

SNPA News Industry Summit

October 11, 2018



Eight weekly newspapers

PAID PERIODICALS

- Wilson Post 10,400
- Gallatin News 5,000
- Hendersonville
Standard 6,000
- Portland Sun 1,500

REQUESTER PERIODICALS

- Murfreesboro Post
8,500
- Robertson Co.
Connection 7,200
- Cheatham Co. Exchange
5,000
- Dickson Post 5,000

Key info

- PRINT ADVERTISING REVENUE +9%
- PRINT CIRCULATION REVENUE +37%
- TOTAL REVENUE +11%
- Adding 125 new subscribers a week
- Tennessee Press Association awards
 - General Excellence Div. 1 & 2, 2016
 - 37 awards 2017
 - Top awards for editorials, public service investigative reporting, etc.

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Digital

- Town News
- Breaking News
- Social Media – 100,000 Likes/Followers

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1. [Introduction](#)

3-legged stool: Local sports

MSP MAIN STREET PREPS SUMMER CO

Lady Commandos control postseason destiny with win over Lady Bison

ZACH WOODBLE
HENDERSONVILLE — Thursday night's game in the A-1A soccer playoffs between the Lady Commandos and Hendersonville Lady Bison was not supposed to be played at Oakes Creek, but due to an all about housing authority.

Handed a week's worth of rain, Oakes Creek was unable to host the game as it had been deemed unsuitable for the match. In the evening of the game in Oakes Creek Park in Hendersonville.

"I guess Oakes Creek is all the rain in the world," Hendersonville coach Ron Harrison said. "We're not going to play there."

And even two months into the season, the rain was still a factor. Hendersonville's coach Ron Harrison said, "We're not going to play there."

The first third of the first half in the game was a defensive struggle. The Lady Commandos were in possession, then the Lady Bison took the lead. The game was a defensive struggle. The Lady Commandos were in possession, then the Lady Bison took the lead.



See COMMANDOS on B1



After Georgia Perry leads Henderson in celebration after winning a goal Tuesday night against the Lady Bison.

FRIDAY NIGHT LIGHTS



Commandos make easy work of Wilson Central

MATTHEW MURRAY
HENDERSONVILLE — The Hendersonville Commandos took a 10-0 lead in the first half against the Wilson Central Bulldogs in the Friday night football game.

The Commandos were in possession, then the Wilson Central Bulldogs took the lead. The game was a defensive struggle. The Commandos were in possession, then the Wilson Central Bulldogs took the lead.

See COMMANDOS on B1

Sports

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Dickson County Homecoming, cont'd



Dickson County Marching Band member Mason Hinton.



Dickson County Marching Band member Dan Bell.



Dickson County Marching Band member Dan Bell.



Dickson County Marching Band member Dan Bell.



Dickson County Marching Band member Dan Bell.



Dickson County Marching Band member Dan Bell.



Dickson County Marching Band member Dan Bell.



Dickson County Marching Band member Dan Bell.



Dickson County Marching Band member Dan Bell.



Circulation

- Paid and requesters both have benefits
- Build strong and sustainable audience
- Listen to reader feedback and respond

Advertising

- Find local reps who can build relationships
- Good reps want to be on a winning team
- Sell your brand as a local business

Dickson County, Creek Wood pay tribute to fallen officer Sgt. Baker

played in the midst of the emotional lowering of the fallen Dickson County flag on top early after receiving a Chuck Wepel handle.

Dustin Brown punched in a 2-2 goal run made of 5-0 with 15 in left in the quarter hours finished the game with 56 points on 12 assists.

After a Jeff Carter lead goal from 41 yards, made it 2-0. Early went back to work for the Red Lions. Starting goalie, Erik Dunderberg, took a Stanley Cup for an injured Timmy Stankov for an award. Timmy Stankov.

SEE UNITED ON B.1.

Dickson County's Gage Proffender (28) and Chuck Wepel (36) take a shot on goal during the game at the end of the game that Dickson County won, 5-0. AP/All coverage of the game was by Bill Stankov.

Celebrating

[illegible][illegible][illegible][illegible]

Dickson County celebrates Homecoming The Dickson County High School Homecoming Court gathered on Friday night. The Cougars celebrated the footballers and back on November. See more pictures on pages B2-B5.

School **Charlotte man set mother's**

board to vote on facility changes

[illegible][illegible]

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[illegible][illegible]

case, you know, he only got 25 years," he said. "It's getting a chance to get out before it's too late, so that he's going to do it again to someone else."

Tucker was just 35 months old when his mother was killed. Seven after, Jimmy Square was executed and in 1994, he was seen

Heather Ann Voths, 42, who has always refused to let the term "victimhood" define her from pursuing her dreams.

