

The Tennessee Press

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JULY 2011

No. 1

Fishman, Tullahoma publisher, takes TPA reins

BY ROBYN GENTILE

TPA member services manager

Jeffrey D. (Jeff) Fishman, publisher of *The Tullahoma News* and vice president of Lakeway Publishers Inc., based in Morristown, is the new president of the Tennessee Press Association (TPA).

Fishman succeeds Arthur S. (Art) Powers, publisher of the *Johnson City Press*.

Fishman is the third member of his family to lead the TPA as its president. His father, R. Jack Fishman, and his brother, R. Michael Fishman, have both held the post, the former in 1986-87 and the latter in 2004-05.

"Jeffrey is a dedicated community newspaper person. He believes that a newspaper can make a difference in his community and works very hard in providing good news reports to his subscribers and uses the newspaper to build up his community's institutions," said his father, chief executive officer and president of Lakeway Publishers. "He is a people person, and he believes that people do matter. In my view he will continue to be a strong advocate for the First Amendment during his term as TPA president.

"I am especially proud that both of my sons have chosen the newspaper business as their careers and both are willing to give of their time and energy and talents to serve the industry," said Fishman.

"I am very proud of Jeff. Not only for his role as the new president of the



Fishman

Tennessee Press Association, but for all of his accomplishments throughout his life," said R. Michael (Mike) Fishman, publisher of the *Citizen Tribune*, Morristown. "He has an exceptional love for the newspaper industry. I am confident that because of his passion, he will be an outstanding leader for our association. I am equally as proud, if not more so, to say he is my big brother," said Fishman.

Other officers elected at TPA's business session during the 142nd Anniversary Summer Convention June 16 through 18 in Gatlinburg were Michael Williams, publisher of *The Paris Post-Intelligencer*, re-elected vice president for daily newspapers; Lynn Richardson, publisher of the

Herald and Tribune, Jonesborough, elected vice president for non-daily newspapers; and Dale Gentry, publisher of *The Standard Banner*, Jefferson City, elected treasurer.

Directors elected for two-year terms are Keith Wilson, publisher of the *Kingsport Times-News*, director of District 1; Chris Vass, metro editor of the *Chattanooga Times Free Press*, director of District 3; Hugh Jones, publisher of the *Shelbyville Times-Gazette*, director of District 5; John Finney, vice president of the *Buffalo River Review*, Linden, director of District 7; and Joel Washburn, editor of the *Dresden Enterprise*, director of District 9. Powers will continue on the board as immediate past president.

Continuing their terms as directors are Jack McElroy, editor of the *News Sentinel*, Knoxville, director of District 2; Darren Oliver, advertising director of the *Overton County News*, Livingston, director of District 4; Joseph Adams, publisher of *The Lebanon Democrat*, director of District 6; Brad Franklin, marketing director of *The Lexington Progress*, director of District 8; and Eric Barnes, publisher of *The Daily News*, Memphis, director of District 10.

The TPA Board of Directors elected trustees to serve on the Tennessee Press Association Foundation (TPAF) Board of Trustees for three-year terms. Re-elected were Jim Charlet, Brentwood; Jeffrey D. Fishman, *The Tullahoma News*; R. Michael Fishman, *Citizen Tribune*, Morristown; Hugh Jones,



ELENORA E. EDWARDS | TPS

Jeffrey D. (Jeff) Fishman, right, and Art Powers shake hands as Fishman begins the TPA presidency.

Shelbyville Times-Gazette; Hershel Lake, *Pulaski Citizen*; Victor Parkins, *The Milan Mirror-Exchange*; Darrell Richardson, *The Oak Ridger*, Oak Ridge; F. Gene Washer, Clarksville; and Scott

Whaley, *Chester County Independent*, Henderson.

Elected to their first terms on the

SEE FISHMAN, PAGE 3

Pick up awards July 15

BY ROBYN GENTILE

TPA member services manager

Hank Dye, vice president for public and government relations at the University of Tennessee-Knoxville (UTK), will present newspaper awards Friday, July 15, at the Embassy Suites Nashville Airport Hotel. Sixty-seven TPA member newspapers won at least one award in the 2011 University of Tennessee (UT)-Tennessee Press Association (TPA) State Press Contests.

Winning newspapers were notified by letter in May of the categories in which they will receive awards, and a list of those newspapers to receive awards is posted at www.tnpress.com.

As part of contests rules changes implemented for 2011, a total of 15 Meeman Award checks will be presented to the winners of Best Single Editorial, Editorials and Public Service.

UT has co-sponsored the State Press Contests since 1940 by providing the plaques, certificates and coordination of the awards presentation. Event details and registration information are available in PDF format, or one can register online.

Members of the Georgia Press Association (GPA) judged the State Press Contests this year, and TPA members judged the GPA contest as part of a reciprocal agreement.

STATE PRESS CONTESTS LUNCHEON REMINDER

TPAers can still register to attend the State Press Contests Awards Luncheon Friday, July 15, at noon at the Embassy Suites Nashville Airport Hotel, 10 Century Blvd. The deadline for the TPA rate has passed, but one can check there at (615) 871-0033.

The cutoff rate for TPA discounted registration also has passed, but one can order tickets at the regular rate through July 8.

One can download a registration form at www.tnpress.com/contests/AwardsRegForm11.pdf or register online at <http://rwmeetings.com/tn/secure.html>.

Direct questions to Robyn Gentile at (865) 584-5761.

Barnes heads Winter Convention Committee

Eric Barnes, publisher of *The Daily News*, Memphis, has been named chairman of the 2012 TPA Winter Convention and Press Institute Committee. He was appointed in June by TPA then-President Art Powers.



Barnes

This chairman is traditionally named earlier than other chairmen so the committee can have several months to set an agenda and secure business and training leaders. The 2012 event is set for Feb. 8 through 10 in Nashville.

"With the legislature proposing an ever-increasing number of bills that could alter and regulate newspapers in Tennessee, the importance of the Winter Convention has never been more important," Barnes said. "I look forward to finding more ways to connect

publishers with their legislators, as well as continuing our first class forums and seminars on journalism and newspapers."

2010-11 TPA President Art Powers commented, "President Jeff Fishman and I have selected an outstanding person to chair the Winter Convention and Press Institute event next February in Nashville. Having been an extremely valuable member of our fight this past session of the General Assembly to continue public notice advertising in newspapers, Eric Barnes has agreed to spearhead this most important meeting. We all know that assembling in the state capital next year will play a very important part of our continuing effort to fend off changes which will negatively affect our industry, and no better person to lead that effort than Eric. I'm sure he will develop an outstanding program. Speaking for President Jeff, we appreciate Eric's

agreeing to play this major role."

Barnes is a member of the TPA Board of Directors representing District 10. Publisher of *The Daily News Publishing Co.* since 2003, besides *The Daily News*, he is publisher of *The Memphis News*, the real estate information service *Chandler Reports* and a weekly newspaper in Nashville, *The Nashville Ledger*. He hosts and co-produces a weekly news talk show, "Behind the Headlines," on WKNO, the public television station in Memphis.

Barnes worked in publishing in New York and Connecticut before moving to Memphis. He worked at Tower Publishing, which published city guides, books and directories around the country.

He attended Connecticut College and Columbia University. He is author of a novel, *Shimmer*. He and his wife, Elizabeth, have four children, Reed, Mackenzie, Andrew and Lucy.

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Chris Vass, Chattanooga Times Free Press.....District 3
Darren Oliver, Overton County News, Livingston.....District 4
Hugh Jones, Shelbyville Times-Gazette.....District 5
Joe Adams, The Lebanon Democrat.....District 6
John Finney, Buffalo River Review, Linden.....District 7
Brad Franklin, The Lexington Progress.....District 8
Joel Washburn, Dresden Enterprise.....District 9
Eric Barnes, The Daily News, Memphis.....District 10
Art Powers, Johnson City Press.....Past President

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CONTACT THE MANAGING EDITOR

TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Elenora E. Edwards, (865) 457-5459; send a note to P.O. Box 502, Clinton, TN 37717-0502; or email ElenoraEdwards@Comcast.net. The deadline for the August issue is July 11.

Join in effort of constructive change

This is the first in a series of articles I will write during my tenure as TPA president, and therefore I decided to spend a little ink not only introducing myself, but also some very important people in my life. These are the people who really make it possible for me to serve as your TPA president this year.

But first, it is a distinct honor to be chosen as the 2011-12 president of the Tennessee Press Association. A more fun and rewarding job than running your own community newspaper simply doesn't exist in my book. I forget the movie it was in, but I will never forget the quote. When asked why the publisher likes newspapering so much he replies, "Monday is different than Tuesday, you don't have to lie a lot, and you get to catch the bad guy now and again."

Thank you to Art Powers whom I succeed as president. He left your association in excellent order financially and organizationally. He did an outstanding job stewarding our association through some rough waters last year. Not only did he keep a steady hand on the rudder financially, but he marshaled enough political horsepower to thwart many legislative efforts that not only would have hurt our industry, but would have allowed government and other institutions to do the public's business in private.

Art was wonderful, but the true hero in that family is Fran. Thanks, Fran, for your commitment to our industry. It is a big challenge to listen intently and offer advice and encouragement each night as Art returns home fussing about the latest antics of a customer, subscriber, politician, employee or vendor.

Most of you realize I work for a family-run group of newspapers. My father, Jack, and my brother, Mike, are not only cherished family, but my business partners. Jack and Mike both are incredible fathers, husbands, churchmen and community leaders. There is no one who matches their passion and commitment to newspapers each and every day.

My mother, Nancy, is a woman of great grace and dignity. She has consistently stitched our family together. Without her we would probably just work all the time, forgetting birthdays, anniversaries and the like. Thanks, Mom, for creating and nurturing a sense of normalcy. I have always been steadied by the knowledge I could count on Mother to make things better.

I met my stepson, Jacob, seven years ago and immediately fell in love with his contagious sense of humor. Jacob has lots of limitations, as we each do, but his challenges do not define him as a person. God does for you what you cannot do for yourself. By placing Jacob in my life He has blessed me with the love of a child. You can always count on me, Jacob.

My wife, Karen, and I have been inseparable since the day we met. Karen is an amazing woman. She is an incredible mother and advocate on behalf of Jacob. The first in her family to graduate college, Karen is an accomplished interior decorator and classically trained painter and sculptor. She is also a news junkie and a gifted reporter. She is my friend, my lover and my wife. Babydoll, I am better because of you.

Art continued harvesting from ground plowed by the capable people who preceded him as president. I will work hard to continue the momentum he has so aptly created. First and foremost are government relations and legislative efforts. Earlier I mentioned the ongoing efforts to avoid the wrath of some vindictive and misguided efforts in Nashville.

The first action taken by me as president was to appoint a committee responsible for crafting a strategy aimed at establishing a robust, year-



YOUR PRESIDING REPORTER

Jeff Fishman

round program designed to aggressively deal with political issues that affect our members and the public they serve.

We will continue the efforts of the Futures Committee, whose assignment is planning, dreaming and establishing some goals for the future of TPA. The committee is challenged to forgo any sacred cows in considering our future. "That's the way we've always done it" is simply not good enough, because the world is not "the way it has always been."

