



klahoma Publisher

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MEET THE CANDIDATES

The temperature won't be the only thing heating up the June 4-6 OPA Summer Conference at Western Hills State Lodge in Wagoner.

Politics could add a few sparks to the three-day event as candidates for statewide office gather to speak to members of the press.

All six candidates for Oklahoma governor have confirmed that they will be at the conference to answer questions and discuss the state's economy.

Candidates vying to replace term-limited Gov. Brad Henry are Jari Askins, Randy Brogdon, Drew Edmondson, Mary Fallin, Roger L. Jackson and Robert Hubbard.

The gubernatorial hopefuls will participate in a panel discussion at 9:30 a.m. Saturday, June 5, at Western Hills State Lodge near Wagoner, Okla.

Also on the agenda Saturday will be candidates for lieutenant governor, state auditor, attorney general, state treasurer, superintendent of public instruction, commissioner of labor, insurance commissioner and corporation commissioner.

An updated list of candidates confirming their appearance is available on the OPA website at okpress.com/summerconference.

In addition to politics, there's plenty of other activities to keep members of every age engaged at the conference.

Golfers will scramble to play in the annual Golf Tournament at 1 p.m. Friday at the Sequoyah State Park Golf Course. A few tee times also are available for casual play on Saturday, June 5.

If you want to share an idea, get some advice or discuss a problem with your peers, plan to attend a roundtable session at 4:30 p.m. Friday. That evening enjoy an old-fashioned hayride to a remote location in the park where dinner will be served.

Following dinner Saturday evening, you'll get a look at the lighter side of politics as OPA members perform a mini-gridiron written by Wayne Trotter. This lighthearted look at state politics is sure to leave you laughing.

Rise and shine Sunday morning for the annual Idea Exchange Breakfast. Hear some of the best revenue-producing ideas from around the state – or bring your own idea for a chance to win \$50.

Registration for the conference is available online at okpress.com/summer-conference-package-reg. For room reservations, contact Western Hills State Lodge at (918) 772-2545.

GUBERNATORIAL CANDIDATES:



Jari Askins



Randy Brogdon



Drew Edmondson



Mary Fallin



Roger L. Jackson



Robert Hubbard

LIEUTENANT GOVERNOR CANDIDATES:



Kenneth Corn



Todd Lamb



John Wright



Ryan Leonard



Jim Priest



Scott Pruitt

ATTORNEY GENERAL CANDIDATES:

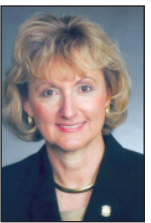
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Mark Costello



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Lloyd Fields

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Owen Laughlin



Ken Miller

STATE AUDITOR CANDIDATE:



Steve Burrage

INSURANCE COMMISSIONER CANDIDATE:



Kim Holland

CORPORATION COMMISSIONER CANDIDATE:




Dana Murphy

OPA PRESIDENT'S COLUMN

Catseye

BY GLORIA TROTTER,
Publisher of The Countywide & Sun



This was the week of our annual graduation edition. That's always a big job, as you know. That, combined with running around to the various awards ceremonies and other end-of-the-school-year activities, can wear you out fast.

Try adding a Monday night tornado to your to-do list.

This was our first tornado — ever — in Tecumseh, and it was nasty one. Thankfully, no one died or was seriously injured, but there's a lot of mess to clean up and houses to rebuild.

We were lucky not to lose power at the office, so we were able to update the website and get the paper out. OPA Computer Consultant Wilma Melot, of course, called to check on us, as well as all the other newspapers affected by the storms. What a treasure she is! How many of us has she saved in a crisis?

That's just another reason newspapers "Still Deliver." I love the new house ad campaign, don't you? If you haven't downloaded the first round of new ads, do it now. We need to brag on ourselves. We need to remind our readers why newspapers are a crucial part of the community.

I know that's not something we're always comfortable with. Television has always done it, and we tend to curl our lips when they show up in our towns and are treated like movie stars. Let's get over it, and do a better job of promoting ourselves. Run those house ads. Wear shirts and jackets and hats with your flag on them. Get your newspaper's name out there and let them know we're far from dying off.

THAT FIRST ROUND of "Your Newspaper Still Delivers" ads is aimed at candidates, using data from our recent readership survey. More than anyone, candidates need to be reminded that newspapers are the most trusted, most credible source of information for voters.

On one level, they know that. They certainly want our endorsements — so they can feature them in their television ads! They flood us with self-promoting press releases. They beg for interviews. Obviously they value the exposure those stories and editorials bring.

But they don't value them enough to buy space the way they used to. OPA/OPS is trying some creative ways to change that, but you have to do your part. If you haven't already, develop a firm policy about announcement stories (Are they free? Is there a deadline?) and print it in your paper several times. You might include a few lines about the type of press releases you might run and the kind you definitely won't. Explain what is news and what is advertising.

And speaking of advertising: why not take a tip from OPS and develop a time-sensitive package for candidates? The Race For Space generated excitement and resulted in some impressive sales you'll soon know about. Creativity is the key here; the same old stuff hasn't worked for a while.

YOU'LL BE ABLE TO DISCUSS YOUR NEWSPAPER and its opportunities one-on-one with a whole raft of statewide candidates at the Summer Conference June 4-6 at Western Hills. All the gubernatorial candidates will be there, plus a bunch of others. Your news folks can attend the panel discussions at no charge, and it's important that we have a good crowd there.

Later on Saturday, June 5, we hope you'll be entertained by a mini-gridiron show that Wayne has written. It may not be the most highly polished production you'll ever see, but I guarantee you'll enjoy seeing the Newcastle girls, the Dyers, the Walters and other OPA members delivering the funny lines — even if they muff a few. It's not as though we've been able to rehearse much!

Hurry and register if you haven't already. See you there!

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.

LAW ENFORCEMENT AGENCIES and Oklahoma Public Employees Association are using hysteria to whip up emotions over whether birth dates of public employees should be considered public information. They are using the emotional argument because they have no valid reason for their opposition.

Editorial Board
Enid News & Eagle, 4-8-2010

WHAT HAS MOVED these communities forward is a core of leaders that have a shared vision, a clear plan and a willingness to work together. They are finding new ways to do things, not caring who gets the credit. Their success comes from everyone pulling together and in the same direction. They are also willing to change and adapt along the way, but at the same time hold true to their core values.

Mike Brown, Editorial
Broken Arrow Ledger, 5-5-2010

Tulsa Public Schools refuse records requests

Robert Yerton, assistant principal at Skelly Elementary School in Tulsa, is in jail on charges of lewd molestation of a six-year-old male Skelly student.

Tulsa Public Schools has refused records requests relating to Yerton claiming that after two internal investigations into charges of inappropriate touching since Oct. 22, 2009, the administration and its attorneys are involved in a third.

TPS claims that all documents related to the case fall within the time periods of its three investigations and are privileged

and confidential under the law along with any administrative actions or investigation results.

However, the Oklahoma Open Records Act states in Sec. 24A.20: "Access to records which, under the Oklahoma Open Records Act, would otherwise be available for public inspection and copying, shall not be denied because a public body or public official is using or has taken possession of such records for investigatory purposes or has placed the records in a litigation or investigation file."

Bill to speed up FOI requests passes Senate

The Senate on May 5 unanimously passed the Faster FOIA Act, a bill that would establish a bipartisan commission to study the root causes of FOIA backlogs and delays.

