

Tennessee Press

2011 ANNUAL REPORT



Tennessee Press Association

Tennessee Press Association (TPA) was created in 1870 to represent the newspapers of Tennessee, both large and small. Since that time, TPA has grown to incorporate a wide array of services to our industry, such as annual State Press Contests, newspaper staff training, lobbying against closure of records and meetings, a legal hotline and many more.

Mission Statement:

To help member publishers achieve greater success than each could attain individually.

Vision Statement

1. Advocate for the press by proactively shaping public policy and opinion
2. Facilitate statewide standards and execution across the membership
3. Coordinate the exchange of ideas and the sharing of tools, best practices and opportunities to help members elevate their craft.



Tennessee Press Service

Tennessee Press Service, the business affiliate of TPA, was formed in 1947 to provide statewide and regional advertising placement for all TPA member newspapers.

In addition to a full-service ROP placement service, TPS also operates Statewide Classified, 2x2, 2x4 and online networks that help newspapers turn remnant space into revenue. Most participants of these networks earn more in revenue than their annual TPA dues!

TPS also operates a clipping bureau, publishes a monthly tabloid covering the newspaper industry of our state and coordinates the internationally-recognized Institute of Newspaper Technology each year. TPS maintains www.tnpublicnotice.com, a free website listing public notices published throughout the state.

Through the efforts of TPS programs, more than three million dollars of revenue was generated for TPA member newspapers in 2011!



Tennessee Press Association Foundation

Mission Statement:

Raise and disburse funds to enable the Tennessee Press Association Foundation to be valued, and recognized nationally, as a statewide provider of quality educational opportunities for the benefit of Tennessee Press Association member newspapers by:

Anticipating and meeting educational needs in the fields of journalism, First Amendment issues, advertising, business and technology;

Developing and promoting awareness of Tennessee Press Association member newspapers to the general reading public;

Promoting a work environment at Tennessee Press Association member newspapers conducive to producing high quality, nationally recognized, community newspapers and related products for our readers and advertising customers; and

Providing appropriate recognition of those Tennessee newspaper professionals who are selected for inclusion in the Tennessee Newspaper Hall of Fame.



2011 Government Affairs

by Greg Sherrill, executive director

Having just returned from a Legislative Conference in Washington that included representatives from most of the state and regional press associations, it was clear that our efforts of public policy and protecting the public's right to know are the most important services we provide to our members.

Simply put, without access to government records, meetings and independent public notices, newspapers cannot do their jobs.

No other media plays the watchdog role like newspapers do. It's the reason newspapers were given a Constitutional protection, and we've been successfully performing that role for literally hundreds of years.

Lately, however, elected officials have failed to see the importance of open government in their haste to save a few dollars. TPA has been forced to change rapidly in order to respond to these threats to remove public notices from newspapers, close important records and allow government bodies to meet and discuss the public's business in secrecy.

For the 2011 Legislative session, TPA retained Bo Johnson and his team at Johnson Poss Government Relations to help us keep track of the more than 2,000 pieces of legislation that were introduced. We retained the services of Waller Lansden Dortch & Davis to help us communicate the importance of open government to our elected officials.

In addition, we were able to contribute some funds to help Tennessee's four largest newspapers to retain The Ingram Group to help fend off an attack on Tennessee's foreclosure consumer protections.

That's a lot of boots on the ground. And it took a lot of coordination between these groups and our member publishers to keep everyone moving in the same direction. Thankfully, we were successful in protecting the public's right to know in just about every instance.

It took a bunch of contacts between the state's publishers and editors and our legislators. A whole bunch. And for the many times that I called and emailed asking you to reach out to your elected officials, I thank you for your prompt action!

The relationship between legislators and hometown newspapers is the key to protecting the public's right to know. And those relationships need to start before we begin the legislative session, so that you have a foundation from which to work.

A central figure in all of this was Frank Gibson, the then-executive director of the



Tennessee Coalition for Open Government. Gibson has served as TPA's Freedom of Information Coordinator for several years, working closely with the TPA leadership and its Government Affairs Committee.

The leadership recognized the pivotal role that he played in our public policy efforts, and at the request of Gregg Jones' TPA Futures Committee and Art Powers' Public Policy Task Force, we brought Frank Gibson on full time as TPA's first Director of Public Policy earlier this fall.

Gibson will be working from space donated by The Tennessean in Nashville, and will help lead our lobbying efforts for the coming legislative session.

Gibson has long been key in helping us to identify legislators on various committees and subcommittees that would do the right thing and support openness in government.

