

# Oklahoma Publisher

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## LOCAL PAPERS STILL STRONG



Despite reports to the contrary,  
Oklahoma newspapers are holding  
on — and some are even  
showing signs of growth  
in this tough economy.

By KEITH BURGIN,  
OPA Editorial Assistant

It seems everywhere you turn you can find another mainstream media outlet claiming that the newspaper industry is either drowning in a sea of red ink or, at the very least, flailing about and grasping for a life preserver. While this sort of story makes for exciting TV, the generalizing nature of it is misleading at best, ignorant at worst.

Stories lead with warnings of an impending train wreck; some carry portents of a void in an information stream vital to the health of a nation; others hail the death of old technology with a hearty “good riddance.”

While statistics in revenue, circulation and employment are readily available to anyone with an Internet connection and seem to support these dire predictions, they don’t show the entire picture. The statistics apply to an exclusive club, and most Oklahoma newspapers are not members. The most quoted source

seems to be from the PEW Research Center’s Project for Excellence in Journalism in Washington, D.C., which reported that its 2008 survey showed a marked decrease in newspaper readership and a modest increase in readers who sourced their news online, either from a newspaper’s Website or an aggregate such as Google News or Yahoo.

Television, radio, Internet and some newspapers ran with the story, splashing spectacular headlines that declared which newspapers would die in 2009 without reporting which newspapers PEW surveyed for their figures. It gave the impression that all newspapers were about to fall face-first into their oatmeal.

However, the PEW survey focused on major metro dailies, such as The New York Times and Boston Globe, as well as their Sunday editions. The survey ignored local community newspapers entirely. Had they looked at those, their outlook might not have been as bleak.

While a struggling economy

and a certain amount of migration to online information sources and 24-hour cable news channels have certainly made things a bit tougher, Oklahoma Press Association members do not show near the circulation decline that the aforementioned metro dailies have seen. In fact, a number of OPA members have shown an increase in circulation and revenue even in these tight times.

David Sasser, publisher of The Perkins Journal, said he thinks the negative publicity has made the small community newspaper even more viable.

“We’ve increased readership by focusing on local news coverage — the news a reader is not going to get on TV, radio or the Internet,” he said. “Stuff like little league sports, school news, county commission proceedings, church news, senior citizen happenings, births, anniversaries, obits, etc.”

Publishers of other successful community papers seem to share this perspective.

“Give the people what they

want instead of what you think they need,” said Leland Gourley, publisher of Oklahoma City Friday. “The customer is the boss.

“We’ve been criticized in the past for printing too much society and country club news, but we’re an upscale newspaper with an upscale circulation demographic. That’s our neighborhood... we give them what they want.”

Gourley said OKC Friday’s circulation and revenue rose 10 percent last year, primarily due to that philosophy.

“We hit on national and international issues in our editorials, but we don’t use those stories in our news columns unless they directly affect our citizens.”

In addition to focusing on news content, branching out into unserved or underserved markets helped The Bigheart Times last year. Publisher Louise Red Corn said she’s willing to go to some length to get a story if it’s important to her readers.

“I strive to give people news that interests them and that they cannot get anywhere else,” she said, “whether that means writing in-depth profiles of people, delving into court cases, covering political issues not covered by any other media or slogging out into a wet pasture to cover cowboys sorting calves.”

Red Corn recently created a Website for The Bigheart Times

to fill a somewhat grimmer, but just as pressing, need.

“One complaint about weeklies is that someone’s mother can die on a Wednesday and be buried before her obituary gets in the newspaper. My solution for that problem was to start the Website as a vehicle to get the word out about deaths,” Red Corn said.

Obituaries that come out promptly make a lot of people very happy because it serves their needs at a crucial time in their lives, she said.

Gourley at OKC Friday also added a Website to their product package. Although he said there has been no real economic improvement directly attributable to the Website, Gourley jokes that his son in Washington, D.C., gets to read his editorial online before the paper copy reaches him in the mail.

Publisher Willis Choate credits the success of The Marietta Monitor to his “very creative staff.”

“We’re willing to embrace new ideas,” said Choate. “Many of them have worked out very well for us. But we’re a local newspaper, and we’ve never tried to be anything else.

“We concentrate on the issues that are important to our readership.”

Gloria Trotter, co-publisher of

Continued on Page 3



# Crystal Clear



BY OPA PRESIDENT STEVE BOOHER,  
*Publisher of the Cherokee Messenger & Republican*

Mickey Mantle, Vince Lombardi, Bob Cousy... Wayne and Gloria Trotter! Hall of Famers, all.

Yep, Wayne and Gloria Trotter... the Trotters from Tecumseh. Finally, some Hall of Famers I can rub elbows with.

Wayne and Gloria were just two of nine inductees into the Oklahoma Journalism Hall of Fame on April 3 at the University of Central Oklahoma. Others recognized with Wayne and Gloria were Sharon K. Dowell, the longest serving food editor in The Oklahoman's history; Lewis Ferguson, Ponca City native and long-time AP bureau chief for Kansas; Sue Brewster Hinton, Oklahoma City Community College journalism instructor; Debbie Jackson, Tulsa World Sunday editor; Russell M. Perry, founder of the Black Chronicle and co-publisher of the historic Black Dispatch; Dick Pryor, Emmy-award-winning journalist and anchor of OETA's "Oklahoma News Report;" Ray Soldan, Oklahoma high school sports historian and member of two other Halls of Fame; and Wayne and Gloria Trotter, who are co-publishers of the Tecumseh Countywide News and The Shawnee Sun, who combined the two into The Countywide & Sun in 2008.

Unlike the Hall of Famers listed at the beginning of this column, not all of the most recent class of Journalism Hall of Famers are household names. I'd heard of Lew Ferguson, Sue Hinton, Russell Perry, Dick Pryor, Ray Soldan and the Trotters. But all nine inductees this year have made their mark in the field of journalism and public icons or not, have earned their recognition.

Started in 1971 by Dr. Ray Tassin, first chair of UCO's Journalism Department, the Hall of Fame now has 353 members with the induction of the nine on April 3. Dr. Terry Clark, professor and chair of UCO's Department of Mass Communication, has been in charge of the Hall of Fame since 1990. Our own Mark Thomas has served as master of ceremonies at the induction ceremony for several years. Although Clark and Thomas have their roots in the newspaper industry, the Journalism Hall of Fame recipients have earned their spurs in all forms of media – radio and television, as well as print.

Clark tells me a committee of three to five people sift through the nominations and normally nine people are honored each year. Nominees must have at least 10 years of journalism experience and either be born in Oklahoma and/or have their journalism experience in Oklahoma.

Every induction ceremony is unique because of the variety of inductees, but without a doubt this most recent ceremony is my favorite so far.

One of the highlights for me came when Debbie Jackson emphatically declared newspapers were still relevant and proudly declared, "We're not going anywhere!" Another was when Russell Perry publicly thanked Dick Hefton, Leland Gourley and Don Ferrell for including him (Perry) in Oklahoma Press Association activities. And as a sport fan, I knew to listen closely when Ray Soldan took the podium. Without his knowledge and decades of researching Oklahoma high school athletics, who would know when the local football or basketball phenom accomplished something special.

And then came the Burns and Allen of Oklahoma journalism, Wayne and Gloria. The Trotters brought the house down with their back and forth rendition of a column they published several years ago. It was all about a skunk, bravery and who had it and who didn't. Ask Wayne. No, ask Gloria. No, ask both to get the real story.

UCO President Dr. Roger Webb made an encouraging announcement at the Hall of Fame ceremony. Although short on details, Webb said the Journalism Hall of Fame is due for a new and more prominent location on the university grounds. Additional good news is that Clark will be dedicating more time to the Hall. We're anxious to see the details.

If you would like to nominate someone to the Journalism Hall of Fame, Clark said he usually asks for nominations by Nov. 20 each year, with the inductees selected in early January. However, with Clark spending more time developing the Hall of Fame, those deadlines are subject to change.

I'm already looking forward to next year's inductions.

Now, about that skunk... and Wayne's fortitude in shooing it out of the office...

## Voices of community newspapers

From everyday life to life changing events, Oklahoma newspapers keep readers informed about what's happening in their community. Following are samples of what's appearing in Oklahoma newspapers.

**SHAWNEE CITY** commissioners have made a statement, at least for now, about preserving the community's image and its perception to its citizens and to outsiders. By putting off indefinitely any consideration of an ordinance to tack on a recovery fee for accidents that local police and fire departments are called to investigate and assist, maybe the city won't drive away those outsiders who come to Shawnee to visit and shop. The commission's action, though positive, is also a bit ambiguous. That's because rather than deny the ordinance and shelve it for good as Commissioner Carl Holt wanted, commissioners instead deferred it indefinitely. That can be interpreted to allow Police Chief Russell Frantz to bring it back to the commissioners at any time he thinks might be feasible, though it's not practical for him to do so anytime soon. ... There may be other potential revenue streams available to assist the city's coffers. But a recovery fee isn't one of them. We think commissioners should be commended for deferring the ordinance indefinitely, and hopefully this concept will not resurface in the future.

Mike McCormick, Editorial,  
The Shawnee News-Star, 4-12-2009

**THERE SEEMS TO BE** a bit of confusion among some of the candidates running for City Council. Apparently, some of the candidates do not know about the official candidate's announcement, stating not only their desire, but also their qualifications, to serve in the elected position. Just to clear the air, a candidate's announcement **IS NOT** an endorsement by this newspaper. Additionally, a candidate's announcement **IS NOT** written by the newspaper staff. The announcements are written by the candidate (but sometimes

edited for clarity by the newspaper staff). A candidate's announcement **IS FREE** of charge. It is usually written and submitted to the newspaper either before the filing period or immediately after, to inform voters of the desire to be elected. It **IS** the candidate's responsibility to submit the announcement and it **SHOULD** be submitted early in the campaign. ... In summary, candidate announcements have been around as long as the typical classified ad, obituary or birth announcement. Those who believe that candidate's announcements are an endorsement are grossly mistaken. Official endorsements will be made in an editorial (but rarely done by this newspaper). Any candidate seeking election should take full advantage of the free press by submitting their announcement story as well as placing paid advertisements to promote their intentions for service. Voters need to be informed, and the freedom of the press is the best venue.

