

Oklahoma Publisher

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11

WEEKS until the
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After the July 27 primary election in Oklahoma, there's no doubt of the power of print.

In a tight race for the Democratic nomination for governor, Jari Askins squeezed out her opponent, Drew Edmondson.

Both candidates were well known – Askins served as Oklahoma's lieutenant governor; Edmondson as the state's attorney general. Both candidates ran television ads; both stumped across the state.

So what made the difference in the election? Many believe it was Askins' newspaper advertising campaign.

In September of 2009, candidates for statewide elective office were offered a low rate, small space newspaper advertising campaign for a limited time.

"Jari and her media team recognized the value of newspaper advertising to their election efforts," said Mark Thomas, OPA Executive Vice President. "She was the only statewide candidate to take advantage of this plan."

For 10 weeks, from September to November 2009, Askins' two-by-two ad ran in nearly 200 Oklahoma newspapers.

"It really helped her to launch her campaign early," said Thomas. "Clearly she understands the value of connecting with people in their own hometowns – in the newspapers where voters look to see their friends, relatives and upcoming local events. This helped her gain name recognition and get her supporters organized early. People knew she was taking her campaign for governor very seriously."

In March, Oklahoma Press Service launched "Race for Space," a new political advertising plan for statewide elections offering dis-



CANDIDATES WIN PRIMARY ELECTION WITH HELP OF NEWSPAPER ADVERTISING

'Anyone running for office should take note of this.'

Mark Thomas, OPA Executive Vice President

counted advertising packages for a limited time.

One hundred inches of discounted space were offered in the primary election on a first-come, first-served basis in nine statewide races. At 8 a.m. Monday, May 3, Askins' team reserved all 100 inches in the gubernatorial race.

Oklahoma Press Service reported that Askins spent \$103,389.50 to run 100 inches of advertising in 169 papers prior to the July 27 primary election. Edmondson spent \$13,142.83 to place advertising through OPS in 67 papers.

In an interview with capitolbeatok.com, Askins said faithful newspaper readers have become their own demographic.

"So, we took the message straight to them," she said. "Newspapers remain vital links in our communities."

Weatherford Daily News Publisher Phillip Reid believes newspapers played a huge part in Askins' success, as well as races in his own city.

Reid witnessed the power of print in Weatherford's district judge race where Richard Phillips

spent the most in newspaper advertising out of all three candidates. Phillips will face a runoff election with Doug Haught on Aug. 24.

Phillips told the Weatherford Daily News that the newspaper advertising he purchased played a part in his campaign.

"I definitely think it helped tremendously," said Phillips. "It allows me to get my message out to all the communities. In Weatherford, it helped get my face out there to those that didn't know me."

Vickie Foraker at The Purcell Register reported that in their two local races, the candidates who ran newspaper advertising were more successful than their opponents.

In the county commissioner race, one of the candidates ran an ad every week for about four weeks, Foraker said. The other candidate ran a small ad one week before the election and was beaten by about 3 to 1.

In the judicial race, two candidates from McClain County who ran ads prior to the election are now in a runoff after defeating a third candidate from Garvin County who didn't run ads.

Charles Biggs, publisher of the Tulsa Beacon, said nine candidates who ran ads in his newspaper won over their opponents who did not run ads.

"We put a lot of coverage into politics," said Biggs. "It was a lengthy primary ballot on the Republican side."

"We had numerous calls from voters wanting information about candidates and we referred them to our July 22 issue, which had a wrap-up of the ballot and contained our endorsements on the editorial page."

Two examples of the power of

Continued on Page 2

START THE PRESS

OPA President's Column
By ROD SERFOSS
Clinton Daily News Publisher

I have a great deal of admiration for the smaller weekly newspaper publishers in rural Oklahoma. A growing number of them have other jobs because their communities can no longer support a full-time newspaper office.

In spite of that, they still have the passion to get the news out.

Many small town newspaper publishers are in the office before 7 a.m. A typical day ends after covering a sporting event, city council or the school board meeting that now, because of school consolidations, may be more than 30 miles from the town they live in.

Then there is the long day each week of putting the paper together followed by a mad dash to the print shop to pick it up. Then they insert (if they're lucky enough to have them), get the papers labeled and to the post office and finally fill the racks.

Now they can take a quick breath just before rushing, with camera in hand, to start the whole process over again.

Church is a place most people go to keep their life in balance. But for the small town publisher it is a place to answer questions about what you had and didn't have in that week's paper.

The small weekly's definition of an evening off is not having anything to cover so you can go to the office and write stories and work up the backlog of pictures you now have in your possession. Vacation is finding a week that you can put out the paper a day early so you can take a three-day getaway – without pay.

Call it lack of jobs, lack of trees, lack of rain, better birth control or the lack of sex, but the fact is that many rural communities in Oklahoma are dwindling.

With that comes an even bigger struggle to pay the utilities, the printing bill and the post office. No, I didn't forget payroll. The reality is that many rural papers are a one-person operation and the only way they get paid is if there is any money left at the end of the month.

Because of that, more and more small town publishers are doing other jobs to help subsidize the newspaper.

It is not uncommon to see the weekly newspaper being produced after the day care is closed, with a person selling an insurance policy and a classified ad at the same time or operating an antique mall in the same office as the newspaper. We have seen a closed sign on a paper's office so the publisher can make an ambulance call and at one point a publisher in southwest Oklahoma cooked breakfast at his restaurant every morning, operated his flower shop during the day and then found the time and energy to put out a newspaper.

When the 2010 census figures come out most western Oklahoma publishers will jump for joy if the population of their community remains close to what it was 10 years ago.

For centuries there has been the provoking question of which came first, the chicken or the egg. In our industry the question has been which died first, the town or the newspaper? The answer is simple: the town, because I have never seen a town that could support a newspaper not have one.

Like many others, some day the number of rural community newspapers will shrink, not because of the decline of the newspaper industry but rather the decline of many rural Oklahoma towns.

The small weekly publisher has been forced to become creative in finding ways to keep the news coming to his or her community. I appreciate their commitment to do so and hope their readers understand how lucky they are to have someone who is committed to report the news and preserve the history of their town.

Crescent Courier applies for OPA membership

The Crescent Courier has applied for a business membership in the Oklahoma Press Association.

The weekly newspaper is owned and published by Mark Radford.

The Crescent Courier, published in Logan County, states in its membership application that its periodical mailing permit has been in effect since April 19, 2005.

The newspaper's office is located at

2130 Lakeview Dr. in Crescent, Okla.; the phone number is (405) 969-2215.

The Oklahoma Press Association Board of Directors will vote on the application at their next meeting on Sept. 16, 2010. Any current member wishing to object to the application of The Crescent Courier must do so in writing to the OPA at 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499, by Sept. 16, 2010.

Newspaper Advertising

Continued from Page 1

the press came from the Marietta Monitor in Love County.

In the race for Love County Assessor, incumbent Cathy Carlile was opposed by a disgruntled former employee and another individual, said Willis Choate, publisher of the Monitor.

The disgruntled employee ran ads every week; most of the ads were small, business-card sized with only a couple of large ads. The third opponent ran no ads.

The incumbent ran large ads each week outlining her work and training.

"She embraced the election wholeheartedly with the local newspaper and won by a landslide," said Choate.

In the District 3 Love County Commissioner race, incumbent Jack Kirk ran one quarter-page ad seeking reelection. His opponent, Herschel 'Bub' Peery, ran ads each week and even placed a color ad close to the date of the election. The outcome of the election was Peery 291, Kirk 202.

"It was perceived by the community that Kirk didn't really want to remain in the seat because he didn't do much to campaign to keep it," Choate said.

"Newspaper advertising IS a big part of campaigning in Love County," he said.

Even the type of ad in the newspaper

can have an effect on the outcome of a race.

Scott Cloud, publisher of the Newkirk Herald Journal, said candidates for Kay/Noble County District Attorney spent about the same amount of money in print advertising but the incumbent ran a very negative ad before the election.

"Many people say it may have cost him the election," Cloud said.

There are more success stories. Todd Lamb defeated four opponents in his race for the Republican nomination for lieutenant governor. Lamb spent \$5,021.76 in newspaper advertising placed through OPS; his opponents placed no advertising through OPS.

Janet Barresi won the Republican nomination for Superintendent of Public Instruction spending \$4,635 in newspaper advertising. Her opponent: \$0.

"Anyone running for office should take note of this," said Thomas.

"It isn't just important on election day, but after the election is over, you will have to deal with every newspaper in the district for your entire term of office. That's not so with direct mail vendors and signs or bumper stickers."

RACE FOR SPACE

Discount advertising space available

Oklahoma Press Service's Race for Space campaign is ready to assist political candidates in nine statewide races.

Sixty inches of discounted ad space is available for the following races: lieutenant governor, state treasurer, labor commissioner, insurance commissioner, attorney general, state auditor and inspector; superintendent of public

instruction and corporation commissioner. A special package is available for gubernatorial candidates. The discounted space is available for purchase starting at 8 a.m. Thursday, Aug. 26. Don't miss out on this opportunity to reach voters. For more information on how to reserve your space, contact Oklahoma Press Service at (405) 499-0020.

Ponca City Publishing buys Tonkawa News

Ponca City Publishing Company, owner of The Ponca City News, has purchased all assets of The Tonkawa News, including the building at 108 North Seventh Street in Tonkawa, from H. Lyle Becker.

Becker has owned The News since he bought it from Francis and Gloria Langdon in 1993.

