

Tennessee Press Association
Advertising/Circulation Conference

The Power of Audience.



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Ad/Circ Conference & Ideas Contest

The Daily Times, Maryville, wins Best of Show

BY ROBYN GENTILE

TPA member services manager

Awards in the 2011 Tennessee Press Association Ideas Contest were presented on Friday, April 29, in conjunction with the Advertising/Circulation Conference in Nashville.

The Daily Times, Maryville, won the top prize—the Jack Freeland Memorial Award Best of Show—for a wrapper cover, “Lots of Sweet Deals,” entered in the Self-Promotion of a Newspaper category.

Runners-up for 2011 were *The Commercial Appeal*, Memphis, for “Enrique’s Journey,” a Newspaper in Education Promotion, and the *Chattanooga Times Free Press* for its entry in Best Subscription Promotion.

The *Chattanooga Times Free Press* received the most awards, at 30, sweeping the awards in its division for Best Feature Page or Pages, Best Furniture/Appliance Ad, Best Rack Card and Self-Promotion of a Newspaper. *The Daily Times* achieved the second highest number of awards at 29.

Members of the Georgia Press Association judged the contest on March 18 in Atlanta.

In all, 780 entries from 34 newspapers were submitted in the 2011 Ideas Contest, which has 27 categories, each

Factoids

Conference

- 53 registrants including staff, speakers and guests

- 15 newspapers registered with 41 registrants

- 9 dailies with 27 registrants

- 6 non-dailies with 14 registrants

- 1 associate member

- Newspaper with the most registrants: Chattanooga Times Free Press with 11

Ideas Contest

- 34 newspapers entered with 780 entries

- 22 non-dailies with 350 entries

- 12 dailies with 430 entries

- Newspaper with the most entries: The Daily Times, Maryville, with 82

- 271 awards

- Newspaper with the most awards: Chattanooga Times Free Press with 30

- Most first place awards: Chattanooga Times Free Press with 16

- Most-entered category: Best Use of Multi-color Ad, with 109 entries



Quentin Anthony and Linda Bible of The Daily Times, Maryville, advertising department with the 2011 Ideas Contest Best of Show Award

divided into five circulation divisions, two for non-dailies and three for dailies.

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

The Ideas Contest was established in 1978. Proceeds help to offset the speaker costs for the Advertising/

Circulation Conference. All conference attendees and Ideas Contest entrants will be sent a copy of the PowerPoint presentation.

Roger Wells, *The Lebanon Democrat*, is the 2010-11 Advertising Committee chairman, and Don Lovelace, *Citizen Tribune*, Morristown, leads the Circulation Committee.

The list of Ideas Contest winners begins on page 2.

Wilson: a smart cookie

Donna Wilson, a 14-year veteran of *The Daily Times*, Maryville, designed the advertisement that was picked Best of Show in the Ideas Contest.

“I was overwhelmed,” she said. “I was shocked and pleasantly surprised to win. It’s an honor, a big honor.”

For her achievement, Wilson will receive a day off with pay, said Evelyn Sandlin, advertising director of the Times.

Wilson has been doing newspaper work since she wrote for her high school in Greenville, S.C. For years after that she contributed articles for various newspapers. But 15 years ago she went back to school at Pellissippi State

Community College and earned a degree in graphic arts.

Afterward, she joined *The Daily Times*, where she works in graphic design, marketing and special projects.

“I work with various departments on design, such as news and circulation,” Wilson said.



Wilson

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Lots of Sweet Deals



Half-Off for the Holidays

Sign up at thedailytimes.com/deals to get a holiday deal every day, delivered to your inbox. We’re showcasing great gift ideas and holiday treats for you and your family.

Each day, you’ll receive a special offer to save on shopping, eating out and enjoying yourself in Blount County. Keep the deal for yourself, or finish your holiday shopping list from the comfort of your home.

All our deals are on sale now. While we’re featuring a different deal each day, you can buy any deal you want right from day one! Quantities are limited, so buy early and buy often.

thedailytimes.com/deals



AD/CIRC

FROM PAGE ONE

Best of show

1st – The Daily Times, Maryville
2nd – The Commercial Appeal, Memphis
3rd – Chattanooga Times Free Press

Best special section

Non-daily less than 5,000 paid circulation

1st – The Erwin Record
2nd – The Erwin Record
3rd – Cannon Courier, Woodbury

Non-daily more than 5,000 paid circulation

1st – Overton County News, Livingston
2nd – Macon County Chronicle, Lafayette
3rd – Pulaski Citizen

Daily less than

10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

3rd – Citizen Tribune, Morristown

Daily more than

25,000 paid circulation

1st – Chattanooga Times Free Press
2nd – Johnson City Press
3rd – News Sentinel, Knoxville

Self-promotion of a newspaper

Non-daily less than 5,000 paid circulation

1st – The Erwin Record
2nd – The Erwin Record
3rd – Lewis County Herald, Hohenwald

Non-daily more than 5,000 paid circulation

1st – Crossville Chronicle
2nd – Robertson County Times, Springfield
3rd – The Gallatin Newspaper

Daily less than

10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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

Best sales promotion

Non-daily less than 5,000 paid circulation

1st – The Erwin Record
2nd – The Erwin Record
3rd – The Erwin Record

Non-daily more than 5,000 paid circulation

1st – Robertson County Times, Springfield
2nd – Crossville Chronicle
3rd – Carthage Courier

Daily less than

10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

1st – The Daily Times, Maryville

Daily more than

25,000 paid circulation

1st – The Tennessean, Nashville
2nd – The Tennessean, Nashville



Steve Learn, LEARNing More Circulation Idea Service, Carla Peterson, center, and Heather Nicholson, Chattanooga Times Free Press, talk during a break.

3rd – Johnson City Press
Best use of multi-color ad

Non-daily less than 5,000 paid circulation

1st – The Courier News, Clinton
2nd – The Courier News, Clinton
3rd – The Erwin Record

Non-daily more than 5,000 paid circulation

1st – The Courier, Savannah
2nd – Overton County News, Livingston
3rd – The Gallatin Newspaper

Daily less than

10,000 paid circulation

1st – The Lebanon Democrat

2nd – The Paris Post-Intelligencer
3rd – Shelbyville Times-Gazette

Daily 10,000-25,000 paid circulation

1st – The Daily Times, Maryville
2nd – Citizen Tribune, Morristown
3rd – The Daily Times, Maryville

Daily more than

25,000 paid circulation

1st – Chattanooga Times Free Press
2nd – Johnson City Press
3rd – Chattanooga Times Free Press

SEE AD/CIRC, PAGE 3

Thank you for making the 2011 Advertising/Circulation Conference a success!

2011 Conference Co-Chairs

Don Lovelace & Roger Wells

Conference Speakers

Vanessa Koper, Steve Learn, James Patterson & Leonard Woolsey

Conference Sponsors

Tennessee Press Service

Prize Coordinators

Martha Horn & Sissy Smith

Planning Committee Members

Quentin Anthony, Lu Shep Baldwin, Linda Bible, Kathy Boswell, Jacquta Burke, Bill Cathcart, Scarlet Elliott, Phil Hensley, Martha Horn, Heather Kent, Lou Lambert, Dale Long, Don Lovelace, Keith McCormick, Heather Nicholson, Sherri Politsch, Ron Prince, Evelyn Sandlin, Bryan Sandmeier, Sandra Shelton, Sissy Smith, Buffy Torres, Artie Wehenkel & Roger Wells

Conference Attendees

Thanks to all attendees for participating and to their department managers and publishers for including the 2011 Advertising/Circulation Conference in your training budgets!

Conference attendees take home prizes

In addition to the great ideas and new information, Advertising/Circulation Conference attendees were eligible for prizes. Cash prizes were awarded for the best circulation idea and best advertising idea during the exchanges.

The \$100 prize for advertising was split between Sissy Smith of the *Shelbyville Times-Gazette* and Beverly Miller and Teri Jennings of *The Leader*, Covington. Smith's idea was a special section that was formerly a lawn and garden section. But, her newspaper expanded the concept to "Everything Home" to include home interiors and real estate.

