

TEXAS DAILY NEWSPAPER ASSOCIATION



FOR IMMEDIATE RELEASE  
March 22, 2009

CONTACT: Ken Whalen  
Executive Vice President

**Patrick Birmingham Honored by Texas Daily Newspaper Association**

**Austin-** Corpus Christi Caller-Times Publisher Patrick Birmingham was named the 2008 Pat Taggart Award winner, one of the most prestigious honors among Texas newspapers.

Birmingham was given the award because he best represents the ideals of community service and journalistic excellence as exemplified by the late Fentress Newspapers publisher Pat Taggart. The award was established in 1977 to honor Taggart, who became known for vigorous leadership and unselfish dedication to his profession, state and community during a 50-year newspaper career.

In giving the award, 2008 TDNA President Gary Borders said Birmingham has been a leader among Texas newspaper publishers. "I've gotten to know Patrick through our service on the TDNA board and have always been impressed by his quick grasp of facts and ideas and willingness to roll up his sleeves and work at whatever problem we are facing," Borders said. "Patrick is a credit to Scripps and the Texas newspaper industry."

The plaque awarded to Birmingham is inscribed as follows:

Since 1981 when he began in the newspaper business, Patrick has dedicated his professional career to advancing his industry and his community. He started in the advertising department of the Kansas City Star and by 1989 was Vice President of Advertising for Gannett Rochester Publishers in Rochester New York. He began with E.W. Scripps Co. in 1989, serving as Executive Vice President and General Manager of the Ventura County Star in California, before being named Scripps publisher at the Corpus Christi Caller-Times in 2004. He has kept the Caller-Times competitive through challenging times and his integrity shines through in every edition of the newspaper. He has also become an integral part of the Corpus Christi community through service on boards involving health care, Hispanic issues, and arts.

#####

## Mayborn Award Goes to John Roberts of the Victoria Advocate

### **Austin-**

Mrs. Sue Mayborn, Publisher of the Temple Daily Telegram and Killeen Daily Herald, established the Frank W. Mayborn Award for Community Leadership award in 1992 to honor the commendable leadership and service demonstrated by her late husband Frank W. Mayborn

Frank W. Mayborn was first and foremost a newspaperman and a communications executive who pioneered in the radio and television industries. However, he held another pursuit on par with his profession, that of community leadership and service.

The Frank W. Mayborn Award for Community Leadership is established to honor other newspaper men and women who have a firm commitment to community service, and who are devoting the same zeal to that cause as Mayborn did during his long career. One of the areas in which Mayborn was most active was in service to education so it is fitting that the recipient of the Mayborn Award is not only recognized publicly by his peers, but also by a scholarship in his/her honor which will be presented this year to an outstanding senior journalism student at Baylor University.

This year's recipient was John Roberts, who has long been an active part of TDNA as well as his community of Victoria, Texas. John grew up in the newspaper business and under his leadership the Victoria Advocate has been a watchdog for the community and a voice of the people.

A U.S. Air Force veteran, John Roberts has served his community as President the Victoria Rotary Club, the Victoria Economic Development Corp, the Victoria Boys and Girls Club and as chairman of the Victoria Regional Airport Commission and member of Victoria Performing Arts Center Board. Recently, John and sister Kay McHaney donated \$125,000 to their local University as they spearheaded efforts to create a four year institution there.

#####

## Copy Editor Honored!

### **Austin-**

*Houston Chronicle* copy editor Stephanie Milner received the John Murphy Award for Excellence in Copy Editing last Monday. Ms. Milner received a plaque and \$1,000. Award from Texas Daily Newspaper Association.

The award is given in honor of John Murphy, former Executive Vice-president of the organization and a former copy editor at the Galveston News and later The Houston Post. Intended to reward those copy editors who seldom, if ever, received any recognition for correcting what those in “his trade” considered sloppy copy.

Ernie Williamson of the Houston Chronicle wrote in his nomination about the 2008 Murphy Award recipient—“in these times it’s often easy to forget why copy editors are here. But we shouldn’t. They make words matter. And nobody does that better than Stephanie Milner.”

TDNA judges agreed, saying “Stephanie Milner knows how to make her words sing and her readers smile” and recommended her for this award based on the sustained high quality of her work.

No stranger to awards, Ms. Milner won recognition during her studies at the University of Missouri-Columbia, where she graduated *magna cum laude* with her Bachelors degree in Journalism, minoring in Spanish and Creative Writing.

#####

## Barry Horn Honored by Texas Daily Newspaper Association

### **Austin-**

Barry Horn, *Dallas Morning News* was honored during the TDNA Annual Meeting Monday, where he received the 2008 The Fred Hartman Excellence in Sportswriting Award. Mr. Horn received a plaque and \$1,000.00 award check from Hartman Newspapers, LP. Horn was selected from numerous entrants and has won this award three other times in past years.

About him the judge said: “Barry Horn’s stories are varied in nature while still displaying high caliber writing and interest.

The “Frank Clarke” story is the longest of his entries, but deservedly so, as he give us the story of a Cowboys star-turned-nanny, with quotes from names like Gil Brandt and Verne Lundquist to add to the family sources he used. The “Sean Avery” story was filled with foreshadowing, with Avery in the news recently. “Six-man football” turns the passion of small town Texas into words and makes you want to go see games in Hico and Quitaque. And the “clincher” was the story, “Kid Stuff”, which is an eye opener for all sports fans, but especially those with middle school children. Great and diverse examples of exemplary writing!”

