

TPA Celebrates its 144th Summer Convention in the Smoky Mountains

with
Training • Business • Fun



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TPS President's Report to the TPA Business Session

Presented on behalf of Victor Parkins by Jason Taylor, TPS Vice President



**TPS
PRESIDENT**

VICTOR PARKINS



TPS has placed more than \$1.8 million of ROP business this fiscal year to date. While, this is down 1.86 percent from 2013 placement, Advertising Director David Wells has been on the job a little more than two years now and over that period he and his team have increased the overall sales volume by 33 percent.

Network products include statewide classifieds, 2x2, 2x4, 2x6, quarter page display, and online

ads. TPS has placed more than \$275,000 of Network advertising into newspapers this fiscal year. This is down about 13 percent from last year.

An analysis of sales shows that

the amount we are down corresponds almost exactly with the reduction of business coming to us from other states, so our Tennessee direct customers are still spending with us at about the same level.

A quarter page ad program was approved at the Fall TPS Board of Directors meeting, and the staff has been setting up rates and agreements with stockholder papers to get that off the ground. There are still a few papers that are not taking advantage of these Network programs that turn your remnant space into revenue. And even fewer are selling ads into the Networks, which can really bring some big bucks to your paper.

Please touch base with your advertising departments to make sure your publications are getting their share.

The TPS Clipping Bureau has

brought in more than \$52,000 in revenue this fiscal year, which is up 4.17 percent over 2013. They helped 57 clients, agencies and public relation firms keep track of what the newspapers in Tennessee are saying about their organizations and clients. A rate re-structuring in 2013 has helped boost the bottom line this year.

TPS continues to fund www.tnpublicnotice.com. Through this site and the efforts of our member papers to post all their public notices to it, we are working hard to keep public notice advertising in newspapers.

The staff has spent an enormous amount of time working with newspapers across the state to make sure they are in compliance with Tennessee's new public notice law that took place on April 1 of this year.

TPS is fortunate to be able to

bring the talents of Kevin Slimp to our member newspapers at very little cost. Kevin's technology wisdom and ability to train has positioned him as an industry leader.

In October he conducted the 17th session of the internationally-acclaimed Institute of Newspaper Technology, where participants experienced hands-on intensive technology training. And as of mid-May, we already have 15 early registrants for this October's session.

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

Victor Parkins is editor of The Milan Mirror-Exchange.



Gregg K. Jones, president of the Tennessee Press Association Foundation, gives the Board an update on the redesign status of the Tennessee Newspaper Hall of Fame located at the University of Tennessee in Knoxville.

TPAF President's Report to the TPA Business Session on Thursday, June 5, 2014

It's an exciting time for Tennessee Press Association Foundation. We are more than halfway through our five-year capital campaign named "I Believe," which signifies our confidence in the strength of the industry. We have pledges of more than \$300,000 thus far.

In just a few minutes we will convene the Foundation's Board of Trustees that will consider recommendations for 2014 and 2015 grant funding from the Projects Funding Committee. We had a surge in grant requests this year, including requests from some great journalism education endeavors across our state. TPAF awarded more than \$40,000 last year in grant funding to journalism and newspaper-related projects.

Over the past 12 months, TPAF has provided grants to allow TPA member newspapers to send folks to the critically-acclaimed Institute of Newspaper Technology at a greatly reduced cost. We have provided funding for the Legal Hotline as an important protection for newspapers across the state. And we provided funding to help develop an extensive line up of training programs for staffers of all disciplines at the Winter Convention's Drive-In Training.

Many of you were present for our unveiling of the Tennessee Newspa-



**TPAF
PRESIDENT**

GREGG K. JONES



per Hall of Fame vision at the Winter Convention in Nashville, as well as the transfer of ownership of the Hall from TPA to the Foundation.

As you know, we have embarked upon a project to transform it into the most impressive newspaper hall of fame in the country. I have exciting progress to report at the Board of Trustees meeting, and I encourage you to stick around to hear what's going on.

Your Foundation is strong and stands ready to serve the newspapers of Tennessee through strong educational efforts in 2014 and beyond.

Gregg Jones is co-publisher of The Greeneville Sun and president and CEO of Jones Media Inc.