Jennings and Miller shared their newspaper's Discover Tipton County guide, an annual publication that features necessary information about the area. It is inserted into the newspaper and copies are available at the area chamber of commerce and all of the guide's advertisers. It is also a resource for area newcomers.

Phil Hensley of the *Johnson City Press* and Olene Standfield of the *Shelbyville Times-Gazette* tied for the circulation cash prize.

Hensley shared how his newspaper has carriers deliver subscription notices to customers instead of mailing them through the post office. He said the *Johnson City Press* is saving more than \$20,000 a year while giving its carriers

more money in the process. Carriers make .20 for each delivery.

Standfield shared two ideas. One was how to retain circulation when subscribers go on vacation. Making an NIE contribution is a popular option, but Standfield suggested offering the subscriber the opportunity to donate the papers to a senior center/nursing facility. She also shared how her department posts three weeks' worth of newspapers along with single copy figures and whether or not the paper was on time for the day. The newspaper staff can check the wall at any time to see how well an edition sold.

Door prizes are a traditional part of the conference. There were so many prizes that approximately half of the attendees went home with

something. The grand prize, tickets to the Tennessee Walking Horse National Celebration Fun Show was won by Bob Stangenberg of the *Carthage Courier*. The tickets are a traditional prize donated by the *Shelbyville Times-Gazette*.

Even after attendees left the conference, there was still another prize to be won. Every attendee who turned in a conference evaluation was eligible for a \$50 prize. The lucky winner was Kathy Boswell of *The Tullahoma News*.

Every conference attendee also received a book of 26 special section ideas, courtesy of the Tennessee Press Service, and a CD of the winning images in the 2011 Ideas Contest.

ENGRAVINGS

Winners in the Southern Newspaper Publishers Association's 2010 Photo Contest were announced at SNPA's News Industry Summit held a few months ago in Boston, Mass. The contest recognizes and rewards excellence in newspaper photography.

John Partipilo of *The Tennessean*, Nashville, won honorable mention in the spot news category for a photo shot during the May 2010 Nashville

area flood.

Following are judges' comments:

"The expression of the homeowner after realizing all of his possessions had been destroyed by a flood makes the viewer feel the emotions of this man. The photographer's timing and sensitivity made this a strong photo...."

"The tear on the victim's face makes this a strong photo."

AD/CIRC

FROM PAGE 2

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

- 1st - Lewis County Herald, Hohenwald
- 2nd - The Courier News, Clinton

Non-daily more than 5,000 paid circulation

- 1st - Pulaski Citizen
- 2nd - The Gallatin Newspaper
- 3rd - The Gallatin Newspaper

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

- 1st - Chattanooga Times Free Press

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

- 1st - The Erwin Record
- 2nd - The Erwin Record
- 3rd - The Leader, Covington

Non-daily more than 5,000 paid circulation

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

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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



Idea Exchange prize winner Sissy Smith, Shelbyville Times-Gazette, shares her newspaper's "Everything Home" special section. Formerly lawn and garden, the section now includes home interiors and real estate.

Best feature page or pages Non-daily less than 5,000 paid circulation

- 1st - The Tomahawk, Mountain City
- 2nd - The Tomahawk, Mountain City
- 3rd - The Leader, Covington

Non-daily more than 5,000 paid circulation

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

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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

Best 1/4 page or smaller ad Non-daily less than 5,000 paid circulation

- 1st - The Erwin Record
- 2nd - The Courier News, Clinton
- 3rd - The Erwin Record

Non-daily more than 5,000 paid circulation

Morristown

Daily more than 25,000 paid circulation

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

Best food store ad Non-daily less than 5,000 paid circulation

- 1st - The Courier News, Clinton
- 2nd - Lewis County Herald, Hohenwald

Non-daily more than 5,000 paid circulation

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

Daily less than 10,000 paid circulation

- 1st - The Paris Post-Intelligencer
- 2nd - The Lebanon Democrat

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

- 1st - The Tennessean, Nashville

Best automotive ad Non-daily less than 5,000 paid circulation

- 1st - The Erwin Record
- 2nd - The Fairview Observer
- 3rd - Ashland City Times

Non-daily more than 5,000 paid circulation

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

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

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

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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

Best real estate ad Non-daily less than 5,000 paid circulation

- 1st - The Bartlett Express

Non-daily more than 5,000 paid circulation

- 1st - Overton County News, Livingston
- 2nd - The Courier, Savannah
- 3rd - Grainger Today, Bean Station

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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

Best furniture/appliance ad Non-daily less than 5,000 paid circulation

- 1st - The Erwin Record
- 2nd - The Erwin Record

Non-daily more than 5,000 paid circulation

- 1st - Carthage Courier
- 2nd - Crossville Chronicle
- 3rd - Overton County News, Livingston

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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

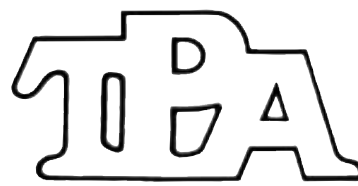
Subscription promotion idea Non-daily less than 5,000 paid circulation

- 1st - Weakley County Press, Martin
- 2nd - The Tomahawk, Mountain City

Non-daily more than 5,000 paid circulation

- 1st - Carthage Courier
- 2nd - Macon County Chronicle, Lafayette
- 3rd - The Courier, Savannah

SEE AD/CIRC, PAGE 4



Beverly Miller, The Leader, Covington, shares her newspaper's "Discover Tipton County Guide" during the Idea Exchange. She tied with Sissy Smith for best idea.

AD/CIRC

FROM PAGE 3

Daily less than 10,000 paid circulation

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

3rd - The Lebanon Democrat

Daily 10,000-25,000 paid circulation

1st - The Daily Times, Maryville
2nd - Citizen Tribune, Morristown

3rd - The Daily Times, Maryville

Daily more than 25,000 paid circulation

1st - Chattanooga Times Free Press
2nd - The Commercial Appeal, Memphis

Best carrier contest idea

Daily 10,000-25,000 paid circulation

1st - Citizen Tribune, Morristown
2nd - The Daily Times, Maryville

Daily more than 25,000 paid circulation

1st - Chattanooga Times Free Press

Best rack card Non-daily less than 5,000 paid circulation

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

Non-daily more than 5,000 paid circulation

1st - The Gallatin Newspaper
2nd - Macon County Chronicle, Lafayette
3rd - Macon County Chronicle, Lafayette

Daily less than 10,000 paid circulation

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

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

1st - Citizen Tribune, Morristown
2nd - Citizen Tribune, Morristown
3rd - Citizen Tribune, Morristown

Daily more than 25,000 paid circulation

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

Best single copy promotion

Non-daily more than 5,000 paid circulation

1st - Carthage Courier
Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

1st - The Tennessean, Nashville

Best Newspaper in Education promotion

Non-daily more than 5,000 paid circulation

1st - Crossville Chronicle
2nd - Carthage Courier

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

1st - Cleveland Daily Banner
2nd - The Daily Times, Maryville

3rd - Cleveland Daily Banner

Daily more than 25,000 paid circulation

1st - The Commercial Appeal, Memphis

Best overall website

Non-daily less than 5,000 paid circulation

1st - Mt. Juliet News
2nd - The Hartsville Vidette

Non-daily more than 5,000 paid circulation

1st - Crossville Chronicle
2nd - Carthage Courier

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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

Best Internet banner or tile ad

Non-daily more than 5,000 paid circulation

1st - The Gallatin Newspaper
2nd - The Gallatin Newspaper
3rd - Carthage Courier

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

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

Daily more than 25,000 paid circulation

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



Teri Jennings and Beverly Miller, The Leader, Covington. This was their first time to attend the Ad/Circ Conference.