Dayva Spitzer, Column, The Sayre Record and  
Beckham County Democrat, 4-1-2009

**IT'S NO WONDER** the Purcell City Council is putting a raise for Purcell firemen to a vote of the people if it's true 49.5 percent of the entire city budget goes to salaries for the police and fire departments. We are in favor of the police and firefighters to be adequately compensated for their unselfish work, but no more so than teachers, plumbers or any other profession. Whether or not the firefighters need a raise remains a question that has not been answered, but if it's true Purcell salaries are 29 percent higher than comparable towns, that has to be considered.

John D. Montgomery, Editorial,  
The Purcell Register, 4-9-2009

## OPA receives application for sustaining membership

Holly McCray has applied for a sustaining membership in the Oklahoma Press Association.

The application was submitted by McCray, who is editor of The Oklahoma United Methodist Contact, a bimonthly newspaper for church leaders in the Oklahoma Conference of the United Methodist Church.

The application will be reviewed by the OPA Board of Directors at their meeting at 8 a.m. on Saturday, June 6, at Western Hills State Lodge in Wagoner, Okla.

Any current member wishing to object to the application must do so in writing to the OPA at 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499, by Wednesday, May 27, 2009.

# Firefighters save newspaper office in Holdenville

A two-foot thick firewall, a metal roof and "the hand of God" all played a part in saving the office of The Holdenville Tribune from being destroyed by fire on March 23.

Bill Robinson, publisher of The Tribune, said he and his wife, Dayna, were working late when a friend came in the office to tell them that smoke was coming out of Sharpe's Department Store, just a few doors down from the newspaper office.

"The wind was so strong that evening," Robinson said. "I walked out to look and within minutes smoke gave way to flames."

Robinson immediately began moving equipment out of the newspaper office, assisted by numerous friends.

"People came from everywhere to help us move out our records and computers," he said, adding that helping others out was a typical reaction of Holdenville residents.

"We got out old pictures, computers and some personal things that were important to us."

Robinson said the firefighters "did an unbelievable job."

"We assumed the whole block would be gone because of winds," he said. "This building should be gone."

"I just can't say enough about the local fire department and all those from the surrounding area. They gave it all they had that night."

With the entire block in jeopardy, the Robinsons turned their attention to the Hughes County Historical Society's museum. Items from the museum were moved across the street for safekeeping.

While Sharpe's was completely destroyed by the fire, several other businesses, including the newspaper office, sustained heavy smoke and water damage.

But there was still a paper to put out. "We knew we had to get back to work," Robinson said.

He credits his wife for keeping them on track saying he would have preferred to put out the paper a day or two late but that Dayna insisted it needed to be done.

"We got it out on time. She's a slave

driver," he said with a laugh. "I wanted to sit back and rest a little."

The office sustained heavy smoke and water damage but the Robinsons were able to return to it in a couple of days. The carpet, roof and paneling will eventually have to be replaced, Robinson said.

The fire was a wake-up call for Robinson, who admits he didn't have a disaster plan in place.

"We've already been making changes," he said.

The main records of the newspaper as well as the Robinson's printing company are now being backed up and stored at their home and at a remote location. Old photos also are being scanned and stored in two places.

"The photos are items we could never replace," Robinson said.

"Most of us put in long hours and just don't want another project. What we learned through this ordeal was that a little time spent in the evening can make the difference of losing every record you have.

"It was a close call."

## Oklahoma newspapers showing signs of growth

Continued from Page 1

The Countywide & Sun in Tecumseh, said their newspaper's Website gives them a way to maintain up-to-date information and drive the public to the print product.

As for the grim forecast the national media offers for print newspapers as a whole, Trotter has an opinion to the contrary, which doesn't differ much from what appears to be a consensus.

"The national media's negative outlook on the newspaper industry is disturbing. They are unaware or are ignoring the fact that smaller newspapers are doing much better than the 'big boys.'"

In a recent editorial, reprinted in the Ponca City News, Cokie Roberts, a nationally syndicated columnist, touted the New York Times' coverage of national and international news as "...all the information we, as informed voters, need to know in a thriving democracy."

But readers will not learn in the New York Times that their local council plans to bulldoze the 200-year-old statue of the town's founder to make way for an espresso kiosk. Nor will you find high school football scores, city council agendas or stories touting local heroes. Democracy, as enjoyed in the United States, includes

state, county and local issues as well as those at the federal level.

Local community newspapers have always been the foundation for an informed electorate and citizens are concerned just as much, if not more, with news that affects them every day.

Successful community papers have always recognized that. The value of enterprising reporting, a neighborhood perspective and a sense of urgency have never been higher, especially in tough economic times.

Community newspapers are growing, innovating and bringing readers what they want in fresh, new ways. While these

delivery methods may change a bit over the years, the focus of their core product, which is content, does not.

Given the state of the economy, one could argue that local newspapers are stronger than ever, and more important than ever.

Readers may hear from the 'mega-media' outlets that all newspapers are lying in a ditch somewhere, dead, but the truth is that your local community newspaper doesn't even smell.

**EDITOR'S NOTE:** Read more comments from these Oklahoma publishers online at [www.OkPress.com/the-oklahoma-publisher](http://www.OkPress.com/the-oklahoma-publisher). E-mail your own success story to [news@okpress.com](mailto:news@okpress.com).

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(405) 499-0020 • Fax (405) 499-0048  
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Web: [www.OkPress.com](http://www.OkPress.com)  
E-mail: [news@OkPress.com](mailto:news@OkPress.com)

### PUBLISHER

Mark Thomas  
[mthomas@okpress.com](mailto:mthomas@okpress.com)

### EDITOR

Jennifer Gilliland  
[jgilliland@okpress.com](mailto:jgilliland@okpress.com)

### OPA OFFICERS

Steve Booher, President  
*Cherokee Messenger & Republican*  
Gloria Trotter, Vice President  
*The Countywide & Sun*  
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## OPA CALENDAR OF EVENTS

Complete Listing of Events at  
[www.OkPress.com](http://www.OkPress.com)

### MAY 13-15, OKLAHOMA CITY SNPA TRAVELING CAMPUS

Multiple training sessions for all major newspaper departments will be presented at The Oklahoman by top-notch trainers. All OPA members are invited to attend at NO COST.

### JUNE 5, WAGONER ONF NEWSPAPER IN EDUCATION WORKSHOP

Gain new ideas for your NIE program in the areas of fundraising, teacher workshops and resource materials. Workshop will be held at the beginning of the OPA Summer Conference.

### JUNE 5-7, WAGONER OPA SUMMER CONFERENCE

Mark your calendar to join your newspaper peers at this family friendly gathering at the Western Hills State Lodge in Wagoner. For entertainment, join us for a Discoveryland performance of "Oklahoma!" Educational workshops include sessions on social networking and online advertising.

### JUNE 18, OKLAHOMA CITY ONF LAYOUT WORKSHOP

Tim Harrower, award-winning newspaper designer, editor and columnist, will teach attendees how to rethink, refocus and reinvent to modernize page design, plan stories, visuals and headlines. You'll discover how to reach readers with short attention spans – and upgrade stories when they move onto the Web.

### JUNE 25-26, OKLAHOMA CITY ONF NEWS WRITING SHORT COURSE

Two-day workshop led by Dr. Terry Clark and Dr. Mark Hanebutt, UCO journalism professors, that helps new reporters develop their skills as professional journalists.

### JULY 16, OKLAHOMA CITY ONF DIGITAL PHOTOGRAPHY WORKSHOP

Photography staff from The Oklahoman will provide tips on digital photography and inexpensive cameras that can shoot both photos and videos.

For more information on upcoming events, visit the Web site as noted in the calendar, go to the OPA Web site at [www.OkPress.com](http://www.OkPress.com) or contact the OPA Member Services Department at (405) 499-0026 or (405) 499-0040.

# Carolyn Ashford new owner of Oklahoma News Weekly

Carolyn Ashford, owner of CKA Publications, recently purchased the Oklahoma News Weekly from Valerie Rice.

CKA Publications, which is the parent company of the Bristow News and Record Citizen, began publication of its recent acquisition on April 2.

Rice, who has owned the Record News since 2006, will continue to write for the publication as well as provide valuable assistance.

"I feel like I have watched it grow from a toddler, to teen, and finally into an adult," Rice said. "Now in its fourth year,

I feel it's time to allow ONW to spread its wings and soar into the future."

Ashford said she was pleased with the purchase of the publication.

"Valerie has done an amazing job of covering the growing markets along the Highway 75 corridor," Ashford said. "Her expertise and help will be invaluable and we are very pleased that she will be working with our company."

Ashford purchased the Bristow News and Record Citizen in January 2004 from Sunner Newspaper Group. During the past five years, the publication has more

than doubled its circulation and expanded the number of news pages and special publications.

Ashford has more than 30 years of journalism experience including founding business journals in Columbus, Ohio, and Fort Worth, Texas.

She launched more than eight business newspapers for a publicly owned company and also served as chief operations officer of that company, which owned more than 35 business journals throughout the country.

## The Duncan Banner's pressroom shut down on April 7

As of April 7, The Duncan Banner will be printed and mailed from the Edmond Sun's pressroom.

Kevin Hook, Banner publisher, made the announcement on March 30 saying that it just wasn't financially responsible to buy a new press for the Duncan facility.

The existing press was installed in 1973 at a cost of \$161,000. To replace it with a suitable press at today's prices would run well over \$1 million.

"As much as we would love to be able to make the capital investment necessary to keep production operations in Duncan,

it doesn't make good business sense," Hook said. "In Oklahoma, CNHI, the parent company to The Duncan Banner, currently owns and operates seven other printing facilities.

"This allows us to utilize resources that we otherwise wouldn't have access to. Even during the best of times it would be very difficult to justify the expense of putting in a new press."

Although serious consideration was given to replacing the press, Hook said he believed it was unacceptable to pass those costs on to customers and advertisers when

they already owned the means to print and mail their paper.

"We wanted to deliver a quality product without the extra cost," he said.

Hook said Banner customers shouldn't notice the difference.

The Banner will continue to publish a six-day daily newspaper, and readers will receive their local paper as they always have.