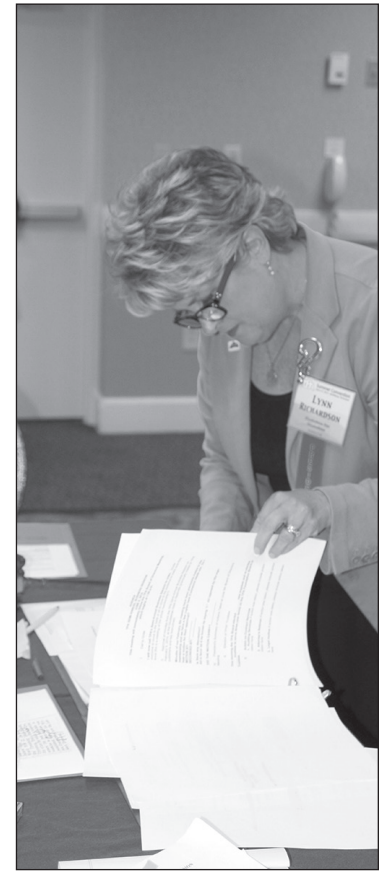
2014 Summer Convention Factoids

- 215 registrants, including staff, speakers and guests
- 153 registrants from 28 member newspapers
- 97 registrants from 14 dailies
- 56 registrants from 14 non-dailies
- 16 registrants from 5 associate members
- Newspaper with the most registrants: Chattanooga Times Free Press, with 40
- Most attended event: Picnic and Day at Dollywood, with 138 registrants

TPA BOARD OF DIRECTORS MEETING



The TPA Board of Directors meeting on Thursday, June 5, kicked off the two-and-a-half day Summer Convention at The Park Vista by Double-Tree overlooking downtown Gatlinburg. Rotating clockwise, starting from the top left photo, are incoming TPA President and Vice President, Dailies, Jason Taylor, president and publisher of the Chattanooga Times Free Press; District 1 Director Keith Wilson, Kingsport Times-News; Treasurer, John Finney, Buffalo River Review, Linden; District 7 Director Mark Palmer, The Daily Herald, Columbia; TPA Member Services Manager Robyn Gentile and TPS Controller Laurie Alford. Above, from left, are TPA President Lynn Richardson, publisher, Elizabethton Star, and Taylor. At right is Richardson preparing for her last board meeting as TPA president.



Beginning with the middle left photo District 10 Director Eric Barnes, publisher, The Daily News, Memphis, looks something up on his computer while Don Bona, publisher, Hamilton County Herald, Chattanooga, watches. Above, from left, Mike Fishman, publisher, Citizen Tribune, Morristown, listens while Tennessee Press Service Technology Director Kevin Slimp, center, tells a tall tale. Also listening is Dale Gentry, publisher/managing editor, The Standard Banner, Jefferson City. At left, members of the TPA Board of Directors are, starting at top left corner, District 5 Director Hugh Jones, publisher, Shelbyville Times-Gazette; Barnes; Immediate Past President Michael Williams, publisher, The Paris Post-Intelligencer; Vice President, Non-dailies, Joel Washburn, managing editor, The McKenzie Banner; TPA Executive Director Greg Sherrill; Richardson; Finney; Palmer; District 2 Director Jack McElroy, editor, Knoxville News Sentinel; and Gentile.

TPA BUSINESS SESSION & TPAF BOARD OF TRUSTEES MEETING



From left, Tennessee Press Association Foundation President Gregg K. Jones, president/CEO, Jones Media Inc.; TPS Controller Laurie Alford; TPAF Trustee and TPA Journalism, Education and Literacy Committee Chair Janet Rail, publisher, Independent Appeal, Selmer (hidden); Allen Handley, publisher, The Courier News, Clinton; and Scott Winfree, publisher, Carthage Courier observe the TPA Business Session.



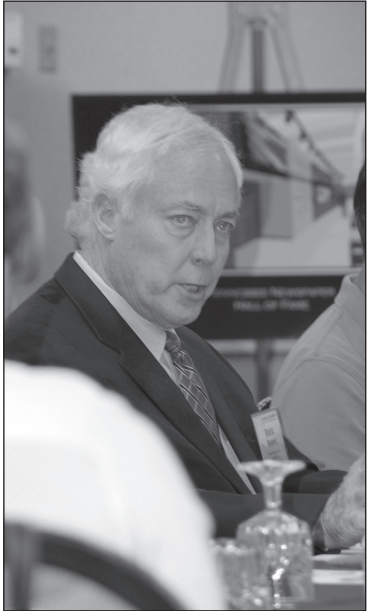
At left, members of the TPA Board of Directors go over reports during their meeting at the Summer Convention. From left are District 9 Director Daniel Richardson, regional manager of Magic Valley Publishing, Camden; TPA Vice President, Non-dailies, Joel Washburn, managing editor, The McKenzie Banner, and TPA Executive Director Greg Sherrill.



