



Advertising/Circulation Conference & Ideas Contest

Robertson County Times takes Best of Show prize

BY ROBYN GENTILE

TPA member services manager

Awards in the 2010 Tennessee Press Association Ideas Contest were presented on Friday, April 16, in conjunction with the Advertising/Circulation Conference in Chattanooga.

The *Robertson County Times*, Springfield, won the top prize—the Jack Freeland Memorial Award Best of Show—for its ad, “Home,” entered in the Best Use of Multi-Color Ad category. The newspaper also took the top prize in the 2005 contest and was first runner-up in 2007.

Runners-up for 2010 were the *Chattanooga Times Free Press* for its Best of Preps entry in Best Use of Multi-Color Ad and *The Greeneville Sun* for its Magnavox Special Section entry.

The *Lebanon Democrat* received the most awards, at 27, sweeping the awards in its division for Best Use of Multi-Color Ad, Best Automotive Ad and Best Real Estate Ad. The *Shelbyville Times-Gazette* achieved the second highest

number of awards at 22.

Members of the Illinois Press Association judged the contest on March 12 in Springfield, Ill.

In all, 871 entries from 35 newspapers were submitted in the 2010 Ideas Contest. Entries were down by 20 percent from the 2009 total number.

The contest has 27 categories, with each divided into five circulation divisions, two for non-dailies and three for dailies.

Jack Freeland, for whom the Best of Show Award was named, was advertising manager of *The Daily Herald*, Columbia, and was active with the TPA Advertising Committee.

The Ideas Contest was established in 1978. Proceeds help to offset the speaker costs for the Advertising/Circulation Conference. All conference attendees and Ideas Contest entrants have been sent C.D.s of the PowerPoint presentation.

See related photos of the Best of Show winners on page 12.

Kerri Meeks, *The Tullahoma News*,



ROBERTSON COUNTY TIMES | SPRINGFIELD

Staff members at the Robertson County Times, Springfield, hold the Best of Show plaque they won for one of their entries, a multi-color ad, in the Ideas Contest. From left are Publisher Hugh Braddock, Production Manager Lisa Boyce, designer of the ad, and Advertising Manager Janice Suter. See the ad below.

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Lisa Boyce

Lisa Boyce designed the Robertson County Times' Best of Show winner. She is production manager. A Springfield native and a Times employee for 16 years, she works with Hugh Braddock, publisher; and, on the advertising staff, Janice Suter, advertising manager; Heather Ogg; and Amy Radford.

Factoids

Conference

- Registrants: 79, including staff and speakers
- Associate members: 1, with 1 registrant
- Non-dailies: 13, with 22 registrants
- Dailies: 10, with 47 registrants
- Most registrants: Chattanooga Times Free Press, with 23

Ideas Contest

- Newspapers entered: 35
- Dailies: 12; non-dailies: 23
- Total entries: 871
- Category with the most entries: Best Use of Multi-Color Ad, with 120 entries
- Awards given: 262
- Recipient with the most awards: The Lebanon Democrat, with 27

For generations, we've been a place to call home.

Community owned and operated since 1819.

City of Springfield

<p>Water & Wastewater 824 Central Avenue 382-1600 Water treatment, storage and distribution, wastewater collection, treatment, and disposal</p>	<p>Police & Fire Non-emergency calls, 384-8422 Emergency only, 9-1-1</p>	<p>City Hall 405 N. Main St. 382-2200 Hours: Mon.-Fri. 7:30a.m.-4:30 p.m. Drive up window for payments, applications for services, customer service, personnel, meter reading, billing and collection, bank draft and budget billing</p>	<p>Gas 1311 R.W. Gordon Drive 384-1621 Gas main and service construction, and free 24-hour lead detection</p>	<p>Electric 718 Central Avenue 384-6770 Power outages, street and security lighting, trees in power lines, low interest TVA heat pump financing, and all-electric new homes program</p>
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www.springfield-tn.org

The City of Springfield 'Home' ad that won Best of Show

CONTEST

FROM PAGE ONE

has served as 2009-10 Advertising Committee chairman, while Don Lovelace, Citizen Tribune, Morristown, has led the Circulation Committee.

Best of show

- 1st – Robertson CountyTimes, Springfield
- 2nd – ChattanoogaTimes Free Press
- 3rd – The Greeneville Sun

Best special section Non-daily - Less than 5,000 paid circulation

- 1st – Herald and Tribune, Jonesborough
- 2nd – The Sparta Expositor
- 3rd – Herald and Tribune, Jonesborough

Non-daily - More than 5,000 paid circulation

- 1st – Macon County Chronicle, Lafayette
- 2nd – Southern Standard, McMinnville
- 3rd – Independent Appeal, Selmer

Daily - Less than 10,000 paid circulation

- 1st – The Lebanon Democrat
- 2nd – Shelbyville Times-Gazette
- 3rd – Shelbyville Times-Gazette

Daily - 10,000-25,000 paid circulation

- 1st – The Greeneville Sun
- 2nd – The Greeneville Sun
- 3rd – The Daily News Journal, Murfreesboro

Daily - More than 25,000 paid circulation

- 1st – The Commercial Appeal, Memphis
- 2nd – The Tennessean, Nashville
- 3rd – ChattanoogaTimes Free Press

Self-promotion of a newspaper

Non-daily - Less than 5,000 paid circulation

- 1st – Herald and Tribune, Jonesborough
- 2nd – The Sparta Expositor
- 3rd – Herald and Tribune, Jonesborough

Non-daily - More than 5,000 paid circulation

- 1st – Southern Standard, McMinnville
- 2nd – Overton County News, Livingston
- 3rd – Carthage Courier

Daily - Less than 10,000 paid circulation

- 1st – The Lebanon Democrat
- 2nd – Shelbyville Times-Gazette
- 3rd – Shelbyville Times-Gazette

Daily - 10,000-25,000 paid circulation

- 1st – The Leaf-Chronicle, Clarksville
- 2nd – The Daily News Journal, Murfreesboro
- 3rd – The Greeneville Sun

Daily - More than 25,000 paid circulation

- 1st – ChattanoogaTimes Free Press
- 2nd – The Commercial Appeal, Memphis
- 3rd – The Commercial Appeal, Memphis

Best sales promotion Non-daily - Less than 5,000 paid circulation

- 1st – The Portland Progressive

Non-daily - More than 5,000 paid circulation

- 1st – Robertson County Times, Springfield
- 2nd – Overton County News, Livingston
- 3rd – The Gallatin Newspaper

Daily - Less than 10,000 paid circulation

- 1st – The Lebanon Democrat
- 2nd – ChattanoogaTimes Free Press

Daily - More than 25,000 paid circulation

- 1st – ChattanoogaTimes Free Press

Best use of multi-color ad Non-daily - Less than 5,000 paid circulation

- 1st – Herald and Tribune, Jonesborough
- 2nd – Herald and Tribune, Jonesborough
- 3rd – Herald and Tribune, Jonesborough

Non-daily - More than 5,000 paid circulation

- 1st – Robertson CountyTimes, Springfield
- 2nd – Carthage Courier
- 3rd – Crossville Chronicle

Daily - Less than 10,000 paid circulation

- 1st – The Lebanon Democrat
- 2nd – The Lebanon Democrat
- 3rd – The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

- 1st – The Daily Times, Maryville
- 2nd – The Leaf-Chronicle, Clarksville
- 3rd – The Daily News Journal, Murfreesboro

Daily - More than 25,000 paid circulation

- 1st – ChattanoogaTimes Free Press
- 2nd – The Tennessean, Nashville
- 3rd – The Tennessean, Nashville

Best use of single color ad Non-daily - Less than 5,000 paid circulation

- 1st – Smithville Review
- 2nd – Smithville Review

Non-daily - More than 5,000 paid circulation

- 1st – The Tullahoma News
- 2nd – Overton County News, Livingston
- 3rd – Overton County News, Livingston

Daily - Less than 10,000 paid circulation

- 1st – Shelbyville Times-Gazette
- 2nd – The Lebanon Democrat
- 3rd – The Paris Post-Intelligencer

Daily - 10,000-25,000 paid circulation

- 1st – The Leaf-Chronicle, Clarksville
- 2nd – The Daily News Journal, Murfreesboro
- 3rd – The Daily Times, Maryville

Daily - More than 25,000 paid circulation

- 1st – The Tennessean, Nashville
- 2nd – The Tennessean, Nashville
- 3rd – The Tennessean, Nashville

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Thank you for helping Ad/Circ achieve more



2010 Conference Co-Chairs
Don Lovelace & Kerri Meeks

Conference Speakers
Tony Marsella, James Patterson, Bob Rekuc & Tom Zalabak

Prize Coordinators
Martha Horn & Sissy Smith

Thanks to all attendees for participating and to their department managers and publishers for including the 2010 Advertising/Circulation Conference in your training budgets!