## Court reporting 140 characters at a time

Twitter, the online microblogging service that seems to be the rage amongst technophiles today, has been allowed in a federal court for use by one Wichita, Kansas, reporter.

Ron Sylvester of the Wichita Eagle has been twittering from his cell-phone in court for over a year but this is his first time using it in a federal court, which is notoriously finicky about what communication they will allow during a trial.

Sylvester provided constant updates from a racketeering gang trial.

Users of the service send "tweets" or small text messages consisting of 140 characters or less to an online interface, which posts them for perusal by other members of the Twitter community.

Sylvester says that Twitter not only keeps people updated on the trial, but it helps him organize his stories later on.

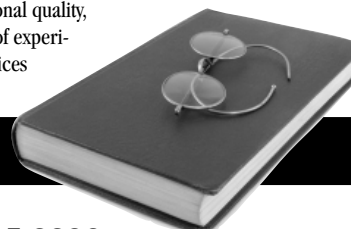
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## WEB SITES OF THE MONTH

COLLECTION OF USEFUL RESOURCES

The OPA Technology Committee will be featuring useful Web sites each month in this space. If you have a Web site you would like featured, e-mail the URL and why you find it useful to [news@okpress.com](mailto:news@okpress.com)

**1 www.ok.gov/okaa**  
Oklahoma's Finances: Online & In Action  
Search financial data by agency or function of government functionality, which indicates the primary duties, responsibilities and services performed by each agency.

**2 www.thomas.gov**  
The Library of Congress  
In the spirit of Thomas Jefferson, legislative information from the Library of Congress.

**3 newspaperproject.org**  
Discussion on the future of newspapers  
A positive outlook plus a series of print and online ads that promote newspapers (see example on page 8).

# Mark Thomas receives FOI's Ben Blackstock Award

FOI Oklahoma Inc. presented Mark Thomas, executive vice-president of the Oklahoma Press Association, with its Ben Blackstock Award at a luncheon held March 14th in Oklahoma City.

The award recognizes a non-governmental person or organization's commitment to the Freedom of Information Act and open government.

The Blackstock Award is named for Ben Blackstock, who served as executive vice president of the Oklahoma Press Association for 45 years.

In his acceptance speech, Thomas acknowledged family, OPA member newspapers, staff past and present and Blackstock for the mentoring and guidance he received while working for him.

"What most of you probably don't know is that Ben didn't hire me the first time I interviewed," Thomas said during his acceptance speech.

"At the end of the interview he (Blackstock) said, 'We like you, but you haven't been beaten up enough. You need to go up to the Edmond Sun and get a job up there selling advertising.'"

Eighteen months later, the same position at OPA opened again and this time Thomas was hired. The job lasted seven years. Then, believing he would make a good press association manager, Blackstock sent Thomas to the Colorado Press Association where he served from 1989 to 1995. In 1995, he returned to Oklahoma where he took the helm from his mentor and became executive vice-president of OPA.

Thomas reminisced about the time and conversations he's shared with Blackstock over the years.

"As many of you know, Ben always worried, for some inexplicable reason, that he would somehow be misunderstood, so he typically communicated in a unique and colorful way. He talked in stories lots of times. He said that if teaching in parables was good enough for Jesus they were good enough for him. You know a lot of people wear those wristbands that say, 'What would Jesus do?' I often think Ben wore a wrist band that said, 'What would I do?'"

"Ben always wanted to know if a person was 'a range dog or a kennel dog,'" Thomas recalled. "'There are two kinds of dogs,' he would say. 'Did the person go out in the fields like the range dog and hunt down the rabbit? Or did they stay home in the kennel and whine for a piece

of the rabbit after the range dog brought it home?' And believe me, you'd better be a range dog!"

"In 1995 when I returned from Colorado, Ben and I went down to the State Capitol on the morning of the Governor's State of the State address. On that morning they are setting up for a joint session in the House chambers and this is really the first time everyone is in the Capitol together on the same day. Everyone is getting reacquainted and shaking hands.

"I'm with Ben and he marches right up to the chest of former policeman and State Senator Sam Helton from Lawton. Helton had innocently introduced a bill to amend the definition of a legal newspaper. Ben said, 'Senator, I've read your Senate Bill 9 and if you don't kill that bill right now I'm going to have your \*\*\*!'"

"The Senator, in such shock that this was happening on the first day when everyone else was being so convivial said, 'OK, Ben. I'll kill it.'"

"And that was it for the bill. I was a little stunned and pulled Ben over and asked if he thought this was the right occasion to act that way. He simply said, 'I'm the only one in the building that's lobbying. Isn't it great!' And he took out after somebody else."

In closing, Thomas recalled another Blackstock story, relating it to his work today.

"I remember Ben telling a story about a man who burst into the office of the Texas Rangers and said to the Chief, 'There's a riot over in Laredo!' The Chief looked over at a Ranger and ordered him to go break up the riot. The man said, 'Chief, you're just going to send one Ranger?' The Chief replied, 'It's just one riot.' That kind of confidence helps you wade into situations when others might think it crazy.

"On Tuesday I am heading to Washington, D.C. While there I will be lobbying for a federal shield law, and changes in postal regulations affecting newspapers, helping family owned papers stay in the family and working on the first major overhaul of the federal FOIA laws in over twenty years.

"When I go to Washington I'll remember all of these lessons, and take them and your support with me. I realize that I'm just one man... but it's just one Congress."

Thomas is a past president and current board member of FOI Oklahoma, past president of the Newspaper Association Managers and a current representative for



FOI President Mark Hanebutt, left, presents OPA Executive Vice President Mark Thomas with the Ben Blackstock Award at an FOI Awards Luncheon on March 14.

NAM on the National Newspaper Association board of directors. He was inducted into the Oklahoma Journalism Hall of Fame in 2007.

The Oklahoma Press Association is a trade organization serving weekly and daily newspapers in Oklahoma. The OPA is committed to safeguarding and advancing the newspaper profession in the State of Oklahoma, so that both the profession and the public may benefit.

Also presented at the FOI Awards Luncheon was the Sunshine Award. Wagoner County Clerk Carolyn Kusler received

the award, which is presented to a public official or governmental agency committed to open government and freedom of information.

Kusler campaigned for office on a platform of open government and since winning has made county records available to Wagoner County residents via the Internet.

"I was pleased and surprised," Kusler said. "In a republic, the government has to have the participation of the people in order to function. I'm very pleased to have received this award."



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# Thank you

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A donation to the Oklahoma Newspaper Foundation will support its efforts to improve the state's newspaper industry and quality of journalism.

ONF's programs include training and education for professional journalists, scholarship and internship programs for journalism students, and Newspaper in Education efforts.

ONF relies on donations and memorial contributions to fund these programs.

If you would like to make a donation, please send a check to:

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Foundation  
3601 N. Lincoln Blvd.  
Oklahoma City, OK 73105

# ONF selects 2009-10 scholarship recipients

The Oklahoma Newspaper Foundation Scholarship Committee recently selected recipients for the 2009-2010 ONF Scholarships and the Bob and Marion Breedon University of Oklahoma Journalism Student Aid Fund Scholarship.

Larissa Copeland, Emily Holman and Caleb McWilliams will each receive a \$1,500 ONF Scholarship.

Copeland, communications senior at Southwestern Oklahoma State University, said she's always enjoyed living in rural Oklahoma and plans to continue living there for the next several years.

"Right now, I want to focus on working for a small community newspaper," she said.

Copeland previously interned with the Elk City Daily News and now works as managing editor for The Southwestern, SWOSU's weekly newspaper.

Copeland is the daughter of Tommy and Cassie Copeland of Elk City.

Emily Holman, Oklahoma State University journalism senior, understands the value of persistence, professionalism and adaptation.

"As a professional reporter I intend to do just that – earning the community's trust while reporting fair, balanced and accurate news," she said.

Holman is currently the news editor for The Daily O'Collegian. She's also served as managing editor at The O'Colly and as an intern for the Tulsa World and will intern with The Oklahoman this summer.

Holman is the daughter of Sam and Melissa Holman of Yukon.

Caleb McWilliams, journalism senior at the University of Central Oklahoma, has ambition to work as both a reporter and an editor.

"Not only do I enjoy writing and reporting," McWilliams said, "but using my organizational skills to help my peers."

McWilliams serves as the finance reporter for UCO's The Vista and also as a temporary co-editor. He writes weekly stories for the finance beat and also maintains a blog of The Vista's Website.

McWilliams is the son of Larry and Margaret McWilliams of Oklahoma City.

The Oklahoma Newspaper Foundation scholarships were first awarded in 2006. Students receiving the ONF Scholarship must be majoring in journalism or an equivalent degree program, and be either a junior or senior enrolled full-time at an Oklahoma college or university.

Eric Dama, journalism junior at the University of Oklahoma, was selected to receive the 2009-2010 Bob and Marion Breedon University of Oklahoma Journalism Student Aid Fund Scholarship.

Dama serves as a staff writer for The Oklahoma Daily where he covers men's basketball and baseball, writes a weekly column and records audio podcasts for the Website. He's also previously worked as a sports desk intern for the Plano (Texas) Star Courier, covering local, collegiate and professional sports.

"The very first time I had one of my pieces of writing published ... I knew I wanted to work with words for a living," Dama said.



LARISSA COPELAND



EMILY HOLMAN



CALEB MCWILLIAMS



ERIC DAMA

Dama said he realizes journalism is a changing and expanding field, and knows he must adapt his career goals to that.

"The only way to improve in our field is through experience," he said.

Dama is the son of Mark and Marty Dama of Plano, Texas.

The Bob and Marion Breedon University of Oklahoma Journalism Student Aid Fund Scholarship provides recipients with a \$500 scholarship.

The fund was created in 2006 by a memorial donation from the Breedon family to the Oklahoma Newspaper Foundation.

## ONF offering Webinar sessions to members at reduced prices

The Oklahoma Newspaper Foundation is partnering with Kevin Slimp at braincast.biz, Inland Press Association and SNPA to bring incredible webinar training opportunities at a reduced price to OPA members.

ONF will reimburse webinar registration fees above \$35 for OPA members. For example, if you pay \$75 for a webinar, ONF will send you a rebate check for \$40.

