

Oklahoma Publisher

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Gloria Trotter takes office as president of OPA



Gloria Trotter, co-publisher of The Countywide & Sun in Tecumseh, took office as president of the Oklahoma Press Association on July 1, 2009.

Trotter, who was elected by OPA business members in February, will serve a one-year term. She succeeds Steve Booher, publisher of the Cherokee Messenger & Republican.

Taking office as vice president is Rod Serfoss, publisher of the Clinton Daily News. Joe Worley, executive editor of the Tulsa World, will serve another one-year term as treasurer.

Dayva Spitzer, co-publisher of the Sayre Record & Beckham County Democrat, will begin a three-year term as a board director. Other directors are Rusty

Ferguson, The Cleveland American; Jeff Shultz, The Garvin County News Star; Jeff Mayo, Sequoyah County Times; Jeff Funk, Enid News & Eagle; and Robby Trammell, The Oklahoman. Booher will serve a one-year term as past president. Mark Thomas is executive vice president of the press association.

"This is a challenging time for journalists everywhere, including Oklahoma. Economic conditions and changing technology have altered the way we do business, forcing us to find new ways to serve our readers and our communities," said Trotter.

"Rest assured that our association's fine staff, led by Mark Thomas, and a very dedicated board of directors are working hard

to adapt to this new playing field.

"That's what I see as our prime mission in this coming year – helping our members adapt to these changes in the most efficient way possible. Working together, we will find ways to help our industry survive and prosper in this new digital age," she said.

"We can do it – and we will do it. Newspapers are here to stay, simply because no one else cares enough to tell the important stories of Oklahoma's cities and towns like the local newspapers."

Gloria knows what serving as president of the OPA entails since her husband, Wayne, served in the same capacity in 1999-2000. This is only the second time in the history of

the press association that a husband and wife both have held the office.

"It's kinda strange to be moving into the president's seat exactly ten years after my husband and partner, Wayne, did the same thing. We are both enormously proud to be a part of the OPA, which is far and away the best press association in this great country."

The Trotters have been publishers and editors of The Countywide & Sun, a weekly newspaper in Pottawatomie County, since August 1983.

Gloria received a BS in journalism from Memphis State University. Prior to purchasing the newspaper, she worked as news director at WOPI radio in Bristol, Tenn.; as press aide to U.S. Rep. William C.

Wampler; as marketing coordinator at Memphis State University's Office of Public Service and Continuing Education; and as public information officer and continuing education director at Randolph Technical College (now Randolph Community College) in Asheboro, N.C.

As a journalist, Gloria has won numerous awards including being named as recipient of the 2004 Charles E. Thornton Outstanding Journalism Award, which is presented annually by the Journalism Alumni Board of the University of Memphis. In 2005, she received the National Newspaper Association McKinney Award. She is the only Oklahoman to ever have received the NNA award.

GLORIA TROTTER has taken office as president of the Oklahoma Press Association. She and her husband, Wayne, are publishers of The Countywide & Sun, a weekly newspaper in Tecumseh, Okla. The Oklahoma Press Association serves weekly and daily newspapers in Oklahoma.

THE COUNTYWIDE & SUN RECEIVES GENERAL EXCELLENCE NOTIFICATION

It's official. **THE COUNTYWIDE & SUN** will be receiving a general excellence award at the National Newspaper Association (NNA) Convention in Mobile, Ala.

However, publishers Wayne and Gloria Trotter will have to wait until the "Toast to the Winners" award ceremony on Sept. 26, 2009, to find out their placing in the general excellence category.

Each year the National Newspaper Association honors the best in communi-

ty journalism and advertising in the Better Newspaper Contest (BNC) and Better Newspaper Advertising Contest (BNAC).

In addition to their general excellence award, The Countywide & Sun also received second place for Best Feature Series, non-daily, circulation less than 4,500, and third place for Best Editorial, non-daily, circulation less than 3,000.

See how other Oklahoma newspapers placed in the contest on page 2.

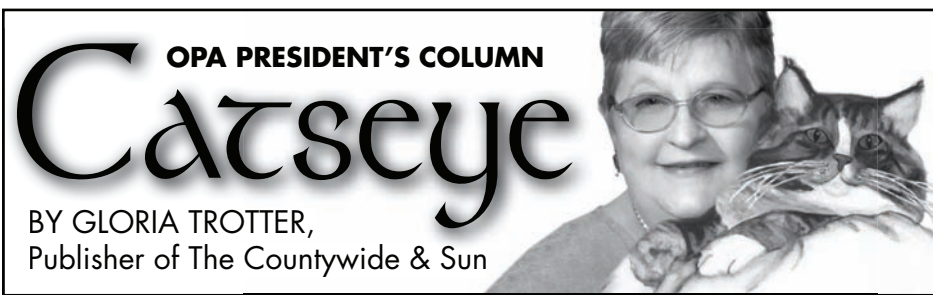
Free Open Meeting and Records seminars scheduled

Oklahoma Attorney General Drew Edmondson will be leading 11 Open Meeting and Open Records Seminars this summer at various locations throughout the state.

Sponsors of the seminar are the attorney general, the Oklahoma Press Asso-

ciation, Oklahoma Newspaper Foundation and FOI Oklahoma.

Meeting date and locations are listed in the Calendar of Events on page 4 and on the OPA Website at www.OkPress.com/seminars. No registration is required to attend the sessions.



CATSEYE — PRETTY STRANGE NAME for a column about Oklahoma newspapers, right?

Well, we just couldn't think of anything else.

My battered dictionary gives the definition of cat's-eye as any of various iridescent gems. Irrelevant, I assure you. Some of you probably thought about those marbles you prized as a kid. But it's really just about cats, and the fact that I love them.

The brother-and-sister pair at the Trotter manse are Miss Patches and Mr. Black. Neither looks anything like the cat above. But they are beautiful and wise, and a constant source of entertainment, frustration and joy for Wayne and me.



BUT BACK TO BUSINESS. It is a very great honor to serve as president of the nation's finest press association, but as you all know, we find ourselves in challenging times. The nature of our association has changed as the newspaper business has changed, and it's a constant battle to adapt.

Those of us in the "older" generation are having to adapt to the digital age. I don't know about you, but after 26 years of Tuesday deadlines, I'm having a hard time training myself to write and post to the Web more than once a week. And keeping up with the technology ... well, we have to, and maybe it will help keep the brain cells from dying off.

Your very dedicated and hard-working OPA directors — and of course our very fine staff — are constantly looking for ways to use the new technology, both to boost revenue and better serve our readers. It's not easy, and it's not cheap. The association is not as flush as it once was, which makes it even tougher.

But we are keeping a close eye on the finances and are determined to spend the dollars we have as wisely as possible. While I am not particularly gifted in that area, Treasurer Joe Worley and Vice President Rod Serfoss in particular know their way around budgets, an extremely important asset these days.

My personal priority has always been member service. After all, isn't that the basic purpose of our association? OPA wants to help you serve your readers better and run your business more effectively. But it's not a one-way street: you must do your part by telling us what you need, by uploading your pages to OPEN, by getting on the Web so we can sell those online ads and, of course, participating in OPA through committee work and attending workshops and conventions.



LET ME CLOSE BY SAYING A HUGE THANK YOU to immediate past president Steve Booher, one of the finest people I know. He served with dignity, compassion and lots of miles on his car. We owe him a great debt of thanks. Same goes for my friend and neighbor Stu Phillips, who leaves the board after his stint as immediate past president. Stu nudged us forward into the digital area, an enormous contribution to the association.



I'M LOOKING FORWARD TO AN EXCITING YEAR for OPA and its member newspapers. I'm counting on your help, so let me hear from you, please. You can call me at 405.598.3793 or e-mail me at gloria@countywideneews.com. Hey, I'm even on Facebook! I welcome your suggestions, observations and even complaints. We need to know what concerns you so we can help. After all, we're family — that's what it's all about.

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.

DADDY ONLY HAD ABOUT FIVE WORDS in his vocabulary when he entered the final phase of Alzheimer's. My name wasn't one of them. Since his death in 1995, I try to remember the fun family times we had together. Those times he and mother would chase each other around the back yard in a water fight. Daddy always started it by pitching a glass of ice water on her. Mother usually ended it by getting the garden hose. I was the cheerleader for both of them. This summer is a great time to start making fun memories with your family. You might want to start out small by buying a water gun. They also sell family packs.

