

TPA 2009 Ideas Contest Winners

| <u>Category</u>               | <u>Code</u>  | <u>Place</u>       | <u>Newspaper</u>          | <u>City</u>  | <u>Caption</u>               |
|-------------------------------|--------------|--------------------|---------------------------|--------------|------------------------------|
| Best of Show                  | Best of Show | Best of Show       | Overton County News       | Livingston   | Read - It Does a Mind Good   |
| Best of Show                  | Best of Show | First Runner Up    | Herald And Tribune        | Jonesborough | Showdown                     |
| Best of Show                  | Best of Show | Second Runner Up   | Shelbyville Times-Gazette | Shelbyville  | This Christmas               |
| Best Special Section          | Non-Daily 1  | First Place Award  | Herald And Tribune        | Jonesborough | Showdown                     |
| Best Special Section          | Non-Daily 1  | Second Place Award | The Erwin Record          | Erwin        | Images of Unicoi County      |
| Best Special Section          | Non-Daily 1  | Third Place Award  | Herald And Tribune        | Jonesborough | Every Day Heroes             |
| Best Special Section          | Non-Daily 2  | First Place Award  | The Leader                | Covington    | Children's Classic           |
| Best Special Section          | Non-Daily 2  | Second Place Award | Crossville Chronicle      | Crossville   | Welcome to Cumberland County |
| Best Special Section          | Non-Daily 2  | Third Place Award  | The Gallatin Newspaper    | Gallatin     | Football Preview             |
| Best Special Section          | Daily 1      | First Place Award  | The Lebanon Democrat      | Lebanon      | Hometown Business 2008       |
| Best Special Section          | Daily 1      | Second Place Award | The Lebanon Democrat      | Lebanon      | Our Home                     |
| Best Special Section          | Daily 1      | Third Place Award  | The Lebanon Democrat      | Lebanon      | The Best of Wilson County    |
| Best Special Section          | Daily 2      | First Place Award  | The Leaf-Chronicle        | Clarksville  | Fact Book 2008               |
| Best Special Section          | Daily 2      | Second Place Award | The Daily News Journal    | Murfreesboro | Spotlight 2008               |
| Best Special Section          | Daily 2      | Third Place Award  | The Leaf-Chronicle        | Clarksville  | Welcome Home                 |
| Best Special Section          | Daily 3      | First Place Award  | News Sentinel             | Knoxville    | Well                         |
| Best Special Section          | Daily 3      | Second Place Award | The Tennessean            | Nashville    | Homestyle                    |
| Best Special Section          | Daily 3      | Third Place Award  | Johnson City Press        | Johnson City | Gray Fossil Site             |
| Self-Promotion of a Newspaper | Non-Daily 1  | First Place Award  | Herald And Tribune        | Jonesborough | Stuck on Charlie             |
| Self-Promotion of a Newspaper | Non-Daily 1  | Second Place Award | The Erwin Record          | Erwin        | Sports Section Overtime      |
| Self-Promotion of a Newspaper | Non-Daily 1  | Third Place Award  | The Erwin Record          | Erwin        | Community Journalism         |
| Self-Promotion of a Newspaper | Non-Daily 2  | First Place Award  | Overton County News       | Livingston   | Read - It Does a Mind Good   |
| Self-Promotion of a Newspaper | Non-Daily 2  | Second Place Award | The Gallatin Newspaper    | Gallatin     | Bright Ideas                 |
| Self-Promotion of a Newspaper | Non-Daily 2  | Third Place Award  | The Gallatin Newspaper    | Gallatin     | Quench Your Thirst           |
| Self-Promotion of a Newspaper | Daily 1      | First Place Award  | Shelbyville Times-Gazette | Shelbyville  | Big Event                    |