The Langdons bought the newspaper from George and Nora Shriver of Tonkawa and Ray W. Johnson of Pond Creek in 1951.

"We do not plan any changes," said Tom Muchmore, publisher of the Ponca City News.

"Becker's daughter, Kelli Hacker, will continue working at The Tonkawa News. The Ponca City News has been printing the paper for over a year."

The Tonkawa News name will be retained.

"This investment shows our belief in the future of Tonkawa and Kay County for years to come. I have admired The Tonkawa News for many years since back when it was owned by Francis and Gloria Langdon and through the years that Lyle Becker published the paper," said Muchmore.

"We are excited with the opportunity to continue their legacy by publishing a newspaper that makes Tonkawa proud.

"We feel like we have taken on a tremendous responsibility and we will try to live up to expectations."

The Tonkawa News has been published for 106 years, shortly after the opening of the Cherokee Strip, and will continue providing news and services for Kay County and surrounding area.

Becker had a long history with newspapers. Prior to owning The Tonkawa News for the past 17 years he had been executive editor of the Claremore Daily Progress and edited and published The Cordell Beacon and Burns Flat Advertiser from 1978 to 1990. He came out of semi-retirement at Claremore and Grand Lake to return to the publishing business in 1993 when he bought The Tonkawa News.

Tulsa council reviews possible ethics violation

After a unanimous vote by the Tulsa City Council, the City Auditor's Office will review whether Mayor Dewey Bartlett has committed an ethics violation by accepting free, personal legal services from a city contractor.

Representing Bartlett is attorney Joel Wohlgenuth, whose firm has represented the city in numerous cases. The council is pursuing whether charges should be filed against Bartlett and his chief of staff, Terry Simonson, regarding allegations that they lied to the council about how a federal grant could be used.

At the same meeting on Aug. 5, the council also voted to have City Attorney Deirdre Dexter appoint legal representation to the council in a civil lawsuit alleg-

ing an open meeting violation related to the council investigation of Bartlett and Simonson.

The city's Legal Department recused itself from being involved in anything related to the council probe.

Three residents filed the lawsuit against the council last month. The suit stems from a council vote taken in executive session to remove the mayor from the session.

Council members voted to accept as a donation free legal services for individual representation for seven of the councilors in the lawsuit. The council also agreed to have the city pay for legal fees for two council members being represented by paid attorneys.

Candidate questioned after requesting records

Ruth Hartje, a Republican candidate for Tulsa County treasurer, had to meet with County Commissioner Fred Perry, his secretary and an assistant district attorney before receiving public records she requested.

Hartje said when she made a third request for billing documents related to the Program Management Group (PMG), Perry asked her to meet him at the County Administration Building.

Hartje said Perry asked her about claims that her husband was "going to Republican meetings saying you have dug up all kind of things about the county."

Perry defended his handling of the open records request, saying it is not uncommon for the district attorney's office to be involved in such matters.

"Because this is the third request that Ms. Hartje had made (regarding PMG), we wanted to be sure we were clear on what she wanted and was asking for," said Perry.

Hartje said this is not the first time the district attorney's office has been involved in her open records requests. After requesting salary records from the treasurer's office earlier this year, she was referred to the district attorney's office.

Former city manager files tort claim against Lone Grove

Former Lone Grove City Manager Marianne Elfert has filed a tort claim against the city.

The suit cites wrongful termination, open meeting law violations and lack of

due process by violation of municipal ordinances.

Elfert said she filed the suit with the city's insurance agency immediately after the meeting where she was terminated.

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OPA CALENDAR OF EVENTS

Complete Listing of Events at
www.OkPress.com

SEPT. - OCT. 3 NNA CONVENTION IN OMAHA, NEBRASKA

Celebrate 125 years of NNA at the annual convention. Visit naweb.org for more info.

MON, SEPT. 27 CONTEST ENTRY DEADLINE

Entries must be postmarked by Monday, Sept. 27 for the Better Newspaper Contest, Website Contest, Print Quality Contest and ONF Outdoor Writer of the Year Award. Rules and entry forms at www.okpress.com/awards.

FEB. 3-5, 2011 – MIDWEST CITY OPA MID-WINTER CONVENTION

The annual convention will once again be held at the Sheraton & Reed Center in Midwest City.

For more information on upcoming events, visit the website as noted in the calendar, go to the OPA website at www.OkPress.com or contact Member Services Director Lisa Potts at (405) 499-0026, 1-888-815-2672 or e-mail LPotts@okpress.com.

Five state newspapers to receive national awards

Five Oklahoma newspaper are among the winners of the National Newspaper Association's 2010 Better Newspaper Contest and Better Newspaper Advertising Contest.

Winners – including The Countywide & Sun, The Hennessey Clipper, McAlester News-Capital, Mustang Times, and Minco Union City Times – will be recognized at the "Puttin' on the Ritz" award reception held Saturday, Oct. 2, during NNA's 2010 Annual Convention & Trade Show in Omaha, Neb.

There were 1,990 entries in the Better Newspaper Contest and 359 entries in the Better Newspaper Advertising Contest for a total of 2,349 entries. A total of 634 awards were won by 143 member newspapers in 37 states.

The Countywide & Sun in Tecumseh, published by Wayne and Gloria Trotter,

will receive a General Excellence award in the non-daily division, circulation less than 3,000. Placement in the General Excellence category is kept secret until the reception. The Countywide & Sun received two other awards in the contest – second for Best Editorial Page(s) and honorable mention for Best Humorous Column.

The Hennessey Clipper, published by Bill and Barb Walter, received two awards in the contest – first place for Best Humorous Column and honorable mention for Best Editorial Page(s).

Six awards were picked up by the McAlester News-Capital, including four firsts for Best Humorous Column, Best Performing Arts Story, Best Review and Best Sports Column. The News-Capital also received second for Best Business Feature Story and third place for Best Feature Photo. Amy Johns is publisher of

the News-Capital, which competed in the Daily Division of the contest.

The Mustang Times placed second in the Best Sports Section/Page category competing in the Non-daily Division, circulation less than 6,000. In advertising events, The Times received first place for Best Advertising Idea, second for Best Single Ad Idea (B&W), and honorable mention for Best Use of Ad Color. Steve Coulter is publisher of The Times.

The Minco Union City Times, also published by Coulter, placed second for Best Sales Promotion Section or Edition.

Judging was performed primarily by active community newspaper editors and publishers and included retired university journalism professors and retired or former newspaper men and women.

BRIEFS

PATTI K. LOCKLEAR joined the team at the Weatherford Daily News as managing editor the first week of July. A graduate of Grant High School and former student at Western Oklahoma State College in Altus, Locklear is a fifth generation newspaper editor.

JIM STOUT has joined the staff of the Alva Review-Courier as a reporter-photographer. Stout earned a journalism degree at Oklahoma State University. He has more than 16 years in news photojournalism and more than 20 owning a photography business.

After 35 years writing sports for the Bixby Bulletin, **TOM BOONE** has retired. Boone received the Oklahoma Press Association's Quarter Century Award; he also was honored for 30 years at the Bulletin. Coaches from Bixby High School asked

that the 'Bixby Bulletin Football Player of the Year' award be renamed the 'Tom Boone Player of the Year' in his honor.

C.L. 'CLINTON' HARMON recently joined the staff at the Sapulpa Daily Herald as editor. Harmon replaces Brenda Shance, who resigned to accept a position as a law enforcement officer for the state of Oklahoma. Prior to joining the Herald staff, Harmon was a reporter at The Cleveland American.

MIRANDA FLEMING is now covering the news for the Guymon Daily Herald. Fleming, who has been employed in the circulation department for more than three years, is the Daily Herald's newest reporter. Fleming said she is looking forward to serving her hometown by keeping readers informed with the latest news.

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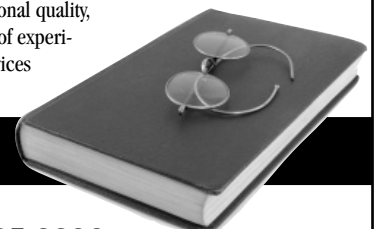
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Tulsa Press Club presents newspaper awards

Tulsa Press Club's Great Plains Journalism Competition announced its 2010 winners for outstanding work in newspapers, magazines and websites on July 31.

Eight states competed and more than 100 awards were handed out at the Cherokee Casino Resort. Competing states included Oklahoma, Kansas, Nebraska,

South Dakota, North Dakota, Iowa, Arkansas and Missouri.

Judges announced winners in each category. Judges also could award finalists with certificates if they felt they were merited.

