his wife, and was among the first wave of card dealers hired when casinos opened in Tunica. Colleagues say Knott liked gambling himself and could be found many evenings at The Press Club when it was in its heyday.

He was an avid fisherman who often wrote about his adventures on the water.

“It was a life well-lived,” Kathy Knott said. “This man missed nothing. He was a cool guy.”...

(Nov. 17, 2011)

Jim Dykes remembered as columnist who went against the grain

BY ROBERT WILSON

News Sentinel, Knoxville

Daily journalism has the reputation of attracting — some say creating — people with more eccentricities than a character in a Mel Brooks movie.

Whether Jim Dykes fell into that category is open to speculation, but that he is a memorable and venerated member of his profession is not.

Jim Dykes, a legend of Knoxville-area journalism, a friend of the common man and a pebble in the shoe of the self-absorbed, has died. He was 78.

His death silences a voice that once entertained, irritated and educated readers of three newspapers in Knox and Blount counties, and he is remembered as a man who could see through the haze of complexity and intentional obfuscation to state the unvarnished truth with clarity and fearlessness.

“He would go against the grain,”

said Sam Venable, *News Sentinel* humor columnist and a longtime friend of Dykes. “He was a super-talented writer, just one of those who was so gifted.”

Dykes’ personality and career were the subjects of a lengthy piece by Jack Neely in a recent edition of *Metro Pulse* [as well as in the *News Sentinel*, on Dykes’ being named to the Tennessee Writers Hall of Fame]. In it, Dykes offers his comments — profane and profound — on a life of lifting the downtrodden and deflating the flutulent.

“I’m considered to be a grump or something; I don’t think so,” Neely quotes him as saying.

Grump or not, his was an imposing presence in the newsroom, with his stout frame and fearsome eyebrows. But behind his irascible character was a respect for the truth and a soft

spot for those holding the short end of the stick.

“He had a streak in him,” Venable said, “that would go opposite of public opinion.”

The celebrated could expect Dykes to be “digging them in the ribs and kicking them in the butt,” the self-described “columnist” said. “But when the tide of public opinion turned against them, he showed a real soft side.”

Dykes’ career path prior to becoming a newspaperman meandered a bit, from being a miner, logger, security guard, telephone man, actor and rodeo rider, according to Neely.

But with no prior writing experi-



BOB FOWLER | NEWS SENTINEL, KNOXVILLE

Dykes

ence or the ability to type, he joined the staff of the *Maryville Times* in 1965.

Dean Stone, the longtime editor of the *Times*, said he “saw a lot of things” in Dykes that spurred him to give him his first reporting job.

“He was inquisitive to find out what was going on,” Stone said. “I didn’t foresee he would be as good as he was.”

Journalism took Dykes on to jobs at the *News Sentinel*, TVA and the *Knoxville Journal* when it was a daily, writing a column.

Preceding him at the *Times* was Stan DeLozier, who also was a longtime reporter for the *News Sentinel*.

DeLozier remembers seeing Dykes at work drinking his coffee from a Mason jar and said he was “always irreverent and unpredictable.”

As evidence, he relates the time

when the *News Sentinel* management decreed that all men in the newsroom had to wear a tie to work.

Dykes did, DeLozier said, but he did not wear a shirt. Just a tie. When the order was modified to include a shirt, Dykes obliged by wearing the tie with a golf shirt, DeLozier said.

Dykes also is the only reporter DeLozier remembers who quoted a hearing-impaired and mute man in a crime story.

There had been a shooting near the newspaper’s old building in downtown Knoxville and Dykes was dispatched to the scene. He found the deaf man and ascertained the man had witnessed the incident, and he conducted the interview by writing questions down and the deaf man writing his responses.

“He knew what it took to get the story,” DeLozier said.

(Nov. 18, 2011)

Issuance of pardons is a very public matter

BY LAYNE BRUCE

Executive Director

Mississippi Press Association

JACKSON — Call former Gov. Haley Barbour’s pardons of over 200 convicted felons what you want — egregious, nonsensical or — if you’re so inclined — justified. More worrisome, though, may be the volume of instances where pardons were issued but public notice requirements about them were not fulfilled.

It’s a bizarre turn of events that has led to a court order to halt the release of some prisoners, the potential rounding up of others and wiping the slate clean for scores of people long out of jail.

The pardoning power of governors and presidents is a well-known and important part of executive privileges. It’s there for deserving individuals

who have simply exhausted all other avenues of possible reprieve.

More obscure to many — apparently even to some officials and their throngs of legal advisers — is Article 5, Section 124 of the Mississippi Constitution that succinctly requires proper advance public notice be made before a pardon request is granted by the governor.