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| Self-Promotion of a Newspaper | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | 08 Souvenir Edition                   |
| Self-Promotion of a Newspaper | Daily 1     | Third Place Award  | The Daily News               | Memphis      | Year of Truth                         |
| Self-Promotion of a Newspaper | Daily 2     | First Place Award  | The Daily News Journal       | Murfreesboro | Thank You                             |
| Self-Promotion of a Newspaper | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | Experience dnj.com                    |
| Self-Promotion of a Newspaper | Daily 2     | Third Place Award  | The Leaf-Chronicle           | Clarksville  | We are #1                             |
| Self-Promotion of a Newspaper | Daily 3     | First Place Award  | Chattanooga Times Free Press | Chattanooga  | Chattanooga Knows                     |
| Self-Promotion of a Newspaper | Daily 3     | Second Place Award | Chattanooga Times Free Press | Chattanooga  | Volkswagen                            |
| Self-Promotion of a Newspaper | Daily 3     | Third Place Award  | Chattanooga Times Free Press | Chattanooga  | Jobs                                  |
| Best Sales Promotion          | Non-Daily 1 | First Place Award  | The Erwin Record             | Erwin        | We'll Treat Your Boo-Boos             |
| Best Sales Promotion          | Non-Daily 1 | Second Place Award | The Erwin Record             | Erwin        | Carroll's Home Furnishing             |
| Best Sales Promotion          | Non-Daily 1 | Third Place Award  | The Westmoreland Observer    | Westmoreland | Fan of the Week                       |
| Best Sales Promotion          | Non-Daily 2 | First Place Award  | Carthage Courier             | Carthage     | South Carthage Sav-Way                |
| Best Sales Promotion          | Non-Daily 2 | Second Place Award | Overton County News          | Livingston   | Union Bank                            |
| Best Sales Promotion          | Non-Daily 2 | Third Place Award  | The Courier                  | Savannah     | Horse Creek Wildlife Sanctuary        |
| Best Sales Promotion          | Daily 1     | First Place Award  | The Lebanon Democrat         | Lebanon      | Tenn. Hearing                         |
| Best Sales Promotion          | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Quiz an Expert                        |
| Best Sales Promotion          | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Heritage Medical Center               |
| Best Sales Promotion          | Daily 2     | First Place Award  | The Leaf-Chronicle           | Clarksville  | Clarksville Academy                   |
| Best Sales Promotion          | Daily 2     | Second Place Award | Citizen Tribune              | Morristown   | Carpet Care Plus                      |
| Best Sales Promotion          | Daily 3     | First Place Award  | The Tennessean               | Nashville    | Your leather. Your color. Your style. |
| Best Use of Multi-Color Ad    | Non-Daily 1 | First Place Award  | The Portland Progressive     | Portland     | Volunteer State Bank                  |
| Best Use of Multi-Color Ad    | Non-Daily 1 | Second Place Award | The Erwin Record             | Erwin        | Unicoi County Democrats               |
| Best Use of Multi-Color Ad    | Non-Daily 1 | Third Place Award  | Herald And Tribune           | Jonesborough | Joy in Jonesborough                   |
| Best Use of Multi-Color Ad    | Non-Daily 2 | First Place Award  | Pulaski Citizen              | Pulaski      | New Year's Eve                        |
| Best Use of Multi-Color Ad    | Non-Daily 2 | Second Place Award | Robertson County Times       | Springfield  | City of Springfield                   |

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| Best Use of Multi-Color Ad  | Non-Daily 2 | Third Place Award  | The Courier                  | Savannah     | Michael's                |
| Best Use of Multi-Color Ad  | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Elite Physical Therapy   |
| Best Use of Multi-Color Ad  | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Grounds for Celebration  |
| Best Use of Multi-Color Ad  | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | His Truth Is Marching On |
| Best Use of Multi-Color Ad  | Daily 2     | First Place Award  | The Daily News Journal       | Murfreesboro | Tangerine                |
| Best Use of Multi-Color Ad  | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | TOA                      |
| Best Use of Multi-Color Ad  | Daily 2     | Third Place Award  | The Leaf-Chronicle           | Clarksville  | Bill's Package           |
| Best Use of Multi-Color Ad  | Daily 3     | First Place Award  | The Tennessean               | Nashville    | The Surgical Clinic      |
| Best Use of Multi-Color Ad  | Daily 3     | Second Place Award | Chattanooga Times Free Press | Chattanooga  | Comcast                  |
| Best Use of Multi-Color Ad  | Daily 3     | Third Place Award  | Chattanooga Times Free Press | Chattanooga  | Battle of the Brands     |
| Best Use of Single Color Ad | Non-Daily 1 | First Place Award  | The Rogersville Review       | Rogersville  | Burger Bar               |
| Best Use of Single Color Ad | Non-Daily 1 | Second Place Award | The Erwin Record             | Erwin        | Carroll's                |
| Best Use of Single Color Ad | Non-Daily 1 | Third Place Award  | The Erwin Record             | Erwin        | Carroll's                |
| Best Use of Single Color Ad | Non-Daily 2 | First Place Award  | Overton County News          | Livingston   | Union Bank               |
| Best Use of Single Color Ad | Non-Daily 2 | Second Place Award | Robertson County Times       | Springfield  | Ring in the New Year     |
| Best Use of Single Color Ad | Non-Daily 2 | Third Place Award  | The Gallatin Newspaper       | Gallatin     | Upscale Boutique         |
| Best Use of Single Color Ad | Daily 1     | First Place Award  | The Paris Post-Intelligencer | Paris        | First Bank               |
| Best Use of Single Color Ad | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Valentine Carolyn's      |
| Best Use of Single Color Ad | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Holiday Open House       |
| Best Use of Single Color Ad | Daily 2     | First Place Award  | The Daily News Journal       | Murfreesboro | Patti Thigpen            |
| Best Use of Single Color Ad | Daily 2     | Second Place Award | The Leaf-Chronicle           | Clarksville  | Home Show 08             |
| Best Use of Single Color Ad | Daily 2     | Third Place Award  | The Daily News Journal       | Murfreesboro | Stones River Motors      |
| Best Use of Single Color Ad | Daily 3     | First Place Award  | The Tennessean               | Nashville    | Redo                     |
| Best Use of Single Color Ad | Daily 3     | Second Place Award | The Tennessean               | Nashville    | Outpost                  |
| Best Use of Single Color Ad | Daily 3     | Third Place Award  | The Tennessean               | Nashville    | Angel                    |

