

VIA FAX
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TO: Patrick Birmingham, Matt Oliver, Doug Toney
FROM: Darla Thompson (cc: Charles Moser, Jeremy Halbreich, Ken Whalen)
DATE: November 2, 2007
SUBJECT: NEW AWARD COMMITTEE

At TDNA's July board meeting it was agreed that the three of you will form a committee to create a new award to be presented at each year's convention that might encourage more members to attend. I also see by the excerpt from board meeting minutes below that the three of you are to report back to the board at the next meeting (December 6) with your suggestion.

Whalen presented the Annual Meeting Report (attached to file copy). The Best Ideas session, which was proposed by Nelson Clyde IV at the last board meeting and was moderated by Clyde as the first program of the 2007 Annual Meeting, was a success and will be continued in future conventions. The down side to the convention was low attendance that caused the Four Seasons Hotel to charge TDNA a room attrition penalty. The Four Seasons allowed TDNA to apply half of that fee to the 2009 Annual Meeting. The hotel is a great site and we can build on that for 2009, Whalen said.

Moser wondered if changing the time of year or further cutting costs would generate more attendance. Toney said that APME and TPA rely on awards as an incentive to build attendance. The board discussed the possibility of creating a new award category – something like a “publisher of the year” award by circulation category and recognizing those who have demonstrated journalistic courage, for instance by taking an unpopular stand on a legislative issue.

Patrick Birmingham, Matt Oliver and Doug Toney will work as a committee on this idea and bring a framework for a suggested new award to the next board meeting. Moser said corporations that own groups of newspapers should be asked to take the lead in nominating their publishers for such an award. Oliver also suggested that the next convention be wrapped around some hard core issue such as public notices. Darrell Coleman said there may also be awards by other organizations, such as FOI, that could be presented at the TDNA convention.

Please let me know if you want to set up a preliminary conference call, or to do any research with other organizations. If you prefer to communicate with each other on your own, here is contact information.

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