TPAF President Gregg Jones, president/CEO, Jones Media Inc., listens while a report is given by a trustee during the foundation's meeting during the summer convention.



TPAF Trustee Bob Atkins shares information about the upcoming Border Wars Golf Tournament with the Kentucky Press Association in September. Atkins is co-chair of the tournament with trustee emeritus Joe Albrecht.



TPAF Trustee Doug Horne, CEO of Horne Properties Inc., Knoxville, discusses ways to fund the new Tennessee Newspaper Hall of Fame exhibit at the University of Tennessee with fellow trustees.



TPAF Trustees at their meeting during the Summer Convention, from left, are Michael Williams, publisher, The Paris Post-Intelligencer; Lynn Richardson, publisher, Elizabethton Star; Doug Horne, CEO of Horne Properties Inc., Knoxville; Dale Gentry, publisher/managing editor, The Standard Banner, Jefferson City; Joel Washburn, managing editor, The McKenzie Banner; TPAF Secretary-Treasurer Greg Sherrill and Jones.

OPENING RECEPTION AT MILLS AUDITORIUM



From left, Tammy Brown, Dennis Brown, editor, The Lewis County Herald, Vanceburg, Ky., visit with Dale and Teresa Gentry. Dale is the publisher/managing editor, The Standard Banner, Jefferson City.



TPA members enjoyed a bountiful table of hors d'oeuvres at the opening reception. From left are Mark Palmer, publisher, The Daily Herald, Columbia; Bob Atkins, American Hometown Publishing, Nashville; Gail Atkins; Michael Williams, publisher, The Paris Post-Intelligencer; John Kunza, digital managing editor, Knoxville News Sentinel; Greg Sherrill, TPA executive director; Shannon York, creative services director, Chattanooga Times Free Press; and newly elected TPA Director for District 4 Scott Winfree, publisher, Carthage Courier.



The Gatlinburg Convention & Visitors Bureau hosted the Summer Convention's opening reception at Mills Auditorium.



From left, Karl Grubbe, spouse of Carol Grubbe, regional sales manager of TownNews, at far right visit with Tennessee Press Service Advertising Director David Wells and TPAF Trustee Janet Rail, publisher, Independent Appeal, Selmer.



Hugh Jones, publisher, Shelbyville Times-Gazette, spends some time with his son Matthew Jones during the opening reception.

Janet Rail receives 2014 President's Award

From Staff Reports

As one of her last acts as the 2013-2014 TPA President, Lynn Richardson chose Janet Rail, publisher of the Independent Appeal in Selmer, as the recipient of the 2014 President's Award for her work as chair of the Journalism, Education & Literacy Committee and her passion for literacy.

Without stating her name, Richardson, publisher of the Elizabethton Star, said, "This year's President's Award recipient grew up in the newspaper business. Her father purchased their first paper in 1966." "She left a career as a nurse to return to her father's newspaper in 1996."

Richardson also noted that the individual "has a passion for literacy."

Rail said after receiving the award she had no idea who was going to be the recipient, until the part about the winner being a nurse.

Rail's father purchased the Independent Appeal in 1976. She returned to the Independent Appeal in 1996 and purchased the paper

from her parents in 2000. She served as the 2003-2004 TPA president.

Richardson noted Rail's accomplishments as committee chair in the past year as reasons she felt Rail deserved the award, which may be given to a member who has helped the president the most or a member who has done a lot for the association during the course of the president's term.

Among Rail's accomplishments: She put together an impressive meeting in February at the TPA Winter Convention in Nashville with an even representation of collegiate and TPA members.

Her committee's goal, she said at the time, is "to strengthen educational opportunities for our members, collegiate members as well as advancing and promoting state-wide programs toward a better educated and prepared Tennessee."

Mark Cate, chief of staff for Gov. Bill Haslam, attended the meeting to talk about the Tennessee Promise - Drive to 55 campaign. He told attendees that the initiative focuses on

getting Tennessee citizens prepared for a future in which 55 percent of Tennessee jobs will require some type of postsecondary education by 2025.