Kerri Meeks, chair
Quentin Anthony
Linda Bible
Candy Blackburn
Jacquta Burke
Scarlet Elliott
Martha Horn
Heather Kent
Lou Lambert
Sherri Politsch
Ron Prince
Evelyn Sandlin
Sandra Shelton
Sissy Smith
Buffy Torres
Artie Wehenkel
Roger Wells
Joi Whaley
Jasper Young

Don Lovelace, chair
Lu Shep Baldwin
Kathy Boswell
Bill Cathcart
Phil Hensley
Dale Long
Keith McCormick
Heather Nicholson
Bryan Sandmeier

2009-10 Advertising Committee
Manchester Times
The Daily Times
The Daily Times
The Tullahoma News
The Paris Post-Intelligencer
The Milan Mirror-Exchange
Pulaski Citizen & The Giles Free Press
The Daily News Journal
The Commercial Appeal
The Tullahoma News
The Jackson Sun
The Daily Times
The Leaf-Chronicle
The Shelbyville Times-Gazette
The Rogersville Review
The Greeneville Sun
The Lebanon Democrat
The Mountain Press
The Courier News

2009-10 Circulation Committee
Citizen Tribune
Jones Media
The Tullahoma News
Southern Standard
Johnson City Press
The Greeneville Sun
Herald-Citizen
The Lebanon Democrat
The Daily Times

Manchester
Maryville
Maryville
Tullahoma
Paris
Milan
Pulaski
Murfreesboro
Memphis
Tullahoma
Jackson
Maryville
Clarksville
Shelbyville
Rogersville
Greeneville
Lebanon
Sevierville
Clinton

Morristown
Athens
Tullahoma
McMinnville
Johnson City
Greeneville
Cookeville
Lebanon
Maryville

CONTEST

FROM PAGE 2

Best black & white ad Non-daily - Less than 5,000 paid circulation

- 1st - The Sparta Expositor
- 2nd - Smithville Review
- 3rd - Smithville Review

Non-daily - More than 5,000 paid circulation

- 1st - Overton County News, Livingston
- 2nd - Overton County News, Livingston
- 3rd - Overton County News, Livingston

Daily - Less than 10,000 paid circulation

- 1st - Shelbyville Times-Gazette
- 2nd - The Lebanon Democrat
- 3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

- 1st - The Daily Times, Maryville
- 2nd - The Daily Times, Maryville
- 3rd - The Leaf-Chronicle, Clarksville

Daily - More than 25,000 paid circulation

- 1st - Chattanooga Times Free Press
- 2nd - Chattanooga Times Free Press
- 3rd - Chattanooga Times Free Press

Best feature page or pages

Non-daily - Less than 5,000 paid circulation

- 1st - The Tomahawk, Mountain City
- 2nd - The Sparta Expositor
- 3rd - Herald and Tribune, Jonesborough

Non-daily - More than 5,000 paid circulation

- 1st - Southern Standard, McMinnville
- 2nd - Macon County Chronicle, Lafayette
- 3rd - Carthage Courier

Daily - Less than 10,000 paid circulation

- 1st - Shelbyville Times-Gazette
- 2nd - The Paris Post-Intelligencer
- 3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

- 1st - The Greeneville Sun
- 2nd - Citizen Tribune, Morristown
- 3rd - The Greeneville Sun

Daily - More than 25,000 paid circulation

- 1st - Chattanooga Times Free Press
- 2nd - The Tennessean, Nashville

Best 1/4 page or smaller ad

Non-daily - Less than 5,000 paid circulation

- 1st - Smithville Review
- 2nd - The Sparta Expositor
- 3rd - The Tomahawk, Mountain City

Non-daily - More than 5,000 paid circulation

- 1st - Crossville Chronicle
- 2nd - Overton County News, Livingston
- 3rd - Pulaski Citizen

Daily - Less than 10,000 paid circulation

- 1st - Shelbyville Times-Gazette
- 2nd - Shelbyville Times-Gazette
- 3rd - Shelbyville Times-Gazette

Daily - 10,000-25,000 paid circulation

- 1st - The Daily Times, Maryville
- 2nd - The Daily News Journal, Murfreesboro
- 3rd - The Daily News Journal, Murfreesboro

Daily - More than 25,000 paid circulation

- 1st - Chattanooga Times Free Press
- 2nd - Chattanooga Times Free Press
- 3rd - Chattanooga Times Free Press

Best food store ad

Non-daily - Less than 5,000 paid circulation

- 1st - The Portland Progressive
- 2nd - The Hartsville Vidette
- 3rd - The Sparta Expositor

Non-daily - More than 5,000 paid circulation

- 1st - Southern Standard, McMinnville
- 2nd - Grainger Today, Bean Station
- 3rd - Overton County News, Livingston

Daily - Less than 10,000 paid circulation

- 1st - The Paris Post-Intelligencer
- 2nd - Shelbyville Times-Gazette
- 3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

- 1st - The Daily Times, Maryville
- 2nd - The Daily Times, Maryville
- 3rd - The Daily Times, Maryville

Best automotive ad

Non-daily - Less than 5,000 paid circulation

- 1st - The Sparta Expositor
- 2nd - The Erwin Record
- 3rd - The Erwin Record

Non-daily - More than 5,000 paid circulation

- 1st - Grainger Today, Bean Station
- 2nd - Robertson County Times, Springfield
- 3rd - Carthage Courier

Daily - Less than 10,000 paid circulation

- 1st - The Lebanon Democrat
- 2nd - The Lebanon Democrat
- 3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

- 1st - The Greeneville Sun
- 2nd - The Daily Times, Maryville
- 3rd - The Daily Times, Maryville

Daily - More than 25,000 paid circulation

- 1st - The Tennessean, Nashville
- 2nd - The Tennessean, Nashville
- 3rd - Chattanooga Times Free Press

Best real estate ad

Non-daily - Less than 5,000 paid circulation

- 1st - The Sparta Expositor
- 2nd - The Portland Progressive
- 3rd - The Sparta Expositor

Non-daily - More than 5,000 paid circulation

- 1st - Macon County Chronicle, Lafayette
- 2nd - Overton County News, Livingston
- 3rd - Overton County News, Livingston

Daily - Less than 10,000 paid circulation

- 1st - The Lebanon Democrat
- 2nd - The Lebanon Democrat
- 3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

- 1st - The Daily News Journal, Murfreesboro
- 2nd - The Leaf-Chronicle, Clarksville
- 3rd - The Daily News Journal, Murfreesboro

Daily - More than 25,000 paid circulation

- 1st - Chattanooga Times Free Press
- 2nd - The Tennessean, Nashville

Best furniture/ appliance ad

Non-daily - More than 5,000 paid circulation

- 1st - Robertson County Times, Springfield
- 2nd - The Gallatin Newspaper
- 3rd - The Gallatin Newspaper



DAN HENRY | CHATTANOOGA TIMES FREE PRESS

Dan Henry of the Chattanooga Times Free Press is the winner of the Associated Press Tennessee 2010 Photo of the Month for his Jan. 29 picture of pedestrians walking across a snow-covered street. Dan received \$100 and the showcasing of his photo on PhotoStream.



Henry



J. MILES CARY | NEWS SENTINEL, KNOXVILLE

J. Miles Cary of the News Sentinel, Knoxville, is the winner of the Associated Press Tennessee 2010 Photo of the Month for his Feb. 10 picture of Mark S. Foster being taken into custody for a double shooting in Knoxville. Cary will receive \$100 and the showcasing of his winning photo on PhotoStream.



Cary

AP NewsTrain to stop in Nashville

The Associated Press Managing Editors NewsTrain will offer one or two days of training for frontline news managers and editors in print, broadcast and online Sept. 23 and 24 at the Freedom Forum at the John Siegenthaler Center in Nashville.

The cost is \$50 to register for one or both days. The cost includes lunch and coffee breaks.

To register, go to: <http://www.apme.com/event/NashvilleNewsTrain>.

Journalism educators and college media advisers may apply for a McCormick Award to help cover the cost to attend. Go to <http://www.surveymonkey.com/s/Y638HPK>. The deadline for the awards applications is June 15.

For more information about NewsTrain, contact Elaine Kramer at apmnewstrain@gmail.com.



The TPA Legal Hotline is available to all TPA members.

Call Richard L. Hollow, TPA general counsel and provider of the hotline service, at (865) 769-1715.