Newspaper in Education sponsorship recruitment

Non-daily more than 5,000 paid circulation

1st - Pulaski Citizen

Daily 10,000-25,000 paid circulation

1st - Cleveland Daily Banner

Daily more than 25,000 paid circulation

1st - The Tennessean, Nashville

Best dealer/vendor promotion

Daily more than 25,000 paid circulation

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

Best bulk promotion

Daily less than 10,000 paid circulation

1st - Shelbyville Times-Gazette

Best reader contest

Non-daily less than 5,000 paid circulation

1st - Lewis County Herald, Hohenwald
2nd - Lewis County Herald, Hohenwald
3rd - The Tomahawk, Mountain City

Non-daily more than 5,000 paid circulation

1st - Macon County Chronicle, Lafayette
2nd - Macon County Chronicle, Lafayette
3rd - Crossville Chronicle

Daily less than 10,000 paid circulation

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

Daily 10,000-25,000 paid circulation

1st - The Leaf-Chronicle, Clarksville

Daily more than 25,000 paid circulation

1st - Chattanooga Times Free Press

Best classified section Non-daily more than 5,000 paid circulation

1st - Grainger Today, Bean Station
2nd - Carthage Courier
3rd - Overton County News, Livingston

Daily newspaper less than 10,000 paid circulation

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

1st - The Leaf-Chronicle, Clarksville
2nd - The Leaf-Chronicle, Clarksville

Daily more than 25,000 paid circulation

1st - Chattanooga Times Free Press

Subscriber retention program

Non-daily more than 5,000 paid circulation

1st - Pulaski Citizen

Daily 10,000-25,000 paid circulation

1st - Citizen Tribune, Morristown

Internet subscription promotion

Non-daily more than 5,000 paid circulation

1st - Carthage Courier

Daily 10,000-25,000 paid circulation

1st - Cleveland Daily Banner

Daily more than 25,000 paid circulation

1st - The Tennessean, Nashville

The focus

"A major purpose of the First Amendment...is to protect the romantics, those who would break out of classical forms: the dissenters, the unorthodox, the outcasts."

Steve H. Shiffrin
Cornell Law School, 1990



Martha Horn, Pulaski Citizen, shares her newspaper's error that got it recognized on the Headlines segment of the Tonight Show with Jay Leno. The ad was supposed to be for a Garth Brooks concert. Instead, the ad read "Gary Brooks."

Lakin, Dare win top Golden Press Card awards

BY STAFF

News Sentinel, Knoxville

Matt Lakin, a reporter with the *News Sentinel*, Knoxville, won the 2010 Golden Press Card Award, the Best of Show Award, for "Shake, Bake and Boom," his multi-day series on methamphetamine production and problems in East Tennessee.

The East Tennessee chapter of the Society of Professional Journalists (ETSPJ) presented the awards.

Judges said Lakin's series, which beat out more than 230 other entries for the grand prize, "tackled the major story of a major problem, the proliferation of meth labs in the area." They added that Lakin, "through good research, strong writing and excellent photos ...documented the growth of the labs, how easy they are to set up and their impact upon the community. This series should serve as a wake-up call to every reader."

Lakin received the award at ETSPJ's annual Golden Press Card banquet April 29 at the downtown Crowne Plaza in Knoxville. The series also won an Award of Excellence, or first place, in the category of newspaper series/package/project reporting.

Don Dare and Dave Wignall of WATE-TV won the Horace V. Wells Jr. Community Service Award for "Dental Dilemma," their continuing series on the troubles of a Morristown dentist.

The award, named for the late Wells, founder, editor and publisher of the *Clinton Courier-News*, is judged for impact on the community as well as journalistic excellence. The entry also won second place in the category of television general reporting.

The contest was judged by the Pittsburgh (Pa.) Pro SPJ chapter:

Sam Venable, humorist and columnist for the *News Sentinel*, served as master of ceremonies. Elenora E. Edwards, chapter president, welcomed attendees, who numbered more than 70.

Kristi Nelson Bumpus, a *News Sentinel* reporter, served as contest chairman, and Megan Venable Smith, assistant to the chancellor at the University of Tennessee-Knoxville, was co-chairman. They were assisted in preparing a PowerPoint presentation on the winners by Annie Byrnes, a freelance journalist.

Following is the complete list of newspaper winners.

Deadline/breaking news reporting, newspaper

Award of excellence (first place) - Joy Lukachick, Joan Garrett, Adam Crisp, Andy Johns, Chattanooga Times Free Press. Not Guilty on All 22.

Award of merit (second place) - Chris Carroll, Chattanooga Times Free Press. Henry: 'I Snapped' After Strong Asked for Sex.

Deadline/breaking news reporting, newspaper

Award of excellence - Melanie



Matt Lakin of the News Sentinel, Knoxville, receives the Golden Press Card Award (Best of Show) plaque and cash award from Jean Ash of ETSPJ.



ELENORA E. EDWARDS | TPS

Don Dare, a reporter with WATE-TV, receives the Horace V. Wells Jr. Public Service Award from Jean Ash of ETSPJ.

Tucker and Rheta Murray, The Daily Times, Maryville. Blount Missionaries' Orphanage Destroyed.

Deadline/breaking news reporting, affiliated internet site

Award of excellence - Staff, News Sentinel, Knoxville. Parkwest Shooting.

Award of merit - Sports and online staff, News Sentinel, Knoxville. Kiffin Hired by Southern Cal.

Third place - Staff, News Sentinel, Knoxville. Inskip Teacher Charged.

General reporting, newspaper

Award of excellence - Kristi L. Nelson, News Sentinel, Knoxville. ADA Anniversary.

Award of merit - Emily Bregel, Chattanooga Times Free Press. Echoes from the Fog.

Third place: Todd South, Chattanooga Times Free Press. Joey's Journal.

Honorable mention - Lola Alapo, News Sentinel, Knoxville. No Child Left Behind Bus Transfers Costly.

General reporting, newspaper

Award of excellence - Chloe Morrison, The Daily Times, Maryville. Former Associate Charged in Death.

Award of merit - Chloe Morrison, The Daily Times, Maryville. Arson Destroys Lesbian Couple's Home.

Third place - Jennifer Caldwell, LaFollette Press. Officials Blow Through Money.

Honorable mention - Jason Reynolds, The Daily Post-

Athenian, Athens. Most Elected Officials' Salaries Determined By State Law.

Continuing coverage, online
Award of merit - Adam Crisp, Andy Johns, Michael Stone, Joy Lukachick, Chattanooga Times Free Press. Triple Shooting.

Feature writing, newspaper
Award of excellence - Georgiana Vines, News Sentinel, Knoxville. The Mission Continues.

Award of merit - Matt Lakin, News Sentinel, Knoxville. Who Killed Peaches?

Third place - Jesse Fox Mayshark, Metro Pulse, Knoxville. Bullet Points.

Honorable mention - Morgan Simmons, News Sentinel, Knoxville. Bootlegger Chasin'.

Feature writing, newspaper
Award of excellence - Linda Braden Albert, The Daily Times, Maryville. Treasure Chest.

Award of merit - Steve Wildsmith, The Daily Times, Maryville. Wild Child Jesco White.

Third place - Melanie Tucker, The Daily Times, Maryville. Our World in 8 Days.

Feature writing, newspaper
Award of excellence - Lance Coleman and Sherri Gardner Howell, Blount Today. A Conversation With Keith McCord.

Award of merit - Lance Coleman, Blount Today. Journey to Parenthood.

Third place - Lance Coleman, Blount Today. Planting the Seeds of Community.

Honorable mention - Jake Mabe, Halls/Fountain City

Shopper-News. 'I'm Afraid the Town Is Gone'.

Investigative reporting, newspaper

Award of excellence - Cliff Hightower, Chattanooga Times Free Press. Private Business Run On City Time.

Award of merit - Frank Carlson, Metro Pulse, Knoxville. Race, Abortion and Distortions.

Third place - Mike Donila, News Sentinel, Knoxville. 14 Trustee Hires to Earn \$700K.

Honorable mention - Rebecca Ferrar, News Sentinel, Knoxville. Fleet Service Employees Fired for Sexism, Racism.

Investigative reporting, newspaper

Award of excellence - Susan Sharp, Jennifer Caldwell, Natasha Colbaugh, LaFollette Press. Recording Lays Out Police Hire.

Series/package/project reporting, newspaper

Award of excellence - Matt Lakin, News Sentinel, Knoxville. Shake, Bake and Boom.

Award of merit - Kristi L. Nelson, News Sentinel, Knoxville. Baby and Me.