Barb Walter, Column
The Hennessey Clipper, 6-18-2009

KELSEY'S CASE IS A COMPLICATED ONE, but two things are clear. First, despite the challenges the state faces of protecting children of broken and troubled homes, it has taken on the role and the placement of children as something it must perform conscientiously. When the state fails, we all become liable, and worse, a child sometimes dies. Second, DHS has complained for years that its workers have too many cases to supervise adequately. We don't know how big a role that played in Kelsey's death, but DHS can't do its job if it doesn't have adequate resources. The Legislature may complain that state revenue is limited,

but it's pretty clear, the costs are much more dear when we don't do the job we took on.

Editorial,
Muskogee Phoenix, 7-07-2009

THE RESULTS OF A SECRET INVESTIGATION into security at federal buildings ought to make every American shudder. More than 14 years after homemade explosives brought down the federal building in Oklahoma City, the agency charged with protecting federal buildings is "an agency in a crisis," according to one investigator. Investigators were able to smuggle material to make explosives into 10 federal buildings. They assembled the devices in restrooms and walked around the buildings with them, totally undetected.

Editorial,
The Norman Transcript, 7-10-2009

THEY SAY NO NEWS IS GOOD NEWS. But does this really apply to what is going on with the City of Newcastle? City council members are telling The Pacer that they are unable to comment on the investigation they unanimously approved on Monday to look into their "city manager and other issues." They are citing personal reasons as to why they cannot do so.

Editorial,
The Newcastle Pacer, 7-2-2009

State papers win awards in national contest

Six Oklahoma newspapers received awards in the National Newspaper Association's Better Newspaper Contest and Better Newspaper Advertising Contest.

The Countywide & Sun placed in the General Excellence category. Other awards received by the Countywide & Sun are listed on page 1.

Following are the awards other Oklahoma newspapers received in the national contest:

THE HENNESSEY CLIPPER: 2nd Place, Best Humorous Column, non-daily, circulation less than 3,000; 2nd Place, Best Serious Column, non-daily, circulation less than 2,700

JOHNSTON COUNTY CAPITAL-DEMOCRAT, TISHOMINGO: 3rd Place, Best Breaking News Story, non-daily, circulation 3,000 - 5,999

MUSTANG TIMES: 3rd Place, Best Special News, Sports or Feature Section or Edition, non-daily, circ. 6,000 - 9,999; 2nd Place, Best Advertising Idea, non-daily; 2nd Place, Best Use of Ad Color, non-daily, circulation less than 10,000

OOLOGAH LAKE LEADER: 2nd Place, Best Breaking News Story, non-daily, circulation less than 3,000; 2nd Place, Best Health Story, non-daily, circulation less than 6,000

SEQUOYAH COUNTY TIMES, SALLISAW: 1st Place, Best Single Ad Idea - B&W, non-daily, circulation less than 10,000

Alleged violation may force special election

An alleged violation of the Oklahoma Open Meeting Act by the Barnsdall City Council may force a special election to fill the seat of a member who died recently.

At issue is the appointment of Rick Parker to the council. The posted agenda for a special meeting listed the appointment of Brock Moore to the council but made no mention of Parker.

After Moore's nomination failed for lack of a second, Parker was immediately nominated. That nomination was seconded and approved by a vote of 2-1.

Because Parker's nomination was not

on the agenda, it violated the Open Meeting Act, said City Attorney John Heskett, who conferred with District Attorney Larry Stuart before declaring the appointment illegal.

"My opinion was it probably didn't meet the open meetings requirements for the agenda item," said Stuart. "I advised that they needed to do it over again.

"If they had just said on the agenda 'to accept nominations and make an appointment,' and didn't name anybody specific, it would have been OK, but when they named that guy specifically, that agenda

item didn't tell me they were going to consider someone else."

Two council members have asked for special meetings to legitimize the appointment, but it takes three council members to force a special meeting and one member is out of state for all of July and unwilling to call a special meeting.

The next time a required quorum (3 of 4 members present) will be possible is Aug. 4. That date is past the 60-day maximum to replace a council member without a vote by the public, which requires a special election.

Library commission to receive Open Meeting Act training

The Tulsa City-County Library Commission will get training on the Open Meeting Act following a July 1 violation that was recognized and corrected by the board.

The incident occurred when commissioners met in executive session but never reconvened in public and did not take minutes.

On July 7, commissioners met again, this time in compliance, and voted without discussion to have its Personnel Committee examine employee use of flexible time and make a report to the board.

County Commissioner Karen Keith has asked the library administration to order Open Meeting / Open Records books

from the Oklahoma Press Association and schedule training time for commissioners.

Keith said attorney Tom Hilborne, who represents the county, agreed to provide training or commissioners could attend a program on public records and meetings offered by Attorney General Drew Edmondson's staff and state media organizations.

"My understanding is that this has never been done before and will be an annual training. I feel like we're back on track now," Keith said.

Chairwoman La Vern Ford Wimberly thanked commissioners for attending the July 7 meeting to "help rectify the mistake or error."

"I can assure you there was not a willing intent to do that," Wimberly said. "I had a full schedule... I let you down and I apologize to each of you."

Commission member Judy Randle said she realized a violation had occurred when a Tulsa World reporter asked her when the executive session ended.

"It was nothing intentional," said Randle. "Nothing was done maliciously. There is no cover-up of anything.

"We just had been there for two hours, adjourned and forgot to bring it back into a public meeting.

"We'll be watching our p's and q's from now on."

City of Tecumseh receives \$30,000 from former manager

Last month, former Tecumseh City Manager David Johnson repaid to the city a \$30,000 bonus he was illegally awarded in December of 2006.

The payment was the result of a long-running court battle over a city council executive session during which Johnson

resigned. The bonus was awarded during that session, but had not been properly placed on the agenda, making it a violation of the Oklahoma Open Meeting Act.

District Judge Douglas Combs ruled that the council's authorization for the payment was "null and void" because the

agenda was not specific enough about the intent of the council.

The Oklahoma Court of Civil Appeals later upheld Combs' ruling. In September 2008, the Oklahoma Supreme Court refused to hear an additional appeal.

Hefton on board of regents

Dick Hefton, former newspaper publisher, member of the Oklahoma Journalism Hall of Fame and current president of Suburban Graphics, recently accepted a position on the Rose State College Board of Regents. This is the first time Hefton has served on such a board. His appointment is for seven years.

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Robby Trammell, *The Oklahoman*
Dayva Spitzer, *Sayre Record & Beckham County Democrat*

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OPA CALENDAR OF EVENTS

Complete Listing of Events at
www.OkPress.com

JULY 30-31, STILLWATER ONF WORKSHOP – INCREASE YOUR PRODUCTIVITY IN CREATIVE SUITE

Spend one or two days with OPA Computer Consultant WILMA MELOT as she covers workflow procedures in InDesign, Photoshop and Acrobat. The ONF workshop will cover Adobe Creative Suite basics on Thursday, July 30, and advanced workflow techniques on Friday, July 31, at Meridian Technology Center in Stillwater. Only \$20 per day.

SEPT. 25-26, NORMAN APME NEWSTRAIN - THE BUSY EDITOR'S GUIDE TO JOURNALISM

Become a more effective editor with two days of training in editing and management skills for online news. This national program is a two-track workshop offering (a) hands-on classes to boost editors' skills at using social media and shooting and editing web video; and (b) the best new ideas for setting and maintaining standards, planning multimedia content, ethical decision-making and more. On Friday, Sept. 25, Bob Dotson of NBC's Today Show will present "Survival Kit for Professional Storytellers: How To Compete with Cell Phones and Web Sites." Registration is only \$50 to attend one or both days at OU's Gaylord College of Journalism & Mass Communication in Norman.

VARIOUS DATES OPEN MEETING/OPEN RECORDS SEMINARS AROUND THE STATE

Attorney General Drew Edmondson, OPA, ONF and FOI Oklahoma invite the public to attend these regional seminars about Oklahoma's Open Meeting and Records acts. The seminars are designed to inform elected or appointed officials about their responsibility under the acts. All seminars are held from 1 to 4 p.m. and are free to attend. Venue locations and other information are available at www.okpress.com/seminars.

MUSKOGEE, THURS., AUG. 6
WOODWARD, TUES., AUG. 11
CLAREMORE, TUES., AUG. 18
ALTUS, THURS., AUG. 20
TECUMSEH, MON., AUG. 31
TULSA, TUES., SEPT. 1
ELK CITY, THURS., SEPT. 10
POTEAU, TUES., SEPT. 15
OKLAHOMA CITY, THURS., SEPT. 17
PONCA CITY, TUES., SEPT. 29
DUNCAN, THURS., OCT. 1

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 or contact Member Services Director Lisa Potts at (405) 499-0026, 1-888-815-2672 or LPotts@okpress.com.