Newspapers winners from Oklahoma included:

NEWSPAPERS, CIRCULATION MORE THAN 100,000

Spot News: Bryan Painter and Ken Raymond, The Oklahoman

General News Reporting: Michael Overall and Kim Archer, Tulsa World

Investigative Reporting/Series, Team: Nolan Clay and Randy Ellis, The Oklahoman

Narrative Story/Series: Ken Raymond, The Oklahoman

Government/Political Writing: Bryan Dean, John Estus, Jay Marks and Nolan Clay, The Oklahoman

Feature: Michael Overall, Tulsa World; Finalist: Jesse Olivarez, The Oklahoman

Education Reporting: Andrea Eger, Tulsa World

Business Reporting: Rod Walton, Kyle Arnold and John Stancavage, Tulsa World; Finalist: Steve Lackmeyer, The Oklahoman

Business Feature: Laurie Winslow, Tulsa World

Health Reporting: Cary Aspinwall, Tulsa World; Finalist: Kim Archer, Tulsa World

Sports Spot News: Berry Tramel and Darnell Mayberry, The Oklahoman; Finalist: John E. Hoover, Tulsa World

Sports Feature: John Rohde, The Oklahoman; Finalist: Bill Haisen, Tulsa World

Sports Column: Dave Sittler, Tulsa World; Finalist: Jenni Carlson, The Oklahoman

Review: Scott Cherry, Tulsa World; Finalist: Gene Triplett, The Oklahoman

Entertainment Feature: Gene Triplett, The Oklahoman

Specialty Feature: David Zizzo, The Oklahoman; Finalists: Kim Archer, Tulsa World, and Natalie Mikles and Cary Aspinwall, Tulsa World

Editorial: Wayne Greene, Tulsa World; Finalist: J. E. McReynolds, The Oklahoman

Personal Column: Ginnie Graham, Tulsa World; Finalists: Michael Overall, Tulsa World, and Randy Krehbiel, Tulsa World

Newspaper Writing Portfolio: Michael Overall, Tulsa World; Finalists: Cary Aspinwall, Tulsa World, and Ron Jackson, The Oklahoman

Newspaper Reporting Portfolio: Randy Ellis, The Oklahoman; Finalists: Nicole Marshall, Tulsa World, and Ginnie Graham, Tulsa World

Special Section: Brian Barber and Tulsa World Staff

Best Feature Headline Portfolio: James Royal, Tulsa World; Finalist: Erica Smith, The Oklahoman

Best News Headline Portfolio: Anderson, The Oklahoman

News Page Layout: Ethan Erickson, Tulsa World

Feature Page Layout: James Royal, Tulsa World

Inside Page Layout: Susan Cyrus, Tulsa World

Special Section Layout: Phillip Baeza, The Oklahoman

Editorial Cartoon: Jeff Koterba, Omaha World-Herald

Best Newspaper: The Oklahoman

Photography
Best Studio Photography: Michelle Pollard, TulsaPeople

News Photo: Paul Hellstern, The

Oklahoman; Finalist: Stephen Pingry, Tulsa World

General Photography: Tom Gilbert, Tulsa World; Finalists: Sarah Phipps, The Oklahoman, and Mike Simons, Tulsa World

Feature Photography, Single: Jim Becker, The Oklahoman; Finalist: Cindy Barton, Spotlight on TCC

Feature Photography, Multiple: Mike Simons, Tulsa World; Finalist: Jim Beckel, The Oklahoman

Spot News Photography: Steve Gooch, The Oklahoman; Finalist: Mike Simons, Tulsa World

Web/Slideshow Photo: John Clanton, The Oklahoman

Sports Photo: Chris Landsberger, The Oklahoman; Finalists: Mike Simons, Tulsa World, and Stephen Pingry, Tulsa World

Photography Portfolio: Bryan Terry, The Oklahoman

WEB SITES

Videography: www.NewsOk.com
www.NewsOk.com Staff, "Wayman Tisdale's New Leg"; Finalist: www.NewsOk.com, "Cold Case"

Blog: Berry Tramel, The Oklahoman; Finalist: Wayne Greene, www.TulsaWorld.com

Special Section: Nicole Marshall, Curtis Killman and Mike Maddux, Tulsa World; Finalist: Newsok.com/knowits

Best Web Site Design: www.NewsOk.com Staff

Best Web Site: www.TulsaWorld.com; Finalists: www.NewsOk.com and www.wimgo.com

DEATHS

LAWRENCE LINDSAY GIBBS,

67, managing editor of The Perkins Journal, died Tuesday, Aug. 10, 2010, in Tulsa, Okla.

Gibbs was born Oct. 21, 1942, in Tulsa, Okla. He grew up in Oklahoma City and later attended Oklahoma State University where he received his B.A. in journalism.

He was married on Sept. 8, 1966, to Peggy Leigh.

Gibbs had assignments with the Guthrie Daily Leader, Chickasha Star and the Guymon Daily Herald before joining the Stillwater NewsPress in 1968.

He remained at the NewsPress for 35 years, working as city editor and then managing editor.

After leaving the NewsPress, Gibbs joined the staff at The Perkins Journal and was instrumental in helping launch the Stillwater Journal, a weekly section devoted to the Stillwater community.

Gibbs also produced several periodicals for groups that shared his interests in Oklahoma railroads. He founded The Katy Flyer, a monthly publication for the Missouri, Kansas & Texas Railroad Historical Society, and for 14 years published the monthly Dispatcher for what is now the Oklahoma Railroad Museum in Oklahoma City.

Gibbs received the Oklahoma Press Association's Half Century Award in 2010.

He is survived by his wife Peggy; two sons, Gregory Gibbs of Disney, Okla., and Lindsay Gibbs of Stillwater, Okla.; and his sister, Ann Gibbs of California.

Malone was born April 13, 1950, to Jim and Dorothy Nicholson. After graduating from Talihina High School in 1968, she attended the University of Oklahoma and received a degree in marketing/advertising in 1972.

She moved back to Talihina to work in the family business at the Talihina American. The family later opened the Latimer County Today newspaper and moved to Wilburton.

After working in the newspaper business for 20 years, Malone went to work at the Latimer County Library as a librarian.

She is survived by her daughter, Nicole Norris, and her husband Dewayne of Wilburton; father, Jim Nicholson of Wilburton; two great-grandsons; and one great-grandchild.

M. GERALD STONE, former publisher of the Grove Sun, died Aug. 8, 2010, at his home in Northport, Ala. He was 70.

Stone was born on Feb. 9, 1940.

He was the former co-owner of the Enterprise Group chain of newspapers, and published newspapers in Slidell, La., Tahlequah and Grove, Okla.

He was an award-winning publisher and editorialist who focused on conservative political and fiscal views.

Stone was often controversial with his topics and took on all forms of corruption at the city, county, and state levels. He was also a humanitarian who was honored throughout his career with awards too numerous to mention.

Stone is survived by his son, Paul (Kim) Stone of Madisonville, La.; his mother, Cleo Hartley Stone of Northport; his brother, Hulon Stone of Northport; his sister, Judy (Stone) Williams of Macon, Ga.; three grandchildren; and a great-granddaughter.

DANA MALONE, who previously worked at the Talihina American and Latimer County Today, died June 28, 2010, in Tulsa. She was 60.

NATIONAL MEDIA ASSOCIATES



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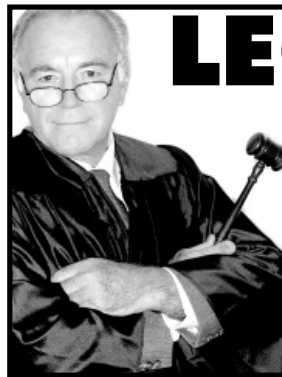
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OKLAHOMA NEWSPAPERS EMBRACING FACEBOOK TECHNOLOGY

Many Oklahoma community newspapers use social networking sites like Facebook to grow readership and form online communities around their product.

Those who use it regularly say it's easy to set up, takes only minutes a day to update and shows results.

Of the 80 Oklahoma Press Association member newspapers that are known to have a Facebook account, more than half post to it frequently, usually with breaking news or local stories that link back to the newspaper's website. Those are two of the keys to success, according to a recent study conducted by students at the Gaylord College of Journalism and Mass Communications on the University of Oklahoma campus in Norman.

The study, performed as part of a Community Journalism class, looked at possible improvements in online exposure, marketing and reader interaction.

Nine Oklahoma newspapers were included in the study: The Newcastle Pacer, The Norman Transcript, The Countywide & Sun, Owasso Reporter, Broken Arrow Ledger, Sand Springs Leader, Weatherford Daily News, Ada Evening News and Lawton Constitution.

The tool the students recommended most was Facebook. Newspapers can use Facebook to engage readers, publish breaking news between editions, drive traffic, find new stories and create discussion of local issues.

"We use Facebook as a way to broaden our message into the community," said Randy Cowling, managing editor of Claremore Daily Progress. "Twitter is still used, but not as much as 18 months ago. With Facebook, we continue to inform and drive readers to our claremoredailyprogress.com site."

The Progress began using both Twitter and Facebook in early 2009. Setting it up wasn't difficult, Cowling said, because most of his staff have Facebook accounts of their own and are familiar with the technology.

"We just had to set the parameters of what gets posted and what does not," Cowling said.

Amber Hanneken, a reporter and assistant editor at the Hugo Daily News, labels herself as "an avid social networker and online junkie."

Hanneken said it was simple to set up Facebook, and thinks anyone can do it.

"Facebook is great about walking you through the process," she said.

Updating a page takes only minutes a day, according to Christine Reid, editor of The Kingfisher Times & Free Press.

"Only one person from our staff posts/monitors our Facebook page," said Reid.

"Once the website is updated, it only takes a few minutes more to post Facebook photos and teasers with links back to full posts on the website.

"Any burden has been outweighed by the benefits of offering our readers another way to stay in touch with us in a very accessible format," she said.

Contrary to stereotype, Facebook doesn't just attract young readers, said Reid.

"We expected to reach young people," she said, "but also found it to be extremely popular among middle-aged (and older) people – particularly women, who are the biggest segment of readers of our print edition."

The OU study stressed the importance of cross-promotion between Facebook, website and print product.

"I have one print house ad urging people to search for Hugo Daily News on Facebook," said Hanneken, who added that a Facebook button will be placed on the website in the near future.