Third place - Josh Flory, News Sentinel, Knoxville. Rarity Communities.

Honorable mention - Lola Alapo, News Sentinel, Knoxville. A Remarkable Life.

Series/package/project reporting, newspaper

Award of excellence - Chloe Morrison, The Daily Times, Maryville. Blount on Drugs.

Award of merit - Melanie Tucker, The Daily Times, Maryville. Haiti Orphanage series.

Third place - Jennifer Caldwell, LaFollette Press. Resignations Follow Allegations....

Sports reporting, newspaper

Award of excellence - Jesse Fox Mayshark, Metro Pulse, Knoxville. Exploiting U.

Award of merit - Brooks Clark, Metro Pulse, Knoxville. Crossing the T.

Third place - Megan Boehnke, News Sentinel, Knoxville. Weighed Down.

Honorable mention - Wes Rucker and David Paschall, Chattanooga Times Free Press. Vol Fight.

Sports reporting, newspaper

Award of excellence - Leonard Butts, The Daily Times, Maryville. Heritage Assistants Return Home.

Award of merit - Marcus Fitzsimmons, The Daily Times, Maryville. An Extra Gear.

Sports reporting, newspaper

Award of excellence - Stefan Cooper, Blount Today. Welcome Back.

Award of merit - Stefan Cooper, Blount Today. The Keepsake.

Editorial writing, newspaper
Award of excellence - Harry Austin, Chattanooga Times Free Press.

Editorial writing, newspaper
Award of excellence - Larry Van Guilder, Shopper-News, Knoxville.

Award of Excellence: Robert Norris, The Daily Times, Maryville



Kathy Boswell and Misty Pacheco, The Tullahoma News



Cathy Agee, Metro Creative Graphics, Atlanta, watches as Quentin Anthony and Linda Bible, The Daily Times, Maryville, Teri Jennings and Beverly Miller, The Leader, Covington, and Nanette Pielak and Sissy Smith, ShelbyvilleTimes-Gazette, go through the winning tearsheets.



John Finney, Tamisha Osborn and Nakea Townsend, Buffalo River Review, Linden



Phil Hensley, Johnson City Press, makes a point during a circulation session. Bryan Sandmeier, The Daily Times, Maryville, listens.



John Cash, The Greenville Sun, shares samples of the Sun's puzzle book during the idea exchange.



Jim Charlet receives a door prize from Roger Wells, conference co-chairman.



Donna Yant and Martha Horn, Pulaski Citizen



Kathy Boswell, The Tullahoma News, and Olene Standfield, ShelbyvilleTimes-Gazette, listen while Phil Hensley, Johnson City Press, shares an idea after the circulation sessions.



Advertising attendees before the next session gets under way



(Right) Leonard Woolsey of Paxton Media makes a presentation on modular advertising. (Below) He talks with Brett Hulsey, The Greenville Sun.



Brett Hulsey, The Greenville Sun, shares an idea during the advertising idea exchange.



Quentin Anthony and Linda Bible, The Daily Times, Maryville, John Cash, The Greenville Sun, and Nanette Pielak, ShelbyvilleTimes-Gazette, go through tearsheets. Some were the Ideas Contest winning entries and others were left over from when TPA judged the Georgia Press Association contest.



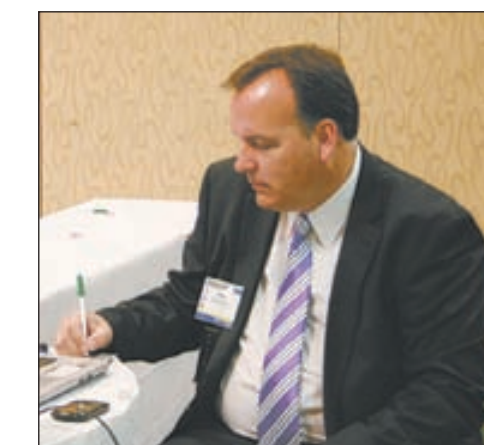
Roger Wells, The Lebanon Democrat, shares a thought with Sissy Smith, ShelbyvilleTimes-Gazette.



George Coleman, KingsportTimes-News, tells the audience how the newspaper implemented Vanessa Koper's online sales strategy.



Steve Learn, LEARNING More Circulation Idea Service, talks about single copy sales during his presentation.



Don Lovelace, TPA Circulation Committee chairman, takes notes during a session.



Darren Oliver, Overton County News, Livingston, goes through the Ideas Contest winning tearsheets for ideas he might use.



Don Lovelace, Citizen Tribune, Morristown, TPA Circulation Committee chairman, left; Heather Nicholson, ChattanoogaTimes Free Press; and Roger Wells, The Lebanon Democrat, TPA Advertising Committee chairman



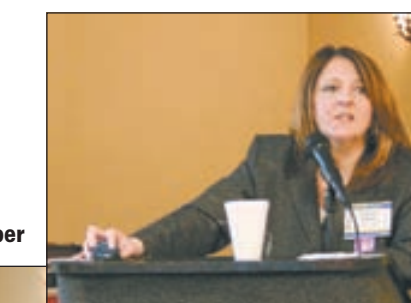
Sissy Smith, ShelbyvilleTimes-Gazette, shares information about the grand door prize, tickets to the Tennessee Walking Horse National Celebration, while Don Lovelace, conference co-chairman, holds the microphone for her. Smith is the conference prize coordinator.



Conference attendees making sure they get their copy of Leonard Woolsey's modular advertising presentation



Advertising attendees listen to Vanessa Koper, a corporate trainer for Sandusky Newspapers. Koper's sessions focused on online and social media.



Vanessa Koper



James Patterson of Ogletree Deakins Nash Smoak & Stewart, Nashville speaks on contract labor issues.

GPC

FROM PAGE 5

Editorial writing, newspaper

Award of excellence - Larry Van Guilder, Shopper-News.

Personal columns, newspaper

Award of excellence - Greg Johnson, News Sentinel, Knoxville. A Tennessee Tragedy, etc.

Award of merit - Jack Neely, Metro Pulse, Knoxville. Secret History.

Third place - Mark Kennedy, Chattanooga Times Free Press. Life Stories.

Honorable mention - Mark Wiedmer, Chattanooga Times Free Press. So Long, Lane, We Hardly Knew You.

Personal columns, newspaper

Award of excellence - Steve Wildsmith, The Daily Times, Maryville. Various columns.

Award of merit - Amanda Greever, The Daily Times, Maryville. Sleepin' Single.

Third place - Susan Sharp, LaFollette Press. A Sharper View.

Honorable mention - Marcus Fitzsimmons, The Daily Times, Maryville. Various columns.

Personal columns, newspaper

Honorable mention - Shannon Carey, Shopper-News, Knoxville. Moms 101.

Reviews/criticism, newspaper

Award of excellence - Casey Phillips, Holly Leber, Chattanooga Times Free Press. Matinee Melee.

Award of merit - Dave Prince, Metro Pulse, Knoxville. Digital Hackery.

Third place - Lee Gardner, Metro Pulse, Knoxville. Spoiler Alert.

Honorable mention - Coury Turczyn, Metro Pulse, Knoxville.

Movie reviews

Award of merit - Dave Prince, Metro Pulse, Knoxville. Digital Hackery.

Third place - Lee Gardner, Metro Pulse, Knoxville. Spoiler Alert.

Reviews/criticism, newspaper

Award of excellence - Steve Wildsmith, The Daily Times, Maryville.

Headline writing, newspaper

Award of excellence - Donna A. Cruze, News Sentinel, Knoxville. Tan tax beyond pale; Thug of a bug; Wedding favors.

Award of merit - Donna A. Cruze, News Sentinel, Knoxville. Sacrifice Is All Relative....

Third place - Mark Kennedy, Chattanooga Times Free Press.

Headline writing, newspaper

Award of excellence - Marcus Fitzsimmons, The Daily Times, Maryville.

Page one design, newspaper

Award of excellence - Karen Knotts Dunlap and Adam Brimer, News Sentinel, Knoxville. Shake, Bake and Boom!

Award of merit - Lin Parker and Sara Jackson, Chattanooga Times Free Press.

