

The Tennessee Press

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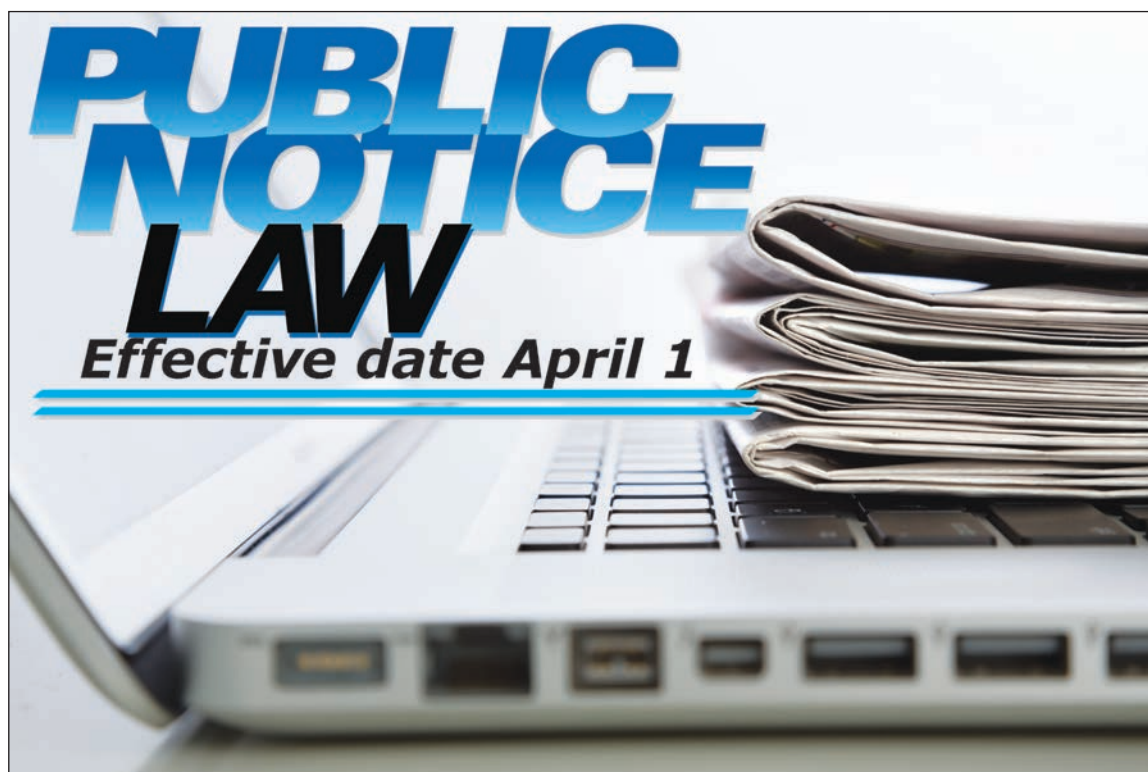
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April 1 is no joke regarding Tennessee's new Public Notice Law



By **AMELIA MORRISON HIPPS**
Managing Editor

On April 1, every Tennessee newspaper of general circulation that publishes public notices must be in compliance with a new law requiring the publication of public or legal notices both in their print product and website.

Failure to comply with the law's limited, but very specific, requirements could put the newspaper's ability to publish public notices, at risk, according to Greg Sherrill, executive director of the Tennessee Press Association. (See sidebar "Public Notice Requirements In a Nutshell.")

"If they fail to meet the April 1 deadline, they are in violation of the law," Sherrill said. "Failure to comply undercuts the argument we have made all along, that newspapers are the most reliable source of public notices and offer the widest, verifiable distribution."

Newspapers have had since April 12, 2013, when Gov. Bill Haslam signed the legislation, to comply.

"The majority of them are already doing it," Sherrill said, adding that it

**PUBLIC
NOTICES**

Button #1

**PUBLIC
NOTICES
STATEWIDE**

Button #2

TPA is providing two buttons for use on newspaper websites. Button #1 should be placed on the newspaper's home page to link to the public notices. Button #2 should be placed on the page with the notices and link to www.tnpublicnotice.com.

applies to all newspapers in Tennessee that publish public notices, regardless of their membership status with TPA. "We just want to remind them that the deadline is fast approaching if they're still working on implementing it."

Kevin Slimp, TPS technology director, said there are two ways newspapers can upload their public notices to the statewide website – manually or automatically. (Instructions are covered in the updated "Public Notice Instructions" special section inside this issue of *The Tennessee Press*.)

"Most newspapers, the smaller and medium ones, use the manual method. It's not a hard thing to do at all. It just takes a few seconds," Slimp said. "Basically, it's uploading text files to the statewide public notice website."

The larger dailies and the metros use the automated method by having scripts of code built into their systems back at their newspapers, usually because they have staff who can do it, while the smaller newspapers do not, according to Slimp.

In a Nutshell: Public Notice Law Requirements

The specific requirements for all Tennessee newspapers of general circulation that publish public or legal notices include:

- Notices must be published on the newspaper's website for the same period of time that they appear in the print version
- Notices must also be uploaded to the Tennessee Press Association statewide public notice website (www.tnpublicnotice.com) for the same period of time that they are published on the newspaper's website and in print
- Newspapers cannot charge any additional costs for publishing notices on their websites than the normal, customary charges for publishing it in their print versions
- Notices must include the date that they were first published by the newspaper
- Notices must be published in their entirety, including maps and other exhibits
- A link to the newspaper's public notice page within its website must appear on the newspaper's home or landing page
- A link to the TPA statewide website must appear on each newspaper's public notice web page

See **NOTICES**, Page 2

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TPAers with suggestions, questions or comments about items in The Tennessee Press are welcome to contact the managing editor. Call Amelia Morrison Hipps, (615) 442-8667; send a note to 1260 Trousdale Ferry Pike, Lebanon, TN 37087, or email editor@tnpress.com. The deadline for the March issue is Monday, Feb. 3.

The Carmage Walls philosophy

In this business, we stand on the shoulders of giants – the brave, determined and passionate newspaper men and women whose work in the industry was often marked by hardship and opposition.

Each generation in the newspaper industry has had its own obstacles to face, and each has dealt with adversity and challenges in their own way.

Philosophies vary about what it takes to have a successful newspaper, and I've read many of them. But the other day a name came up in conversation – Carmage Walls – and after hearing a bit of his story, I knew I wanted to know more.

I never had the opportunity to meet Mr. Walls. He passed away in 1998 at the age of 90.

But from what I've heard and from what I've read, he must have really been something.

After doing some research on him, I learned that this man, who bought and sold newspapers throughout the Southeast, the Southwest and the Midwest from the 1940s through the 1970s, got an early start. Then, he apparently fell in love with the industry and never looked back.

Although he was inducted into the Texas Press Association's Hall of Fame in 2012, I learned that Walls certainly played a big part in Tennessee newspapers' history as well. He founded Southern Newspapers Inc., based in Houston, Texas, but the company was started with the 1952 purchase of the Bristol Herald-Courier here in northeast Tennessee.

Walls started his career in newspapers in 1924 at the age of 15, working in the mailroom of the Orlando Sentinel where he inserted the comics. He was one of 11 children and he dropped out of school, working his way through the various departments of the newspaper. He took correspondence courses, and after finishing a bookkeeping class, he landed a job in the paper's business department.

He trained under Publisher Martin Anderson and eight years later, at the age of 32, he was named publisher of the Macon (Ga.) Telegraph.

That was just the start of a remarkable career. Walls went on to acquire newspapers in Texas, Alabama and Oklahoma.

But the number of newspapers he owned isn't what grabbed my attention. The real story here is his philosophy for what it takes to make a newspaper successful.

Characterizing them almost as semi-public utilities, Walls said a newspaper "is the greatest force for good or evil in a community.

"We who are fortunate in holding stock in a newspaper I consider but temporary custodians of this service vehicle in the community," he added. "The responsibility of newspaper ownership is first to the public, then to the employees and finally to the stockholders."

In 1977, he gave an interview to "Editor & Publisher"



YOUR PRESIDING REPORTER

LYNN J. RICHARDSON

magazine, and one of the quotes from that article gives insight to Walls' way of looking at the world.

"Wealth cannot be made by doing nothing, nor can we expect long to acquire something for nothing," he said. "Therefore, I have always striven to earn more, or to put it another way, to give more into the world than I expect to take out for my own use

and for the use of those that I am responsible for."

Walls gave a lot of himself to his newspaper communities through the years and standing by his principles was often far from easy.

Perhaps his greatest test came shortly after buying the Montgomery (Ala.) Advertiser in the early 1960s.

In the midst of civil rights protests, Walls is on record as saying, "We who are responsible for the publication of newspapers must have the courage to never connive with special interests against the interest and welfare of the mass of people we serve. We just have the courage to do that which may be unpleasant to maintain the health of the whole being of the newspaper."

To show just how much he meant that, he defied then Gov. George Wallace's mission to preserve segregation in the state.

His newspaper took a strong position. Saying that "Montgomery shouldn't be the battleground of the Confederacy all over again," Walls removed the four-page "Negro news" section from the paper and integrated news from the black community into the newspaper as a whole. He saw that their news was properly edited, removing what he called "superfluous corn pone."

In response, Walls had a cross burned on his front lawn and received phone calls in the wee hours of the morning threatening the safety of his children.

But instead of backing down, he persisted. He did the same thing at his other newspapers in Charleston, S.C.; Macon, Ga.; and Jackson, Miss.

"There was a moral reason for doing this," Walls said. "All men are equal."

Those words more than underscored his courageous actions and his determination to stand by his principles – principles that would build a foundation of fairness and equality throughout the communities he served.

As the temporary caretakers of these powerful tools we call newspapers, we have more opportunities than we can count to make a huge difference in our communities. Whether our obstacles are large or small, having the courage to make the right decisions for the right reasons – even when it's difficult – is mighty important.

Learning about the "Carmage Walls Philosophy" reminded me of that.