Pauls Valley Daily Democrat names Ridenour as publisher

Shelley Ridenour is the new publisher at the Pauls Valley Daily Democrat.

A veteran of both the news and print industry, Ridenour moved from Rawlins, Wyo., to take the helm of the Daily Democrat.

Ridenour worked at newspapers in Wyoming, Idaho and Montana. In addition, she has worked at two advertising/public relations firms and managed a printing company before accepting the position with Community Newspaper Holdings, Inc., the parent company of the Daily Democrat.

"I am excited to have Shelley join the team in Pauls Valley," said Linnie Pride, vice president of CNHI.

"She brings a wealth of experience and a strong dose of enthusiasm for community journalism."

Previously the publisher of the Rawlins Daily Times in Rawlins, Wyo., Ridenour also worked as editor at the Casper Star Tribune; The Times-News in Twin Falls, Idaho; the Cody (Wyo.) Enterprise, The Basin (Wyo.) Republican Rustler, The Saratoga (Wyo.) Sun and the Wolf Point (Mont.) Herald-News.

Ridenour, a graduate of the University of Wyoming in Laramie with degrees in English and journalism, grew up in Bridger, Mont.

"I've lived nearly my entire life in small communities and

the lifestyle suits me," said Ridenour. "I'm anxious to become active in Pauls Valley organizations and to learn about the Pauls Valley area and Oklahoma."

Ridenour said she was attracted to the Pauls Valley position because of the size of the community, the dedication of the staff and because she felt the position fit her skill set.

An open house is scheduled for later this summer at the office of the Daily Democrat where Ridenour will meet with Pauls Valley residents.

Until then, she hopes residents stop by to meet her and to talk about community events and news.



SHELLEY RIDENOUR

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New publisher at the Henryetta Free-Lance

On June 8, Valerie Rice took over as publisher of the Henryetta Free Lance.

Rice started her newspaper career in advertising, working for the Okmulgee Daily Times in 2003. She later owned and published her own newspaper, The Oklahoma News Weekly (ONW), covering northern Okmulgee and southern Creek counties. She recently sold that publication.

Rice said she wants the Free Lance to mirror its readership.

"I think that a newspaper needs to be a leader, and it needs to reflect the values of the community," she said.

One of the challenges facing the newspaper business, Rice said, is finding ways of maintaining circulation and readership in the face of growing digital media and a slumping economy.

"Even though there are so many ways to receive news these days such as TV, radio and the Internet, I still believe there is nothing like putting your hands on a hard copy newsprint that is personal to you and brings you news right from your own neighborhood," she said. "And we're still the stuff that scrapbooks are made of."

ON THE WEB

Oklahoma newspapers are focusing on their Web presence. This month, two member papers updated their Websites while another launched a brand new site.

The Cushing Citizen re-launched cushingcitizen.com, offering readers updated news between their normal print dates of Wednesday and Saturday. The site also features sponsored weather forecasts,

printable coupons for local businesses, opinion, photos, video clips and interactive sections.

Cushing residents will be able to submit news items, announcements, engagements, weddings, etc., as well as photos for a community photo album.

The Paper in Pryor updated its site, mayescounty.com, with a bit of color

and some brand new features including a Twitter feed in the right-hand column to keep readers up-to-date on events as they happen.

The site, which includes a weather module and opportunities to subscribe to the print edition, can be updated on the fly. In addition, you can download the "Paper Plus" edition as a PDF (Adobe's Portable Document Format).

The previous Website, according to The Paper, hadn't been updated since 2007.

The Atoka County Times recently

announced the official launch of its new Website, atokacountytimes.com.

The site gives subscribers access to a full copy of the newspaper in a Flash reader format (Flash is Adobe's Web format for interactive media), a photo gallery, calendar, crossword puzzle and more.

"Since 1972, we've provided a hard copy of the Times, and we will continue to do so," said Louise Cain, publisher of the Atoka County Times.

"We're not doing away with the printed newspaper, simply enhancing and expanding what we are able to offer,"

DEATHS

JACK STAMPER, former owner of the Hugo Daily News, died June 14, 2009, at the age of 90.

Stamper was born in Sumner, Okla., on Oct. 27, 1918, and spent most of his life as a journalist.

Before moving to Hugo, he worked for newspapers in Portland, Oregon; Tulia, Texas; Clinton, Okla.; and Anadarko, Okla. He owned the Hugo Daily News from 1951 to 1980.

In 1968, he bought the McCurtain County Gazette, turned it into a daily newspaper, and operated a modern printing plant in Idabel. At one time, he was a co-owner of the Antlers American.

Stamper served in the European Theater during World War II in the Intelligence Department of the Army Air Corps and later the U.S. Air Force. He retired in 1946 as a Captain.

An award winning journalist and columnist, he received numerous awards from the Oklahoma Press Association and served as President of the United Press International State Editors Association.

He married Aouda Marie Ford in 1945 and together they raised four children: Steve, Cindy, Stan and Suzanne.

He served as president of the Hugo Chamber of Commerce and Hugo Rotary Club.

Stamper was named by Gov. Henry Bellmon to lead an Oklahoma delegation in the study of water issues, and was appointed by Gov. David Boren to the Oklahoma Wildlife Commission and later as Director of the Oklahoma Department of Charities and Corrections.

He was recognized by the South Korean Minister of Culture for humanitarian contributions to children and orphanages in that country.

He is survived by two daughters, Dr. Cindy Wright of Myrtle Beach, S.C., and Suzanne and husband Dr. Keith Berry, also of Myrtle Beach; two sons, Steve and wife Karen of Clinton, and Stan and wife Judy of Hugo; a sister, Helen Wyatt of McAllen, Texas; five grandchildren and six great-grandchildren.

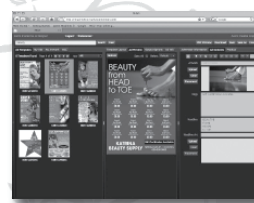
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OPA Board approves changes in Better Newspaper Contest

The Oklahoma Press Association Board of Directors met during the OPA Summer Conference on June 6, 2009, at Western Hills State Lodge in Wagoner, Okla.

Attendees are listed in the box at right.

After the meeting was called to order, the board reviewed and approved the minutes of the April 2, 2009, meeting as presented.

The board considered and unanimously approved two membership applications – a business membership for The North Central Reporter in Medford and a sustaining membership for Holly McCray.

In other business, the board reappointed Wayne Trotter and Larry Wade to a three-year term as trustees of the Oklahoma Newspaper Foundation and appointed Stu Phillips to the ONF Board of Trustees.

Board members also reviewed the current list of 50 sustaining members and 13 associate members.

The board acknowledged receipt of OPA and the OPA Legal Services Plan financial statements and investment reports for the period ending April 30, 2009. Members also reviewed year-end projections for OPA and LSP in 2008-09.

After an update on the OPA building's heat and air system, the board expressed appreciation of OG+E's offer to cover approximately half the cost of modifications to the heat and air control systems.

Activity and committee reports presented to the board included:

AWARDS COMMITTEE: The committee proposed two recommendations for changes to the Better Newspaper Contest.

The first recommendation was to increase the point gap between first and second places, putting greater emphasis on the newspapers that win first place. The

EVENTS 1-10		EVENTS 11-12	
1st Place	120 Points	1st Place	100 points
2nd Place	90 Points	2nd place	70 points
3rd Place	70 Points	3rd place	50 points
4th Place	50 Points	4th place	30 points

OPA BOARD ATTENDANCE

OFFICERS: President Steve Booher, Cherokee Messenger & Republican; Vice President Gloria Trotter, Countywide & Sun; Treasurer Joe Worley, Tulsa World.

DIRECTORS: Past President Stu Phillips, Seminole Producer; Rod Serfoss, Clinton Daily News; Rusty Ferguson, Cleveland American; Jeff Shultz, Garvin County News Star; Jeff Mayo, Sequoyah County Times; Robby Trammell, The Oklahoman; Director-elect Dayva Spitzer, Sayre Record & Beckham County Democrat

OPA STAFF: Executive Vice President Mark Thomas; Member Services Director Lisa Potts.

ABSENT: Jeff Funk, Enid News & Eagle

The motion to change the point system passed unanimously.