Third place - Rick Moore, Chattanooga Times Free Press.

Page one design, newspaper

Award of excellence - Richard Dodson, The Daily Times, Maryville.

Award of merit - G. Alan Sieve, The Daily Times, Maryville.

Third place - Susan Sharp, LaFollette Press.

Page one design, newspaper

Award of excellence - Jennifer Dedman, News Sentinel, Knoxville.

Award of merit - Shopper-News Graphics Department.

Award of excellence - Tessa Bright Wildsmith, Blount Today.

Inside page design, newspaper

Award of excellence - Jennifer Dedman, News Sentinel, Knoxville.

Award of merit - Amanda Martin, News Sentinel, Knoxville.

Third place - Sara Jackson, Chattanooga Times Free Press.

Inside page design, newspaper

Award of excellence - Marcus Fitzsimmons, The Daily Times, Maryville.

Award of merit - Amanda Greever, The Daily Times, Maryville.

Third place - Gabriel Garcia, The Daily Times, Maryville.

Informational graphics, newspaper

Award of excellence - Don Wood, News Sentinel, Knoxville. Henley Bridge.

Award of merit - R. Daniel Proctor, News Sentinel, Knoxville. Where, Fort, Art Thou?

Third place - Laura McNutt, Chattanooga Times Free Press. Dense Fog.

Honorable mention - Beck Towery, Chattanooga Times Free Press. Sewer Overflow.

Art illustration, newspaper

Award of excellence - Beck Towery, Chattanooga Times Free Press. A Midas Touch.



Award of merit - Tyler Garrison, Metro Pulse, Knoxville. The Knox BBQ Bible.

Third place - Laura-Chase McGehee, Chattanooga Times Free Press. Merry Christmas.

Honorable mention - Laura McNutt, Chattanooga Times Free Press. Tunes for Toning.

Photo illustration, newspaper

Award of excellence - Rey Pineda, News Sentinel, Knoxville. Glory Gone.

Award of merit - Angela Lewis, Chattanooga Times Free Press. Rain or Shine.

Deadline photography, newspaper

Award of excellence - Allison Kwezell, Chattanooga Times Free Press. Faces of Haiti.

Award of merit - Amy Smotherman Burgess, News Sentinel, Knoxville. State Champs.

Deadline photography, newspaper

Honorable mention - Dwane Wilder, LaFollette Press. Blue Devils Bounce.

Deadline photography, newspaper

Award of excellence - Brandon Shinn, Blount Today. Once More With Feeling.

Award of merit - Brandon Shinn, Blount Today. School of Hard Knocks.

Third place - Leslie Karnowski, Blount Today. Tip Off.

Honorable mention - Shannon Carey, Shopper-News, Knoxville. Building the Future.

Feature photography, newspaper

Award of excellence - Shawn Poynter, Metro Pulse, Knoxville. Karaoke Superstars.

Award of merit - Angela Lewis, Chattanooga Times Free Press. A Terrible Cost.

Third place - Michael Patrick, News Sentinel, Knoxville. Amazement of Learning.

Honorable mention - Laura-Chase McGehee, Chattanooga Times Free Press. Coming Clean.

Feature photography, newspaper

Award of excellence - Dwane Wilder, LaFollette Press. On The Ball.

Award of merit - Mark A. Large, The Daily Times, Maryville. A Warm Fuzzy Feeling.

Third place - Dwane Wilder, LaFollette Press, Mitchell Looks

Back.

Honorable mention - Susan Sharp, LaFollette Press. 'Norris Life' cover.

Editorial cartoon, newspaper

Award of excellence - R. Daniel Proctor, News Sentinel, Knoxville.

Award of merit - Clay Bennett, Chattanooga Times Free Press.

Third place - Charlie Daniel, News Sentinel, Knoxville.

Freelance writing for print

Award of excellence - Mark D. Harmon, UTK School of Journalism and Electronic Media. British Journalism Review. Cheap Video, Bad Journalism.

Overall Internet site

Award of excellence - Chattanooga Times Free Press, timesfreepress.com.

Award of merit - News Sentinel, Knoxville, knoxnews.com.

Third place - The Daily Times, Maryville, thedailytimes.com.

Online use of photo

Award of excellence - Allison Kwezell, Chattanooga Times Free Press. Faces of Haiti.

Award of merit - Allison Kwezell, Chattanooga Times Free Press. Hard Like Nails?

Third place - Laura-Chase McGehee, Chattanooga Times Free Press. Aquarnetta.

Honorable mention - Dan Henry, Chattanooga Times Free Press. Rebecca Stern.

Online use of video, media affiliated

Award of excellence - Erin Chapin, Talid Magdy, Lauren Spuhler, News Sentinel, Knoxville. Brewing up a Movement.

Award of merit - Lauren Spuhler, News Sentinel, Knoxville. Bill Haslam: A Journey to Governor.

Third place - Patrick Smith, Chattanooga Times Free Press. Echoes from the Fog.

Honorable mention - Daryl Sullivan, The Daily Times, Maryville. Goldfish Rescue.

Best blog, media affiliated

Award of excellence - Steve Wildsmith, wildsmith.blountblogs.com.

Award of merit - Metro Pulse, Knoxville, staff. The Daily Pulse.

Third place - Natasha Colbaugh, LaFollette Press.

Best blog, non-media affiliate

Award of excellence - Jack Lail, JackLail.com.



Sam Venable, News Sentinel, Knoxville, added levity to the presentation of Golden Press Card awards, and Megan Venable Smith, University of Tennessee, Knoxville, handled the PowerPoint show.

TAPME annual awards presented at Nashville dinner

The Tennessean, Nashville, was the big winner when the Tennessee Associated Press Managing Editors (TAPME) newspaper awards were announced May 14 before a crowd of more than 160 people at the Sheraton Nashville Downtown.

The Tennessean took home the most first place awards in the large market newspaper divisions. Broadcast awards were presented at the same event.

Newspapers competed in four divisions based on circulation size and in 14 categories.

In Division I, representing the state's large-market newspapers, *The Tennessean* took top honors for Daily Deadline Reporting for "Overwhelmed (Flood of 2010)"; the Malcolm Law Award for Investigative Journalism for "The Gangs of Middle Tennessee"; Online Slideshow; Best Website; Sports Photography; Spot News Photography; and Individual Achievement in Photography.

In Division II, *The Jackson Sun* claimed top honors in Features Reporting; Business News; Editorials; Daily Deadline Reporting for "Submerged"; the Malcolm Law investigative award, Best Website; Feature Photography; Sports Photography; Photojournalism; and Individual Achievement in Photography.

The most Division III top awards were garnered by *The Greeneville Sun*, which won Sports-Outdoors Reporting; Daily Deadline Reporting for "Budget Committee Alters Procedures"; Multimedia; Website; Sports Photography; Spot News Photography; and Photojournalism.

Three newspapers shared the most honors in Division IV. *The Daily News*, Memphis, took home Features Reporting; Business News; and Editorials. *The Shelbyville Times-Gazette* won Sports-Outdoors Reporting; Daily Deadline Reporting for "Inferno: Residents Escape"; and Online Slideshow. *The Union City Daily Messenger* received top awards for Sports Photography; Photojournalism; and Individual Achievement in Photography.

The Tennessean was honored with the Freedom of Information Award for investigative work.

The Tennessee newspapers' work was judged by AP member newspapers in Oklahoma.

Following is the entire list of newspaper winners. The judge's comment follows each first place winner.

DIVISION I Video

1st - Patrick Smith, Chattanooga Times Free Press. Echoes from the fog. The provided video made the story compelling. The audio/mix/dissolve of the police radio added to the severity of what was happening.

2nd - Erin Chapin, News Sentinel, Knoxville. No riot on campus, just a little civil disobedience.

3rd - Patrick Smith, Chattanooga Times Free Press. Heart and Desire winner: Jonathan Blevins.

Features

1st - Joan Garrett, Chattanooga Times Free Press. Hard like Nails? This writer is a tremendous storyteller and understands the value of detail.

2nd - Bob Smietana, The Tennessean, Nashville. In Islamville, uneasy peace abides.