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|----------------------------|-------------|--------------------|------------------------------|--------------|----------------------------|
| Best Black & White Ad      | Non-Daily 1 | First Place Award  | The Erwin Record             | Erwin        | Soundwaves Studio          |
| Best Black & White Ad      | Non-Daily 1 | Second Place Award | Herald And Tribune           | Jonesborough | Like What You See?         |
| Best Black & White Ad      | Non-Daily 1 | Third Place Award  | The Erwin Record             | Erwin        | Hop on the Bus             |
| Best Black & White Ad      | Non-Daily 2 | First Place Award  | Overton County News          | Livingston   | Dribbling                  |
| Best Black & White Ad      | Non-Daily 2 | Second Place Award | Carthage Courier             | Carthage     | Macon & Trousdale Counties |
| Best Black & White Ad      | Non-Daily 2 | Third Place Award  | Macon County Chronicle       | Lafayette    | Wal-Mart Grand Re-Opening  |
| Best Black & White Ad      | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | jhenderson Studios         |
| Best Black & White Ad      | Daily 1     | Second Place Award | The Paris Post-Intelligencer | Paris        | Henry Co. Therapy          |
| Best Black & White Ad      | Daily 1     | Third Place Award  | The Lebanon Democrat         | Lebanon      | Monell's                   |
| Best Black & White Ad      | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | Pro Hardware               |
| Best Black & White Ad      | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | Doody Calls                |
| Best Black & White Ad      | Daily 2     | Third Place Award  | The Daily News Journal       | Murfreesboro | Select Staffing            |
| Best Black & White Ad      | Daily 3     | First Place Award  | Bristol Herald Courier       | Bristol      | Get In Shape               |
| Best Black & White Ad      | Daily 3     | Second Place Award | Chattanooga Times Free Press | Chattanooga  | If You Liked Uncle Buds    |
| Best Black & White Ad      | Daily 3     | Third Place Award  | The Tennessean               | Nashville    | Sylvan                     |
| Best Feature Page or Pages | Non-Daily 1 | First Place Award  | The Erwin Record             | Erwin        | Relay Thank You            |
| Best Feature Page or Pages | Non-Daily 1 | Second Place Award | The Camden Chronicle         | Camden       | Prom                       |
| Best Feature Page or Pages | Non-Daily 1 | Third Place Award  | The Westmoreland Observer    | Westmoreland | 40th Anniversary           |
| Best Feature Page or Pages | Non-Daily 2 | First Place Award  | Overton County News          | Livingston   | Overton County All-Stars   |
| Best Feature Page or Pages | Non-Daily 2 | Second Place Award | Macon County Chronicle       | Lafayette    | Memorial Days              |
| Best Feature Page or Pages | Non-Daily 2 | Third Place Award  | The Gallatin Newspaper       | Gallatin     | Summer Fun                 |
| Best Feature Page or Pages | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Spring Chicks              |
| Best Feature Page or Pages | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Quiz an Expert             |
| Best Feature Page or Pages | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Basketball                 |
| Best Feature Page or Pages | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | Daycare Graduate           |