The bill was co-sponsored by Senators Patrick Leahy (D-VT) and John Cornyn (R-TX), who first introduced this legislation back in 2005.

The goal of the Faster FOIA Act is to examine these backlogs and provide Con-

gress and the President recommendations for how agencies can better respond to FOIA requests.

Leahy said he and Cornyn introduced the bill because agency delays in processing FOIA requests are "simply unacceptable."

The Faster FOIA Act of 2010 now goes to the House of Representatives for its approval.

Man files defamation lawsuit against The Norman Transcript

A Norman resident has sued The Norman Transcript, Chase Bank and the City of Norman claiming that he lost his job after The Transcript published a photo of him at an ATM machine with the caption "Police seek alleged thief."

Benjamin Mbong is suing for defa-

mation, intentional infliction of distress, malice and libel and is seeking more than \$75, as well as attorney fees.

Mbong's suit claims he made several attempts to verify the inaccuracy of the reports to the bank, police department and newspaper.

Universities refuse to release student parking tickets

Officials at Oklahoma's two largest universities are refusing to disclose student parking tickets claiming they are educational records protected by a federal privacy law.

The University of Oklahoma and Oklahoma State University said the tickets fall under the Family Educational Rights and Privacy Act, which requires schools to keep secret students' educational records.

Attorney Mike Minnis said the universities are abusing an often overused exception.

"It is directed at academic records," said Minnis. "It is not directed at other records such as law enforcement records. FERPA is a kind of a catch-all that universities will use when they don't want people to know what they're doing."

OSU attorney Doug Price said citations given to students are educational

records that must be kept confidential under FERPA.

OU General Counsel Anil Golahalli agreed with Price and said that any record that contains a student's name must be kept secret.

"We are governed not by commentators in the press," said Golahalli. "We are governed by the Department of Education and how it interprets FERPA."

In 1997, a Maryland appellate court unanimously ruled that parking citations at the University of Maryland were open under that state's public records law.

According to FERPA, the term "educational records" does not include "records maintained by a law enforcement unit of the educational agency or institution that were created by that law enforcement unit for the purpose of law enforcement."

Price said OSU's parking citations "are

processed through an administrative process and are not created for a law enforcement purpose."

However, Adam Goldstein, an attorney for the Student Press Law Center, said the definition of a law enforcement unit is any part of the school officially authorized to enforce any state, local or federal law.

FERPA also notes that educational institutions are allowed to release records (without student permission) maintained for and by the enforcement entity even if they only lead to disciplinary action or proceedings against the student.

"It doesn't matter who writes these tickets," said Goldstein. "If the Dean of Students is writing parking tickets, the Dean's office is a law enforcement unit under the regulations and can't cite FERPA to avoid disclosing law enforcement records."

California company wins two more open records lawsuits

Sage Information Services of California prevailed in two more Open Records lawsuits against Oklahoma county assessors last month. The wins make five total victories plus one case (Grady County) on hold until the court reschedules.

Pottawatomie and Canadian county assessors were both ordered to provide a CD or DVD copy of property assessments to Sage for no more than \$50 and forced to pay attorney fees to the plaintiff.

According to court documents in the Canadian County case, Assessor Ronnie

Funck admitted to adopting a fee schedule created by the Oklahoma County Assessor's Association, a non-governmental body. Using that schedule, Funck invoiced Sage \$521.60 for the records, rejecting the company's initial offer of \$50.

In the first legal ruling involving the Assessors Association fee schedule since it was created, Associate District Judge Bob Hughey declared using the schedule illegal.

"The Canadian County Assessor's prior practice of charging a fee pursuant to the

fee schedule violated the Oklahoma Open Meetings Act ... because said charge was not limited to recovering only the reasonable, direct costs of record copying and record search," Hughey said.

Sage previously won Open Records suits against Wagoner, Muskogee and Osage counties.

A recent judgment against Grady County and Assessor Bari Firestone was set aside by a judge and the case will be rescheduled. Firestone also said she had adopted the new fee schedule.

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OPA CALENDAR OF EVENTS

Complete Listing of Events at www.OkPress.com

JUNE 4-6 – WAGONER OPA SUMMER CONFERENCE

Mark your calendar to join your newspaper peers at this family friendly gathering at the Western Hills State Lodge in Wagoner. Meet the candidates for Governor and other statewide offices on Sat., June 5, when they answer your questions and discuss the future of the state's economy.

JUNE 16-18 – DALLAS, TX 2010 NIE CENTRAL STATES CONFERENCE

A perfect opportunity to get ideas for your NIE program or to learn how to start a new NIE program from scratch. Meet NIE coordinators at papers in surrounding states and other parts of the country. Share ideas and materials that you can immediately put to use at your own paper. For more information see www.okpress.com/nie-central-states-conference.

JUNE 17 – OKC ONF 20 TIPS TO IMPROVE YOUR WRITING

Instantly improve your writing with these 20 tips presented by Kathryn Jenson White from the University of Oklahoma. White, an assistant professor at OU, also is an active free-lance writer and editor. The workshop will be held at Metro Tech in Oklahoma City.

JUNE 25 – OKC ONF FEATURE WRITING WORKSHOP

You know those stories that grab you right from the first line? The ones that give you so much detail you can see or hear or smell what's happening? Come find out how to draw readers into your feature stories at this workshop led by Dr. Terry Clark, journalism professor at the University of Central Oklahoma.

JULY 15 – NORMAN ONF BUILD YOUR NEWSPAPER FASTER USING INDESIGN AND PHOTOSHOP

Learn tools and techniques from Adobe certified trainer Russell Viers that could save you hours each week building pages and ads. Registration is only \$20 and includes lunch.

JULY 22 – OKC ONF OPINION WRITING WORKSHOP

Learn how to express your personal opinion with sound reasoning. Kathryn Jenson White, an assistant journalism professor at the University of Oklahoma, will lead this workshop at Metro Tech in Oklahoma 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.

Open records suit filed against county assessor

County Records, Inc., of Owasso has filed suit against Blaine County Assessor Ronda Greer for allegedly violating the Oklahoma Open Records Act.

The suit claims the assessor has refused the company access to records in electronic format. County Records Inc. says it was told the electronic records would be provided but was charged more than the law allows for them.

The suit asked damages for overcharges over past years along with court costs and attorney fees. It also asked the court to declare the records open to the public for inspection and reproduction and asked that the court order the records be made available in compliance with the law.

The assessor must now file a response.

BRIEFS

DEBI DESILVER has joined the staff of the Chickasha Express-Star as a news reporter. DeSilver comes from a family of Oklahoma newspaper people – her grandfather was a publisher and her father was a reporter. She studied journalism at the University of Oklahoma and has worked for newspapers in Texas, Oklahoma and Wyoming.

REGINA GARVIE has been named editor at the Tuttle Times. Garvie, who first became editor at the Times in 1998, left in 2007. She returned to the newspaper in March. Garvie studied journalism at Northwestern Oklahoma State University.

DAVID STRINGER, publisher of The Norman Transcript since 1997, recently resigned his post. Community Newspaper Holdings, Inc. officials announced that Keith Ponder,

CNHI vice-president, and Randy Mooney, vice-president of sales in the Greater Plains Division, will serve as interim publishers.

JERROD BUSSEY recently was promoted to ad manager for the northern division of Neighbor Newspapers. Bussey has been with Neighbor Newspapers since 2008 as retail ad manager and before that worked in the ad department at Tulsa World.