"With the recent redesign of our website... we haven't made an intentional move to promote our Facebook page," said Cowling. "It is something we're considering."

"My time is valuable," said Reid, "but the fact that Facebook is a free medium with the potential to reach a broad audience makes our decision to use it a no-brainer."

HOW TO ENGAGE READERS ON YOUR FACEBOOK PAGE

- Ask more questions of readers and collect input for reader interest
- Use quizzes and polls to engage readers
- Promote contests and giveaways or sponsored events
- Create conversations - reader to staff and reader to reader
- Use breaking news; link directly to associated stories on the newspaper's website
- Change newspaper staff outlook on social media from burden to opportunity
- Approach Facebook as a long-term investment in readership
- Post as often as feasible in order to maintain readers' interest – especially news that happened overnight
- Use multiple staff members, especially reporters, to update Facebook
- Respond to reader questions in a timely fashion – within 24 hrs.
- Update community events on both website and Facebook
- Use photos to increase visibility and connect to readers
- Promote Facebook page and newspaper's website in the print product on a weekly or semi-weekly basis
- Promote Facebook page prominently on website
- Keep "info" tab updated with as much information as is necessary for readers to contact the newspaper
- Brand your page with a logo or avatar that is easily identified with your newspaper
- Website links to Facebook should link directly to the newspaper's fan page, not to Facebook's home page
- Allow interactivity and build a relationship with newspaper readers
- Monitor Facebook for damaging posts such as spam, personal attacks and gross grammatical errors
- Focus on posting local news instead of national news
- Promote major stories appearing in this week's print issue and encourage readers to pick up a copy
- Make sure a link is active when you click on it. Readers are less likely to visit a website if they have to copy and paste the site's URL
- Post during the day when most readers are visiting Facebook. Late night posts are less likely to be seen.

OPA MEMBER PUBLICATIONS SPOTTED ON FACEBOOK

Ada Evening News
Altus Times
Ardmoreite
Bartlesville Examiner-Enterprise
Bixby Bulletin
Broken Arrow Ledger
Catoosa Times

Chelsea Reporter
Chickasha Express-Star
City Sentinel (Okla. City)
Claremore Daily Progress
Cleveland American
Collinsville News
Comanche Times
Coweta American

Cushing Citizen
Duncan Banner
Durant Daily Democrat
Edmond Life & Leisure
Edmond Sun
El Reno Tribune
EnidNews Eagle
Eufaula Indian Journal

Frederick Leader
Free Lance Newspaper (Henryetta)
Friday Gazette (McCloud)
Garvin County News Star
Glenpool Post
Greater Tulsa Reporter
Newspapers

Grove Sun
Guymon Daily Herald
Holdenville Newspaper (Holdenville News)
Hollis News
Hugo Daily News
Jenks Journal
Journal Record (Okla. City)

Kingfisher Times & Free Press
Lawton Constitution
Madill Record
Mangum Star-News
Mannford Eagle
Marlow Review
McIntosh County-Democrat

Examples of Facebook posts that engage fans, promote local events and update news

Claremore Daily Progress Should Rogers County Sheriff Scott Walton have endorsed a pawn shop in Tulsa?

Golden opportunity for critics: Sheriff gets heat »
Headlines »
Claremore Daily Progress
 claremoreprogress.com

July 9 at 5:45pm · Comment · Like · Share

Marlow Review An end to the turmoil in the Bray-Doyle school system may come closer to a finish tonight. An item on the school board agenda notes "Status of the recommendation of Mr. Williams." The meeting is scheduled for the superintendent's office at 7:30 p.m. Full details of the meeting will be available in the Thursday edition of The Marlow Review.

Marlow Review - Marlow Oklahoma's Hometown News
 www.marlowreview.com

Yesterday at 1:52pm · Comment · Like · Share

The Duncan Banner

Sales-tax holiday to start today, end Sunday
 duncanbanner.com

Death and taxes. They are the only two things in life that are certain. This weekend that statement will be only a half-truth. The State of Oklahoma

August 6 at 8:04am · Comment · Like · Share

Oologah Lake Leader Back to School Open House 6-8 tonight at Oologah Lake and Upper Elementary. Students can get their room assignments, meet their teachers and drop off their supplies. Makes the first day of school lots easier. grade parent/student orientation at 6 pm in the auditorium.

about an hour ago · Comment · Like

Sequoyah County Times BOYS & GIRLS CLUB FACING MONEY SHORTAGE... "Help!" an official with the Boys & Girls Club of Sequoyah County cried Thursday. The club is barely surviving in financing, and an alleged funding cut by the Cherokee Nation may push the club over the edge into closure, the official said. However, on Friday a Cherokee Nation spokesman said club funding has not been cut. See complete story in the Aug. 8 issue of Your TIMES.

August 6 at 3:12pm · Comment · Like

The Guymon Daily Herald City officials say NW 16th between N. Beaver & N. Oklahoma will be closed until further notice to repair a gas line.

4 hours ago · Comment · Like

The City Sentinel Want to win 2 tickets to the Redhawks game tonight?? (tickets compliments of UMB Bank)

Be the first to answer this question....
 This Shakespeare in the Park costume hangs in the DOWNTOWN OKC window of what major downtown business?



The Journal Record Pick up a copy of today's Journal Record and get our special publication: 2010 Health Care Resource Guide.

The Journal Record » The Journal Record news stand locations
 Ez.com
 Click this link to find out where you can pick up a copy of The Journal Record in OKC and Tulsa!

July 21 at 1:18pm · Comment · Like · Share

Promote your Facebook page in your print product

Bixby's paper for over 100 years **Bixby Bulletin** *A Neighbor Newspaper* 50¢

Thursday, July 22, 2010 BixbyBulletin.com

become a fan on facebook

Rail service?

By Jo-Ann Jennings
 News Editor
 j Jennings@bixbybulletin.com

Not only has the 1st lady not sung yet, she hasn't even been given the music. But Bixby's city engineer, Jared Cottle, asked for approval from the Bixby City Council Monday night, July 12, of \$18,218 which will be used to put Bixby into the regional transportation discussion.

The money will be used as a matching fund for the Tulsa Regional Transit System Plans/Alternatives Analysis.

"The study will cover the entire area," Cottle told the council. "For feasible solutions to transportation challenges with the use of buses or light rail, whatever is most economical."

Cottle said it is believed that light rail would be best for economical develop-

NEXT WEEK'S QUESTION: Who are you supporting in the Primary Election July 27? Why?

Respond by 5 p.m. Monday to Oologahspeaks@sbcglobal.net or on Facebook. The best answers will be printed in the following week's Leader. We may print excerpts of answers so that we can include more responses.

NEWS 2.0

Readers sound off on the web

On our Facebook page, we asked readers: "If you were leaving Sand Springs forever in a day or two, what would you make sure to do one last time?"

Their answers gave us a nice "bucket list" of things to do in Sand Springs.

Here are some select answers from our readers:

- Lynn DeLay Desaire: I'd go look at that little garden by the newspaper office. I've always wanted to

A BRIEF HISTORY OF FACEBOOK

Facebook was founded in 2004 by four computer science students at Harvard University. It was later expanded to other universities, then high schools and, eventually, to anyone over the age of 13.

As of July 2010, Facebook claimed it had more than

500 million active members. As a website, it is ranked second in overall traffic only to Google.

This October, a movie about Facebook titled "The Social Network" will premiere. With a tag line of "You don't get to 500 million friends without a few enemies," it profiles the founders of the social-networking website and the personal and legal complications they faced.



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Breaking News, Updates and More



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• **ON TWITTER** Get breaking and local news. Sign up at Twitter and visit us at www.twitter.com/muskogeephoenix



• **ON FACEBOOK** Join discussions and much more. Become a fan, sign up on Facebook and visit our Facebook page.

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 muskogeephoenix.com

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twitter www.twitter.com/mcdemocrat

Minco-Union City Times
 Morris News
 Muskogee Phoenix
 Mustang News
 Mustang Times
 Native American Times
 Newcastle Pacer
 Newkirk Herald Journal

Norman Transcript
 OKC Friday
 Okemah News Leader
 Oklahoma Gazette
 (Okla. City)
 Oklahoman & newsok
 (Okla. City)
 Oologah Lake Leader

Owasso Reporter
 Pauls Valley Daily Democrat
 Perry Daily Journal
 Pottawatomie Online
 (Countywide & Sun)
 Purcell Register
 Sand Springs Leader
 Sayre Record

Sequoyah County Times
 Shawnee News-Star
 Skiatook Journal
 Spiro Graphic Newspaper
 Stilwell Democrat Journal
 Stillwater NewsPress
 Tahlequah Daily Press
 Tulsa County News

Tulsa World
www.tuttletimes.com
 Vian Tenkiller News
 Wagoner Tribune
 Woodward News
 Yukon Review

Did we miss your Facebook page? Please accept our apologies and tell us where to find you.

E-mail your Facebook page name to news@okpress.com

THE OGE[®] PHOTO CONTEST

JUNE 2010 DAILY WINNER:

JOSH NEWTON
Tahlequah Daily Press

JUNE 2010 WEEKLY WINNER:

C. L. HARMON
The Cleveland American

**WINNERS OF THE MONTHLY OGE PHOTO CONTEST WIN \$100,
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To review complete contest rules and see all winning photos,
visit www.OkPress.com/OGE-photo-contest



Street Value Estimated at \$20 Million – Sheriff Roger Price inspects marijuana plants.