Imagine a group of newspaper publishers in the lunchroom down the street comparing notes on some of the challenges we face. What would be our driving concerns?

I offer just a few:

- Increasing government secrecy, including continual efforts to close public records and officials trying to keep emails, tweets and text messages secret.

- Increasing pressure to prosecute those who leak information to the press. Our watchdog role will forever be compromised if we can't keep our sources secret and reporters out of jail.

- Our best and brightest are not always getting the training and guidance they need to become the next generation of leaders.

- We need to better build a public understanding of a free press. People need to understand that talk is cheap; free speech isn't.

- The economic and public pressures have taken a toll on the way we look at ourselves. Despite these, there is still extraordinary work being done by Tennessee newspapers.

In 1791, the birth year of the First Amendment, newspapers were not generally published to make a buck. They were designed to make a point. There was no concern for loss of classified ads, declining readership or competition from new technology. And there certainly wasn't anxiety about the survival of newspapers. The real question was about the survival of America.

In conclusion, I am bullish about the future of newspapers, particularly in smaller communities. There is a reason newspapers have been part of American life since 1690. The good ones reflect their communities and help spur constructive change.

Change is inevitable. Join me in an effort of constructive change.

JEFF FISHMAN is publisher of The Tullahoma News.

A Gathering of Newspapers

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Annual Convention and
Trade Show

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Sept. 22-25, 2011

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GAC to mark 50th anniversary

Attend the
National Newspaper
Association Government
Affairs Conference

July 21-22
Westin Washington Hotel

The GAC will focus on the 2012 presidential race and hot topics on Capitol Hill. The theme, "We Believe in Newspapers," tracks with the new National Newspaper Association campaign to reinforce the viability and importance of community newspapers.

Registration information is available at
www.nnaweb.org,
or call 1-800-829-4662.





JENNA WALKER | CHATTANOOGA TIMES FREE PRESS

Jenna Walker of the Chattanooga Times Free Press is the winner of the February Associated Press Photo of the Month for her picture of a six-week-old snow leopard cub sitting in a bowl for her weigh-in Feb. 21 at the zoo in Chattanooga. Walker received \$200 for her contribution.

TPA: Fishman is new president

FROM PAGE ONE

TPAF Board of Trustees were Michael Williams, *The Paris Post-Intelligencer*; Jack McElroy, *News Sentinel*, Knoxville; and John Finney, *Buffalo River Review*, Linden.

TPAF officers elected at the TPAF Board of Trustees meeting are Gregg K. Jones, president of Jones Media Inc., Greeneville, president, and Victor Parkins, editor of *The Milan Mirror-Exchange*, vice president.

Officers and directors of the Tennessee Press Service (TPS), business affiliate of TPA, are Michael Williams, publisher of *The Paris Post-Intelligencer*, president; Jeffrey D. (Jeff) Fishman, publisher of *The Tullahoma News*; and Victor Parkins, editor of *The Milan Mirror-Exchange*, re-elected to serve as a director during the TPS Stockholders' Meeting on June 16. Continuing to serve on the six-member TPS Board are Arthur S. (Art) Powers, publisher of the *Johnson City Press*; Pauline D. Sherrer, publisher of the *Crossville Chronicle*; and Jason P. Taylor, president of the *Chattanooga Times Free Press*.

Williams was elected president at the May 13-14 TPS Board of Directors meeting.

Jeffrey D. Fishman became publisher and editor of *The Tullahoma News* in 2000. He has held the position of vice president of weekly newspapers for Lakeway Publishers Inc. since 2000. He has been employed with Lakeway Publishers since 1986, first as a special projects manager and later in roles of customer service manager, print job estimator, production manager and assistant publisher of *The Tullahoma News*.

He is a graduate of East Tennessee State University and attended Carnegie/Mellon University.

Fishman has served on the Tennessee Press Association Board of Directors since 2002. He also serves on the Tennessee Press Association Foundation Board of Trustees and the Tennessee Press Service Board of Directors.

He is a member of the National Newspaper Association (NNA) Board of Directors, serving a second term representing Region 3, Tennessee, Kentucky, North Carolina, Virginia and West Virginia. His father served as NNA president in 1995-96.

Fishman chairs the Tullahoma Industrial Development Board and is a board member of the Coffee County Industrial Development Board and the Tullahoma Area Chamber of Commerce, the Motlow State Community College Foundation and chairman of Karing for Kids.

Fishman resides in Tullahoma with wife, Karen, and son, Jacob. He is a former Vestry member and Sunday school teacher at St. Barnabas Episcopal Church. He enjoys personal time with family, travel and reading.

The TPA was founded in 1870-71 for the purpose of creating a unified voice for the newspaper industry in Tennessee. Today, TPA continues to provide assistance to its 125 member newspapers by monitoring legislative activities, providing training programs, issuing press credentials, maintaining a website and providing regular meetings and forums to foster the exchange of information and ideas.

The TPA presidency rotates among Tennessee's three divisions, east, middle and west, and alternates each year between a daily and non-daily publication. It is customary that, when a person is elected a vice president, he or she will serve two terms as vice president before being elected president.

Way back

"Native American 'talking circles' represent the idea that free speech predates the Bill of Rights. It shows that freedom and discourse are universal

ideas."

Mark N. Trahan
Editorial page editor
Seattle Post-Intelligencer, 1996

Contest for sales reps off to a great start

BY BETH ELLIOTT
Network ads coordinator



Elliott

The Tennessee Press Service contest for sales reps, Tennessee BINGO, rolled out in May. In just two months, \$150 has been paid out. The next check could be yours!

The contest is simple. Sell a TnSCAN, TnDAN or TnNET ad in a category listed on the Tennessee BINGO board. Mark that spot. Fill a line and win \$50. Better yet, fill the entire board and win \$300! Once a line is filled, however, it is closed.

Selling a TnSCAN, TnDAN or TnNET ad is really easy, too. Just ask your existing customer if he or she wants more business. Who doesn't? You have the solution. The customer can advertise

in a large group of newspapers for a low cost through TnSCAN, TnDAN and TnNET.

After you up-sell an ad, just send it to TPS. You collect the payment from your client. Your newspaper keeps 40 percent commission, sends the remainder to TPS, and we'll do the rest.

You have an opportunity to make some extra money for yourself, and your newspaper can make some great commission. Through mid-June, the reps who have sold ads in the Tennessee BINGO categories have made \$2,052 in commissions for their newspapers!

Selling the TnSCAN, TnDAN and TnNET ads can be an excellent source of revenue for your newspaper. If your newspaper is not participating in Tennessee's Advertising Networks, you could be missing out on this potentially powerful revenue stream. Contact TPS for more information, (865) 584-5761 x117 or belliot@tnpress.com.

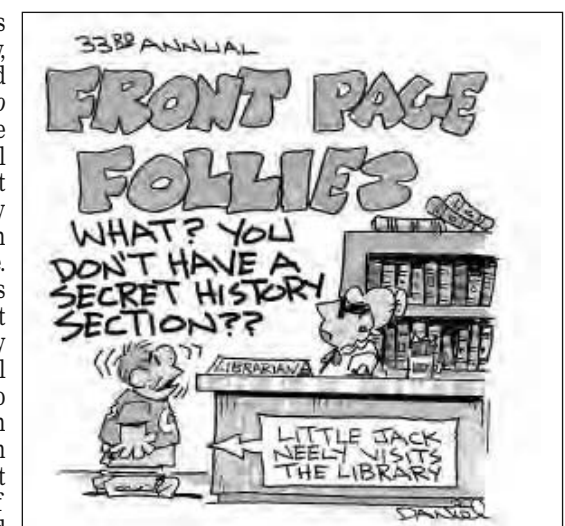
Yearly ETSPJ event set July 23; chapter, scholarship fund-raiser

Fellow journalists will honor Jack Neely, associate editor and columnist for *Metro Pulse* in Knoxville at the 33rd Annual Front Page Follies at 6 p.m. Saturday, July 23, at the Marriott in downtown Knoxville. The event raises funds for the East Tennessee Society of Professional Journalists so the chapter can fund journalism scholarships at the University of Tennessee and Pellissippi State Community College as well as chapter activities.

The evening's program: a reception, during which people can bid on silent auction items; a meal; a live auction, conducted by Clinton auctioneer Bear Stephenson; and a musical show by chapter members and friends that will skewer local newsmakers in the Knoxville area.

Tickets are \$100, with tables of 10 available for \$1,000. To reserve tickets, contact Megan Venable Smith at (865) 974-3678.

Neely, a UT graduate with experience in various works areas, has been with *Metro Pulse* since 1995. *Metro Pulse* is owned by the E.W. Scripps Co.,



CHARLIE DANIEL | NEWS SENTINEL, KNOXVILLE

which also owns the *News Sentinel*, Knoxville.

Sharing duties for Front Page Follies are Dorothy Bowles, retired journalism professor; Erin Donovan, WBIR-TV; Georgiana Vines, *News Sentinel*; Kristi Nelson Bumpus, *News Sentinel*, and Megan Venable Smith, UTK.



Neely

CLIPS

Jessie Jean Ellefson and John Douglas Williams will be married Oct. 15 at Spring Haven Mansion in Hendersonville. Jessie is a 2005 graduate of Auburn University, where she received a bachelor's degree in journalism with a minor in business. She is the editor of the *Macon County Chronicle*, Lafayette. John is a CEI project inspector at Gresham Smith & Partners, Nashville.

FORESIGHT

2011 JULY

- 5-10: International Society of Weekly Newspaper Editors, Coventry, England
- 6-9: Association of American Editorial Cartoonists, Bayside Hilton, St. Petersburg, Fla.
- 15: TPA Government Affairs Committee, 10 a.m., Embassy Suites, Nashville Airport Hotel



- 15: UT-TPA State Press Contests Awards Luncheon, Embassy Suites Nashville Airport Hotel
- 21-22: 50th Annual Government Affairs Conference, Westin, Washington, D.C.
- 23: ETSPJ Front Page Follies, Marriott Hotel, Knoxville

SEPTEMBER

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



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

OCTOBER

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

NOVEMBER

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

2012 FEBRUARY

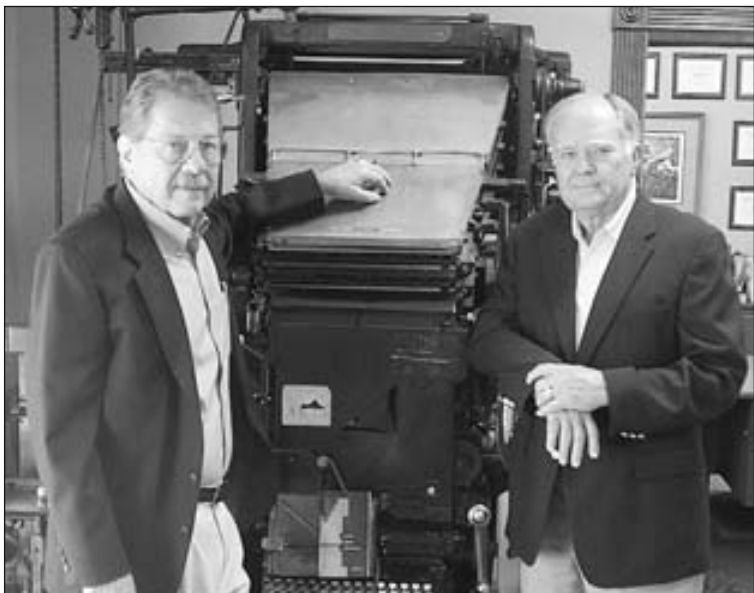
- 8-10: TPA Winter Convention and Press Institute, Doubletree Hotel, Nashville

Center starts site, iWatch News

The Center for Public Integrity has started a new website dedicated to investigative journalism. Called iWatch News, it will be updated daily with 10 to 12 original investigative pieces and aggregated content from other sources.