BEVERLY BRYANT has been named Midweek Editor at the Ponca City News. Bryant earned a degree in news communication from the University of Oklahoma. She served as editor at the Daily Oklahoman before becoming a freelance reporter in 2002. In 2007, she joined the staff at the Ponca City News covering city government and education.

DEATHS

BILLY FLOYD 'BILL' BROWN, former publisher of the Stroud American, died April 19, 2010, in Tulsa due to complications following heart bypass surgery. He was 74.

Brown was born Aug. 7, 1935, in Stroud. He graduated from Stroud High School and attended Central State College, now the University of Central Oklahoma, in Edmond.

In 1950, Brown took a job with the Stroud American as a pressman. He later began reporting for the newspaper, covering "a little bit of everything."

He married Alice Faye Weaver on Feb. 27, 1956, and together they had two children.

The Browns purchased the Stroud American in 1973 and Bill continued to report, write and edit the news.

"He was a jack of all trades in the small-town newspaper industry," said his son, Mike Brown.

Bill Brown continued to work for the paper after selling it to his son and daughter-in-law, Mike and Alicia Brown, in 1997.

He retired in 2000, after 50 years of working in the newspaper business.

During his retirement, Brown pursued his passion for playing his Gibson guitar. He served many years as deacon, Sunday School director and teacher at the First Baptist Church. He also was a member of the church's instrumental ensemble and played the guitar for Stroud Lions Club luncheons and for the residents of the local health care center.

In 1992, Brown received the Lifetime Achievement Award from the Stroud Chamber of Commerce. He also received an Oklahoma Heritage Association award that same year.

He is survived by his wife, Alice Faye Brown; son Mike Brown of Stroud; daughter Terri McCullough of Owasso; four

Contract void due to meeting violation

A Rogers County district judge recently voided a \$2.1 million demolition contract.

Judge J. Dwayne Steidley found the Lead-Impacted Communities Relocation Assistance Trust violated the Open Meeting Act and deemed the contract to be null and void.

The February 2010 contract was awarded to tear down 156 homes in Cardin and Picher.

Unless the trust appeals the decision, it will be forced to again send the project out for bid.

The contractor, Lloyd Stone of Stone's Backhoe, Dozer and Trucking, said the trust is in the process of paying him for the 30 homes already razed. Stone said he may not rebid the job when it comes up again.

The trust was created to facilitate the federal buyout of homes built in Picher, Cardin and Hockerville after the Army Corps of Engineers determined that the abandoned lead and zinc mines under the towns were likely to cave in.

Trust chairman Mark Osborn had no comment on Steidley's decision. Charlie Price, a spokesman for the State Attorney General's Office, said the trust is weighing its legal options.

grandchildren; and two great-grandchildren.

ERNEST 'BOB' ALBRIGHT, a former photographer for The Oklahoman and Oklahoma City Times, died April 13, 2010. He was 87.

He was born Dec. 11, 1922, in Dos Palos, Calif.

Albright started a 33-year career at The Oklahoma Publishing Co. in 1952.

He was inducted into the Oklahoma Journalism Hall of Fame in 2002 and was twice named Photographer of the Year by the Oklahoma Press Association. The Oklahoma Historical Society included his work in its "50 Years of Photojournalism" exhibit.

Albright is survived by his wife of 62 years, Zella; son, Don Steele; daughter, Diana Smith; sister, Jeanie Finch; five grandchildren; 10 great-grandchildren; and one great-great-grandchild.

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AMANDA ALFANOS OKLAHOMA CITY UNIVERSITY

Alfanos is a junior majoring in mass communications/print journalism at Oklahoma City University. She has accepted an internship with the Shawnee News-Star.

Alfanos has served as a staff writer, lifestyles editor and is currently the editor-in-chief for The Campus newspaper.

"Whether I'm working on a feature or an in-depth piece for our newspaper or website, I love it all," she said.



CARMEN BOURLON OKLAHOMA CITY UNIVERSITY

Bourlon has accepted an internship at The Ringling Eagle. Bourlon is a sophomore majoring in English/mass communications at OCU. She took a news writing class as a nursing student and fell in love with journalism. Bourlon is presently serving as the copy editor for OCU Student Publications.

"After graduation I hope to write for a small community paper and learn as much as I can. It is by experience that you learn so much more by doing, rather than sitting in a classroom listening to a lecture," she said.



M.J. CASIANO UNIVERSITY OF OKLAHOMA

Casiano is a junior at OU majoring in broadcast and electronic media. Casiano has shadowed columnist Dave Kranz at the Argus (S.D.) Leader and currently writes for The Oklahoma Daily. He will intern at The Newcastle Pacer this summer.

Casiano said one of his goals is "to improve the quality of content and write articles of newsworthiness while never showing a bias."



Meet the 2010 OKLAHOMA NEWSPAPER FOUNDATION Summer Interns

For the third year, the Oklahoma Newspaper Foundation will provide funding for student interns to work at Oklahoma newspapers for eight weeks this summer.

The ONF internship program is made possible with a grant from the Ethics and Excellence in Journalism Foundation. Twenty students have been selected to participate in the internship program this year.

Ten of this year's students are featured in this issue of The Oklahoma Publisher. The remaining ten will be featured in next month's issue.

AARON COLEN UNIVERSITY OF OKLAHOMA

Colen will intern at the Chickasha Express-Star this summer. He is a journalism senior at the University of Oklahoma. Colen currently serves as sports editor for The Oklahoma Daily.

"I appreciate the nuances of dealing with individuals, and am excited to continue learning about journalism and the hard work that goes unseen by the general public, but that is necessary to the success of a news organization," he said.



RYAN COSTELLO UNIV. OF CENTRAL OKLAHOMA

Costello, a journalism junior at UCO, has been selected to intern at The Hennessey Clipper. He is currently serving as a staff writer and sportswriter for The Vista newspaper.

"In the next decade, I will keep pace with technological developments in the field and utilize them, rather than let the evolution of journalism outgrow me," Costello said.



CHRIS DELL SOUTHERN METHODIST UNIVERSITY

Dell, a journalism and business management major at Southern Methodist University, will intern at the Enid News & Eagle. Dell has served as sports editor for the Daily Campus at SMU and is currently on the Student Media Company Board of Directors.



WILLIAM KOOI OKLAHOMA CHRISTIAN UNIVERSITY

Kooi, a journalism senior at Oklahoma Christian University, will be interning at The Journal Record. He has worked with the Edmond Sun, interned at the National Journal Hotline in Washington, D.C., and is currently editor-in-chief of The Talon.

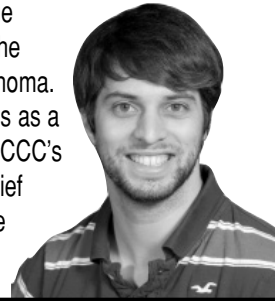
Kooi has also studied abroad in Beijing, Japan and Sydney. He believes that Americans, as a whole, know very little about other people and their struggles.

"As a journalist, I would like to help change that. Whether it's with National Geographic, TIME, or the New York Times, I want my writing to influence others: teach them about war or hunger, disease or death," he said.



CHRIS LUSK UNIVERSITY OF OKLAHOMA

Lusk has accepted an internship at The Oklahoman. Lusk earned an associate's degree in 2008 from Oklahoma City Community College and now attends the University of Oklahoma. He currently serves as a lab assistant for OCC's Pioneer and as chief copy editor for The Oklahoma Daily.