In the case of scads of pardons issued Jan. 10, that didn’t happen. Many public notices pertaining to cases in counties all over the state weren’t published in the proper local newspaper far enough in advance of the issuance of the pardons. Many more evidently didn’t run at all.

Even a cursory check of ads placed in a Jackson newspaper showed some of the public notices were scheduled to begin running Jan. 12, two days after the pardons themselves had been

signed by the former governor.

This isn’t about whether any one of the individuals Barbour pardoned was worthy or not. That’s another debate, and one that’s usually rendered moot by the chief executive’s right to release convicts and restore their civil rights.

Rather, this is about transparency and the public’s right to know.

The circumventing of public notice law has been a problem at all levels of government since we formed one. And, quite frankly, I’m not sure whether it’s better to say the governor’s office was unaware of what is constitutionally required or simply didn’t bother to check.

A spokesperson for Barbour correctly pointed out after the story broke that the burden of notice falls on the individual requesting the pardon.

But it’s valid for the public to expect someone at some level of government

validated the notices were published properly before the executive orders granting the pardons were signed.

This is a prime example of the importance — and too often overlooked — principle of public notices that appear in newspapers and on their websites in this state and nationwide. They serve the public’s right to know about what is happening with government and public officials within their communities.

And when public notice laws are abused — either by mistake or on purpose — a serious right of citizens, taxpayers and voters is compromised. Now we’re left to sort out how many of those pardoned were actually eligible. It’s going to take time and money.

Some have discounted the outrage resulting from the mass pardons as political rhetoric. After all, a vast majority were no longer incarcerated.

It doesn’t reconcile, though, a number of murderers were nearly handed back the right to own a gun. And some molesters were almost excused from registering as sex offenders.

Victims of such crimes deserve better.

And the public at large has a right to know. Always.

RCFP’s sixth guide available on website

The Reporters Committee for Freedom of the Press recently published the Sixth Edition of its Open Government Guide, a comprehensive overview of open records and open meetings laws in all 50 states and the District of Columbia.

It is available free on the Reporters Committee website at www.rcfp.org/ogg.

Many bills affecting open government on legislative agenda

Several of the record 25 proposals introduced in the General Assembly last year affecting open government, access to public records and public notice remained on the agenda when lawmakers returned to Capitol Hill for the 2012 session.

New bills are expected. Among them, and perhaps the most notable, is one that would dramatically alter Tennessee's 37-year-old Sunshine (Open Meetings) Law. It would allow up to a quorum of members of governing bodies to meet and discuss public business without giving notice.

The Tennessee County Commissioners Association asked commissions across the state to urge their legislators to support the change. At press time, four commissions were known to have endorsed the proposal – Williamson, Obion, Lewis and Tipton. Three others – Jefferson, Shelby and Giles – were considering it.

In a refreshing turn, at least seven other commissions had refused to support the request. Anderson, Rhea, Sullivan, Roane and Unicoi counties voted it down. Cannon County removed the issue from the commission agenda after extensive coverage by the *Cannon Courier*. Several TPA member newspapers deserve credit for shining light on the issue before it came up for a vote.

To its credit, the Knox County Commission, following the leadership of Chairman Mike Hammond, took an added step. It unanimously asked its legislative delegation not to support any change that would weaken the law.

The best example of why the change is a bad idea came in Tipton County, where the commission endorsed it on Oct. 10. The issue was not on the commission's public agenda, so there was no debate.

Public notice

Separate bills to move public notices, including "sunshine" and others, from newspapers to local government websites in Knox and Hamilton counties remained in the Senate State and Local Government Committee, where they were sent for summer study. We also are monitoring a leftover proposal to put foreclosure notices on the secretary of state's website, which continues to expand.

Senate Speaker Pro Tem Bo Watson, a Hixson Republican and sponsor of the Hamilton County bill, told reporters from the *Chattanooga Times Free Press* and the American Association of Retired Persons (AARP) *Bulletin* that he doesn't plan to push it this year. He had been asked by local government bodies in Hamilton to introduce the measure to save money even though thousands of Hamilton Countians don't have computers or Internet access.

Watson told the AARP *Bulletin* he "may introduce" a bill to create a central website for all levels of government in Tennessee to post public notices. He did not say when, nor did he say where that new site should be.

It was not known at press time what Sen. Stacy Campfield, a Knoxville Republican, planned to do with the Knox County public notice bill. He has maintained that notices on an official government website "will make those notices more easily accessible to a greater number of people, thereby promoting increased public participation in government."

Citizen groups are beginning to see the seriousness of the issue. The state League of Women Voters (LWV), Common Cause of Tennessee and the AARP are putting it at the top of their "legislative activity" lists. AARP focused on the issue in the January edition of the *AARP Bulletin*. The *Bulletin* quoted AARP officials as saying "defeating the public notice bills will again be a top priority for AARP TN and its volunteers" in 2012.