The second recommendation would eliminate the current circulation division structure and replace it with an "equal distribution" method. Participating newspapers would be sorted by circulation then divided as equally as possible into three daily and four weekly divisions after all entries are received by OPA. The contest rule regarding circulation divisions would be changed to the following:

There are (9) divisions. OPA Business Membership Newspapers, Divisions 1-8, are determined by newspaper total paid circulation as shown on the October 2008 U.S. Postal Service statement (PS Form 3526, line 15C) plus the number of paid electronic subscriptions as reported to OPA. Circulation divisions 1-7 will be determined when all entries have been received. Entries will be divided as equally as possible into three daily and four weekly divisions. If applicable, the lowest circulation division(s) will receive the fewest number of entries. Semi-, Twin and

Tri-Weekly newspapers will compete in Division 8; Sustaining Membership Newspapers will compete in Division 9. A newspaper will compete against only the newspapers in its division.

A motion was made to accept the recommendation of an "equal distribution" of circulation divisions on a trial basis of no more than two years after which the method will be reevaluated. The motion passed 6-2 with Worley, Phillips, Serfoss, Shultz, Mayo and Trammell voting yes; Trotter and Ferguson voted no. As president, Booher was not required to vote.

LSP COMMITTEE: One LSP member self-terminated for non-payment of membership dues. Thomas said he plans to review the LSP dues structure before the next billing cycle in October 2009.

Thomas said three OPA members have been fined for publishing classified advertising that violates the Fair Housing Act. Although LSP does not provide defense, the board asked that notification and a fair housing word list be resent to members to assist in compliance with the act.

MARKETING COMMITTEE: The "This is my Day-Week-Life" house ad campaign, which began in April, has been distributed to date but frequency will probably increase during the summer months. OPS will remind members to submit their own pictures and information to be part of the campaign. Mayo asked if house ads for members' Web sites are available. Thomas said the ads are ready and that notification would soon be sent to members.

EDUCATION COMMITTEE: Potts discussed upcoming workshops, including "Futurizing your Newspaper" with Tim Harrower, open meeting and records regional seminars with Attorney General Drew Edmondson and APME NewsTrain scheduled for Sept. 25-26.

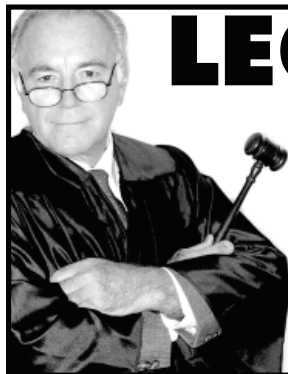
PRESIDENT-ELECT REPORT: Trotter has selected her 2009-10 committee chairmen, notified the board members of their liaison assignments and set tentative board meeting dates for the year. Trotter also requested that the board retreat be held early in April since it is a busy month.

OKLAHOMA PRESS SERVICE: Board members approved the April 2, 2009, minutes as presented, reviewed the 2008-09 year-end projections and acknowledged receipt of the OPS financial statements for the period ending April 30, 2009.

In staff reports, Thomas said Steve Barrymore is expected to remain on the staff another year to work on political advertising campaigns and demographic research for OPS. OPS managers are currently meeting with ad agencies and political customers to explore their opinions about OPS and its services. Thomas said the agency representatives have reported they use OPS to gather newspaper ad specifications, and then contact the member newspapers directly because newspapers are quick to cut their rates. Booher asked Thomas to bring to the board's next meeting a proposal of options to address the problem.

OPS is close to signing a contract with DotConnect, an affiliate of TownNews.com, to sell advertising on members' Web sites. DotConnect would receive a percentage of the sale commission instead of a monthly fee. Thomas said the company currently works with 28 other press associations.

The clipping department has done well making the transition from a paper process to a digital process. However, Thomas said only 45 percent of members' pages are currently uploaded to OPEN, so staff must make digital images of the other 55 percent. Booher asked Thomas to come up with some incentive for papers to digitally upload their own images.



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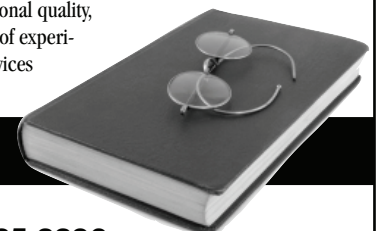
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Oklahoma Newspaper Foundation trustees review programs, retain officers

The Oklahoma Newspaper Foundation Board of Trustees met June 5 at Western Hills State Lodge in Wagoner, Okla.

Attendees are listed in box at right.

Trustees reviewed and approved minutes of the Feb. 5, 2009, meeting and acknowledged receipt of the financial statements, expense summaries, investment report and donation report for the period ending April 30, 2009.

Activity reports presented to the board included:

JOURNALISM SCHOOL STUDENT AID FUND:

Aids journalism students attending OU, OSU and OCU. The annual fund is replenished up to the amount of \$1,000 per school and distributed at the direction of journalism school directors. Thomas proposed using the funds to provide free or discounted registrations to college newspaper students and advisers to attend OPA's Mid-Winter Convention. After much discussion, trustees unanimously approved to replenish the journalism school student funds for FY2009-10 at \$500 each for a total of \$1,500, and provide up to \$2,500 for college newspaper advisers and student staffs of student-produced newspapers published at least weekly to attend OPA's Mid-Winter Convention. Each newspaper adviser will select the students to attend.

OKLAHOMA CELEBRATION OF READING:

Trustees reviewed the \$2,000 receipt for ONF's donation to the 2008-09 reading program and award presentations. The money was used for student awards and in production of annual anthology books of students' winning essays and poems. Trustees will determine at their next meeting whether to award funding for 2009-10.

EDUCATIONAL PROGRAMS: Evaluations of recently completed workshops and a calendar of upcoming training events planned by the education committee were reviewed by trustees. A motion was made and unanimously approved to allow

ONF BOARD ATTENDANCE

OFFICERS: President Sean Dyer, El Reno Tribune; Treasurer Joe Worley, Tulsa World

TRUSTEES: Carolyn Estes, Oologah Lake Leader; Rusty Ferguson, Cleveland American; Jerry Quinn, Bartlesville Examiner-Enterprise; Wayne Trotter, Countywide & Sun; Barbara Vice, Drumright Gusher; Barb Walter, Hennessey Clipper

OPA BOARD REPRESENTATIVES: Steve Booher, Cherokee Messenger & Republican; Gloria Trotter, Countywide & Sun; Stu Phillips, Seminole Producer

OPA STAFF: Executive Vice President Mark Thomas; Member Services Director Lisa Potts.

ABSENT: Vice President David Stringer, Norman Transcript; Terry Clark, University of Central Oklahoma; Ray Lokey, Johnston County Capital-Democrat; Joe McBride, Anadarko Daily News; John D. Montgomery, Purcell Register; Jerry Pittman, Chickasha Express-Star; Larry Wade, Elk City Daily News.

ONF interns, college newspaper advisers and staffs to attend the June 18 Tim Harrower Layout Workshop for free. Potts told trustees that APME NewsTrain is providing two-days of editorial and hands-on multimedia training for professional news staffs on Sept. 25-26 at the University of Oklahoma in Norman. ONF staff will handle registrations and promote the event to OPA members.

NEWSPAPERS IN EDUCATION: Estes said the April 15-17 NIE workshop in Dallas that she, Brandy Newton of McAlester News-Capital and Sara Amberg of the Tulsa World attended was a great informational and networking event. Estes is working on a children's serial story for members to publish in fall 2009.

SCHOLARSHIP PROGRAM: The ONF Scholarship Committee met in March

to review the 11 applications received for ONF's \$1,500 scholarships and select the three recipients for 2009-10. Scholarships were awarded to Larissa Copeland, Southwestern Oklahoma State University; Emily A. Holman, Oklahoma State University; and Caleb McWilliams, University of Central Oklahoma. No applications were received for the Bob and Marion Breeden University of Oklahoma Student Aid Fund, so the committee reviewed three ONF applications submitted by University of Oklahoma upperclassmen. The \$500 scholarship was awarded to Eric Dama.

INTERNSHIP PROGRAM: Trustees reviewed a list of students hired to work at 16 OPA member newspapers in summer 2009.

ETHICS AND EXCELLENCE IN JOURNALISM FOUNDATION GRANT: ONF will be notified

in early August as to whether the Ethics and Excellence foundation will fund the 2010 internship program.

In other business, the ONF Board of Trustees asked Thomas to get approval from the OPA board of directors to allow ONF to reproduce the Will Rogers image by Charles Bank Wilson as a fundraising project, and to acquire prices for a proposal at the next meeting.

Thomas said the OPA Board of Directors approved the reappointment of all trustees whose terms expire June 30, 2009. The OPA board also approved Stu Phillips's appointment as an ONF trustee.