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| Best Feature Page or Pages  | Daily 2     | Second Place Award | Citizen Tribune              | Morristown   | I Love My Pet             |
| Best Feature Page or Pages  | Daily 2     | Third Place Award  | Citizen Tribune              | Morristown   | Bristol Maniacs           |
| Best Feature Page or Pages  | Daily 3     | First Place Award  | News Sentinel                | Knoxville    | Jobs Fair                 |
| Best Feature Page or Pages  | Daily 3     | Second Place Award | The Tennessean               | Nashville    | Sharing the Season        |
| Best Feature Page or Pages  | Daily 3     | Third Place Award  | The Tennessean               | Nashville    | Historic Downtown         |
| Best 1/4 Page or Smaller Ad | Non-Daily 1 | First Place Award  | The Portland Progressive     | Portland     | Vic Jenkins Chevrolet     |
| Best 1/4 Page or Smaller Ad | Non-Daily 1 | Second Place Award | The Erwin Record             | Erwin        | Soundwaves                |
| Best 1/4 Page or Smaller Ad | Non-Daily 1 | Third Place Award  | Smithville Review            | Smithville   | Miroir - Miroir           |
| Best 1/4 Page or Smaller Ad | Non-Daily 2 | First Place Award  | Overton County News          | Livingston   | Tangles                   |
| Best 1/4 Page or Smaller Ad | Non-Daily 2 | Second Place Award | The Gallatin Newspaper       | Gallatin     | Quench Your Thirst        |
| Best 1/4 Page or Smaller Ad | Non-Daily 2 | Third Place Award  | Overton County News          | Livingston   | Crickets                  |
| Best 1/4 Page or Smaller Ad | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Give Mom a Break          |
| Best 1/4 Page or Smaller Ad | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | jhenderson Studio         |
| Best 1/4 Page or Smaller Ad | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Designz by You            |
| Best 1/4 Page or Smaller Ad | Daily 2     | First Place Award  | The Leaf-Chronicle           | Clarksville  | Sewing Center             |
| Best 1/4 Page or Smaller Ad | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | Bell Jewelers             |
| Best 1/4 Page or Smaller Ad | Daily 2     | Third Place Award  | The Daily News Journal       | Murfreesboro | Lemongrass                |
| Best 1/4 Page or Smaller Ad | Daily 3     | First Place Award  | The Tennessean               | Nashville    | Ibiza Night Club          |
| Best 1/4 Page or Smaller Ad | Daily 3     | Second Place Award | Chattanooga Times Free Press | Chattanooga  | Rone Regency              |
| Best 1/4 Page or Smaller Ad | Daily 3     | Third Place Award  | The Tennessean               | Nashville    | Pandora                   |
| Best Food Store Ad          | Non-Daily 1 | First Place Award  | The Sparta Expositor         | Sparta       | Off the Eat'en Path       |
| Best Food Store Ad          | Non-Daily 1 | Second Place Award | The Erwin Record             | Erwin        | Toby's Rock Creek Cafe    |
| Best Food Store Ad          | Non-Daily 1 | Third Place Award  | The Sparta Expositor         | Sparta       | Save-A-Lot                |
| Best Food Store Ad          | Non-Daily 2 | First Place Award  | Carthage Courier             | Carthage     | Giant Truckload Meat Sale |
| Best Food Store Ad          | Non-Daily 2 | Second Place Award | The Courier                  | Savannah     | Food Giant                |

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|--------------------|-------------|--------------------|------------------------------|--------------|-------------------------|
| Best Food Store Ad | Non-Daily 2 | Third Place Award  | The Courier                  | Savannah     | Food Land               |
| Best Food Store Ad | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Heritage Medical Center |
| Best Food Store Ad | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Julia's Homestyle       |
| Best Food Store Ad | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | H&H Piggly Wiggly       |
| Best Food Store Ad | Daily 2     | First Place Award  | The Leaf-Chronicle           | Clarksville  | Blackhorse Pub          |
| Best Food Store Ad | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | Fuel Your Hunger        |
| Best Food Store Ad | Daily 2     | Third Place Award  | The Daily News Journal       | Murfreesboro | Save-A-Lot              |
| Best Food Store Ad | Daily 3     | First Place Award  | Bristol Herald Courier       | Bristol      | Food Country USA        |
| Best Food Store Ad | Daily 3     | Second Place Award | The Tennessean               | Nashville    | Jonny's Sports Bar      |
| Best Food Store Ad | Daily 3     | Third Place Award  | The Tennessean               | Nashville    | mAmbu                   |
| Best Automotive Ad | Non-Daily 1 | First Place Award  | The Portland Progressive     | Portland     | Big Deals               |
| Best Automotive Ad | Non-Daily 1 | Second Place Award | The Portland Progressive     | Portland     | Ben Franklin            |
| Best Automotive Ad | Non-Daily 1 | Third Place Award  | The Portland Progressive     | Portland     | Free Gas Specials       |
| Best Automotive Ad | Non-Daily 2 | First Place Award  | The Gallatin Newspaper       | Gallatin     | Miracle Ford            |
| Best Automotive Ad | Non-Daily 2 | Second Place Award | The Gallatin Newspaper       | Gallatin     | 2001 Porsche Carrera    |
| Best Automotive Ad | Non-Daily 2 | Third Place Award  | Robertson County Times       | Springfield  | Cunningham Springfield  |
| Best Automotive Ad | Daily 1     | First Place Award  | The Lebanon Democrat         | Lebanon      | Burchett \$49           |
| Best Automotive Ad | Daily 1     | Second Place Award | The Lebanon Democrat         | Lebanon      | Burchett Last Chance    |
| Best Automotive Ad | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Pirtle & Howerton       |
| Best Automotive Ad | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | Scared Stiff            |
| Best Automotive Ad | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | A Buyer's Market        |
| Best Automotive Ad | Daily 2     | Third Place Award  | The Daily News Journal       | Murfreesboro | Neil Sandler            |
| Best Automotive Ad | Daily 3     | First Place Award  | The Tennessean               | Nashville    | Nissan                  |
| Best Automotive Ad | Daily 3     | Second Place Award | Chattanooga Times Free Press | Chattanooga  | Jeep Chrysler           |
| Best Automotive Ad | Daily 3     | Third Place Award  | Bristol Herald Courier       | Bristol      | Can't Be Beat           |