Additionally, Rail met with Teresa Carl, president of the Governor's Books from Birth Foundation

"At her urging we have Dean Dorsey Hoskins, vice president of the Governor's Books from Birth Foundation appearing at the convention," Richardson said, noting that TPA voted to renew its partnership as primary media sponsors with the program on the first day of the Summer Convention.

She also said the Committee took up Common Core for a while.

Last, Richardson said, "Janet has asked the TPAF for funding for regional collegiate workshops to occur in 2014/2015 and will be coordinating those."

Rail, who was emotionally moved by the honor, received a standing ovation from her colleagues as she made her way to receive the award from Richardson.



Lynn Richardson, 2013-2014 TPA president, presented Janet Rail, publisher of the Independent Appeal in Selmer, with the 2014 President's Award.

In her own words, Richardson ends term with a thankful spirit

The past year has been an amazing one for so many reasons. Having the opportunity to be the president of the Tennessee Press Association has been a remarkable experience that I wouldn't trade for anything. It was a year filled with both personal and professional joy - a new daughter in law, a new job and best of all - our first grandchild!

So of course, it is time to say thank you.

To the remarkable team at the Tennessee Press Association: Greg Sherrill, Robyn Gentile, David Wells, Kevin Slimp, Angelique Dunn, our tremendous TPA Board of Directors and all of our Committee chairs.

To the wonderful team I worked with at the Herald & Tribune in Jonesborough and to my new newspaper family at the Elizabethton Star, who has welcomed me in so many ways.

And especially to the five best reasons in the world to feel truly blessed and happy - my family; my wonderful son, Cory Richardson; my amazing daughter, Keely Goodwin; my precious little 10-month-old granddaughter, Jovie; and my sweet husband, Dean Batchelder.

So now it is time to pass the gavel and say goodbye. But I can't do that without publicly thanking one more "individual" that made a lasting im-



Michael Williams, publisher of The Paris Post-Intelligencer and the 2012-2013 TPA president, presents outgoing President Lynn Richardson, publisher of the Elizabethton Star, with her Past President's Plaque.

pact on my life - a little dog named Dinky.

Some of you who attended the Ideas Contest luncheon in Chattanooga have heard a version of this story. To you, I apologize for the

repetition. But in the spirit of letting you know that you never know how or when or why an opportunity is going to present itself, I'd like to tell



Outgoing TPA President Lynn Richardson's family surrounded her at the Presidential Installation Banquet during the Summer Convention. From left are Richardson, her husband, Dean Batchelder; her daughter, Keely Goodwin holding her daughter, Jovie Goodwin; and her son, Cory Richardson.

See **RICHARDSON**, Page 8

Taylor named 2014-2015 TPA President



Lynn Richardson, 2013-2014 TPA president, passes the gavel to Jason Taylor, the 2014-2015 president, during the Presidential Installation Dinner at the Summer Convention in Gatlinburg on June 6.

By Amelia Morrison Higgs
TTP Managing Editor

When incoming TPA President Jason Taylor took to the podium to give his opening address to the TPA members and attendees at the 144th Summer Convention, he was clearly emotional about the honor bestowed on him and the year ahead.

The president/publisher of the Chattanooga Times Free Press opted not to have the traditional feature written about him for the August edition of The Tennessee Press, writing in an email to me, "With regard to the feature story, I am totally comfortable if we just forgo it. There was so much on me in the last issue and this new one has photos."

While I respect that, I felt a feature with a more personal touch is still warranted, and while I can't recall verbatim the words Jason said that night, I can share with you the impression his words left on me, and I'm sure others in the audience.

Jason opened his remarks with words of thanksgiving to first God for the many blessings he and his family have received. Second, he thanked his wife and their three children for their support and love.

Third, he thanked his extended family at the Chattanooga Times Free Press for their hard work and dedication to the newspaper and the communities they serve. And last, he thanked the staff and members of TPA for their commitment to make the industry we all love better for the readers and advertisers in our respective communities.



Then he began his call to action of TPA members in the coming year – urging them to become more involved, to get their colleagues involved and to work with him to make the Tennessee Press Association, Tennessee Press Service and Tennessee Press Association Foundation stronger both collectively and as individual programs.

Sounds like a typical inaugural

address, right? Yes, but what struck me was the spirit underlying his words – a sense of confidence, not arrogance, and an enthusiasm and energy ready to burst into action.