Trustees unanimously voted to retain the current slate of officers for a second one-year term. Officers for the 2009-2010 year will be Sean Dyer, president; David Stringer, vice president; and Joe Worley, treasurer.



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Examiner-Enterprise receives award from DAV

The Bartlesville Examiner-Enterprise recently received the "Newspaper of the Year" award from the Disabled American Veterans Department of Oklahoma for its support of the disabled veterans in Oklahoma.

The award was announced at the DAV's annual state convention on July 11.

The Examiner-Enterprise runs a weekly column written by local historian Joe Todd about his interviews of World War II veterans.

"We are proud to publish the history of these veterans and their contributions to our country's freedom," said Jerry Quinn, publisher of the Examiner-Enterprise.

Harrower inspires at OKC workshop

Tim Harrower brought his design magic to Oklahoma on June 18 showing members of the Oklahoma Press Association how to breathe life into their newspapers' pages.

Harrower has been an award-winning editor, designer and columnist at newspapers large (The Oregonian), mid-sized (The Rochester Times-Union) and small (the Times chain of weeklies in Beaverton, Ore.). His first book, "The Newspaper Designer's Handbook," has become a fixture in newsrooms and classrooms around the world. His follow-up, "Inside Reporting," has become America's best-selling introductory journalism textbook. He's now compiling a new, comprehensive guide to online journalism.

The design guru cast a spell over the audience as he showed hundreds of examples of how to repackage news, both in print and online, and urged attendees to "push the limits of your own newspaper."

"Our newspapers are the same every week and it's killing us," Harrower said. "How do we get out of that rut?"

One way to improve a story's presentation is by implementing the Maestro Concept, which integrates writing, editing, art and design. The idea is to bring all staffers who play a part in the story together to discuss everything from the story idea to the headline and come up with a plan.

"You can't do it for every story, but do it for your centerpieces," said Harrower.

Harrower has an arsenal of tools to help readers wade through information including fast-fact boxes, bio boxes,



Although he's no fan of 'grip-and-grin' photos, Tim Harrower, left, let us get a shot of him with Leslie Collins, editor of the Cherokee Messenger & Republican. Leslie was having Harrower sign her copy of The Newspaper Designer's Handbook.

Web site links, lists, checklists, indexes, glossaries, quizzes, Q&As, excerpts, opinion polls, maps, charts, diagrams, tables, timelines, quote collections and step-by-step guides.

"Tomorrow's reader is different," he said. "You have to cut your stories into shorter chunks for people to absorb."

Harrower talked about grids, rede-

signs and headlines as he clicked through slide after slide of dazzling design and innovative ideas including some pages from Oklahoma newspapers.

His workshop provided inspiration for those planning a redesign or just trying to improve a few pages in their publication.

TIM HARROWER'S 12 TIPS FOR IMPROVING NEWSPAPER DESIGN

- 1. RESPECT RULES ABOUT DOMINANT ART AND MODULAR LAYOUT.** "Keep stories rectangular. Put big, cool action photos in middle and rest on outside."
- 2. TWEAK YOUR TYPE.** "You need different type faces for different jobs. It's all about what personality you want to project." "Two to three words aren't enough for headlines. You need another layer to segue into the story."
- 3. MAKE YOUR PHOTOS SMARTER.** "A good, smart photo has data and drama. I want real people doing real things."
- 4. PUT CLIP ART TO GOOD USE.**
- 5. FORMAT SPECIAL PAGES.**
- 6. CHUNK & CRUNCH.**
- 7. WRITE ABOUT 'ME'.** "Magazines know 'you' is the key."
- 8. ADD MORE ANGLE AND ATTITUDE.** "Just a little personality, that's all I'm asking. Newspapers have gotten too bland. Stop being so bland that you're invisible."
- 9. UPGRADE YOUR GRID.** "If you like the idea of having extras, you need a different grid."
- 10. UPDATE YOUR DESIGN VOCABULARY.** "Are you putting out your grandfather's newspaper? Are you still playing an accordion in an electric guitar era? AARP, the magazine for retired people, is cooler than you. Find your own comfort level, but you're probably more conservative than your readers."
- 11. GO FOR THE REDESIGN. DON'T WAIT.** Harrower's steps to redesign:
 - a. Evaluate your current paper.
 - b. Borrow ideas from publications.
 - c. Test your prototype.
 - d. Write a stylebook.
- 12. AVOID FALLING INTO RUTS.**

THE MOST IMPORTANT THING I LEARNED...

at Tim Harrower's Design Workshop on June 18, 2009, in Oklahoma City:

"I knew there were things I needed to change, but he showed me how to do it."

STEVE BOOHER,
Cherokee Messenger & Republican

"How to utilize and organize the space."

DAWNYAL HILL, The Indian Journal

"Have an attitude!"

FAITH WYLIE, Oologah Lake Leader

"It's time to update my newspaper – it would benefit our newspaper and community."

LORI COOPER, The Carnegie Herald

"Ways to make my paper look better for our readers."

KRISTI HAYES, Ponca City News

"How to spice things up! Make little change to make the paper better."

TONY DOWNING, The Indian Journal

"Stories should not be about 'them over there.' Communication is key; have a five-minute meeting."

VALERIE BLACKBURN, The Oklahoman

THE *OGIE*[®] PHOTO CONTEST



A fire destroyed Farmer's Furniture in downtown Sallisaw in spite of the efforts of firefighters from throughout the county, Poteau and Fort Smith, Ark., both of which brought ladder trucks to douse the blaze.

Photo by JEFF MAYO, Sequoyah County Times, Published May 21, 2009

MAY 2009 DAILY WINNER:

KEVIN HARVISON
McAlester News-Capital

MAY 2009 WEEKLY WINNER:

JEFF MAYO
Sequoyah County Times

VIEW ALL WINNING PHOTOS AT
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Six-year-old Hannah Porter takes pride in her work as she flashes a smile while placing U.S. flags at the grave site of veterans for Memorial Day weekend.

Photo by KEVIN HARVISON, McAlester News-Capital, Published May 21, 2009

WITH ALL YOUR POWER



WHAT WOULD YOU DO?

2009-2010 OKLAHOMA PRESS ASSOCIATION COMMITTEE MEMBERS

The following OPA members have volunteered to serve on a committee for fiscal year (July through June) 2009-2010.

Any staff member of an Oklahoma Press Association business member newspaper may serve on a committee.

OPA President Gloria Trotter, The Countywide & Sun, and Vice President Rod Serfoss, The Clinton Daily News, sit on all committees.

If you would like to volunteer for a committee, you can sign up at www.okpress.com/committee-sign-up.

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CINDY ALLEN,
Enid News & Eagle
SUZIE CAMPBELL,
The Countywide & Sun
LESLIE COLLINS,
*Cherokee Messenger
& Republican*
AMY JOHNS,
McAlester News-Capital
MIKE McCORMICK,
Shawnee News-Star
DAYVA SPITZER,
*Sayre Record & Beckham
County Democrat*
TIFFANY VOIGHT,
The Marlow Review
DARLA WELCHEL,
The Newcastle Pacer
TOMMY WELLS,
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OPA staff liaisons

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The Perkins Journal
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*University of Central
Oklahoma*
SCOTT CLOUD,
Newkirk Herald Journal
BAILEY DABNEY,
Claremore Daily Progress
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Oologah Lake Leader
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Enid News & Eagle
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The Newcastle Pacer
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For the Record (Yale)
MICHAEL RASMUSSEN,
For the Record (Yale)
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OKC Friday
SCOTTY MAXWELL,
McAlester News-Capital
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The Journal Record (OKC)
MACK MILLER,
The Dewey County Record
JOHN D. MONTGOMERY,
The Purcell Register
JOHN DENNY
MONTGOMERY,
The Purcell Register
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STEVE PATERSON,
The Edmond Sun
ROGER PUGH,
Piedmont-Surrey Gazette
MICHAEL RASMUSSEN,
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Piedmont-Surrey Gazette
PHILLIP REID,
Weatherford Daily News
SARAH BARROW &
MARK THOMAS,
OPA staff liaisons

Under the hood of your newspaper Website

That **InterWeb** Thing

by KEITH BURGIN, OPA STAFF

I'm about to make your eyes glaze over like a Christmas ham. Let's talk about Content Management Systems... let the glazing begin.

A Content Management System (CMS) is, at its simplest, a Website "engine" designed so that someone who knows nothing about building or maintaining Websites can add, delete and edit photos, articles, navigation, sections, etc., in your online newspaper.