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| Best Real Estate Ad         | Non-Daily 1 | First Place Award  | The Westmoreland Observer | Westmoreland | JT Shrum Auction           |
| Best Real Estate Ad         | Non-Daily 1 | Second Place Award | The Sparta Expositor      | Sparta       | Stop Wasting - Century 21  |
| Best Real Estate Ad         | Non-Daily 1 | Third Place Award  | The Sparta Expositor      | Sparta       | Perfect Match - Century 21 |
| Best Real Estate Ad         | Non-Daily 2 | First Place Award  | Crossville Chronicle      | Crossville   | Homes of Distinction       |
| Best Real Estate Ad         | Non-Daily 2 | Second Place Award | Carthage Courier          | Carthage     | Cumberland Valley          |
| Best Real Estate Ad         | Non-Daily 2 | Third Place Award  | Macon County Chronicle    | Lafayette    | J.T. Shrum                 |
| Best Real Estate Ad         | Daily 1     | First Place Award  | Shelbyville Times-Gazette | Shelbyville  | Union Station              |
| Best Real Estate Ad         | Daily 1     | Second Place Award | Shelbyville Times-Gazette | Shelbyville  | Bob Parks Realty           |
| Best Real Estate Ad         | Daily 1     | Third Place Award  | The Lebanon Democrat      | Lebanon      | West Main Realty           |
| Best Real Estate Ad         | Daily 2     | First Place Award  | The Leaf-Chronicle        | Clarksville  | Exit Realty                |
| Best Real Estate Ad         | Daily 2     | Second Place Award | The Daily News Journal    | Murfreesboro | Valley View                |
| Best Real Estate Ad         | Daily 2     | Third Place Award  | The Daily News Journal    | Murfreesboro | Keller Williams            |
| Best Real Estate Ad         | Daily 3     | First Place Award  | The Tennessean            | Nashville    | Chelsea Place              |
| Best Real Estate Ad         | Daily 3     | Second Place Award | The Tennessean            | Nashville    | The Villages               |
| Best Real Estate Ad         | Daily 3     | Third Place Award  | The Tennessean            | Nashville    | The Jones Company          |
| Best Furniture/Appliance Ad | Non-Daily 1 | First Place Award  | The Erwin Record          | Erwin        | Carroll's                  |
| Best Furniture/Appliance Ad | Non-Daily 1 | Second Place Award | The Rogersville Review    | Rogersville  | Hawkins Co. Gas Utility    |
| Best Furniture/Appliance Ad | Non-Daily 1 | Third Place Award  | The Sparta Expositor      | Sparta       | Morgan Furniture           |
| Best Furniture/Appliance Ad | Non-Daily 2 | First Place Award  | The Leader                | Covington    | Thornton's                 |
| Best Furniture/Appliance Ad | Non-Daily 2 | Second Place Award | The Courier               | Savannah     | Burt's                     |
| Best Furniture/Appliance Ad | Non-Daily 2 | Third Place Award  | The Gallatin Newspaper    | Gallatin     | Gibson                     |
| Best Furniture/Appliance Ad | Daily 1     | First Place Award  | Shelbyville Times-Gazette | Shelbyville  | Nick of Time               |
| Best Furniture/Appliance Ad | Daily 1     | Second Place Award | The Lebanon Democrat      | Lebanon      | Ashley Furniture           |
| Best Furniture/Appliance Ad | Daily 1     | Third Place Award  | Shelbyville Times-Gazette | Shelbyville  | New Year's Celebration     |
| Best Furniture/Appliance Ad | Daily 2     | First Place Award  | The Leaf-Chronicle        | Clarksville  | Riner Furniture            |