This rebate applies to only the webinars provided by Inland, SNPA and Kevin Slimp.

To register for upcoming webinars, visit [www.okpress.com/webinars](http://www.okpress.com/webinars).

Upcoming Webinars include:

### Kevin Slimp Webinars:

**1 P.M., APRIL 29** – Take Great Pics with Your Digital SLR Camera

**1 P.M., MAY 6** – PDF Guru, Part 2 – Finding Problems in PDFs

**11 A.M., MAY 7** – PDF Guru, Part 3 – Fixing Problems in PDFs

### Inland Press Association Webinars:

**APRIL 22, 10:30 A.M.** – Web Law – A Primer

**MAY 7, 10:30 A.M.** – How to Improve Your Recruitment Packing and Positioning

**MAY 13, 10:30 A.M.** – The Next Great Frontier Has Arrived – Mobile

**MAY 14, 10:30 A.M.** – Local Sales Account Targeting

**MAY 19, 10:30 A.M.** – Single-Copy Sales Success

**MAY 21, 2 P.M.** – How to Start Making Money on the Web

### SNPA Webinars:

**MAY 6** – New Revenue – Net Business: The Online Model

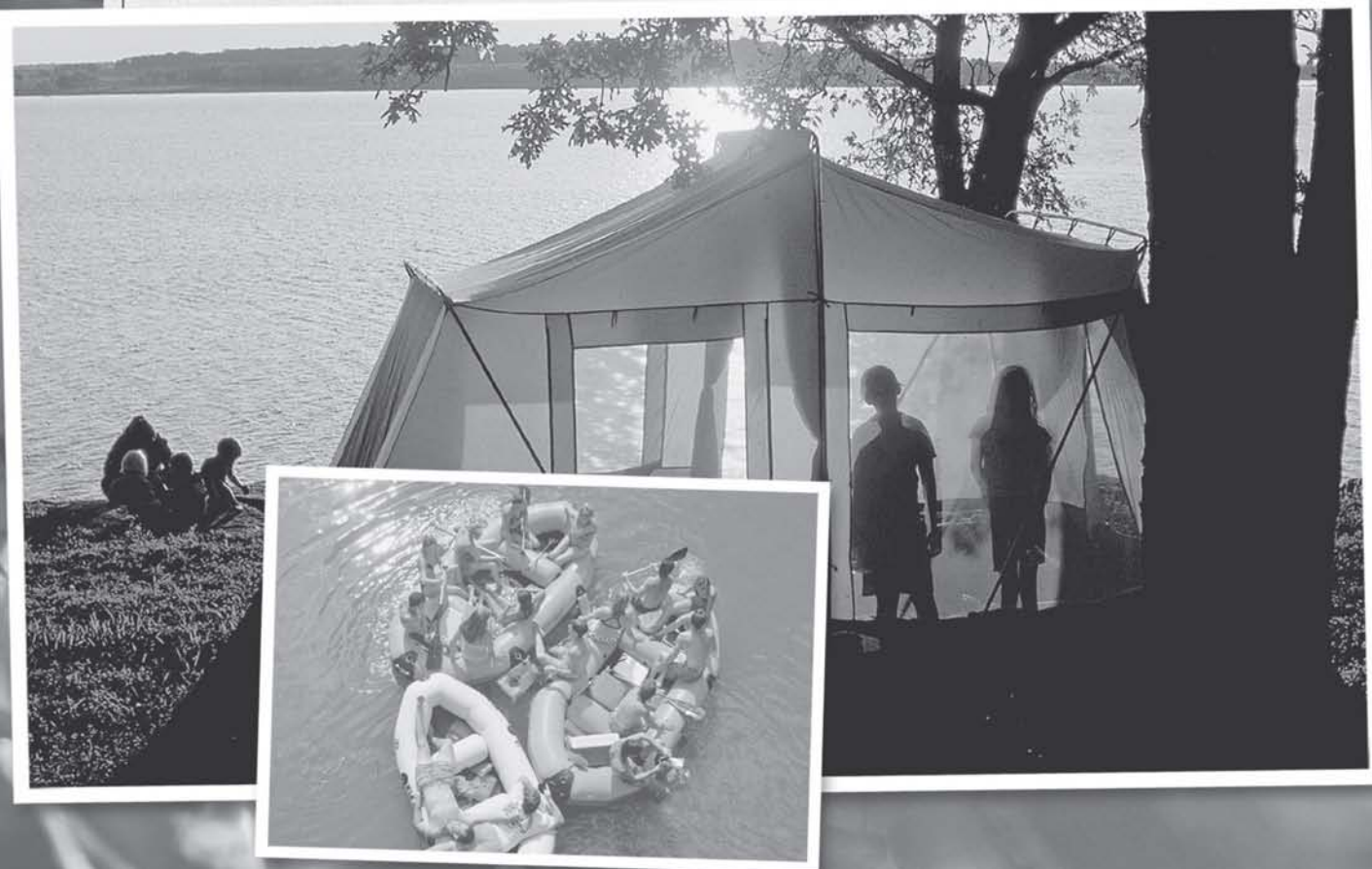
**MAY 20** – New Revenue – Top Online Business Categories: Where's the Money?

To receive the ONF webinar rebate, send the confirmation that is e-mailed to you after registering for a webinar to [registrations@okpress.com](mailto:registrations@okpress.com) or fax it to (405) 499-0049.

ONF staff will confirm the registration and issue a rebate check to the newspaper after the webinar is held.

For more information, contact ONF Member Services Director Lisa Potts at (405) 499-0026, 1-888-815-2672 or [LPotts@okpress.com](mailto:LPotts@okpress.com).

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# Senate honors retired Oklahoman reporter John Greiner

Former State Capitol reporter John Greiner was recently honored by the Oklahoma State Senate.

The 66-year-old Greiner retired from The Oklahoman last fall.

Senate Resolution 9, filed by Senate President Pro Tempore Glenn Coffee, R-Okla., City, praised Greiner for "hard work, fairness, getting the story right and explaining complicated issues."

"He has documented history in the making and worked diligently to ensure our citizens had access to vital information about their government," said Coffee.

Greiner first joined The Oklahoman in 1966. He has covered seven gubernatorial administrations and more than a third of the state's legislative sessions.

He was inducted into the Oklahoma Journalism Hall of Fame in 1993 and

serves on the Advisory Committee of Ethics and Excellence in Journalism Foundation.

"I'm truly humbled by this, I really am," Greiner said.

"I always told people working on a newspaper was fun, and covering the Oklahoma Legislature and politics was really fun and exciting."

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## Number of postage statements clarified

By BILL NEWELL,  
OPA POSTAL CONSULTANT

To eliminate confusion on how many copies of the postage statement are to be tendered to the Post Office with each mailing, the Oklahoma District Office has issued the following policy:

- For those that enter their mail at the Oklahoma City or Tulsa facility, please provide two (2) copies of the 3541;
- All others are to present one (1) copy to their entry Post Office.

If you wish to receive a copy back after adjustments, if any have been made, provide an additional copy.

### RATE CHANGES

New Periodical postage rates take effect on May 11th, and most of them are increases.

If you wish to estimate how much your postage will be under the new rates, go to Postal Explorer at [pe.usps.gov](http://pe.usps.gov).

On the menu on the left side of the screen, select postage statements, then Periodicals Forms, then PS Forms 3541 (pdf) effective 5/11/2009. Print out the new postage statement, apply the numbers from a recent statement to the new form and calculate.

### LISTS AND CHARTS

For those using labeling lists and postal zone charts for reference, it's time to obtain updated versions.

If you have any questions or comments on any of the above, please give me a call at (405) 659-9662. If you would like a particular topic discussed in Postal Notes, please e-mail me at [bnewell@okpress.com](mailto:bnewell@okpress.com)

## DEATHS

BONNIE DELL GILMORE, who once owned the Covington Record, died March 11, 2009, in Enid. She was 78.

Gilmore was born Oct. 31, 1930, in Izard County, Ark.

After attending high school in Cushing, she graduated from Oklahoma A&M College in Stillwater (now Oklahoma State University). On June 7, 1962, she married Leonard 'Pete' Gilmore in Santa Fe, N.M.

Gilmore sold the Covington Record in 1993 and moved to Enid.

She is survived by her son, Greg Gilmore and his wife Rhonda, and three grandchildren.

# THE *OG/E*<sup>®</sup> PHOTO CONTEST



Jerry Dewitt Raney is escorted from the courtroom at the Muskogee County Courthouse during his preliminary hearing.

Photo by JENNIFER LYLES, Muskogee Daily Phoenix, Published Feb. 3, 2009



Fire destroys historic downtown building in Cleveland. The fire silhouettes just two firefighters with a single water hose, but there were actually nearly 30 firefighters from Cleveland and surrounding areas who kept the fire from spreading to other downtown structures.

Photo by RUSTY FERGUSON, The Cleveland American, Published Feb. 18, 2009

FEBRUARY 2009 DAILY WINNER:

**JENNIFER LYLES**  
*Muskogee Daily Phoenix*

FEBRUARY 2009 WEEKLY WINNER:

**RUSTY FERGUSON**  
*The Cleveland American*

VIEW ALL WINNING PHOTOS AT [WWW.OKPRESS.COM](http://WWW.OKPRESS.COM)

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# Oklahoma newspapers win Associated Press awards

Winners of the 2008 Carl Rogan Awards were announced on March 28 at the Embassy Suites Hotel and Conference Center in Norman, Okla.

The annual awards, sponsored by The Associated Press and Oklahoma News Executives, included entries from newspapers in Oklahoma, Arkansas and Texas during the 2008 calendar year.