Hollow & Hollow, LLC, 410 Montbrook Lane, Knoxville

CONTEST

FROM PAGE 3

Daily - Less than 10,000 paid circulation

1st - Shelbyville Times-Gazette
2nd - Shelbyville Times-Gazette

3rd - The Lebanon Democrat
Daily - 10,000-25,000 paid circulation

1st - The Leaf-Chronicle, Clarksville

2nd - The Daily Times, Maryville

3rd - The Daily Times, Maryville

Daily - More than 25,000 paid circulation

1st - Chattanooga Times Free Press

2nd - The Tennessean, Nashville

Subscription promotion idea

Non-daily - Less than 5,000 paid circulation

1st - Herald and Tribune, Jonesborough

2nd - The Portland Progressive

3rd - The Sparta Expositor

Non-daily - More than 5,000 paid circulation

1st - Robertson County Times, Springfield

2nd - Robertson County Times, Springfield

3rd - Pulaski Citizen

Daily - Less than 10,000 paid circulation

1st - The Lebanon Democrat
2nd - Shelbyville Times-Gazette

3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

1st - The Greeneville Sun
2nd - The Greeneville Sun
3rd - The Daily News Journal, Murfreesboro

Daily - More than 25,000 paid circulation

1st - Kingsport Times-News
2nd - Kingsport Times-News

Best rack card

Non-daily - Less than 5,000 paid circulation

1st - The Erwin Record

2nd - The Erwin Record

3rd - The Erwin Record

Non-daily - More than 5,000 paid circulation

1st - Macon County Chronicle, Lafayette

2nd - Macon County Chronicle, Lafayette

3rd - Macon County Chronicle, Lafayette

Daily - Less than 10,000 paid circulation

1st - The Lebanon Democrat
2nd - Shelbyville Times-Gazette

Daily - 10,000-25,000 paid circulation

1st - The Greeneville Sun
2nd - The Greeneville Sun

Daily - More than 25,000 paid circulation

1st - Chattanooga Times Free Press

Best single copy promotion

Non-daily - More than 5,000 paid circulation

1st - Carthage Courier

2nd - The Courier, Savannah

3rd - The Courier, Savannah

Daily - Less than 10,000 paid circulation

1st - Shelbyville Times-Gazette

Daily - 10,000-25,000 paid circulation

Daily - More than 25,000 paid circulation

1st - The Tennessean, Nashville

2nd - The Tennessean, Nashville

Best Newspaper in Education Promotion

Non-daily - Less than 5,000 paid circulation

1st - The Sparta Expositor

2nd - The Sparta Expositor

3rd - The Sparta Expositor

Non-daily - More than 5,000 paid circulation

1st - Crossville Chronicle

Daily - Less than 10,000 paid circulation

1st - The Lebanon Democrat
2nd - Shelbyville Times-Gazette

3rd - Shelbyville Times-Gazette

Daily - 10,000-25,000 paid circulation

1st - The Leaf-Chronicle, Clarksville

2nd - The Daily News Journal, Murfreesboro

Daily - More than 25,000 paid circulation

1st - The Commercial Appeal, Memphis

Best overall website

Non-daily - Less than 5,000 paid circulation

1st - The Erwin Record

2nd - The Tomahawk, Mountain City

3rd - Mt. Juliet News

Non-daily - More than 5,000 paid circulation

1st - Southern Standard, McMinnville

2nd - Crossville Chronicle

Daily - Less than 10,000 paid circulation

1st - The Paris Post-Intelligencer

2nd - Shelbyville Times-Gazette

3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

1st - The Greeneville Sun
2nd - The Daily News Journal, Murfreesboro

3rd - The Leaf-Chronicle, Clarksville

Best Internet banner or tile ad

Non-daily - Less than 5,000 paid circulation

1st - The Sparta Expositor

2nd - The Sparta Expositor

3rd - The Sparta Expositor

Non-daily - More than 5,000 paid circulation

1st - The Gallatin Newspaper

2nd - The Gallatin Newspaper

3rd - Southern Standard, McMinnville

Daily - Less than 10,000 paid circulation

1st - The Paris Post-Intelligencer

2nd - Shelbyville Times-Gazette

3rd - The Lebanon Democrat

Daily - 10,000-25,000 paid circulation

1st - The Leaf-Chronicle, Clarksville

2nd - The Daily News Journal, Murfreesboro

3rd - The Daily Times, Maryville

Daily - More than 25,000 paid circulation

1st - The Tennessean, Nashville

2nd - The Tennessean, Nashville

3rd - The Tennessean, Nashville

Newspaper in Education sponsorship recruitment

Non-daily - More than 5,000 paid circulation

1st - Pulaski Citizen

Daily - Less than 10,000 paid circulation

1st - The Lebanon Democrat
Daily - More than 25,000 paid circulation

1st - The Tennessean, Nashville

2nd - The Commercial Appeal, Memphis

3rd - The Tennessean, Nashville

Best dealer/vendor promotion

Daily - More than 25,000 paid circulation

1st - The Tennessean, Nashville

Best reader contest

Non-daily - Less than 5,000 paid circulation

1st - Lewis County Herald, Hohenwald

2nd - The Tomahawk, Mountain City

3rd - Lewis County Herald, Hohenwald

Non-daily - More than 5,000 paid circulation

1st - Robertson County Times, Springfield

2nd - Macon County Chronicle, Lafayette

3rd - Southern Standard, McMinnville

Daily - Less than 10,000 paid circulation

1st - Shelbyville Times-Gazette

2nd - Shelbyville Times-Gazette

3rd - The Lebanon Democrat

Best classified section

Non-daily - Less than 5,000 paid circulation

1st - The Sparta Expositor
2nd - The Portland Progressive

Non-daily - More than 5,000 paid circulation

1st - Grainger Today, Bean Station

2nd - Overton County News, Livingston

3rd - Carthage Courier

Daily - Less than 10,000 paid circulation

1st - The Lebanon Democrat
Daily - 10,000-25,000 paid circulation

1st - The Leaf-Chronicle, Clarksville

Daily - More than 25,000 paid circulation

1st - Chattanooga Times Free Press

Subscriber retention program

Non-daily - Less than 5,000 paid circulation

1st - The Tomahawk, Mountain City

Non-daily - More than 5,000 paid circulation

1st - Crossville Chronicle
Daily - 10,000-25,000 paid circulation

1st - The Greeneville Sun
2nd - The Greeneville Sun
3rd - The Greeneville Sun

Internet subscription promotion

Non-daily - More than 5,000 paid circulation

1st - Carthage Courier
2nd - Southern Standard, McMinnville

1st - Carthage Courier

2nd - Southern Standard, McMinnville

1st - Carthage Courier

2nd - Southern Standard, McMinnville

METRO 2010

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1910 - 2010

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YEARS OF MONEYMAKING
CREATIVE CONTENT & INNOVATION

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CLASSIFIED DYNAMICS

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Have a job opening?

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

Kingsport Times-News opens new classified consignments store

BY SHARON HAYES
Kingsport Times-News

"It's an opportunity for people who may have items for sale in their home, but who really don't want to negotiate directly with consumers and have people come to their home, or who don't have time to deal with it," said Kingsport Times-News Publisher Keith Wilson.

He said the new store the newspaper has opened, called Classifieds Consignments, will serve as an extension of its classified department. Rather than placing an ad and selling items themselves, customers can bring their items to the classified consignments store. The Times-News will advertise the items in the classified section at no cost, and sell them in the store.

"And instead of charging you for the ad, we'll just share a percentage of the sale," Wilson said.

"It's a new concept. Our business is based on finding out what the consumer wants and trying to find a way to

provide it to them economically."

Marketing Director Diana Meredith said the store will accept good, gently used merchandise, including furniture, electronics, appliances, tools, exercise equipment, lawn and garden equipment, musical instruments and equipment, sporting goods, housewares, antiques and collectibles, jewelry and accessories and toys. Clothing will not be accepted.

Meredith said the sellers will determine the price they want for their items. For each week an item does not sell, the price will be reduced by 10 percent. If the item hasn't sold by the end of one month, the seller can either claim his merchandise or allow the store to sell it for a lesser amount.

The seller will receive 65 percent of the final selling price. Classified Consignments will mail the seller a check in seven days after the sale.

"People say: 'Why is the newspaper opening a consignment store?' The answer is simple: There is perfect synergy between our classified department and a consignment store,"

Meredith said.

Lee Bellamy, classified and consignment manager, said a customer can still pay to advertise items and sell them himself. The consignment store just gives customers another option.

"You can sell it yourself or we'll sell it for you," Bellamy said.

Meredith pointed out that the Times-News' sister paper in Ogden, Utah has operated a similar consignment store successfully for several years. "And we know how people love a good deal in this area, so we thought we'd make this available here, too," Meredith said.

The store opened for business on March 20. Customers can submit items for consignment on Tuesdays from 9 a.m. to 2 p.m. or on Fridays from 3 to 7 p.m.

"The merchandise will change as things sell and we receive different items, so people really need to come by every week to see what's available," Meredith said.

The store will be managed by Mike Cress, a veteran in the retail industry who owned his own retail business



DAVID GRACE | KINGSFORT TIMES-NEWS

Mike Cress, left, Tiffany Caruthers, center, and Lee Bellamy prepare for the opening of the new Classified Consignments store at Trader's Village in Kingsport.

for eight years. Assistant manager is Tiffany Caruthers, who's worked in retail for more than six years. The

store is open from 8:30 a.m. to 5:30 p.m. Saturdays and from 9:30 a.m. to 5:30 p.m. Sundays.

Results of NNA survey show value of newspapers

Need to show businesses the value of your newspaper?

If you participated in the National Newspaper Association's Pulse of America survey in December 2009 you would have received a report on readers' buying plans and how newspapers influence buying decisions.

From the results of this most recent survey you could show local businesses that 28 percent of adults in the marketplace expect to increase their household spending in the next 12 months. If your town or market has an adult population of 10,000, it indicates that 2,800 people expect to spend more in 2010 than they did in 2009.

Here is a sampling of those results.

- 98 percent read retail ads in their local newspaper; 76 percent always or frequently read those retail ads.

- 95 percent read the ad inserts in their local newspaper; 71 percent always or frequently read those inserts.

- 94 percent read the classified ads in

their local newspaper; 59 percent always or frequently read the classifieds.

Unless there is but one car dealer and/or one auto service center in town, there's competition for those car sales and brake replacement jobs.

How better than the local newspaper to differentiate one from the others?