The site will include articles that focus on money and politics, government accountability, health care, the environment and national security. See the full story at mediadecoder.blogs.nytimes.com.

TRACKS



THE COURIER, SAVANNAH
Jim Thompson, left, and Joe Hurd stand at a Linotype both worked on years ago. It is at The Courier, Savannah, office.

Beth, Jim Thompson retire from The Courier, Savannah

BY RON SCHAMING

News editor, The Courier, Savannah

After nearly 51 years at *The Courier*, Managing Editor Jim Thompson has retired from the family-owned newspaper. "It's going to be odd walking up to a machine and pulling out 75 cents and buying a paper, because the last time I bought a paper it was 5 or 10 cents," he said of his departure, which has been in the planning since the start of the year. It was official May 31.



Thompson

Thompson, who was friends in high school with *The Courier's* current publisher, Joe Hurd, started out hand-setting type, running the Linotype machine and doing hot metal make-up.

At that time, the paper was owned by Hurd's mother and stepfather. Thompson and Hurd worked side by side before Hurd left for a 34-year career in the Air Force.

For many years, the paper was printed on-site, and Thompson ran the presses and supervised production before moving to the editorial side of the operation.

With Thompson as editor, general manager and part owner, *The Courier* earned more than 100 awards from the University of Tennessee-Tennessee Press Association, including 31 first-place commendations.

"Jim's dedication has been instrumental in the growth and success of the newspaper. He's worked hard to produce a publication that people

line up to buy on Wednesday nights," Hurd said.

"In all these decades there's hardly been a paper I haven't in some way had influence on," Thompson recalled, noting that even following three back surgeries, staff members brought him copy to work on at home while recuperating.

He says that despite the pressure of weekly deadlines that kept him and wife, Beth, the paper's office manager, from taking vacations any longer than an extended weekend until recent years, they both have enjoyed the responsibilities that come with keeping residents of Hardin County on top of the news, both good and bad.

"It's been fun—and very interesting," Thompson said. "Beth and I have just really been a team." Beth also retired.

"I have done everything from clean bathrooms to handle the finances, the mailing list, everything," she said.

As anyone who has been in the news business for any time knows, it's not a job for the thin-skinned.

"It's been enjoyable to stay informed on what's going on in the city and county, but there are definitely moments where you'd rather be anywhere but here," Beth said dryly.

Working long hours for decades at a family publication, "you form a special bond" with the staff, she said. "When the employees are sick, you worry about that. When their children are sick, you worry about that. It's just an extension of your family," Beth said. "How many babies have we watched grow up around here?"

The Thompsons officially retired on a Tuesday, deadline day.

(June 9, 2011)

Stevens promoted to Leaf-Chronicle editor, GM

Richard V. Stevens, longtime executive editor of *The Leaf-Chronicle*, Clarksville, has been named editor and general manager.

Stevens, 56, will oversee news, advertising and all day-to-day operations of *The Leaf-Chronicle*, its websites and other products under the banner of The Leaf Media Group. He will lead the company's operating committee and the newspaper's editorial board.

Stevens joined *The Leaf-Chronicle* as executive editor in 1999 after serving as assistant managing editor of *The Tennessean*, Nashville. He has been a



Stevens

reporter, editor and newspaper manager since 1980. He has served as *The Leaf-Chronicle's* acting general manager since November.

"I am deeply honored to become the top executive of *The Leaf-Chronicle*, and I look forward to serving our readers and working with our advertisers and community leaders to deliver great results for our growing and dynamic community," Stevens said.

Carol Hudler, Gannett's U.S. Community Publishing South Group president and publisher of *The Tennessean*, announced the appointment.

"Clarksville is a dynamic community, and *The Leaf-Chronicle* deserves to have a leader as locally invested as Richard," she said. "Richard has shown he can manage the business and lead the

staff, and I look forward to *The Leaf-Chronicle's* future successes."

A Missouri native, Stevens was educated at the University of Missouri-St. Louis, where he majored in English. His first full-time newspaper job came at the *County Tribune*, a weekly in his hometown of O'Fallon, Mo., near St. Louis. He moved on to editing and leadership roles at newspapers in Missouri, Illinois, Kansas and Washington State before joining Gannett Co. at *The Tennessean* in 1994.

Stevens has lived in Clarksville for 12 years and is married to Jennifer Goode Stevens. They have two children, Janey, 5, and Elliott, 3. Richard also has three adult children, Jack, 32, Rachel, 26, and Thomas, 22.

VanEaton returns to Courier as managing editor

BY RON SCHAMING

The Courier, Savannah

Terry VanEaton has rejoined the staff of *The Courier*, Savannah, as managing editor.

After nine years as assistant editor, VanEaton, 37, struck out on his own in April 2009 to pursue entrepreneurial ambitions in public relations, marketing and Web design as head of LightSmythe, LLC. Effective June 1, he returned to *The Courier* to the helm of the editorial and production side of the business.

"I hope to follow in the steps of retiring editor and general manager



VanEaton

Jim Thompson by continuing to make this a great paper for our community," he said.

Hurd said, "I look forward to working with Terry again. His experience and skills will be a major asset."

It was during VanEaton's tenure as assistant editor that he developed *The Courier's* latest online edition, earning a first place award for best newspaper website in the University of Tennessee-Tennessee Press Association annual competition.

"Given my background in Web development, I want to take the paper's website to the 'next level' in the near future. Community news is alive and well, and *The Courier* is positioned to meet the challenges posed in this digital, news-on-demand age," he said.

Prior to coming to *The Courier*,

VanEaton, who has a bachelor's degree in psychology from Freed Hardeman University, worked for two years as a reporter for the *DeSoto County Tribune*, covering Horn Lake in Mississippi. There, he earned a Mississippi Press Association award for best in-depth and investigative journalism.

The award winning story was about a woman with a mental disability who had been abandoned by her family in a home with no electricity or water. As a result of the attention brought by the story, the woman was admitted into a state program to learn work skills and provided a safe place to live.

VanEaton and his wife, Rita, a teacher at East Hardin Elementary School, live in Savannah.

(June 9, 2011)

Russell named GM of Daily News Journal

BY DOUG DAVIS

The Daily News Journal, Murfreesboro

Michelle Russell has been named general manager of *The Daily News Journal*, Murfreesboro.

Russell, 43, has been with The DNJ since 2005 as office manager. She became acting general manager in October upon the departure of President and Publisher Andrew Oppmann, who became associate vice president for marketing and communications at Middle Tennessee State University, Murfreesboro, in early November.

"It's a privilege to represent the incredible staff of *The Daily News Journal* in my new role," said Russell.



Russell

"We are a solid team, committed to bringing local news to our readers and customers to our advertisers."

Carol Hudler, Gannett's U.S. Community Publishing South Group president and publisher of *The Tennessean*, Nashville, made the announcement.

"Michelle's commitment to the Murfreesboro community and to The DNJ, along with her strong stewardship as the interim general manager, has made her a perfect choice to take the helm as The DNJ's local leader," Hudler said.

Russell previously worked for four years in the ad department at the

Chattanooga Times Free Press. Her first job in the industry was at *The Tennessean* in 1997.

She is a University of Maryland graduate.

Russell, of Murfreesboro, and her husband, Dave, have two daughters living in the area.

"The DNJ has been deeply rooted here in Murfreesboro for over 160 years, and we've got a lot more to give," Russell said. "I am looking forward to learning more from the leaders of our community and working with them to continue making Rutherford County a great place to work and live."

(June 21, 2011)

Grave talk

"Since informed public opinion is the most potent of all restraints upon misgovernment, the suppression or abridgement of the publicity afforded

by a free press cannot be regarded otherwise than with great concern."

George Sutherland
 U.S. Supreme Court justice, 1936



In memory of

John Castle

by

Johnson City Press

To recognize the 36-year career of John Castle, operations manager of the Johnson City Press, the Press desires to offer this memorial to honor our co-worker who passed away March 26, 2011.

Disaster checklist is available on website

A planning checklist to assist Tennessee Press Association (TPA) members in being prepared in the case of a disaster, which was published as part of *The Tennessee Press* in March, is available for download in pdf format on the TPA website, www.tnpress.com.

As tornadoes, flooding and wildfires make the news, the news deliverers must be sure they can carry on, for the good of their communities and for their own security.

Adapted from a document from the Oklahoma Press Association, the checklist is a basic look at how to be prepared, but every newspaper may want to add information about its unique needs.

REWRITES

JULY 1986

The National Newspaper Association's 101st Annual Convention and Trade Show was to be held Sept. 24-27 in Nashville. The theme was tied to the state's Homecoming '86 celebration.

Members of the Capitol Hill Press Corps called on the State Building Commission to reject plans to relocate reporters who covered the House and Senate to upstairs galleries.

The Jackson Sun began construction of a \$1.2 million, 10,000 square foot distribution center.

A closed Oak Ridge City Council meeting to discuss standards for selecting a new city manager was "an honest mistake," resulting from misinterpretation of a statute, said Mayor Roy Pruett. "There will be no more closed council meetings," he said.

The Mountain Press, Sevierville, joined the ranks of daily newspapers on June 16. The paper was to be published Monday through Friday instead of three times a week.

JULY 1961

Guy Easterly, *The LaFollette Press*, became National Editorial Association

Duff to succeed Overby as president of Freedom Forum

The Freedom Forum, which operates the Newseum on Pennsylvania Ave. in Washington, D.C. and is one of the nation's leading foundations dedicated to the First Amendment and media issues, on May 31 named James C. Duff as its next president and chief executive officer.



Duff

Duff, 57, is the chief administrative officer of the U.S. court system. Since his appointment in 2006 by Chief Justice John G. Roberts Jr., he has overseen the federal judiciary's 35,000 employees and its \$7 billion annual budget. He has also served as secretary to the Judicial Conference of the United States, the courts' governing body.

After a nationwide search, Duff's appointment was announced by Malcolm Kirschenbaum, chairman of the Freedom Forum Executive and Finance Committee.

"Jim Duff has worked closely with three chief justices over a period of 35 years and has taught civil liberties and constitutional law at Georgetown University for 10 years," said Kirschenbaum, a longtime Florida lawyer, banker and civic leader. "He is a passionate defender of the five freedoms that the First Amendment protects. We are confident the Freedom Forum will reach new heights under his leadership."

