

Patrick, Matt, Darla, Ken,

Attached is a proposal for the editorial achievement award as discussed.

I also would like for us to reconsider the circulation categories.

We might want to consider whether the categories are:

1. Best divided to attract participation in the meeting and generate interest (one of our original, stated goals)
2. Fair (which would have a direct impact on No. 1) in relationship to number of newspaper per categories and comparative resources.

I created a spreadsheet with the circulation of member newspapers (based on the 2007 TDNA directory). The directory included the circulation of 80 member newspapers.

Under the proposed categories of under 20,000; 20,000 to 35,000; 35,000 to 50,000; 50,000 to 100,000; and over 100,000, here is the breakdown of number of newspapers per category:

Under 20,000 circulation — 53 newspapers

20,001-35,000 circulation — 13 newspapers

35,000 to 50,000 — 3 newspapers

50,001 – 100,000 — 6 newspapers

Over 100,000 — 5 newspapers

Here are two alternatives, one with four categories and another with five categories. Something along these lines might seem more appropriate to participants than categories with such disparity in number of newspapers.

Four Categories:

Division A: Dailies 6,000 and under	-- 25 newspapers
Division AA: Dailies 17,000 to 6,001	-- 24 newspapers
Division AAA: Dailies 100,000 to 17,001	-- 26 newspapers
Division AAAA: Dailies more than 100,000	-- 5 newspapers

or Five Categories:

Division 1A: Dailies Under 6,000	-- 23 newspapers
Division 2A: Dailies 15,000.000 to 6,000	-- 25 newspapers
Division 3A: Dailies 30,000 to 15,001	-- 14 newspapers
Division 4A: Dailies 100,000 to 30,001	-- 13 newspapers
Division 5A: Dailies more than 100,000	-- 5 newspapers

Thanks,
Doug