Favorite restaurants:

- 67 percent said pizza

- 52 percent said Mexican

- 38 percent said steak house

If there's more than one pizza parlor, more than one Mexican restaurant, more than one steak house in your market, they need to differentiate themselves from the others.

Just over half of the adults say they have a dog; 38 percent have a cat. That represents a lot of pet food, toys, beds, collars and accessories. If the local pet or department store wants to reach pet owners, it needs your newspaper.

They won't reach as many buyers in any other medium. Just think about

it. Can you possibly see and remember every ad on television? You'd have to watch every local or regional channel all day and all night to see every ad. The same is true of radio. The Internet? Ask how many local businessmen have pop-up blockers enabled. And how many websites would they have to buy to reach a fraction of your readership?

And would anybody be watching when that ad appeared in the rotation at 3 a.m.? Would they be adults with purchasing decision abilities?

Live in a small community? The local businesses figure everybody in town knows them so they don't need to advertise?

NNA's Pulse of America survey consistently shows that more than 35 percent of purchases are made out of market.

- 44 percent of clothing, apparel and accessory purchases, made by adults from the local market, are made outside

the local market.

- 36 percent of restaurant purchases are made outside of the local market.

- 18 percent of personal care products are purchased outside of the local market.

- 49 percent have shopped or visited retail stores outside of the local market.

- 23 percent have shopped or visited outside of the local market for health and medical services and/or supplies.

- 20 percent have shopped or visited automotive businesses outside of the local market.

Adults in local markets may know or be aware of local businesses, but that doesn't mean they shop or buy there. Local businesses need to constantly remind local buyers of their special offers, inventory, products and services. And the best, most effective way to do that is with local newspaper advertising.

How do we know that? The survey said the following:

- 59 percent said they selected a restaurant to dine at in the last 30 days because of an ad they saw in their local newspaper.

- 48 percent said they bought clothing in the last 30 days because of an ad they saw in their local newspaper.

- 17 percent said they obtained banking services in the last 30 days because of an ad they saw in their local newspaper.

- 15 percent said they sought health or medical services or supplies because of an ad they saw in their local newspaper.

Want to know more? Participate in NNA's Pulse of America survey and receive detailed quarterly reports. The numbers in this article are from the fourth quarter 2009. To participate, go to www.nnaweb.org/?/nnaweb/content01/1187.

Circulation declines seem to be moderating, report says

While the data indicate the declines in newspaper circulation are moderating, newspaper companies continue to focus print distribution strategically on core geographies and audience segments, John Sturm, Newspaper Association of America (NAA) President and Chief Executive Officer said April 26. At the same time, newspapers are introducing new products for non-subscribers and developing compelling digital products for their growing customer base.

Although audited circulation data at a local level remain important to certain types of advertisers—particularly

insert advertisers—bottom-line paid circulation data in an aggregated industry level does not tell the whole story about the vitality of the newspaper industry.

"Recent data from Scarborough Research provide a broader, and more complete, perspective," Sturm said. Nearly 100 million adults continue to read a print newspaper every day and 168 million adults read a newspaper in print or online in the past week. In addition, the latest Nielsen Online data found that newspaper websites attracted a record 74.4 million unique

visitors per month on average in the first quarter of 2010 – more than one-third (37 percent) of all Internet users.

"Newspaper print products are also finding their way into more people's hands, with readers-per-copy increasing by 7.5 percent in just the last three years to 3.3 adults on average, according to a recent analysis from Scarborough Research and Newspaper National Network LLP. Additionally, newspaper publishers have honed smarter circulation strategies, shifting their focus toward retaining

subscribers that deliver maximum value to advertisers. Throughout this effort, subscriber churn has fallen even as home delivery and single-copy prices rise, with many major newspaper companies reporting increases in circulation revenue over the last several quarters.

"NAA would also like to reiterate its support for changes in ABC paid circulation reporting that will take effect in October, with new reporting formats making their debut next March. We believe these modifications, supported by the advertisers that

make up two-thirds of ABC's Board of Directors, will increase transparency and more accurately reflect our medium's total audience and the broad portfolio of newspaper products available in today's marketplace.

"For a richer perspective on the newspaper print and digital audience, I encourage industry observers to visit www.newspapermedia.com."

*The circulation data is derived from U.S. daily circulation newspapers that are ABC member papers with comparable data filed in time to be included in the ABC FAS-FAX report.



Gary Grimes, Chattanooga Times Free Press, and Bryan Sandmeier, The Daily Times, Maryville, talk between sessions.



From left, John Finney, Janice Butler, Nakea Townsend and Tamisha Osborn, Buffalo River Review, Linden



Tom Zalabak, The News Gazette, Champaign, Ill., who spoke to advertising attendees



Kerri Meeks, The Tullahoma News, conference co-chairman, left, and Sissy Smith, Shelbyville Times-Gazette



Herb Lacy, Cleveland Daily Banner, left, and James Patterson, Ogletree, Deakins, Nash, Smoak & Stewart, Nashville

Ad/Circ Conference

PHOTOS BY ROBYN GENTILE | TPA



Artie Wehenkel, left, and John Cash, The Greenville Sun



From left, Janice Butler, Nakea Townsend and Tamisha Osborn, Buffalo River Review, Linden



Cathy Agee, Metro Creative Graphics, Atlanta, Ga., and Charles Hatchett, Citizen Tribune, Morristown



Linda Bible, The Daily Times, Maryville



Jana Wells and Bill Cummings, Johnson City Press



Jacquta Burke and Andy VanDyke, The Paris Post-Intelligencer.



Robert Jones, Chattanooga Times Free Press, with prizes



Art Powers, Johnson City Press



From left, Scarlet Elliott, The Milan Mirror-Exchange; Cathy Agee, Metro Creative Graphics, Atlanta, Ga.; Charles Hatchett, Citizen Tribune, Morristown; and Roger Wells, The Lebanon Democrat



Tony Marsella, Ranger Data Technologies, Royal Oak, Mich., and Art Powers, Johnson City Press



In a circulation session, from left, front row: Carroll Duckworth and Robert Jones, Chattanooga Times Free Press; Heather Nicholson, The Lebanon Democrat; Don Lovelace, Citizen Tribune, Morristown; Kathy Boswell, The Tullahoma News; and Cathy Beasley, Herald-Chronicle, Winchester



Bob Rekuc, Audit Bureau of Circulations, Des Moines, Iowa, discusses changes to ABC rules for the circulation attendees.



From left, John Cuticchia, Yvonne Thompson and Greg Johnson of the Chattanooga Times Free Press and Art Powers, Johnson City Press



Kathy Boswell, The Tullahoma News, and Don Lovelace, Citizen Tribune, Morristown, conference co-chairman



Attendees in a circulation session



Herb Lacy, Cleveland Daily Banner; Carroll Duckworth, Chattanooga Times Free Press; and Bob Rekuc, Audit Bureau of Circulations, Des Moines, Iowa



Bob Rekuc, Audit Bureau of Circulations, Des Moines, Iowa



Bryan Sandmeier, left, and Lee Oliver, The Daily Times, Maryville



Lee Oliver, The Daily Times, Maryville, gets a cap as a door prize from Sissy Smith, Shelbyville Times-Gazette.



Olene Standfield, Shelbyville Times-Gazette, and Mark Morris, Chattanooga Times Free Press



Kathy Boswell, The Tullahoma News, left, and Cathy Beasley, Herald-Chronicle, Winchester



Dale Long, The Greenville Sun, foreground, and Phil Hensley, Johnson City Press



From left, Angelique Dunn, TPA; Cathy Agee, Metro Creative Graphics, Atlanta, Ga.; Sissy Smith, Shelbyville Times-Gazette; and Jacquta Burke, The Paris Post-Intelligencer



Robert Jones, Chattanooga Times Free Press, left; Heather Nicholson, The Lebanon Democrat; and Don Lovelace, Citizen Tribune, Morristown



Yvonne Thompson, John Cuticchia, standing, and Jeff Johnson, all single copy district managers in the Chattanooga Times Free Press circulation department



Sissy Smith, Shelbyville Times-Gazette, left, and Linda Bible, The Daily Times, Maryville

TPS provides sample letters for reaching political ad dollars

BY GREG SHERRILL

TPS executive vice president

This is an important mid-term political year, as well as being a year for a gubernatorial showdown in our own state. Unfortunately, the past several election cycles have seen significant declines in political advertising in newspapers. Many speculate that it's because candidates know that newspapers will likely run campaign and platform information as news

(for free.)

Newspapers have the unique ability to deliver in-depth information that broadcast and outdoor cannot. And when it comes to reaching rural and non-metro counties, newspapers have the edge.

I know many of you will be visiting or hosting candidates at your papers in the upcoming weeks. At the request of the Tennessee Press Service (TPS) Board of Directors, our sales agents have drafted some letters that you may

use for contacting candidates and/or their campaigns in your local races. These can be found at www.tnpress.com/bulletin_images/lettersamples.html.

These letters explain the benefits of using print advertising in their campaign's media mix and could

be a good way to get your foot in the door or at least start a dialogue about the effectiveness of newspaper advertising.

TPS is reaching out to Tennessee's gubernatorial candidates in hopes of securing more print advertising for you, our stockholder newspapers.

Please keep TPS in mind as a resource for any candidate and/or campaign that may wish to advertise in many newspapers across our state. Thanks for your help in representing the newspaper industry of Tennessee. Happy selling!