A LWV position paper noted the League's concern over proposed "changes to the meeting notice requirements to allow electronic notice only" because many Tennesseans "do not have reliable Internet access." It also pointed out that "accessing a website is more cumbersome than flipping pages of a newspaper."



PUBLIC POLICY OUTLOOK

Frank Gibson

Public records

Three public records bills remained unresolved at the end of last year's session. One would close Emergency 911 records. Another would restrict access to public records for anyone directly involved in litigation against any governmental agency.

The third would restrict access to records of local economic and community development and industrial recruitment efforts. The mayors of the City of Memphis and Shelby County included the public records exemption on their legislative wish lists for 2012.

The proposal started last year when chamber of commerce officials in Memphis requested the legislation because it said open records laws were discouraging recruitment efforts. That legislation was overly broad and would have created a separate class of records – referred to as "sensitive" – and made them exempt from disclosure for five years.

One major reason for concern was the ability to withhold any information the prospect did not want disclosed. That became an issue last year in the controversy over the recruitment of Amazon.com facilities because details of an agreement to exempt Amazon from state sales taxes remained secret.

Government on the Internet

The latest survey from Connected Tennessee includes some interesting findings. The 2011 data show that 29 percent of Tennesseans reported "interacting with government offices or elected officials" on the Internet. Broadband access was at 64 percent.

The statewide survey came as Secretary of State Tre Hargett continued to expand his office's website. Hargett issued a press release Dec. 28 announcing that Tennesseans can read the state's four largest newspapers online on his government site.

"Find Metro Newspaper Articles for Free in

the Tennessee Electronic Library," the headline screamed.

"Newspapers can be terrific sources of information," the release said, "but articles aren't always available online or if they are, there are often fees involved.

"However, Tennessee residents can get free access to electronic versions of the daily newspapers in Memphis, Nashville, Knoxville and Chattanooga through the Tennessee Electronic Library (TEL)."

"The site is updated daily, so people can see each morning stories from across the state. Backfiles from the past five years are also online and searchable.

"The Tennessee Electronic Library provides a wealth of information to any Tennessean with Internet access," Hargett said in the release. "Newspapers are sometimes called the first draft of history and now, thanks to TEL, Tennesseans have these resources available to them."

TEL is funded by the General Assembly and the U. S. Institute of Museum and Library Services, the press release stated.

WPLN, Nashville's public radio station, reported the story this way: "State Library Helps Residents Avoid News Archive Pay Walls."

"The state library is using third party services to license the newspaper archives and paying for the access, nearly \$300,000 for the first year," the station reported. It said to search the newspaper archives, Tennessee residents have to include their zip code and phone number.

It quoted Bob Faricy, spokesman for The Tennessean, Nashville, as saying the newspaper is trying to figure out what the state library's move will mean.

"But, at the end of the day, it's still our product that a lot of people pay for every day, and so from a business standpoint, that's still the way we view it."

FRANK GIBSON is TPA's public policy director. One can reach him at (615) 202-2685 or fgibson@tnpress.com.

Tornadoes and flooding, coaches, protestors among 2011 top stories

BY JOE EDWARDS

Associated Press, Brentwood

Marvin Quinn and Willie, his wife of 57 years, were reading Bible verses last April when a tornado neared their home in Apison just east of Chattanooga.

"I said, 'Let's get down and pray, the tornado's coming,'" Willie Quinn said. "And he got down on his knees, and I was bent over and put my hand over his head while we were praying."

Thirty-seven people across the state were killed in tornadoes April 27 and 28. The storm system, packing three waves of heavy rains and tornadoes with winds of more than 100 miles an hour, ripped a swath of destruction from the Chattanooga area northeast to Greene County.

The National Weather Service said more than 40 tornadoes lashed the state. In hard-hit Bradley County, the 911 center fielded 3,008 emergency phone calls in the 24 hours after the

severe weather.

The devastating system was voted the number one news story of the year in Tennessee by the Associated Press staff.

It was a year of a stunning health announcement, gatherings of protesters, the death of a colorful ex-governor, legislative moves against teachers and even more bad weather: flooding.

The state was stunned Aug. 23 when Tennessee women's basketball coach Pat Summitt announced that she had been diagnosed with early onset dementia but would continue coaching. As the season unfolded, "We Back Pat" T-shirts were being sold to raise funds for programs supporting people with dementia and Alzheimer's Disease in the state. Then in early December, *Sports Illustrated* magazine named her its Sportswoman of the Year.

The 59-year-old has won eight national championships. The story was voted number two for the year.

Coming in number three was a con-

tentious vote in the General Assembly that stripped teachers of their collective bargaining rights. The issue drew protesters throughout the legislative process and at one point sparked an anti-union protest that led to seven arrests.