Lynn J. Richardson is publisher of the Herald & Tribune in Jonesborough.

NOTICES, from Page 1

Slimp said instructions for both methods are included in the Public Notice Instructions special section.

While the majority of the papers are publishing notices to their own websites, Slimp said the association is having more trouble getting them to actually upload them to the statewide website.

"However, the law requires them to upload the public notices to their own websites and to upload them to the statewide website, not one or the other, but both," he said.

Additionally, Sherrill said he and Frank Gibson, TPA public policy director, are also pushing papers to make sure they comply with one section of the law that they fear many have overlooked.

"The law requires there to be a link on the newspaper's home or landing page to the public notices on their website," Sherrill said. "In addition, it also requires that they have a link on their public notice page to the statewide public notices website.

"These are two provisions of the law that we're worried haven't been communicated very well, so we're really going to try and push that," he said. "That's also an important part of the law because it really helps people to find the public notices easily online, sort of a one-click idea."

Sherrill also noted that on the statewide website, www.tnpublicnotice.com, people can search by county, by city,

Butch Jones named as inaugural Headliner of the Year Award recipient

Butch Jones, head coach of the University of Tennessee Volunteers football team, has been selected as the recipient of Tennessee Press Association's Inaugural Headliner of the Year Award.

"There were many positive headlines generated by many different Tennesseans this year, but we weren't surprised when Butch Jones was voted the winner," said Jason Taylor, chair of the Winter Convention and TPA vice president for dailies.

"Tennessee loves football, and the renewed optimism he has brought to the program definitely saw its fair share of headlines across the state.

"When the Tennessee Press Association Board of Directors were charged with looking for a Headliner of the Year – someone who has generated a great deal of 'positive press' across the state, one name rose to the top – Tennessee Volunteers Coach Butch Jones," said Lynn Richardson, TPA president.

"When Jones was named the University of Tennessee's 24th head football coach in early December 2012, he took on quite a challenge. Beyond trying to rebuild a lackluster football program, marred by his recent predecessors, he also had the huge task of trying to rebuild trust and restore integrity to the program."

Part of that foundation includes success in the classroom – something that has marked Jones' football programs.

Under his leadership, the 2011 Cincinnati Bearcats not only won their conference championship, but the team topped its league in academic honors, earning the 2010-2011 Big East Team Academic Excellence Award.

He brought that same resolve for academic excellence to UT.

He won four conference championships in six seasons as a head

coach, including the Big East title in 2011 and 2012 in Cincinnati and the 2007 and 2009 Mid-American Conference titles at Central Michigan.

"Tennesseans love their football, so it was no surprise that University of Tennessee head football coach Butch Jones was nominated and selected for the inaugural Tennessee Headliner of the Year award," said Greg Sherrill, executive director of the Tennessee Press Association.

"Media and fans alike have rallied around this enthusiastic coach, hoping they are seeing a foundation being built that will overcome some recent difficulties in the storied program. The positive headlines were a refreshing change from the many economic and politically-related stories that otherwise dominated the landscape."

"Although the Vols have yet to see such success on the field, Jones told us that getting back to the top would take some time. But while he works to build a winning team, he is winning the respect of his recruits and their families," said Richardson.

"News stories across the state have touted his rare brand of honor and his determination to put Tennessee back on top – something that is restoring some much-needed faith in Tennessee football," she added.

TPA's Board of Directors selected Jones from the submissions made by TPA editors and publishers. The TPA Board voted to establish the award during its fall meeting.

It is modeled after the Arkansas Press Association's Headliner award.

The presentation is scheduled at 2:00 p.m. on Thursday, Feb. 6, during the TPA Winter Convention in Nashville.



Jones

FOR YOUR CALENDAR

FEBRUARY

- 5-7: TPA Winter Convention & Press Institute, Nashville
- 21: Deadline for submitting Ideas Contests and State Press Contests entries
- 20-22: Southern Classified Advertising Managers Association Conference
- 27-March 2: National Institute for Computer-Assisted Reporting, Investigative Reporters and Editors, Baltimore

MARCH

- 13: NNA Leadership Summit, Washington, D.C.
- 16-19: NAA Media Xchange, Hyatt Regency Denver, Denver, Colo.
- 20-22: American Copy Editors Society, Las Vegas

APRIL

- 10-12: Mid-Atlantic Newspaper Advertising Marketing Association, Charlotte, N.C.

MAY

- 1-2: Advertising/Circulation Conference, Chattanooga
- 1-3: Southern Circulation Managers Association Conference, Orlando, Fla.
- 24: 68th Annual National Cartoonists Society Reuben Awards event, San Diego

JUNE

- 5-7: TPA 145th Anniversary Summer Convention, Gatlinburg

AUGUST

- 5-9: Newspaper Association Managers Annual Conference, Nashville

SEPTEMBER

- 4-6: National SPJ Excellence in Journalism Conference, Nashville
- 18: Second Annual Border War Golf Tournament, Kentucky

OCTOBER

- 16-18: 18th Institute of Newspaper Technology, UT campus, Knoxville

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to
Doug Horne
Republic Newspapers
in Knoxville
for being
the first to register
for the Winter Convention!

TRACKS

Oak Ridge weekly newspaper closing

The publisher of the Oak Ridge Observer, a weekly newspaper launched in December 2004, announced online Thursday, Jan. 2, that the paper is closing.

"I've nearly killed myself for nine years trying to make this work, and in the end, we just fell short," Stan Mitchell wrote.

The Observer was distributed on Thursdays in Oak Ridge and Anderson County with Mitchell and his wife, Danah, as its mainstays.

"Let our fate be a lesson on how vulnerable small businesses really are," Mitchell said.

Mitchell, a veteran of the U.S. Marines, has for some time held a second career as an action-fiction writer. He has already written two novels that are in the Oak Ridge area.

Knoxville News Sentinel
Jan. 3, 2014

Jones retires from The Greeneville Sun; Reneau tapped to fill position

Richard A. "Rich" Jones, assistant managing editor of The Greeneville Sun since September 2007, retired from that position at the end of work on Friday, Nov. 15.

He was succeeded in that position by Michael S. Reneau, a native of Ooltewah and a former news editor of The Herald-News of Dayton, who has been working for the past two years in Manitou Springs, Colo.

Jones' retirement Friday after six years as assistant managing editor at the Sun actually marks his second retirement from a newspaper career that has spanned just over four decades and has included major leadership roles with daily newspapers in three states – especially the nationally-known Ft. Lauderdale Sun-Sentinel, the most widely-circulated newspaper in south Florida.

In 2007, at the age of 56, he took early retirement from the post of production editor at the Sun-Sentinel and he and his wife, Barbara, moved to Greene County to live near one of Barbara Jones' daughters.

At The Greeneville Sun, Jones took a key leadership role in directing the efforts of the approximately 15 members of the Sun news, sports and lifestyle staff, and helping shape the news content of the paper on a day-to-day basis.

Most of his duties have involved hands-on coordination of staff and numerous aspects of the creation

and editing of the daily newspaper, but Jones has also served as a senior-level news reporter when needed.

In addition to Jones' other duties, he has served as business editor of the Sun for the last three years, and his news articles on both business and environmental matters have won major awards in statewide newspaper competitions in the Sun's circulation category.

Jones (who is not related to the family that owns and operates the Sun) has also been the primary planner, coordinator, and editor of the newspaper's annual Benchmarks edition and Salute to Industry edition, as well as the Sun's annual Greene County Guidebook.

Reneau's acceptance of the assistant managing editor position brings him to an important editorial position with Jones Media Inc., for the second time.

A graduate of Bryan College, Reneau, 26, majored in Communication Studies/Journalism and served as editor of the college newspaper, the Bryan Triangle.

He began his post-college career as a general assignment reporter for The Herald-News of Dayton, a sister newspaper to The Greeneville Sun. Both papers are part of Greenville-based Jones Media Inc.

Approximately nine months after Reneau joined the staff in Dayton, the position of news editor of the twice-weekly newspaper came open, and he was named to the post.

In that capacity – essentially, the role of editor – his responsibilities included not only news and sports staff coordination and direction, but also intensive hands-on news reporting/writing of all kinds, feature writing, photography, copy-editing, editorial-writing, page-design, column-writing, pagination, and special-section production.

His work at the Herald-News resulted in Tennessee Press Association awards in multiple categories.

In the fall of 2011, Reneau moved to Manitou Springs, Colo., to accept the position of Communications Manager with Summit Ministries, a national nonprofit Christian organization based in that community.

Reneau and his wife, Julie, who is also a Bryan College graduate, are the parents of two young sons: Jesse, 2, and Miles, 1.

The Greeneville Sun
Nov. 14, 2013

Harryman joins Times editorial staff

The Manchester Times is pleased to announce the addition of veteran journalist Derek Harryman to its editorial staff.

Harryman's primary responsibility will be covering local sports, said

editor Josh Peterson.

"Derek brings experience and a solid knowledge of sports to our editorial staff," said Peterson. "I couldn't be more excited to work with Derek. He will really enhance our newspaper, especially our sports section and our online news services."

Harryman brings nine years of sports media experience to the Manchester Times.

"I am excited to begin my tenure at the Manchester Times and use my extensive experience covering Coffee County sports to put out the best possible sports product, through print, online and our social media outlets," said Harryman.

The Manchester Times
Nov. 20, 2013

Burns joins Gazette staff as associate editor

With this week's edition, The Gazette has a new staffer.

Crystal Burns has been named associate editor and will be in charge of most of the weekly news coverage and will write a personal column, "It's Crystal Clear."

Burns has a bachelor of science in journalism with a minor in professional writing from Belmont University in Nashville. She resides in the Moores Chapel community and worships at Oak Grove Baptist Church.

She is the daughter of Dale and Barbie Burns and is familiar with the Trenton community thanks to her dad's employment with the Trenton Special School District in the mid-1990s. Dale Burns retired from education as principal of Bradford High School in 2003.