Duff will join the Freedom Forum this summer.

"The Freedom Forum and the Newseum perform a great public service," Duff said. "They educate the public about the constitution and our precious First Amendment rights. Both organizations have flourished under the stewardship of their founder and top executives, and it is a privilege to be entrusted to lead these organizations into the future."

Duff will succeed Charles L. Overby, who will turn 65 in September after a long and distinguished career at the Freedom Forum and the Newseum, the highly successful museum of news, history and technology.

Overby, a Pulitzer-Prize winning journalist, has served as chief executive of the Freedom Forum and its predecessor foundation since 1989.

"Jim Duff is a proven leader who will take the work of the Freedom Forum to a significantly higher level," Overby said. "His involvement with the foundation dates back to 2000. He understands our First Amendment mission thoroughly. His fresh perspective will keep the programs of the Freedom Forum and the Newseum relevant and compelling."

The nationwide search was led by Peter S. Prichard, retired president of the Newseum and Freedom Forum, and by a search firm.

"Our pool of candidates was exceptionally well qualified," Prichard said. "We considered nationally-known journalists, journalism school deans, university presidents, law school deans, business leaders and prominent lawyers. We're especially grateful that

we were able to attract and to hire Jim, who is among the best of the best."

Al Neuharth, who founded the Freedom Forum in 1991, said he is confident Duff will lead the organization in the tradition of excellence established by Overby and Prichard.

Duff serves on the board of directors of the Federal Judicial Center, is former chairman of the Supreme Court Fellows Commission and a board member of the Supreme Court Historical Society.

Before he became chief administrator of the U.S. courts, Duff was managing partner of the Washington office of the law firm of Baker, Donelson, Bearman, Caldwell & Berkowitz. The firm's Washington office was founded by Howard H. Baker Jr. of Tennessee, former majority leader of the U.S. Senate.

While at the Baker firm Duff served as counsel and secretary to the Freedom Forum and its related entities, the Newseum, First Amendment Center and Diversity Institute. Also at the Baker firm, Duff represented the University of Kentucky's federal interests. He graduated from Kentucky in 1975 with a B.A. degree magna cum laude, Phi Beta Kappa and high distinction in its Honors Program. He earned his J.D. degree at Georgetown University Law Center in 1981 and also attended the University of Edinburgh in Scotland.

The Freedom Forum is an independent, non-partisan foundation that champions the First Amendment as a cornerstone of democracy. It is the principal funder of the Newseum in Washington, D.C.,

the First Amendment Center and the Diversity Institute, which are housed in the John Seigenthaler Center in Nashville. The First Amendment Center also has offices in Washington. The Diversity Institute has offices and programs at the University of South Dakota in Vermillion.

The Freedom Forum was established in 1991 under the direction of Al Neuharth as successor to a foundation started in 1935 by newspaper publisher Frank E. Gannett. The Freedom Forum is not affiliated with Gannett Co. Its work is supported by income from an endowment of diversified assets.

First Amendment survey results due

The First Amendment Center, in partnership with the National Press Club, Freedom Forum and the American Society of News Editors, will release results of its 2011 State of the First Amendment Survey on July 12 in the National Press Club Conference Rooms in Washington, D.C.

The presentation will be given by Ken Paulson, American Society of Newspaper Editors president and First Amendment Center president and chief executive officer. The authoritative survey, which has explored public perspectives on First Amendment freedoms for the past 14 years, will focus on public attitudes toward a free press, the credibility of various news media and the rights of student news organizations.

Ways to become a better sales person

There's a lot of truth in the old saying, "The biggest room in the house is room for improvement." Let's take a look at six things to be learned from the top sales people in the advertising industry:

1. Learn about selling. These days, there is no excuse for an uninformed sales person. Visit your local book store or library, and you will find plenty of how-to information about selling. Go online, and in a matter of seconds you can have access to a mountain of helpful ideas. (While writing this paragraph, I did a quick Internet search of "sales tips" and found 229 million results.)

2. Know your product. There is more to product knowledge than knowing your paper's deadlines, the difference between spot color and process color, and how many column inches are in a 2 x 6 ad.

Consider your rate card. If you are putting together a proposal for a monthly ad budget of \$1,000, what are three possible options? Which option do you recommend? Why?

3. Make time management a priority. Time is a precious commodity. That's why time management is one of the biggest challenges in this profession.

Debra is an award-winning sales person. "I keep a daily log of my activities," she told me. "That helps me analyze what is productive and what is not. The ad manager at my paper wants us to maximize the amount of time we spend developing new business."

4. Know how to create effective advertising. Once you make a sale, you become a marketing partner. Even if your paper has a first-rate creative department, you are the main point of contact with that advertiser.

Who is the target audience? What are the relevant features



Ad-libs

John Foust

and benefits? What type of headline is most appropriate – benefit, news or curiosity? Should the advertising have photographs or illustrations? Testimonial quotes or third person copy?

5. Know your competition. One of the basic principles of debate is to know as much about your opposition's point of view as you know about your own. That goes for media sales, too. When a prospective advertiser tells you that one of your competitors is being considered, you can help your case by providing a point-by-point comparison.

How does your paper deliver more potential customers for less cost than radio, television or other publications? What does your website offer that other websites don't?

6. Present a professional image. A banking executive once told me about a sales person who showed up for a meeting wearing blue jeans and tennis shoes. "He said he was dressed like that because Fridays were casual days in his paper's office," he said. "I don't have anything against blue jeans. But it's not smart to wear jeans if you are trying to sell something to people who are wearing business suits."

This does not mean that you have to run out and buy new clothes. Simply use common sense in selecting what to wear each day. A sales presentation always trumps Casual Friday.

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Email **JOHN FOUST** for information about his training videos for ad departments: jfoust@mindspring.com.

FUTURES COMMITTEE



PHOTOS BY ROBYN GENTILE | TPA

The TPA Futures Committee held its second meeting on June 1 at the First Amendment Center in Nashville. The group voted to recommend substantive changes in how TPA handles business. TPAers will receive a report soon.



Michael Williams and John Seigenthaler



Joel Washburn, Carol Hudler, Greg Sherrill and Michael Williams



Patrick Birmingham, Steve Lake, Jim Charlet and Frank Gibson



Doug Horne



Gregg K. Jones, Futures Committee chairman

TRACKS

Newbold resigns as editor of Lewis County Herald

Associate Editor Becky Jane Dunn Newbold in late April announced her resignation from her position with the *Lewis County Herald*, Hohenwald.

She joined the staff of the Herald in September 2003 and has managed the daily operations of the company for the past five years. She spearheaded several community projects, among those being two reader contests, Reader's Choice, Best of the Best and the Great American Smokeout Public Service Announcement contest for Lewis County Schoolchildren, a contest she created. Each contest has been recognized as award winners for the past three years by the Tennessee Press Association (TPA).

Additionally, two veterans' tributes may be attributed to her work at the Herald as was the Meriwether Lewis Commemorative EXTRA edition published in October 2009, also recognized for excellence by the TPA in 2010.

Her writing has been recognized by the Tennessee Press Association (TPA) and the University of Tennessee since 2009 when she was awarded first place in the Best Spot News Story category. Her work was recognized in 2010 with



Newbold

runner-up awards in the Best Feature category.

"It has been a pleasure to present truth in news reporting to the readers of the *Lewis County Herald*," Newbold said. "Since I was a young girl watching my mother and father, Hulon and Byrne Dunn, report the news each week, I have had a passion for the news industry. I will always cherish the fond memories of my time working with the community and remembrances of both the good news and the bad will likely stay with me," Newbold said.

She served as president of the Lewis County Chamber of Commerce in 2009 and continues her community work as a member of the board of directors of the Hohenwald Arts Council, on the Lewis Health Center Advisory Committee, the Natchez Trace Parkway Association, the Meriwether Lewis Artist Group and the Lewis County Historical Society. She has served on the Joint Economic and Community Development Council and on a study committee for metro government under an appointment by the Lewis County mayor. She has served the TPA on the Technology Committee since 2008.

"I appreciate the support of the community and treasure the friendships developed. I look forward to continuing these relationships in the coming years," Newbold said.

Powder found in letter to reporter

BY RON SCHAMING

The Courier, Savannah

When Courier reporter Thad Mitchell received a letter at the newspaper Tuesday morning (June 7) that contained a suspicious white powder, the Hardin County Emergency Management Agency (EMA) was prepared for the situation.

The local EMA last year received a Homeland Security grant of \$65,000 that allowed the county to buy a computerized testing unit that in just minutes identified the substance as Gold Bond Foot Powder.

It was the first time the sophisticated testing machine the size of a small suitcase had been put to actual use since its acquisition, according to Hardin County EMA Director Melvin Martin.

"I know that 99 percent of these incidents turn out to be hoaxes," Mitchell said, "but as Melvin was putting the powder into the machine, it was a tense couple of minutes."

Addressed to Mitchell, the letter may have come from an inmate at the Whiteville Correctional Center in Hardeman County. The medium security state prison is managed by Nashville-based Corrections Corporation of America.

The letter, purported to come from a representative of the "Adamite American Revolutionary Army," did not threaten Mitchell or the newspaper, but warned that the Memphis city water supply would be "blessed" with spent nuclear fuel rods from Oak Ridge.

It also warned of a biological attack on Memphis via anthrax, smallpox and Ebola disease, plus an assault on the electrical grid.

The letter specifically identifies Memphis television station WMC-TV-5 as a "target" and closes with the sentence, "Andy Wise, RIP." Wise is the news station's investigative reporter for consumer issues.

The Savannah Police Department was notified, and the criminal matter is under investigation.

The Courier also advised the WMC-TV newsroom of the incident.

(The Courier, Savannah, June 9, 2011)

Hateful thing

"Democracy abhors secrecy, in recognition that public knowledge secures freedom."

Victor Marrero
U.S. District judge, 2004

FREE
to dance to read to tweet to report

Thanks to the First Amendment, you can be whoever and whatever you want to be.

Join us online at **1forall.us**
Take a stand for the First Amendment.



GEORGE WALKER IV | THE TENNESSEAN, NASHVILLE

George Walker IV of The Tennessean, Nashville, is the winner of the January AP Photo of the Month for his shot of former Tennessee Titans Head Coach Jeff Fisher waving as he leaves a news conference Jan. 28 at the team's headquarters in Nashville. The Titans announced the day before that Fisher would not remain as head coach. Walker received \$100 for his contribution.

TRACKS

Fawcett becomes GM of States-Graphic

Vicky Fawcett, six-year veteran of the *Brownsville States-Graphic*, Brownsville native and Stanton resident, in May was promoted to general manager of the newspaper. She formerly was office manager.



Fawcett

She will run the day-to-day operations of the newspaper, taking responsibility for staff management and newspaper content. "I am overwhelmed," Fawcett said. "It's wonderful to be recognized and appreciated."

She said her goal is to ensure the newspaper is an integral part of the community and its quality and content meet the community's expectations.

"I really look forward to growing the paper and being the best we can be," Fawcett said. "I am really encouraged about our community to embrace the community and serve it in the best way possible. We want to be open, receptive and involved and embrace the things that make the community so wonderful."