"In the most contentious legislative session in two decades, we saw an unprecedented number of bills in 2011 to curtail public notices and access to government information. Sadly, there were bills that targeted specific newspapers and counties and one aimed at the entire newspaper industry," Gibson said.

"TPA had to deal with 25 separate pieces of legislation as the number of public notice bills rose from three in 2009 to eight in 2010 and to 12 this year. While we saw a slight decline in number of public records and open meetings bills this year, they are getting more serious. One would have charged to inspect records; another would have closed 911 records and foreclosed public oversight of emergency services. Some will

resurface in 2012 and new ones – like the proposed sunshine law amendment – will be filed," Gibson said.

TPA's public policy decisions are mapped out by the Government Affairs Committee, perennially the most active committee we have. Under the leadership of co-chairs Elizabeth Blackstone and Michael Williams, the Committee stood ready to protect the public's right to know.

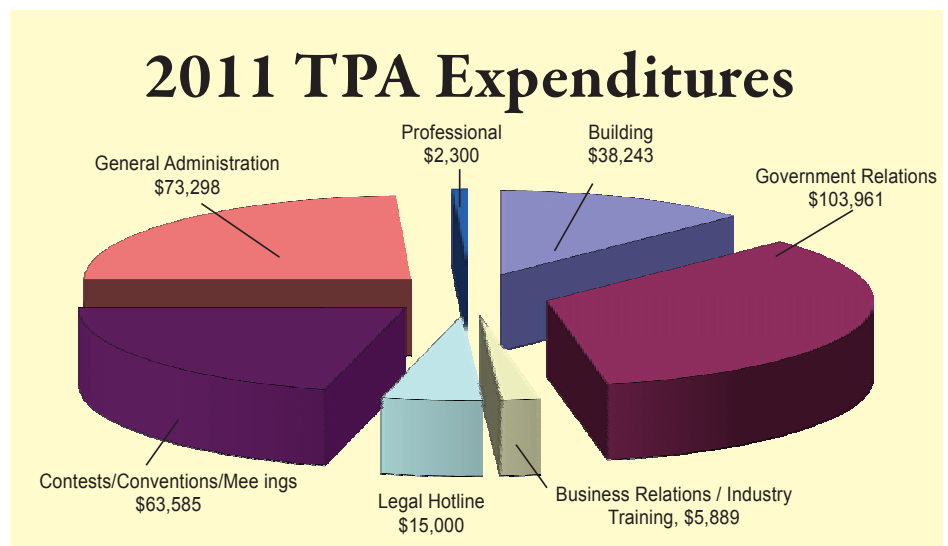
"As Greg points out, the challenges faced by the Government Affairs Committee are significant but not insurmountable," said Blackstone. "The best news for us all is that Frank Gibson, a veteran in the field and passionate about the role of print journalism in a healthy society for all the right reasons, has taken on the challenge of Public Policy Director for TPA. On the other end of the spectrum, the worst news I have read lately is the lead article in the Tennessee Journal

reading in part: 'corporate ownership has produced publishers and editors less well known and influential.' I don't believe this and challenge us all to prove it isn't so. All the lobbyists in Nashville will not be enough to argue our case if we do not continue to make ourselves relevant to our individual communities and communicate our sincere interest by developing strong relationships with our elected officials. We should do this not only to protect our bottom line, but for the good of our areas. When Greg calls for help with the legislature, by all means do that but involve yourself with your citizens and the officials who serve them between the phone calls," Blackstone said.

"With more and more bills being introduced to weaken the public's right to know what government officials are doing, we're so excited about Frank coming on board as TPA's first Director of Public Policy," TPA Government Affairs Committee co-chairman Michael Williams said. "But we don't need to be lulled into thinking Frank can handle the legislature all by himself. We hope that by using his knowledge and experience, Frank will be able to help TPA spur its publishers into action each and every time one of these bills is considered."

Positioning ourselves to better respond to these legislative challenges has stretched our Association budget. It's expensive, but with so many newspapers relying on public notices and open government, it's a service we can't afford not to do.

In order for TPA to remain financially sound for many years to come, members are being asked to make larger contributions to the effort – both financially and with their time. Please pick up the phone and call me if you ever have any questions about TPA's efforts to uphold open government. I'd love to hear from you!





UT - TPA State Press Contests winners display their awards July 15 in Nashville.

'11 TPA Highlights

Winter Convention & Press Institute

The annual convention provides networking, training and forums for members to share ideas. Highlights of the 2011 Convention included an address by Gov. Bill Haslam, Drive-In Training, a reception with state legislators and a keynote address by Sandra Clark, Chief Justice of the Tennessee Supreme Court.

UT-TPA State Press Contests

Seventy-six newspapers participated in the 2011 Contests. A total of 518 awards were presented on July 15 in Nashville.