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| Best Furniture/Appliance Ad | Daily 2     | Second Place Award | The Leaf-Chronicle           | Clarksville  | Direct Furniture               |
| Best Furniture/Appliance Ad | Daily 3     | First Place Award  | Chattanooga Times Free Press | Chattanooga  | General Appliance              |
| Best Furniture/Appliance Ad | Daily 3     | Second Place Award | Chattanooga Times Free Press | Chattanooga  | Leather One                    |
| Best Furniture/Appliance Ad | Daily 3     | Third Place Award  | Chattanooga Times Free Press | Chattanooga  | Leather One                    |
| Subscription Promotion Idea | Non-Daily 1 | First Place Award  | Herald And Tribune           | Jonesborough | No Bones About It              |
| Subscription Promotion Idea | Non-Daily 1 | Second Place Award | The Rogersville Review       | Rogersville  | Don't Let High Prices Trap You |
| Subscription Promotion Idea | Non-Daily 1 | Third Place Award  | The Middle Tennessee Times   | Smithville   | Senior Citizen Discounts       |
| Subscription Promotion Idea | Non-Daily 2 | First Place Award  | Macon County Chronicle       | Lafayette    | Hmmmm. Now dat's da news.      |
| Subscription Promotion Idea | Non-Daily 2 | Second Place Award | The Giles Free Press         | Pulaski      | It's All in the Details        |
| Subscription Promotion Idea | Non-Daily 2 | Third Place Award  | LaFollette Press             | LaFollette   | Fruit Cakes                    |
| Subscription Promotion Idea | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | This Christmas                 |
| Subscription Promotion Idea | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Umbrella                       |
| Subscription Promotion Idea | Daily 1     | Third Place Award  | The Lebanon Democrat         | Lebanon      | One Gift                       |
| Subscription Promotion Idea | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | Lift with Care                 |
| Best Carrier Contest Idea   | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | Got Gas?                       |
| Best Rack Card              | Non-Daily 1 | First Place Award  | The Erwin Record             | Erwin        | erwinpix.com                   |
| Best Rack Card              | Non-Daily 1 | Second Place Award | Herald And Tribune           | Jonesborough | Wanted                         |
| Best Rack Card              | Non-Daily 1 | Third Place Award  | The Erwin Record             | Erwin        | 80 Years                       |
| Best Rack Card              | Non-Daily 2 | First Place Award  | The Gallatin Newspaper       | Gallatin     | Message for Mom                |
| Best Rack Card              | Non-Daily 2 | Second Place Award | The Gallatin Newspaper       | Gallatin     | Graduation                     |
| Best Rack Card              | Non-Daily 2 | Third Place Award  | Macon County Chronicle       | Lafayette    | Citizens Bank                  |
| Best Rack Card              | Daily 1     | First Place Award  | The Lebanon Democrat         | Lebanon      | The Lebanon Democrat           |
| Best Rack Card              | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Football Edition               |
| Best Rack Card              | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Vietnam Veterans               |
| Best Rack Card              | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | Bigger. Better. Free.          |

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TPA 2009 Ideas Contest Winners

| <u>Category</u>            | <u>Code</u> | <u>Place</u>       | <u>Newspaper</u>             | <u>City</u>   | <u>Caption</u>                      |
|----------------------------|-------------|--------------------|------------------------------|---------------|-------------------------------------|
| Best Rack Card             | Daily 2     | Second Place Award | Citizen Tribune              | Morristown    | Lift with Care                      |
| Best Rack Card             | Daily 3     | First Place Award  | News Sentinel                | Knoxville     | Where?                              |
| Best Rack Card             | Daily 3     | Second Place Award | Bristol Herald Courier       | Bristol       | Cutest Kids                         |
| Best Rack Card             | Daily 3     | Third Place Award  | News Sentinel                | Knoxville     | knoxville.com                       |
| Best Single Copy Promotion | Non-Daily 1 | First Place Award  | The Tomahawk                 | Mountain City | Precious Pets                       |
| Best Single Copy Promotion | Non-Daily 2 | First Place Award  | The Courier                  | Savannah      | Salute Working Women                |
| Best Single Copy Promotion | Non-Daily 2 | Second Place Award | The Courier                  | Savannah      | Salute Working Women                |
| Best Single Copy Promotion | Non-Daily 2 | Third Place Award  | Carthage Courier             | Carthage      | We Know                             |
| Best Single Copy Promotion | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville   | 2008 Walking Horse Souvenir Edition |
| Best Single Copy Promotion | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville   | Christmas Dream Getaway             |
| Best Single Copy Promotion | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville   | Spooktacular                        |
| Best Single Copy Promotion | Daily 3     | First Place Award  | The Tennessean               | Nashville     | 99¢ Tennessean                      |
| Best Single Copy Promotion | Daily 3     | Second Place Award | Chattanooga Times Free Press | Chattanooga   | Read 'N Win Giveaway                |
| Best N.I.E. Promotion      | Non-Daily 1 | First Place Award  | The Sparta Expositor         | Sparta        | Cassville Elementary                |
| Best N.I.E. Promotion      | Non-Daily 1 | Second Place Award | The Sparta Expositor         | Sparta        | Northfield                          |
| Best N.I.E. Promotion      | Non-Daily 1 | Third Place Award  | The Sparta Expositor         | Sparta        | White Co. Middle                    |
| Best N.I.E. Promotion      | Non-Daily 2 | First Place Award  | Crossville Chronicle         | Crossville    | Newspapers in Education             |
| Best N.I.E. Promotion      | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville   | A as in Appreciation                |
| Best N.I.E. Promotion      | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville   | Circle of Friends                   |
| Best N.I.E. Promotion      | Daily 1     | Third Place Award  | Shelbyville Times-Gazette    | Shelbyville   | 2008 Barnyard                       |
| Best N.I.E. Promotion      | Daily 2     | First Place Award  | The Daily News Journal       | Murfreesboro  | Baby Calendar                       |
| Best N.I.E. Promotion      | Daily 2     | Second Place Award | Cleveland Daily Banner       | Cleveland     | NIE                                 |
| Best N.I.E. Promotion      | Daily 2     | Third Place Award  | Citizen Tribune              | Morristown    | Partnership for Future              |
| Best N.I.E. Promotion      | Daily 3     | First Place Award  | Kingsport Times-News         | Kingsport     | Summer Reading Series               |
| Best Carrier Recruitment   | Daily 2     | First Place Award  | Citizen Tribune              | Morristown    | ATTENTION                           |