She has served as sports editor, reporter/typesetter for the Milan Mirror-Exchange, and as a freelance writer for that publication, the Humboldt Chronicle and Tri-City Reporter.

Burns is currently serving as president of the Milan Rotary Club, where she has achieved four years of perfect attendance and is a Paul Harris Fellow.

The Gazette, Trenton
Nov. 27, 2013

DNJ welcomes Willard to its newsroom staff

Michelle Willard joined the staff of The Daily News Journal this past week in the position of multimedia journalist specializing in telling stories of Rutherford County's growth and development through word, photographs and videos.

"I'm excited to work for the newspaper I grew up reading," said the Murfreesboro native. "I have an intimate knowledge of Murfreesboro and an institutional knowledge of the history."

A graduate of Riverdale High School, Willard earned bachelor of science degrees in mass communication and cultural anthropology from Middle Tennessee State University.

She comes to The DNJ from TN-Report.com, where she was Capitol Hill bureau chief. Before that, she worked at The Murfreesboro Post for six years, serving as a staff writer for three years and later moving into the managing editor position in March 2010.

Willard also used her degree in anthropology and worked as a staff archaeologist for Duvall and Associates.

"(The anthropology degree) helped me get a good framework of the world and how people interact with each other. And because of the basic theories underlying anthropology, I can look at a situation unbiased," Willard said.

Her accolades include a 2008 outstanding reporting media award on higher education from the Council



Willard

for the Advancement of Education District III and honorable mention from the National Newspaper Association in 2013 for Best Feature Series for "Surviving Child Abuse."

In her newspaper career, she has covered a wide gamut of local issues, including higher education, politics, government and community events. Her experience, as well as her ties to Rutherford County, provide "a working knowledge" of the community, she said.

The Daily News Journal
Nov. 10, 2013

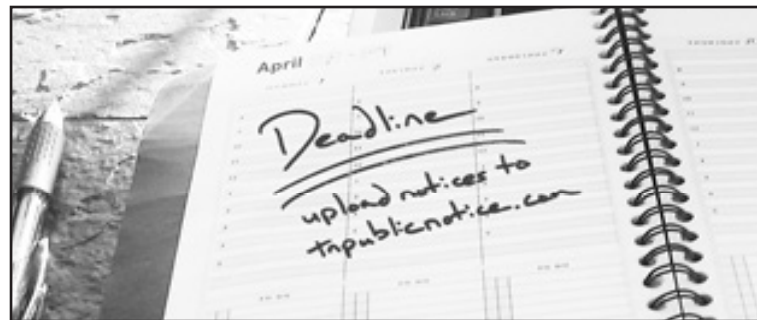
Longtime KNS employees join Rogero staff

Jesse Fox Mayshark will be the city of Knoxville's new communications director and long-time News Sentinel staff member Eric Vreeland will become the city's communications manager under changes announced by Mayor Madeline Rogero.

Mayshark, a former Metro Pulse editor, editor in the New York Times Service Department and News Sentinel reporter, had served as communications manager since Rogero took office two years ago.

The changes, which took effect Dec. 16, are spurred by the departure of Angela Starke, senior communications director who moved to Orlando, Fla.

See **TRACKS**, Page 5



THREE MONTHS UNTIL DEADLINE

Public notice upload law to take effect April 1

By April 1, all newspapers printing public notices must also upload those notices to the newspaper's website and www.tnpublicnotice.com.

Notices must be posted online for each date that they run in your print edition.

To find out more or to begin uploading to tnpublicnotice.com, contact TPA at (865) 584-5761.

Are you uploading your notices yet?

Kathy Teeple retires from The Expositor after 46 years

By PAMELA CLAYTOR
The Expositor Staff Writer
Dec. 16, 2013

In 1967, the United States was embroiled in Vietnam, gas was \$.33 per gallon and minimum wage was \$1.40. It was the year that Kathy Teeple began her career at The Expositor, just after graduating high school. At that time, newspapers were put together very differently than they are today, Teeple says, as every story was typed or handwritten, then had to be reset.

Setting the type for stories was her job when she first began working at the paper. Though she explains that everything has “totally changed” and preparing the paper today is “like a new job,” the change came gradually over time. One of the big changes came when The Ex-

positor began integrating computers into printing the paper.

Teeple states that at first the computers were used to set up advertisements. The ads were then printed and cut and pasted onto a board to be photographed onto plates and then printed onto newsprint.

Over time, more and more aspects of composing the paper became computerized.



Teeple

At the time of her retirement, Teeple works exclusively on computers, designing and creating advertisements for clients of The Expositor.

One of the biggest changes Teeple says she experienced in her time at the paper was The Expositor's move from the office in Liberty Square to the current location on Bockman Way.

It was at this time, she states, that The Expositor got its own press and could print the newspaper in-house, something they had never done before.

Teeple herself experienced many changes in her own life during her 46 years at The Expositor. When she started, she was a single young woman. Shortly thereafter, she got married and had a baby. She has lost her husband since then and now has twin grandsons. Teeple didn't intend to come back to work in

1969 after giving birth to her daughter. In fact, she attempted to quit.

Bobby Anderson, owner of the newspaper at that time, refused to let her leave. He called her back in and she began working one day a week, which gradually increased until she was working full-time again.

Now nearly half a century later, she is finally leaving The Expositor.

One thing she plans to take with her when she leaves are the memories of all the many people she has met over the years. “I've come in contact with so many people and I've gotten to know so many people,” she says.

Teeple doesn't have any retirement plans at this time. She says she's just looking forward to getting up and doing whatever she wants to do from now on.

“I don't have a lot of plans, but I don't want a lot of plans!” she remarks.

TRACKS, from Page 4

Mayshark will be responsible for “broad communications strategy and oversight” and government relations. Vreeland will handle day-to-day relations with the media along with other duties.

Knoxville News Sentinel
Dec. 3, 2013

Scott Whaley returns to Chester County Independent

Scott Whaley is the new publisher of the Chester County Independent in Henderson. He retired from the position in June 2011, but returned to the newspaper on Dec. 2, 2013.

Whaley served as TPA's president in 1997-98.

American Hometown Publishing (AHP) purchased The Chester County Independent in October 2008 from Whaley and principal owner Jay Albrecht. Whaley also served as publisher at the time of the sale.

AHP is a Nashville-based holding company started in 2003.

Submitted to TPA



Whaley

another building near the Public Square.

The DNJ's building once housed the newspaper's printing press, composing room, classifieds department and other operations that have since been moved to other locations.

“We've always considered it a badge of honor that we're located in a historic building in the heart of Murfreesboro,” said Kevin Huff, VP/finance. “But as the industry evolves and we become more focused on the digital component of our business, we simply don't need the space we once required.”

The building measures in at 27,300 square feet, while only 5,000 square feet are needed for The Daily News Journal's business and newsroom operations. Printing operations were moved to The Tennessean in 2006.

There isn't a timeline for a sale or a move, Huff said, adding that all options will be explored as The Daily News Journal looks for its future location.

“We are committed to staying in downtown Murfreesboro,” Huff said. “It's an exciting time for this city and this county and we will remain a part of that. We will continue to tell the stories of Rutherford County in our print edition and on dnj.com.”

CBRE has been retained to represent the company. Leslie White with

The Parks Group Commercial Real Estate will be handling the sale of the building.

The Daily News Journal is owned by Gannett Co., Inc. (NYSE: GCI), an international media and marketing solutions company that informs and engages more than 100 million people every month through its powerful network of broadcast, digital, mobile and publishing properties.

Daily News Journal
Dec. 26, 2013

Shelton joins The Greenville Sun as ad rep

Diane Shelton has joined The Greenville Sun as an advertising representative.

Shelton was born in Greenville and is a graduate of South Greene High School and Hamilton Business College.

She began her advertising career in 1990 in South Carolina at The Greenville News.

She later worked at the Knoxville New-Sentinel and at The Tennessean in Nashville and was the sales director for Titans Exclusive, a fan publication for the Tennessee Titans.

Shelton left newsprint in 2001 and went to work as a senior account executive for Clear Channel Communications, which is home to five radio stations on Music Row in

Nashville.

She sold airtime and endorsements for on-air personalities such as Dave Ramsey, Gerry House and Phil Valentine.

In 2007, Shelton left radio and launched Step Inside Magazine, serving the towns of Spring Hill and Thompson's Station in Williamson County.

In 2010, she moved back to East Tennessee, where she owned Rusty Nails Antiques in Dandridge.

Last year, she and her husband, Mark, moved back home to Greenville and started a new regional magazine, East Tennessee Living.

The Sheltons have two children, Matthew, who resides in Franklin, and Ashley, a senior at The University of Tennessee, Knoxville.

The Greenville Sun
Oct. 31, 2013

Alford to run for Knox County school board

Laurie Alford, controller with TPS, has taken out a qualifying petition from the Knox County Election Commission to run for 4th District of the Board of Education.

Alford ran six years ago against Karen Carson, who represents the 5th District. She said she has been redistricted since then.

In interviews, Alford has said she feels changes need to be made in the school system.

Knoxville News Sentinel
Dec. 14, 2013



Alford

DNJ places building up for sale, plans to stay downtown

The Daily News Journal announced today it is placing its building in downtown Murfreesboro up for sale as part of its strategic transformation to meet its changing business needs.

During its 164-year history, The Daily News Journal has always called Rutherford County home. The newspaper plans to relocate to



Tennessee Press Service Advertising Placement Snapshot

	ROP:	Network:
December 2013:	\$339, 887	\$43,231
Year* as of Dec. 31:	\$339, 887	\$43,231

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



Tennessee's Advertising Networks

\$50 Gift Card Contest

Winner in December was

Teri Jennings
with *The Leader*, Covington

In February, YOU can win a \$50 gift card. Double your chances of winning by selling an Auction ad in one of Tennessee's Advertising Networks.

For more details, contact TPS
(865) 584-5761 ext. 117.

Controller Laurie Alford named 2013 TPS Employee of the Year

By GREG SHERRILL
TPS Executive Director

Preparation for this year's TPS Employee of the Year Award was a little more challenging than most.