If you've ever visited FoxNews.com, CNN.com or NewsOK.com, you've seen a CMS in action. If you've taken the time to learn a program like Microsoft Word, you can easily run one of these bad boys with minimal instruction.

This is the first of a two-part column focusing this month on the features you'll want in a CMS and next month on a few of the free systems that might be appropriate engines for your newspaper site. Let's jump right in.

Regardless of what you use to publish your newspaper's Website, there are a few features you must have. These features will make life easier, and your online newspaper easier to read and navigate.

UPDATES: Ease of updating your content can be a deal-breaker. Sometimes a bit of familiarity is what's needed.

A number of very good CMS use an administration (admin) page that mimics Microsoft Word's interface. Here you can place photos, format words, set paragraphs, create hyperlinks and insert special symbols such as the registered trademark using controls you already know.

These admins work from most any Web browser like Safari or Firefox – there's no special software required. Whatever you choose, make sure that you're comfortable updating your CMS.

FLEXIBILITY: You should be able to create a new section, subsection, navigation buttons, a page or an article with a few clicks of the mouse. The admin should allow update of the front page on the fly. These things are crucial to not only your sanity, but to the timeliness of your paper.

MEDIA MANAGER: A media manager of some sort is an absolute necessity. Uploading, adding and deleting media files like photos, PDF documents, Flash movies and banners, videos and such is something you'll do regularly. It can be a major pain to push your files to your server using an FTP (file transfer protocol) program, then link to them in your admin.

A good media manager allows you to upload your files to specific directories (folders) on your system, then link to them from the admin without having to guess at their URL (Web address).

STYLING: The CMS you use should be fully styled. That means that when you insert a headline, it's going to show up in the same font, the same weight and the same size every time. When you insert text, the system will display the paragraph text consistently. Headlines, subheads, paragraphs, photo display, navigation, bylines and lists (bullet points) should all be styled ahead of time for consistency.

UPDATABLE TEMPLATE: Most good CMS have a template-based style system. The look, feel, color and layout of your site will all be controlled through the template.

Templates should be accessible, updatable, and replaceable should you choose to do so. There are a number of very nice "newspaper layout" templates available. The better ones will cost either a membership to the template site, or a one-time fee. I don't think I've paid more than \$60 for a template like this since I started putting these together.

The template should allow you to put your logo and masthead in relatively easily.

MODULES (ADDED FUNCTIONALITY): Modules are a small piece of the CMS that can be installed or deleted to add functionality. For example, there are modules you can download and install to allow you to add banner ads to certain areas of the site.

There are modules for video, Twitter, GoogleAds, forums, reader feedback, payments and subscriptions. There are modules for almost anything you want to do. You just have to choose the CMS that has the modules you want.

We'll talk more about that in the next column.

Remember, you're the one who has to keep your Website up, running and current. This is more than an investment, it's a new part of your newspaper and it reflects on you. If you're going to be on top of it, you need to be able to control it.

That may sound daunting, but it's truly not. A bit of research before the installation and enough knowledge to make good choices will go a long way to making this step simple and enjoyable.

Here endeth the glazing... for this month.

EDITOR'S NOTE: Keith Burgin has worked in Web technologies since 1998 when he began designing small Websites as a hobby. He worked professionally as a freelance consultant, designer and developer from 2001 until 2009 when he came to work for The Oklahoma Press Service.

Burgin has experience with Content Management Systems, Web layout, interactive advertising, Search Engine Optimization (making sure search engines like your Website) and Web standards.

Have a question regarding *That InterWeb Thing*? E-mail kburgin@okpress.com.

BRIEFS

LINDSAY MOREHEAD, a graduate of the University of Oklahoma and University of Central Missouri in Warrensburg, has joined the staff of The Owasso Reporter as a general assignment reporter. Morehead completed her master's thesis in Warrensburg, where she taught public speaking and video production. She was a contributing reporter on UCM's newspaper, The Muleskinner.

After 76 years in the newspaper industry, **LAMARR SMITH** retired from the McCurtain Daily Gazette last month on doctor's orders. Smith, 94, started his career as a pressman for the Gazette in 1953 and over the years filled many rolls, or as he put it, "every job except reporting."

Open Records Act limits charges for paper copies

By MICHAEL MINNIS, OPA ATTORNEY



In an attempt to facilitate the public's right of access to public documents, the Oklahoma Open Records Act limits the charges a public body may charge for making paper copies.

A public body may only charge the reasonable direct costs of making the copies, but in no event more than 25 cents per page.

The court clerks periodically get

around this general limitation by adopting specific statutes requiring much higher fees for copies of their documents. 28 O.S. § 31.

Sometimes the per page charge for paper copies is used as a model for charging fees for making copies of electronic documents.

The Muskogee County District Court recently found the per page charge model does not meet the statutory requirement that a public body cannot charge more than the reasonable direct cost when applied to electronic records.

In a journal entry filed June 18, 2009,

the court held that Muskogee County's practice of charging 5-cents for the first 25,000 parcels and 2-cents for each additional parcel for the real estate violates the Oklahoma Open Records Act.

The court approved an agreed approximation of the reasonable direct costs of \$50 to burn one CD. *Hurlbert v. Ashwood*, Case No. CJ-2007-1237 (Dist. Ct. Muskogee County).

If a public body charges what appears to be an amount exceeding a reasonable direct cost for a copy, the requester should ask the public body to cite the statute authorizing such a fee.

NNA applauds postage price cut for shoppers, TMCs

National Newspaper Association President John W. Stevenson, publisher of The Randolph Leader in Roanoke, Ala., praised the US Postal Service for trimming back postage prices for High-Density shoppers and Total Market Coverage (TMC) publications sent to non-subscribers of the paid newspaper.

The Postal Regulatory Commission (PRC) has approved a proposal to drop .01 cent from the High-Density piece rate and lower the pound price equal to Saturation price.

The new prices will go into effect July 19. The PRC's review generated discussion about how the 2006 Postal Accountability and Enhancement Act (PAEA) would govern price decreases.

When the law was passed, periods of deflation were not contemplated.

USPS was concerned that the High Density decrease would limit its future price increases by re-setting the baselines for price caps.

The PRC has announced it will begin a new inquiry into how to treat such situations.

Stevenson said the Postal Service's move to reverse some of the steep increase passed along to newspaper non-subscriber Standard Mail publications last May was welcome.

"NNA had expressed serious concern about the Postal Service's decision to hike the High Density rates far beyond inflation – in excess of 5% in some cases, while

Saturation mail that is very similar enjoyed much better rate treatment," Stevenson said.

"We met with the Postal Service's pricing managers to explain the effect of favoring Saturation pricing policy.

"We explained the gravity of discouraging newspaper publications in the mail, as many companies have been balanced on critical questions of whether to rely upon USPS to deliver newspapers and their shoppers or to set up their own carrier forces.

"We are delighted that the Postal Service reached out to newspaper mail with

this pricing gesture and that the PRC blessed the new prices."

"Now our job is to continue our quest to keep Saturday mail delivery alive, so that newspapers that have taken this decision as a gesture of trust will find that their faith in USPS is rewarded," said Max Heath, NNA Postal Committee chair.

Heath said NNA is surveying members on reactions to the possible loss of Saturday mail. Postmaster General Jack Potter has asked Congress for authority to terminate it if USPS finances continue to decline.

"The better solution is to accelerate tight cost controls and encourage more mail into the system, as this rate cut will do," Heath said. "People looking for their newspapers in the mailbox on Saturdays do not want to be disappointed."



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For more information or program updates
 visit www.nna.org or call (800) 829-4662

High density standard mail flats

Postal Notes

by BILL NEWELL, OPA POSTAL CONSULTANT

Effective July 19th, the per piece price for High Density Standard Mail Flats will be reduced by 0.1 cent. High Density pound prices will also be decreasing. These price adjustments are a result of the Postal Regulatory Commission having completed their review. For more information about the pound price decrease, see the NNA article at the top of this page.

DMM ADVISORY: Want to keep up with some of the changes affecting prices and classifications by the US Postal Service?

The Postal Service has developed the DMM Advisory to provide business customers with brief, up-to-date happenings within the Postal Service.

I urge you to subscribe to this free advisory by simply sending an e-mail to dmmadvisory@usps.com. Indicate "subscribe" in the subject line.

RIDE-ALONGS: Have you utilized Ride-Alongs with your periodical publication?

The Postal Service is addressing the Ride-Along program and considering lowering the per piece rate and possibly allowing more than one Ride-Along in a publication.

I would be interested in hearing your comments or position on using Ride-Alongs if the price was reduced from its current 16.5-cent-per-piece to somewhere in the area of 10- to 12-cents-per-piece.

