Training in 10 minutes... at your fingertips.

Kevin Shimp, TPS technology director, pre-

pares a new video clip each week. Topics include iMac design, Quark, Photoshop and Acrobat. Watch online or download to your computer. Visit www.tnpress.com/video for details. This is a free service for TPA member newspapers.

Mary Lou Brown, at the head of the table, presents ideas for the 2007 TPA Summer Convention with the Commu-
nication Committee. The 19th annual event will be held Thursday and Friday, Aug. 23-24, in Memphis. Among the


Advocate & Democrat wins

Be Kind to Editors Contest

BY ELIZABETH E. ZIMMARDO
Managing editor

Miss Rhodarmer’s “calm demeanor” came to light Sept. 29, when she was arrested by a Sweetwater police officer. Rhodarmer came in handy Sept. 29 when she was arrested by a Sweetwater police officer.

The warrant stated, “On 9-29-06 I was informed by personnel of the Advocate & Democrat that Mrs. Rhodarmer is the best editor in the world. This happened in Sweetwater, Monroe County.”

The editor graduated from the University of North Carolina at Asheville. She and her husband, Charlie, live in Vonore.

But she walked the tightrope with being the best editor in the world.

The staff’s month-long campaign to show Rhodarmer its appreciation and at the same time enter the Be Kind to Editors Contest of the Tennessee Press. Daily during the whole of September, the staff showered Rhodarmer with candy and gifts.

“We will appreciate all support from our community newspapers,” he said. “If we have to ask for money, we will appreciate the papers’ help.”

For the Editor Month, the staff members will visit the Tennessee Press Association (TPA) and treat the staff to some newspapers, general or who have made extraordinary contributions to the community in the state.

All TPA member newspapers have been invited to participate in the TPA.”

Ad, circ committees plan

‘A Little Bit More’ for ’07

BY ROBYN GENTILE
Assistant to the executive director

TTPA’s Advertising and Circulation Committee met Sept. 29 and 30 at the Sheraton Nashville Downtown Hotel to begin planning for the TTPA Advertising and Circulation Conference. The conference, which has been on a rotation among the state’s grand divisions, is being planned for late April or early May in Nashville.

Fred Smith, advertising director of the Knoxville News Sentinel and chairman of the advertising committee, introduced the conference’s marketing manager, The Coliseum, president. Coliseum chairman Rob Stern chairs the Advertising Committee, and TTPA chairman the Circulation Committee.

Stern urged member newspapers to become familiar with the proposed changes in the advertising committee and asked members to include the Be Kind Contest awards.

TTPA members must support effort to stave off 25-30% postal increases

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The possibilities of the Internet

The Tennessee Press Association

Henry A. Stokes
President

Your PRESIDENTING REPORTER

Henry A. Stokes
President

While preparing to speak on the sub-
topic at a conference in Pennsylvania, I
impressed on a group of 20 people that
had gathered to speak and discuss the
impact of the Internet on newspapers.
One of the attendees was impressed
that the TNPIC Institute of News-
paper Technology offers seminars to
members. The attendees were a mix of
newspapers, publishers, and other
people interested in how the Internet
affects the newspaper industry.

The Tennessee Press Association

TENNESSEE PRESS ASSOCIATION

Henry A. Stokes, General Counsel
President

Pauline Sherrer, Crossville Chronicle
Director

Dale C. Gentry, The Standard-Banner, Jefferson City
Vice President

Kevin Burcham, The News-Herald, Lenoir City
District 2

Bill Williams, The Paris Post-Intelligencer
Treasurer

Henry A. Stokes, Germantown & Collierville Appeal
President

Elenora E. Edwards.............................Managing Editor

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The possibilities of the Internet

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I'm not sure how the Internet will affect
newspapers in the near future, but I suspect
that the impact will be significant. The
Internet has already changed the way
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and it is likely that this trend will continue.

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The Tennessee Names new editor

The Mountain View newspaper has a program called Silverman, who helps to reinvent the newspaper and to convert it into a more interactive and consumer-friendly format. Silverman is a former executive editor of The Commercial Appeal and a veteran journalist with over 20 years of experience in the newspaper industry. He is known for his innovative thinking and his ability to turn around struggling newspapers.

Silverman was named the new editor of The Mountain View newspaper, which has struggled in recent years to attract readers and advertisers. His appointment was announced by the newspaper's publisher, who said that Silverman is the right person to help turn around the newspaper.

Silverman has stated that his top priority is to increase readership and revenue for The Mountain View newspaper. He plans to do this by implementing new business models, such as paywalls and subscription-based services, and by focusing on local news and community events.