Following is the list of winners as supplied by the Associated Press:

## INVESTIGATIVE REPORTING

### DIVISION C:

1. Kirby Lee Davis, The Journal Record

### DIVISION B:

1. Carol Cole-Frowe and M. Scott Carter, The Norman Transcript
2. James Beaty, McAlester News-Capital
3. James Beaty, McAlester News-Capital

### DIVISION A:

1. Nolan Clay and Randy Ellis, The Oklahoman
2. Randy Ellis and Michael McNutt, The Oklahoman
3. Ken Raymond, The Oklahoman

## PUBLIC SERVICE REPORTING

### DIVISION C:

1. Teddye Snell, Tahlequah Daily Press
2. Marie Price, The Journal Record
3. James Coburn, Edmond Sun

### DIVISION B:

1. Amanda Gire and Mike McCormick, Shawnee News-Star
2. Leah J. Simmons and Kim Benedict, The Daily Ardmoreite
3. Staff, The Norman Transcript

HM

### DIVISION A:

1. Nicole Marshall, Tulsa World
2. John Estus, Brian Dean and Jay Marks, The Oklahoman
3. Staff, The Oklahoman

## BUSINESS SPOT NEWS REPORTING

### DIVISION C:

1. Rowynn Ricks, Woodward News
2. Kelley Chambers, The Journal Record
3. Kelley Chambers, The Journal Record

### DIVISION B:

1. Kim Morava, Shawnee News-Star
2. Staff, The Norman Transcript
3. Steve Biehn, The Daily Ardmoreite

### DIVISION A:

1. Zeke Campfield, The Lawton Constitution
2. Rod Walton, Ginnie Graham, Omer Gillham, Curtis Killman, John Stancavage, Tulsa World
3. Zeke Campfield, The Lawton Constitution

## BUSINESS FEATURE

### DIVISION C:

1. Heather Caliendo, The Journal Record
2. Courtney Crauthers, The Edmond Sun

3. Rowynn Ricks, Woodward News

HM

### DIVISION B:

1. Amanda Gire, Shawnee News-Star
2. Leah J. Simmons, The Daily Ardmoreite
3. Jason Smith, Shawnee News-Star

### DIVISION A:

1. Steve Lackmeyer, The Oklahoman
2. Rod Walton, Tulsa World
3. Paul Monies, The Oklahoman

HM

## SPOT NEWS

### DIVISION C:

1. Kirby Lee Davis, The Journal Record
2. Kirby Lee Davis, The Journal Record
3. Rowynn Ricks and Rachel Van Horn, Woodward News

### DIVISION B:

1. James Beaty, McAlester News-Capital
2. M. Scott Carter, The Norman Transcript
3. James Beaty, McAlester News-Capital

### DIVISION A:

1. Staff, The Oklahoman
2. Nichole Marshall and Andrea Eger, Tulsa World
3. Bryan Painter, Augie Frost and Ken Raymond, The Oklahoman

## GENERAL NEWS

### DIVISION C:

1. David Page, The Journal Record
2. James Coburn, The Edmond Sun
3. Josh Newton, Tahlequah Daily Press

### DIVISION B:

1. Julianna Parker, The Norman Transcript

2. Steve Biehn, Daily Ardmoreite
3. Kim Morava, Shawnee News-Star

### DIVISION A:

1. Kim Archer, Deon Hampton, Michael Overall, Tulsa World
2. Nolan Clay, Augie Frost and Ken Raymond, The Oklahoman
3. Randy Ellis, The Oklahoman

HM

## SPOT SPORTS REPORTING

### DIVISION C:

1. Johnny McMahan, Woodward News
2. Jeff Harrison, The Edmond Sun
3. Travis Metcalf, Tahlequah Daily Press

### DIVISION B:

1. Jeff Cali, Ada Evening News
2. Clay Horning, The Norman Transcript
3. John Shinn, The Norman Transcript

### DIVISION A:

1. Staff, The Oklahoman
2. Staff, The Oklahoman
3. Staff, Tulsa World

## FEATURE

### DIVISION C:

1. James Coburn, The Edmond Sun
2. Janice Francis-Smith, The Journal Record
3. Heather Caliendo, The Journal Record

### DIVISION B:

1. Amanda Gire, Shawnee News-Star
2. Kim Morava, Shawnee News-Star
3. Leah J. Simmons, The Daily Ardmoreite

### DIVISION A:

1. David Zizzo, The Oklahoman

2. Michael Overall, Tulsa World
3. Kim Archer, Tulsa World

HM

## SPORT FEATURES

### DIVISION C:

1. Jeff Harrison, The Edmond Sun
2. Brian Brus, The Journal Record
3. Kim Poindexter, Tahlequah Daily Press

### DIVISION B:

1. Carol Cole-Frowe, The Norman Transcript
2. Michael Kinney, The Norman Transcript
3. John Shin, The Norman Transcript

### DIVISION A:

1. John E. Hoover, Tulsa World
2. Jenni Carlson, The Oklahoman
3. Bill Haisten and Jimmie Tramel, Tulsa World

## SPORTS COLUMN

### DIVISION C:

1. Johnny McMahan, Woodward News
2. John Cannon, The Elk City Daily News

### DIVISION B:

1. Clay Horning, The Norman Transcript
2. Jeff Cali, Ada Evening News
3. Erik Horne, The Daily Ardmoreite

### DIVISION A:

1. John Rohde, The Oklahoman
2. Berry Trammel, The Oklahoman
3. David Sittler, Tulsa World

## PERSONAL COLUMN

### DIVISION C:

1. Ted Streuli, The Journal Record
2. Johnny McMahan, Woodward News
3. Rowynn Ricks, Woodward News

### DIVISION B:

1. Linda Henley, The Norman Transcript
2. Andy Rieger, The Norman Transcript
3. Brian Blansett, Shawnee News-Star

### DIVISION A:

1. Jeff Mullin, The Enid News & Eagle
2. Bryan Painter, The Oklahoman
3. Michael Overall, Tulsa World

## EDITORIALS

### DIVISION C:

1. Lisa Shearer, The Edmond Sun
2. Kim Poindexter, Tahlequah Daily Press
3. Ted Streuli, The Journal Record

### DIVISION B:

1. Mike McCormick, Shawnee News-Star
2. Jeff Hall, The Daily Ardmoreite
3. Matt Lane, McAlester News-Capital

### DIVISION A:

1. Wayne Green, Tulsa World
2. David Gerard, Muskogee Phoenix
3. J.E. McReynolds, The Oklahoman

## REVIEWS

### DIVISION C:

1. Ted Streuli, The Journal Record
2. Joan Gilmore, The Journal Record

### DIVISION B:

1. James Beaty, McAlester News-Capital
2. Leah J. Simmons, The Daily Ardmoreite
3. Adam Scott, The Norman Transcript

### DIVISION A:

1. Brandy McDonnell, The Oklahoman
2. Scott Cherry, Tulsa World
3. Matt Price, The Oklahoman

## NON-PAGE ONE LAYOUT

### DIVISION C:

1. Doug Weeks, The Journal Record
2. Stacy Swann, The Journal Record
3. Leah J. Simmons, The Daily Ardmoreite

### DIVISION B:

1. Clay Horning, The Norman Transcript
2. I. C. Murrell, The Daily Ardmoreite
3. Leah J. Simmons, The Daily Ardmoreite

### DIVISION A:

1. Valeria Blackburn, The Oklahoman
2. Pamela Gumaer, Enid News & Eagle
3. Renee Lawrence, The Oklahoman

HM

## PAGE ONE DEADLINE LAYOUT

### DIVISION C:

1. Doug Weeks, The Journal Record
2. Kim Poindexter, Tahlequah Daily Press
3. Johnny McMahan, Woodward News

### DIVISION B:

1. Matt Lane, McAlester News-Capital
2. Linda Henley, The Norman Transcript
3. Shana Adkisson, The Norman Transcript

### DIVISION A:

1. Todd Pendleton, The Oklahoman
2. Tim Chamberline, Tulsa World
3. Felica Murray, The Oklahoman

HM

## HEADLINES

### DIVISION C:

1. Kim Poindexter, Tahlequah Daily Press
2. Stacy Swan, The Journal Record

### DIVISION B:

1. Clay Horning, The Norman Transcript

2. Shana Adkisson, The Norman Transcript
3. Christian Potts, The Norman Transcript

### DIVISION A:

1. Erica Smith, The Oklahoman
2. Steve Byerly, The Oklahoman
3. Felicia Murray, The Oklahoman

## GRAPHICS/ ILLUSTRATIONS

### DIVISION C:

1. Josh Newton, Tahlequah Daily Press
2. Doug Weeks, The Journal Record

### DIVISION B:

1. Adam Scott, The Norman Transcript

### DIVISION A:

1. Suzanne Green, The Oklahoman
2. Pamela Gumaer, Enid News & Eagle
3. Todd Pendleton, The Oklahoman

## GENERAL EXCELLENCE

### DIVISION C:

1. The Edmond Sun
2. Tahlequah Daily Press
3. Woodward News

### DIVISION B:

1. The Norman Transcript
2. McAlester News-Capital
3. Shawnee News-Star

### DIVISION A:

1. Tulsa World
2. The Oklahoman
3. Enid News & Eagle

HM

## WEB SITE:

### DIVISION B (17,999 AND UNDER)

1. The Norman Transcript
2. The Shawnee News-Star

### DIVISION A (18,000 AND OVER)

1. Tulsa World
2. The Oklahoman
3. Muskogee Phoenix

**BEST NEW JOURNALIST OF THE YEAR****DIVISION C**

Courtney Crauthers,  
The Edmond Sun

**DIVISION B**

Randy Mitchell,  
Ada Evening News

**DIVISION A**

Nick Tankersley,  
The Oklahoman

**AP/ONE PHOTO WINNERS****SPOT NEWS****DIVISION C**

1. Maik Sabolich,  
The Journal Record,
2. Josh Newton,  
Tahlequah Daily Press
3. Rowynn Ricks,  
Woodward News

**DIVISION B**

1. Jason Smith,  
Shawnee News-Star
  2. Becky Burch,  
Bartlesville Examiner Enterprise
  3. Kevin Ellis, The Norman Transcript
- HM Jerry Laizure, The Norman Transcript