If you are unfamiliar with Ride-Alongs, feel free to contact me.

Please e-mail your response to bnewell@okpress.com.

EXCEL POSTAGE STATEMENT PROGRAM:

I have an updated postage statement program in Excel available for those of you that complete your postage statement manually.

If you are currently using this program, you may want this update. Just contact me by e-mail and I'll get it to you.

If you have any questions, e-mail or give me a call at (405) 659-9662.

Using firewalls to prevent cyber attacks

computer notes

from the road

by WILMA MELOT

These days, simply plugging an Ethernet cable into your computer opens you up to a host of online nastiness and cyber attacks. A number of companies have made a good living protecting us from this mess.

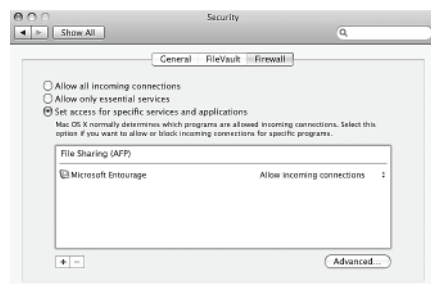
There are many ways these attacks come at us: through e-mail, Web pages or, basically, anything you download. It's a good idea to have some sort of protection software, but even this can be a problem for your machine if you don't keep it updated.

I know many of you don't want to spend the money every year to buy a copy of Norton Anti-Virus or something similar, especially if you are on a Mac, but the threats from the Web put us more and more at hazard every day. As a first line of defense, you can set up a firewall on your personal computer to keep the bad guys out.

If you only connect at the office, then it's possible that the router there has a good firewall built into it. More and more

though, our computers are mobile and we might sign on just about anywhere.

Mac 10.5 has a built-in firewall. Go to system > preferences > security > firewall and set up some defenses. It's very basic; there are only three choices. The third choice "set access for specific services and applications" allows you to select the services you want to allow access as shown in the window below.



Don't forget to restart your machine after engaging the firewall.

If you feel you need a firewall but have an earlier model Mac, you can purchase NetBarrier for \$50 per machine.

It works much the same as the firewall in 10.5 and has a few more features.

On a Windows machine, it's likely that you use the Windows firewall or one from your anti-virus. These programs often ask for permission to allow one service

or another through the firewall. This can be confusing to an end-user, and it's time consuming to look up what some of these online services do before allowing them access.

I recommend installing one that takes care of itself, unless you enjoy messing with it. Two that have been around a while are Trend Micro and Zone Alarm.

As far as routers, most do have a built-in firewall, but you need to configure them and update them from time to time. Look for the updates on the manufacturer's Website.

Using firewalls can go a long way toward keeping the bad guys out of your machine. It's definitely worth the time you'll spend researching the software.



Online software may not be best bet for newspaper business

More and more, software programs are moving online. Google and a number of other companies offer word processing and spreadsheet programs. They're a great way to open those pesky .docx files and it's free.

New operating systems are on the way, too. Android, an open-source project, and Chrome from Google are almost ready for use. Both are meant to compete with Microsoft on some level. But are these online applications and operating systems good for your newspaper?

If you store your files online or your operating system is based online, don't forget that when the Internet is down, so are you. It doesn't seem like the most secure way to put out a newspaper.

A better solution might be to back up your files on medium you have access to,

and keep your operating system on your machine.

The online system might seem convenient and inexpensive at first glance, but with our wonderful Oklahoma windstorms, Internet access is not as reliable as it could be.

Further, I've noticed that many who use online e-mail services wait until the last moment to download articles and resources. This isn't a good idea. If you don't have access to the Internet for some reason, you don't have your materials at deadline.

If you're cramped for space, put the files on a flash drive or an external hard drive. They're not expensive as hardware goes, and they're an excellent alternative that allows you access to your files even if other systems are down.

This is a bit more expensive, but you

can also set your smart phone, if you have one, to sync with your machine at work and download those files to keep you up and running.

I've noticed that some newspapers have gone to the trouble of having two different Internet providers at the office. If one goes down, the other is still available somewhere in the building.

You might consider having a different provider at home. Then, if your office connection is down, you can run home and work.

Most papers use a secondary online e-mail service like Gmail, Yahoo, or Hotmail in case in-house accounts are down.

Although an online server backup is convenient, nothing beats having at least one good backup of your files on site. It's just a safer way of doing business.

plugged IN

Importance of updates

Computer updates are important. Check for updates from Microsoft or Apple on a regular basis and keep track of when new ones are released.

I recommend that you update manually but wait a week or two after updates are released before installing them. If there's a bug, it should be worked out before you use it.

Automatic updates, while convenient, can cause problems if you don't know how the new update will affect your current software or Internet connection settings.

It's a good idea to read the release notes on the update to see if the fix is something you actually need.

Update your software as well, especially Adobe. Features are updated after the initial release of the program disk, some because they weren't working properly, some because new bells and whistles were added.

With Microsoft Office, update releases and patches come out almost monthly, and a bunch of them are for purposes of security. It's definitely worth the time to get them.

Good reading

Sometimes the best how-to books are not the newest on the shelf.

Photoshop Unmasked, by Nigel French, is a great Photoshop basics book from the era of CS2. It's simple and clear, and most of the techniques work on any version of Photoshop.

If you're a beginner with Adobe Dreamweaver, check out *Dreamweaver 8 Complete Concepts and Techniques* by Shelly Cashman. Schools use this book as a basic text for learning the program. Newer versions of Dreamweaver have all of the basic commands the older version did.

You can find these books on the Web at Amazon.com (their used booksellers are a good source) or Alibris.com. Check your local library, too.

To err is human; to misquote is akin to a sin

Clark's Critique

BY TERRY CLARK, Journalism Professor,
University of Central Oklahoma
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"Hey Misquote! Is the Weekly Wipe out yet?"

Back in the years BCP (before cell phones), most of us who traveled, especially in full-sized vans, installed CBs so we could talk back and forth, just like the big truckers. And, of course, everybody had to have a "handle." You always wanted something cool, like Bert Reynolds' "Bandit," but most were a lot less romantic, and some friends' kidding took hold.

That's how I ended up with "Misquote" when I owned a weekly newspaper. It irritated me the first time a fellow businessman used it, but it was the good-natured, humorous banter all of us used in Waurika. So it stuck, and I started using it on my CB.

Why did it irritate? Because I'm a journalist and I know how everyone hates to be misquoted, and suspicious of the press for its inaccuracies. We take it too lightly.

When you misquote someone you're actually stealing or violating a part of their identity – forgetting Jesus' words about "For out of the overflow of the heart the mouth speaks." I was once asked to speak about "Dealing with the Press" to the state convention of the county commissioners. They were meeting in the OKC Marriott and the room was full with more than 200 people there, some in dress casual, some in jeans and boots, some like they'd just got off the road grader. I'm not demeaning them... these are the people who run our 77 counties. I wondered how I could get their attention, get on their side and help them out.

"How many of you have been misquoted in the press?" were my opening words.

Almost every hand in the room went up. Now I know some of them use that as an excuse when they don't like what we've printed. Some don't understand that we don't have to use all of their words. Some of them may not remember exactly what they said. But not all of them, and that means there is the general perception that the press has been inaccurate.

I'm convinced we don't spend enough time emphasizing accurate reporting of people's words, and that we need to pay

The El Reno Tribune, Holdenville News and Eakly Country Connection get local news written by local reporters for local readers.

"recalled," "stated," "smiled" or "laughed" (impossible when you think about it), etc. Saves space and avoids connotations of opinion.

• Avoid the "according to" disease. Another Clarkism! (I Clark 2:2.) Don't write: "According to" is a disease, according to Clark. Technically, it means "in accordance with."

Unless it's a once in a lifetime quote, we don't start news stories with them. Features stories are a different matter, and good quotes are effective ways to start and end those.

What about recorders? I don't like them, but these new digital ones with USB plugs that you can download into your computer are excellent for long interviews and controversial meetings. They're no substitute for good note-taking, but to make sure you've got quotes right, they're great.

Leland Gourley of *OKC Friday* showed me the value of these several years ago when somebody in Nichols Hills claimed they had been misquoted about some school issue in a public meeting. Gourley, in his usual meek, unassuming and mild way, silenced that by standing up and saying, "No, you weren't. I've got it on tape." Silence followed.

We want to take extraordinary precautions to assure our readers we're trying to make sure they're quoted correctly.