Silverman's appointment is part of a broader effort by the newspaper's parent company to revitalize its newspapers across the country. The company has been experiencing financial difficulties in recent years and has been forced to make significant layoffs and cost-cutting measures.

Silverman is expected to begin his new role in a few weeks. He said that he is excited about the opportunity to work with the dedicated journalists and staff at The Mountain View newspaper and to help it thrive in the competitive local news market.

Silverman is a veteran journalist with over 20 years of experience in the newspaper industry. He was previously the executive editor of The Commercial Appeal in Memphis, where he helped to transform the newspaper into a more interactive and consumer-friendly format.

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Silverman, who has extensive experience in the newspaper industry, was previously the executive editor of The Commercial Appeal in Memphis, where he helped to transform the newspaper into a more interactive and consumer-friendly format. In his new role, Silverman is expected to focus on increasing readership and revenue for The Mountain View newspaper.

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Most photographers respect subjects

As you sit on your newspaper's archives, you're sitting on a goldmine of knowledge. These archives contain invaluable information that can provide insights into the past and help you understand current events. Here are some tips on how to make the most of your newspaper's archives:

1. Use the archives to research historical events: Newspaper archives are a treasure trove of information about historical events. You can use them to research events that occurred in the past, such as wars, revolutions, and natural disasters. This information can help you understand the context of current events and how they relate to historical events.

2. Use the archives to research local history: Newspaper archives can also provide insights into local history. You can use them to research the history of your city or town, including important events, famous people, and cultural trends.

3. Use the archives to research genealogy: If you're interested in genealogy, newspaper archives can be a valuable resource. You can use them to research your family history, including important events, family connections, and cultural traditions.

4. Use the archives to research current events: Newspaper archives can also be a valuable resource for researching current events. You can use them to research events that occurred in the past, such as wars, revolutions, and natural disasters. This information can help you understand the context of current events and how they relate to historical events.

5. Use the archives to research media history: Newspaper archives can also provide insights into media history. You can use them to research the history of journalism, including important events, famous journalists, and cultural trends.

In conclusion, newspaper archives are a valuable resource that can provide insights into the past and help you understand current events. Whether you're interested in historical events, local history, genealogy, current events, or media history, newspaper archives can provide valuable information. So, if you're sitting on your newspaper's archives, don't let these valuable resources go to waste. Use them to gain valuable insights into the past and help you understand current events.
Postal Service rate hikes would hurt newspapers

By MAX HEATH
Dundee, Kansas

The Postal Service has proposed a remarkable 2007 rate increase for the nation’s newspapers with a goal of increasing its share of the market. In this regard, the rate hike would be the most significant challenge in many years. The rate adjustment will be effective Jan. 1.

The adjustment includes increases in the cost of delivery, advertising and other related services. The rate adjustment is based on the National Newspaper Association’s (NNA) annual publication cost survey, which is conducted in conjunction with the National Publishing Association.

Many newspapers have been looking at ways to control costs. Some have been using more efficient delivery systems, while others have been trying to lower their operating expenses. The rate increase will be the most significant challenge in many years.

The rate increase for the nation’s newspapers will be based on the National Newspaper Association’s (NNA) annual publication cost survey, which is conducted in conjunction with the National Publishing Association. The rate increase will be effective Jan. 1.

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Steve Berk, chief of security for the Titans, talks about the locker room. TPAers visited Sept. 29 during the Advertising/Circulation Managers’ Retreat in Nashville. The Titans’ gear was in place, awaiting a move to the LP Field locker room for the Titans-Dallas Cowboys game on Oct. 1.

(left) Dale Long, The Greeneville Sun, and Donald Austin, the Shelbyville Times-Gazette, take pictures from the indoor practice field end zone.

(right) Steve Berk holds up the size 18 shoe belonging to Titan left guard Zach Piller. (below) Lu Shep Baldwin compares her size seven tootsie to the shoe.

Ad/Circ Managers’ Retreat
Sept. 20-30 in Nashville

From left, Barry Jarrell, TPS; Dale Long, The Greeneville Sun; and Roger Wells, The Lebanon Democrat.


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Ad/Circ Managers’ Retreat
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From left, Barry Jarrell, TPS; Dale Long, The Greeneville Sun; and Roger Wells, The Lebanon Democrat.


Nashville businessmen were shown news media and doctors was adopted by the Shelby County Medical Society. Zollie Howard of the Memphis Press-Scimitar, member of the TPA Freedom of Information Committee, took part in the discussions that led to the adoption of the guide.