Miss Jerry said that Heather was afraid to hear the news of a special needs program; however, decided to assist with it instead of

Heather Ann Wilson gets a hug from program coordinator Wynn Jones.

SON PRESENT ON A3

season open

Inside



for 100 new employees

ELLIOTT WENZLER
elliott@metromedia.com or www.elliott.com

Dad's's newest 100men plant will begin production by the end of the year and the company is hiring 100 people to help make it happen.

[illegible]

 <p>REMODELING</p> <p>Cost and schedule are vital when remodeling. We have the experience and resources to help you plan and execute your remodeling project. We'll work with you to determine the best way to achieve your goals, and we'll make sure you're satisfied with the results.</p>	 <p>REMODELING TO ADD VALUE</p> <p>Remodeling is a great way to add value to your home. We'll work with you to determine the best way to achieve your goals, and we'll make sure you're satisfied with the results.</p>	 <p>Dickson EPC 24Hrs/7 Days a Week</p>	 <p>REMODELING TO ADD VALUE</p> <p>Remodeling is a great way to add value to your home. We'll work with you to determine the best way to achieve your goals, and we'll make sure you're satisfied with the results.</p>	 <p>REMODELING TO ADD VALUE</p> <p>Remodeling is a great way to add value to your home. We'll work with you to determine the best way to achieve your goals, and we'll make sure you're satisfied with the results.</p>
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LIUFTI WENZLER
executive@cityofmiamitools.com

The Dade County school board approved the addition of a new school recruiter officer for the district at their Sept. 13 meeting.

The amendment, unanimously approved by the Dade County Council at their Sept. 13 meeting, will place an SBO from the Dade County Police Department in seven county schools in the city with two officers in Dade County High School, according to the resolution from the mayor's office.

Police Chief Jeff Lewis plans to add two SBOs following fall break and two more after spring break, according to the resolution.

Fighting like a

Boxing **tourney**

County (ABC) is expected to announce an upcoming fight

"The Dickson county commission included funds in the school system's 2015-2019 budget to place a trained SRD in all 15 county schools," according to the release.

The SRD program started at Dickson County High School in 2008 and

See SRD on A2

EDUCATION

Intermediate to an elementary school

ELLIOTT WENZLER
ewenzler@intermedia.com
 Source: Intermedia Data
 School (IDS) will transition into an additional elementary school after the school board unanimously voted on the decision at their Sept. 27 meeting.

The option to make the school another elementary school was one of three options presented to the board by the central office.

One option would have created a magnet school at either The Discovery School (TDS) or Dickson Elementary (DES) and the other option would have combined TDS and DES in the International building and moved the central office to TDS.

When asked at the meeting what he recommended, Director at Schools David Weeks said he liked the idea for a magnet school, but there wasn't enough support to roll any of them out.

"There is no one that physically forced me to say that," he said. "We're right now."

GOVERNMENT

Council creates policy for naming public property

THE ANTI-TRUMP MOVEMENT has inspired a new policy for naming public property in the City of London. The council has agreed to name public buildings and streets after people who have made a significant contribution to the city's history and culture, rather than to people who have made a significant contribution to the city's economy.

ELIHOIT WENZLER

The City of Dickinson has a policy to help decide when and how to narrow budgetary line items and parks after the council voted on the matter at their Oct. 1 meeting.

Wenzler, a member of the city's governing body, said the city is not naming public property after an individual such as they must be decided by the council. He said that he is not a member of the city council but is a member of the city and they must have a significant contribution to the city, according to the policy.

"Your criteria include having been in the city for a long time, civic leadership, contributed time, money or service to the city that wasn't part of their job and have been recognized in a field of expertise, according to the policy. There are no other criteria," he said.

City Attorney Jerry V. Smith said.

For a group, business organization or other entity, it must be an entity that's been organized or operated in the City of Dickinson, comprised

See council on AS



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Sports



Creek Wood handles WH Heritage

81

Two Cougars golfers finish 3rd in state tourney, team places 4th

Inside

Shirk
recalls 9/11
experience in
new book

Tennessee
Legal: Add
emergency
contacts to
your Driver
License

Obituaries

Grille Shannon Hoke, 83
Charles Edward Fowl, 81
David "Sage" Leroy Norwell Jr., 62
Paul Elmer Brady, 82
Thomas M. Jackson, 87
Benjamin Franklin

May 76
Richard Edward
Struthman II, 52
Kenneth Harry Holland,
73

A7

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Take-aways

- People will still read newspapers
- We must produce outstanding print products
- We need to create a sustainable business model
- Distribution is critically important
- Ad reps must develop local relationships

Things all publishers should do

- Critically evaluate your products
- Make sales calls
- Participate in a news planning meeting
- Answer the phone in your office
- Cover open positions temporarily
- Collect your racks