MEGAN McCANN OKLAHOMA STATE UNIVERSITY

McCann, a broadcast journalism senior at Oklahoma State University, has accepted an internship at the Sapulpa Daily Herald. McCann has experience as a contributing writer and videographer for The Daily O'Collegian.

She also served as an associate editor for the Tulsa Community College newspaper, The Connection.



KYLE SALOMON UNIVERSITY OF OKLAHOMA

Kyle Salomon, a junior at the University of Oklahoma, will be interning at The Moore American. Salomon is majoring in journalism and has experience in both broadcast and print. He plans on working in a large market in the future.

"In five to 10 years, I see myself as a very successful sports journalist for a large newspaper in a big market city like New York or Los Angeles," he said.



Next month, meet the other 10 students who will be working at Oklahoma newspapers this summer thanks to the Oklahoma Newspaper Foundation's internship program.

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THE OGE[®] PHOTO CONTEST



A Clinton fireman mans a hose as Elk City firefighters are seen in the background on other sets of hoses. Agencies from all around western Oklahoma responded to help fight the huge fire.

Photo by TERRI CHERVENKA, Elk Citian, Published March 17, 2010



Oklahoma center Abi Olajuwon (34) tries to get around Notre Dame center Erica Williamson (52) during the Sweet 16 round of the NCAA womens championship in Kansas City. Oklahoma advanced to the Elite Eight round after defeating the Irish, 77-72.

Photo by JERRY LAIZURE, The Norman Transcript, Published March 29, 2010

MARCH 2010 DAILY WINNER:

JERRY LAIZURE, *The Norman Transcript*

MARCH 2010 WEEKLY WINNER:

TERRI CHERVENKA, *Elk Citian*

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WITH ALL YOUR POWER



WHAT WOULD YOU DO?

HAVE GNOME, WILL TRAVEL

There's a new staff member at the Poteau Daily News whose popularity is increasing day by day. He dresses strangely, doesn't have much to say and is what some might call vertically challenged.

However, Roadie T. Gnome has a way of finding potholes in LeFlore County.

Roadie, a one and one-half foot ceramic garden gnome, is the partner of Daily News reporter Jenny Huggins. Together they explore the streets and roads in search of dangerous potholes and poor street conditions.

After Huggins locates a pothole, Roadie nimbly climbs into it and allows Huggins to take a photo. The photo is published on the front pages of the Daily News, complete with a description of where the hole was found.

Daily News' readers are encouraged to let Roadie know about potholes by phoning or e-mailing Huggins.

"We've had a big response," said Huggins. "I get about one phone call or e-mail a day."

The selection of the potholes is a diplomatic matter, said Huggins. Each week a pothole is selected from a different county commissioner's district.

"I keep track of whose district we have or haven't done," she said.

The idea of photographing a garden gnome in a pothole was borrowed from another newspaper in the Horizon Publications, Inc. group.

Huggins found out about it when she walked into Publisher Samantha Hess's office and saw "an ugly gnome sitting on her desk."

"What's that?" she asked.

"It's your new best friend," said Hess.

Roadie now lives in Huggins' car.



Roadie T. Gnome braves deadly traffic to bring LeFlore County residents the "hole" news.

"Readers really like Roadie," said Huggins. "We get so many comments. We hear, 'I have a pothole bigger than anybody's.' It's a fun way to take this on."

It's also having a positive effect. Some potholes in the county are being repaired before they're reported.

Roadie is becoming so popular that there's talk about doing a "Where's Roadie" competition. The gnome would be photographed in various spots and readers would be asked to identify the location.

Locating potholes in LeFlore County can be dangerous.

Huggins drives a Sebring convertible and says that although she hasn't been swallowed by a pothole yet, it's been close.

And then there's her irrational fear that Roadie might come to life.

"He creeps me out," she said.

Roadie declined to comment on his creepiness.

THANK YOU

to the following individuals and organizations for their recent donations to the Oklahoma Newspaper Foundation:

*In memory of
Billy Floyd Brown:*

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

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

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New motel on former site of OPA's Editor Club House

The site that once occupied the Oklahoma Press Association's Editors' Club has a new business on the property.

The Plantation Inn, a new motel in Medicine Park, Okla., recently opened for business. The OPA owned the original building on the property from 1915 until 1930. That building burned down in the '40s and the property stayed dormant until developers decided to rebuild. OPA sold the building in 1930 for \$4,000.

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OPA house ads promote newspaper's voter clout

The OPA Board and Marketing Committee have created a series of house ads using the theme "Your Newspaper Still Delivers."

The first series is about elections – and how newspapers connect candidates and voters. Five politically-themed house ads

are available for newspapers to run at any time.

The ads incorporate survey results from Oklahoma Press Service's readership survey that shows how well-read newspapers are among voters of all parties.

The next series – highlighting connections between newspapers and readers in

the areas of sports, retail, industry, education, health and local issues – will be available this summer.

The ads were designed with space above the tag line "Your Newspaper Still Delivers" for newspapers to drop in their own flag or name.

Full-color and grayscale print ads

include versions focusing on Democrat, Republican and Independent parties. There is also a multi-party version with statistics from all three parties and a general election ad.

Web ads are formatted as a wide skyscraper, 160X600.

Elections



57% of Oklahomans rely on their newspaper when making voting decisions.* Our readers are serious about how their city, state and country are run. In more ways than ever before, newspapers bring us the issues and candidates, create an informed electorate, and help us shape the future. Whether you're a voter or a candidate, newspapers bring it all together.


*2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When voters and candidates need to connect...

YOUR NEWSPAPER Still DELIVERS

Elections-CMYK
Elections-Gray

999,855 Democrats



That's a lot of voters.

79% of Democrats read at least one newspaper
41% read two papers
33% read three or more

©2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When candidates need votes...

YOUR NEWSPAPER Still DELIVERS

Democrat-CMYK
Democrat-Gray

225,607 Independents



That's a lot of voters.

70% of Independents read at least one newspaper
11% read two papers
22% read three or more


©2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When candidates need votes...

YOUR NEWSPAPER Still DELIVERS

Independent-CMYK
Independent-Gray

813,158 Republicans



That's a lot of voters.

76% of Republicans read at least one newspaper
38% read two papers
33% read three or more


©2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When candidates need votes...

YOUR NEWSPAPER Still DELIVERS

Republicans-CMYK
Republicans-Gray

Newspapers reach voters



999,855 Democrats	813,158 Republicans	225,607 Independents
79% of Democrats read at least one newspaper	76% of Republicans read at least one newspaper	70% of Independents read at least one newspaper
41% read two papers	38% read two papers	11% read two papers
33% read three or more	33% read three or more	22% read three or more

©2010 Oklahoma Press Service readership survey conducted by Evolve Research.

When candidates need votes...

YOUR NEWSPAPER Still DELIVERS

3Parties-CMYK; 3Parties-Gray

Ads are available at "download.okpress.com." Download names are underneath each of the ads. The ads at left are 3-column x 16-inches; ad above is 6-column x 7.5-inches. Two web ads also are available. Download the web ads at <http://www.okpress.com/2010-political-house-ads>. The web file is in .zip format. Save the file to your computer, double-click it, and your system should unzip the file, which contains the two web ads.

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74% OF OKLAHOMANS READ NEWSPAPERS

Source: 2010 Oklahoma Press Association Readership Study conducted by Evolve Research



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Look before you leap into Creative Suite 5

computer notes from the road

by WILMA MELOT

The new Adobe Creative Suite 5 (CS5) will be out in June so here are a few things you should know about it.