Postal Service rate hike would hurt newspapers

By MAX DEATH

Post Office Commander, TPA

The Postal Service has proposed an unacceptable 27% rate increase for first-class and metered mail. In this era of record profits, the Postal Service again wants to profit from us. I am asking everyone to sign the petition and show the Postal Service that Tennesseans are determined to oppose this proposal.

As a result of the past year's rate increases, the Postal Service has had a banner year. The Postal Service has reported a $3.7 billion profit for the fiscal year ending September 30, 2005. The Workers' Compensation Reserve Fund, which is a statutory requirement, contains $1.7 billion. The rate increases are unnecessary.

The proposed rate increases will fall on American newspapers and the public. Newspaper publishers and managers across the country are already fighting for their survival in today's market. The proposed rate increases will require a 27% increase for the most common postage rate.

The Postal Service wants to raise these rates so that they will now be set at the freight rate, without regard to the volume or type of mail. The Postal Service underestimates our ability to respond to these rate increases, as we have shown in the past.

I urge you to sign the petition and show the Postal Service that Tennesseans are determined to oppose this proposal. If you would like to sign the petition, please contact me at the TPA office or visit our website at www.tenpress.org.
Most photographers respect subjects

Registration and daily use of a user name and password are required. A potential reader can subscribe online using a credit card or at the front office of the newspaper. Stanton, the Daily Citizen, the East Tennessee Times, and the Times Journal are all part of Chattanooga Times Free Press, the Chattanooga Times Free Press, also known as the Chattanooga Times Free Press, is a national chain of newspapers in Chattanooga, Tennessee. The newspaper is owned by the Tennessee Tribune, which is owned by the Chattanooga Times Free Press.

What's Being Done

Sign up for The Tennessee Press

How will you reach your target audience?

SmallTownPapers works with small community newspapers from across the country. We currently pay publishers for placing ads in our website. We pay $50 per ad for placements in your newspaper. We also pay $25 per ad for placements in our online directory, which is available at www.smalltownpapers.com.

SPEJ prospers with chapter

SPEJ prospers with chapter

The Society of Professional Journalists, through its New York City chapter, has the goal of promoting the highest ethical standards for visual journalism for all journalists as they apply to the values of accuracy, fairness, honesty, inclusiveness, and courage. Members of SPEJ are committed to promoting these values through their work and through their support of other journalists who uphold these values.

The Tennessee Press

The Tennessee Press

The Tennessee Press

The Tennessee Press

FCC chairman not sure about ownership

FCC chairman not sure about ownership

Under the law, the Federal Communications Commission (FCC) must consider whether there is a competing, non-dominant newspaper in the market and whether the proposed ownership will benefit or harm the public interest.

Dana DeLong, a member of the Tennessee Association of Broadcasters, said that one of the reasons for the sale of The Chattanooga Free Press is to create a larger market for the newspaper.

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**The Tennessee names new editor**

The Nashville Tennessean names new editor

Mark Silverman, a managing editor and vice president of Circulation at the Tennessean, has been named editor of the Tennessean.

Silverman replaces Everett (E.J.) Willingham, who was named editor of the Commercial Appeal in May.

Silverman replaced Everett (E.J.) Willingham, who was named editor of the Commercial Appeal in May. Willingham, who had been the editor of the Commercial Appeal since January 2006, was named editor of the Tennessean earlier this year.

Silverman will continue to oversee the newsroom and will be responsible for the overall direction of the newspaper.

**Editors’ first priority: quality of writing**

Mark Silverman, a managing editor and vice president of Circulation at the Tennessean, has been named editor of the Tennessean.

Silverman replaces Everett (E.J.) Willingham, who was named editor of the Commercial Appeal in May.

Silverman will continue to oversee the newsroom and will be responsible for the overall direction of the newspaper.

**Five appointed to leadership roles at The Commercial Appeal**

The Commercial Appeal today named five new leaders to help manage and grow its operations.

Jewell, 51, was marketing manager for The Commercial Appeal. Jewell, 51, was named marketing manager for The Commercial Appeal in May.

She replaces Willingham, who had been the editor of the Commercial Appeal since January 2006, as the newspaper’s director of circulation.

Silverman will continue to oversee the newsroom and will be responsible for the overall direction of the newspaper.

**What’s being done**

The Mountain View News has a program, 5G News, that helps libraries and other community centers become part of their communities. They can provide information about upcoming events, access to local resources, and resources for homeowners.

The program aims to help people find information about their local communities, and is a great way to learn more about their neighbors.

The program is open to anyone, and is available to anyone who is interested.

**Bottom line**

It’s been an absolute godsend for The Commercial Appeal.

I think of it as an opportunity to really connect with our readers and to really help them find the information they need.

It’s been a great opportunity to connect with our readers and to really help them find the information they need.