The annual award is conferred upon a deserving member of our staff by a vote of his or her colleagues (I don't vote.) It recognizes one person who consistently goes above and beyond – and exhibits the true nature of a team player.

I distribute voting forms to all staff a couple weeks before our staff holiday party, remind them of the deadline, and then tally the vote. Typically, I will then ask Laurie Alford to help me prepare an attractive certificate, and the small cash honorarium that goes along with winning the award.

Except this year I was in trouble: The employees chose Alford as the 2013 TPS Employee of the Year! Alford would know something was up if I didn't ask for her help as usual, but I didn't want to let the cat out of the bag.

Laurie's right hand, Kathy, came to the rescue. She jumped in and offered to handle printing the certificate for Laurie, which she did. But the certificate that Laurie saw was a fake one with another employee's name on it. She also produced the real one, and slipped it to me on the sly.

So when the entire staff was gathered around the lunch table at our holiday party, I began with some lead in hints as to who might have been chosen.

"This year's recipient is a female," I said. "She has been with TPS for more than 10 years now. She has never received the Employee of the Year award before..."

That's when Alford threw me that all-



TPS Executive Director Greg Sherrill presents Controller Laurie Alford with the 2013 TPS Employee of the Year award.

too-common "you just messed up" glare, remembering in her mind when the employee named on the fake certificate did indeed win

the award a few years ago. But I continued. "...and this year's recipient has no idea that she was chosen, because she was asked

to prepare a completely fake certificate just to throw her off! Laurie Alford, would you please approach." I wish you could have seen the look on her face!

Antics aside, the comments of Alford's colleagues made it clear why she was chosen. Among them were:

"Very few people can balance the needs of a company and the best interests of its employees. A person who can balance her mind and her heart is a great person – a true asset and a true friend."

"She just makes working with numbers easy!"

"As a new employee, Laurie was always available and approachable for help. Plus, she's just awesome and brings smiles and laughter to everyone."

"Much of what Laurie does day in and day out goes unnoticed, but is vital to TPA, TPAF, and TPS. Her concern for the best interest of her colleagues is evident every two weeks by making sure payroll is correct. Most recently, it can be seen in her tireless efforts with health insurance. All three companies should recognize how important Laurie is to the organization."

"I can't think of one reason why she doesn't deserve! Dedicated, motivating, dependable, consistent, professional."

Alford succeeds 2012 Employee of the Year Alisa Subhakul. A tradition was started in 2008, at which time an "Employee of the Year" white coffee mug was signed in indelible ink by each year's recipient of the Award. Alford was given the mug along with her certificate, and will be adding her signature and the year soon.

ACCOLADES

Hamilton County Herald celebrates 100th anniversary

One hundred years ago this week in Chattanooga, presses began printing the first issue of the Hamilton County Herald. Founder and Editor W.B. Cleage's venture was revealed to its readers in the form of a four-page, six-column paper of "attractive typography."

In his announcement to the public, printed in the Chattanooga Times on Jan. 2, 1914, Cleage said, "This newspaper is a business enterprise and will, under no circumstances, be used as the personal organ of any man or men, interest or clique. It enjoys the subsidy of no special interest and asks no subscriptions to its stock. It asks favors of no one save the favor of public approval and patronage as merited."

Cleage died five years later in 1919 at the age of 45, but his dream of a publication that readers would respect and look forward to lives on today through a dedicated team.

As News Editor David Laprad says, "While the Hamilton County Herald has changed hands more

than once during its long, rich history, one thing has never changed: we remain committed to telling the story of Chattanooga by focusing on the stories of the individuals who live here.

"My pleasure in writing for the Herald is sitting down with someone and finding out why they do what they do. Therein lies their passion and their vision, and therein lies the passion and vision of this city."

Lynda Hood, the executive director of the Chattanooga Bar Association said, "Congratulations to the Hamilton County Herald on their centennial celebration – a great way to start off 2014. The Chattanooga Bar Association thanks everyone at the Herald for many years of support to the legal community and we look forward to many more years of this successful partnership."

As mentioned, the Herald covers a range of community business news, including real estate. Mark Blazek, 2013 president of the Greater Chattanooga Association of Realtors, says, "Amidst the struggle for printed news to remain viable, we are pleased that the Herald has such

a presence in our community. On behalf of the Greater Chattanooga Association of Realtors, I congratulate the Herald on their longevity."

Susanne Reed, general manager at the 100-year old paper, says, "Since that day when W.B. Cleage's vision became a reality, the Hamilton County Herald has strived to be a newspaper of rich stories and timely information for the legal, real estate, and business communities.

"We appreciate every one of our subscribers and advertisers. Thank you for reading."

Jan. 3, 2014
Hamilton County Herald,
Chattanooga

The Tennessean's sports websites ranked among best by APSE

The Associated Press Sports Editors have named The Tennessean's sports websites among the nation's best.

In its annual national judging contest, the APSE honored Tennessean.com and its related sports online and mobile platforms as one of the country's Top 10 sites in the

category of 500,000 to 1.9 million monthly unique visitors.

This is the first time The Tennessean's sports-related digital platforms have been honored by APSE.

Sites were judged over two random days, from Sept. 1 through Dec. 15.

Matt Pepin of Boston.com chaired the judging. Judges reviewed all content, including stories, columns, blogs, videos and slideshows, on Tennessean.com, Tennessean.com/sports, Tennessean.com/gametime and Tennessean.com/OnCampus.

In addition to The Tennessean, the other top 10 sites were (listed alphabetically): Baton Rouge (La.) Advocate, Boulder (Colo.) Daily Camera, Buffalo (N.Y.) News, Charlotte (N.C.) Observer, Columbus (Ohio) Dispatch, The Daily Herald (Arlington Heights, Ill.), The Oakland (Mich.) Press, The State (Columbia, S.C.) and Tulsa (Okla.) World.

The (Memphis) Commercial Appeal and The (Knoxville) News-Sentinel received honorable-mention honors.

The APSE will have its annual

print section and writing judging in March in Indianapolis. All print and Web winners will be honored at the association's annual meeting in June in Arlington, Va.

MTSU in Top 20 Mass Comm Programs

Middle Tennessee State University's College of Mass Communication is gaining national attention, ranking among the top 20 programs in the U.S., according to a survey by a popular news industry trade publication.

TV Week's NewsPro Magazine released results of the survey in its December issue, listing the nation's top Mass Communication and Journalism colleges. The University of Missouri had the top-ranked program.

The survey was distributed to members of the Radio Television Digital News Association, with 1,321 respondents participating. (The rankings story can be found at <http://tinyurl.com/MTSU-MassComm-Top20>, page 18.)

MTSU was the only Tennessee university in the rankings.



Photo courtesy of the Trenton Gazette

Trenton Gazette Editor Danny Jones, left, receives the Award of Gratitude from Gibson County Sheriff Chuck Arnold.

Sheriff honors Gazette editor

By **CRYSTAL BURNS**
The Gazette, Associate Editor
Dec. 24, 2013

With dozens looking on as he furiously took notes about this year's Award of Gratitude recipient, the longtime editor of the Trenton Gazette was surprised to hear his own name called.

Sheriff Chuck Arnold presented the award to Danny Jones at the Open House held at the Gibson County Correctional Complex in Trenton on Sunday.

The first Open House was held in 2006 to celebrate the completion of the new correctional com-

plex and has become an annual tradition to thank taxpayers for their support of the Gibson County Sheriff's Department.

"We know your tax money built this, and we appreciate it," Arnold said. "We know who pays the bills. We're ever mindful that it's not our money. It's not my money. It's everybody's money."

It's also become a tradition for Sheriff Arnold to present an award to an individual or group that has supported the department.

"We've been through floods, fires, strife, good times and bad," Arnold said. "This recipient is well known in our community. He is

known to be fair but can also be stern."

Arnold described Jones as a "seeker of the truth" and a role model to others who want to do the right thing.

When the sheriff called his name, Jones dropped his pen.

"You got me good," he admitted.

Jones and his wife Janice have called Trenton home for the last 36 years. She has served as the Gibson County Circuit Court Clerk since 1986, and he has been editor of the Trenton Gazette for 32 years.

Judy Oliver and the staff at Cotton's Café in Trenton provided food for the Open House.

Check out these 30 network prospects

Continuing with the theme from last month's column, celebrating 30 years for TnSCAN – Tennessee's Classified Ad Network, this month will highlight 30 types of businesses that lend themselves well to multiple newspaper ad placement.



**NETWORKS
ADVERTISING
MANAGER**

BETH ELLIOTT

Auctions

Business Schools

Car Shows

Drivers Needed

Employment Advertising

Festivals

Grand Openings, Golf Courses/
Golf Equipment

Health Products

Items for Sale

Job Openings

Kitchen Cabinets

Livestock for Sale

Manufactured Homes, Medical
Supplies

Notices

Openings for Stores

Pools and spas

Quaint Cabin Rentals

Real Estate, Resorts

Schools

Trade Shows

Upholsterers

Vacation Rentals, Vacation
Properties

Wedding Chapels

Xtreme Sports Gear

Yachts for Sale

Zoos

Did any of these give you some good ideas? Perhaps a few of these types of businesses are in your community.

You are all set if any of these businesses are already running ads in your newspaper. You have already demonstrated the value of print. Now, you have an opportunity to help them market their service or product outside of your community.

The best part is your client does not have to call other newspapers to do so; they can talk to you – their local newspaper sales rep.

Tennessee Press Service offers free refresher training on TnSCAN and all of the Advertising Networks, so your sales force can become familiar with the Advertising Networks.

Your sales team will be the one point of contact for your local clients and your newspaper keeps a great commission on each ad sold. Contact TPS for more information, 865-584-5761 ext. 117.



The Tennessee Press
Association Foundation
gratefully acknowledges
a contribution

in honor of
Walter T. Pulliam

on his 100th birthday

by
The John M. Jones Family
Greeneville

NOTICES, from Page 2

by newspaper title and by date, which is why the notices must be uploaded on the same date they are in the printed newspaper.