Also in Nashville, dozens of Occupy Nashville protesters began camping on the grounds surrounding the state Capitol in October. A curfew was announced Oct. 27, and 55 arrests were made during the next two days. But a Nashville judge dropped charges, and similar protests continued elsewhere in Tennessee and persisted into December. The story was voted number four, tying with Mississippi River flooding in Memphis and elsewhere in West Tennessee.

A sports story was voted number six. Bruce Pearl, who took Tennessee to new heights as basketball coach, was fired and later essentially banned from coaching by the NCAA for three years for lying to investigators during

their probe of recruiting violations.

"I'm trying to do the very best I can to lead through this adversity, to be an example of what happens when you're not forthcoming, when you don't tell the truth all of the time and be acceptable of the consequences," he said in August after the NCAA disciplined him.

Gaile Owens, who spent 26 years on death row and came within two months of being executed for hiring a stranger to kill her husband, was freed Oct. 7 after winning parole. Then-Gov. Phil Bredesen had commuted her sentence last year to life in prison. The story was voted number seven.

"I can't wait to see my grandchildren, and to fulfill my dream of walking in the park with my family," she said after her release.

Ned McWherter, who had political prowess matched by an engaging down-home personality that endeared him to Tennessee voters, died April 4. His death was number eight.

McWherter, governor from 1987 to 1995 following 20 years in the legislature, turned a phrase as easily as he charmed those at the ballot box.

"I know every hog path in Tennessee," he once said.

Number nine was another controversial vote by the General Assembly: Requiring a photo I.D. to vote beginning in 2012.

Good economic news was number 10: General Motors announced plans to restart assembly work at its Spring Hill plant.

(Dec. 18, 2011)

Kudos

Speaker of the House Emeritus Jimmy Naifeh was the first legislator to RSVP for the Opening Reception at Winter Convention. His office called at 3:35 p.m. on Jan. 18.

WORTH REPEATING

I'm thankful....: from granddaughter to life's two questions

By **JIM CHARLET**
TPA honorary member
Brentwood



Charlet

I'm thankful for my girlfriend of 36 years, for her warm smile, good looks and sense of family. She gives more than she gets, no matter where she goes or whom she's with. Her animated reading aloud to our grandchild is joyful to hear.

I'm thankful for "Sky" and that our daughter and son-in-law have given us our first grandchild. Her big blue eyes and mile-wide grin give "Pop" a case of weak knees and Uncle Cal a case of "huggies."

I'm thankful for John Paul Jones and John Seigenthaler and for our 1972 joint subcommittee work to craft the Tennessee Sunshine Law. Government and Tennesseans are better because of what was done, and Florida's Hugh Cunningham was proud of our accomplishment.

I'm thankful for "Scribbler," for her

close supervision of my history writing and my back yard "engineering." She is sentry patrol without peer, as no tree leaf flies by without hearing from her.

I'm thankful for the experience of chartering two charitable foundations and securing their tax-exempt status. Lessons learned were that it is the "givers" and not the "takers" who build future's promise for charity groups. The "givers" generally stay in the background, while "takers" and their egos elbow up front.

I'm thankful for the scarlet colors of frost-bitten maple tree leaves, organ music, the "Ave Maria," Christmas carols and silent prayer.

I'm thankful for the TV mute button. Doc David says never watch cable TV without using it. "VOTE TV Mute Button For President"; and vote early and often.

I'm thankful for bacon grease with turnip greens. The exact portions are classified a Southern Secret, but for best results, guess correctly just how many greens are best cooked with two turnips.

I'm thankful for Heaven Lee, the Printer's Alley stripper and exotic

dancer who accepted my February 1976 invitation to speak to the Rotary Club about dangers of communism. She narrated an unforgettable description of her 1962 escape from Castro Cuba and challenged all to rise against threats to America's constitutional government. Channel 5's film crew loved it, and attendance set records.

I'm thankful for having discovered, at age 71, "Life's Two Questions": (Question #1) "Why should I do this?" and (Question #2) "What does it lead to?" If both questions cannot be answered, it's time to walk away.

I'm thankful for Allison, and for her very positive attitude that her cancer fight is going well and also for Anita, Charles, Trent, Vince and Jay, colleagues all at the Tennessee State Library and Archives. Without exception they communicate a positive, can-do attitude while helping folks search for family history secrets.

I'm thankful for my Washington work experiences—in the U.S. Senate during the Eisenhower and Kennedy administrations, and in the International Trade Administration during

the Reagan administration. Lessons learned there provide memories of America's crossroad changes and echo needs for a national leadership decision compass.

I'm thankful my head rests on a pivoting neck, as today it shakes from side to side to the mutterings of, "Never in all my born days have I seen things in America as they are today." We will survive all this.