Advertising/Circulation Conference

Attendees received valuable training and networking opportunities while enjoying the city of Nashville.

Ideas Contest

The contest supports the Advertising/Circulation Conference's educational programming. *The Daily Times*, Maryville won Best of Show. A total of 262 awards were presented at the 2011 Conference.

Elections

Each June, new officers are elected during the Summer Convention. Arthur (Art) S. Powers, publisher of *The Johnson City Press*, passed the presidential gavel to Jeffrey D. Fishman, publisher of *The Tullahoma News* on June 17 in Gatlinburg.

Summer Convention

Taking a break from the usual summer convention, TPA and the Kentucky Press Association teamed up for a joint convention hosted by Jana Thomasson, publisher of *The Mountain Press*. TPAers had a special treat at Dollywood, a question and answer session with Dolly Parton.

Contests Judgings

The participation of our members who serve as judges allows TPA to have the annual State Press Contests and Ideas Contest judged by members of another state press association. The Georgia Press Association was our reciprocal judging partner for 2011. TPA members judged the Georgia Press ad contest and the news/editorial contest in February.

Legislative Arena

TPA continues to fight for the public's right to know and the newspaper industry through lobbying efforts on the state level.

Futures Committee

TPA's Futures Committee, chaired by Gregg Jones, Jones Media Inc., made recommendations to the Board to create the position of Public Policy Director and to change the mission statement of TPA as well as creating a vision statement. The Board implemented the recommendations and has hired Frank Gibson to serve as public policy director.

Ideas Contest Awards Presented in Nashville

Awards in the annual TPA Ideas Contest were presented Friday, April 29, in Nashville in conjunction with the Advertising/Circulation Conference.

The Daily Times of Maryville won the top prize, the Jack Freeland Memorial Award Best of Show, for the entry of "Lots of Sweet Deals" in the Self Promotion of a Newspaper category. Donna Wilson designed the ads.

Runners-up were *The Commercial Appeal*, Memphis, for its Newspaper in Education Promotion "Enrique's Journey" and the *Chattanooga Times Free Press* for its subscription promotion.

The Chattanooga Times Free Press received the most awards at 30.

Members of the Georgia Press Association judged the 780 contest entries. Thirty-four newspapers participated in the 2011 contest.

The Ideas Contest was established in 1978. The contest proceeds help to offset the speaker costs for the annual Advertising/Circulation Conference.

The Best of Show Award is named in memory of the late Jack Freeland, former advertising manager of *The Daily Herald*, Columbia.



TPA & UT Recognize Excellence in Tennessee Newspapers

University of Tennessee-Tennessee Press Association 2011 State Press Contests announced winning newspapers July 15 in Nashville.

The Erwin Record, *The Standard Banner*, Jefferson City, the *Southern Standard*, McMinnville, *The Jackson Sun* and *The Tennessean*, Nashville, won the General Excellence top awards.

UT has co-sponsored the annual contest since 1940.

General Excellence honors are

based on total points accumulated for all award categories.

For the ninth consecutive year, *The Erwin Record* won the General Excellence Award for its division.

It was the ninth win for the *Southern Standard*, fourth for *The Standard Banner*, second for *The Jackson Sun*, and eighth for *The Tennessean*. The Georgia Press Association judged 1,487 contest entries from 76 association newspapers.

2011 General Excellence Award winners

- Group 1 The Erwin Record
- Group 2 The Standard Banner, Jefferson City
- Group 3 Southern Standard, McMinnville
- Group 4 The Jackson Sun
- Group 5 The Tennessean, Nashville

Happy New Year! As in your own life, the turning of the new year for TPA brings an opportunity for reflection. Resolutions to rectify things left undone, and looking into the upcoming year for challenges and opportunities are activities dominating the calendar of your association's leadership.

Our 2011 Summer Convention in Gatlinburg was a partnership event with the newspaper professionals from Kentucky. The meeting included some outstanding training and educational opportunities, and those who went to Dollywood enjoyed meeting Dolly Parton herself! The 2012 Summer Convention Committee is already busy planning the upcoming convention in Chattanooga. Chattanooga is a vibrant, inviting city with lots to do and see. We should have an outstanding time. Ya'll come!

This was an unprecedented year for our State Legislators, who put forth repeated threats to public notice, open records and meetings. Many thanks to our Government Affairs Committee, our lobbying team, and our Public Policy Director Frank Gibson for derailing these efforts, some of which appeared to be punitive toward newspapers.