For one, CS5 will not work on G4s or G5s; it requires an Intel 64-bit system. Also, you can upgrade to CS5 from earlier versions at varying price levels, but it cuts off at the original – if you have CS, you'll have to buy the full version.

CS4 is no longer available from Adobe – you might find a copy at a third-party dealer, but you should hurry if you have an older system and you want that last upgrade.

Honestly, buying a used G4/G5 is making less and less sense. By now, they're years old and you may only be buying yourself a year or two of life.

The older models are regularly losing hard drives and power supplies. I know some of you are determined to keep a computer that runs OS9, but that may be harder to do in the next few years. By the way, keep your updates current; they'll be valuable when you decide to get the next level of software.

And if you're going to step up and buy a new Intel Mac, it would be nice to have the latest version of the Creative Suite

installed – it's just more stable than the older versions on this platform.

Once you do upgrade into a new machine running the latest Suite, you'll wonder why you waited. They're so much faster and more efficient. You'll make your upgrade money back in a few man-hours.

If you only have OS9 software, you might consider changing to a PC platform since you'll have to buy all new software anyway. The hardware is cheaper but beware – cheap is not always the best way to go. You'll have to pay much of the difference in price for virus protection, which is a must if you don't want to spend all your time reformatting the machine.

If you can afford to get it, CS5 is full of wonderful new features. Adobe is focusing more and more on web design and they've added interesting features such as the ability to export from InDesign to Flash. This enables you to create presentations or your own e-book.

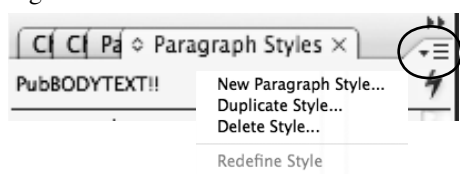
Editing tools in InDesign also have changed. You can rotate images and edit the frame to create corners without a dialog box – all you need is the pointer tool. There's even a mini-bridge program you can use to place photos in a whole new way.

Photoshop CS5 now allows you to easily create 3D art. That's not of much use to newspapers, but the new effects will add new tools to the graphic designer's toolbox.

Save time and lessen repetitive steps by building stylesheets

If you're doing a special section for graduating seniors, formatting that project will go a lot faster if you create styles.

Let's start by creating a cutline for all your photos. Make the cutline look just the way you want and leave the cursor blinking in the text.



Next, go to Type > Paragraph Styles. Select the flyout drop-down menu (it's a set of three bars with a tiny down arrow located in the top right corner of the pal-

ette), click New Paragraph Style, name your style and you're done. Now you can assign that style to every cutline you create.

It's done much the same way in QuarkExpress, with the addition of one step. You'll need to create a character style first, then base your paragraph style on the character style.

It's easier to set up your character styles in the default palettes before starting your documents. Then there's not a lot of setup for styles; the palettes will reflect what's in your document. All that's left to do is choose the character style and name the paragraph style, then apply that style throughout your document.

If you download the trial version of the new Creative Suite, I suggest you install it on a non-production computer. It's hard to un-install if you decide you don't want to buy it and you certainly don't want to deactivate the copy you're running now. The evaluation period is 30 days.

Adobe made these programs to run on 64-bit systems – that means Vista, Windows 7 in 64-bit mode or 10.5 and 10.6 on Mac. There's no more OS9. However, if you have all AppleTalk printers, you'll need to keep a 10.4 machine around to talk to them until you upgrade.

This means you need to take a close look at your hardware and software.

The bottom line is that if you plan on keeping that PowerPC, upgrade to CS4 while you can still find the software.

If you decide to move forward, make sure your system can handle CS5 before you buy it or add the price of a new system to your budget before you jump into upgrading.

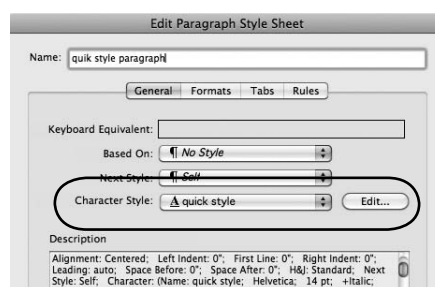
Adobe has made this a kind of “do it or don't” moment for equipment and software.

No software upgrade without the new equipment and operating systems. No backward compatibility on any new software means that at some point you'll have to do it.

One way or another it means more money. You just need to decide if now is the time to spend it.

In both programs, you can assign a keyboard shortcut to the style, making it even easier to use it.

This is one of the best ways to speed up a tedious project – give it a try.



plugged IN

Money saving idea

If your computer has a bad monitor and you just can't afford a new one right now, you might consider buying an adapter and running an inexpensive monitor.

The trick to buying both adapter and monitor is to make sure they have the right connections for your model of computer.

Look up the type of port your computer has available for monitor/adapter. Apple seems to change this with every new model.

Monitors are most often connected by either VGA or DVI (some have both), so be sure to get the adapter that works for both the machine and the new monitor.

After you hook up the external monitor, you need to be able to see with your old monitor just long enough to get to the system preferences.

To do this, go to “Displays” where you should be able to see both monitors. If the old monitor is dying, mirror the monitors. That makes the same screen available on both and you'll have access to your menu bar on the new screen.

Virtues of Preview

It's much easier to extract text from PDFs in the new version of Preview on Mac. You can also select text from a PDF – all of it or one paragraph at a time – copy and paste it into a text editor.

Preview also lets you save a PDF as a TIFF. That's a good way around a poorly made PDF. Remember to save the TIFF at a high enough resolution to work well with small type – at least 300 dpi.

Lost Mac Network Icon?

If you loose your Mac network icon, click on your desktop, select Finder > Preferences from the menu bar at the top of the screen. Click the sidebar icon at the top of the window and choose the network or hard drive you want to see.

Hall of Fame 2.0 may include interactive kiosks

Clark's Critique

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

The Oklahoma Journalism Hall of Fame distributed a 40th anniversary commemorative history last month, reprinting all members biographies.

It included a history up to 1997 by former director Dennie Hall, and my comments from that time forward. Copies of the book have been mailed to all living members of the Hall of Fame that I have addresses for.

What follows is a version of my comments:

When former Governor George Nigh became UCO president in 1992, he spearheaded the effort to change the Hall of Fame to an annual luncheon. In 1997, with Dennie's retirement, I took over as director and raised funds from the Oklahoma Newspaper Foundation to relocate and reframe the annual citations to the hallway on the first floor of the UCO communications building.

With the assistance of the ONF and the Ethics and Excellence in Journalism Foundation, the Hall of Fame began presenting each honoree with an engraved metal and wood plaque for personal display, in addition to the citations featuring all inductees. In 2004, Dr. Pam Washington, dean of the UCO College of Liberal Arts, arranged for a budget line for the Hall to cover expenses. In 2005, the sponsoring Journalism Department merged with the Communications department to form the Mass Communication Department, reflecting changes in journalism media.

UCO President W. Roger Webb approached me in 2007 about the need to relocate the Hall of Fame to the university center to increase its visibility and stature. Both recognized the need for a director who could devote more time to the project, free from the increasing administrative duties as department chairman.

When I stepped down as department chairman after 19 years in 2009, Dr. Webb appointed me director of the hall in a half-time capacity, charging me with relocating the Hall of Fame to the third floor of the Nigh University Center, and providing a budget for the project.