Fawcett's husband, Frank, is employed by the Brownsville Utility Department and serves as a Stanton councilman. She has two adult sons and two grandchildren.

Announcement of Fawcett's promotion was made by incoming *States-Graphic* Publisher **Brian Blackley**, publisher of *The Leader*, Covington. He will have overall fiscal responsibility.

Blackley's role will be to work with all members of the States-Graphic staff to help increase quality and performance.

Blackley has served as publisher of *The Leader* since 2009. Earlier he published newspapers in Mississippi, Alabama

and Georgia. The native of Rolling Ford, Miss. started his newspaper career in his home town and went on to serve as managing editor of *The Daily Mississippian* at Ole Miss.



Blackley

His wife, Brandi, teaches English at Covington High School. They have two daughters.

Blackley replaces **Scott Whaley**, a former Tennessee Press Association president and also former publisher

of the *Chester County Independent*, Henderson. Whaley plans retirement and will work with Blackley to ensure an orderly transition.

"Scott Whaley is a terrific newspaper publisher, and I have learned a lot working under his leadership in Covington," Blackley said. "He's been a great group manager and a good friend who I am saddened to see leave the newspaper business." He continued, "I am glad to have the opportunity to work with him during this transition, and I know a lot of what I learned from him will help me."

The Hoosier State Press Association Foundation is offering newspapers in other states free summer reading ads, such as the one below, promoting use of the newspaper and the library. They are available on the home page of the Foundation's website, www.hspafoundation.org.

Boredom bites. READ.



Get sucked into another world this summer at the library.

Appeals court takes up issue of legal notices in newspapers

BY JAMIE SATTERFIELD
News Sentinel, Knoxville

Forget law books.

All the state Court of Appeals needed to decide exactly what the Tennessee Legislature meant when setting out the process for public disclosure of a pending foreclosure sale was a dictionary.

In an opinion released this week and penned by Appellate Judge Herschel Pickens Franks, the court sided with the *News Sentinel* in defining what the Legislature meant when it instructed the seller of foreclosed properties to, as current law is written, "publish such sale at least three different times in some newspaper published in the county where the sale is to be made."

"Dictionaries contain numerous definitions of the word 'publish,'" Franks wrote. "However, the definition in the Oxford-American dictionary 'to make generally known' comports with the intent of the statute."

The question for the court is whether a law requiring foreclosure sale notices to be "published in the county where the sale is to be made" meant the newspaper must be printed in the county where the sale is to take place.

It's not simply semantics at issue. Newspapers rely on revenue from legal notices like foreclosure sales to bolster their financial bottom line. Community-based newspapers compete with regional newspapers for those advertising dollars. In the case at hand, Roane County homeowners Earl and Irinia Thacker argued current law required the 2007 notice of the foreclosure of their home to be filed in their hometown newspaper, the Roane County News. It wasn't. Instead, the notice was published in the *News Sentinel*, which is available in Roane County but does its printing in Knox

County.

The key question turned on the legislature's intent. Did its use of the phrasing "published in the county where the sale is to be made" mean only newspapers within the county where the sale was taking place could reap the revenue from the publishing of foreclosure sale notices?

The *News Sentinel's* attorneys, Richard Hollow and son David Hollow, argued that "publish" doesn't mean "print," so the law clearly allows foreclosure notices to be filed in a regional newspaper so long as people in outlying communities had access to it.

In determining intent, the appellate court looked to the origins of the law – a time when slave trade was legal. When the law was first passed in 1855, it required notices of foreclosure of "any lands or Negroes" be posted "in some newspaper printed and published in the county" where the sale was to take place.

Four years later, the legislature dropped the word "printed," an indication the Legislature never intended to limit the publication of foreclosure notices to newspapers actually located within the county where the sale was to take place, the opinion noted.

(June 22, 2011)

Minutes of the June 16, 2011 TPA Board of Directors Meeting, the TPA Business Session and the TPS Stockholders Meeting were e-mailed to publishers on June 30. If you are a member and did not receive a copy or would prefer a paper copy, please let us know by contacting Robyn Gentile at rgentile@tnpress.com or Angelique Dunn at adunn@tnpress.com or by calling TPA at (865) 584-5761.

Tennessee BINGO

Sell a TnSCAN, TnDAN, or TnNET ad in a category - Mark the Spot
Fill a line & win \$50! Fill the entire board & win \$300!

Still opportunities for you to make \$\$\$

Lead for Sale	Category of your choice	Auction	Pest Control Service	Tribunal
Help Wanted General	Craft/Show	Window Replacement	Attorney	Category of your choice
Vacational School	Insurance	FREE SPACE	Veterinarian/ Pet Supplies	Help Wanted Health Care
Bathroom Refinishing	Golf Course	Help Wanted Drivers	Employment Agency	Automotive
Help Wanted Sales	Vacation Rental	Livestock/ Farm Equip.	Category of your choice	Mobile Home For Sale

The contest is open to staff at newspapers that participate in Tennessee's Advertising Networks. For more contest details or if your newspaper does not participate, contact Tennessee Press Service Today 865.584.5761 ext. 117 or bellioth@tnpress.com.

Are pre-prints at the end of their life cycle today? Hardly

BY LARRY MAYNARD

Inlandpress.org

Has your pre-print business taken its last breath?

There has been much chatter in recent years about the decline of pre-prints. Some are suggesting that advertisers will move away from and eventually abandon this manner of advertising. A lot of smart people within the media industry are promoting this position, and some smart people in the retail industry—let's face it—want to decrease their pre-print costs.

Over the past three years, the decline in our economy, increased unemployment rate and reduced consumer spending power have dramatically altered the sales performance for all retailers. This has brought focus on their advertising spending, but particularly on the perceived high cost of the pre-print

category: manufacturing (printing, newsprint and ink), delivery to the newspapers and distribution by the newspapers. For many retailers, the annual cost of their pre-print program is tens of millions of dollars, or for larger retailers hundreds of millions of dollars.

Recently, retailers have worked hard to take out as much cost as possible by reducing page size, page count, paper quality and further refined targeted delivery (i.e. reduced quantity). Yet none has significantly reduced their frequency. Why not?

Some retailers run one insert per week, some run two or more inserts per week, while others run 12 to 36 inserts during key sales weeks. Why do they continue to run the same frequency? Because pre-prints continue to be the number one driver of customer traffic and sales for many retailers, and they

know if they eliminate one insert, their sales will be significantly negatively impacted, i.e., plummet.

A few retailers have tried to eliminate dates and immediately added them back because the consumers told them to in a very loud voice ... by not shopping with them and spending their money elsewhere. And that's really the point here. Regardless of how smart we in the industry think we are, we aren't the ones we should be listening to. We should be listening to our customers, the consumers and our newspaper readers. How do they want to receive the weekly sales information from the retailers? Their overwhelming choice continues to be to receive pre-printed inserts in their newspapers. They tell us so every day by their interaction with your newspapers.

Background

This discussion about the demise of pre-prints began in the late 1990s. Pre-prints actually have been the staple of retailer marketing efforts for less than 30 years. Advertisers wanted a way to better target their advertising message, to do so in a consistent visual presentation of their products and brand and to utilize the established newspaper distribution system that provided a guarantee of complete and timely delivery.

Pre-prints have become the advertising channel with the most impact on customer traffic and sales for many retail categories. That, in turn, has led to a significant amount of revenue for many newspapers. This was a perfect match of need and need-fulfillment, and it was done at a cost relatively lower than other delivery options.

Identify the trends

What would happen if you left the pre-printed insert packages out of your newspaper this weekend? If you have 20,000 subscribers you'd get 20,000 calls. Not 20 calls, not 200 calls, you'd get 20,000 calls! Because along with the editorial content, pre-printed inserts are a very valuable content element to your readers. In fact for many of your readers, advertising is the number one reason they subscribe or purchase. A recent study by the Newspaper Association of America showed that more than 50 percent of the people who buy a single-copy newspaper on the weekend do so for the ads—or, more specifically, the inserts.

Think about this common newspaper scenario. An inserting machine hiccups and misses a piece here and there. The result? You get calls every weekend from subscribers saying, "Hey, I didn't get my Target insert today. What's up?" Or it's an off-week for Wal-Mart or NewsAmerica and you get dozens of

calls stating, "I didn't get any coupon books today, and I really want them."

And if you did happen to miss an insert and they call, what do you do? In most cases, you deliver another copy to them. Think about that relationship, that reader's commitment. The consumer is actually saying, "I want your advertising." This doesn't happen in any other advertising medium.

Is anyone asking broadcast TV to run more commercials? One of the appeals of devices such as TiVo or other digital video recorders is that they allow people to actually fast-forward and skip the commercials! You can't "TiVo" a newspaper. Not only that, but newspaper consumers actually want to see the ads.

Similarly, is anyone asking radio to run more commercials? Or, is anyone asking for more junk mail? And if someone misses a TV or radio commercial, or some direct mail piece, does this person then call and ask someone to resend it to them? Of course not.

What consumers want

Consumers have many options to get sales information electronically today, and even the actual inserts. They can go to Target.com or Lowes.com, etc., to access the pre-prints. Many newspapers now utilize pre-print aggregators like zip2save as an additional method of delivery. And yes, there are some consumers who choose to get their information in this manner. But they must initiate the search, navigate the various ways to view the information and are generally looking for a single item.

But this is by no means a substitute for newspaper inserts. It's actually the perfect match for retailers' desire to expand their audience reach with different channels and manners consumers want to access or receive the information.

Retailers' pre-printed inserts are delivered to tens of millions of newspaper subscribers and single-copy buyers every week. They are presented in a complete and easy-to-read format. They can be read any time the consumer wants. They can even be taken along when consumers go shopping. They can easily compare merchandise and prices whenever they want to without accessing multiple websites, downloading or printing copies, etc. Instead, they can simply place the inserts that newspapers deliver to them side-by-side and compare.

Retailers understand that ads in

newspapers often lead to impulse buys; that's why they continue to advertise. When you go online, you're generally looking for a specific piece of information or merchandise. When you find it, you move on. A consumer flipping through the pages of a newspaper or the inserts and, while they may also be looking for specific items, they invariably see something that wasn't on their mind or their shopping list or a store they hadn't planned to shop at, and say, "Hey, I should get that or go there, too."

Bottom line

There are tens of millions of current and potential customers who pay for the newspaper every day, essentially casting their vote to continue to receive advertising in the newspaper, especially the pre-printed inserts.

The time to start worrying about the newspaper insert category is when consumers stop calling whenever we miss an insert. I just don't see that happening any time soon. Having said that, newspapers need to listen to the consumers who say they want to receive this information in other manners—online, via email, social media, etc.—and work hard to fulfill those needs in addition to our newspaper delivery. But not in place of it.

Larry Maynard is a frequent Inland Press Association Webinar and live training presenter. He has held senior positions with Copley Chicago Newspapers and Newspaper Services of America and currently heads NGM Partners, a newspaper consulting company in Oswego, Ill. that has worked with more than 200 U.S. newspapers. One can reach him at lmaynard@ngmpartners.com.