I'm thankful for Andy Rooney, Steve Jobs, Ferlin Husky, Billy Grammer, "Smoking" Joe Frazier, Johnny Wright and Wilma Lee Cooper. Before leaving us they added to our lives memorable technology, indelible sights, country sounds and new perspectives.

I'm thankful for my 31 years' Air Force service and for America's "wounded warriors." Their willing entry into military service without hiding behind parenthood teaches us vital lessons about America's national interest. We are humbled by what they do, and God has blessed us with their caring.

I'm thankful for Mark Cook and his A.M. Team of Bonnie, Kevin, Josh, Jill and Vicky. They know how to build a

community newspaper worth reading, magnified only by David Climer and Gail Kerr; the "master and mistress of Prose." Morning coffee while reading their work is a worthy daily kick-start.

I'm thankful for C.G. Sites and indelible memories of his jewelry store, and for Harry Law and the tastes and smells at his Pic-A-Rib. Each provided a place for leadership to grow, a tolerant listening ear and an encouraging word. The places they built leave wonderful memories of special times together.

I'm thankful for the Tennessee Brass Matrix Society and that Kluge, Em-Stick and Ludlow are charter members. They know the real difference between "urban lore" and type lice.

I'm thankful that writing this column has been my tradition since 1969 and for the chance to recall 19 reasons why I remain so thankful.

(The Tennessean, Nashville, Nov. 24, 2011)

Jim Charlet is the retired editor and publisher of the Clarksville Leaf-Chronicle and makeup editor of The Atlanta Constitution.

TRACKS

Fowler heads newsroom at Times-Gazette

BY STAFF

Shelbyville Times-Gazette

Sadie Fowler, who began her career at the *Shelbyville Times-Gazette* in 2007, has been named editor.



Fowler

She began serving in an expanded role at the newspaper in July, which led to the role of interim editor.

"From meeting folks in the community, to great writing, Sadie has demonstrated the essence of a great community newspaper," said Hugh Jones, publisher. "Plus her leadership in the newsroom is outstanding. I'm excited with Sadie in this role, and so will Times-Gazette readers."

Fowler joined the paper in September 2007 and jumped into her role as a features writer, focusing much of her writing on education and lifestyles reporting. She thrived in getting to know the citizens of Bedford County and sharing their stories.

"Since the day I stepped foot into the T-G, I have been amazed by the warmth of not only this newspaper staff, but also this community," Fowler said. "And I have considered it an honor to be a part of this team. Each person on our staff has their own unique skill set. Combined, we come together to

form an exceptional news team."

In 2008, when the T-G expanded its Sunday product, Fowler was named lifestyles editor. Her weekly section of the newspaper included feature stories, the popular Q & A known as "Sunday Conversation," as well as her local columns, "Sadie Says" and "Simply Delish."

In addition to earning several awards in feature writing from both the Tennessee Press Association and the Associated Press, Fowler has led the T-G to first place honors in the community lifestyles division for the last two years.

"I have loved and felt a tremendous amount of satisfaction in my role with lifestyles, and I look forward to continuing to do my best to serve this community," she said.

Fowler is originally from Saratoga County in upstate New York. She is a 2001 graduate of Syracuse University with a bachelor's degree in political science with a focus in broadcast journalism.

After growing up in the horse industry, Fowler moved to Tennessee in 2002 to work for Dabora Inc., publishers of the *Walking Horse Report*. She was employed as an advertising and editorial representative of the Shelbyville-based company and later as the editorial director.

During a return to her home state, Fowler launched a new series of niche

publications for *The Post-Star* in Glens Falls, N.Y., a newspaper where she worked as an intern while in college. She also interned at other news organizations, including ABC affiliate WTEN-TV in Albany, N.Y.

Fowler resides in Normandy with her husband, Jackie. They have a 2-year-old daughter, Dani Rae.

"Ultimately, the Times-Gazette is a local, community newspaper—your community newspaper, and making sure that we are the best source for your local news is something that's very important to me," Fowler added.

(Jan. 1, 2012)

Stewart named Scripps VP/content

Mizell Stewart III, editor of the *Evansville (Ind.) Courier & Press*, in January was named vice president of content for Scripps newspapers.

He has been with Scripps at Evansville since 2007. Before that, he had newsroom management roles at the *Akron (Ohio) Beacon Journal*, the *Tallahassee (Fla.) Democrat* and the *Dayton (Ohio) Daily News*. Serving in a corporate role for Knight Ridder, he directed coverage of the aftermath of Hurricane Katrina at the *Biloxi (Miss.) Sun-Herald*, which was awarded the Pulitzer Prize for Public Service.



TOM SHERLIN | THE DAILY TIMES, MARYVILLE

Doug Hurst, classified advertising manager at *The Daily Times, Maryville*, helps his mother, Dorothy Hurst, cut his retirement cake Dec. 14 as Publisher Carl Esposito looks on. The newspaper held a party for Hurst, who retired after 20 years.