Frank Gibson will be coordinating efforts of our professional lobbyists and the Government Affairs Committee year-round, not just when the legislature is in session. This round-the-clock approach along with the help of many publisher-legislator contacts will enable TPA to provide unprecedented protection of the public's right to know. 2012 promises to be more of the same in Nashville, so if Frank calls for your help, be ready to respond with a hearty "What do you need me to do?"

The TPA Futures Committee, aptly led by Gregg Jones, helped TPA map out where we need to be in terms of serving the newspaper industry of the future. Thanks to their work, we have a new Mission Statement, a renewed effort in the public policy arena and thus are better positioned to help member newspapers stay strong in a rapidly changing time.

Plan to come to the February Press Institute and Winter Convention in Nashville. This is our premier training chance for staff and will feature opportunities for learning new techniques in such disciplines as reporting, technology, internet, mobile, advertising and circulation. This is also a great chance to rekindle relationships with elected state officials at the opening reception Wednesday night.

Henry Ford said, "Coming together is a beginning. Keeping together is progress. Working together is success."

In 2012 let's work together to ensure the success of Tennessee Newspapers! Cheers!



PRESIDENT
Jeff Fishman
The Tullahoma News

Legal Hotline Proves Popular Member Benefit

TPA partners with TPA Counsel Rick Hollow's firm, Hollow and Hollow, to provide a Legal Hotline that members can call for advice on a wide range of publishing issues, including access to records and government meetings, appropriate housing ad language, libel protection and more.

Thanks to generous grants from the

TPA Foundation, TPA is able to offer this service at no cost to members, even though call volume has grown steadily from just a few calls a month to as many as five per week. This all confirms the need for providing quality legal advice to our members.

Hollow said that about half of the calls he receives are split fairly evenly

between open records and open meetings questions.

One call to the Hotline could potentially save thousands if it helps to avoid a costly litigation or help open up a story. And, with the Hotline in place, members may even be eligible for a discount on their libel insurance premiums.



Tennessee Press Association Officers, Directors and Members by District



Director, District 1
Keith Wilson
Kingsport Times-News
Kingsport

Bean Station, Grainger Today
Bristol, Bristol Herald Courier
Elizabethhton, Elizabethhton Star
Erwin, The Erwin Record
Greeneville, The Greeneville Sun
Jefferson City, The Standard Banner
Jonesborough, Herald & Tribune
Kingsport, Kingsport Times-News
Morristown, Citizen Tribune
Mountain City, The Tomahawk
Newport, The Newport Plain Talk
Rogersville, Rogersville Review



PRESIDENT
Jeff Fishman
The Tullahoma News



**VICE PRESIDENT
DAILIES**
Michael Williams
The Paris Post-Intelligencer



**VICE PRESIDENT
NON-DAILIES**
Lynn Richardson
Herald & Tribune
Jonesborough



TREASURER
Dale Gentry
The Standard Banner
Jefferson City



**IMMEDIATE PAST
PRESIDENT**
Art Powers
Johnson City Press



Director, District 8
Brad Franklin
The Lexington Progress

Bolivar, Bulletin Times
Camden, The Camden Chronicle
Henderson, Chester County
Independent
Huntingdon, Carroll County News-Leader
Jackson, The Jackson Sun
Lexington, The Lexington Progress
McKenzie, The McKenzie Banner
Parsons, The News Leader
Savannah, The Courier
Selmer, Independent Appeal

Director, District 2
Jack McElroy
News Sentinel
Knoxville



Clinton, The Courier News
Harriman, The Harriman Record
Kingston, Roane County News
Knoxville, News Sentinel
Lenoir City, News-Herald
Maryville, The Daily Times
Maynardville, The Union News Leader
Oak Ridge, The Oak Ridger
Pigeon Forge, Tennessee Star Journal
Rockwood, The Rockwood Times
Sevierville, The Mountain Press
Tazewell, Claiborne Progress

Director, District 4
Darren Oliver
Overton County News
Livingston



Byrdstown, Pickett County Press
Carthage, Carthage Courier
Celina, Citizen-Statesman
Celina, Dale Hollow Horizon
Cookeville, Herald-Citizen
Crossville, Crossville Chronicle
Gainesboro, Jackson County Sentinel
Hartsville, The Hartsville Vidette
Jamestown, Fentress Courier
Lafayette, Macon County Chronicle
Lafayette, Macon County Times
LaFollette, The LaFollette Press
Livingston, Livingston Enterprise
Livingston, Overton County News
Oneida, Independent Herald
Oneida, Scott County News
Sparta, The Sparta Expositor
Spencer, The Mountain View
Wartburg, Morgan County News