Readers-per-copy is up at nation's daily papers

A recent analysis of daily printed newspaper readership and circulation data for 25 leading U.S. newspapers conducted by Scarborough Research and Newspaper National Network LP (NNN) concludes that readers-per-copy rates increased over the past three years by an average of 7.5 percent.

In 2007, an average of 3.07 adults in the study read a copy of a printed daily newspaper, versus 3.30 adults in 2009. Higher rates of pass-along readership indicate that an average unit of newspaper circulation is generating more readers.

"Readers-per-copy is especially important as newspapers compete for their share of a brand's media budget, particularly among national advertisers," said Gary Meo, senior vice president, print and digital media services, Scarborough Research. "More people are reading each printed copy, further enhancing the value of the newspaper as an advertising medium and increasing exposure for advertisers."

"Newspaper publishers are running their businesses more efficiently," said Jason E. Klein, president and chief executive officer of the NNN. "Fewer printed papers are needed to reach a comparable number of readers, and digital formats are enabling newspapers to reach a growing audience."

This conclusion rose from an in-depth analysis of readership and circulation data available in the complimentary report, "Telling the Whole Story: Analysis Supports Readership as Key Metric for Planning and Buying Newspaper Advertising," available for download at www.scarborough.com/freestudies.php and at www.nnnlp.com. The study summarizes reasons why readership is an essential part of advertising buying, selling and planning strategies.

Readership data allow for measurement of pass-along readers, as measured by "readers-per-copy."

Readership is the only measurement able to provide advertisers qualitative information about adults who read or looked into a copy of a newspaper, such as demographics, lifestyles and purchase behavior.

The study examined demographics

of daily printed newspaper readers, finding that newspapers attract an affluent audience. In the Top 25 DMAs:

- The median household income for daily printed newspaper readers is \$72,300, which is 12 percent higher than the overall median of \$64,500.

- Daily printed newspaper readers are 16 percent more likely than all adults to be college graduates.

- Daily printed newspaper readers are 11 percent more likely than all adults to be home owners.

While readership and circulation are highly correlated and have been moving in the same direction over time, readership is decreasing at a slower rate than circulation. This suggests that efforts by publishers to jettison unprofitable or unproductive circulation have been successful.

The readership metric facilitates apples-to-apples comparisons with other media, which rely on audience estimates.

"Advertisers have long accepted audience information for buying electronic media and magazines, but they have not fully embraced readership for newspapers," said Meo. "This analysis shows that readership is key for buying newspaper advertising, not only because it correlates with circulation, but because readership provides the qualitative dimension of the newspaper audience—demographics, shopping and purchasing behavior, and lifestyles—that buyers need to make informed decisions."

The full report, "Telling the Whole Story: Analysis Supports Readership as Key Metric for Planning and Buying Newspaper Advertising," is available for download free of charge at www.scarborough.com/freestudies.php and at www.nnnlp.com. The report includes more details about newspapers included in the analysis and report methodology.

Generality

"Liberty cannot be preserved without a general knowledge among the people, who have a right...and a desire to know."

John Adams, U.S. president, 1775

Information about the political ad disclaimer law

BY GREG SHERRILL

TPS executive vice president

Recently, the Tennessee Press Association (TPA) Legal Hotline has fielded several calls regarding Tennessee's "political disclaimer law," which requires disclosure of who paid for any political advertisement.

In this election year, many newspapers will be accepting political ads from the gubernatorial race on down. It's something we all need to watch and communicate with ad staffs about as to the importance of checking ads for

the "paid for" disclaimer.

Tennessee Code 2-19-120 requires a clear and conspicuous disclaimer on any political ad. The statute carries a criminal provision (misdemeanor punishable by a \$50 fine or six months in jail or both), which is normally targeted at a candidate, campaign or political action committee.

The TPA attorney Rick Hollow, however, has cautioned that this could potentially apply to a newspaper publishing the ad.

"Since the section has no limiting provisions, it could be interpreted as

applying to anyone in the chain of publication," Hollow said.

This could especially be true if a newspaper ever omitted the disclaimer line from the ad.

Publishers and advertising directors would do well to counsel their staffs to double-check that every political ad includes an appropriate disclaimer.

See the text of TCA 2-19-120 at www.tnpress.com/AdvertisingLaws.html. If you have specific questions about the law, please remember that every TPA member newspaper has access to the TPA Legal Hotline.

Selling ad frequency



Ad-libs

John Foust

I was talking to Vic about the challenges of selling frequency. "In today's economy, advertisers are looking for ways to trim costs," he said. "Frequency is one of the first places they look. No matter how many ads they have run within the past year, a hundred or a dozen, they are putting everything under the microscope."

Vic explained that his position as sales manager puts him on the front lines with his ad staff. "The thing I emphasize is that all of our newspaper's clients are trying to justify frequency, whether they bring up the subject or not. This means that we'd better be prepared to address the issue."

It all comes down to this: Why is it better to run more, not fewer, ads? And how can we show penny-pinching decision-makers that the money they spend on more advertising will pay big dividends?

Here are two reasons to advertise as frequently as possible:

1. Daily market changes. "Years ago, I heard about Dan Gaynor's thin market concept, and that changed the way I see the role of advertising," Vic said. "About half the time, a typical consumer makes the decision to shop and buy on the same day. At first that was hard to believe, but when I looked at my family's buying habits, I realized that it's true."

"What this means is that the market for any given product is small in the short term and large in the long term. In other words, if you're advertising tires today, your message will be relevant primarily to those people who are thinking about tires today. If you want to reach the entire market for tires,

you have to advertise all year. Otherwise, you'll miss most of your prospects."

2. Top-of-mind-awareness. "In addition," Vic said, "businesses have to advertise consistently in order to break through the clutter in the marketplace."

Vic is right. I used to quote research which showed that the average consumer is exposed to 2,000 selling messages every day. But in recent years, the numbers have climbed much higher; some estimates put the number closer to 5,000 commercial messages per day. No matter how you slice and dice the figures, that's a lot. And all of those messages are competing for consumers' attention.

How many commercial images are in your field of vision at this moment? Probably too many to count. Look around your office and you'll see logos and slogans on pens, pencils, computer screens, mouse pads, coffee mugs, and the papers on your desk.

I may not be in the market to buy a new home today. But when I do enter the market, I will naturally think of companies that come to mind quickly. How do they become familiar? By keeping their names and their selling messages in front of me all year long. Familiarity creates top-of-mind-awareness.

Frequency is more than a word on a newspaper's rate card. It's a solid advertising strategy to generate more customers.

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Newspaper websites reach record audience in first quarter

Newspaper companies drove record traffic to their websites in the first quarter of 2010, attracting an unprecedented 74.4 million unique visitors per month on average. This is more than one-third (37 percent) of all Internet users.

This new record follows the strong audience newspapers delivered in last year's fourth quarter, with newspaper websites drawing an average of 72 million unique visitors per month

during that period.

The findings, part of a custom analysis provided by Nielsen Online for the Newspaper Association of America (NAA), also indicated that newspaper website users generated more than 3.2 billion page views during the first quarter, spending more than 2.3 billion minutes browsing the sites.

"Newspaper publishers continue to experiment with aggressive new business models, leveraging

trustworthy and robust content to attract large audiences to their digital properties month after month," said NAA President and Chief Executive Officer John F. Sturm.

"As the economic outlook begins to improve, our industry will continue to shape its own future with digital products and services that grow audience and offer maximum value to advertisers."

Appeal, Sun and News Journal big AP winners

The Commercial Appeal, Memphis, The Jackson Sun and The Daily News Journal, Murfreesboro, were big winners in the print section of the annual Associated Press awards.

In the smallest newspaper division, The Lebanon Democrat, The Mountain Press, Sevierville, and the Shelbyville Times-Gazette tied for the greatest number of top awards with three apiece at the event sponsored by the Tennessee AP Managing Editors and Tennessee AP Broadcasters. It was held the evening of May 8 at the Sheraton Nashville Downtown. Daniel Gilbert, investigative journalist with the Bristol Herald Courier, which won a 2010 Pulitzer Prize, was keynote speaker.

The awards honor the best journalism work done in Tennessee in print, on the air and on the Internet during 2009.

Daily newspapers compete in four divisions, based on their market size.

In the large-market division, The Commercial Appeal won six top honors, including the Malcolm Law Investigative Reporting Award. The Tennessean, Nashville, won five top awards, including

Individual Achievement in Photography by John Partipilo. The News Sentinel, Knoxville, took three top awards, including Daily Deadline Reporting.



Gilbert

In Division II, The Jackson Sun won nine top honors, including Individual Achievement in Photography by Aaron Hardin. The Bristol Herald Courier won five top honors.

Bristol Herald Courier reporter Daniel Gilbert won the Malcolm Law Investigative Reporting Award and the Freedom of Information Award, the latter of which is given for the best use of public records to shed light on an important community matter and to effect public policy change. Gilbert won both awards for his series about the mismanagement of natural gas royalties owed to landowners in Virginia. In April, the same series won the Pulitzer Prize for Public Service reporting as well and has won other awards.