The first phase of the relocation was completed in time for the April 9, 2010,

Pilgrim served with court order
The University of Miami's swimmer, Paige Spangler, was ordered by a federal judge to pay \$1 million in damages to the University of Oklahoma.

Denied
OSU athletes refused to release public records.

Arizona college will start using student ID card sensors to check class attendance
The University of Arizona will begin using student ID card sensors to check class attendance.

Mother's Day is Sunday!

The Konawa Leader
On the Shores of Oklahoma's #1 Bass Lake

Congratulations Konawa Lady Tigers Class 4A State Champions

Sequoyah County Times

Commissioners' FEMA hopes feeble
Sequoyah County Commissioners hope for a feeble FEMA response to the damage caused by the recent flooding.

Husband allegedly shoots wife's boyfriend
A husband is accused of shooting his wife's boyfriend in a home in Sequoyah County.

Murder suspect found competent to stand trial
A man accused of murdering a woman in Sequoyah County has been found competent to stand trial.

Jail operating cost is down; new tax helps
The Sequoyah County Jail's operating costs have decreased, and a new tax will help fund the facility.

Vian man killed Saturday in wreck
A man from Vian was killed in a car accident on Saturday.

FRONT PAGES from The Daily O'Collegian, The Konawa Leader and Sequoyah County Times show what great coverage is all about.

anniversary induction. The design of the logo and Hall of Fame display area was a project of UCO design students in the Charles Evans Studio and the Clocktower Studio, led by professors Valarie Settles, interior design, and Amy Johnson, graphic design.

In the commemorative history and roll call of honorees, my plan was to put together the names and biographies of all the honorees, including 2010.

In assembling the material, I knew from the start that the photographs, except for the 2010 inductees, would not be of the best quality since we have so few original photographs. They were computer-scanned from the original paper citations by Stephen Hughes of UCO.

However, I believe the historical importance of the collection outweighs not running the photographs. Jennifer Gilliland of OPA scanned the citation bios to avoid typesetting. I also made the decision not to change any of the copy in the original citations, other than inserting dates of death when I could find them.

Plans for this coming year include accumulating examples of the Hall of Fame members' work, working on obtain-

ing interactive kiosks like those at the Oklahoma Heritage Center, the possibility of brief oral histories by members for video display in the Hall and providing a speaker for community events.

From my office across the hall of the Hall of Fame exhibition area, I note proudly that it gets constant attention, as the University Center is host for many events and meetings, week after week. People stop and look and read, so the relocation has already had an effect – increased visibility and stature.

I will be glad to mail copies of the 40th anniversary book to anyone who contacts me, at clark@uco.edu.

LOOKIN'EM OVER: Lots of ideas from your neighbors this month, worth finding the local angles to.

The Norman Transcript in a front page promotion asks for veterans' stories, planning for a July 1 special edition. That ought to get the phones ringing anywhere on the road to good readership.

Keith Purtell of the *Muskogee Phoenix* interviews local pastors about declining church attendance. Beverly Bryant of the

Ponca City News localizes the report that Oklahoma ranks 11th in the nation for suicides and the *Bartlesville Examiner-Enterprise* localized the AP story about coming doctor shortages.

The *Blackwell Journal-Tribune* focused on the Kay County jail's average monthly occupancy. The *Mustang Times* reported on gang graffiti in town and asked the question, "Are there gangs in Mustang?"

On the positive side of news, Michael McChesney of the *Weatherford Daily News* featured the report that Custer County is listed as the 17th most stress free place to live in the county. Head: "It's good to live in Custer County."

Good writing and story telling ranged across the state.

Joy Hampton of the *Claremore Daily Progress* told the Mothers' Day story, "Unusually proud of an unusual mom" – a WWII veteran living in the veterans' home.

The *Beaver Herald Democrat* told the story of a 22-year-old cowboy and bull

Online subscriptions – when free doesn't work

That InterWeb Thing

by KEITH BURGIN, OPA STAFF

Sometimes “free” makes you more money than not – and sometimes it doesn't.

If you're making bank on advertising in your newspaper's website, obviously full, free access is the way to go. There's more exposure for your advertisers and that means higher rates.

If you're thinking about erecting a pay-wall and charging for content, here are a few pay models, options and observations.

THE IRON CURTAIN

Inflexible pay-walls frustrate me – not because I don't want to pay but because I have no idea what I'm buying. I could be getting in-depth, well-written community news or nothing but Associated Press or Reuters stories I can get anywhere. My point is, some readers are skittish about spending money on an unknown.

PAY-PER-VIEW

The “iTunes” model (also called micro-payment), which allows readers to pay a small fee for each story read, has been discussed and pondered ad nauseam since the idea of pay content was first proposed. To my knowledge, no one has successfully implemented it.

There are two problems with this model. Clay Shirky, a writer, consultant and New Media professor at NYU, pointed out that people enjoy music again and again – news stories, not so much. At a dollar a

pop, I think he's right. The other problem is that the software to do it properly is expensive.

JUST A PEEK

There are a couple ways to give the reader a taste of what they can expect with a subscription to your site.

One is to offer a snippet of each story and require a membership before the rest is made available. That one is about as popular with readers as the Iron Curtain. No one wants to get interested in a story and have it yanked away.

The second method is to offer a limited number of stories prior to the membership requirement. In my opinion, that's a bit better; it's a softer way to bring the reader in.

PREMIUM CONTENT

One of the most popular pay models involves a truncated scope of what's actually offered on the public area of the website. Certain elements of the newspaper are always there for the reading but stories, editorials and valuable “premium content” require a subscription. Deciding what will bring folks to your website vs. what they'll pay to see is a serious consideration.

FREE FOR NOW

At the end of a month-long trial subscription to a newspaper's e-edition, I asked a friend if she would consider paying for a subscription.

“You know,” she said, “I've been thinking about that. It's only \$4.25 per month and I would have to say yes.”

That conversation turned sharply southward when she noticed that the very same

content was on the newspaper's website for free. The online “flip” format was pretty, convenient and well done but that alone didn't win out over “free.”

THE LOVABLE MUTT

We all love the big, drooling, sad-eyed and wet-nosed mutt – the friendly Heinz 57 combination that, for one reason or another, just works. Maybe we could adopt one.

Perhaps you leave an event calendar, school lunches and obits freely available on the newspaper's website. Times and dates are available on the event calendar but further details follow a link that requires a subscription. All other content is behind your premium content pay-wall.

Post a list and description of the day's headlines that lead to the subscriber area and make the subscription process easy and flexible – people like options, especially online.

You could also offer a downloadable PDF version of the paper to subscribers. They might send it to a couple friends but as long as your print ads are in the PDF version, it's no different than Joe passing the paper to everyone at the barber shop.

To promote it, I suggest the trial subscription. Two weeks, a month – do whatever is comfortable to you; give the reader a real look at your product and a sense of how easy it is to use.

The tussle is always attracting and retaining paying readers. If “free” doesn't work for you, consider enough flexibility in your pay model to bring them in and enough value to keep them paying.

Quoting statute not enough for executive session

By MICHAEL MINNIS, OPA ATTORNEY



Public bodies throughout the state continue to violate the Oklahoma Open Meeting Act (OMA) by routinely adding to every

agenda the following or similar language: “executive session discussing the employment, hiring, appointment, promotion, demotion, disciplining, or resignation of any individual salaried public officer or employee.”

This language is taken directly from the OMA – 25 O.S. § 307(B)(1). Using such a routine agenda item description violates the OMA in several ways.