Director, District 6
Joe Adams
The Lebanon Democrat



Ashland City, Ashland City Times
Clarksville, The Leaf-Chronicle
Dickson, The Dickson Herald
Dover, The Stewart-Houston Times
Gallatin, The Gallatin News
Gallatin, Gallatin News Examiner
Lebanon, The Lebanon Democrat
Lebanon, The Wilson Post
Mt. Juliet, Mt. Juliet News
Nashville, The Tennessean
Portland, The Portland Leader
Springfield, Robertson County Times
Waverly, The News-Democrat
Westmoreland, The Westmoreland
Observer

Director, District 9
Joel Washburn
Dresden Enterprise



Dresden, Dresden Enterprise
Dyer, The Tri-City Reporter
Dyersburg, State Gazette
Humboldt, The Humboldt Chronicle
Martin, Weakley County Press
Milan, The Milan Mirror-Exchange
Paris, The Paris Post-Intelligencer
Tiptonville, Lake County Banner
Trenton, The Gazette
Union City, Union City Daily Messenger

Director, District 3
Chris Vass
Chattanooga Times
Free Press



Athens, The Daily Post-Athenian
Benton, Polk County News
Chattanooga, Chattanooga Times
Free Press
Chattanooga, Hamilton County Herald
Cleveland, Cleveland Daily Banner
Dayton, The Herald-News
Dunlap, The Dunlap Tribune
Jasper, Jasper Journal
Pikeville, The Bledsonian-Banner
South Pittsburg, South Pittsburg Hustler
Sweetwater, The Advocate &
Democrat

Director, District 5
Hugh Jones
Shelbyville Times-Gazette



Fayetteville, The Elk Valley Times
Lynchburg, The Moore County News
Manchester, Manchester Times
McMinnville, Southern Standard
Murfreesboro, The Daily News
Journal
Shelbyville, Shelbyville Times-Gazette
Smithville, The DeKalb County Times
Smithville, Smithville Review
Tracy City, Grundy County Herald
Tullahoma, The Tullahoma News
Winchester, The Herald Chronicle
Woodbury, Cannon Courier

Director, District 7
John Finney
Buffalo River Review
Linden



Ardmore, Your Community Shopper
Centerville, Hickman County Times
Columbia, The Daily Herald
Fairview, The Fairview Observer
Hohenwald, Lewis County Herald
Lawrenceburg, The Democrat-Union
Lewisburg, Marshall County Tribune
Linden, Buffalo River Review
Pulaski, Pulaski Citizen
Waynesboro, The Wayne County News

Director, District 10
Eric Barnes
The Daily News
Memphis



Alamo, The Crockett Times
Bartlett, Bartlett Express
Brownsville, The States-Graphic
Collierville, Collierville Herald
Covington, The Leader
Germantown, Germantown News
Memphis, The Commercial Appeal
Memphis, The Daily News
Memphis, Memphis Business Journal
Millington, The Millington Star
Ripley, The Lauderdale County
Enterprise
Ripley, The Lauderdale Voice
Somerville, The Fayette Falcon

TPA officers are elected to serve one-year terms. Terms are July 1 through June 30.

Directors serve for two years on a staggered basis. Directors of even numbered districts are elected in even years and directors of odd numbered districts are elected in odd years.

TPA bylaws require a specific rotation in the presidency. Every even year, the president elected will be from a daily newspaper and every odd year the president elected will be from a non-daily member newspaper. Additionally, the presidency rotates among TPA's three grand divisions. Jeff Fishman, the president elected in 2011, is from TPA's middle grand division. It is customary for the president to have served two one-year terms as vice president before being elected president.

Elections are held during the TPA Business Session at the summer convention.

TPAF Celebrates 35 YEARS

"I Believe" campaign kicks off \$1 million fund drive

Tennessee Press Association Foundation was formed in 1976 to provide financial support for training, education and other newspaper-related causes. In 2011, TPAF celebrated its 35th Anniversary by launching an aggressive capital campaign, "I Believe," with a goal to raise one million dollars over five years.

To date, TPAF has given more than \$620,000 to support the newspaper industry. By being part of this effort, you are showing that you believe in the future of newspapers.

Whether the cause is advancing First Amendment freedoms, strengthening journalism education in our public schools, funding legal assistance to newspapers across the state, or sponsoring world-class training to newspaper professionals in Tennessee, TPAF leads the way when it comes to preparing our industry for the years to come.

2011 marked the 45th anniversary of The Tennessee Newspaper Hall of Fame. The Hall of Fame honors leg-

acy achievements of newspaper professionals connected to Tennessee, and preserving this distinguished award was the driving force in the creation of the Foundation. Its first project, TPAF has contributed over \$38,000 since 1976 to support the Hall of Fame.