TPS begins Tuesday Training in Knoxville

BY KEVIN SLIMP

TPS technology director

Tuesday took on a whole new meaning beginning Jan. 24 with the offering of technology classes for area businesses.



Slimp

The series of four classes offers businesses a chance to get advanced training that they normally couldn't receive locally and at a price they can afford. At \$89 per participant, the classes also offer a new revenue source for the Tennessee Press Service (TPS).

TPS members are invited to participate in any of these classes at a reduced rate of \$69.

To register at the reduced rate, visit tnpress.com and click on TRAINING in the right sidebar.

Of the classes remaining, those of the most interest to newspapers are as follows:

- Feb. 14: Intro to Adobe InDesign for page layout

- Feb. 28: Learning to create animated files for websites using Adobe Flash and Photoshop

Thoughts on digital journalism

I've been preaching so loudly that

newspapers aren't dying that I'm getting hoarse.

Doug Page wrote an interesting column for *News&Tech* in January. It might be worth a few minutes of your time. The title of his column is, "Digital first? Not so fast." I found Page's assessment of what newspapers can do to shore up their print operations very relevant.

You can find Doug's column at www.newsandtech.com.

Newspapers get onsite training

Every year, I visit newspapers in the U.S. and Canada to train their staffs and provide advice and consultation about production workflows.

Did you know that, as a member of TPA, you can receive onsite training for less than a fifth of what nonmembers pay?

Everyone from the smallest weekly to the biggest daily can benefit from an onsite visit. Just today, I've received messages from two TPA members about future visits.

Don't hesitate to contact me at kslimp@tnpress.com if you'd like more information concerning a visit to your newspaper.

TPAF offers scholarships for INT

The dates for the next session of the TPS/UT Institute of Newspaper Technology are Thursday through Saturday, Oct. 11-13.

The Tennessee Press Association Foundation (TPAF) has approved a generous grant to provide \$500 scholarships to the first 22 TPA members who register for the 2012 session. This reduces member registration to \$95 for the three-day event, which takes place on the campus of the University of Tennessee in Knoxville.

Registration is already available on the Institute website. To receive a scholarship, be sure to register at www.newspaperinstitute.com/tpa.html.

Faculty and class schedules are being finalized this month. However, TPA members may register at any time to receive a scholarship. Scholarships are limited to the first 22 registrants from member newspapers.

One other important scholarship detail. The \$95 nonrefundable balance will be due upon registration. If a registrant cannot attend in October, a replacement may be sent from the same newspaper with no penalty.

The Institute has filled to capacity the past five years with attendees from all over the U.S. and Canada. Don't miss

this opportunity to get the best training available in print and online newspaper production and design.

Some things never change

In my travels to work with newspapers the past couple of months, one topic has dominated my time: problem PDF files.

You'd think, after all these years, PDF files wouldn't be such a nuisance. However, the more software advances and produces new ways to make PDF files, the more problems seem to nag us.

While in Boston on a recent weekend to train a newspaper staff in InDesign, the owner asked if I could spend a few minutes looking at some printing issues they've had since moving to a new printer. Yes, they were related to new instructions that had been provided by the printer.

Luckily, the information technology director for the press was on hand and was excited to learn that a few changes would make this newspaper, along with dozens of others that they print, work perfectly.

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Frank Gibson (fgibson)

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ENGRAVINGS

Swing named to '40 Under 40'

BY LYNN RICHARDSON

Publisher

Herald & Tribune, Jonesborough

Kristen Swing, executive editor of the *Herald & Tribune*, has been named to 40 Under 40 by *The Business Journal of Tri-Cities Tennessee/Virginia*.



Swing

The award, recognizing 30 of the region's top business professionals, was presented at a gala at the Millennium Centre Oct. 28 in Johnson City.

Swing, 30, is a 2003 graduate of Syracuse University and a native of Buffalo, N.Y. After graduation, she started her career working at two weekly newspapers in Minnesota. She then moved to the Tri-Cities and after a three-year stint at the *Johnson City Press*, she came to the *Herald & Tribune* as creative editor in 2007.

Her leadership skills and strong ability in both news and editorial design have netted Swing numerous awards from the Tennessee Press Association and the Society of Professional Journalists.

Swing conceptualized and developed a stand-alone product for Jonesborough Publishing, *Happy Tails*, a magazine about animals and the people

who love them. She is active with the American Cancer Society, which she serves as the publicity chairman. She also chairs the organization's Bark for Life fund-raiser.

Swing is also responsible for the *Herald & Tribune's* continuing emphasis on hyperlocal news content and bold graphic design.