But most importantly, I found myself returning to the beginning of his speech – when his emotions were on the brink of taking over and the fact that he wasn't afraid to show them. That here was a man

who came from a troubled and dysfunctional upbringing to become one of the most accomplished publishers in the nation, perhaps even internationally, who while strong in his convictions and confident in his abilities remained humble and who has his priorities in order – God, family and work.

Outgoing President Lynn Richardson shared these same guiding

principles and left her office with the association stronger for her service.

To quote her closing remarks, I believe TPA will have a successful year ahead with Jason at the helm because he is "An innovator, a dreamer and a doer. He will serve with distinction. He will make us proud, and most importantly, he will lead by example."



On hand to celebrate his installation TPA's new president were both Jason Taylor's family and members of his Chattanooga Times Free Press family. Above, from left clockwise, are Jason, his wife Honey, and his children, Hope, Hayley and Jackson. Below, are members of Taylor's staff at the TFP and their family members.

TPA PRESIDENTIAL INSTALLATION

McKinney awarded TPA Trustee Emeritus Medallion



Vernon McKinney, at left, received a TPA Trustee Emeritus Medallion during the Presidential Installation Dinner from Gregg Jones, at left in the photo below. Jones is president of the Tennessee Press Association Foundation. McKinney was editor of The Lenoir City News Banner from 1961-1970 and then publisher of The Lenoir City News from 1971-1981. He served as TPA president from 1971-1972. He also was the owner of The Typecase in Knoxville, where the first sheet of film was printed from a PDF in 1995 thanks to TPS Technology Director Kevin Slimp's ingenuity.



TPA Past Presidents

Past TPA Presidents in attendance at the 144th Summer Convention were, from left on the front row, Lynn Richardson, Elizabethton Star, 2013-2014; Bob Atkins, News-Examiner, Gallatin, 1993-1994, and Vernon McKinney, Lenoir City News, 1971-1972. On the back row, from left, are Gregg K. Jones, Greeneville Sun, 1992-1993; Dale C. Gentry, Jefferson County Standard-Banner, 1983-1984; Michael B. Williams, The Paris Post-Intelligencer, 2012-2013; Janet Rail, Independent-Appeal, Selmer, 2003-2004.

Historical note about TPA Presidents

Since the formation of the Tennessee Press Association in 1869, 145 years ago, records show that 138 presidents have served.

Of those, 37 are still living, ranging in age from nearly 100 to young middle age.

The following four individuals served more than one term as president, two of whom served back-to-back terms: 1869-1870 and 1878-1879, Thomas Boyers

(organizing president), Gallatin Examiner; 1903-1904 and 1904-1905, Reece V. Hicks, Madisonville Democrat; 1928-1929, 1929-1930 and 1931-1932, Hugh M. Doak, Manchester Times; F. Gene Washer, Leaf-Chronicle, Clarksville, 1994-1995 and 2000-2001.

To see a complete list, go to www.tnpress.com and click on About TPA.

RICHARDSON, from Page 6

the rest of you about Dinky.

I was a kid – about 13 years old – one hot summer day when my grandmother and I set out to buy some new ceramic tile for abathroom we were remodeling. We headed up to Lilly Grove where the tile warehouse was, a few miles and a winding road from our house.

Driving along, I had my head hanging out the window and I can still remember feeling the hot air hitting my face. No air conditioning in that car. No seat belts, either.

As we started down the hill, I noticed something small and tan on the side of the road. It moved, but not much.

As we got closer, I could see that it was a little dog. I started hollering for my grandmother to stop the car and when she did, before she could stop me, I jumped out of the car and ran over to the dog.

It was pitiful. Starved and dehydrated, you could count every rib in its body. It was so small and weak

and sad.

It took some fast talking to convince Mama to let me take the little fellow home, but she finally gave in. We spent weeks nursing the poor little thing back to health. He wasn't very big but he was very sweet. I named him Dinky.

However, keeping him wasn't an option and that was clear from the beginning. So once he had recovered from his ordeal, we needed to find him a new home.

My folks were avid newspaper readers and so it seemed only natural that in order to let people know we were offering a little dog free to a good home, we should put a notice in the newspaper.

The Princeton Times was the weekly newspaper in our community, and it just so happened that it was only about four blocks from my house. So I took a Polaroid picture of Dinky and wrote a brief article – "Free to a good home, small cream colored male dog. Sweet and friendly. Please call 425-3229," and

headed down to the newspaper office.