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|---------------------------------|-------------|--------------------|------------------------------|--------------|------------------------------------|
| Best Carrier Recruitment        | Daily 3     | First Place Award  | Kingsport Times-News         | Kingsport    | Here's Your Wake Up Call           |
| Best Overall Web Site           | Non-Daily 1 | First Place Award  | The Sparta Expositor         | Sparta       | www.myspartanews.com               |
| Best Overall Web Site           | Non-Daily 1 | Second Place Award | The Erwin Record             | Erwin        | www.erwinrecord.net                |
| Best Overall Web Site           | Non-Daily 1 | Third Place Award  | The Hartsville Vidette       | Hartsville   | www.hartsvillevidette.com          |
| Best Overall Web Site           | Non-Daily 2 | First Place Award  | The Gallatin Newspaper       | Gallatin     | www.thegallatinnews.com            |
| Best Overall Web Site           | Non-Daily 2 | Second Place Award | Crossville Chronicle         | Crossville   | www.crossville-chronicle.com       |
| Best Overall Web Site           | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | www.t-g.com                        |
| Best Overall Web Site           | Daily 1     | Second Place Award | The Paris Post-Intelligencer | Paris        | www.parispi.net                    |
| Best Overall Web Site           | Daily 1     | Third Place Award  | The Lebanon Democrat         | Lebanon      | www.lebanondemocrat.com            |
| Best Overall Web Site           | Daily 2     | First Place Award  | The Leaf-Chronicle           | Clarksville  | www.theleafchronicle.com           |
| Best Overall Web Site           | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | www.dnj.com                        |
| Best Overall Web Site           | Daily 3     | First Place Award  | News Sentinel                | Knoxville    | www.knoxville.com                  |
| Best Overall Web Site           | Daily 3     | Second Place Award | News Sentinel                | Knoxville    | www.govolsxtra.com                 |
| Best Overall Web Site           | Daily 3     | Third Place Award  | News Sentinel                | Knoxville    | www.prepxtra.com                   |
| Best Internet Banner or Tile Ad | Non-Daily 1 | First Place Award  | The Sparta Expositor         | Sparta       | Color Concepts                     |
| Best Internet Banner or Tile Ad | Non-Daily 1 | Second Place Award | The Sparta Expositor         | Sparta       | Mid-State Garage Doors             |
| Best Internet Banner or Tile Ad | Non-Daily 1 | Third Place Award  | The Sparta Expositor         | Sparta       | Crossville Tile Outlet             |
| Best Internet Banner or Tile Ad | Non-Daily 2 | First Place Award  | News-Herald                  | Lenoir City  | Rick Terry Jewelry                 |
| Best Internet Banner or Tile Ad | Non-Daily 2 | Second Place Award | News-Herald                  | Lenoir City  | Century 21                         |
| Best Internet Banner or Tile Ad | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | Designz by You                     |
| Best Internet Banner or Tile Ad | Daily 1     | Second Place Award | Shelbyville Times-Gazette    | Shelbyville  | Lowery Jewelers                    |
| Best Internet Banner or Tile Ad | Daily 1     | Third Place Award  | The Lebanon Democrat         | Lebanon      | Lebanon Golf & Country Club, Ad #1 |
| Best Internet Banner or Tile Ad | Daily 2     | First Place Award  | The Daily News Journal       | Murfreesboro | Doody Calls                        |
| Best Internet Banner or Tile Ad | Daily 2     | Second Place Award | The Daily News Journal       | Murfreesboro | Kentucky Distillers Association    |
| Best Internet Banner or Tile Ad | Daily 2     | Third Place Award  | The Daily News Journal       | Murfreesboro | Joi Sherrill                       |