Those selected for the honor are 39 years old or younger, live and work in East Tennessee or Southeast Virginia, are involved in their communities and show the potential to be leaders in the business community during the next decade. In addition to being recognized at the gala, honorees were featured in the December edition of the business journal.

(Nov. 1, 2011)

MARKETPLACE

HELP WANTED — Sports editor to plan, coordinate, edit and help cover local and area sports news for a 7-day morning newspaper. Skills needed: College degree, experience in sports writing and editing, excellent organizational skills, team building skills, sense of urgency, ability to meet tight deadlines, nose for news. Must be able to deal positively with players, parents, coaches and readers.

Contact: Larry Aldridge

larry.aldrige@thedailytimes.com;
P.O. Box 9740, Maryville, TN 37802;
Fax: (865) 981-1175

NEWS PHOTOGRAPHER

The Greeneville (Tenn.) Sun

is seeking an experienced photographer for the news department of the daily newspaper and its affiliated operations.



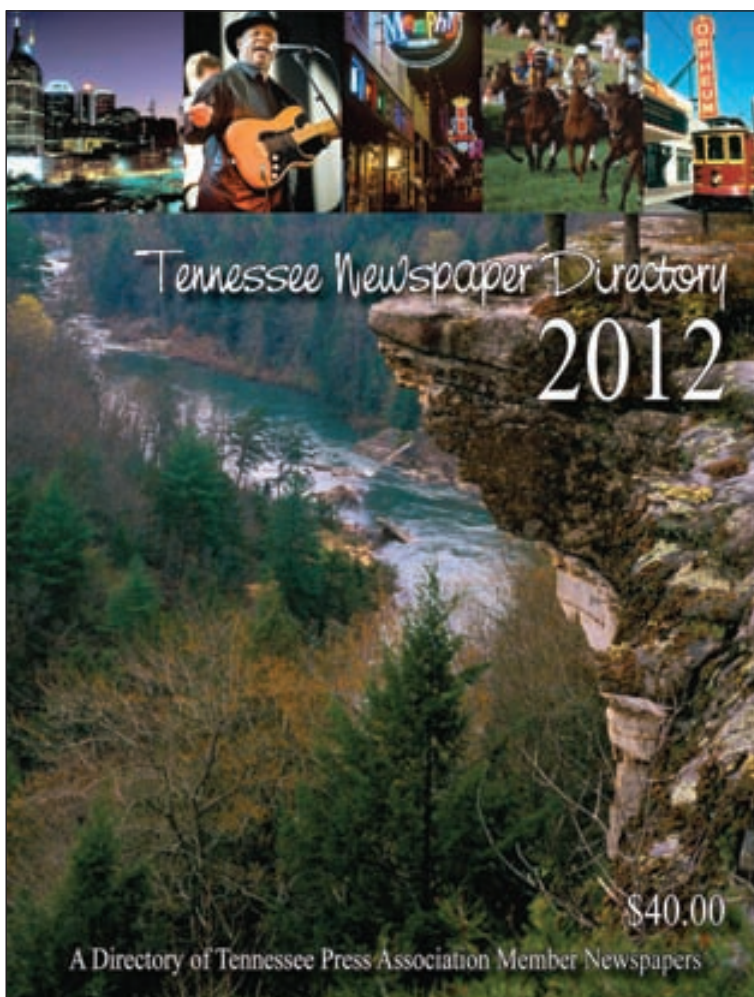
Candidate must have digital skill and video photography skills, including knowledge of related software and hardware, professional people skills and reliable transportation.

News coverage and photojournalism experience is a significant plus.

Competitive compensation/benefits package.

Please email cover letter, references, resume and 15 portfolio photographs/videos of news, portraits, sports and illustrative photographs to "photographyjob@greenevillesun.com."

The Greeneville Sun
GreenevilleSun.com



The cover of the 2012 Tennessee Newspaper Directory, using photos from the Tennessee Department of Tourist Development, was designed by TPA Member Services Manager Robyn Gentile. It is distributed to advertising and clipping clients of the Tennessee Press Service, publishers and key executives of TPA member newspapers and associates and members of the Tennessee General Assembly.

TPS new website promotes advertising, clipping services

BY GREG SHERRILL

TPS executive vice president

The Tennessee Press Service (TPS) is proud to launch a brand new design for its website, www.TnAdvertising.biz, to help promote our ROP (display) advertising, Network advertising and Clipping Bureau services.

Developed with the help of Slam-Dot website and social media professionals in Knoxville, the site not only will give users a better experience, it will use search engine optimization to make TPS easier to find for potential customers who might be looking for print advertising placement help or are in need of newspaper clipping services.

The new site will be fully linked to www.tnpress.com, and member newspapers will not need to change anything about their current ad delivery methods.