"Even after a notice has been published the required number of days, they need to be searchable by all those dates on the newspaper's website. They are automatically done that way on the state site," Sherrill said.

"There's a variety of ways they can search on there," he said. "They can also search many areas at once. It makes it pretty easy for them to find the

notices."

Gibson added that although there is no search requirement in the law for local or statewide websites, the dates of publication help readers find the printed version if they need it.

"The print version remains the official, legal document," Gibson said.

Gibson said the law "addresses every concern and criticism that has been raised over the last decade about the sufficiency of printed public notices."

"Most proposals have been to move notices to government websites, but there was no government website that we could find that had more

distribution or circulation than the local newspaper," he said.

"By adding newspaper websites to the equation, the public has the best of both worlds."

The Tennessee Press

**Please share this copy
with your colleagues!
Pass it on!**

OBITUARIES

Harold White

Harold Dee White, age 75, passed away Dec. 7, 2013.

Mr. White was retired from The Tennessean. For the past five years, he and his wife were park attendants with Cedar Creek Campgrounds in Mt. Juliet, Tenn.

Survivors include his wife, Dorris Hunt White; one step-daughter; two step-sons; two sisters; two brothers; five grandchildren; two great-grandchildren.

Online tributes may be made at madisonfuneralhome.net.

The Tennessean
Dec. 9, 2013

Mildred Fleenor Hillman

Mildred "Bill" Fleenor Hillman, 77, of Mt. Carmel, passed away Dec. 12, 2013 at Life Care Center of Gray following an extended illness.

She was born on April 4, 1936 in Nicklesville, Va., and was the daughter of the late Stanley and Margaret Fleenor. Mrs. Hillman was employed with Baysmont and Kingsport Times News and retired in 1999.

She was very loving and enjoyed taking care of her family and spending time with her grandchildren. Mrs. Hillman also enjoyed being in the great outdoors and watching her grandchildren play sports. She was an active member of Oak Grove Baptist Church in Mt. Carmel for the past 45 years and served as a Sunday school teacher for 32 years. She also served on the Community Chest of Mt. Carmel for 30 years.

In addition to her parents, she was preceded in death by two brothers, J.D. Jessee and Junior Jessee and son in law, Rick Lamphear. Survivors include her loving and devoted husband of 60 years, Henry Hillman; one daughter, Mary Lam-



Hillman

phear, Kingsport; two sons, Randell Hillman and wife Elaine, Church Hill; and David Hillman and wife Lori, Charlotte, NC; grandchildren, Kathy Hurd, Rebekah Hillman, Aaron Hillman, Kady Hillman and Maria Lamphear; sister, Colleen Burke, Bristol; brother, Jim Fleenor and wife Christine, Biloxi, Miss.; sister-in-law, Leola Jessee, Nashville, Tenn.; several nieces and nephews also survive.

Donations may be made to the Alzheimers Association, NE chapter, 207 Boone St. Suite 1500, Johnson City, TN 37604.

The Kingsport Times-News
Dec. 13, 2013

Philip W. 'Phil' Hamby

Philip W. 'Phil' Hamby, 69, former publisher of the weekly Knoxville Journal newspaper and homebuilder, died Dec. 22, 2013 at his home in Knoxville. He had been in declining health because of exposure to herbicide in the Vietnam War.

Mr. Hamby, a native of South Carolina, was born on Aug. 13, 1944, and a graduate of Hillcrest High School in Simpsonville, S.C., where he was the first student body president. He attended the University of South Carolina before serving with the Army's 25th Infantry Division in Vietnam. He was awarded the Bronze Star Medal for meritorious achievement in ground operations against hostile forces.

In the 1970s, he founded his construction firm, Phil Hamby Construction, in Knoxville and was known for quality homes and energy-saving construction. He served on the Knox County Metropolitan Planning Commission and was a member of the National Association of Realtors. He was a former president of the Home Builders Association of Greater Knoxville and a director of the state HBA and National Association of Home Builders. In 1981, he was named Knoxville Builder of the Year. Later he opened Mr. Yogurt's Lite Food Bars.

As an active member of Premiere Publishing, The Knoxville Journal name was purchased in 1995 to revive Knoxville's oldest newspaper, where he acted as publisher/editor for nearly a decade. He was a longtime animal lover and supporter of animal rights.

He was preceded in death by his parents, Richard and Juanita Hamby.

Survivors include two brothers, Manning Richard Hamby (wife, Carolyn) of Simpsonville, S.C. and Morris Allen Hamby (wife, Annette) of Fountain Inn, S.C.; and a sister, Deborah Phillips of Marietta, Ga.; his daughter, Melissa Meyer (husband, John) of Murfreesboro, Tenn.; his son, James Alan Hamby (wife, Michelle) of Knoxville, Tenn.; and three grandchildren, Johnny and Samantha Meyer and Jamesyn Shea Hamby.

In lieu of flowers, a memorial gift may be made to Best Friends Animal Society at www.bestfriends.org.
The Knoxville News Sentinel
Jan. 2, 2014

Leonard Calvin Gregory

Leonard Calvin Gregory, 82, passed away peacefully on Dec. 22, 2013, at his home in Pensacola, Fla. He was born Aug. 12, 1931 in Lafayette, Tenn., to Elder Stephen Calvin and Betty Jenkins Gregory.

He was graduated from Macon County (Tenn.) High School in 1949 and later studied English and Journalism at Cumberland University in Lebanon, Tenn. He also completed coursework at Florida State University in Tallahassee, Fla., and Rice University in Houston, Texas.

Gregory was editor and publisher of the Macon County Times from 1957-1965, during which the Times received two Tennessee Press Asso-

ciation awards for local feature writing and pictures. He also served as a sports and general correspondent for the Nashville (Tenn.) Banner newspaper.

He left the newspaper business to enter the cable television industry in 1965 and managed cable television systems in Tennessee, Kentucky, Indiana, Ohio, Pennsylvania, Virginia, West Virginia, Alabama, Florida and Texas over the next several years.

He was area vice president for Storer Cable Communications in the late seventies and eighties and was responsible for one of the largest operations in the cable television industry in the State of Florida. Gregory was elected Chairman of the Board of the Florida Cable Telecommunications Association in 1976 and also served on the boards of the Florida and Ohio Cable Telecommunications Associations.

In 1987, Gregory was named publisher of Private Cable plus Wireless, a trade publication for the wireless and private cable industries. In 1993-94, he published Wireless Cable Broadcasting magazine. In 2000, he and his wife, Frances, retired to Pensacola.

Gregory was involved in numerous civic and charitable organizations including the Jaycees, Rotary International and the Benevolent and Protective Order of Elks. He was a member of Olive Baptist Church, Pensacola, Fla. Earlier, he was ordained a deacon by Miami Lakes Baptist Church, Miami Lakes, FL.

He was married to the former Mary Frances Oldham, Hartsville, Tenn., on April 8, 1950, in Corinth, Miss., and who preceded him in death. Also preceding him in death were his parents, brother, Charles E. Gregory, Lafayette, Tenn.; sister, Sue Gregory Vermillion, Clarksville, Tenn.; half-sister, Meddie Wilburn, Indianapolis, Ind.; and half-brother, Thomas Lawrence Gregory, Lafayette, Tenn.

Gregory is survived by two sons, Stephen Wooten (Brenda) Gregory,

Gainesville, Fla., and Leonard Keith (Linda) Gregory, Pensacola, Fla.; six grandchildren, Jason Gregory, Panama City, Fla.; Tristan (Matt) Gregory-Kimerling, Gainesville, Fla.; Bryan Gregory, Gainesville, Fla.; James (Ashley) Gregory, Asheville, N.C.; Calvin (Rebekah) Gregory, Pensacola, Fla.; and Anthony (Kristina) Gregory, Pensacola, Fla.; and four great-grandchildren.

Memorial donations may be made to Covenant Hospice, 5041 N. 12th Ave., Pensacola, Fla., 32504 or to the American Cancer Society.

Macon County Times
Jan. 6, 2014

Charlene Goodwin Zoet

Charlene Goodwin Zoet, 80, died Dec. 26 2013. She recently had been diagnosed with leukemia.

Mrs. Zoet, who until this past year wrote under the name Charlene Holliday, penned a weekly column in the Review Appeal in Franklin, Tenn., on the people and events in Fairview. She began writing for The Fairview Observer in 1989 when the newspaper launched its first issue. She continued covering local senior news and events for the Fairview newspaper for the next 20-plus years.

She is survived by her husband of 25 years, Russell Zoet; stepchildren, Beverly Strack, Belinda King, Paula Brown and Gary Zoet, Donna and Mike Rapp, and their three children; god-daughter Caitlin (Matthew) Henson and their three children; sisters Billie Spencer, Patsy Mangrum, Brenda Hardin and Jenelle Pinkerton; and brother, Bobby Goodwin.

Mrs. Zoet was buried in Harpeth Hills Memory Gardens.

The Tennessean/Franklin Review Appeal
Jan. 8, 2014



Zoet



Gregory

Don't wake up Feb. 22 and realize you forgot to send in your entries for the
State Press Contests
Advertising & Circulation Ideas Contest
Deadline is Friday, Feb. 21

See www.tnpress.com for details



Size does matter – when it comes to photos

In last month's column on design basics, I mentioned the need for a dominant photo.

"Why?" you may ask. "My space is tight and I don't get great photos. Most of our shots are pictures of kids in school, people at their jobs, check passings and the like. We're a small newspaper in a small town and we don't always get those award-winning photos you're talking about."

Fair enough.

But that doesn't mean you have to underplay the photos you do get. Too often, that school shot is so small readers can't really see the faces in it. And there's nothing wrong with clustering two or three of those pictures so they create a dominant visual element. Why scatter three school pix around a page? Instead, push them together to create some impact.

And when you do get that strong photo, remember to use it with size.