**DIVISION A**

1. Mike Simons,  
Tulsa World
2. Matt Barnard,  
Tulsa World
3. Steve Gooch,  
The Oklahoman

**SPORT PHOTO****DIVISION C**

1. Drew Harmon,  
The Edmond Sun

2. Mark Smith, The Elk City Daily News
3. John W. Cannon, The Elk City Daily News

**DIVISION B**

1. Kevin Harvison, McAlester News-Capital
2. Jerry Laizure, The Norman Transcript
3. Ed Blochowiak, Shawnee News-Star

**DIVISION A**

1. Stephen Holman, Tulsa World
2. Sarah Phipps, The Oklahoman
3. Stephen Pingry, Tulsa World

**GENERAL NEWS PHOTO****DIVISION C**

1. Josh Newton, Tahlequah Daily News
  2. Rip Stell, The Journal Record
  3. Rowny Ricks, Woodward News
- HM Josh Newton, Tahlequah Daily Press

**DIVISION B**

1. Becky Birch, Bartlesville Examiner-Enterprise
2. Kevin Harvison, McAlester News-Capital
3. Ed Blochowiak, Shawnee News-Star

**DIVISION A**

1. Stephen Pingry, Tulsa World
2. Chris Landsberger, The Oklahoman

3. Jaconna Aguirre, The Oklahoman
- HM Tom Gilbert, Tulsa World
- HM Nate Billings, The Oklahoman

**FEATURE****DIVISION C**

1. Maik Sabolich, The Journal Record
  2. Rowynn Ricks, Woodward News
  3. Drew Harmon, The Edmond Sun
- HM Josh Newton, Tahlequah Daily Press

**DIVISION B**

1. Ed Blochowiak, Shawnee News-Star
  2. Kevin Harvison, McAlester News-Capital
  3. Kevin Ellis, The Norman Transcript
- HM Ed Blochowiak, Shawnee News-Star

**DIVISION A**

1. Jim Beckel, The Oklahoman
  2. Stephen Holman, Tulsa World
  3. Jaconna Aguirre, The Oklahoman
- HM Stephen Pingry, Tulsa World

**PHOTO PACKAGE****DIVISION C**

1. John W. Cannon, The Elk City News
2. Rowynn Ricks, Woodward News
3. Johnny McMahan, Woodward News

**DIVISION B**

1. Jason Smith, Shawnee News-Star
  2. Kevin Harvison, McAlester News-Capital
  3. Jason Smith, Shawnee News-Star
- HM Kevin Ellis, The Norman Transcript

**DIVISION A**

1. Mark Simons, Tulsa World
  2. Chris Landsberger, The Oklahoman
  3. Mike Simons, Tulsa World
- HM Stephen Holman, Tulsa World

**WEB SITE PHOTOS****DIVISION C**

1. Josh Newton, Tahlequah Daily Press
2. Travis Metcalf, Tahlequah Daily Press
3. Johnny McMahan, Woodward News

**DIVISION B**

1. Jerry Laizure, The Norman Transcript

**DIVISION A**

1. Sarah Phipps, The Oklahoman
  2. Sarah Phipps, The Oklahoman
  3. Stephen Holman, Tulsa World
- HM Stephen Holman, Tulsa World

# Neighbor Newspapers helping unemployed find jobs by publishing free help wanted ads

Neighborhood Newspapers, publisher of community newspapers in northeast Oklahoma, has instituted a new program designed to bring job seekers and employers together... free of charge.

Community Employ Ease, launched April 1, allows job seekers to place a free 20-word ad in the newspapers' classified sections and also have it appear on the paper's Website. Employers will be able to access the resumes of individuals they're interested in, also free of charge.

"In these tough economic times, we understand that many people may need a helping hand," Mike Brown, publisher of Neighborhood Newspapers said. "This idea came from an employee brainstorming session, looking for ideas on how we could use the resources of our newspapers and Websites to improve life locally. We want the people we serve to know we are here for them and our communities."

Brown said job seekers can access Community Employ Ease either through a link at the top of their newspaper's Website, or by visiting their hometown newspaper office to complete a form, which will be uploaded at no charge.

With growing unemployment rates in Oklahoma, Brown said that part of their mission statement is to improve the quality of life in the communities they serve and that this is one way of doing that.

"We're still hoping to write that story about the person who needed a job and found one through this service," he said.

Neighborhood Newspapers publishes the Bixby Bulletin, Broken Arrow Ledger, Catoosa Times, Collinsville News, Coweta American, Glenpool Post, Jenks Journal, Mannford Eagle, Owasso Reporter, Sand Springs Leader, Skiatook Journal, Tulsa Business Journal, Tulsa Daily Commerce & Legal News and Wagoner Tribune.

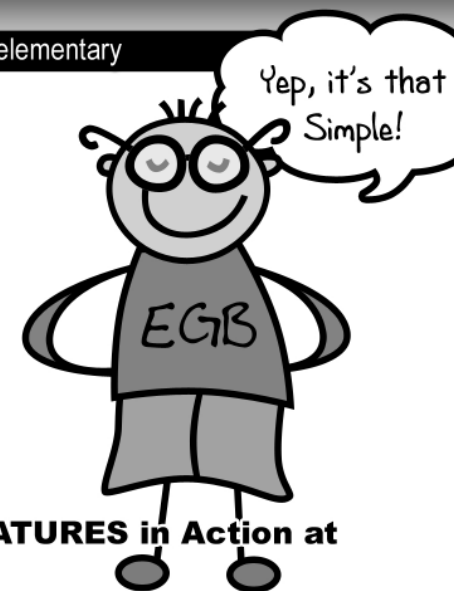
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# Board of directors meeting held in Oklahoma City on April 2

The Oklahoma Press Association Board of Directors met on April 2, 2009, at the OPA office in Oklahoma City.

Attending were President Steve Booher, Cherokee Messenger & Republican; Vice President Gloria Trotter, The Countywide & Sun; Treasurer Joe Worley, Tulsa World; Past President Stu Phillips, Seminole Producer; and directors Rod Serfoss, Clinton Daily News; Rusty Ferguson, Cleveland American; Jeff Shultz, Garvin County News Star; Jeff Mayo, Sequoyah County Times; Jeff Funk, Enid News & Eagle, and Robby Trammell, The Oklahoman. Also attending was director-elect Dayva Spitzer, Sayre Record & Beckham County Democrat.

OPA staff members attending were Executive Vice President Mark Thomas;

Member Services Director Lisa Potts, and Attorney Michael Minnis.

President Booher called the meeting to order and introduced Spitzer, who was recently elected to a three-year term as director beginning July 1, 2009.

After approving the minutes of the Feb. 5, 2009, meeting, reports of OPA commitments were presented.

Funk said the Government Relations Committee discussed the status of several legislative bills and called on Thomas to present an update. Thomas reviewed some of the 83 bills OPA is monitoring including HB1048, which amends the time frame when the county's delinquent property tax list must be published; SB288, eliminating a legal notice for asphalt bids; SB588, allowing county commissioners to hire a private attorney instead of using the dis-

trict attorney's services in civil court cases; and SB990, requiring all online documents to block Social Security and drivers license numbers, which if not done may lead to the elimination of online records.

Minnis reported that three Oklahoma newspapers have been contacted about publishing classified advertising that violates the Fair Housing Act. The Oklahoma Human Rights Act allows an organization to file a discrimination complaint, Minnis said. Most other states require the complaint to be filed by a person allegedly affected by the discrimination. The payment of the fine goes to the organization that files the complaint, and not the government.

Shultz said the Marketing Committee's "This is my Day-Week-Life" house ad campaign was recently launched. Members are receiving insertion orders to publish the ads or create their own. A few members submitted photos and information to be part of the campaign but more may submit them once they receive the house ads featuring other newspapers' staff members.

Other committee reports included:

Awards: No board recommendations.

Education: Committee finalized the 2009 Summer Conference schedule.

LSP: Ferguson reminded board members to register their newspapers' trade names and trademarks with the Secretary of State. OPA staff will send a reminder to members that have not yet registered.

Technology: No board recommendations.

Directors also reviewed OPA financial statements for the period ending Feb. 28, 2009. Thomas said conventions and meetings had lower income than budgeted due to the loss of grant sponsorships. In addition, expenses for professional services were slightly higher due to membership projects, such as the Fair Housing Act and trademark/trade name notifications to non-LSP members. In reviewing the LSP financial statements, Thomas said expenses were slightly higher due to staff time, seminars and membership projects. Directors acknowledged receipt of the OPA and LSP financial statements.

Board members reviewed reports about the OPA building's heat and air system, which has always been difficult to regulate due to lack of electronic controls. Directors authorized Thomas to negotiate conversion of the system with OG+E.

Trotter reported on the Alabama Press Association's convention, which she attended in the role of OPA vice president.

Thomas and Mayo, who is Oklahoma's NNA state chairman, reported on the March 18-20 NNA Government Affairs Conference in Washington, D.C., which they both attended. Thomas and Mayo met with the state's congressional members at an Oklahoma Society meeting and discussed issues of importance to Oklahoma and the newspaper industry. Mayo said Max Heath expects the U.S. Postal Service to eliminate a large number of rural post offices. Heath asked that newspapers and press associations not oppose it.

In other business board members:

- Reviewed Web statistic reports for [okpress.com](http://okpress.com) and [oklahomanotices.com](http://oklahomanotices.com)

- Reviewed a summary of the Directors and Officers liability insurance policy

- Examined a giclée of the Will Rogers painting by Charles Banks Wilson, which will be framed and placed on display in the OPA lobby. Staff is researching the process involved in loaning the original painting for exhibition to Oklahoma museums.

- Reviewed the board meeting schedule for the remainder of 2008-09, including the April 23-24 Board Retreat in Cherokee.

- Discussed promoting the health of the state's newspapers in a report or house ad campaign.

At the Oklahoma Press Service board meeting, directors approved minutes of the Feb. 5, 2009, meeting and acknowledged receipt of the OPS financial statements for the period ending Feb. 28, 2009.

Thomas reviewed advertising and OCAN/2x2 sales reports, which the staff is modifying to consolidate information for staff meetings, as well as for presentation to the board. Board members also reviewed the Did-Not-Run advertising report for January to March 2009.

Thomas introduced Chief Sales Officer Steve Barrymore, who is contracted from March to June 2009 to evaluate and improve all OPS sales efforts.

In an 8-1-1 vote, board members approved leasing a color copy machine with the option to buy it at the end of a three-year lease period. The lease is to include the service contract and all toner. Serfoss voted no and Booher, as president, was not required to vote.