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|---------------------------------|-------------|--------------------|----------------------------|---------------|------------------------------|
| Best Internet Banner or Tile Ad | Daily 3     | First Place Award  | The Tennessean             | Nashville     | Mesker Park Zoo              |
| Best Internet Banner or Tile Ad | Daily 3     | Second Place Award | The Tennessean             | Nashville     | FIT Gym                      |
| Best Internet Banner or Tile Ad | Daily 3     | Third Place Award  | The Tennessean             | Nashville     | Nashville Children's Theatre |
| N.I.E. Sponsorship Recruitment  | Non-Daily 1 | First Place Award  | The Rogersville Review     | Rogersville   | Thank You!                   |
| N.I.E. Sponsorship Recruitment  | Daily 2     | First Place Award  | Citizen Tribune            | Morristown    | Thanks, Justin's             |
| N.I.E. Sponsorship Recruitment  | Daily 3     | First Place Award  | The Tennessean             | Nashville     | The River Inside             |
| Best Dealer/Vendor Promotion    | Non-Daily 1 | First Place Award  | The Sparta Expositor       | Sparta        | Tennis Tournament            |
| Best Dealer/Vendor Promotion    | Daily 3     | First Place Award  | The Tennessean             | Nashville     | 99¢ Sunday Tennessean        |
| Best Bulk Promotion             | Daily 2     | First Place Award  | Citizen Tribune            | Morristown    | Go Trojans                   |
| Best Reader Contest             | Non-Daily 1 | First Place Award  | Lewis County Herald        | Hohenwald     | Reader's Choice              |
| Best Reader Contest             | Non-Daily 1 | Second Place Award | The Westmoreland Observer  | Westmoreland  | Halloween                    |
| Best Reader Contest             | Non-Daily 1 | Third Place Award  | The Tomahawk               | Mountain City | Precious Pets                |
| Best Reader Contest             | Non-Daily 2 | First Place Award  | Crossville Chronicle       | Crossville    | President Bios               |
| Best Reader Contest             | Non-Daily 2 | Second Place Award | Macon County Chronicle     | Lafayette     | Who's Who                    |
| Best Reader Contest             | Non-Daily 2 | Third Place Award  | Macon County Chronicle     | Lafayette     | Pick the Winner              |
| Best Reader Contest             | Daily 1     | First Place Award  | Shelbyville Times-Gazette  | Shelbyville   | Get Pumped                   |
| Best Reader Contest             | Daily 1     | Second Place Award | The Lebanon Democrat       | Lebanon       | Football Word Search         |
| Best Reader Contest             | Daily 1     | Third Place Award  | The Lebanon Democrat       | Lebanon       | Spotted                      |
| Best Reader Contest             | Daily 2     | First Place Award  | The Leaf-Chronicle         | Clarksville   | Photo Contest/Calendar       |
| Best Reader Contest             | Daily 3     | First Place Award  | The Tennessean             | Nashville     | Super Square Off             |
| Best Classified Section         | Non-Daily 1 | First Place Award  | The Middle Tennessee Times | Smithville    |                              |
| Best Classified Section         | Non-Daily 2 | First Place Award  | Carthage Courier           | Carthage      |                              |
| Best Classified Section         | Non-Daily 2 | Second Place Award | Overton County News        | Livingston    |                              |
| Best Classified Section         | Non-Daily 2 | Third Place Award  | Macon County Chronicle     | Lafayette     |                              |
| Best Classified Section         | Daily 1     | First Place Award  | The Daily News             | Memphis       |                              |

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|---------------------------------|-------------|--------------------|------------------------------|--------------|----------------|
| Best Classified Section         | Daily 2     | First Place Award  | The Daily News Journal       | Murfreesboro |                |
| Best Classified Section         | Daily 2     | Second Place Award | The Leaf-Chronicle           | Clarksville  |                |
| Best Classified Section         | Daily 3     | First Place Award  | Chattanooga Times Free Press | Chattanooga  |                |
| Subscriber Retention Program    | Non-Daily 1 | First Place Award  | Herald And Tribune           | Jonesborough | Don't Forget   |
| Subscriber Retention Program    | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | 1/2 Off        |
| Subscriber Retention Program    | Daily 3     | First Place Award  | Johnson City Press           | Johnson City | Two Weeks Free |
| Internet Subscription Promotion | Daily 1     | First Place Award  | Shelbyville Times-Gazette    | Shelbyville  | t-g.com        |
| Internet Subscription Promotion | Daily 2     | First Place Award  | Citizen Tribune              | Morristown   | Thank You!     |

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