**Clips**

The Tennessean is a daily newspaper in Nashville, Tennessee, serving Davidson County and Middle Tennessee.

The paper has a circulation of 70,000 and is owned by The Tennessean Media Group.

The Tennessean is one of the few remaining daily newspapers in Tennessee, and it is the oldest daily newspaper in the state.

The Tennessean is a member of the Tennessee Newspaper Association and the American Press Association.

The Tennessean is also a member of the Tennessee Associated Press, which provides news and sports coverage for member papers in the state.

The Tennessean has a long history of award-winning journalism and has won numerous awards for its reporting.

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UT-TPA State Press Contests deadline: Feb. 16

Employment area of 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 e-mail ElenoraEdwards@Comcast.net. The December issue deadline is Nov. 13.

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TENNESSEE PRESS ASSOCIATION

Henry A. Stokes, Johnson City............................................President
Pauline Sherrer, Crossville..............................................Vice President
Helen Ash, Knox County..................................................Secretary
Mark Oct. 11-13, 2007 on your calendar .

TO PRINT DETERMINATIONS

Joining me here, representing some of the many groups that are interested in seeing printing remains a viable business and in support of the need for newspaper industry training, are representatives of the Print Industry Training Foundation. The PTIF is a national effort to improve the quality of our printing industry, and I think it's important for us to have a strong presence at this conference.

The Print Industry Training Foundation

THE TENNESSEE PRESS

The Tennessee Press is a member of Tennesseepress.com, the world's leading source for news and information.

TENNESSEE PRESS ASSOCIATION

Henry A. Stokes, Johnson City............................................President
Pauline Sherrer, Crossville..............................................Vice President
Helen Ash, Knox County..................................................Secretary

TENNESSEE PRESS ASSOCIATION FOUNDATION

Bill B. Mullins, Franklin......................................................President
Leny L. Sparkis, DeKalb.................................................Vice President
Robert F. Young, Rutledge..............................................Secretary
Mark Oct. 11-13, 2007 on your calendar .

THE TENNESSEE PRESS

The Tennessee Press is a member of Tennesseepress.com, the world's leading source for news and information.

THE TENNESSEE PRESS

The Tennessee Press is a member of Tennesseepress.com, the world's leading source for news and information.
TVA's Advertising and Circulation Committee met Sept. 19-20 in the 2006 conference; 3 developed from planning to visit the Tennessee Titans' practice facility. Robbie Bohren, the Titans' director of media relations, arranged a reception for the group. Bohren noted that the Titans' director of media relations, arranged a reception for the group. Bohren noted that the Titans' director of media relations, arranged a reception for the group. Bohren noted that the Titans' director of media relations, arranged a reception for the group.

Several ideas emerged regarding how to handle the increased cost to the Dollywood Foundation Imagination Library and the Governor's Books From Birth Program. The committee also discussed the proposed changes in handling of periodicals mail that would affect both how much it would cost to mail newspapers and the amount of information about the postal proposal, including tables showing costs. See www.nna.org.

Mary Lou Brown, at the head of the table, presents ideas for the 2007 TPA Summer Convention with the Convention Committee. The 138th annual event will be held Thursday and Friday, June 28-29, in Memphis. Among the members are, from left, Gail F. Dorband, The Germantown News; Susie Gardner, The Commercial Appeal, Memphis; Mary Lou Brown, at the head of the table; and in which Tennessee newspapers had a major role, mails out one book a month to every child from birth to age 5. A postal rate increase could seriously hinder this effort at enhancing literacy in the state.

Another result of the proposed changes would be the increased cost to the Dollywood Foundation Imagination Library and the Governor's Books From Birth Program. The committee also discussed the proposed changes in handling of periodicals mail that would affect both how much it would cost to mail newspapers and the amount of information about the postal proposal, including tables showing costs. See www.nna.org.

Be Kind to Editors Contest

BY ROBYN GENTILE
Managing Editor

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"Postal rates in May or June of 2007 could rise nearly 25 percent for in-county newspapers if the United States Postal Service has its way, and annual...other mail class. The proposed increase is the highest in more than a decade. The announcement came with the filing of a complaint by the Tennessee Press Association. The proposed increase is the highest in more than a decade. The announcement came with the filing of a complaint by the Tennessee Press Association.

To newspaper journalism generally or who have made extraordinary contributions to community newspapers or who have made extraordinary contributions to their community or region or state through newspaper journalism. There are now 44 honorees in the Hall of Fame. See information about them and all information about submitting a nomination at www.tnpapers.org/halloffame.html.

Be Kind to Editors Contest

BY ROBYN GENTILE
Managing Editor

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