Photo by C.L. HARMON, The Cleveland American, Published June 20, 2010



Downtown Tahlequah hosted SpeedWheel in a figure-eight style race around Norris Park. The race was part of the annual Oklahoma FreeWheel, which brought hundreds of bicyclists through town on a week-long journey to reach Joplin, Mo. The participants started the tour in Hugo. USA Cycling rules applied during the races.

Photo by JOSH NEWTON, Tahlequah Daily Press, Published June 18, 2010

WITH ALL YOUR POWER



WHAT WOULD YOU DO?

Branding the Facebook page to make it your own

That InterWeb Thing

by KEITH BURGIN, OPA STAFF

This month, The Publisher features information about member newspapers' use of Facebook to drive traffic, connect with the community and inform readers of breaking events. I thought I might illustrate a few of the nuts and bolts of making your page... well, yours.

There are two basic types of pages on Facebook: an "account" is personal and allows "friends"; a "page" can be used for a business or organization and allows "fans" or "likes."

A business page must be tied to a personal account. Facebook allows users to promote a business, organization, website, etc., but the network was created for individuals and it requires that the official representative of the business be a Facebook user with his/her own account.

You can always skirt around the rules and create a personal account by using the name of your business as a person's name, but you take the chance that Facebook might get snippy down the road and close your account.

Besides, it's a better idea to create a business page – for a number of reasons.

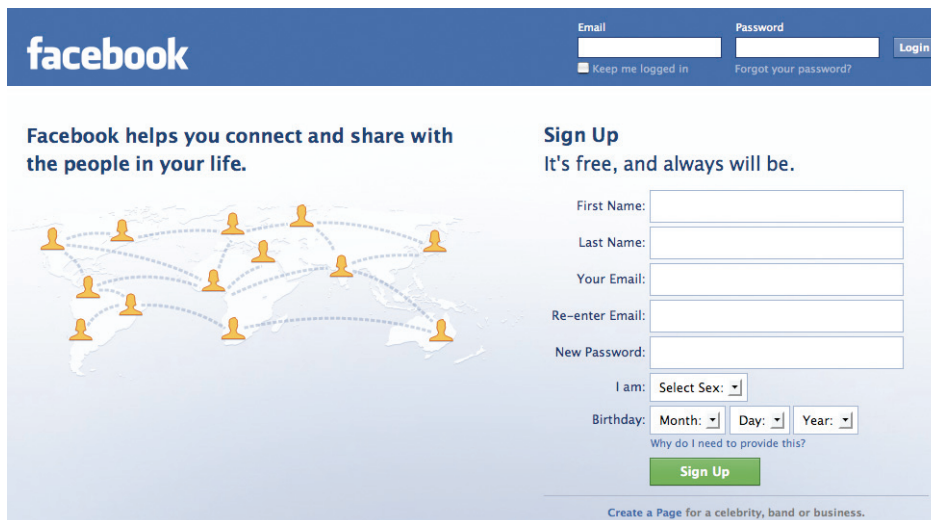
Unlike a personal account, which requires that you approve your friends as they apply, a business page allows you to let everyone "like" your page and become fans. It saves a great deal of time. You still have the ability to block fans, delete comments and control the page.

Also, a business account, while allowing fan comments, does not include their posts in your content flow. That means you can easily find your posts without having to search through 240 recipes for banana nut bread and birth announcements for kittens.

LET'S GET TO IT. Create that personal account. I recommend that this be a fresh, empty account. Give only the bare, essential information necessary to set up, don't upload a photo or include any personal data.

This identity should not be used as anyone's personal Facebook account. The reason for this is two-fold:

1. Personnel change; if the originator of the account goes bye-bye, the newspaper needs to be able to take over the account, and change the name and password without the tedium of deleting hundreds of posts and pictures.



2. You may want several people to have the ability to update the newspaper's Facebook page. Every one of these people would have access to the base user's account.

Next, create a business page at facebook.com/pages/create.php - I suggest selecting "local business."

Once your account and the newspaper's page have been created, it's time to "brand" your page – by that I mean give it a clear, recognizable connection to the newspaper. Start with a logo.

I know the newspaper has a flag; it works great across the top of the paper or as letterhead but it likely won't work as well as a small graphic. Facebook resizes logos to 200 pixels wide. If your logo is wider it might come out looking like Jello when the system displays it.

I recommend making a square version of the logo, 200-by-200 pixels. For best results, leave about 10 to 15 pixels of white space around the outside of the graphic. That way, when Facebook uses your logo as an icon next to your post, it won't be distorted or cropped.

Don't forget to tell your fans who you are and what you do. Fill in the box on the left that says "Write something about..."

Let them know you're a newspaper, what area you serve, how long you've been publishing, etc., perhaps even include your mission.

Go to the "info" tab and post your information – newspaper name, address, phone number, e-mail and website.

Here are some general suggestions for almost any Facebook page:

- All posts should either drive readers to the print product with a teaser headline or link directly to an online story if you have a website.
- Staff members should post as frequently as possible, providing breaking news, event updates and interacting with fans.
- The page and comments should be monitored for inappropriate posting, profanity, spam and such. Material should be deleted or fans blocked as necessary.
- You should promote your Facebook page in your newspaper and on your website, inviting readers to become fans.
- Even if you only assign one or two people to update the page, others should be trained in case they are needed (vacation, personnel issue, etc.).
- Passwords should be written down and then changed any time an employee who had access to the account leaves.

The process of setting up your social networking page is not difficult and the payoff can be terrific. Facebook is an investment in a long-term plan to grow readership, though.

Be patient, consistent, diligent and friendly and you'll see results. Above all, have fun with it. It's a community.

Hugo Daily News publisher debuts first novel

Stan Stamper, publisher of Hugo Daily News, recently released his first novel, "Danger Diva."

Danger Diva, classified as a "cozy thriller," is available from Amazon,

Barnes & Noble, Baker & Taylor Books and at www.StanStamper.com.

An electronic version is also available from the author's website.

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.

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OKLAHOMA PRESS ASSOCIATION

2010 RULES AND EVENTS

better newspaper contest



GENERAL CONTEST INFORMATION

DIVISIONS:

There are (10) divisions. OPA Business Membership Newspapers, Divisions 1-8, are determined by newspaper total paid circulation as shown on the October 2009 U.S. Postal Service statement (PS Form 3526, line 15C) plus the number of paid electronic subscriptions as reported to OPA.

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.

COLLEGE NEWSPAPERS will compete in Division 10.

A newspaper will compete against only the newspapers in its division.

ELIGIBILITY:

The 2010 Better Newspaper Contest is open to current OPA Business and Sustaining members in good standing, and all college newspapers.

BUSINESS MEMBERSHIP NEWSPAPER ENTRIES – DIVISIONS 1-8

All entries must be published within a legal newspaper as defined by Title 25, O.S. 106.

TMCs and free distribution products are not eligible as entries from Business Membership Newspapers.

SUSTAINING MEMBERSHIP NEWSPAPER ENTRIES – DIVISION 9

All entries must be published within a newspaper of general interest that is distributed to the general public. Eligible newspapers must publish at least once per month and contain at least 25% local news content. Corporate and/or industry newsletters or publications are not eligible for participation in the contest.

COLLEGE NEWSPAPER ENTRIES – DIVISION 10

All entries must be published within a college or university newspaper. OPA membership is not required.

POINTS:

Points in the contest are awarded on the following scale:

EVENTS 1-3

1st Place 120 Points
2nd Place 90 Points
3rd Place 70 Points
4th Place 50 Points

EVENTS 4-12

1st Place 100 Points
2nd Place 70 Points
3rd Place 50 Points
4th Place 30 Points

ELIGIBILITY PERIOD:

To be eligible, newspapers must have been OPA members for a minimum of six full months immediately preceding the final day of the contest

period (since March 1, 2010). (Newspapers may submit entries from the entire contest period – Sept. 1, 2009 to Aug. 31, 2010 – even if they have not been members for the entire contest period.)

OTHER INFORMATION:

ENTRY FEES: Entry fee for each event is \$5.

AWARDS: Every event will have first through fourth place winners. Each division's Sweepstakes winner, which is determined by the amount of points accumulated in the contest, receives the Sequoyah Award – the highest honor in the contest. Sweepstakes and First Place winners receive plaques; second, third and fourth place winners receive certificates. Each winning newspaper receives the privilege of publishing the 'Prize Winning Logo' in its newspaper for the entire year. Awards will be presented at the OPA Mid-Winter Convention at the Reed Center in Midwest City on Feb. 4, 2011.

ENTER ALL EVENTS: Entering all 12 events improves your newspaper's chance of winning the Sequoyah Award.

CONTACT INFORMATION: For clarification of rules contact Jennifer Gilliland or Lisa Potts, (405) 499-0020, or 1-888-815-2672 (toll-free in Oklahoma).

Contest rules are available on the OPA website at

www.okpress.com/awards

Please check OPA Web site to verify your entries were received (allow 3 to 5 days after mailing entries).

ENTRY RULES

CONTEST PERIOD: The 2010 OPA Better Newspaper Contest period is from **September 1, 2009**, through **August 31, 2010**.

ENTRY DEADLINE: All entries must be postmarked by **MONDAY, SEPTEMBER 27, 2010**. Mail, ship or deliver entries to OKLAHOMA PRESS ASSOCIATION, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499.

ENTRIES: Original tearsheets and issues are required for entries. Entries will be judged only in the event indicated on the label attached to the entry. Judges are not permitted to move entries to other events.

