

# “The foundation of a newspaper is the creativity of its people”

## 2007-08 SCAMA Idea Book Entry

Name of Newspaper: Knoxville News Sentinel

Contact Person: Louise Watkins Title: Classified Account Executive

Contact Phone: 865-342-6515 E-Mail: WATKINSL@KNEWS.COM

Daily Circulation: 94,731

Sunday Circulation: 121,798

- Employment
- Automotive
- Real Estate
- Pets
- General Merchandise

- Private Party
- Business Services
- Obituaries
- Religion

- Legal
- Online
- In House training

Idea Name: Graduated Affidavit Charges

Explanation of Idea: Charge standard affidavit fee of \$7.50 each on current ads. For ads over 60 days old, charge \$25.00 each for affidavits. For ads over 1 year old, charge an affidavit fee of \$50.00 each.

Implementation of Idea: Submitted request to manager who in turn submitted to advertising director. Received approval to charge higher fee on older affidavits.

Results: Customers in need of affidavits have not had a problem paying the higher charges for affidavits on older ads. Have not had any complaints.