3rd - Kristina Goetz, The Commercial Appeal, Memphis. 1) Like father, like son; 2) The day normal died.

Photojournalism

1st - Allison Kwesell, Chattanooga Times Free Press. Haiti Earthquake. Photographer must be given a world of credit for going in the first place and taking compelling photos in the second place. Taking on such an assignment would be commendable in itself, but the composition, the technical detail and the humanity captured in this work is second-to-none.

2nd - Shelley Mayes, Larry McCormack, John Partipilo, The Tennessean, Nashville. Flood.

3rd - John Partipilo, The Tennessean, Nashville. Gangs of Middle Tennessee.

Business news

1st - Bob Fowler, Josh Flory, News Sentinel, Knoxville. Unrefined rarity. Thorough, well written.

2nd - Anita Wadhvani, The Tennessean, Nashville. Mussels take a dive.

3rd - G. Chambers Williams III, The Tennessean, Nashville. States probe health plans sold as insurance.

Editorials

1st - Jerome Wright, The Commercial Appeal, Memphis. 1) Street gangs' false promise; 2) Knowing when to walk away; 3) Dealing with violent youths. Powerful presentation of important issues through the lens of real people involved with or caught up in those issues. This approach makes for memorable, impacting opinion.

2nd - News Sentinel, Knoxville. Leadership needed to stem meth's destructive tide.

3rd - Michael Kelley, The Commercial Appeal, Memphis. 1) Herenton backs down; 2)



THE ASSOCIATED PRESS

Randall Dickerson of the Associated Press, left, and Paul Tinkle, president of Thunderbolt Broadcasting in Martin, announce the winners at the 2011 Tennessee AP newspaper and broadcast awards May 14 in Nashville.

Growing risk for the police; 3) A court date for WM3.

Sports/outdoors

1st - Ron Higgins, The Commercial Appeal, Memphis. Chicken Hawk: Ole Miss athletic media relations chief has been true to his school for 29 years. Higgins is simply a terrific writer. He knows how to do the research, find the sources and tell the story. It shows in all of his entries.

2nd - Jim Wyatt, The Tennessean, Nashville. Young walks out on Fisher, team.

3rd - Megan Biehnke, News Sentinel, Knoxville. Weighed down.

Feature photography

1st - Jim Weber, The Commercial Appeal, Memphis. Bear with Me. Loved this. Photographer captures everything ... the coolness of the polar bear, the action in the pool, the sheer joy on the young girl's face. Delightful.

2nd - Tim Barber, Chattanooga Times Free Press. A Quiet Glide.

3rd - Shelley Mayes, The Tennessean, Nashville. Paradise.

Multimedia

1st - Marc Perrusquia, Grant Smith, Michael Erskine, The Commercial Appeal, Memphis. Withers - Exposed. First-rate multimedia journalism in every way. The use of DocumentCloud

added a powerful layer of context to an already explosive story. Embedding portals to these riveting documents within the story bolstered the reporting and allowed the audience to dig further into the hidden life of a fascinating figure. The website's layout and navigation are also superb.

2nd - Tracey Trumbull, Patrick Smith, Chattanooga Times Free Press. Amazon: By the numbers.

3rd - Staff, Chattanooga Times Free Press. Moment - A Weekly Photo Column.

Freedom of Information

1st - Lawrence Buser, The Commercial Appeal, Memphis. Church Secrets - Moment of Truth - Troubled Traveler. Moment of Truth wins because of The Commercial Appeal's year-long legal battle and then its in-depth reporting of the Catholic Diocese of Memphis cover-up of abuse and secrecy.

2nd - Anne Paine, Brad Schrade, Bill Theobald, The Tennessean, Nashville. Corps struggled with dams, forecasts.

3rd - Marc Perrusquia, The Commercial Appeal, Memphis. Double Exposure.

Individual achievement/ body of work in photography

1st - John Partipilo, The Tennessean, Nashville. Portfolio.

In-depth visual reporting on interesting subjects and beautiful heartfelt moments at the funeral and the flood. A lot of work went into this portfolio before the pictures happened.

2nd - Mark Weber, The Commercial Appeal, Memphis.

3rd - Dipti Vaidya, The Tennessean, Nashville.

Website

1st - Staff, The Tennessean, Nashville. Excellent special features and use of interactive media. Well laid out and fast, well developed functionality. An easily navigated site.

2nd - Entertainment and Online Staffs, News Sentinel, Knoxville. Knoxville.com.

3rd - News Sentinel, Knoxville, newsroom. www.knoxnews.com.

Sports photography

1st - George Walker IV, The Tennessean, Nashville. Struggle for Ball. Fans can see, feel players' frustrations.

2nd - George Walker IV, The Tennessean, Nashville. Jumper lands in second place, with sand flying.

3rd - John Rawlston, Chattanooga Times Free Press. All Tied Up.

Malcolm Law Memorial Award for Investigative Reporting

1st - Brad Schrade, Chris

TAPME

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Echegaray, John Partipilo, The Tennessean, Nashville. The Gangs of Middle Tennessee. The breadth of this entry was amazing. One can only imagine the average reader's reaction to the scores of interviews and the information gleaned by the extraordinary access these reporters gained from victims, law enforcement and, ultimately, the gangs themselves. Extraordinary and extremely well done.

Daily deadline

1st - Staff, The Tennessean, Nashville. Overwhelmed (Flood of 2010). Top choice. Well done. A good read.

2nd - Matt Lakin, Lydia X. McCoy, Jim Balloch, News Sentinel, Knoxville. Suspect in robbery killed.

3rd - Chris Carroll, Chattanooga Times Free Press. Henry: 'I snapped' after Strong asked for sex act.

Online slideshow

1st - John Partipilo, The Tennessean, Nashville. Gangs of Middle Tennessee. Very moving piece. The audio really enhanced the images and helped the viewer experience the story. I thought the navigation and typographical transitions were very clean and nicely done. The only thing I did not think was appropriate was the type for the series. But other than that, I thought the slideshow was a masterpiece!

2nd - Larry McCormack, The Tennessean, Nashville. Vanderbilt Crew.

3rd - Allison Kwesell, Chattanooga Times Free Press. Haiti - Earthquake.

Spot news photography

1st - Rick Murray, The Tennessean, Nashville. Trapped. A strong visual with plenty of drama. Technically, not the best, but the photo is shot in an extreme situation (far from perfect) and in very difficult conditions, and we all know that photographers have little or no control over these things. This photo captures the frightening and dangerous aspects of raging flood waters. A very strong news photo.

2nd - Karen Focht, The Commercial Appeal, Memphis. Escaping the Flames.

3rd - Alan Spearman, The Commercial Appeal, Memphis. Shootout With Police.

DIVISION II

Online slideshow

1st - David Grace, Ned Jilton,



People employed by news media that are members of the Associated Press enjoy dinner and Freedom Sings May 14 in Nashville.

Erica Yoon, Kingsport Times-News. The Year in Photos 2010.

2nd - Erica Yoon, Kingsport Times-News. 11th Annual Remote Area Medical Health Expedition.

Sports/outdoors

1st - Leonard Butts, The Daily Times, Maryville. Sept. 16 - Heritage assistants return home to face Rebels; April 29 - Reisser's return highlights MHS Senior Day fest

2nd - Matt Vines, The Jackson Sun. Moving forward; Mullins remains close to Cleaves.

3rd - Brandon Shields, The Jackson Sun. City ready to compete to keep tournament; Bethel coaches accused of verbal abuse.

Spot news photography

1st - Daryl Sullivan, The Daily Times, Maryville. Home severely damaged.

2nd - Kenneth Cummings, The Jackson Sun. Water Crossing.

3rd - Mariann Martin, The Jackson Sun. Wrong Turn.

Features

1st - Matt Vines, The Jackson Sun. Moving forward.

2nd - Sharon Caskey Hayes, Kingsport Times-News. Remembering a tragedy.

3rd - Melanie Tucker, The Daily Times, Maryville. Worms for Walland.

Photojournalism

1st - Katie Brake, The Jackson Sun. Life with Allen.

2nd - Aaron Hardin, The Jackson Sun. 130 miles from Nashville.