Barbara Hawkins was the editor of the paper, and she was also an animal lover and a sucker for kids. She "ooohed" and "aaaahed" over the dog's picture and said she would be happy to put it in the paper for me. There was no charge.

That was my first lesson in the power of newspapers and their ability to reach far into the community. It took less than three days for Dinky to find a new home.

I stayed in touch with Mrs. Hawkins and became friends with her two daughters. It was a friendship that would evolve into the beginning of my career.

She called me four years later and offered me a job – writing up engagements and wedding announcements.

I'll always be grateful to her for being my mentor, my teacher and my friend. I'm still amazed how a chance meeting led to a lifelong career in the newspaper industry.

It is remarkable that something as simple as finding a new home for a lost dog could set the course for a life.

I am also grateful to all of you – for your support, your encouragement and your willingness to share ideas.

That is truly the spirit of TPA and it is what makes me so proud to have served as your president. And so, I invite you raise your glasses and join me in a toast:

Here's to the curious ones.

The cage-rattlers.

The ones who just can't get enough answers.

The "troublemakers."

The pains in the butt.

The ones who are continually asking why and when and how and refuse to stop at the surface.

They don't care what office you hold and they're not intimidated by how powerful you may think you are.

You can answer them, yell at them, despise or admire them.

About the only thing you can't do is ignore them.

Because they have a job to do, and come hell or high water, they're going to do it.

They keep the information flowing. They believe passionately in the public's right to know.

Their words make you sit up and take notice.

And while some may see them as intrusive, we see them as heroes, because they are the ones who dare to ask questions of the people and for the people, and are just crazy enough to believe what they do matters.

And it does.

And here's to our next president of the Tennessee Press Association, Jason Taylor. An innovator, a dreamer, and a doer. He will serve with distinction. He will make us proud, and most importantly, he will lead by example.

Congratulations, Jason, and best of luck. May God bless you and this wonderful group called the TPA.

IT'S TIME TO PARTY

The Chattanooga Times Free Press hosted a party for all conventioners to celebrate the installation of Publisher Jason Taylor as TPA's 2014-15 president.

Attendees took to the dance floor while DJ TRAXX in The Smokies entertained with a variety of music.



The Vass family enjoyed the music and dance moves of fellow attendees. From left are John Vass Jr., who recently retired from the Chattanooga Times Free Press, after nearly 49 years of employment. Vass, who was the web editor when he retired, was the longest-serving current employee of the Chattanooga Publishing Company. At far right is Vass' wife, Chris Sherrill Vass, who is the metro editor of the Times Free Press and the District 3 Director on the TPA Board of Directors. In the middle is John and Chris' son, Jay.



The dance floor stayed full during most of the evening. Conventioners of all ages could be found cutting the rug, including Leslie Kahana, Times Free Press advertising director; Janet Rail, Independent Appeal, Selmer, publisher; Hayley Taylor, one of Jason Taylor's daughters, with Sydney Wells, one of TPS Advertising Director David Wells' daughters; Jackson Taylor and Jason Taylor.



Above, Jason Taylor dances with two of his three children, Jackson and Hayley, while below, the dance floor fills with people of all ages as the music continues into the night.



Jana Thomasson, publisher of The Mountain Press, Sevierville, and chair of the Summer Convention Committee, and her daughter Mandi Thomasson enjoy watching those on the dance floor along with Honey Taylor, wife of Jason Taylor, and Melanie Lindsey, wife of Jesse Lindsey, publisher of The Lebanon Democrat and District 6 Director on the TPA Board of Directors.

GOOD NEWS AND OPTIMISM PREVAIL AT CONVENTION’S OPENING BREAKFAST



Journalism, Education and Literacy Committee Chair Janet Rail, Independent Appeal, Selmer introduces guest speaker Dean Hoskins with Books from Birth.