**The Fred Hartman Excellence in Sportswriting Award** was established by his family after he died in 1991. Fred Hartman began his newspaper career as a sportswriter, and eventually became editor and publisher of the Baytown Sun, working for Carmage Walls and Southern Newspapers. Thanks to doors opened by Mr. Walls, he also became a newspaper owner later in his career. But through all those years, he never stopped being a sportswriter.

From the time he was a youngster in Marlin, Texas, Fred Hartman had a passion for sports. He was introduced to the work of legendary sportswriters Grantland Rice and Damon Runyon, and marveled at how they made an athletic event come to life.

Hartman earned bachelor and masters degrees from Baylor University, and was editor of the school's newspaper, The Lariat. After college, while working at the Goose Creek Sun – which later became the Baytown Sun – he saw how school sports and a newspaper could bring a community together.

He founded the Houston Chapter of the Baseball Writers Association of America, and was a mainstay in the old Astrodome press box.

Fred Hartman also served as TDNA president in 1965 and received the Pat Taggart Award for Texas Newspaper Leader of the Year in 1978. Fred Hartman was someone who had ink in his veins, and he loved everything about the newspaper business, especially the sports page.

#####

### **Newspaper Bright Idea Honored by Texas Daily Newspaper Association**

**Austin**-Four Texas daily newspapers were honored on Monday for their innovative and fresh self promotion campaigns.

Each year, TDNA awards the “Bright Ideas” title in four circulation categories; “Under 10,000” “10,000 to 35,000” “35,000 to 100,000” and “Over 100,000”

The 2008 Bright Idea winners are:

#### **Over 100,000 circulation category:**

Austin American Statesman - "Lady Bird's Legacy"

An ongoing campaign designed to raise funds and public awareness for the wildflower roadway program which had recently suffered huge funding cuts, the Statesman created curriculum for, and gave away seeds to students while sponsoring numerous public events. This is a fabulous example of public service “returning” promotion value to its creators.

#### **35,000 to 100,000 circulation category:**

Waco Tribune-Herald - "access waco"

Complete with its own website, the “access waco” campaign was created to keep up with demand for more local entertainment and events coverage. From teaser campaign, mystery band ads to launch, this creative offering was trendy and hip—appealing to the readers of tomorrow!

#### **10,000 to 35,000 circulation category:**

The Facts (Brazosport) - "Combating the Yellow Pages"

Head to head combat with the yellow pages as an out of date source for advertising dollars, emphasizing the value and reach of newspaper advertisement is sure to increase revenue after this clever campaign.

#### **Under 10,000 circulation category:**

Seguin Gazette-Enterprise - "Look Who Reads the Seguin Gazette-Enterprise"

By reminding readers that “real, named” people in the community are subscribers to the paper, the Gazette-Enterprise strengthens community ties while promoting their value.

#####

### **New—Editorial Achievement Award Given**

#### **Austin-**

New for 2008, is the TDNA Editorial Achievement Award, created for the express purpose of recognizing courage and commitment to the newsroom and leadership in the community, in advocating and pursuing openness and accessibility to government.

Chris Cobler of the *Victoria Advocate*, the recipient of the award was honored for a series on law enforcement in Victoria County that gave the public vital insight into the workings of its government.

Some comments from his peers:

- Chris always strived to make a mark in the newspaper industry, always pushing his staff to create compelling projects that would make a difference in the community
- Chris Cobler is in essence a journalist who looks for the most compelling angles and stories leading his newsroom in a constant quest for excellence
- Chris leads by example, edits for the reader, and coach’s writers to uncover their hidden talents. He is the kind of newsroom leader who always keeps the focus on what is most important—the needs of the readers, and finally
- In his short time here, he’s transformed the newsroom from a staid, meek bunch to one that pursues breaking news and watchdog journalism aggressively and without equal.

And truly, Chris is no stranger to awards having previously received :

Robert McGruder Award for Diversity Leadership, 2003, APME-ASNE and Freedom Forum  
International Perspective Award, 2002 and 2006, APME  
Carmage Walls Commentary Award, second place, 2008  
Community leadership, first place, Inland Press  
Best front page, 2008, Inland Press and SNPA  
Best use of multimedia, 2008, SNPA  
Best Community Newspaper, 1999, 2003 and 2005, NNA  
Best Online Newspaper, 2008, Texas APME  
Best Public Service, 2008, Texas APME and Texas Press Association  
Digital Edge Award finalist, 2007, NAA  
Editorial writing, first place, 2001 and 2005, NNA  
Public Service Reporting Award, 2003, NAHJ  
Community Leadership Award, 2002-2004, Inland Press  
Lifestyle Journalism Excellence Award, 2003 and 2005, University of Missouri

#####

**TDNA President Honored**

**Austin-**

2008 TDNA president, Mr. Gary Borders was honored Monday for his contributions to the organization.

A community newspaperman at heart, Gary has had a steady climb from weekly newspaper reporter and editor to publisher of one of East Texas' leading dailies in his 30-plus years in the business. Borders has also been deeply involved in TDNA's legislative efforts, serving on the LAC and testifying in front of committees.

#####

TDNA, a member service organization representing Texas' largest newspapers, was founded in 1921. The 88<sup>th</sup> TDNA Annual meeting runs through March 24.