See John Foust's "Ad-Libs" column on page 5.

Billions!



Each year, newspapers distribute billions of advertising circulars. The reason advertisers invest in inserts? They produce results! Newspaper advertising is rated by consumers as the #1 shopping information tool.

Action: 79% of newspaper readers used an insert/circular in the past 30 days.

58% Compared prices of one insert to another

52% Saved the insert until visiting a store

45% Shared the insert items with friends or family

41% Took the insert to the store

40% Made an unplanned purchase based on an ad

Circulars are so popular with consumers that the average insert is saved 4.7 days.

Newspaper circular advertising works for millions of advertisers. Put it to work for you.

Sources: Frank N. Magid Associates 2011

**Newspaper media.
A destination, not a distraction.**

www.newspapermedia.com



Newspaper Association of America 4401 Wilson Blvd., Suite 900, Arlington, VA 22203 571.366.1000

The Newspaper Association of America has created a series of ads to demonstrate the value of newspaper advertising based on the 2011 "How America Shops and Spends" research report. The ad at left, and more to come, are available at www.naa.org.

Did you know...

79 percent of community newspaper readers read grocery ads and inserts

NNA Readership Study 2010

Tennessee Press Service Advertising Placement Snapshot



	ROP:	Network:
May 2011:	\$329,779	\$85,254
Year* as of May 31:	\$1,714,681	\$384,386

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

Legislature's target this year was newspapers

The 2011 legislative session was the most contentious since the late 1960s, when *The Tennessean*, Nashville, and the *News Sentinel*, Knoxville, fought efforts to keep reporters out of committee meetings. When three refused to leave, they were banished from the Senate floor until a federal judge ruled otherwise.

Much has improved from those days when a simple nod from one member could clear a committee room. No motion, no second, no discussion. And, no recorded vote to close the meeting.

Troublesome bills on open records and public notice were actively under consideration from the first week of session until the last day. At some points, a few members showed overt hostility to the press.

The Tennessee Press Association, the Tennessee Coalition for Open Government and its media and citizen partners faced more than 25 bills. In the past, it would be unusual to see that many threatening pieces of legislation in a full two-year session.

Bills this year included seven proposals to close public records or to charge high fees to inspect them and 10 bills affecting "good government/open government" laws. Five others had First Amendment implications, and three I would describe as "trade" bills. Some were politically-motivated and targeted particular local publications, but if they had passed, other cities, counties and publications would have been included.

By my count, one records, one notice passed, but three were referred to "summer study" and could resurface.

SB1299/HB1920. Foreclosure public notice. Efforts to reduce the number and content of foreclosure notices from three to one failed when the Senate accepted a compromise with the Tennessee Bankers Association, keeping the number at three. The House sponsor has vowed to try again next year.

RECORDS

The number of open records bills, seven, was on

par with years past, but some of the 2011 proposals were more serious than we've seen recently. Only one passed; two or three others are expected back next year. Here is a recap of the major ones:

SB1951/HB1875 would have allowed state and local government to charge \$1.7 million in labor fees to prepare records for public inspection. One proposed amendment, never adopted, would have mandated the state open records counsel set a fee schedule. The bill was amended at the last minute to say the right to inspect records does not include the right to physically inspect equipment containing it. It deleted all references to inspection fees.

SB1665/HB1539. Proposed by the State Emergency 911 Board, it would have closed the content of all 911 emergency calls and other 911 records. As amended in the Senate, the 911 tapes would have remained open, but it would have been illegal to "re-broadcast or re-publish" them. It got to the House floor, but the sponsor held it over to next year.

SB1168/HB1774 would have allowed local government to withhold certain details of economic development agreements if local officials deemed the information to be "of a sensitive nature." "Sensitive" was defined as anything – beyond the "proprietary or trade secret" information typically protected – that might hinder efforts to reach an agreement. Local officials would get to decide what is "sensitive" and what is not. Those records would be closed up to 5 years. It was brought by the Shelby County Chamber of Commerce. Senate Majority Leader Mark Norris, the sponsor, never moved the bill.

SB1583/HB1342 would have applied the same rules to industrial recruitment activities. It was brought by the City of Memphis and was combined later with the Memphis chamber bill.



TENNESSEE COALITION FOR OPEN GOVERNMENT

Frank Gibson

SB822/HB424 was adopted by House and Senate. It closes information that property owners provide local government when they obtain burglar alarm permits. It was brought by the state burglar alarm/security system association, which argued that burglars can identify potential targets by finding out who has security systems and who does not. Never mind that they have to show a photo ID to even look at the records and many communities that regulate alarm systems require the public posting of permit decals.

SB1844/HB1154 would allow government attorneys to petition a court to declare public records off-limits to attorneys and parties who are

suing the government. The Tennessee Municipal League brought the bill and worked with us on some of our concerns, but the bill did not move in the Senate. TML argues that plaintiffs get an unfair advantage because they can get information through the TPRA instead of through the normal discovery process. **SB1604/HB1736** attempted to prohibit litigation from being used to withhold otherwise public records. Both bills were held to 2012.

GOOD AND OPEN GOVERNMENT

SB115/HB284 by Sen. Stacey Campfield was a transparent attempt to reduce government transparency and to target the *News Sentinel*, Knoxville, by requiring that all public notices (sunshine and others) in Knox County be posted exclusively on local government websites. It was disguised as a two-year "pilot project," but no official monitoring procedures were established so the goal was obviously to punish the media. It ignored research showing that 48,000 of 197,000 Knox County households do not own computers and only 29 percent (43,600) ever visit a local government website.

SB1263/HB1309 would have put all municipal and county public notices in Hamilton County on local government websites despite research showing 32,000 of 151,114 households there do not own computers and only 35,800 look at local government websites. Originally requested by the City of Chattanooga, and joined by other local government, it was touted as a measure to save money. It was sent to summer study in the Senate State and Local Government Committee.

SB772/HB1115 was a package of election administration changes that included, as an austerity measure, eliminating one of the two publications of sample ballots before an election. As proposed, it would publish one sample ballot five days before early voting but eliminate the sample ballot five days before regular voting. The latter is the period that voters are typically ready to focus on elections. Newspaper revenue was not an issue. It was more about "good government." Public notice and government disclosure should not be reduced simply to save money. Second sample ballot was restored in the final budget amendment.

SB55/HB1214 would have removed the requirement that plans by municipalities to annex new territory be published in a newspaper. Such publication historically ensured citizens in the community with a direct or indirect interest could learn of it. Annexations do not occur often, so it is not a revenue issue. The House sponsor, Rep. Steve Hall of Knoxville, said his intent was to add a direct mail notice to affected property owners, not replace current notice requirements. Hall amended the bill in the House to correct the oversight and the Senate sponsor, Sen. Stacey

Campfield, went along.

SB1526/HB2066 was designed to get a small and controversial free-circulation newspaper in Rutherford County certified as a "newspaper of general circulation." Two separate advisory opinions from the state attorney general found it did not meet the legal definition. The bill would allow the secretary of state to "make a determination regarding whether or not a publication is a "newspaper of general circulation," maintain a list on its website, and potentially strip publications of that designation. We opposed it because we feared it could effectively put the government in the business of regulating newspapers. That could have constitutional implications. It was referred to summer study in the House.

SB131/HB164 would post notices of proposed sale of confiscated firearms on city/county websites. Campfield/Hall. Part of the Campfield package. It did not move.

SB795/HB488 would increase the amount of indebtedness for a court-ordered judicial sale from \$200 to \$500. It did not move.

SB2025/HB1663. An anti-paparazzi bill, it would have created a statutory physical invasion of privacy and set a new legal standard for invasion of privacy on top of current Common law and case law. It would have created \$50,000 civil fines for recording/photographing, transmitting and publishing. We worked with the Tennessee Association of Broadcasters and others. Taken off notice in Senate in closing days of session. **SB2064/HB1960** would have created a criminal version with the same standards. It was dropped late in the session in favor of the civil version but was deferred to 2012.

SB906/HB721. Proposed several times in the past, it would have recognized a Web-only publication in Hamilton County to satisfy various public notice requirements. Never moved this session.

SB1066/HB1155. Bar association (and originally bankers association) bill. Sets up system to put full legal notice of foreclosures on secretary of state website with an abbreviated version published in newspapers, almost an index and refer to SoS website. Uncertain what will happen in the next session since it did not move this year.

SB1293/HB1265. Reduced from two to one the public notice required when a self-storage renter defaults on a unit contract and the self-storage owner proposes to sell contents to satisfy the debt. Originally removed all notices.

SB50/HB194. Newspaper in driveway bill by Sen. Campfield and Rep. Harry Brooks. Would set up penalties for failing to remove a free-distribution publication if occupant complained. Would require publication to maintain a do-throw list. Delayed to 2012.

Four proposed constitutional amendments included language that said the "publication" requirement in the state Constitution could be satisfied by simply posting the proposed amendment on the secretary of state and/or General Assembly website. They were changed to neutral language. According to Internet access research in Tennessee, only 75 percent of households statewide own computers and only 37 percent have ever visited any state government website.

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

Reporters Committee launches Journalist's Digital Legal Guide

An interactive reference to the myriad legal issues specifically facing reporters who are working online has joined the library of free online media law guides available on the Reporters Committee for Freedom of the Press website, www.rcfp.org.

The Digital Journalist's Legal Guide is designed to assist anyone who is disseminating news online, from an independent blogger to a reporter for a major media outlet, as well as media lawyers active in this area.

Topic areas include:

- Gathering News and Getting Information, such as rules for open records and meetings, access to courts, and newsgathering right of access to events/places.

- Protecting and Defending Your Work, explaining what to do to protect sources and fight subpoenas, steps to take if there's a threat or actual lawsuit libel, and how to handle invasion of privacy concerns.

- Knowing the Legal Restrictions, which covers understanding basic Internet regulation and how to protect a domain name, and copyright and trademark law covering both original work and "fair use" of other materials.

Each subject area is divided into easy-to-access sections with quick background on that area of the law, answers to common questions, and links to additional topics within that subject, related news items from around the Web, and legal analysis from Reporters Committee publications.

1 FOR ALL

1st Amendment

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

What is an example of an establishment of religion?

The U.S. Supreme Court ruled that public school teachers cannot lead their students in prayer. The Court reasoned that teachers leading students in school would place coercive pressure upon religious minorities and make it appear that the government supported a particular religion.

1forall.us/about/

Mailers, public beset by rash of plant, post office closings

BY MAX HEATH

The U.S. Postal Service is drowning in debt, with little signs of relief from Congress for costs with which previous Congresses have burdened it. And as revenues continue to fall, especially from its most profitable product, First Class Mail, USPS has little choice but seek to cut expenses.

National Newspaper Association (NNA) Chief Executive Officer and Director of Public Policy Tonda F. Rush is on Capitol Hill weekly, either solo or as part of a coalition of mailers, seeking to get restitution (no way is this a bailout) of various overcharges from the government, starting with the \$5.5 billion per year for prepaying retiree health benefits, imposed merely to help the deficit in 2007 and beyond. USPS is the only public agency required to prepay. So USPS pays more than \$2 billion in



Heath

current charges while prepaying more than \$30 billion so far.