Here are some suggestions:

Make it big: If it's a house fire, you can certainly run it as large as the photo in the illustration with this column. If it's a fire in the center of your business district, it may be worth the entire top half of your front page. What's my idea of a "big" photo? For a vertical shot, go for three columns by eight-to-ten inches deep on a broadsheet page. For horizontals, at least four columns wide by six-to-eight inches deep.

Make others smaller: Relative size is a factor. Your lead photo loses dominance and impact if the size of other photos on the page is nearly the same. Keep those other visuals smaller.

Cluster photos: As mentioned earlier, you can often take two or three photos from one event and place them together to get more impact.

Set it off: Especially in a lead news



**By
DESIGN**

Ed HENNINGER

package or a feature display, consider placing extra space around the photo. This helps give it even greater impact.

Crop tightly: Be sure to look for the photo within the photo. Crop out extra sky or earth where possible. The tighter you crop, the more readers can focus on the real content of the photo.

Focus on optical center: When you can, place the lead photo over optical center of the page. Optical center is a bit above and to the left of dead center. It's an area where the eye tends to first fall when readers first look at a page.

Yes, yours may be a small newspaper – but a large photo will help you deliver information, interest and impact to your readers.

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

IF THIS COLUMN has been helpful, you may be interested in Ed's books: "Henninger on Design" and "101 Henninger Helpful Hints." With the help of Ed's books, you'll immediately have a better idea how to design for your readers. Find out more about both books by visiting Ed's web site: www.henningerconsulting.com

ED HENNINGER is an independent newspaper consultant and the Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, staff training and evaluations. E-mail: edh@henningerconsulting.com. On the web: henningerconsulting.com. Phone: 803-327-3322.

OH, MUDDER!
Yellow Jackets
top Knights
in slopfest.
B1

www.dailyherald.com

SERVING THE ROANOKE VALLEY AND LAKE GASTON

Fifty cents

More than 10,000 take in Saturday's Ducky Derby

Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and clearly, and listen to others, even the dull and ignorant; they too have their story.

Avoid loud and aggressive persons; they are vexatious to the spirit. If you compare yourself with others, you may become vain and bitter – for always there will be greater and lesser persons than yourself. Enjoy your own career; however humble, it is a real possession in the changing fortunes of time. Exercise caution in your business affairs; for the world is full of tricks.

Be yourself. Especially, do not feign affection. Neither be cynical about love; for it is perennial as the grass. Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender, be on good terms with all.

Hed here in 36 pt Antenna XCn Reg

Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and clearly, and listen to others, even the dull and ignorant; they too have their story.

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Pwr hd 60 Antenna XCn Black

Subhd 30 Antenna XC XL

Go placidly amid the noise and haste, and remember what peace there may be in silence. As far as possible without surrender, be on good terms with all persons. Speak your truth quietly and clearly, and listen to others, even the dull and ignorant; they too have their story.

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Headline in 42 point Antenna Cond Regular -10 track

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REWRITES FROM THE TENNESSEE PRESS

February 1964

Promotion plugs new equipment at Millington

The Star Publishing Co. of Shelby County has celebrated entry into the "completely made-at-home" category with a special 12-page, tabloid promotion, featuring publishers and staff, facilities and equipment.

The special promotion carried stories and pictures on the new equipment installed in the new facilities in order to completely produce the four newspapers published by the company, detailed the training and experience of the staff and outlined the philosophy and dedication of the publications.

The company publishes The Millington Star, Raleigh-Bartlett Star, The Frayser Star and the Star Shopper, handles job printing and stocks a full line of office supplies.

Readers 'see red'

The Sevierville News-Record and The Gatlinburg Press warned readers recently that they weren't "seeing red" because they were mad.

The weeklies called attention with pride – to their first two-color advertisement, featuring a red and black, full-page message for First Federal Savings and Loan of Sevierville.

February 1989

Julian Harriss dies at 74; served four UT presidents

Julian Harriss, retired public relations director at The University of Tennessee, co-author of a journalism textbook and former field manager for the Tennessee Press Association, died Jan. 3. He was 74.

Harriss, a resident of Lenoir City,

joined the University staff in 1937, becoming director of public relations in 1946. Before joining the UT staff, Harriss had received bachelor's and master's degrees from UT and had worked as a reporter for The Knoxville News Sentinel.

In 1945, TPA and UT formalized a joint agreement to serve the needs of both institutions. The contract, which provided a UT staff member as field manager of the Press Association, gave UT an avenue for statewide coverage and provided the TPA an opportunity to actively influence UT's journalism program.

In the 1946-47 school year, Harriss headed a journalism curriculum that led the way to the establishment of the journalism department the following fall.

Harriss served in the capacity of TPA's acting field manager from 1942 to 1944 and again from 1945 through 1946. His tenure was

interrupted by service in the Army. In 1962, TPA recognized Harriss' many contributions to the Association by awarding him the President's plaque.

Press Service reports another record year

Tennessee Press Service Inc., the advertising representative for Tennessee's daily and weekly newspapers, just completed its fifth consecutive record-breaking year, TPS President Bob Atkins, publisher of The News-Examiner, Gallatin, said.

"For 1988, newspaper payments – the money we pay our owner-newspapers for the advertising we sell for them – was up 11 percent over 1987," Atkins noted during his annual report to the Tennessee Press Association at the TPA Winter Convention.

FYI - CONTACT INFO

Tennessee Press Association

Mail: 435 Montbrook Lane,
Knoxville, TN 37919

Phone: (865) 584-5761

Fax: (865) 558-8687

Web: www.tnpress.com

Email: (name)@tnpress.com

Those with boxes, listed alphabetically:

Laurie Alford (lalford)

Pam Corley (pcorley)

Angelique Dunn (adunn)

Beth Elliott (belliott)

Robyn Gentile (rgentile)

Frank Gibson (fgibson)

Earl Goodman (egoodman)

Kathy Hensley (khensley)

Whitney Page (wpage)

Greg Sherrill (gsherrill)

Kevin Slimp (kslimp)

Kayretta Stokes (kstokes)

Alisa Subhakul (asubhakul)

David Wells (dwells)

Tessa Wildsmith (twildsmith)

Heather Wright (hwright)

Advertising email:

knoxads@tnpress.com

Tennessee Press Service

Mail: 435 Montbrook Lane,
Knoxville, TN 37919

Phone: (865) 584-5761

Fax: (865) 558-8687

Web: www.tnadvertising.biz

Tennessee Press Association Foundation

Mail: 435 Montbrook Lane,
Knoxville, TN 37919

Phone: (865) 584-5761

Fax: (865) 558-8687

Web: www.tpaoundation.org

It's time to implement new public notice law

Remember the old Bartle & Jaymes commercial punch line? "We'll make no wine before it's time."

Well, almost a decade after efforts started to change Tennessee's public notice laws – a lot longer than the wine in grocery stores debate has raged – newspapers have about two months to implement changes in the way they deliver public notice and legal advertising.

Those changes were approved by the legislature almost a year ago. It was an initiative by TPA and a response to more than a dozen different proposals through the years to move notices out of newspapers and to state and various local government websites.

All those efforts ignored the fact that newspaper publication provides wider, more reliable, publication and distribution by an independent medium where publication is verifiable.

By April 1, newspapers must ensure that any legally-mandated public or legal notice they print appears "contemporaneously" and "for the same price" on their local website and the stateside website at www.tnpublicnotice.com. The entire con-



PUBLIC POLICY OUTLOOK

FRANK GIBSON

tent of the print notice must remain there for as long as the notice has to be carried in the newspaper.

Most TPA member newspapers already were posting those notices on their website at no extra cost and a majority was uploading them to tnpublicnotice.com.

An equally important provision of the new law is designed to ensure that public notices get the highest visibility so they are easier to find on the newspaper's website. T.C.A. 1-3-120 (d) states: "Each newspaper of general circulation publishing public notices shall include on its website home page a link to its public notice section and shall include on its public notice home page a link to the statewide public notice website."

A cursory review of TPA websites shows there is work to do in this

“All this illustrates the importance for newspapers to do a good job implementing these new requirements. Papers already complying with parts of the law need to do a checklist to make sure they are not missing something.”

area.

Everything in the bill passed as SB 461/HB1001 was included for a specific reason and was needed to address specific arguments we heard repeatedly through years of discussion. Those debates still rage in other states.

Proponents of switching notices to government websites argue that newspaper readership has declined while more Americans are getting their information online. There is no pretense that the Internet readership has surpassed local community newspaper readership, especially when readership of print and online newspaper are included.

Adding the newspaper websites component did two things: it answered the criticism of declining readership because the public has two shots – and better odds – at

seeing notices. Adding the home page links answered critics who argued that the public didn't read notices because they are lost in the back of the newspaper – often in the classified section – and they could not find them.

While the requirements of the new law provide the optimum solution and does more to protect the goal of more transparent government, it would be unwise to assume the discussion of taking notices out of newspaper is over.

One association of Tennessee public officials, in fact, continues to survey its members about how much public notice costs them each year. One city asked its local newspaper to provide officials with that information.

There's that and the fact two public notice bills filed last year are

pending in the General Assembly, and as of press time, we did not know the intent of sponsors.

All this illustrates the importance for newspapers to do a good job implementing these new requirements. Papers already complying with parts of the law need to do a checklist to make sure they are not missing something.

Legislation being debated now in other states contain many of the same arguments in proposals we have seen to shift notices to government websites. Some of them are outright comical.

One bill in Pennsylvania provides that the government website only has to be operational 90 percent of the time. Others say that citizens who do not have access to Internet

See **GIBSON**, Page 11



TPA members are needed to judge the Arkansas Press Association's Better Newspaper Advertising Contest

JACKSON

Thursday, February 13

If you can serve as a judge, contact Robyn Gentile, rgentile@tnpress.com or (865) 584-5761, ext. 105

FBI raid of Haslam-owned Pilot voted top story

By **ERIK SCHELZIG**
Associated Press

NASHVILLE, Tenn. — When federal agents stormed the Knoxville headquarters of Pilot Flying J in April, it sent shock waves through business, sports and political worlds.