By JIM HIPPS
TTP Correspondent

TPA Summer Convention’s Friday morning Breakfast got off to an informative and optimistic start, with a presentation on the Governor’s Books from Birth Foundation by the organization’s Vice-President Dorsey Hoskins and a speech

entitled “What Is Really Going On in the Newspaper Industry” by the keynote speaker, Kevin Slimp, TPS technology director and director of the Institute of Newspaper Technology. Hoskins told attendees that the Foundation is a partnership with Dolly Parton’s Imagination Library



Hoskins

and the State of Tennessee, and that on its 10th anniversary, the cooperative effort has grown far beyond any of the founders’ expectations. Each month, Tennessee’s state-wide Imagination Library mails one new, age-appropriate, high-quality book to registered children from birth to age 5 at no cost to families



TPS Technology Director Kevin Slimp celebrated his birthday by giving the keynote address at the convention’s opening breakfast.

and regardless of income, according to Hoskins. Listing some of its accomplishments, Hoskins noted that in June of this year 20.5 million books will have been delivered since October 2004; more than 221,500 Tennessee children (54.3 percent of the state’s total under-5 population) currently



are receiving books; to date 384,756 5-year-olds have graduated from the Imagination Library; and because of past and new efforts, all of Tennessee’s 407,000 children under the age of 5 now have access to the Imagination Library.

See **BREAKFAST**, Page 11

HOT IDEAS BREAKFAST



Ward



Clark



Kahana



Long



Thomasson

The Hot Ideas Breakfast kicked off Saturday morning with \$225 in cash prizes on the line. Six individuals participated, sharing their ideas for promotions, revenue-generating or cost-savings ideas. Up for grabs were \$100 for first prize, \$75 for second place and \$50 for third prize. Taking first place and winning \$100 was Richard Clark, vice president of inside sales for the Northeast Tennessee Media Group, Johnson City, for his idea to change the classified department from order takers to advertising advisors who also set appointments for outside reps and receive a bonus when the rep closes a sale with an advertiser. Second place and \$75 went to Tia Ward, retail advertising manager, Chattanooga Times Free Press, for the idea of a section called “Home Improvement – Southern Inspired Renovations” inside their monthly Home Finder real estate magazine. The section offers home improvement businesses the opportunity to advertise their

products and services, giving the reader instant access to information about products and services they may need when purchasing a new home. Third place was split between Dale Long, director of printing and distribution at The Greeneville Sun and Jana Thomasson, publisher, The Mountain Press, Sevierville and chair of the Summer Convention Committee. Each received \$25. Both ideas centered around ways to boost circulation. Long’s idea was to offer a coupon to a local business or restaurant for a free meal or discount on the price of a meal or product when someone subscribes to the paper. Long said the coupons are a way for the paper to give back to loyal advertisers and drive business to them. Thomasson’s idea was to offer tickets to Ripley’s attractions in the area for those who subscribe. This helped drive audiences of local residents especially during the off season for tourists.

Other ideas offered included:

- Leslie Kahana, advertising director at the Chattanooga Times Free Press, shared a St. Patty’s Day advertising package that included a special edition of TFP that features \$7,500 worth of cash giveaways, the largest classified section of the year and a paper packed with shopping information and savings for readers.
- Ward shared an insert idea targeting high school students looking at colleges and universities that is published in May and October each year.
- Andrew Oppmann, vice president for marketing and communications at Middle Tennessee State University, offered an idea of a business directory of area businesses and services offering discounts for students. He said it could be modified for new residents in a city or county, as well as for a new housing development or apartment complex.



Oppmann

TRAINING SESSIONS

Retailer panel



The panel discussed their company's overall marketing strategy – newspapers, broadcast, web, social media, email campaigns, frequent shopper programs, etc., and how newspapers play a role now and what they need to know moving forward. From left are Mike Gilliam, director of advertising, K-VA-T Food Stores Inc.; Janella Escobar, head of corporate communications, Cracker Barrel; and Leslie Bowlin, marketing representative, Pro Team Auction.



Open gov't

Deborah Fisher, executive director of the Tennessee Coalition for Open Government, talked about emerging issues in open government.

One-Man-Banding from the field



Many TPA members attending a presentation by John Kunza Friday morning were struck by the extent to which the cell phone has changed the role of reporters. Kunza, the digital managing editor for the Knoxville News Sentinel, told attendees that reporters are now expected to update social media, to shoot and edit video, take photographs and file stories from their cell phones – while they are out in the field. Using cell phones allows reporters to establish ownership of stories, add immediacy to stories, add multimedia to the coverage and complete the workflow, Kunza said. "Why do it?" asked Kunza. "It adds multimedia, adds readers who expect video, and adds revenue."

Newspaper digital offerings



Representatives from three local newspapers discussed the digital products they are offering and the successes and/or setbacks they've encountered. They also discussed how they market the new products and which ones they feel will be the most successful. Rotating clockwise, starting at bottom left, are Seth Horn, digital media director, Lakeway Publishers, Morristown; Ed Bourn, digital sales director, Chattanooga Times Free Press, and Rob Bunch, general manager, High Road Digital, Greeneville.