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# Tips for learning InDesign for the first time

**computer notes**  
from the road  
by WILMA MELOT

With so many people switching to InDesign, I thought it would be prudent to offer a few tips about what I think it's important to learn about first.

So without further ado, let's get started. One of my favorite tips for resizing either art or photos while still retaining the true proportions is to depress both the **command** and **shift** key and then select a handle on the photo to resize it. Oh, you want to crop that photo now? Just select the black pointer (selection) tool, click on a handle of the photo and drag to the inside of the photo. You're cropping the photo!

Some of you have asked me if photos can be lightened in InDesign and the answer is absolutely not. If you're using transparency it may look like you're lightening the photo but it's not the same as correcting it in Photoshop. Spend the extra few minutes it takes to correct it in Photoshop and you'll get better results.

Now let's talk about some text tips. If you're trying to move copy from one InDesign document to another, go to **Windows > Arrange > Tile Vertically**. Now you can move copy quickly.

Have you ever been annoyed with text

frames showing up in red on the page? InDesign is trying to tell you that the file was created from an older program. Just go to **View > Hide Frame Edges** and you won't be seeing red any more.

Another way to avoid frustration is to save any e-mail you plan to import into InDesign as RTF (rich text format). You can use Stickies, Open Office or Word to save the text as RTF and then import it into InDesign. It may seem like extra work but it allows you to check the Show Menu Import Options when you place the text. With one swift and mighty click you can control quotes and clean up unwanted formatting. This is very helpful when placing Word documents.

Here's a simple tip but a great time saver. If you're using the text tool and need the selection tool, just hit the escape key. Want to get the text tool back? Hit 't' on your keyboard. Told you it was simple.

Have you ever placed a photo in InDesign only to have it fill your text block? It's because the text block was selected when you placed the photo. Train yourself to deselect all objects before placing anything else. This stops what you are placing from joining the content of whatever was selected. If you forget to deselect, at the very least remember **Command Z**, the undo command. After hitting **Command Z**, the artwork loads in

the cursor and can be dropped on a new spot anywhere on the page.

Have you ever needed to change the type case? It's as easy as going to **Type > Change** and selecting one of the options. Typesetters love this feature.

If you're seeing brackets around fonts in the menu it means you don't have the font loaded in your current system. If you're not ready to tackle the system font issue, go to the **Type > Find Font** menu and clean up all the fonts marked by a triangle with "!" inside of it. Don't forget to change any styles you have set up as well. When InDesign opens a PageMaker file it imports the styles cleanly. However, if you don't clean up the fonts in the styles, your problems will multiply. Type that appears in pink in your document means the font is not working in your system.

People are always asking me how to reverse type in InDesign. The first step is to open the swatches palette from the Window menu. Now draw a box and type the text you want to reverse. Select the box with the pointer tool and choose black to fill from the swatch palette. Select the text with your text tool and click white in the swatches palette. You now have white type in a black box.

## plugged IN

### Give Open Office a try

If the Microsoft Office Suite is out of your price range, take a look at Open Office.

This open source software runs clean on newer operating systems. Try version 3.0.1 for Intel Macs. This version is worth reinstalling if you have an older version.

Open Office can open Word .docx files, strip out photos and save the text as RTF (rich text format) for importing into layout programs. It comes with a word processor and spreadsheets, opens Power Point presentations and has a small database program.

To open a Word document from Open Office, open the word processor portion of Open Office, then open the .docx file.

Open Office is available at [www.openoffice.org](http://www.openoffice.org).

### Speedy uploads

If you have a fast DSL/Cable Internet connection you might want to look at getting a new router.

Newer routers offer faster speeds, which increase your upload and download times.

The big news is that wireless speeds are almost reaching wired speeds.

The fastest router available is a 1000BASE-T wired system. A small operation with a Gigabit router and some fast ethernet wires can experience Gigabit speeds.

You can run a Gigabit network over the Cat 5 cables most of you have, but if you're looking for the best try the new Cat 5e cables.

The "e" at the end of the name stands for the enhanced version. It works best with 1000BASE-T ethernet networks.

Uploading pages and downloading large files from e-mail will be where you see the return for your money.

## Speed of budget-friendly computers impressive

If you're on a tight budget the loss of a computer can be devastating but there are some workable solutions.

Apple recently released a souped-up Mac Mini. It now comes with 1GB of Ram, upgradable to 4GB, a faster video card and a 2.0GHz Intel Core 2 Duo processor.



This Mini can run the new InDesign and Photoshop. It's not as good as an iMac, but if you need something for under \$1,000 it fits the bill. It's a good choice for replacing an old G3 or G4 tower. You can even use your old

monitor, keyboard and mouse – if they're not worn out.

It's true that this machine will no longer run your OS9 software. But it's about time for you to upgrade from PageMaker to InDesign anyway. Adobe will let you do that for \$200. If you can't upgrade Photoshop, you'll still need one computer to run your old OS9 Photoshop. Maybe you can move to the new Photoshop in a few months or next year.

Meanwhile, you'll be able to put out your newspaper in record time on the new Mac Mini.

You can do something similar on the Windows side. Look for a 2GHz or better PC of your choice. These are fairly easy to find and retail for \$600 or less. If you watch the deals, you might find one for \$400.

Just be sure to get enough RAM memory in your unit to start. The minimum for running the new programs is 1GB. The next step is to upgrade to InDesign.

The increase in speed is noticeable, but why not find out for yourself. Go to a computer store or find a friend who has a 2GHz computer and give it a test run. I guarantee you're going to notice a difference.

# The bottom line: Print makes a difference in readers' lives

## Clark's Critique

BY TERRY CLARK,  
Chairman UCO Mass Communication  
Department  
TClark@uco.edu

All journalists want their work to matter, and we tell ourselves that it does, that we make a difference. Every once in a while, something happens that puts everything we value in perspective and also underlines why newspapers are so important.

Such an event filled our lives the first week of April. I received a phone call on Saturday, April 4, from my colleague and friend Dr. Keith Swezey, who teaches broadcasting at UCO. His beautiful, 20-year-old daughter had been killed in a car wreck about 2 a.m. Saturday. Every parent's nightmare had become real for Keith and his wife, Dixie. I was too shocked to ask for details, but started calling the rest of my colleagues to spread the terrible news.

Then I went online, everywhere, trying to find details. Nothing. I so wanted to get the information, because somehow that would help us all. The facts started trickling in. AP had a story. So did The Norman Transcript. Our broadcast students put together a story for their Monday newscast, and I asked the anchor, Alicia Raymond, to write the obit for The Vista. She told me that was the hardest writing she'd ever done. The O'Colly in Stillwater had a strong story. (Erin Swezey was a sophomore there, a member of the OSU choral.)

The mood in our department was morose. We'd sit in our offices or in groups, and silence would reign. Nothing else mattered. Diana Baldwin of The Oklahoman came out and wrote a feature about our students wearing blue ribbons for Erin and Keith and family. The funeral at the Quail Springs Baptist Church on Wednesday packed the house. Erin was a real Christian, a tribute to her family and their values and parenting. It was all I could do to sit there before the funeral and watch the projected photos of a baby girl growing up over the past short 20 years into a beautiful woman.

I've long known the value of newspapers, but this tragedy brought it home to me with power. All of us craved facts, craved being able to find out what happened,

because we needed to try to make sense of it, because we needed to connect, because we wanted to know. I do know there are times when words don't work, when you try to say or write something to people who have suffered tremendous loss. But words in print about those events are incredibly important.

Which brings me to another topic in this rambling hodgepodge: the future of newspapers. I love newspapers and I'm depressed almost every day when I see more bad news about the future of our industry.

So it was uplifting, yes, uplifting, as I listened to comments at our second annual Media Ethics conference at UCO, hosted by our Edith Kinney Gaylord Professor of Journalism Ethics, Dr. Mark Hanebutt. After the usual doom and gloom from the Pew Center, panelists gave me new perspectives that show real hope for the future of newspapers, even as some of the big metros are dying. I too mourn the loss of the Rocky Mountain News and the Seattle Post-Intelligencer. I worry about the future of San Francisco and perhaps Fort Worth if those cities lose The Chronicle and the Star-Telegram. But print isn't dead. The technology may change, but I'm convinced newspapers are going to survive.

I'd refer you to two articles in *The Oklahoman* and the *Tulsa World*. On March 28, World Publisher Robert E. Lorton assured his readers, under the headline "Stop the Presses?", that the World is going to survive. Christy Gaylord Everest, chairman and chief executive of the Oklahoma Publishing Company, and Oklahoman Publisher David Thompson did the same on April 12, under "After a century of service, working hard to do more." It's good to see publishers talking directly to their readers. We need more of that all across Oklahoma.

Oklahoma is "unique," as World Executive Editor Joe Worley put it, the only state where both metros are family-owned.

The Granite Enterprise and Stigler News Sentinel bring readers to the table with local news.

will be in touch with many of you for suggestions for improvements and changes in the Hall. I look forward to spending more time on what's important to me: teaching, and newspapers.

**CLARK'S CRITIQUE:** From Bill Johnston of *The Collinsville News*: "The issue was a modest one – post office collection boxes – but for awhile it appeared that something of a battle was developing between the City of Collinsville and the federal government, with a U.S. senator's representative and aggravated postal customers caught in the middle.

"After weeks of maneuvering behind the scenes, though, the matter has been

reconciled and it seems even legendary fight promoter Don King couldn't get the...."

Joyce Carney of *The Country Connection* on the death of a 37-year-old fire chief: "March 23, 2009, will be remembered in Hydro history as a day of sorrow and shock; a day that began with the winds of terror and ended with a deluge of sadness."

Ideas you can localize: John Morse of *The Westville Weekly Times* writes of local cops armed with semi-automatic rifles.

Melisa Cottle of the *North Central Reporter* writes that prescription drug prices are now cheaper in Grant county: "MEDFORD – Grant County has joined the National Association of Counties Prescription Drug Discount Program, which will provide Grant County residents an average savings of 22 percent off the retail price of commonly prescribed medicines." I wonder what local pharmacists think of that?