In Division III, The Daily News Journal, Murfreesboro, won six top honors, including Daily Deadline Reporting and Individual Achievement in Photography by Aaron Thompson. The Greeneville Sun won five first place awards. Chris Graham of The Daily Herald, Columbia, won the Malcolm Law Investigative Reporting Award.

In Division IV, The Mountain Press, Sevierville, took top honors for Daily Deadline Reporting and Individual Achievement in Photography by Curt Habraken. Andy Meek of The Daily News, Memphis, won the Malcolm Law Investigative Reporting Award.

The print Best of Show Award was presented to Gilbert. The complete list



of winners follows.

BEST OF SHOW

Daniel Gilbert, Bristol Herald Courier, Underfoot, Out of Reach

DIVISION I - WRITING

Daily deadline reporting

1st - Staff, News Sentinel, Knoxville, House Explodes

2nd - Staff, The Tennessean, Nashville, McNair Tragedy

3rd - Clay Bailey, The Commercial Appeal, Memphis, Mom Dies In Carzs

Features reporting

1st - Kristi L. Nelson, News Sentinel, Knoxville, A New Life

2nd - Jennifer Justus, The Tennessean, Nashville, Nudist Camp and Krystal

3rd - Jennifer Brooks, The Tennessean, Nashville, Home Sweet Campground

Sports-outdoors reporting

1st - Bryan Mullen, The Tennessean, Nashville, Minority Coaches Shut Out

2nd - Scott Cacciola, The Commercial Appeal, Memphis, Rock in a Hard Place

3rd - Scott Cacciola, The Commercial Appeal, Memphis, City Hoops

Business news

1st - Daniel Connolly, The Commercial Appeal, Memphis, License Scam

2nd - Naomi Snyder, The Tennessean, Nashville, Coping With The Economy

3rd - Cynthia Yeldell, News Sentinel, Knoxville, Ground Zero for Whiskey

Editorials

1st - Staff, The Tennessean, Nashville

2nd - Hoyt Canady, News Sentinel, Knoxville

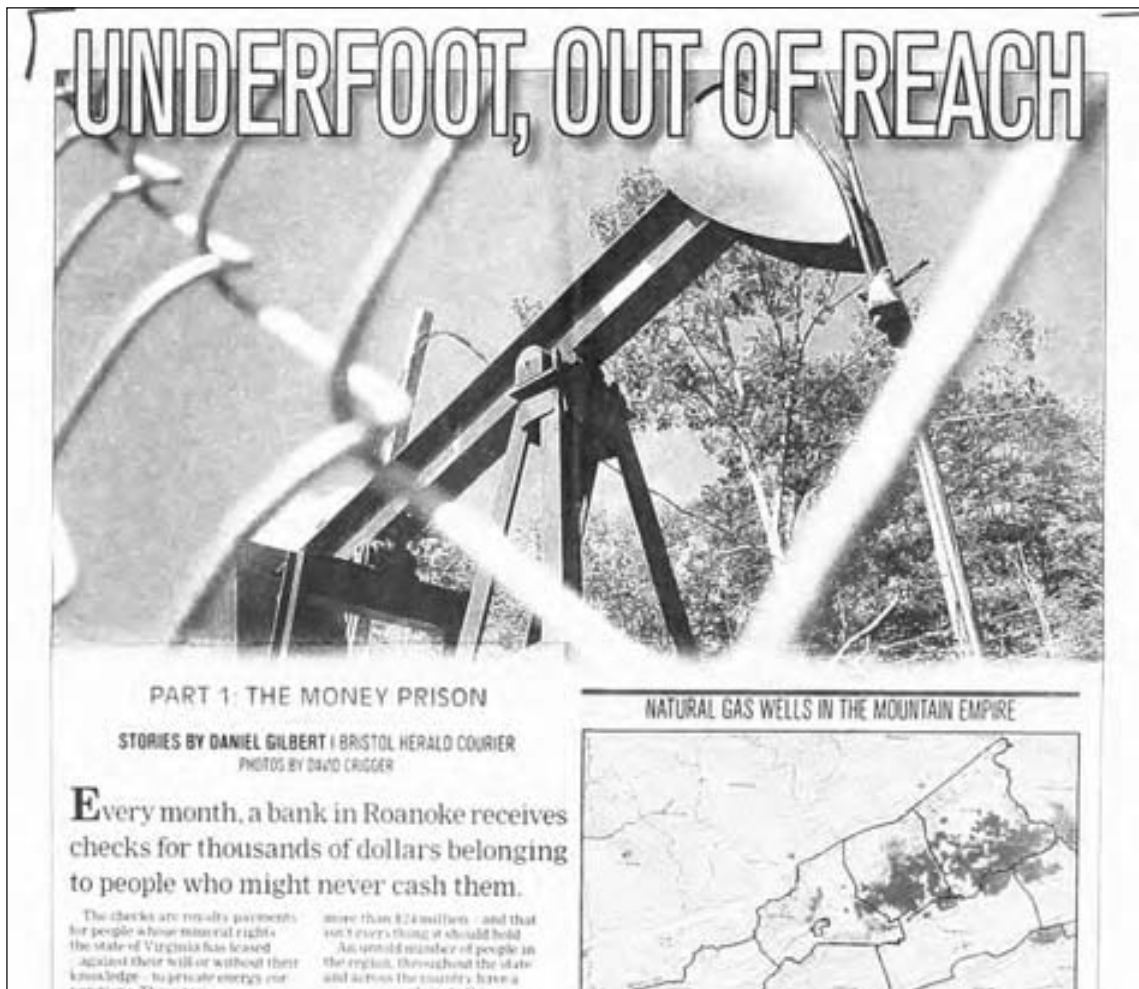
3rd - Staff, The Commercial Appeal, Memphis

Website

1st - Staff, News Sentinel, Knoxville, www.knoxnews.com

2nd - Staff, The Commercial Appeal, Memphis, www.commercialappeal.com

3rd - Staff, The Tennessean, Nashville, www.tennessean.com



The "Underfoot, Out of Reach" series began running on Sunday, Dec. 6, 2009.

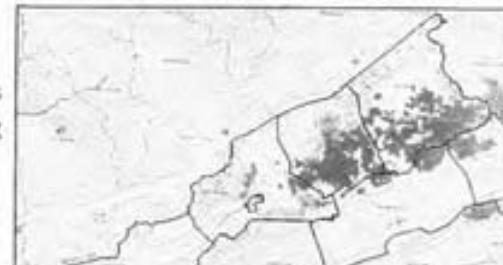
PART 1: THE MONEY PRISON

STORIES BY DANIEL GILBERT | BRISTOL HERALD COURIER
PHOTOS BY DAVID CRIGGER

Every month, a bank in Roanoke receives checks for thousands of dollars belonging to people who might never cash them.

The checks are monthly payments for people whose mineral rights the state of Virginia has leased against their will or without their knowledge - to private energy companies more than \$24 million - and that on 3 rivers' worth of land should hold an untold number of people in the region, throughout the state and across the country have a

NATURAL GAS WELLS IN THE MOUNTAIN EMPIRE



Video

1st - Patrick Smith, Chattanooga Times Free Press, East Ridge Flood

2nd - Dan Henry, Chattanooga Times Free Press, Rock Slide

3rd - Patrick Smith, Chattanooga Times Free Press, Heart and Desire

Online slideshow

1st - John Partipilo, The Tennessean, Nashville, Ralph Meacham

2nd - Shelley Mays, The Tennessean, Nashville, The Economic Homeless

3rd - Karen Pulfer Focht, The Commercial Appeal, Memphis, Walking Through the Fire

Multimedia

1st - Staff, The Commercial Appeal, Memphis, True Crime

2nd - Alan Spearman, The Commercial Appeal, Memphis, \$5 Cover

3rd - Jessica Bliss, The Tennessean, Nashville, Life On Hold

Malcolm Law Investigative Reporting Winner - Staff, The Commercial Appeal, Memphis, True Crime

DIVISION I - Photography

Spot news

1st - Jae S. Lee, The Tennessean, Nashville, Tornado

2nd - Allison Kwesell, Chattanooga Times Free Press, Shouting Match

3rd - Shelley Mays, The Tennessean, Nashville, Hit and Run

Feature

1st - Mike Brown, The Commercial Appeal, Memphis, I love my life

2nd - John Partipilo, The Tennessean, Nashville, Cock-a-doodle-do

3rd - Dan Henry, Chattanooga Times Free Press, Hi, Mom!