The NNA Postal Committee and Board of Directors have taken no official position on consolidation of some of the 600 processing facilities out of consideration for USPS finances, considering the 42 percent decline in First Class Mail during the past nine years. Likewise, we have no official position on closure of small post offices, knowing that there truly are some offices where everything has left the town except the post office, making it hard to justify keeping it open.

But as always, the devil's in the details. So we don't necessarily agree that all consolidations of processing plants make equal sense, especially in rural areas where service is at risk. (NNA does oppose the end of six-day delivery, and the Postal Rate Commission has basically agreed with our position in its analysis.)

But the bottom line is that NNA exists to help its members, and the Postal Committee helps newspapers and state associations that are concerned

about processing plant or post office closures. To that end, we share this information.

AREA MAIL PROCESSING INITIATIVES CUT PLANTS AND TRANSPORTATION

Mailers, like newspapers, are perhaps most affected by decisions to merge the processing of mail from smaller plants, most within post offices, into larger, stand-alone mail processing facilities farther away from their service areas. Bignational mailers love such closures because it reduces their truck drop points and attendant costs.

Smaller, regional publications like newspapers, not so much. Area Mail Processing (AMP) initiatives often move handling of mail from smaller, more efficient plants serving SCFs helpful to newspapers to larger, less efficient, more distant plants. That often results in service degradation. Although USPS promises little or no service loss, those promises are more often not realized.

More than 125 AMPs are currently shown on the USPS website as

completed or in progress. To track the progress of such projects in your state or region, go to www.usps.com/all/amp.htm for the updated list. Some have turned out to be relatively benign, with little or no noticeable service impacts. Others, like Lima, Ohio, have become legendary for the terrible service results that linger long past the implementation months ago.

What can newspapers do?

1. Respond to notices sent to affected mailers inviting comments and object in a fact-based manner.

2. Attend public hearings, and urge other affected newspapers and businesses to turn out. A public hearing must be held within 45 days of the AMP study, which must be concluded within two months. A 60-day review follows by the area and USPS headquarters. The vice president network operation ultimately approves the AMP or not, based on cost/benefit ratio and considering public input.

3. Involve your chamber of commerce, state press association and others in the affected plant coverage zone.

4. Contact your representatives and senators and ask their help in applying their clout to the objections of others.

5. Be sure to advise NNA of your work. We often are aware of studies, actions or pressure points that may affect your quest.

6. When the AMP is not a complete "lights out" closure, insist that newspapers originating and destinating within the SCF be kept in the SCF for handoff of 5-digit and other containers, and sortation of 3-digit or SCF containers in the plant to avoid "leakage" of intra-SCF mail beyond the paper's trade area.

POST OFFICE CLOSINGS MAY SPEED UP

Rules long in place allow closure of some of the 28,000 post offices in certain situations. These include "a change in community postal needs or the loss of suitable facilities." USPS must follow a statutory procedure, including customer notice and appeal rights. In a normal year, about 100 offices are closed, with fewer than 10 percent of these appealed to the PRC. There are 8,500 more "retail" locations, contract offices that USPS wants to expand inside retail stores.

Frankly, closing tiny offices of a few hundred patrons works to the overall benefit of newspapers and their shoppers, which are usually DDU-entered to save substantial postage. Fewer post offices equal fewer drops. The fear is that USPS will overdo this, despite tiny savings, to close offices with substantial mail volume like those where the newspaper originates.

USPS served notice in a Federal Register filing March 31 that it wanted to liberalize the standards for post office closures resulting in more of them, and more quickly. Some of the proposals (requiring statutory change) include:

1. Extending closure rules to stations and branches not under postmaster supervision.

2. Adding "nationwide directives from the responsible headquarters office" instead of limiting closure to "local evaluations."

3. Shift the regulation requiring 90-day waiting period after a final determination to the statutory 60 days.

4. Replace a USPS-operated post office, station or branch with a contractor-operated retail facility.

5. Combine a USPS-operated post office, station or branch with another USPS-operated retail facility.

6. Discontinue a USPS-operated post office, station or branch without providing a replacement facility.

7. Increase the possible reasons for closure to include "a postmaster vacancy, cancellation of a lease or rental agreement where no suitable alternate quarters are available, a fire or other natural disaster, severe health or safety hazards," earned workload below the minimum established employee level, and "insufficient customer demand evidenced by declining or low volume, revenue, revenue units, local business activity, or population trends." Also included is "the availability of reasonable alternate access to postal services" or "the incorporation of two communities into one or other special circumstances."

What can newspapers do?

1. Provide written comments within the 60-day notice given, keeping them factual rather than emotional. Remind decision-makers that their proposed rules require USPS to "provide a maximum degree of effective and regular postal services to rural areas, communities, and small towns where post offices are not self-sustaining."

2. Run news stories about the proposed closure, quoting postmasters, union leaders, other mail users (such as letter sorting shops, local magazines or newsletter publishers, eBay package processors and the like) and area managers.

3. Be sure your chamber of commerce and other businesses are involved and make their voice heard. Attend public hearings, which should be held "unless the responsible vice-president or area manager of delivery programs support instructs otherwise."

4. Contact your representative and senators and ask their help in applying their clout to the objections of others.

5. If you lose, you have the right of appeal to the PRC within 30 days of the posting of the final determination.

6. Work with businesses in your town to assume the contract to provide postal services. Rush said she believes perhaps it's even a good idea for USPS to contract with newspapers to provide the site for a new "post office," where stamps can be purchased and mail received. That idea may be in our futures.

Max Heath, NNA postal chairman, is a postal consultant for Publishing Group of America (American Profile, Relish, and Spry) and Landmark Community Newspapers. Email maxheath@lcn.com.

A license to print money

For the past few months, I've been offering a new presentation: "A License to Print Money - 10 Design Ideas to Generate Revenue at Your Newspaper ... Now!"

Yeah, it's a long title. But there's a reason for it: I'm proving to publishers that design isn't an expense - it can add to the bottom line.

When I offered the presentation to publishers at the Kentucky Press Association convention, they agreed to a person that what they had learned would add \$5,000 to \$6,000 to their revenue - in 2011 alone. Not bad for a couple of hours, eh?

Word has gotten out and other groups are interested in my doing the workshop for their members. And some have asked me to offer some highlights in my column. So ... highlights follow.

CLASSIFIEDS: Offer all of your classifieds buyers - even the reader who's just trying to sell his son's saxophone - an opportunity to buy a display add that can go at the top of the page, above the classifieds header. Run a photo and a few lines of type - more than just the usual cryptic classified language.

A package of three or four ads at the top of the page may just interest the casual browser more than your standby class header.

QR CODES: That's a "Quick Response" code, and it looks just like the illustration with this column. QR codes can take your readers to your Web pages, to an advertiser's website, to a list of their stores. A QR code can also be used to send an email directly to an editor ... or an advertiser. If you get ahead of the game (before your advertisers beat you to it!) you can offer your advertisers a fee to generate and place a QR code in their ads for them. But hurry ... some national advertisers like Best Buy are already placing QR codes in their inserts - and your advertisers will catch on soon. For more, google the phrase "QR Code." This is the future. It's here now. Don't miss out!

SELLING PHOTOS: Many of you sell photos on your website, using off-site photo services. But ... most don't let readers know that a photo is for sale: Readers have to go searching on your website to find out if they can buy a photo ... or not. How about putting a line right with the photo



BY DESIGN

Ed Henninger



Do you know what this is? Find out fast and it can make you money!

caption? Something like: "You can buy a copy of this photo. Go to www.befordfallsentinel.com." I'm willing to bet your photo sales will increase measurably.

UPSELLING: Even if you don't sell obits, you can offer some opportunities to the families of the deceased ... as an upsell. Offer a line below the name of the deceased - and let the family decide what it says (as long as it's within your standards). If the family wants to say "Avid fisherman" then let them ... as an upsell. If a couple wants to run "Wed June 4 in Charleston" as an underline in their wedding announcement, then let them ... as an upsell. If the new mom and dad want to run a photo of their baby in the births list, then let them ... as a, well ... you get the point.

NEW CONTENT: How about a recipe of the week, sponsored by the local IGA? The fun part is in the planning: If you're gonna run a recipe for chili, the IGA manager can agree to put chopped beef on sale. If it's a recipe for fried chicken, he can put fryers on sale. If it's a recipe for fruit salad, he can put oranges ... well, again ... you get the point.

My friend and colleague Ken Blum advises his clients to get sponsorships for other content, such as school honor rolls. Good idea!

There's more. Much more. And you can turn these ideas into cold, hard cash. It's all about using design elements, approaches and techniques to generate revenue.

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

If this column has been helpful, you may be interested in Henninger's books: *Henninger on Design* and *101 Henninger Helpful Hints*. Find out more at www.henningerconsulting.com.

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

For new website, paper might try Atomic News Tools

BY KEVIN SLIMP
TPS technology director



Slimp

Over the past few weeks, my mailbox has been filled with new and updated software from several well-known and not so well-known vendors. Products like Adobe Creative Suite 5.5, QuarkXPress 9 and MultiAd Creator Express have been making headlines over the past couple of months. That makes it hard on a guy who does reviews for a living. It's impossible to learn all of the software quickly enough to make a thorough review in just a few hours. So I create a stack. The stack on my desk is pretty deep right now.

With that in mind, here are some thoughts on those big-name products, all of which I've used but haven't taken the time to do full blown reviews on:

- Creative Suite 5.5: If you do a lot of work in website development, ads or videos for the Web, get it.
- QuarkXPress 9: A major upgrade with lots of nice features. I still like InDesign more, but if you're sticking with XPress, this upgrade is worth the money.
- Creator Express: It's only \$30. If you're a Mac user, what do you have to lose?

With that out of the way (don't worry. I plan to do full-blown reviews of CS5.5 and QuarkXPress 9 in the near future), let's turn our attention to a new software product that has the potential to be a valuable tool for small newspapers who have yet to create an online presence or who are looking for an easier method to get their news online.

Atomic News Tools (ANT) is a set of scripts for InDesign that takes the stories, photos and ads straight from the InDesign page to the newspaper website with the click of a button. Before getting into the details, understand that this is an easy and affordable solution for small newspapers that have been avoiding creating a website because of time, expense or staff to get the paper online.

Basically, ANT is made up of scripts that allow items from the InDesign page



Atomic News Tools offers one simple, inexpensive option for getting your pages directly from InDesign onto the Web.

to be uploaded directly to a website with the click of a button in InDesign CS3 through CS5.5. "Adslinger" allows users to create, schedule, position and upload ads directly from InDesign to the Web page. "NuzBot" makes populating the news area of the website as simple as clicking a few buttons while you design the print edition of the newspaper in InDesign.

Going into detail about ANT would take more than the space I have for this column. But let me share a few snippets:

- The software is downloaded and placed in the InDesign Scripts folder. That's all the installation needed.
- Setup is included in the price. When a customer orders ANT, the layout of the site is done for them. With the customer's input and approval, of

course.