3rd - Aaron Hardin, The Jackson Sun. Moving forward.

Sports photography

1st - Kenneth Cummings, The

Jackson Sun. Safe at Home.

2nd - Joy Kimbrough, The Daily Times, Maryville. UT saves face.

3rd - Robert Smith, The Leaf-Chronicle, Clarksville. Bend it but don't break it.

Individual achievement/body of work in photography

1st - Kenneth Cummings, The Jackson Sun.

2nd - Robert Smith, The Leaf-Chronicle, Clarksville. Could not make it.

3rd - Mark A. Large, The Daily Times, Maryville.

Daily deadline

1st - Staff, The Jackson Sun. Submerged. Comprehensive deadline coverage.

2nd - Brian Eason, Chris Smith, Mark Hicks. The Leaf-Chronicle, Clarksville. Swamped.

3rd - Chloe Morriston, The Daily Times, Maryville. Arson destroys lesbian couple's home in Vonore.

Feature photography

1st - Aaron Hardin, The Jackson Sun. Staying Cool in the Sun. Quirky, interesting expressions throughout, a truly distinctive feature photo.

2nd - David Grace, Kingsport Times-News. Downhill & dragons.

3rd - Katie Brake, The Jackson Sun. House on the Move.

Video

1st - Aaron Hardin, The Jackson Sun. 130 Miles From Nashville: Joe Garner. Good interview, music use is appropriate but not overwhelming. Integrating stills with video works.

2nd - Katie Brake, The Jackson

Sun. Video Life With Allen.

3rd - David Grace, Kingsport Times-News. Sweet labor of love.

Business news

1st - Ned B. Hunter, The Jackson Sun. Thousands of acres remain under water. Very good reporting and writing. Colorful, descriptive writing. Makes reader want to keep reading. Tells reader of lasting effects of a disaster.

Gives readers understanding of what farmers are facing after the flood.

2nd - Ned B. Hunter, The Jackson Sun. DVD stores

fight trends.

3rd - Sharon Caskey Hayes, Kingsport Times-News. B A E Systems, Protokraft, Food manufacturer...

Website

1st - Staff, The Jackson Sun. Jacksonsun.com.

2nd - Timothy Hankins, Wesley Miller, the Web Desk Team, The Daily Times, Maryville. TheDailyTimes.com.

Editorials

1st - Tom Bohs, The Jackson Sun. Goodbye Mr. Kiffin, and good riddance.

2nd - Robert Norris, The Daily Times, Maryville. It's time to ring final bell at Greenback School; Saints and Colts were both super teams to support; Behavior program at Carpenters Middle shows great promise.

3rd - Jacque Hillman, The Jackson Sun. Equal pay day is about fairness; Women's businesses major for economy; Tennessee fails in women's health.

Malcolm Law Memorial Award

for Investigative Reporting

1st - Dan Morris, The Jackson Sun. Disaster ahead?

2nd - Brian Eason, The Leaf-Chronicle, Clarksville. Piper seeking CDE job.

DIVISION III

Features

1st - Nancy De Gennaro, The Daily News Journal, Murfreesboro. The 'Boro's own 'Blind Side'.

2nd - Nancy De Gennaro, The Daily News Journal, Murfreesboro. Dad's sew cool.

3rd - Bob Hurley, The Greeneville Sun. Dobsons Cleaning Out Family Nest, Leaving Heart of Tusculum.

Individual achievement/body of work in photography

1st - John A. Gillis, The Daily News Journal, Murfreesboro.

2nd - Aaron Thompson, The Daily News Journal, Murfreesboro.

3rd - Phil Gentry, The Greeneville Sun.

Feature photography

1st - Aaron Thompson, The Daily News Journal, Murfreesboro. Daddy! Simply a great human moment.

2nd - John A. Gillis, The Daily News Journal, Murfreesboro. Faceoff.

3rd - Aaron Thompson, The Daily News Journal, Murfreesboro. Taps.

Business news

1st - Doug Davis, Sam Stockard, Scott Broden, The Daily News Journal, Murfreesboro. Sun rises on the new MTMC. Great job in planning to execution. Enterprise apparent in coverage of final day of old hospital to first day of new hospital. Told readers past, present and future. Great job top to bottom from reporting, writing, graphics, photography to design.

2nd - Richard Conn, The Daily Herald, Columbia. GM jobs announcement.

3rd - Douglas Watson, Rich Jones, The Greeneville Sun. Arrowmont Considers Greene: Arrowmont School Considering Move To Greeneville; Arrowmont A Step Closer to Greeneville; and Arrowmont To Stay in Gatlinburg.

Video

1st - Karen Kraft, The Daily News Journal, Murfreesboro. March Against the Islamic Center of Murfreesboro, July 14, 2010. Good videos do not require context of a printed

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story. There will always be some viewers that go to your website and look at videos and not the stories. Entry was sent with stories to help provide context. I did not read the stories before watching the video. After watching video, I realized I did not need to read the story to be informed. That is a sign of a good video. Good reporting. Fair, balanced.

2nd - Brian Cutshall, The Greenville Sun. Ladies Classic: Ladies Classic 2010 Begins; Hoover Wins Ladies Classic 2010.

3rd - Brian Cutshall, The Greenville Sun. Jerry Ottinger Retires After 47 Years At Greenville Sun.

Malcolm Law

Memorial Award

for Investigative Reporting

1st - Scott Broden, The Daily News Journal, Murfreesboro. Firing vote may have broken law.

2nd - Amy Rose, The Greenville Sun. Employee Transfer Controversy: MTAS: Mayor Probably Lacked Authority; Mayor Uses Facebook to Detail Her Position; Aldermen Speak About Employee Transfer; W.T. Daniels Sworn In; City Board to Consider Parks/Rec Issue; 10 Workers Moved Back.

3rd - Tom Yancey, The Greenville Sun. Greene Valley Developmental Center: 5 'Community Homes' Built for GVDC Clients; Bredesen Tours Community Home; Rep. Hawk Hits Handling of GVDC Group Homes.

Daily deadline

1st - Amy Rose, The Greenville Sun. Budget Committee Alters Procedures After Alderman's Open Meetings Challenge. Illustrates the newspaper's role in shining a light on public bodies on the readers' behalf.

2nd - Bill Jones, The Greenville Sun. Former Greenville Killed In Afghanistan.

3rd - Scott Broden, Mark Bell, The Daily News Journal, Murfreesboro. Mosque leads to Square off.

Sports/outdoors

1st - Wayne Phillips, The Greenville Sun. Huskies Top 'Dogs; Devils Move On In Playoffs; Next Stop, Cookeville.

2nd - Joe Byrd, The Greenville Sun. Pioneers in Nation's 'Elite 8'; Dream Ends in Elite 8 for TC; Perfection... Devils Win

State Title.

Spot news photography

1st - Phil Gentry, The Greenville Sun. Fire Lights Sky For Miles.

2nd - Phil Gentry, The Greenville Sun. Fire Destroys Log Home.

3rd - Phil Gentry, The Greenville Sun. Meth Lab Bust.

Photojournalism

1st - Phil Gentry, The Greenville Sun. State Champs!

2nd - Phil Gentry, The Greenville Sun. Back From Iraq.

3rd - Phil Gentry, The Greenville Sun. Hiker, 79, Rescued.

Sports photography

1st - Phil Gentry, The Greenville Sun. State Champs!

2nd - Aaron Thompson, The Daily News Journal, Murfreesboro. Line Dive.

3rd - John A. Gillis, The Daily News Journal, Murfreesboro. Dog Pile.

Website

1st - Staff, The Greenville Sun. GreenvilleSun.com.

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

Multimedia

1st - Staff, The Greenville Sun. Greenville Christmas Parade 2010.

2nd - Staff, The Greenville Sun. State General Election 2010 in Greene County.

3rd - Staff, The Greenville Sun. Greenville High Wins State Football Championship.

DIVISION IV

Features

1st - Aisling Maki, The Daily News, Memphis. On the Mend; Life Savers: Friends of MAS goes all out to help city's dogs, cats; Le Bonheur Moves Patients Into New Facility. Far and away the best in this category. Multiple sources provide a complete picture of the subject matter. Well done.