The investigation into a scheme to defraud customers at Pilot, a truck stop chain owned by the family of Cleveland Browns owner Jimmy Haslam and Tennessee Gov. Bill Haslam, has been voted the state's No. 1 news story of 2013 by reporters and editors of The Associated Press, AP member newspapers and broadcast subscribers.

Jimmy Haslam, who bought the Browns in a \$1 billion deal last summer, was at first dismissive of the raid, telling reporters that the investigation involved a "very insignificant number of customers."

But the company's approach shifted shortly after a judge unsealed a 120-page affidavit that included transcripts of secretly recorded discussions among senior members of the sales team that candidly – and often crassly – outlined the scheme to defraud trucking company customers deemed too unsophisticated to notice that they were being cheated out of rebates and discounts they were entitled to.

Pilot moved quickly to settle a

class-action lawsuit that paid 5,500 trucking companies \$85 million in reimbursements and interest for the money they were cheated out of. A federal judge approved the settlement last month, though several Pilot customers opted out and continue to pursue their own claims against Pilot.

Two former members of the Pilot sales team agreed to cooperate with investigators and seven others have pleaded guilty to fraud charges. A Pilot lawyer recently said more guilty pleas are likely. Jimmy Haslam has denied any prior knowledge about the scheme, and no charges have been filed against him or the company.

The next highest rated stories of the year were Gov. Haslam's decision to forgo Medicaid expansion while trying to negotiate a special deal for Tennessee; four Vanderbilt football players being charged with raping an unconscious student in a campus dormitory; and the death of country music superstar George Jones after a long illness.

"George Jones was in the eyes of many, the greatest country music performer of all time," said Charles Choate, news director of KYTN and WQAK in Union City. "The death of a legend."

Here are the other top Tennessee stories of 2013, as selected in voting by subscribers and staff of The

Associated Press:

- The state children's services commissioner resigns amid scrutiny of her agency's handling of death cases, the subject of a public records fight between the state and several media outlets.

- (tie) Following federal court rulings, Memphis City Schools and Shelby County Schools merge to create a Unified School District with 150,000 students, before six municipalities vote to break away from the district and start their own public school systems.

- (tie) A Newport judge orders a baby's name changed from Messiah to Martin, saying "Messiah" is a title reserved only for Jesus Christ; a higher court declares her ruling unconstitutional, and a judicial panel charges the judge with violating its code of conduct.

- Lawmakers pass a bill to allow people with handgun carry permits to store firearms in their vehicles, regardless of their employers' wishes.

- U.S. Rep. Scott DesJarlais, a licensed physician, is reprimanded and fined by the Tennessee Board of Medical Examiners for having sex with patients before he was elected to Congress.

- Eight people are killed in fiery east Tennessee interstate crash between a church bus, an SUV, and a tractor-trailer.

Getting savvy about public records saves everyone a bundle

It was a year ago in February when the Department of Children's Services announced it would charge a coalition of news organizations \$55,484 to make copies of child fatality records.

The sticker shock was a low moment for open government advocates. DCS included 1,800 hours of staff time in its estimate.

But instead of discouraging citizen engagement in their government, the court fight over DCS records and excessive costs should be a signal for citizens and journalists to be proactive and work through their tangles with public officials on local levels when it comes to access to public records.

In December, a news reporter in Middle Tennessee complained of a surprise \$27.14 charge to make copies of seven job applications for a city position.

Previously, the reporter had enjoyed a good relationship with city staff, who would fax her public records at no cost when she requested.

She found herself, not unlike many journalists, caught off guard and without enough time to read the law and figure out whether the city was in the right, or she was being harassed for the story she was



TN COALITION FOR OPEN GOVERNMENT

DEBORAH FISHER

pursuing. Clearly, though, something had changed at city hall.

Here's the short answer:

- By law, you cannot be charged to inspect records.
- If you want copies, a governmental entity has the option to charge for both labor and copies, but it must have a written policy that was properly adopted by the entity's governing authority to do so.
- You should get an itemized estimate of any labor and copy fees before the records are copied.
- The first hour of labor is free. And the entity should use qualified staff with the lowest hourly wage to keep the labor cost down.
- The standard copy cost is 15 cents per page.

And, perhaps this is most important: a governmental entity is not required to charge anything and savvy government officials will

consider this.

Tennessee's law allows local government discretion in their efforts to be as open as possible with their citizens.

Local governments can choose to waive copy or labor fees as part of their fee policy. They can set a threshold for charging citizens fees at all, like state Comptroller Justin Wilson did when he decided any charge less than \$25 wasn't worth the cost of collecting the fee.

Journalists and citizens should find opportunities to discuss the importance of low-cost or no-cost open records with their local public officials.

You can start with the principle that providing access to public records is an essential part of a representative government where citizens have a right to know what their government is doing.

Providing public records should be viewed as a routine responsibility of an open government rather than treated as some add-on premium service.

And certainly government officials should resist misusing their power, counting every way they can charge a fee when they become annoyed at what's being requested.

Journalists should get the written policy for public records of any government body they cover. And if the government body has not yet adopted a policy, journalists and citizens should weigh in when and if they develop one.

Which brings us to an issue that has been brewing in some corners of Tennessee: The use of smart phones or other devices to make your own copies of records.

On the face of it, this is simple.

What can be cheaper than snapping a picture of a public document with your iPhone? Or better yet, using an app that turns your phone into a miniature scanning machine that provides high-quality text copies. Saves everyone time and money, right?

Some states have addressed it head-on. In December in Arizona, the attorney general made it clear that a citizen could not be charged a fee for using his or her own device for making copies.

In Tennessee, local discretion comes into play.

Office of Open Records Counsel Elisha Hodge says there is nothing in the Tennessee Open Records Act that prohibits self-copying, nor anything that requires a governmental

entity to allow it.

Records custodians might raise concerns that letting someone else copy records could risk the record being damaged.

The fear is unfounded, and, at most, easily overcome with a few common sense ground rules.

And common sense really should prevail. In the end, any financial cost of keeping a government transparent is far less than the price we all pay for keeping it closed.

In the DCS case, the state reduced its charges to \$34,225. Then the judge ordered no more than 50 cents a page, which the media paid. The state has indicated that it will probably appeal that order.

The state may "win" some additional money. But winning back lost trust is always far more difficult and doesn't happen inside a courtroom.

Deborah Fisher is executive director of Tennessee Coalition for Open Government, a 10-year-old nonpartisan nonprofit alliance of media, citizens and good government groups. She can be reached at fisher@tcog.info or (615) 602-4080. Follow TCOG's blog at www.tcog.info, on twitter @TheOpenGovt or Facebook.

TENNESSEE NEWSPAPER HALL OF FAME - WILLIAM G. BROWNLOW

Editor's note: This is a new feature of TTP. Each month we will publish a brief bio on a Tennessee Newspaper Hall of Fame honoree to remind us of those who helped make our industry a vital part of Tennessee communities throughout the state.

William G. Brownlow

Induction Year: 1969

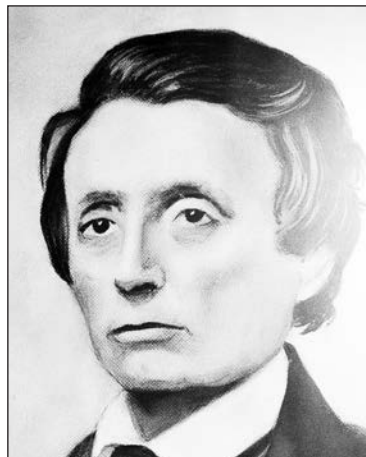
Lived: 1805-1877

Newspapers:

The Tennessee Whig, Elizabethton
The Jonesboro Whig
The Knoxville Whig

A Virginia farm boy with little formal education, William G. Brownlow became one of America's most picturesque editors.

A tall, robust, intense man, he was a carpenter and an itinerant Methodist preacher before getting into politics by opposing nullification by South Carolina. He became an editor in 1839 when he established a Whig newspaper in Elizabethton.



He soon moved to Jonesboro and later to Knoxville, where he began Brownlow's Knoxville Whig in 1849.

"Parson" Brownlow's writing, like his preaching, was brilliant, often coarse and vituperative. His newspaper was like no other. He practiced his mottos "Cry Aloud and Spare Not" with relish; and his

Whig, with 12,000 circulation in the 1850s, was the largest weekly in the South.

Pro-slavery but violently against secession, Brownlow used his Whig to lead the east Tennessee "Rebellion" against the Confederacy in 1861. He stirred up so much trouble that he was arrested and jailed.

Fearful of making him a martyr, Confederate authorities escorted him out of the area and turned him loose. He went on to the North, where he became widely known through his speeches attacking the Confederacy.

In 1863 he returned to Knoxville and revived his paper. He was elected governor in 1865, re-elected in 1867, and then elected to the United States Senate in 1869 despite ill-health.

He had sold his paper before going to Washington, but when he returned he purchased half-interest in the Knoxville Daily and Weekly Chronicle and wrote fiery editorials for it until his death in 1877.

residents where to go to find those meeting announcements and other notices.

Is there a better endorsement?

Frank Gibson is TPA's public policy director. He may be reached at 615-202-2685 or at fgibson@tnpress.com.

NNA calls USPS decision to raise rates flawed

The Postal Regulatory Commission handed everyone who uses the mail a lump of coal on Christmas Eve: approval of the U.S. Postal Service's proposal to raise postage rates by more than triple today's inflation.

The new rates will likely go into effect Jan. 26 if USPS elects to accept the PRC's decision.

The PRC credits the recession with less than half the USPS financial loss – but granted the increase anyway – noting USPS needs the money.

National Newspaper Association President Robert M. Williams Jr., publisher of the Blackshear (GA) Times, said NNA respectfully disagrees with the Postal Service's request as well as the commission's decision. He insists a lack of action

by Congress to enact postal reform is at the root of the problem.