- Users control everything when populating a website. Placement, schedule and more are set up right from the InDesign page.
- Ads can be pointed to different pages. For instance, an ad for a car dealership might be pointed to the sports and local news pages.
- Videos, Flash files and other ads can be placed in various areas at no additional cost.

The cost for ANT is \$100 per month. There are no setup fees, contracts or hidden costs. Included in this price are templates, plug-ins, hosting, support, video modules and more.

Here's what I like about ANT. For newspapers that have yet to create a website, there's no longer an excuse. If you already use Adobe InDesign

CS3, CS4 or CS5, you can begin using ANT almost immediately. There is no contract or setup fee, so the risk is minimal. The \$100 monthly cost includes hosting. This means you don't pay an extra fee for a company to host your site.

For newspapers that are looking for an alternative to the way they're already creating their websites, ANT is an option worthy of consideration. I would estimate that half the newspapers I visit tell me they're looking for an alternative to the way they're currently creating their websites. If you're one of those, here is an alternative.

Atomic News Tools isn't the answer for a large daily newspaper. But if you are a smaller paper, this just may be what you've been waiting for.

Learn more about Atomic News Tools by visiting atomicnewstools.com.

Newspapers planning for future

I haven't done any type of serious research on the subject, but it occurs to me that small daily and weekly newspapers are spending more time and money planning for the future. There are many theories ranging from "Newspapers resisted spending money on capital and staff during the past few years due to fears about the future and now feel a need to play catch up" to "We finally realized we (newspapers) aren't dying, so we'd better start preparing for our future."

This has been the busiest summer I've had with newspapers all over calling for on-site consulting and training. Tennessee newspapers are no different, calling for phone advice and onsite assistance in large numbers. In most instances, these papers are preparing for major upgrades and want to get advice and training in advance.

Whatever the reason, I'm glad to see that many papers are no longer holding their collective breath and are planning for the future.

Overcooked

"Quarantining the general reading public against books not too rugged for grown men and women in order to shield juvenile innocence.... Surely this is to burn the house to roast the pig."

Felix Frankfurter, 1957
U.S. Supreme Court justice

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ENGRAVINGS

Athlon Sports wins co-honor as Most Notable Magazine Launch

Athlon Sports and *Dash*, published by *Parade*, have been named to share the honor as Mr. Magazine™ Most Notable Magazine Launch of 2010.

The list, published in the latest edition of the Samir Husni's *Guide to New Magazines*, lists all 798 new titles that were introduced in 2010.

In addition to *Athlon Sports* and *Dash*, 28 other magazines were named notable launches of 2010. The selection is based on five questions that the Mr. Magazine™ team tries to answer when reviewing all the new magazine

launches. These are as follows:

1. How much publicity did the magazine generate at launch?
2. How relevant was the magazine to the intended market?
3. Was the magazine notably diversified and specialized?
4. How innovative was the magazine?
5. Was the magazine so bizarre that it had to be included?

Here's what Mr. Magazine™ had to say about *Athlon Sports*, which is published in Tennessee:

"From the leading publisher of

Athlon annuals, here comes the first-ever monthly newspaper-distributed-magazine aimed at men with an initial circulation of seven million. *Athlon Sports* debuts as the largest sports magazine in the United States and the world for that purpose. This unheard-of and unprecedented launch is truly something to be noted and proud of. It's a testament to the power of print and its incredible reach to a vast audience. Well written and illustrated, this new launch, while big in print, does not limit

itself to the ink on paper, but adds a hefty Web presence. *Athlon Sports* deserves to share the most notable launch honor with *Dash*, yet another daring launch in that same newspaper-distributed-magazine category."

Stephen Duggan is chief operating officer of the privately-owned *Athlon Sports*. Jerry Lyles is senior vice president for publisher relations. Offices are in Nashville, and part of the printing is done in Dickson.

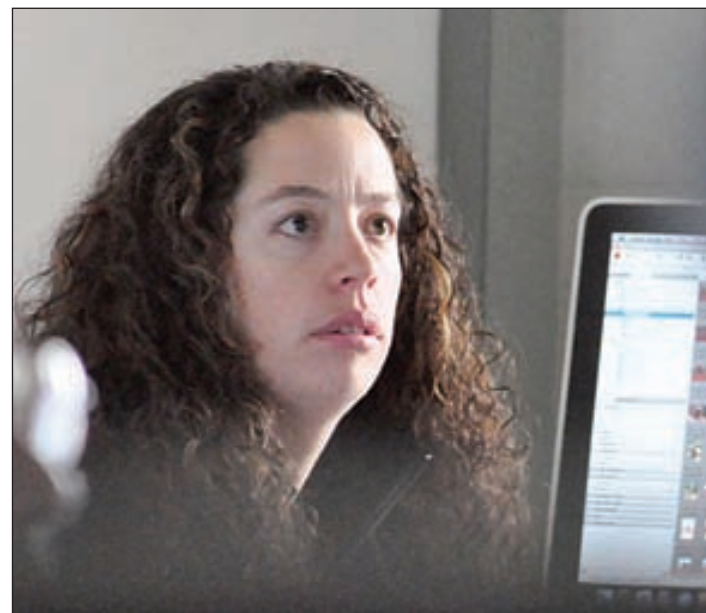
(SNPA eBulletin, June 23, 2011)



Rich Hoteling, Albany, N.Y., dons his Tennessee Vols cap while in a class during the 2009 session of the Institute of Newspaper Technology. He has attended the past four.



PHOTOS BY DARREN OLIVER | OVERTON COUNTY NEWS, LIVINGSTON
Terri House, publisher of a newspaper in Pagosa Springs, Colo., has attended five sessions of the Institute of Newspaper Technology.



Lisa Miller, who runs eight newspapers in Iowa, South Dakota and North Dakota, listens intently during a class at the Institute of Newspaper Technology. She has attended two of the last three.

Scholarships for INT available to TPA newspapers

TPAF assistance makes cost only \$95 per attendee

BY KEVIN SLIMP

TPS technology director

15 years ago, Dr. Dwight Teeter, then dean of University of Tennessee (UT) College of Communication, and I were having lunch at O'Charley's in Knoxville. At some point during the conversation, Dr. Teeter looked up from his meal and asked, "Kevin,



Slimp

up from his meal and asked, "Kevin,

if you could do anything you wanted that you're not doing now, what would it be?"

This was before I had any official relationship with Tennessee Press Association (TPA), and I was spending most of my time overseeing a small but steadily growing ad agency in Knoxville and traveling to speak at conferences two or three times a month.

I responded with, "I'd like to develop a program here in Knoxville that would allow people to come here and learn about producing a newspaper, so I wouldn't have to be on the road



as often."

Within days, at Dr. Teeter's invitation, I was meeting with representatives of TPA, the TPA Foundation and UT to lay the groundwork for what would become the UT-TPS Institute of Newspaper Technology (INT).

The first session, held in 1997, included

22 participants from newspapers and associations throughout the U.S. and Canada. The longest sojourners represented Alberta Weekly Newspapers Association and the *San Diego Union Tribune*. Half of the attendees came from TPA member newspapers.

Since that first session, the Institute of Newspaper Technology (I've often wondered whether we should make "The" part of the name) has become recognized as the industry's leading program related to technology and design. The past five sessions have filled to capacity and some of the most recognized names in publishing and software have participated as leaders. The 2011 session is no different.

Faculty members include names familiar to past attendees. Lisa Griffin, Selma, Ala., will be teaching classes in Adobe Illustrator, InDesign and using iPads in newspapers. Mary Zimnik, Atlanta, Ga., will teach two full days of Adobe Dreamweaver, the application used by many serious website designers to create their sites. Karl Kuntz, Columbus, Ohio, will be on hand to teach four classes related to serious photo editing and color correction. Rob Heller, UT School of Journalism and Electronic Media, Knoxville, will be teaching classes in page design, among other topics. I will be on hand to teach classes in Advanced InDesign, Flash, PDF and more. Fred Anders, guest instructor from Austin, Texas, will make his debut on the Institute faculty, teaching classes in scripting and basic InDesign.

Classes are held in five labs housed at the UT College of Communication and Information. John McNair, IT director for the college, and his assistant,

Anne Hensley, prepare the 100 or so computers with the latest software used by industry professionals.

Traditionally, the TPA Foundation has offered scholarships to TPA members registering for the Institute. This year is no different. \$500 scholarships will be awarded to the first 20 registrants from TPA member newspapers. These scholarships always go quickly, so be sure to register soon. Scholarships are awarded on a first-come, first-served basis and newspapers may register as many attendees as they'd like. This reduces the registration from \$595 to \$95 for TPA members. Non-members pay the full \$595 registration fee.

TPA has arranged lodging at a special rate, \$104 per night Sept. 28 and 29 and \$134 per night Sept. 20 and Oct. 1, at the Crowne Plaza at 401 West Summit Hill Drive. The deadline for reservations at this rate is Aug. 29. One should contact the hotel, (865) 522-2600, for details such as the cancellation and payment policies.

Traditionally, approximately 40 percent of attendees come from TPA member newspapers. By June 15, registrations already had been received from newspapers throughout the country.

The UT Vols will be playing the University at Buffalo Bulls on Oct. 1. Those who want to attend must make their own arrangements.

Don't miss this opportunity to attend what many consider the leading training program in the newspaper industry. For more information, visit newspaperinstitute.com. To register online and receive a TPAF scholarship, visit newspaperinstitute.com/tpa.html.

Hall of Fame inductees announced

Two newspapermen have been selected for posthumous induction into the Tennessee Newspaper Hall of Fame.

• J. Zollie Howard had a 46-year career as a Tennessee journalist. He began work in newspapers as a printer's devil and worked in the roles of reporter, Sunday editor, city editor and news editor for the *News Sentinel*, Knoxville. Later he worked for the *Memphis Press Scimitar* as managing editor, associate editor and editorial page editor.

• Richard F. Knight owned and published the *Livingston Enterprise* and *Jackson County Sentinel*, Gainesboro. He was active in TPA for more than 40 years and was a long-serving member of the Tennessee Press Service Board of Directors.

The induction ceremony is being planned for Friday, Nov. 4, in Knoxville. It will be held in conjunction with the



Howard



Knight

TPA Fall Board of Directors Meeting.

The Tennessee Newspaper Hall of Fame was established in 1966 as a joint project of the Tennessee Press Association and the University of Tennessee. The Hall of Fame honors those who have made outstanding contributions to Tennessee newspaper journalism or, through Tennessee journalism generally or who have made extraordinary contributions to their

communities and regions or the state through newspaper journalism. The program recognizes and memorializes "extraordinary and clearly outstanding" contributions to newspaper journalism and the newspaper industry.

The program's criteria and procedures were established in 1966, based on policies set jointly by the Tennessee Press Association and the University of Tennessee Board of Trustees.

The Hall of Fame is located on the third floor of the Communications Building at the University of Tennessee, Knoxville. Portraits of all Hall of Fame inductees are displayed there.

The UTK College of Communications maintains a Web page with thorough information about the Hall. Go to <http://www.cci.utk.edu/~jem/TNHF.html>.

Watch *The Tennessee Press* and www.tnpress.com for details of the induction ceremony as time nears.