Other grant funding in 2011 included providing the Legal Hotline for all TPA member newspapers, scholarships for newspaper staff to attend the Institute of Newspaper Technology, Drive-In Training workshops at the annual TPA Winter Convention, sponsorship of the ETSPJ "Law School for Journalists" project, and a five-year pledge to Middle Tennessee State University in support of the student media center.

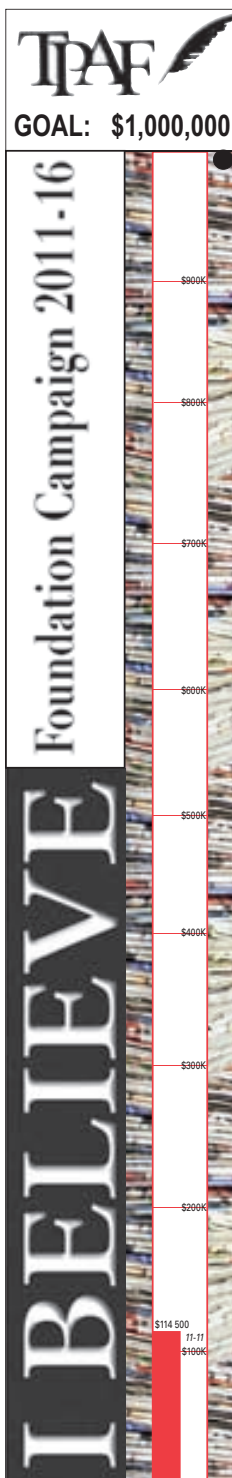
For the last thirty-five years, the Tennessee Press Association Foundation has funded countless projects that have hugely benefited the members of the Tennessee Press Association. For example, over the last eleven years, the TPAF has donated nearly \$30,000 to fund the highly-valued Drive-In Training Programs at the TPA Winter Convention, offering high caliber, low cost opportunities to learn revenue-driving, quality-enhancing skills across all newspaper departments. And, for the last seven years alone, the TPAF has provided \$75,000 to make blanket Legal Hotline protection available to all TPA members. And, without the support of the TPAF, the Tennessee Newspaper Hall of Fame, honoring and recognizing the accomplishments of Tennessee's most remarkable newspaper legends, would not have lasted for 45 years. The list goes on and on, and reinforces the great vision of TPAF's founders in recognizing what great value establishing a strong foundation would provide to the increasingly-needed, ever-changing knowledge and growth of present and future women and men who worked at TPA newspapers.

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

As former TPAF president Joe Albrecht said a few years ago, "Every newspaper in Tennessee has a stake in the effort to help create and bring the best talent to our industry. In many ways, our future depends on the success of such efforts." We need a strong TPAF now more than ever, and a successful "I Believe" campaign this year is critically important and will assure a solid future for the TPAF and those it serves.



PRESIDENT
Gregg K. Jones
The Greeneville Sun



Tennessee Press Association Foundation Officers and Trustees 2011-12



PRESIDENT
Gregg K. Jones
Jones Media, Inc.
Greeneville



VICE PRESIDENT
Victor Parkins
The Milan Mirror-Exchange



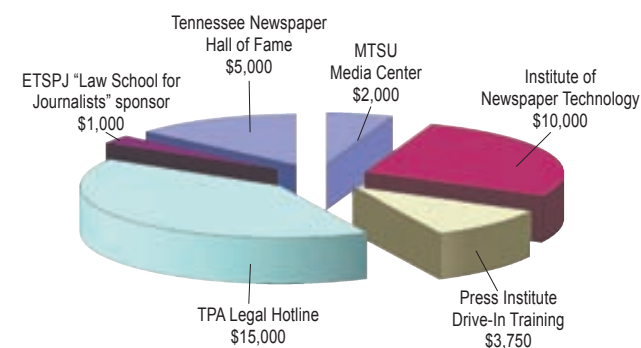
GENERAL COUNSEL
Richard L. Hollow
Knoxville