"This latest action by the PRC only makes the Postal Service's survival challenge tougher and scarier. This decision opens the door to perpetual steep postage increases for American businesses, including ours, which strives to fill a deep desire by readers to receive a hard copy newspaper, even if they also read online."

Williams said NNA will renew its efforts to seek prudent postal reform legislation during the annual Newspapers Leadership Summit March 13, 2014, when publishers visit Capitol Hill to urge action.

*National Newspaper Association
Dec. 27, 2013*

You can still register for the TPA Winter Convention!!!

WHO
TPA members and their staffs

WHAT
TPA Winter Convention and Drive-In Training

WHEN
Wednesday-Friday, Feb. 5-7

WHERE
DoubleTree Hotel Nashville
Downtown, 315 4th Ave. North,
Nashville, Tenn. 37219-1693
(615) 244-8200

REGISTRATION
For details, go to
www.tnpress.com



GIBSON, from Page 10

service or do not know how to operate a computer will be able to get hard copies of the notice at city hall. No suggestion about how those citizens will know when and where to go to ask.

This is my favorite because we saw it here in one early proposal. In Pennsylvania and Massachusetts, local governments could choose to stay with the newspaper or switch notices to their website. If they choose the latter, they have to run ads in the newspaper telling local

Color. It's what's top of mind lately for newspapers

Color. It seems to be on the minds of newspaper publishers and production managers everywhere. Without a doubt, the second most requested task I've been given by newspapers in recent months is to improve the quality of the color in their print products.

As I jump on a plane this week to head to Minnesota, I realize that a good number of folks at the event, sponsored by a major newspaper printer in that part of the country, are hoping to improve the quality of photos in their daily newspapers.

That was also the case in Tennessee, where I visited with the staff of the Shelbyville Times-Gazette last week. There, Hugh Jones, publisher, and Sadie Fowler, editor, tasked me with improving the quality of photos in their daily newspaper.

I sometimes feel ill equipped for the job. I mean, I don't show up with measuring devices, densitometers or other tools. Heck, I don't even bring a computer for the assignment.

As we were looking over the final print tests in Shelbyville, Hugh Jones said something quite memorable to me, "We've had technical support specialists from several press, paper and ink companies over the years. They come in with all kinds of measuring devices and tools, but when they leave, we rarely see any real improvement in our photos."

"You came in for one day and taught us that all that really matters is what we see on the page and the improvement in our photos is pretty remarkable."

Don't get me wrong. There is nothing wrong with measuring devices. Standards are important. But when it comes to photos, the proof is in the pudding. What our readers see on the page is what matters. Most of them don't know the difference between a dot gain and Rogaine.

So what do all these pre-press and printing terms really mean? Here's a primer for my friends who want to know more about color:

Color Settings: Since the early days of Photoshop, there have been ways to build color settings into photos. This is true of other photo editing applications, as well. Color settings, when used correctly, are built into each photo.

They include information like the dot gain, the black ink level, the color ink level and more. If you want to see how your color settings are set, go to Edit>Color Settings in Photoshop.

When you first open the Color Settings window, you'll see options for RGB, CMYK, Gray and more. Even though we don't print in RGB, getting this setting right makes a big difference when converting your colors from RGB to CMYK, so don't



THE NEWS GURU

KEVIN SLIMP

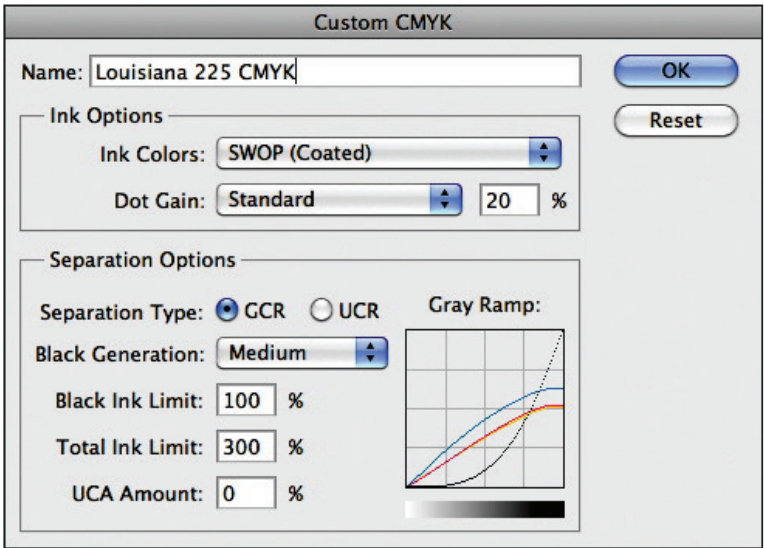
take it lightly. **CMYK Settings:** The most important color setting is the CMYK setting. Here, you let the application know what dot gain, separation type and ink limits should be built into each photo.

Remember looking at pictures in books and magazines when you were a kid? Remember those white dots that you would see in the photos? That's your dot gain. They are there for a reason. These dots give your ink someplace to go when it lands on the page.

Setting dot gains for newsprint used to be easier. Most web presses tended to be about the same. Not any more. I've seen dot gains from 20 to 40 percent on presses the past six months. And the only way to know for sure what the perfect dot gain is on a press is to run test after test. That's what we were doing in Shelbyville last week.

There are two separation types in CMYK printing: Grey Component Replacement (GCR) and Undercolor Removal (UCR). I used to find that UCR, which primarily mixes Cyan, Magenta, Yellow and light amounts of black to create gray areas of a photo, worked best on newspaper presses. That's not always the case anymore.

It seems like about a third of the presses I test print better on newsprint using GCR, which uses less Cyan, Magenta and Yellow and more black ink when printing gray



Creating accurate CMYK settings in Photoshop is a key to good reproduction.

areas. **Black Ink Limit** refers to the amount of black used to print something solid black in a photo. Because newsprint is thin, this number is generally less than 100 percent, because grays usually print darker than they appear on the screen.

Total Ink Limit refers to the total ink used on the Cyan, Magenta and Yellow plates. Quite often, someone will tell me that their printer told them to keep their total ink limit under a particular number. This is what they are referring to.

I could go on for hours, and I have, explaining the concept of color in photos. However, it seems I've reached my 800 word limit for this column.

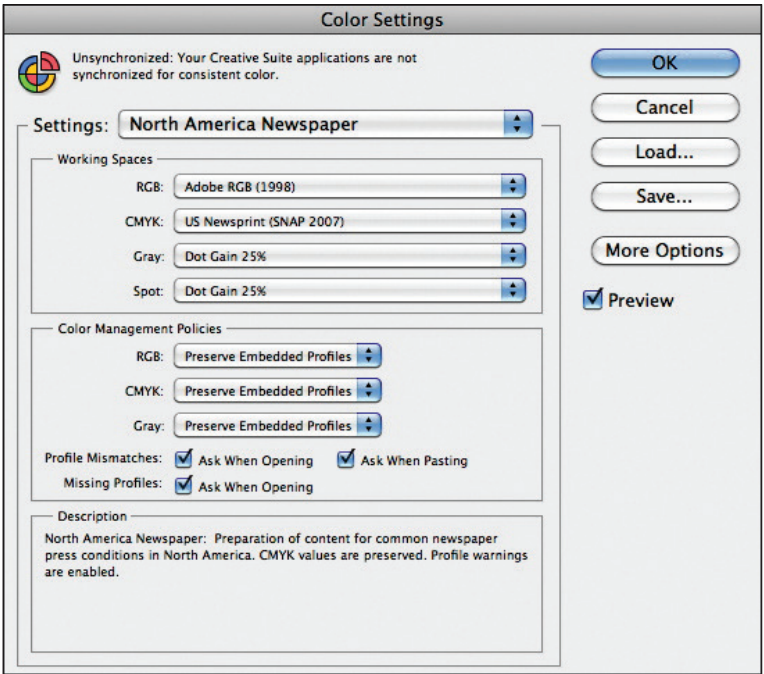
Let me suggest that, if you haven't already, you talk to whoever runs your press, whether you print in-house or send PDF files off-site, to figure out what the best color settings are for your pages. It can be

the difference between dull, lifeless pictures and photos that make your readers say, "Wow!"

BELIEVERS

Contributors to the TPAF 'I Believe' campaign thus far:

- Cannon Courier, Woodbury
- Jim Charlet, in memory of Martha C. Charlet
- Chattanooga Times Free Press
- Nathan Crawford, In Memory of James Walter Crawford Sr. and C.T. (Charlie) Crawford Jr.
- Crossville Chronicle, In Memory of Perry Sherrer
- Gannett Foundation
- The Jackson Sun
- The Leaf-Chronicle, Clarksville
- The Tennessean, Nashville
- Hollow & Hollow LLC
- Joe Hurd, The Courier, Savannah
- Jones Media, In Memory of Edith O'Keefe Susong and Quincy Marshall O'Keefe
- The Advocate & Democrat, Sweetwater
- The Daily Post Athenian, Athens
- The Daily Times, Maryville
- The Greeneville Sun
- The Herald-News, Dayton
- The Newport Plain Talk
- News-Herald, Lenoir City
- The Rogersville Review
- Kennedy Newspapers, Columbia
- Lakeway Publishers, Morristown
- Citizen Tribune, Morristown
- The Elk Valley Times, Fayetteville
- Grundy County Herald, Tracy City
- The Herald-Chronicle, Winchester
- Manchester Times
- The Moore County News, Lynchburg
- The Tullahoma News
- The Milan Mirror-Exchange
- News Sentinel, Knoxville
- The Paris Post-Intelligencer, In Memory of W. Bryant Williams
- Republic Newspapers
- The Courier News, Clinton
- Richard Rowlett, Rowlett Advertising Service, Goodlettsville
- Union City Daily Messenger
- Bill and Anne Williams, Paris, in honor of Michael Williams presidency of TPA



Color Settings are found under Edit>Color Settings in Photoshop.

TPAF
GOAL: \$1,000,000

Foundation Campaign 2011-16

I BELIEVE