I encourage you to visit www.TnAdvertising.biz often—the more traffic we have to the site, the higher we will appear on search engines and the easier we will be to find for agencies and customers that might have a need for multiple-newspaper advertising placement solutions.

We'd love to hear your feedback on the new site. Please send comments to Barry Jarrell in ROP advertising at bjarrell@tnpress.com, Beth Elliott in Network advertising at belliott@tnpress.com, Heather Wright in the Clipping Bureau at hwright@tnpress.com or to me at gsherrill@tnpress.com.

Tuesday Training open to TPAers

Kevin Slimp, Tennessee Press Service (TPS) technology director, on Jan. 24 began training sessions for non-newspaper professionals on Tuesdays. However, some of the sessions may be of interest to TPA members. TPS is offering them a discounted rate of \$69 per person per session.

The sessions take place at the TPS/TPA headquarters in Knoxville. Sessions are held from 9:00 a.m. until 1:00 p.m. Classes are limited to 10 people.

Dates, topics and the registration link follow: Jan. 31: Edit Photos Like a Pro!; Feb. 14: Adobe InDesign; Feb. 28: Creating Animated Files in Flash and Photoshop.

www.tnpress.com/training.html

Committed to government that works by, for the people

Special to TPA

for use during Public Notice Week

A few of this state's misguided local governments are attempting again to reduce the public's right to know.

The legislature soundly defeated similar proposals in the previous session. The ideal was to no longer require governments to run public notice advertising in newspapers of record. Generally, the proposers of such legislation want the government to pay for the creation and maintenance of their own websites to publish notices.

Those proposing such legislation close their proposals by saying that this would be a way of saving taxpayers money. The argument goes that the Web is free. It is true the government may see some savings, but websites do cost money to operate and maintain. Still, it is clear that the cost to the taxpayers will be more than mere dollars.

The cost of limiting or curtailing, in any fashion, the citizens' right to know about their government is too high and too costly. After all, our governments are representative bodies of "We The People."

A study of history shows us that governments are virtually incapable of being their own watchdog. There are so many examples of corruption, malfeasance and general incompetence whenever a major institution—government or the private sector—is charged with policing itself, we couldn't list them all if we tried. Only a few short years ago the news was full of many improprieties in the legislature itself. It stands to reason that the more outside eyeballs we having keeping track of "our" business the better off we are.

A study of technology tells us that even a government-run website is susceptible to crashes, Web-based attacks, hacking and could provide many opportunities to hide or bury an unpopular public notice within the nebulous world of Internet. The Internet is wonderful for many things, including hiding things in plain site.

Tennessee's demographics tell us that far too few people will have access to the actions of their government if

we rely solely on the Internet. The savings for a state such as Tennessee is not worth the price of our people not having as much access to their government as possible.

Every county in Tennessee is served by a paper of record. Most of the newspapers provide copies to the local schools and libraries. These pages provide tangible, hard-proof of notice that can never be replicated on the Internet. Many papers keep bound copies of every edition, and most papers provide the state archives and the local library a microfilm copy of each edition. This is a concrete record of exactly how the notice was phrased. We cannot trust a website to be a reliable record 10 years or 20 years from now. Neither can we trust some possibly well-meaning "Fat Cat" to quietly pay a computer expert to have the online "official" record changed or even expunged.

The Internet certainly has its place, and it is an important place. But it is also a place where newspapers have already carried their responsibilities. Most newspapers make their classified sections, which contain the public notices, available free on the Web. In addition, the state's newspapers together have created and maintain a statewide database for public notices that already exists and is available to the public for free.

The key is that this website is in addition to the notice running in a newspaper of record instead of replacing it.

We have always supported fiscal responsibility in government and acknowledge that newspapers have a financial stake in this debate, but we are firmly committed to the proposition that government works best when it is by the people and for the people. Our system of public notice is good, effective and economical. Don't fall prey to another case of politicians "fixing" something that wasn't broken in an effort to justify their own political existence.

We urge you to contact officials in government and encourage them to keep public notice public.

(Citizen Tribune, Morristown)

Tornadoes at top of 2011 news stories

A couple of weeks away from year's end, the Associated Press Tennessee staff selected the following as the top state news stories of 2011:

1. 37 die in April tornadoes.
2. Pat Summitt diagnosed with early onset dementia.
3. Lawmakers repeal teachers' collective bargaining rights amid union, tea party protests.
4. (Tie) Occupy Nashville protesters gather at Capitol, win court battle to keep going.

4. (Tie) Mississippi River floods parts of Memphis, West Tennessee.

6. Bruce Pearl fired as Tennessee basketball coach.

7. Woman who spent 26 years on death row is released.

8. Former Gov. Ned McWherter dies.

9. Legislators approve photo I.D. for voting.

10. General Motors announces plans to restart assembly work at Spring Hill plant.

See related story on page 9.

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