First, it is not notice. Simply reciting language from a statute that might authorize an executive session fails to advise the public of the what and the who that are necessary for adequate notice.

Second, it violates the second specific requirement for an executive session. To legally hold an executive session an “agenda shall” contain three specific items of information: (1) identify the item as an executive session, (2) “identify the items of business and purposes of the executive session”, and (3) cite the specific section of OMA that authorizes the proposed executive session. Id. § 311(B)(2).

Third, an item should not be included in an agenda unless the public body intends to take up the matter described in the item. To have a routine item on the agenda that may or may not be used other than “new business” misleads the public about the intentions of the public body.

Reporters should also remember that a public body cannot go into executive session unless the executive session is authorized by a recorded majority vote of a quorum of the members present.

Finally, a reporter should be on alert that no business may be authorized in an executive session. Any action by a public body must be by a vote “publicly cast and recorded.”

Clark's Critique

Continued from Page 12
rider fighting cancer. Headline: “Beaver cowboy faces his toughest ride yet.”

The *Chelsea Reporter* detailed a man-hunt with this attention grabbing headline: “Off-road and on, deputies find and arrest suspect.” Betty Ridge of the *Tahlequah Press* interviewed the widow of a Lou Gehrig's disease victim (ALS). Headline: “ALS takes victims by the centimeter.”

At the *Lawton Constitution*, Malinda Rust told the story of a child recovering from abuse, with a quote from his dad as the headline: “Just boring is fine with me.” And the *McCurain Daily Gazette*

reported on Idabel police using a texting sting to arrest a man who had been texting a 15-year-old girl.

The Trotters of *The Countywide & Sun* completed a five-part profile series on 10 powerful people, in “Pottawatomie Power,” with a story on Rep. Kris Steele in line to be House Speaker. Headline: “County's most influential person.”

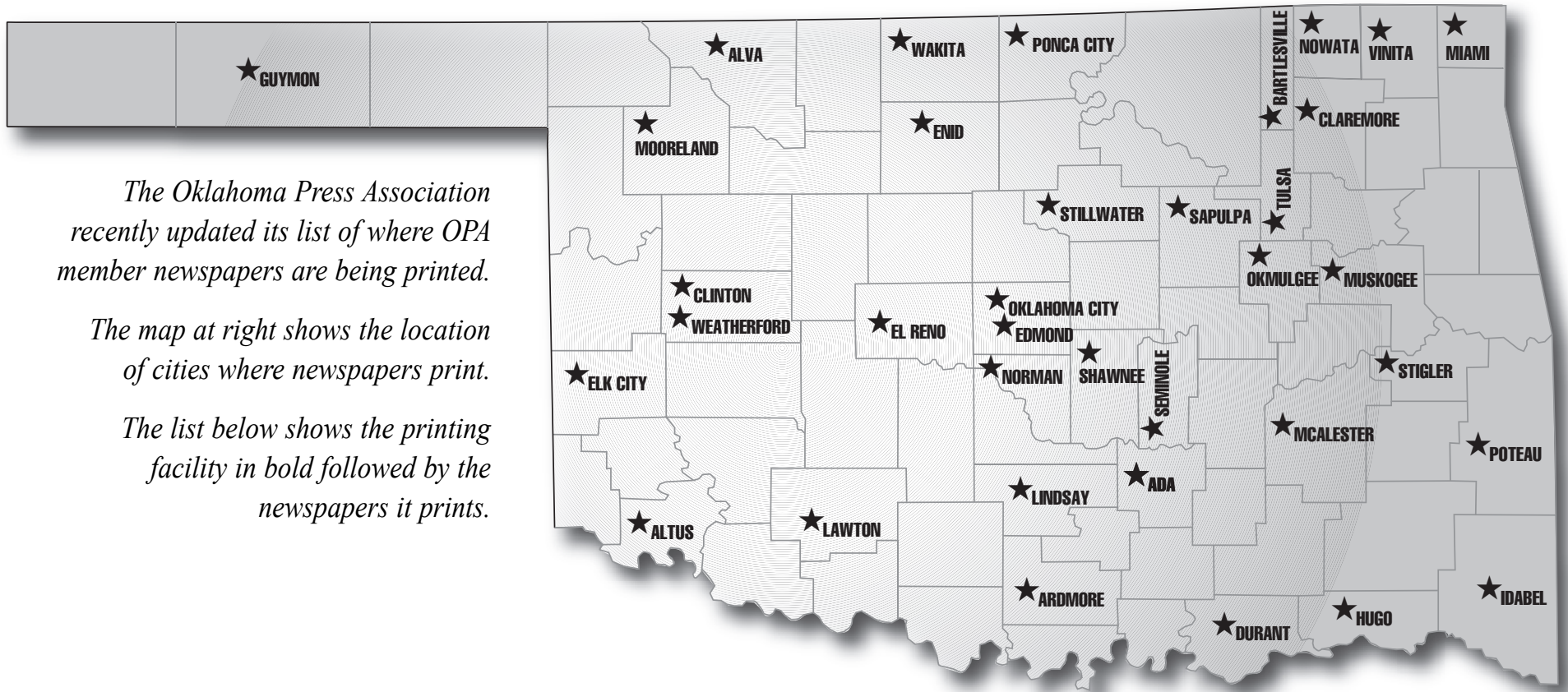
Kudos to the OSU *Daily O'Collegian* for its coverage of both OSU and OU apparently violating the Open Meeting Act. Head on Elise Jenswold's story: “Denied.”

And a nod to the *Oklahoma Daily* for

picking the story up and running it on the front page. And if you want to run a photo of state champs really big, there's no better way to do it than the way *The Konawa Leader* did.

FAVORITE HEADLINE: In addition to the head in the Beaver paper, the *Glenpool Post* on a Jaelyn Cosgrove feature about a local comic book collector: “Comics no joking matter.” *Mustang News* headlined “All Stocked Up” over a Carolyn Cole photo of fish stocking. And the *Tulsa World* covered OU's baseball victory over OSU, via homers, with “Bedlam Blast.”

WHERE OPA MEMBER PAPERS PRINT



The Oklahoma Press Association recently updated its list of where OPA member newspapers are being printed.

The map at right shows the location of cities where newspapers print.

The list below shows the printing facility in bold followed by the newspapers it prints.

ADA EVENING NEWS

Holdenville News
Pauls Valley Daily Democrat

ALTUS TIMES

Frederick Leader

ALVA REVIEW-COURIER

ARDMOREITE, ARDMORE

Davis News
Healdton Herald
Lone Grove Ledger
Madill Record
Marietta Monitor
Marlow Review
Ringling Eagle
Sulphur Times-Democrat
Wilson Post-Democrat

BARTLESVILLE EXAMINER-ENTERPRISE

Pawhuska Journal-Capital

CLAREMORE DAILY PROGRESS

Chelsea Reporter
Inola Independent
Oologah Lake Leader
Pryor Daily Times

CLINTON DAILY NEWS

Carnegie Herald
Cordell Beacon
Country Connection News, Eakly
Elk Citian
Hobart Democrat-Chief
Kiowa County Democrat
Mountain View News
Sayre Record &
Beckham County Democrat
Sentinel Leader
Thomas Tribune