**HEAD'EM UP AWARDS:** First place, *The Oklahoman Daily*, over a Lauren Stalford story about the intricate process of recycling at OU:

*It's Not Easy Being Green*

Second place, *The Collinsville News*, on a Bill Johnston story about a mail box controversy:

*Boxing Match*

Continued on next page

And they're not saddled with huge debt like many of the failing chain newspapers. Those two factors, in spite of changing technology and economic recession, bode well for Oklahoma citizens.

For more optimism, I wish you could have heard the speeches at the Journalism Hall of Fame induction April 3, especially Debbie Jackson of the World saying, "We're not going away." Russell Perry of The Black Chronicle, Sharon Dowell of The Oklahoman, Sue Hinton of OKCCC, the Trotters of Tecumseh, Dick Pryor of OETA, Lew Ferguson of AP and Ray Soldan of The Oklahoman all emphasized what is good about journalism.

My doctoral dissertation at OSU was "The Forgotten Press," about community newspapers. Oklahoma is a small newspaper state, and I still contend that community newspapers are better positioned to survive this current mess than the big ones, and your circulation shows it. There is good news in the newspaper industry, but you have to look for it.

One final note, regarding the Hall of Fame. As UCO President Roger Webb announced, I will be stepping down as chair of the UCO Mass Communication Department on Aug. 1, after 19 years, to continue teaching and to improve the Hall of Fame. I'm the longest serving chair at UCO, but that speaks more about my lack of common sense than an honor. I

## Boise City News publisher receives conservation award

The Oklahoma Association of Conservation Districts (OACD) presented awards to members of the press and conservation districts for outstanding efforts in spreading information about conservation during Conservation Day at the Capitol on March 25.

Excellence in Communication Awards were presented to two conservation districts and one newspaper publisher for outstanding efforts to support and promote conservation.

C.F. David, publisher of the Boise City News, received an award for Outstanding Continuing Support of Conservation by an Oklahoma Press Association member newspaper.

David was nominated by the Cimarron County Conservation District for continuing support of conservation communication. The Boise City News consistently publishes information provided by the Cimarron County Conservation District and provides a monthly page for the district to use as a newsletter to the community.

Deer Creek and Kay County Conservation Districts were honored for Outstanding Public Information Campaigns.



Owners of the Boise City News, C.F. and Linda David, receive the Conservation Service for Excellence in Communication Award. OPA Executive Vice President Mark Thomas, right, presented the award, which is sponsored by the OPA and the Oklahoma Association of Conservation Districts.

Deer Creek Conservation District received the award for its continual stream of information to area newspapers to promote all of its activities including youth education and contests, farming assistance and workshops, Farm Bill Programs, carbon programs, watershed rehab and honors received by the district.

Kay County Conservation District was awarded for waging a successful campaign using a variety of media to promote its Women in Ag conference in February 2008. The district also consistently communicated with local news media to keep the public informed about conservation activities.

## Clark's Critique

Continued from previous page

Third place, tie: *Oologah Lake Leader*, on a John Wylie II storm story:

*Whiteout blacks out 1,750*

And *The Weleetkan*, on a story about fire destruction on Main Street:

*Will our Main Street be beautiful again?*

Honorable mentions: *The Oklahoman*, on a Fort Sill story, "With cannon plan shot down, Elgin, Inhofe reload"; *Lawton Constitution*, on a Malinda Rust story on the search for a little boy's murderers, "Cry for Justice"; *McIntosh County Democrat*, on a Donna Pearce story about a new athletic track project, "On track"; *Drumright Gusher*, on a Tera Boswell story, "New meth making process proves explosive"; *Okarche Chieftain*, on an Isaac Miller sports story, "Warriors get back in the swing of things"; *The Country Connection* on a fire story by Joyce Carney, "A Day of Fear and Sorrow for Hydro"; and *Oologah Lake Leader* on a color photo by Faith Wylie of high school girls having fun at a prom, and one of them with an open mouth: "Glitz, glamour...and green gum."

## MySpace republication does not invade privacy

By MICHAEL MINNIS, OPA ATTORNEY



The rise of the Internet has raised a whole set of new legal liability questions.

These questions are being addressed in courts all over the country. The law is only slowly emerging.

A recent California decision has clarified for that jurisdiction one aspect of the sometimes murky law on privacy as it relates to material taken from the Internet.

A person who posted an article on MySpace.com and her family brought suit against the person who submitted the MySpace article to a newspaper and against the newspaper itself alleging claims for invasion of privacy and for intentional infliction of emotional distress. The plaintiffs contended that a newspaper's republication of the MySpace article "constituted a public disclosure of private facts that were not of legitimate public concern."

The district court dismissed the case and the plaintiffs appealed the dismissal

of the individual defendant. They did not appeal the dismissal of the newspaper.

California, like Oklahoma, recognizes a tort for the "public disclosure of private facts." In affirming a dismissal of the privacy claim, the panel observed that a "matter that is already public, or that has previously become part of the public domain is not private."

The family members could not maintain an invasion of privacy action because "the right of privacy is purely personal. It cannot be asserted by anyone other than the person whose privacy has been invaded."

The panel said that the intentional infliction of emotional distress claim was improperly dismissed because under the allegations "reasonable people may differ on whether" the actions by the individual defendant "were extreme and outrageous."

This opinion is not binding on Oklahoma courts. However, it does indicate how courts may decide tort suits based on newspaper republication of Internet material.

## OPA STAFF DIRECTORY

### ADMINISTRATION

**MARK THOMAS**, Executive Vice President  
mthomas@okpress.com • (405) 499-0033

**ROBERT WALLAR**, Accounting Manager  
rwallar@okpress.com • (405) 499-0027

**STEVE BARRYMORE**, Chief Sales Officer  
sbarrymore@okpress.com • (405) 499-0034

**SCOTT WILKERSON**, Front Office/Building Mgr.  
swilker@okpress.com • (405) 499-0020

### MEMBER SERVICES

**LISA POTTS**, Member Services Director  
lpotts@okpress.com • (405) 499-0026

**FAWN PORTER**, Member Services Coordinator  
fporter@okpress.com • (405) 499-0040

### ADVERTISING

**SARAH BARROW**, Ad Director  
sbarrow@okpress.com • (405) 499-0021

**CINDY SHEA**, Advertising Coordinator  
cshea@okpress.com • (405) 499-0023

**KATHY NASH**, OCAN/2by2 Coordinator  
knash@okpress.com • (405) 499-0025

**LANDON COBB**, Account Executive  
lcobb@okpress.com • (405) 499-0022

**MELISSA TORRES**, Advertising Assistant  
mtorres@okpress.com • (405) 499-0035

### CREATIVE SERVICES

**JENNIFER GILLILAND**, Creative Services Director  
jgilliland@okpress.com • (405) 499-0028

**KEITH BURGIN**, Editorial Assistant  
kburgin@okpress.com • (405) 499-0029

### COMPUTER ADVICE

**WILMA MELOT**, Computer Consultant  
wmelot@okpress.com • (405) 499-0031

### POSTAL ADVICE

**BILL NEWELL**, Postal Consultant  
bnewell@okpress.com • (405) 499-0020

### OPEN (DIGITAL CLIPPING)

**LOUISE GARVIN**, OPEN Manager  
lgarvin@okpress.com • (405) 499-0032

**JOSH COLEMAN**, Digital Clipping Account Exec.  
jcoleman@okpress.com • (405) 499-0036

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FEBRUARY 2009 EDITORIAL WINNER **WAYNE TROTTER, THE COUNTYWIDE & SUN**

## Cool but fuzzy

President Obama unquestionably is one of the greatest speakers of all time and he showed it again Tuesday night. He was so eloquent, so relaxed, so comfortable, so cool in his appropriately majestic setting that it was hard not to immediately concur with every single thought. Most of all, after a fortnight of crisis talk he turned Reaganesque or Rooseveltian in his optimism. Many in this shaken nation wanted and needed that. Count us among those.

But when you begin to study what Mr. Obama said as opposed to how he said it, probable contradictions begin to emerge. He hinted at trillions upon trillions in potential new federal spending, but he's going to cut the deficit in half and not burden rising generations with debts they can't handle. He's going to federalize health care while simultaneously curing cancer. He gets it about bankers and doesn't like what they are doing, but he's about to give them a lot more money. His housing program is going to rescue the responsible without rewarding chancy behavior. He will increase the number of soldiers and Marines while cutting the defense budget. The list rolls on.

Some of those things are important and some aren't. It really doesn't matter that Americans didn't invent the automobile and even most hard-boiled conservatives agree it will take a lot of federal intervention and money to temper this recession. Something needs to be done about health care, but is the federal government the best answer? The devil in all these things will be in the details but in the case of the stimulus bill, details were in short supply until after the deal was done. Will that be a pattern or was it just a strategy to meet what the new president and millions of others regarded as a real emergency?

Where will the money come from? The president offered up the usual suspects for budgetary restraint but pledged to raise taxes only on the very rich, the top two percent of all Americans. Don't be surprised if the

giant sucking sound you hear next comes from the rush of much-needed capital to the Cayman Islands or other financial havens.

But make no mistake about this: President Obama is moving fast now because his chances of success are best now. He knows his history. Like Lyndon Johnson after the Kennedy assassination and the 1964 election, he commands the congressional majorities he needs. Unless the Democrats fall to squabbling among themselves (and they may if and when specific budget cuts actually are proposed), this president is likely to get most everything he asks for over at least the next two years. As the loyal opposition, the best the weakened Republicans can do is blunt some initiatives around the edges and they can do that only if they stick together in the Senate, something all of them weren't willing to do on the stimulus bill.

Overall, Mr. Obama set the right tone Tuesday night. "We will rebuild, we will recover and the United States of America will emerge stronger than before." This is a great challenge and Americans have always dealt with those. Mr. Obama is in charge now but if his ideas don't work perfectly, Americans will turn to something and perhaps someone else. That is the greatest strength of this greatest system.

As a student of history, President Obama knows that as well and it is probably why he concluded his speech with this point of accommodation:

"I know that we haven't agreed on every issue thus far, and there are surely times in the future when we will part ways. But I also know that every American who is sitting here tonight loves this country and wants it to succeed. That must be the starting point for every debate we have in the coming months and where we return after those debates are done. That is the foundation on which the American people expect us to build common ground."

Amen, Mr. President. Amen.



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