All entries become the property of OPA and may be reproduced in print or electronic format as educational material and/or exhibits.

ENTRY PREPARATION: Place each event entry in a large envelope (preferably 9x12). The corresponding event label must be completed and attached to the top left corner of the front of the envelope. Tuck the envelope flap; please **DO NOT SEAL THE ENVELOPE**. Place all event entry envelopes into a single package or box to be mailed or shipped to OPA.

MULTIPLE PUBLICATIONS: Newspapers having multiple publications or editions under one ownership with the majority of pages in common (news and/or advertising) may only enter issues in that division of the publication or edition having the largest circulation.

IDENTICAL MATERIAL: Identical material cannot be entered by separate newspapers in the same division.

STAFF PRODUCED: All contest entries must have been produced by the newspaper's staff or regular paid contributors. Syndicated material will not be considered.

ALTERNATE ENTRY DATES: Newspapers not published during the month specified in the guidelines of an event should contact OPA for alternate dates and must write a letter to the judges explaining the alternate date.

LETTERS TO JUDGES: Comment letters to judges are required in Event 4, Sales Promotion, and Event 12, Community Leadership. Letters to judges may be included in other events but are not required.

TIES: There will be no ties within events.

WEEKEND EDITIONS: No more than one (1) weekend edition may be entered in Events 1 through 3. (Weekend editions are Saturday and Sunday.)

2010 OPA BETTER NEWSPAPER CONTEST EVENT RULES

EVENT 1: NEWS CONTENT

SUBMIT THREE (3) FULL ISSUES:

- One (1) issue from October 2009;
- Two (2) issues from anytime within the contest period.

No more than one (1) weekend edition may be entered.

Judges will evaluate the extent and quality of the overall news product that is representative of that community.

JUDGING CRITERIA: Local Coverage (emphasis on staff-written copy rather than wire, syndicate or canned copy); Balance (variety of community group and people coverage and approaches, mix of news and features, plus spot news); Government (quality and completeness of local, city, school board, county coverage); Headlines (variety of styles with consistency of design, clean, easy-to-read, show creativity); Organization (news is organized with reader in mind, easy to find in paper); Photos, Graphics (variety and quality of local news photos and graphics accompanying stories); Writing (creativity and initiative).

EVENT 2: LAYOUT & DESIGN

SUBMIT THREE (3) FULL ISSUES:

- One (1) issue from March 2010;
- Two (2) issues from anytime within the contest period.

No more than one (1) weekend edition may be entered.

Judges will consider layout and design of the complete newspaper. Judging will be based on head dress, selection and effective use of typefaces; body dress, selection and effective use of faces; general makeup and advertising display.

JUDGING CRITERIA: Page 1 (grabs attention; lead story display; good mix of news, photos and/or graphics; heads; white space); Inside Pages (bright and interesting; good mix of news, photos, heads, ads; well organized); News Typeface Selection & Layout (easy to read; clean; appropriately sized typefaces used for stories, cutlines, graphics); Headlines (consistent style and appropriate sizes to give clean appearance; indicate relative importance of news; show creativity and grab attention); Ad Type Selection & Layout (good variety of typefaces in ads; good mix of appropriate artwork; borders selection; ads displayed well; classified pages invite reading); Overall Layout & Design (creativity; typographic & design continuity; adequate white space; pages clean and easy-to-read); Organization (guides reader easily throughout issue).

EVENT 3: ADVERTISING

SUBMIT THREE (3) FULL ISSUES:

- One (1) issue from November 2009;
- Two (2) issues from anytime within the contest period.

No more than one (1) weekend edition may be entered.

Pre-printed inserts, unless composed at the newspaper, are to be omitted.

DISPLAY ADVERTISING: Judges will consider the advertising enterprise of the paper (wide variety of merchants), headlines, copy and layout, imaginative use of illustrations, apparent effectiveness and creativity.

CLASSIFIED ADVERTISING: Judges will consider the ease of finding classifications, display (use of type and attractiveness), enterprise, neatness and lack of clutter.

JUDGING CRITERIA: Design (variety of sizes, shapes, type styles; layout); Balance (good ad/news blend on every page, wide variety of advertisers); Makeup (reader benefit headlines; clean illustrations, clean logo, address and telephone); Classifieds (clean headers, well organized, classified phone number, ad rates and information, type size and style readable); Creativity (attention compelling, ads show initiative and originality in writing and design); Page Makeup (smaller ads not buried by larger ads).

EVENT 4: SALES PROMOTION

- Submit One (1) Revenue-Producing Promotion published and delivered in your newspaper anytime within the contest period.

A letter must accompany this entry explaining the promotion.

Include all sales support materials such as pre-publicity ads and news stories, direct mail, flyers and point of purchase materials used relating to the event.

JUDGING CRITERIA: Creativity (attention compelling; ads show initiative and originality in writing and design); Design (shows consistency in presentation with ads, news copy, design); Balance (variety of advertisers and ad sizes); Makeup (ads grab attention; typographically clean; smaller ads not buried by larger ads); Writing (ad and promotion copy well written, appealing to the reader); Amount of revenue produced by promotion.

EVENT 5: IN-DEPTH ENTERPRISE

- Submit One (1) In-Depth Enterprise project published anytime within the contest period.

Submit full-page tear sheets with article(s) prominently outlined.

Entry may be a single story or series of stories (no more than 10) and may include additional materials. A brief letter outlining the background that led to the story or series may be submitted.

DEFINITION OF IN-DEPTH ENTERPRISE: A story or series of stories that explores a significant topic in-depth with multiple sources.

JUDGING CRITERIA: Entries will be judged on completeness, thoroughness of research, excellence of writing, community-wide interest, execution and commitment of the newspaper to the project.

EVENT 6: EDITORIAL COMMENT

- Submit Three (3) full-page tear sheets published anytime within the contest period.

Prominently outline one editorial per tear sheet to be judged.

Only those marked will be judged and nothing else on the page will be considered. Each editorial must be limited to a discussion of one topic. They need not be signed. Page location does not matter, but editorials must clearly express an opinion.

DEFINITION OF AN EDITORIAL: An article that intentionally expresses an opinion of those in control of the publication on a matter of current interest. Personal columns may be entered if they are limited to one subject and fulfill the other qualifications of an editorial.

JUDGING CRITERIA: Quality of Writing (clear, easy to read); Originality/Creativity (ideas, arguments presented in a fresh way, a different light, passionate); Attention-Compelling Lead (first sentence makes reader want to keep reading); Logical Construction (arguments presented in a logical manner that helps persuasion); Strong Concluding 'Kicker' (editorial ends with strong turn-of-phrase or sentence that drives the point home).

EVENT 7: PERSONAL COLUMNS

- Submit Three (3) full-page tear sheets published anytime within the contest period.

Prominently outline one column per tear sheet to be judged.

Only those marked will be judged and nothing else on the page will be considered. Columns submitted may be by different columnists, since the purpose of the contest is to determine the quality of the newspaper and not an individual writer. Personal columns may be on any subject matter.

JUDGING CRITERIA: Attention-Compelling Lead (makes you want to keep reading); Quality of Writing (clear, tightly written, conversational tone); Effective Humor (used with impact when appropriate); Organization (ideas presented in logical sequence); Originality/Creativity (ideas, arguments presented in a fresh way, different light; has passion); Strong Conclusion.

EVENT 8: NEWS WRITING

- Submit Three (3) full-page tear sheets published anytime within the contest period.

Prominently outline one news article per tear sheet to be judged.

Only those marked will be judged and nothing else on the page will be considered. Judging will be based on writing skill, clarity, and organization of story. No syndicated stories will be accepted.

JUDGING CRITERIA: Strong Leads (short, to-the-point; carries only necessary information; written to grab and keep interest); Organization of Facts (news presented in logical order, with most important information first; all questions answered); Grammar, Punctuation, Sentence Structure (correct English usage; articles easy to read); Clarity/Conciseness (articles avoid wordiness and present ideas in a way that is easy to understand); Quotes (effectively used make stories human; long, official press release quotes avoided); Human Interest (writing appeals to readers' interests).

OSU renames journalism school

The Oklahoma State University of Journalism and Broadcasting has been renamed the OSU School of Media and Strategic Communications.

"The new name more accurately describes our mission and our curriculum changes will better prepare students for successful careers in today's rapidly evolving landscape," said Derina Holtzhausen, professor and director of the school.

"We sought input from our alumni and the industry as we looked at the steps necessary to continue to grow as a school and maintain our prominence and expertise in the area of new media."

Changes also are being made in the school's academic programs. The existing degrees of a bachelor of arts or a bachelor of science in journalism and broadcasting will be replaced with a bachelor of arts or science with options in multimedia journalism, sports media or strategic communication.

The Oklahoma State Regents for Higher Education approved the name change and degree programs at their June 18 meeting. The school has been continuously accredited through the Accrediting Council on Education in Journalism and Mass Communications since 1928.

Doors close again at Grandfield Big Pasture News

After a brief stint under new ownership, the Big Pasture News in Grandfield has once again ceased publication.

Owners Kenneth and Nakima Geimausaddle of the nonprofit organization Celebrating Traditions closed the doors on the operation on June 28.

The Geimausaddles purchased the Big Pasture News in March, two months after the prior publisher retired and ceased publication. Since the publication had not published for more than two consecutive weeks in January and February, it was no longer a legal newspaper.