Online markets



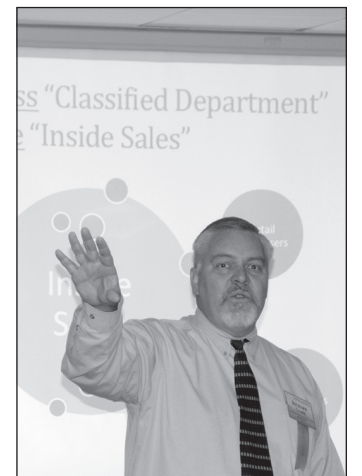
Stephanie Carey with Second Street Media talked to attendees about contests and promotions and how newspapers can grab their share of the growing online promotions market, which is expected to double and grow to an \$80 billion industry by 2017. Carey talked about building a plan to develop a sustainable revenue stream from contests, ballots, deals and other promotional opportunities.



Marketing events

Lyndsi Lane, marketing manager for the Chattanooga Times Free Press, shared how creative advertising and promotions create high-traffic events. The TFP currently hosts eight events. Lane said no matter the size of your market or event, successful events can be held. She urged attendees to flex their most powerful marketing muscle – their newspaper.

Classified becomes more inside sales



Richard Clark, vice president of inside sales for the Northeast Tennessee Media Group, talked about transitioning the classified ad department to more of an inside sales department.

BREAKFAST, from Page 10

Wrapping up her presentation, Hoskins said that the Foundation was renewing its partnership with the TPA and thanked member newspapers for their efforts in raising awareness of the organization and its efforts.

Keynote address

Slimp began his speech pointing out that he still hears the same complaints about the newspaper industry and its future that most

of the attendees also have heard for several years – "Print is dying...", "Convert to digital or die...", etc.

However, smiling broadly, Slimp told the audience, "Every paper I've visited recently is having a fantastic year." He pointed out that he wished those delivering prognoses on the health of the industry would "be more truthful and accurate" with their reports.

With that, Slimp recounted how he had recently taken on those forecasting that newspapers will be out of business within a few years if they don't drop print and move everything online.

Slimp said that at a recent newspaper conference he was asked if he agreed with an earlier speaker who advocated moving everything online. His response was to ask those in the print business to ask themselves, "How will the person advocating the changeover benefit financially if they follow his or her advice?" It turns out the speaker who was pushing the changeover was associated with a digital conversion company.

However, Slimp is on record as being in favor of utilizing digital tools to enhance paper products, not replace them.

Slimp then related a recent visit he had

with a publisher who owns six small newspapers in Nebraska. All six papers have editors who live in or near the towns they serve, and all are profitable.

When he asked the publisher how he could afford to have a paper with a circulation of 312, the publisher answered, "We're able to pay for our staff and to make a little profit. It's good for the community to have its own newspaper. And, it's the right thing to do."

"It's that kind of belief and optimism that gives me reason to believe newspapers have a bright future," Slimp said.

AN AFTERNOON AT DOLLYWOOD

Summer Convention attendees were treated to lunch and an afternoon at Dollywood on Friday, June 6.



Matthew Richardson, Magic Valley Publishing, Camden, and his new bride Kelly decided to take advantage of the family being together for the Summer Convention and get married while in Gatlinburg! Congratulations!



Enjoying lunch are, from left, Donna Trexler, C.J. Trexler and Buzz Trexler, managing editor of The Daily Times, Maryville.



Richard Clark, vice president of inside sales for the Northeast Tennessee Media Group, Johnson City, cuts up with his wife, Lisa, at left, and children, Jon, Lilia and Caroline during lunch at Dollywood.



Sara Fisher, left, daughter of Deborah Fisher, executive director of the Tennessee Coalition for Open Government enjoys their lunch.



District 6 TPA Director Jesse Lindsey, publisher of The Lebanon Democrat, and his wife, Melanie, enjoy lunch at Dollywood with four of their children, Rollan, Addy, Enory and Landon.



TPS Advertising Director David Wells, at left, and his daughter, Carley; wife, Jessica; and daughter, Sydney, enjoy lunch together.



Kent Gardner, far left, and Rob Bunch, center, both with High Road Digital, Greeneville, enjoy their lunch with Bunch's wife, April, and their two children, Ethan, at left, and Truman.