- Gregg K. Jones, President Jones Media, Inc., Greeneville
Victor Parkins, Vice President The Milan Mirror-Exchange
Greg Sherrill, Secretary-Treasurer Knoxville
Richard L. Hollow, General Counsel Hollow & Hollow, Knoxville
Jay Albrecht MMA Creative, Cookeville
Joe Albrecht Cookeville
Bob Atkins American Hometown Publishing, Franklin
Eric Barnes The Daily News, Memphis
Jim Charlet Brentwood
Nate Crawford Nashville
David Critchlow, Jr. Union City Daily Messenger
John Finney Buffalo River Review, Linden
Jeff Fishman The Tullahoma News
R. Jack Fishman Citizen Tribune, Morristown
R. Michael Fishman Citizen Tribune, Morristown
William R. (Ron) Fryar Cannon Courier, Woodbury
Dale Gentry The Standard Banner, Jefferson City
Tom Griscom Chattanooga
Doug Horne Republic Newspapers, Knoxville
Hugh Jones Shelbyville Times-Gazette
John M. Jones, Jr. The Greeneville Sun
Sam D. Kennedy Kennedy Newspapers, Columbia
Hershel Lake Pulaski Citizen
Steve Lake Pulaski Citizen
Jack McElroy News Sentinel, Knoxville
Mike Pirtle Murfreesboro
Art Powers Johnson City Press
Janet Rail Independent Appeal, Selmer
Darrell Richardson The Oak Ridger, Oak Ridge
Pauline Sherrer Crossville Chronicle
Joel Washburn The McKenzie Banner
E. Gene Washer Clarksville
Scott Whaley Henderson
Bill Williams Paris
Michael Williams The Paris Post-Intelligencer
Keith Wilson Kingsport Times-News

Emeritus Trustees

- Tutt Bradford Maryville
Tom Hill Oak Ridge
John M. Jones, Sr. Greeneville
Walter Pullium Knoxville
Larry Smith LaFollette

TPAF 2011 Grants Funded



From the TPS President ...

The Tennessee Press Service (TPS) board of directors has been very proactive in cost-cutting efforts, especially during the past four years.

Despite slashing costs, including staff, probably more than we should have, TPS had to dip into reserves to cover almost \$36,000 in losses during the past year.

Yet, we still placed \$3.7 million of gross display advertising sales into newspapers during 2011. Other highlights for the 2011 year include:

- TPS placed \$784,000 of Network (state-wide classified, 2x2, 2x4 and online) advertising into newspapers. While still a drop from the previous year, the sales have trended upward significantly over the course of the year. Some new clients have helped with this increase, and they will help boost sales into the new year.

- TPS contributed \$12,500 to Tennessee Coalition for Open Government. This organization represents media of all types, First Amendment attorneys, and other citizen groups to advocate the public's right to know.

- The TPS Clipping Bureau brought in more than \$135,000 in revenue. They helped more than 100 clients keep track of what the newspapers in Tennessee are saying about their organizations.

Thanks to the leadership of Executive Director Greg Sherrill and the employees of TPS/TPA, we were able to continue to work with member newspapers to enable the hosting of public notices to the website hosted by TPS: www.tnpublicnotice.com.

We are working hard to keep public notice advertising in newspapers. We can argue with legislators that newspapers across the state are making these public notices available to all Tennesseans regardless of how they choose to receive their news. Why would the government want to pay to host these notices when our industry is providing them at NO ADDITIONAL CHARGE?!

TPS is fortunate to be able to bring the talents of Kevin Slimp to our member newspapers at very little cost. Kevin's technology wisdom and ability to train has positioned him as one of the great publishing computer experts known also by a very large number of international companies.

Kevin just recently directed the most successful internationally acclaimed Institute of Newspaper Technology, where participants experienced hands-on intensive technology training.

It has truly been a pleasure for me to serve as your TPS President in 2011. I wish to thank the TPS board of directors for their leadership and guidance during this year and I look forward to another great year of your Tennessee Press Service working hard to help meet the needs of TPA member newspapers.