Discovery rule does not apply to libel

By MICHAEL MINNIS, OPA ATTORNEY



An important legal protection for the news media is the one-year statute of limitations on suits alleging libel claims.

Although Oklahoma courts have undermined this protection by opining that the statute of limitations for a false light invasion of privacy claim is two years, the one-year libel rule is still very important free press protection.

For some torts, the statute of limitations period is extended based on the "discovery rule." The statute of limitations typically begins to run when the putative plaintiff is allegedly damaged by the tort. However, in some circumstances, the courts have extended the statute of limitations period by making the period to begin on the date when the putative plaintiff discovers the alleged injuries from the tort.

In a recent Pennsylvania opinion, an effort to extend to apply the Discovery Rule to the one-year libel statute of limitations failed. *Wolk v. Olson*, No. 09-4001 (USDC E.D.Pa.) (Aug. 2, 2010).

In *Wolk*, the alleged defamatory statement was placed on a website in 2007.

The person who claimed the information defamed him did not learn about the alleged defamation until April of 2009.

The webmaster refused a retraction request and kept the alleged statement on the website. The person allegedly defamed, then sued.

A Pennsylvania federal court dismissed the suit refusing to apply the Discovery Rule to toll the statute of limitations "in a mass-media defamation case."

Let us hope that a similar conclusion will be reached by Oklahoma courts.

2010 OPA BETTER NEWSPAPER CONTEST EVENT RULES (continued)

EVENT 9: FEATURE WRITING

- Submit Three (3) full-page tear sheets published anytime within the contest period.

Prominently outline one feature article per tear sheet to be judged.

Only those marked will be judged and nothing else on the page will be considered. Judging will be based on writing skill, clarity, and organization of story. All stories must have been locally written.

DEFINITION OF A FEATURE STORY: A story of human interest. It may or may not be of a timely nature and it may or may not be news related. It is not a regular feature, i.e., personal column, and may or may not carry a byline and it may or may not have supportive pictures.

JUDGING CRITERIA: Creative Leads (leads grab the readers' attention and emotions in a way that makes them want to read the rest of the story); Organization (stories keep the readers' attention by flowing in a logical order toward a conclusion); Grammar, Punctuation, Sentence Structure (correct English usage; articles easy to read); Literary Techniques (articles appeal to human emotions with imagery, description, anecdotes and specific detail); Quotes (quotes used effectively to make the stories human; long, official press release quotes avoided); Human Interest (writing appeals to readers).

EVENT 10: SPORTS COVERAGE

SUBMIT THREE (3) FULL SPORTS PAGE, PAGES OR SECTIONS:

- One (1) entry from September 2009 thru February 2010;
- One (1) entry from March thru August 2010; and
- One (1) entry from anytime within the contest period.

Judging will be based on writing skill, clarity, photography and organization of sports page, pages or section.

JUDGING CRITERIA: Local Coverage (emphasis on staff-written copy rather than wire or syndicate); Completeness (a variety of sports and events covered, with necessary statistics, columns); Creativity (initiative in writing; layout, story ideas beyond the routine); Headlines (imaginative, boost impact of design, are effective); Organization (sports presented with reader in mind; easy-to-find format); Photography (adds excitement to stories in size, impact and quality).

EVENT 11: PHOTOGRAPHY

SUBMIT SIX (6) FULL-PAGE TEAR SHEETS published anytime within the contest period including:

- Two (2) News Photos;
- Two (2) Sports Photos; and
- Two (2) Feature Photos;

Prominently outline each photo to be judged and identify as news, sports or feature.

Only those marked will be judged and nothing else on the page will be considered. A picture page or related photos on the same subject matter may be considered as one photo selection. Judges will consider the six entries as a package and not individual photographs. Each category of pictures will be judged equally.

Judging will be based on subject composition, originality, technical skill demonstrated, and use of photographs.

JUDGING CRITERIA: Local Coverage; Composition (photos grab the readers' attention; not just snapshots); Technical (focus, properly cropped, clean and properly lighted); Cutlines (grammatically correct and adequately explain photo content).

EVENT 12: COMMUNITY LEADERSHIP

- Submit One (1) project, over and above the normal duties of a newspaper, which is aimed at service to the community rather than revenue.

A letter must accompany this entry explaining the promotion.

Submit full page tear sheets and prominently outline articles to be judged.

Only those articles marked will be judged and nothing else on the page will be considered. The Community Leadership event recognizes the efforts of Oklahoma newspapers that address a broad range of issues and problems in the community and that promotes their commitment to civic responsibility. Projects should be developed through the newspaper's own efforts, and should be completed or have significant progress made during the contest period. Include all relevant information (i.e., news stories, editorials, advertising, reports of events).

JUDGING CRITERIA: Consideration of relative importance of the topic, quality of effort, depth of research, degree of involvement and results.

From snippets to styles, Viers reveals powers of Creative Suite 5

computer notes from the road

by WILMA MELOT



Russell Viers

Russel Viers came to town recently, toting a big bag of new Creative Suite 5 shortcuts, tips and tricks.

Viers covered styles, templates and setup of the more complicated style sheets, which, for example, allow you to place headline type, byline and body text with one trip to the style box. The new CS5 will even allow a headline to span multiple columns in the same copy block.

His presentation also covered object styles and the construction of templates for more efficient newspaper crafting.

One important recommendation, which I agree with, is to start your newspaper layout from clean templates each week instead of simply cleaning off last issue's content over and over.

Just this month I ran across several corrupt files that caused the newspaper to start over from scratch – costing time and effort.

Working from a fresh template file lessens the chance of this happening.

Russel is also big on Snippets. Snippets allow a staff to pass around fully formatted pieces of a page – or just one ad – to an editor for placement.

The idea behind it is that a reporter or ad designer can create a file in InDesign and then drag it to their desktop with the black pointer tool. This creates a Snippet that can be named and used repeatedly in layouts. All an editor has to do is drag it into the next document.

Another useful tip Viers touched on was the 'Show Import Options' checkbox in the lower left corner of the "place" dialog box. With this option checked, you can do things like designate which page of a PDF to place. It opens up a new world of choices in placing your files.

Viers covered much more than I can mention in this column, of course. If you get the opportunity to see him live, it's worth the price of the ticket.

TIPS FROM THE ROAD

When you typeset a newspaper, there's often a real need for a numeric keypad – to apply paragraph styles in Indesign, etc. Unfortunately, the new iMac keyboards don't come with one.

Looking for replacements, I found

Apple makes a separate 10-key for \$49, available online. It connects via USB – no batteries to go dead in the middle of the night.

Logitech makes Mac-compatible keyboards for \$31 and MacAlly offers them for \$22.84, although the Apple keyboard is still the best quality of the three. No one likes to work with old, sticky keys. For the price of a dinner, you could solve that problem with a decent keyboard.

While we're on the subject of numeric keypads, I talked to two people this month who didn't know how to create a '¢' symbol on a Windows computer. It's simple on a Mac – just hit "Option + 4". It's not as simple on a PC.

In PC world, use the number lock then hold down the alt key and type "0162" on the keypad and you get your symbol. It's a pain, but easier with a numeric keypad.

IF YOU'RE CONSIDERING a new Mac laptop, take a careful look at what you're buying. The low-end laptop is great but has no Firewire ports. If you already have a big Firewire backup drive in use at the office, it might be worth the money to step up to the bottom-end MacBook Pro, which has Firewire.

Speaking of backups, it's possible to boot from an external USB device if there's an operating system on the device. Check out the documents at <http://support.apple.com/kb/HT1948>.

USE THE EYEDROPPER TOOL in InDesign to apply quick text styles. Just load the eyedropper with formatted headline text and touch it to the headline copy you want to change. Do the paragraphs the same way. It takes some getting used to but it's worth the effort and makes quick work of an otherwise labor-intensive job.

TAKE THAT OLD COMPUTER, turn it into your fax station and save the price of toner. Just hook the fax line into the telephone

modem on an old machine to receive incoming faxes as PDF documents.

All you need is a computer with an older modem or USB modem (retail \$30 to \$60).

This is an easy setup that will pay for itself rather quickly. A simple fax application is built into XP, Vista, Windows 7 and all OSX Macs.

Don't forget to delete archived faxes every so often to avoid filling your hard drive. Depending on whether you want to spend the time to scan documents, you may still want to leave your old fax machine connected for sending.

TYPESTYLER X



It's baaaack! After a seven-year hiatus, one of our favorite ad-building programs has returned.

Until now, this 20-year-old product wasn't offered for Mac OSX.

If you have the original TypeStyler, now you can finally update it.

Files can be saved as native layered Photoshop or Illustrator files with transparencies that are easy to incorporate into ads built in those programs or imported to InDesign or Quark.

TypeStyler X does all the cool stuff you remember plus so much more. You can even create 3D animations for the Web.

It comes with a 60-day free download. Be warned: after playing with it, you'll want to shell out the money for this easy, useful program.

It runs on Mac OSX 10.4.11 thru 10.5.8. Strider Software makes TypeStyler. It's available at www.typestyler.com.

Visualizer, which comes with the application, gives you a preview of what your design might look like on a can or coffee cup.

TypeStyler X is a big step forward but all the features we loved are still there and easy to find. Give it a try.

Wilma Melot's column brought to you by the Oklahoma Advertising Network (OAN). For more information about OAN, contact Oklahoma Press Service at (405) 499-0020.



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Headlines often the most important words you write

Clark's Critique

BY TERRY CLARK, Journalism Professor,
University of Central Oklahoma
TClark@uco.edu

Every once in a great while, you see a headline that goes so far beyond deadline-based journalism you just have to say, "Wow."