2nd - Sadie Fowler, Shelbyville Times-Gazette. All-American love.

3rd - John I. Carney, Mary Reeves, Shelbyville Times-Gazette. Virtual learning.

Editorials

1st - Staff, Daily News, Memphis. Time for Sustained Financial Reform is Now; This Public-Private Collaboration Signals Further Crime Decline; Cotton's Heyday Gone, But Its Legacy Lives On. Good entries here. Like the way they take the local angle, even on a general



(Above) Representatives of The Jackson Sun at their table at the Tennessee Associated Press Managing Editors dinner May 14 in Nashville. From left are Kenny Cummings, a staff photographer; Dan Morris, public service editor; and Jesse Hillman, a contributor.



(Left) Attendees at the TAPME awards winner were treated to a presentation of Fight the Power, a program that points out attempts to muzzle free speech in the United States. It is a service of the First Amendment Center in Nashville. The singers are Bill Lloyd and Don Henry.

topic. Has all the elements of a well-written editorial.

2nd - Stan Voit, The Mountain Press, Sevierville. Not a road to travel on.

3rd - Bill Williams, The Paris Post-Intelligencer. Gory video games hardly free speech; We've got it right, don't change now; Taxpayer dollars back incumbents.

Business news

1st - Sarah Baker, The Daily News, Memphis. Emphasis on Cargo Security Heightened; Church Says 'No' to CVS; Retail Rebound? Sales are up, but sustained improvement will take a while.

2nd - Andy Meek, The Daily News, Memphis. Fund Signals Memphis 'Open for Business'; City Leaders Roll Out Red Carpet for Pinnacle; Pinnacle Chooses One Commerce.

3rd - Bill Dries, The Daily News, Memphis. Energy in Memphis: Solar rebate bill could benefit local plant; Candidates Agree on Improving Small Biz Climate; Business Owners, Politicos Meet at NAWBO Dinner.

Sports/outdoors

1st - Danny Parker, Shelbyville Times-Gazette. Vols' Reveiz climbs back from knee injury; T-Ball: Simply a different, amazing world; Hutton's

run comes to a close. Nice writing. Stories grab the readers attention and hold it throughout.

2nd - Gary Johnson, Shelbyville Times-Gazette. Clark comes home as new Eaglette coach; Stewart a success on, off court.

3rd - Andy Reed, The Lebanon Democrat. Clark nears start of WNBA career.

Daily deadline

1st - David Melson, Shelbyville Times-Gazette. Inferno: residents escape burning home, business. This entry stood out mainly due its breaking news nature. Quotes from the victim and also timely access to the story were key.

2nd - Daniel Williams, The Paris Post-Intelligencer. M a n arrested in two lake area killings.

3rd - Sandy Campbell, The Lebanon Democrat. Branchaud speaks out about lawsuit.

Video

1st - John I. Carney, Shelbyville Times-Gazette. 16th Annual RC Cola - Moon Pie Festival in Bell Buckle. This is one of the rare videos that benefits from lack of narration. Viewers surely felt as though they were at the event and wanted to see what was coming next.

2nd - Amelia Morrison Higgs,

The Lebanon Democrat. Lebanon Floods.

3rd - Dallus Whitfield, The Lebanon Democrat. Civic League Tennis Camp.

Malcolm Law Memorial Award

for Investigative Reporting

1st - Sandy Campbell, The Lebanon Democrat. McCall sales tax story called 'scandalous'. The reporter here gets the whistleblower to come out of the shadows and it turns out the boss he blew the whistle on is the one who got him appointed to his state gig. That was the best piece of investigative work in the batch and a significant factor in the rankings.

2nd - Bill Dries, The Daily News, Memphis. 50 Years of Secrets: Priest Sins Extensive, Records Show; 15 Priests Accused of Sex Abuse; Diocese Struggled With Approach, Court Docs Show; 2004 Accusation Not Beginning of Local Abuse Claims.

3rd - Andy Meek, The Daily News, Memphis. New Morgan Keegan Details Emerge; Judge Sides With Morgan Keegan Investor.

Spot news photography

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



Allison

Joan Allison designed the 'Enrique's Journey' ad (below left) that won First Runner-up Best of Show in the TPA Ideas Contest. A promotions artist, she has worked for The Commercial Appeal, Memphis, in this job since 1996.



Ratajczyk

Steven Ratajczyk designed the 'Merry Christmas' ad (below right) that won Second Runner-up Best of Show in the TPA Ideas Contest. The senior graphic designer has worked for the Chattanooga Times Free Press for a year.



Matt Salada, Casandra Crosby, center, and Carla Peterson of the Chattanooga Times Free Press pose with the newspaper's award for Second Runner-Up Best of Show.

TAPME

FROM PAGE 11

Blaze destroys three cabins. Color. Drama. Composition. Nice work.

2nd – David Melson, Shelbyville Times-Gazette. 'I have nothing': Fire destroys home.

3rd – Curt Habraken, The Mountain Press, Sevierville. Family escapes mobile home fire.

Feature photography

1st – Curt Habraken, The Mountain Press, Sevierville. Oh, baby, they're home. So many welcome home photos,

but this one tells a story and elicits an emotional response. Excellent composition choice to include her legs, and the lack of faces say it's every soldier's story.

2nd – Curt Habraken, The Mountain Press, Sevierville. Text Message.

3rd – John I. Carney, Shelbyville Times-Gazette. Storms hit Midstate, but disaster averted.

Website

1st – Chad Howard, The Paris Post-Intelligencer. www.parispi.net. Easily navigated; the Flash carousel for top stories works

well, as does the mugshot-illustrated list of contributors on the left.

2nd – Staff, Shelbyville Times-Gazette. www.t-g.com.

Sports photography

1st – David Fuzzell, Union City Daily Messenger. Close Calls. Liked the emotion on the player's face.

2nd – Jason Davis, The Mountain Press, Sevierville. Fun at 411.

3rd – Dallus Whitfield, The Lebanon Democrat. Indoor ball on a frosty day.

Photojournalism

1st – Donna Ryder, Union City Daily Messenger. Joseph and the Amazing Technicolor Dreamcoat. Nice variety of photos.

2nd – Danny Parker, Shelbyville Times-Gazette. Titans fall to Redskins in overtime.

3rd – Donna Ryder, Union City Daily Messenger. Ridgemont Spring Heritage Days: Students learn about old time skills.

Individual achievement/body of work in photography

1st – Donna Ryder, Union City Daily Messenger. Dream in Sight; Gunsmithing; Cross Saw; Taking Aim; High Jump; Candy for Cowboys. Best entry with variety; unique, interesting group portrait pose and two other interesting photos.

2nd – Curt Habraken, The Mountain Press, Sevierville. Home destroyed by fire.

3rd – Chris Menees, Union City Daily Messenger. On a Roll; Baby, it's Hot; Dog Days; Getting Her Goat; Brushing Up; Fighting the Fire.

Fallout

"What has exploded is not news, but talk about the news; commentary, not information....It's cocktail party chat passing for journalism."

Richard Zoglin
Journalist, *Time*, 1996

ENRIQUE'S JOURNEY
By SONIA NAZARIO

in The Commercial Appeal Tuesdays and Thursdays, October 5 – November 11

Meet the Author!
Sonia Nazario, the Pulitzer Prize-winning author of "Enrique's Journey," will speak at a free community event Thursday evening, Nov. 4, at White Station Middle School 6:45-7:45. A book signing will follow at 7:45-8:45. Dawn Eddi Proctor will sell the author's books.

Logos: THE COMMERCIAL APPEAL, LITERACY MIDSOUTH, INTERNATIONAL PAPER, FACING HISTORY AND OURSELVES, WEST VIRGINIA MIDDLE SCHOOL.

Chattanooga Times Free Press

May the joy of this holiday be everything it's cut out to be.

Merry Christmas
from our family to yours.

Logos: THE COMMERCIAL APPEAL, LITERACY MIDSOUTH, INTERNATIONAL PAPER, FACING HISTORY AND OURSELVES, WEST VIRGINIA MIDDLE SCHOOL.