PRESIDENT
Michael Williams
The Paris Post-Intelligencer

Tennessee Press Service 11-12 Officers & Directors



PRESIDENT
Michael Williams
The Paris Post-Intelligencer



VICE PRESIDENT
Victor Parkins
The Milan Mirror-Exchange



DIRECTOR
Jeff Fishman
The Tullahoma News



DIRECTOR
Art Powers
Johnson City Press

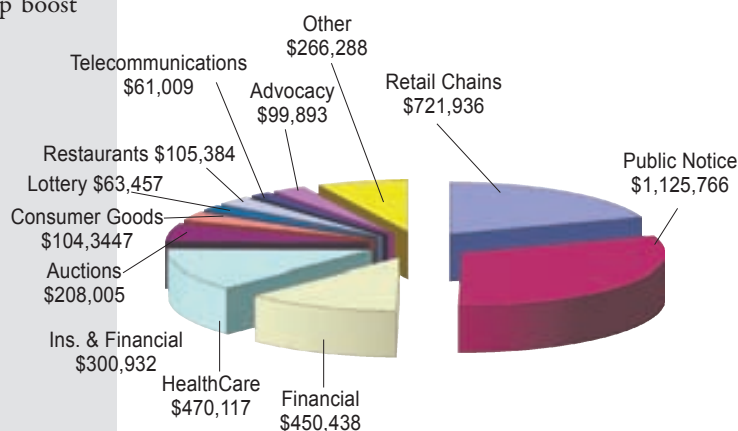


DIRECTOR
Pauline D. Sherrill
Crossville Chronicle



DIRECTOR
Jason Taylor
Chattanooga Times Free Press

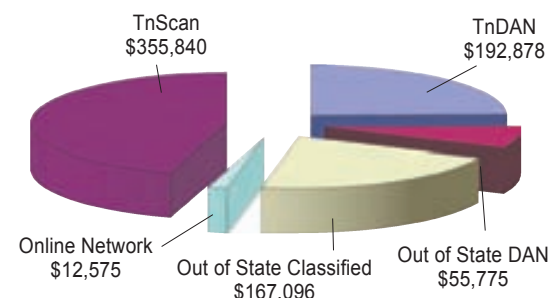
2011 TPS Advertising Placement



ROP

*Other includes Advocacy, Restaurants, Consumer Goods, Recruitment, Tourism, Political, Auto Dealerships, Education, Expos, State Associations and Class Action Lawsuits

Network



Dale Gentry, Jefferson City, listens intently at the opening session of the 2011 Institute of Newspaper Technology, jointly sponsored by Tennessee Press Service and The University of Tennessee.



TPS ROP Sales Top \$3.6 Million in 2011

During 2011, TPS continued its work by being an extension of our member papers' sales force. In doing so, the TPS ROP division was able to provide over \$3.6 million in advertising to our member papers.

The advertising staff consisting of Advertising Director Barry Jarrell, Media Buyers Pam Corley and Earl Goodman worked with advertising agencies and companies in Tennessee and across the U.S. to bring additional revenue to TPS member papers. They did so at no extra cost to the agency or company.

TPS makes it easy for clients to place in Tennessee newspapers! TPS has maintained its sales and online presence in 2011 to attract media buyers to Tennessee newspapers, and a new website is planned for the beginning of 2012.

For additional information on TPS advertising, email Barry Jarrell at:

bjarrell@tnpress.com



TPS/UT 2011 Institute of Newspaper Technology full to the brim, "best ever"



Evaluations overwhelmingly referred to the 2011 session of the Institute of Newspaper Technology as the "best ever." Since 1997, TPS and The University of Tennessee have combined efforts to host the Institute of Newspaper Technology. Held on campus at UT-Knoxville, the Institute draws attendees from throughout the newspaper industry.

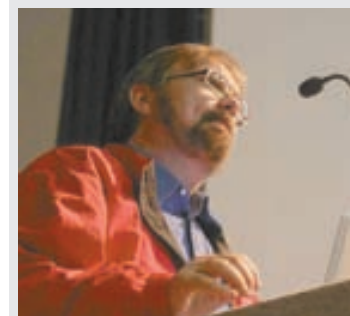
"Best ever" and "Can't wait till next year" were the most common responses by attendees of the 2011 session of the Institute of Newspaper Technology, sponsored by Tennessee Press Service and The University of Tennessee College of Communication and Information.

In addition to 35 attendees from out of state, a grant by the Tennessee Press Association Foundation allowed staff from 20 member papers to attend at greatly reduced cost.

Instructors included regulars Lisa Griffin, Rob Heller, Kevin Slimp and Karl Kuntz. Mary Zimnik, Emory University, returned for a second year to teach classes in Adobe Dreamweaver. Texas Press Association paid for Fred Anders to join the faculty in 2011 as a gift to the Institute.

The 2012 session will take place October 11-13. For more information, visit:

newspaperinstitute.com



Kevin Slimp addresses University of Memphis freshmen concerning the importance of a free press and the role played by print journalism.

TPS provides training for newspapers and affiliate organizations

Tennessee Press Service, along with TPA and TPAE, enjoy a reputation among newspaper organizations as the unqualified leaders in the area of technology training.

TPS offers training opportunities, as well as on-site options for member newspapers and associate members.

During 2011, members ranging from Jonesborough in the east to Memphis in the west took advantage of on-site training at greatly reduced rates.

For more information concerning training or consulting for your organization, email:

kslimp@tnpress.com

INT scholarships now available for 2012 session

Tennessee Press Association Foundation, at its summer meeting, approved a grant to provide 22 partial scholarships to the 2012 session of the Institute of Newspaper Technology for member newspapers.

These scholarships are quite significant, paying \$500 of the \$595 registration fee. This brings the cost of registration for TPA members to \$95.

Scholarships are available on a first come, first served basis.