We're all like that. I don't like to be interviewed because I know how easy it is to get quotes wrong, or the journalist is going to put it in a context that causes me trouble in my job. Usually, I e-mail my answers to my student journalists, so I

Continued on Page 15

attention to the effective use of quotations in our writing.

So here are some suggestions for better journalism:

"Quotes are the 'eye contact' of writing." I don't have many original ideas, but I think this is a real Clarkism, so please quote this verse from I Clark 2:1 correctly. What do I mean?

Quotations grab readers' attention, more than the other copy. Accordingly, a story without quotes is like a speaker who won't look at you... no eye contact and you lose interest. The best speakers engage you with eye contact. Same is true of stories with quotes.

Therefore, pay special attention to quotes in several ways.

Don't "bury" the quote in the story or paragraph. It destroys its effectiveness in writing.

RULE: if you have good quotes, try to have the first one in the first four paragraphs of the story – even in, say, a city council story – if you have a decent quote from a councilman or an official that is germane to the main topic.

Secondly, when you have a quote, make it a new paragraph, with the attribution last.

Look back to my "Quotes are the eye contact of writing." See how it stands out

from the gray column of type? Don't write it like this: Clark said, "Quotes are the eye contact of writing." Start with the quoted words.

Use short quotes that get the point over.

Make sure they're accurate. Don't make things up or guess.

Don't use the long, PRish made up quotes that come from government agencies or politicians. They're boring and they are the equivalent of lying to people.

RULE: if it's a long quote, paraphrase it, because you can write it shorter and save space. Example: Clark said to paraphrase long quotes to save space.

If there is a gem of a quote in a long quote, take the gem out and use it as a direct quote, as long as you don't take it out of context. Example: "Take the gem out and use it as a direct quote," Clark said.

RULE: generally don't use ellipses (you know, the three little dots) when you use a partial quote. Readers distrust these because they think we're leaving something out we didn't want, or that we're changing the intention of the quote (as with a broadcast sound byte).

ATtribution RULES:

• Put attributions at the end of the quote and then start a new paragraph.

The verb of attribution is "said." Not

Learn tricks to save time putting out your paper

If you're looking for ways to increase your productivity in Creative Suite, we have a workshop geared to your needs.

On July 30 and 31, OPA Computer Consultant Wilma Melot will be showing you everything from InDesign basics to advanced workflow techniques.

The workshop, sponsored by the Oklahoma Newspaper Foundation, is part of the Raymond and Mildred Fields Memorial Fund Educational Series.

"This workshop will focus on how to decrease the time it takes you to put out

your newspaper," said Melot. "Most of it will be working in InDesign but I'm also going to show you what I consider to be the perfect PDF settings and how to set up action buttons in Photoshop."

On Thursday, July 30, students will learn InDesign basics. Melot will cover controlling frames, text blocks and photos; linking objects; setting up your workspace; basic keyboard shortcuts; and more.

By the end of the day, you'll be able to build an ad using the skills you've learned.

Friday, July 31, is where you'll learn how to save time.

Melot will show you how to set up print presets, action buttons in Photoshop and even show you how to correct some problems on incoming PDFs.

The workshop will be held in a computer lab at the Meridian Technology Center in Stillwater, Okla.

Register for one or both days for only \$20 per day.

Registration is available online at www.okpress.com/creative-suite.

Oklahoma Historical Society receives grant to digitize papers

As part of the National Digital Newspaper Program, The Oklahoma Historical Society will digitize about 100,000 pages of Oklahoma newspapers.

The National Endowment for the Humanities awarded a \$307,000 grant to be used by the Research Division of the Historical Society to preserve selected newspapers.

"The titles selected will reflect the state's political, cultural, and economic history, span Oklahoma regionally and cover the mid-nineteenth to early twentieth

century time period," said Chad Williams, Deputy Director of Research.

The project is a joint venture of the University of North Texas and The Oklahoma Press Association.

"The Oklahoma Historical Society has the collections and knowledge of Oklahoma newspapers that, when combined with the University of Texas' experience in large-scale digital conversion projects, brings the skill to manage a challenging project such as this," Williams said.

"The Oklahoma Press Association will

play an important part in this project as well. In 1893, the Territorial Press Association formed the historical society to collect newspapers. That is how our newspaper collection began."

The purpose of the project is to make millions of pages available to the public in an online, searchable database.

The National Endowment for the Humanities intends to fund such projects for all 50 states and U.S. territories published between 1836 and 1922.

CLARK'S CRITIQUE

Continued from Page 14

know they'll get it right – I hope. I don't recommend you ask your sources to do that, however.

Here's a technique that can put your sources at ease. At the end of an interview, just go back and say, "Now you told me that...blah, blah, blah. Is that right?" This helps build your trust with them, and eases their minds about being misquoted.

So those are enough quotes on misquoting from "Misquote."

CLARK'S CRITIQUE: I want to take a point of personal privilege this month, and salute UCO's student newspaper, *The Vista*. The first week of July concluded 40 years in the same location, room 107 of the communications building. Generations of young journalists, many of them now working throughout the state, trained in that room, under a multitude of advisers and conditions.

The paper has moved across the building into a merged newsroom with the broadcast facilities. It will continue to maintain its editorial independence, but we're trying to change with the times, and

a shared Web page will be getting more emphasis.

This is a natural follow-up of the merger of the journalism and communications departments exactly four years ago. We knew we had to try to keep abreast of changing technologies and "convergence" in the media industry. Then, as now, we can't know exactly where we're going, but that we've got to try to better prepare our students for the crazy media world they're going to seek jobs in.

I'll stop short of calling it a converged newsroom, however. The broadcast students don't want to be print journalists any more than the print students want to go into broadcast, but it's our job to help prepare them for the increasing lap over of technology. As a matter of fact, our Vista students emphasize the word "shared" newsroom, not converged.

As you know, in this last summer of me being chair of the mass communication department (after 19 years), I'm also serving as interim *Vista* adviser. That means I'm back in the newspaper business until Aug. 1, and I am incredibly impressed with the dedication, talent, determination, independence and humor of our small

staff. They're even teaching me some of the new technology.

At any rate, I recommend you look at two articles from the July 1 issue. "Vista moves newsroom after historic 40 years," and "A conversation with Dennie Hall." Dennie was the adviser during the tumultuous '70s, and helped establish the strong tradition we have of student press freedom.

You can find those articles on The Vista Website: www.thevistaonline.com/.

IDEAS WORTH STEALING: Barbara Vice of the *Drumright Gusher* reports on how the city is using old and new media to promote itself. The *Inola Independent's* Cara Cowan Watts writes Cherokee Chat. Headline: "Where The Casino Money Goes."

HEAD'EM UP AWARDS: First place, *Perkins Journal*:

Wastewater Plant Causes Stink.

Second place, *Oologah Lake Leader*:

Bucks needed for big boom

Third place, *The Ringling Eagle*:

Do Ringling schools make the grade?

On a story about student test scores.

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CONSUMER PROTECTION

New credit card rules will provide necessary safeguards

During his term in the Oklahoma State Senate, Robert Milacek of Waukomis made it his mission to pass legislation restricting credit card companies from issuing cards to anyone under 21. In 1998 he was contacted by the mother of a University of Central Oklahoma student, who committed suicide after running up huge credit card debts.

Milacek's legislation never made it to the floor for a vote, but his efforts led to UCO banning many student application promotions for credit cards, Oklahoma State restricting such promotions and Oklahoma offering personal finance classes to teach students about the lure and pitfalls of credit cards.

Milacek's crusade never resulted in state legislation concerning the marketing of credit cards to young people, but such a law recently was passed, and signed, on the national level.

May 22, President Obama signed into law a bill that will restrict credit card companies from issuing a card to anyone under 21 without either an adult co-signer or information indicating the young consumer has the money to repay any credit extended.

Card companies also can't provide gifts such as T-shirts and backpacks to students on

campus in exchange for filling out credit card applications.

The measures were part of the credit card holders' "bill of rights" imposing sweeping new restrictions on the industry.

The new rules will keep credit card companies from giving cards to anyone under 21 who merely has demonstrated the ability to sign their name.

Advocates for credit card companies say the burden is on parents to educate their children about the responsibilities that go along with being granted credit cards. They are right. Parents also need to warn their children about the credit card companies' penchant for throwing card offers at anyone with a pulse, something they will not be able to do when the measure goes into effect.

Too many adults have fallen victim to the seductive lure of credit cards and have found themselves helplessly over their heads in debt. This measure will at least make it tougher for credit card companies to get their hooks in people until they reach 21.

Milacek said for years such legislation was necessary to protect young consumers. Someone finally listened.



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