Now I look at a lot of headlines, and love writing them, and enjoy the many good ones I see each month writing this column. Many don't get mentioned, because I usually just look at the front pages of all our papers once a month – much easier now, thanks to OPA's OPEN.

But when I look at the pages, headlines and big dramatic photos are what grab my attention. The average non-journalist writer or reader has no idea how difficult is what we do so matter-of-factly. And headlines are a breed apart.

I think they're the most important element on your pages, surpassing even photography, in terms of strong journalism – assuming, of course, you've got the content from which the headlines sprout.

True, most are routine, but every month I enjoy and appreciate the creativity and extra effort Oklahoma journalists exert in headline writing.

And then one comes along that is astounding.

I'm referring to the headline in the *Stillwater NewsPress* over an I.C. Murrell story in a series "Homegrown," about local residents. Her story was about a father and son who golf – obviously with OSU connections. Oh, the head?

*The golf ball
doesn't fall
far from the tee*

It takes a minute, doesn't it? Let it sink in and savor the different levels of meaning. How does someone do this on a deadline, with fresh copy? By the way, it was written by assistant editor Chris Day. Bravo!

Others that grab readers and say "read me, read me:"

Derek Manning in the *Elk Citian*, about local ducks and geese, and the problems with goose poop:

"Duck, duck
Goose, goose Gross!"

(gross is in colorful, gross type)

I expect we'll see a lot of Jari and Mary



Great headlines and big photos draw readers into the pages of the Stillwater NewsPress, Garvin County News Star, Hugo Daily News and The Comanche County Times.

headlines as the two primary winners seek to become Oklahoma's first woman governor. The *Edmond Sun* reported: "Barry for Jari, Sarah for Mary." *Purcell Register* had "It's the Jari and Mari Show." *The Countywide & Sun* ran, "It's Fall in vs. Askins for 'Ms. Governor.'"

Also lots of heat stories. Best headline so far to grab attention, on Doug Russell's story in the *Stigler News-Sentinel*: "Drink to stay healthy." *Hooker Advance*: "Heat is Dangerous – Even dogs don't like these days."

In the *Broken Arrow Ledger*, photographer G. B. Poindexter grabs the photo and writes about city traffic planning. Headline: "Going with the flow." At *The Duncan Banner*, David Laughlin tells the story of two cops who've gone through several troubles together and are going to speak at a church named Hope. Headline: "From heartache to Hope." Judi Boland at the *Lawton Constitution* reports about the traveling Vietnam Wall at Anadarko: "Plans for Vietnam wall collapse in Anadarko."

What happens when a semi turns a corner and swipes a car's fender? (Cars don't really have fenders any more do they?) *Inola Independent* on Martha Brack's photo: "Crunch Time." At the *Madill Record*, on John Dohrer's story and photo of helicopter landing at a crash scene: "Rash of crashes." Tommy Wells of

the *Granite Enterprise* reported on school reunions: "Together Again."

Question headlines can work, done right. "What happens to that leftover campaign cash?" Rose Lane writing at *Oklahoma City Friday*. "Who are the Oklahomans for Responsible Water Policy?" Penny Embry, writing for the *Stigler Country Star*.

Then there is deadline writing that goes beyond "old boring newspaper writing." An example from the *Cushing Citizen* about a former football coach who goes into politics and wins, by Jim Perry. Look at this:

"The score kept mounting in his favor.

"Fifty.

"Fifty-five.

"Sixty.

"For perhaps the first time, Dennis Casey did not pull off.

"He had no choice.

"Casey, a former Cushing High School football coach, on Tuesday won the Republican primary election for Oklahoma House of Representatives in District 35.

"In a game in which 55 percent is considered a landslide victory, Casey won 63-37."

There are different ways to report on the heat. Most dramatic was by Kim Morava and photog Ed Blochowiak of the *Shawnee News-Star* under the headline "Heat Dangers." In addition to the story, Ed photographed a thermometer in an empty child's seat in a closed car. The

temp hit 124 in four minutes! Now that's public service.

Also, kudos to the *News-Star* for its redesign. What, a front page staff column every day? Yes, it's content, content, content.

The *Oologah Lake Leader*'s flag superimposed a thermometer on the downtown sidewalk topping 120.

John Clark of the *Spiro Graphic* told the story, "Tribute to a Real American Cowboy," and Michelle Stokes photographed the horse-drawn wagon and casket doing down the street.

Need ideas for summer? *Miami News-Record*'s Wes Franklin runs a story and a map of all the free parking downtown. "Grasshopper invasion," reports Julie Hardin of the *Weatherford Daily News*. Roger Pugh of the *Okarche Chieftain* reported about an author needing information for a book on Eischen's Bar.

How to use white space? Check the *Hugo Daily News* telling about Stan Stamper's new book.

By the time you read this, school will be back in session. The *Comanche Times* takes an original viewpoint, with top of page photo of kids getting their hair done.

It's not too late to do this story, though. Jeff Shultz of the *Garvin County News Star* reports "New school year brings tough times for county schools."

Newsrack placement on postal property

Postal Notes

by **BILL NEWELL**, OPA POSTAL CONSULTANT

I've had a few questions about where newsracks can be placed on postal property so let me try to clarify this. On Post Office leased property, the Post Office has the authority to require newsracks be removed from the leased property. However, sidewalks adjacent to the leased property may be public property and newsracks may be placed there with approval of local authorities. If you still have questions regarding this matter, please contact me.

STATEMENT OF OWNERSHIP: It's not too soon to begin gathering information necessary to complete your Statement of Ownership for 2010. Your Statement of Ownership is due to the Post Office by Friday, October 1, 2010.

If you are considered a Daily, you must publish a copy of your 2010 statement within the first 10 days of October. If you are a Weekly, you are to publish your Statement of Ownership in any issue during the month of October.

It is also required that you provide the postmaster a copy of the issue that contains the Statement of Ownership, noting on the front page the page number where it may be found.

EXCEPTIONAL DISPATCH: More of you are considering using the Exceptional Dispatch option to avoid the flexibility standard being applied to carrier routed mail. If you wish to use this option, you need to write a letter to your postmaster requesting permission for Exceptional Dispatch (this term must be used).

The letter needs to contain the following: Post Offices where your publication will be taken; day(s) of the week; approximate time (I suggest a two-hour window); and the number of pieces in each bundle by type of bundle.

Remember other categories (3-digit, 5-digit, Basic) are still subject to the flexibility requirement regardless of Office of Entry.

As a suggestion, provide a courtesy copy to the postmaster of the office where you will be taking this mail.

PLEASE NOTE: My new cell phone number is (405) 590-8616.

UCO establishes scholarships to honor professor

The University of Central Oklahoma College of Liberal Arts recently established two endowed memorial scholarships honoring the life and work of Dr. Stan Hoig, longtime UCO journalism professor.

The "Dr. Stan Hoig Endowed Memorial Scholarship for History" and the "Dr. Stan Hoig Endowed Memorial Scholarship in Mass Communication" honor his

desire to make a significant positive difference in the lives of students.

The scholarships were established with the help of private donations to the UCO Foundation.

Hoig enjoyed a distinguished teaching career. He served as a professor of journalism at UCO for 23 years and was named professor emeritus. He passed away in 2009 at the age of 85.

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One such award is OPA's annual Grand Blooper Award, given each year to a newspaper for achievement in the Blooper medium above and beyond the call of duty; and for general endeavors to foster Blooper technology in Oklahoma.

In order to ensure that the Grand Blooper Award goes to someone truly

deserving, we beg your cooperation by sending us the year's best bloopers. They can be your own, or those of someone you admire. Send a tearsheet or photocopy to:

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JUNE 2010 COLUMN WINNER **BRIAN BLANSETT, SHAWNEE NEWS-STAR**

B-17 flight brings back memories of service

When the e-mail came across offering media flights aboard a restored B-17 bomber on Memorial Day, it seemed like a good way to honor the thousands of American airmen who died in World War II.

I also knew it would interest one other special B-17 crewman: my dad, a flight engineer on B-17s during the war.

So, I reserved two seats on the Liberty Belle flight and called Dad to tell him he'd be taking off again in a B-17.

En route to meet the Liberty Belle at Wiley Post Airport in Oklahoma City Monday, Dad calculated that the last time he was aboard a B-17 was December 1945, a couple of months before he was sent home and discharged after two years in the Army.

It didn't take long around the plane for the 65 years to begin melting away.

Soon he was like a kid reunited with an old toy, pointing out features on the Liberty Belle, giving a quick tour of the interior and striking up a friendship with a former sailor who said he'd had half a flight in a B-17. He'd had to hit the silk when the plane was shot down.

By the time we were ready to take off and Dad had assumed his old position on the flight deck, it really wasn't hard to imagine him a 20-year-old gone off to fight a war.

The good thing was that he'd gone off and then come back home alive.

Thousands of other airmen didn't, sacrificing themselves to bring an end to Hitler's Reich and the Japanese Empire.

I thought about that as the Liberty Belle circled peacefully around Oklahoma City and tried to imagine what it would have been like for the crews of the 4,735 B-17s that went down in the war.

Many died and others — like Fred Fehr's father — survived but spent the rest of the war in prison camps.

That's the purpose of the Liberty Belle, to make us think of those sacrifices and help bring some of the reality of World War II to the generations of us who enjoy the benefits of the peace it brought without the suffering it required.



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