HM - Jim Weber, The Commercial Appeal, Memphis, Pie thief

HM - Dipti Vaidya, The Tennessean, Nashville, Roll over

Sports

1st - Mark Weber, The Commercial Appeal, Memphis, Shoeless Joe

2nd - Nikki Boertman, The Commercial Appeal, Memphis, Kingsbury Soccer

3rd - Sanford Myers, The Tennessean, Nashville, Save

Photojournalism

1st - Mark Weber, The Commercial Appeal, Memphis, Cherry's Choice

2nd - Karen Pulfer Focht, The Commercial Appeal, Memphis, Surrogate Mother

3rd - Karen Pulfer Focht, The Commercial Appeal, Memphis, Walking Through the Fire

Individual achievement/ Body of work in photography

1st - John Partipilo, The Tennessean, Nashville

2nd - Jim Weber, The Commercial Appeal, Memphis

3rd - Larry McCormack, The Tennessean, Nashville

DIVISION II - Writing

Daily deadline reporting

1st - Eric Snyder, Ann Wallace, Chris Smith, The Leaf-Chronicle, Clarksville, Piper E-mail Criticized

2nd - Mariann Martin, Nicholas Beadle, The Jackson Sun, In the Line of Duty

3rd - Mariann Martin, The Jackson Sun, Family Wants Answers

Features reporting

1st - Daniel Gilbert, Bristol

AP

FROM PAGE 9

Herald Courier, Face of Despair

2nd - Claire Galofaro, Bristol Herald Courier, The Executioners

3rd - Nicholas Beadle, The Jackson Sun, A life left untold

Sports-outdoors reporting

1st - Matt Vines, The Jackson Sun, Chasing the Dream

2nd - Brandon Shields, The Jackson Sun, Touchdown Touches Hearts at JCS

3rd - Allen Gregory, Bristol Herald-Courier, Bear Hunter, Mountain Magic, Kiss the Sun

Business news

1st - Mariann Martin, The Jackson Sun, Clinging To Cotton

2nd - Dan Morris, Ned B. Hunter, The Jackson Sun, Layoffs

3rd - Sharon Hayes, Kingsport Times-News, Coal Strike, Stage Fright, DKA-DBA

Editorials

1st - Steve Coffman, The Jackson Sun, Our View

2nd - Stan Whitlock, Kingsport Times News, Williams Betrayed, Releasing Inmates

3rd - J. Todd Foster, Bristol Herald Courier, Names, Charges, Police Botched

Website

1st - Staff, The Jackson Sun, www.jacksonsun.com

Video

1st - Aaron Hardin, The Jackson Sun, Fightin for TennCare

2nd - Katie Morgan Brake, The Jackson Sun, Little referee

3rd - Mark Boxley, The Daily Times, Wasted: People, money, lives

Online slideshow

1st - Devin Wagner, The Jackson Sun, Rodeo Clown

2nd - Devin Wagner, The Jackson Sun, Caleb Sorrels

Multimedia

1st - Mark Boxley, The Daily Times, Maryville, Wasted: People, money, lives

2nd - Devin Wagner, The Jackson Sun, The Culture of Cotton

3rd - Staff, The Jackson Sun, Eldercare

Malcolm Law Investigative Reporting Winner - Daniel Gilbert, Bristol Herald Courier, Underfoot, Out of Reach

DIVISION II - Photography**Spot news**

1st - Andre Teague, Bristol Herald Courier, Euclid Avenue Wreck

2nd - Erica Yoon, Kingsport Times-News, Full Blast

3rd - Katie Morgan Brake, The Jackson Sun, Still Have My Dog

Feature

1st - Tom Sherlin, The Daily Times, Maryville, For the Love of Horses

2nd - David Grace, Kingsport Times-News, Eye to Eye

3rd - Andre Teague, Bristol Herald Courier, Flames of Glory

Sports

1st - Aaron Hardin, The Jackson Sun, Union City Flying Tackle

2nd - Devin Wagner, The Jackson Sun, Union Volleyball Win

3rd - Daryl Sullivan, The Daily Times, Maryville, Soccer Collision

Photojournalism

1st - Devin Wagner, The Jackson Sun, The Culture of Cotton

2nd - Aaron Hardin, The Jackson Sun, Meeks Fighting for TennCare

3rd - Aaron Hardin, The Jackson Sun, TennCare Cuts Nurses for Sullivan

Individual achievement/ Body of work in photography

1st - Aaron Hardin, The Jackson Sun

2nd - Devin Wagner, The Jackson Sun

3rd - Daryl Sullivan, The Daily Times

DIVISION III - Writing Daily deadline reporting

1st - Staff, The Daily News Journal, Murfreesboro, 'Boro battered

2nd - Skyler Swisher, Chris Graham, The Daily Herald, Columbia, Standby

3rd - Bill Jones, The Greeneville Sun, Cave Save

Features reporting

1st - Chris Graham, The Daily Herald, Columbia, A Soldier's Story

2nd - Skyler Swisher, The Daily Herald, Columbia, A mom's struggle

3rd - Bobby Hurley, The Greeneville Sun, Old Tobacco Barn

HM - Nancy De Gennaro, The Daily News Journal, Murfreesboro, Victory Lap

Sports-outdoors reporting

1st - Justin Lamb, The Daily Herald, Columbia, 3 Stories

2nd - Marion Wilhoite, The Daily Herald, Columbia, 3 Stories

3rd - Joe Byrd, The Greeneville Sun, A long time coming



Kwezell

ALLISON KWESELL | CHATTANOOGA TIMES FREE PRESS

Allison Kwezell of the Chattanooga Times Free Press is the winner of the Associated Press Tennessee 2009 Photo of the Year for her picture of Virginia Vollmer shouting pro-health care reform views into the megaphone of June Griffin during a health care reform rally Aug. 29, 2009 in Chattanooga. Allison received \$100 and the showcasing of the photo on PhotoStream.

Business news

1st - Bob Hurley, The Greeneville Sun, Local tobacco growers

2nd - Skyler Swisher, The Daily Herald, Columbia, GM

3rd - Chris Graham, The Daily Herald, Columbia, GM Expectations

Editorials

1st - Sam Stockard, The Daily News Journal, Columbia, Killings case an indictment of local government

2nd - Skyler Swisher, The Daily Herald, Columbia, Communications 101

3rd - Chris Fletcher, The Daily Herald, Columbia, Seclusion room: Skeleton in closet of Maury Schools?

Best website

1st - Staff, The Greeneville Sun, www.greenevillesun.com

2nd - Staff, The Daily News Journal, Murfreesboro, www.dnj.com

3rd - Staff, The Daily Herald, Columbia, www.c-dh.net

Video

1st - Karen Kraft, The Daily News Journal, Murfreesboro, Gloria Valdez

2nd - Beth Collier, Brian Cutshall, Bill Rambo, The Greeneville Sun, Kids Talk About Holidays

3rd - Karen Kraft, The Daily News Journal, Murfreesboro, Chris Savage

Multimedia

1st - Staff, The Greeneville Sun, Depot Street Fire

2nd - Staff, The Greeneville Sun, Ladies Classic

3rd - Staff, The Greeneville Sun, Greeneville Christmas Parade

Malcolm Law Investigative Reporting Winner - Chris Graham, The Daily Herald, Columbia, Seclusion Room

DIVISION III - Photography**Spot news photography**

1st - John A. Gillis, Aaron Thompson, The Daily News Journal, Murfreesboro, Quite a mess

2nd - Susan Thurman, The Daily Herald, Columbia, Man wounded by drive-by-shooting

3rd - Jim Feltman, The Greeneville Sun, Medicine Shoppe robbery

Feature photography

1st - Aaron Thompson, The Daily News Journal, Murfreesboro, A family's loss

2nd - Susan Thurman, The Daily Herald, Columbia, Service not forgotten

3rd - Aaron Thompson, The Daily News Journal, Murfreesboro, It's really cold

Sports

1st - Phil Gentry, The Greeneville Sun, GHS Title Hopes Fall

2nd - Jim Feltman, The Greeneville Sun, Demolition Derby

3rd - Jim Feltman, The Greeneville Sun, Pee Wee Boys

Photojournalism

1st - Phil Gentry, The

Greeneville Sun, Skydiver

2nd - Phil Gentry, The Greeneville Sun, Church Steeple

3rd - Phil Gentry, The Greeneville Sun, Troops

Individual achievement/ Body of work in photography

1st - Aaron Thompson, The Daily News Journal, Murfreesboro

2nd - Susan Thurman, The Daily Herald, Columbia

3rd - Phil Gentry, The Greeneville Sun

DIVISION IV - Writing Daily deadline reporting

1st - Jeff Farrell, The Mountain Press, Sevierville, Smoky Mountains

2nd - Hilary Trender, The Lebanon Democrat, Saying Goodbye

3rd - John Brannon, Union City Daily Messenger, Tragedy Averted

Features reporting

1st - Jeff Farrell, The Mountain Press, Sevierville, Motel People

2nd - Sadie Fowler, Shelbyville Times-Gazette, Those are my boys

3rd - Hilary Trender, The Lebanon Democrat, Starting over

Sports-outdoors reporting

1st - Danny Parker, Shelbyville Times-Gazette, Champs' Statement

2nd - Jason Davis, The Mountain Press, Sevierville,

SEE AP, PAGE 11

AP

FROM PAGE 10

Sandberg talkers

3rd - Gary Johnson, Shelbyville Times-Gazette, Thankful Return

Business news

1st - J.R. Lind, The Lebanon Democrat, Farmland, farmers are shrinking in numbers

2nd - Tom Wilemon, The Daily News, Memphis, GTX News

3rd - Eric Smith, Andy Meek, The Daily News, Memphis, FedEx Troubles

Editorials

1st - Amelia Morrison Hips, The Lebanon Democrat

2nd - Stan Voit, The Mountain Press, Sevierville

Video

1st - Dallus Whitfield, The Lebanon Democrat, Polar Bear Plunge

2nd - Hilary Trender, The Lebanon Democrat, State of LHS

3rd - Bill Cook, The Lebanon Democrat, Fiddlin' Preacher

Website

1st - Staff, The Daily News, Memphis, www.memphisdailynews.com

2nd - Staff, Southern Standard, McMinnville, www.southernstandard.com

Malcolm Law investigative reporting winner - Andy Meek, The Daily News, Memphis, CGS Scrutiny

DIVISION IV - Photography

Spot news photography

1st - Curt Habraken, The Mountain Press, Sevierville, Teamwork

2nd - Curt Habraken, The Mountain Press, Sevierville, Family loses home

3rd - David Melson, Shelbyville Times-Gazette, Infant tossed in crash

Feature photography

1st - Donna Ryder, Union City Daily Messenger, All Smiles

2nd - Curt Habraken, The Mountain Press, Sevierville, 278th Goodbye Party

3rd - Dallus Whitfield, The Lebanon Democrat, Bubble Ballet

HM - Donna Ryder, Union City Daily Messenger, Trying It On

Sports photography

1st - Danny Parker, Shelbyville Times-Gazette, Pile Up

2nd - Jason Davis, The Mountain Press, Sevierville, Muddy Pigskin

3rd - Danny Parker, Shelbyville Times-Gazette, Sectional Thriller

Photojournalism

1st - Mary Reeves, Shelbyville Times-Gazette, Elkins funeral

2nd - Donna Ryder, Union City Daily Messenger, Walk of Hope

3rd - Chris Menees, Union City Daily Messenger, On Target

Individual achievement/ Body of work in photography

1st - Curt Habraken, The Mountain Press, Sevierville

2nd - David Fuzzell, Union City Daily Messenger

3rd - Donna Ryder, Union City Daily Messenger

Freedom of Information

1st - Daniel Gilbert, Bristol Herald Courier, Underfoot, Out of Reach

HM - Jaime Sarrio, The Tennessean, Nashville, Education Coverage

HM - Staff, The Commercial Appeal, Memphis, Handgun Permits

HM - Pam Sohn, Dave Flessner, Chattanooga Times Free Press, Early Warnings of Ash Leaks

Putting style in its proper place

When AP announced at the American Copy Editors Society (ACES) convention that it was switching from "Web site" to "website," it touched off such a flurry of digital messages that for a while it became a Twitter trending topic.

Who knew such word nerdishness could stir such passion?

It reminded us style is important to many people for many reasons. For some, it governs production routines. For others, it represents the demarcation between old and new media.

Unfortunately, for some it also becomes a cudgel with which to try to beat down the inevitable changes in our language or to beat up, depending on your perspective, the infidels or the Luddites.

Robert Niles, the often provocative writer for Online Journalism Review, joined the debate a few days later by saying journalists should learn search engine optimization (SEO) first and AP style second, if at all.

So let's take a minute and think, again, about style and its proper place in our world.

First, those decrying that AP was merely bowing to popular usage don't get it. That's exactly what style should do when, in the judgment of the stylemasters, change has become irrevocable, or nearly so. It's just that in the digital age our language no longer visibly changes at a relatively glacial pace; we can see the changes almost instantaneously. It makes it more challenging to decide when a change is a fad and when it has stuck, but get used to it, please.

The same goes for those claiming some kind of "victory." This isn't about winners and losers, but about reasoned decisions that sometimes won't be made on your timetable. If your arguments are true, however, they will eventually happen. No keepers of the style I know, be it AP or any other organization, are so obstinate or obtuse that they aren't constantly thinking about, measuring and testing these things.

Must you adopt AP style? No. If you're in charge, feel free to adopt any style you want, as long as it is defensible. Just be prepared to defend it. If you work for someone else, then you follow the style of he or she who signs the paycheck. If you have trouble understanding that, it might be time to consider a different line of work.

Ideally, we teach and students gain an ecumenical understanding of "style" and what it is and is not - an



COMMON SENSE JOURNALISM

Doug Fisher

"style."

It's like asking should we teach nouns, verbs, punctuation or spelling first? You teach them together as part of the language. Likewise, you teach AP and SEO together as some of the skills you need to thrive in the digital age.

The biggest applause at the ACES meeting wasn't over "website," but over the announcement AP was pulling back on its decision to spell out all state names. The initial decision makes all the sense in a global, digital world, and those who decry AP as a laggard in such things should applaud it for prodding the news industry to move forward.

But such changes also affect long-established production routines, not to mention space requirements. So while a CNN, which does not have a print product, can easily adopt the style online, when AP decrees something that affects thousands of newsrooms, it's not so easy.

The AP editors, I think, came away with a better understanding that their stylebook is not just "AP's" and that such changes have wider ramifications. I'm hoping they set up an advisory panel through ACES that serves as a sounding board and actually makes such changes smoother - and thus more likely to happen when they need to.

The provocateurs might see this as more intransigence on the part of "old media." They don't get it any more than those decrying such changes do.

DOUG FISHER, a former AP news editor, teaches journalism at the University of South Carolina and can be reached at dfisher@sc.edu or (803) 777-3315. Past issues of Common Sense Journalism can be found at <http://www.jour.sc.edu/news/csji/index.html>.

AbitibiBowater files amended plan

AbitibiBowater Inc. has announced that the company and certain of its U.S. and Canadian subsidiaries, currently under creditor protection, have filed with the U.S. Bankruptcy Court for the District of Delaware amendments to AbitibiBowater's plans of reorganization as well as related disclosure documents. Amendments to its plans of reorganization and related disclosure documents also will be filed with the Québec Superior Court in Canada. The unsecured creditors committee supports the plans. With these developments, AbitibiBowater is aiming to emerge from creditor protection in the fall.

These filings provide details on the treatment of creditor claims for the proposed plans of reorganization. If and when the plans are approved by the courts and creditors, the company expects to emerge with a significantly improved financial position, resulting from its efforts to reduce costs, lower debt and mitigate the impact of ongoing market and currency fluctuations. The court-filed documents will be made

available at www.abitibibowater.com/restructuring once filings have been made in courts in both the U.S. and Canada.

"The filing of these amendments to our plans of reorganization and related disclosures is an important milestone on the path towards emergence," stated David J. Paterson, president and chief executive officer.

(SNPA eBulletin, May 27, 2010)

AP postpones plans to change states style

The Associated Press has postponed plans to change its style on state abbreviations, pending further review. In a wire advisory, the AP said it will continue to use state abbreviations in datelines and stories and Canadian provinces in datelines.

The AP had proposed, as of May 15, spelling out the names of U.S. states in all stories and datelines where a city is followed by a state name and dropping the practice of including names of Canadian provinces in datelines.

Find article at OJR site

To read Robert Niles' April article, "Student journalists need to learn SEO [search engine optimization] more than they need AP style," published in the Online Journalism Review, go to www.ojr.org/ojr/people/robert/201004/1843/.

TRACKS

AP adds entertainment reporters

The Associated Press has added two journalists in Nashville devoted to covering country music and other entertainment news.

Videographer **Caitlin King** and entertainment writer **Chris Talbott** will provide in-depth, multimedia coverage from Music City.

King, 28, transferred to the Nashville bureau in October to develop AP's entertainment video coverage in the region. She focuses on producing stories across all AP platforms. She has worked for AP since June 2007 as a broadcast newswoman and took over the country music beat for AP radio in September 2008.

Talbott, 39, took over as entertainment writer in Nashville on March 1. He moved from Jackson, Miss., where he covered sports and news for 3 and a half years for AP. Before joining the AP, he worked a variety of jobs in sports and news in Florida and Alaska. He was city editor at the *Fairbanks Daily News-Miner* before moving to Mississippi.

Watch yourself

"If you're inclined to trust Google as your source for news—Google yourself."

Bill Keller, executive editor
The New York Times, 2009

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"There is a world of difference between subversive ideas and morally repugnant representations. In practice, however, the same censors patrol the boundaries of both politics and aesthetics." J.M. Coetzee, South African author, 2003



CHATTANOOGA TIMES FREE PRESS

Shannon York, graphic arts designer, designed the Best of Preps ad that won first runner-up Best of Show in the Ad/Circ Ideas Contest.

Sales contest can earn cash for ad reps

Attention, ad reps. A sales contest is in progress, and you still have a chance to win some cash. The Tennessee Press Service advertising networks are going to give cash prizes to the reps who sell the most into the ad networks, and the contest extends until the end of July. Richard Southerland of *The Greeneville Sun* is the current leader with 80 points and Becky Newbold of the *Lewis County Herald*, Hohenwald, is in second place with 10 points. For every TnScan and/or TnDAN ad a rep sells, he will get 10 points. For each TnNET ad, he will get 20 points. At the end of July, the rep with the most points will get \$250; second most points, \$150; and third most points, \$100. There are a couple of restrictions. Only participating newspapers can sell TnScan, TnDAN and TnNET ads and keep 40 percent commission. Don't know if your newspaper participates? Contact TPS or go to www.tnadvertising.biz for the list of participating newspapers. If not, you can join the 92 TnScan, 89 TnDAN and 45 TnNET participants today. The other restriction is that ads cannot be sold, then resubmitted to TPS for placement. In other words, ads should be from your direct client to qualify for contest points. Rate sheets, ad placement details and house ads can be downloaded from www.tnpress.com/statewides. Contact TPS at (865) 584-5761 ext. 117 or belliott@tnpress.com if you have questions.



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The Magnavox special section that won second runner-up Best of Show