DEMCO PRINTING, SHAWNEE, OK

Shawnee County Democrat

DURANT DAILY DEMOCRAT

Atoka County Times
Johnston County
Capital-Democrat

EDMOND SUN

Duncan Banner
Newcastle Pacer
Waurika News-Democrat

EL RENO TRIBUNE

Anadarko Daily News
Garber-Billings News
Hennessey Clipper
Kingfisher Times & Free Press
Mustang News
Okarche Chieftain
Piedmont-Surrey Gazette

ELK CITY DAILY NEWS

Cheyenne Star

ENID NEWS & EAGLE

Woodward News

GARFIELD CO. DAILY LEGAL NEWS

GUYMON DAILY HERALD

HUGO DAILY NEWS

Choctaw County Times

OKC JOURNAL RECORD

LAWTON CONSTITUTION

LINDSAY WEB PRESS

Apache News
Bethany Tribune
Blanchard News
Capitol Hill Beacon, OKC
City Sentinel, OKC
Comanche County Chronicle
Comanche Times
Cyril News
Fletcher Herald

LINDSAY WEB PRESS (cont'd)

Garvin County News Star
Lindsay News
Purcell Register
Rush Springs Gazette
Walters Herald
Wynnewood Gazette

MCALESTER NEWS-CAPITAL

Hartshorne Sun

MCCURTAIN DAILY GAZETTE

Broken Bow News

MIAMI NEWS-RECORD

Delaware County Journal
Grove Sun

MOORELAND LEADER

Canton Times
Cherokee Messenger & Republican
Dewey County Record
Ellis County Capital
Freedom Call
Gage Record
Hinton Record
Northwest Oklahoman & Ellis County News
Okeene Record
Taloga Times-Advocate
Vici Vision
Watonga Republican
Woods County Enterprise

MUSKOGEE PHOENIX

Fort Gibson Times
The Paper, Pryor
Stilwell Democrat Journal
Tahlequah Daily Press
Tulsa Beacon
Weekly Leader, Tahlequah
Westville Reporter
Westville Weekly Times

NEIGHBOR NEWSPAPERS

(Press in Nowata, OK)

Bixby Bulletin
Catoosa Times
Collinsville News
Coweta American
Glenpool Post
Jenks Journal
Mannford Eagle
Owasso Reporter
Sand Springs Leader
Skiatook Journal
Wagoner Tribune

NORMAN TRANSCRIPT

Chickasha Express-Star
Tuttle Times

THE OKLAHOMAN

Perkins Journal

OKMULGEE DAILY TIMES

Haskell News
Henryetta Free-Lance
Hughes County Times
Indian Journal, Eufaula
McIntosh County Democrat
Morris News
Sequoyah County Times
Vian Tenkiller News
Weleetkan, Weleetka

PONCA CITY NEWS

Shidler Review
Tonkawa News

POTEAU DAILY NEWS

Antlers American

SAPULPA DAILY HERALD

Bigheart Times, Barnsdall
Bristow News & Record-Citizen
Cleveland American
Drumright Gusher
Fairfax Chief
Hominy News-Progress
Oklahoma Eagle, Tulsa
Tulsa County News
Tulsa Daily Commerce
& Legal News

SEMINOLE PRODUCER

Konawa Leader
Wewoka Times

SHAWNEE NEWS-STAR

Allen Advocate
Coalgate Record-Register
Countywide & Sun, Tecumseh
Holdenville Tribune
Meeker News
Okemah News Leader
Prague Times-Herald
Stroud American

STIGLER NEWS-SENTINEL

Clayton Today
Latimer County News-Tribune
Latimer County Today
Spiro Graphic
Talihina American

STILLWATER NEWSPRESS

For the Record, Yale
Pawnee Chief
Perry Daily Journal

SUBURBAN GRAPHICS, OKC

Black Chronicle, OKC
Blackwell Journal-Tribune
Cushing Citizen
Guthrie News Leader
Lincoln County News
Oklahoma City Friday
Yukon Review

TULSA WORLD

VINITA DAILY JOURNAL

Afton American
Nowata Star

WAKITA HERALD

Medford Patriot-Star
& Grant County Journal
Pond Creek Herald
& Valley News

WEATHERFORD DAILY NEWS

Geary Star

OUT OF STATE

Arkansas City, Kansas

Newkirk Herald Journal

Bowie, Texas

The County Times, Lawton
Ryan Leader

Cimarron, Kansas

Buffalo Harper County
Journal

Laverne, Texas

Laverne Leader Tribune
Beaver Herald-Democrat
Hooker Advance

Paris, Texas

Hugo Daily News
Southeast Times, Idabel
Valliant Leader

Shamrock, Texas

Boise City News
Mangum Star-News

Van Buren, Arkansas

Heavener Ledger

Vernon, Texas

Eldorado Courier
Frederick Press
Granite Enterprise

Wichita Falls, Texas

Hollis News

Avoid flexibility issues with carrier route mail

Postal Notes

by **BILL NEWELL**, OPA POSTAL CONSULTANT

Last month's issue of the Oklahoma Publisher provided the instructions for sagging papers. Noted in the article were additional costs that would come about due to a newspaper failing the flexibility test by being too flexible.

Carrier routed mail is the only mail that can avoid the flexibility requirements. By exercising the Exceptional Dispatch Option to Designating Delivery Units (DDU), the flexibility requirement for carrier routed mail can be avoided.

To exercise the Exceptional Dispatch Option, first determine the post office's or delivery units where you will be taking mail for delivery. With this information, write a letter to your postmaster requesting permission for Exceptional Dispatch.

In the letter include the following: the day or days of the week that you will be taking mail to that DDU; the approximate time (I suggest a two-hour window); and the number of pieces by five-digit zip code. I recommend that a copy of this letter be provided to the office(s) where you will be taking mail.

Updated letters are required if the volume to a five-digit changes by plus or minus two percent. Then you should provide an amended letter to your postmaster.

It is also recommended that you submit an updated copy to your postmaster at least once a year. If you have questions or need assistance with Exceptional Dispatch, please contact me.

To help you determine the cost factor of doing Exceptional Dispatch, review the chart that was provided in last month's issue of The Oklahoma Publisher where flexibility standards were discussed.

Please note that Exceptional Dispatch was addressed in the May 2010 issue of Publishers Auxiliary in Max Heath's column on page 16. He also includes information relevant to those standard mailings for shoppers or TMC's.

For questions on this or any other postal matters, please call me at (405) 659-9662 or toll-free in Oklahoma at 888-815-2672.

WORTH MENTIONING

OKLAHOMA NATIVE ANTHONY SHADID recently won his second Pulitzer for reporting from Iraq for The Washington Post. Shadid, who is now with The New York Times, won the prize "for his rich, beautifully written series on Iraq as the United States departs and its people and leaders struggle to deal with the legacy of war and to shape the nation's future," the Pulitzer board stated. Shadid also won the Pulitzer Prize for international reporting in 2004. Shadid graduated from Heritage Hall High School in Oklahoma City and attended the University of Oklahoma.

RESPONDING TO READER INPUT, the AP Stylebook has officially changed "Web site" to "website." A tweet from AP Stylebook said the change is now on its web version and will be included in the next print edition, which should be available this month.

ANDY RIEGER, executive editor at The Norman Transcript, is one of nine University of Oklahoma alumni and friends who received a Regents' Alumni Award in a May 14 ceremony. Rieger, who was recently named The Transcript's executive editor, served as managing editor for 14 years. In addition to his management and community duties, he writes a weekly column about Norman and its people and places. The Regents' Alumni Award, presented by the OU Board of Regents and OU Alumni Association, is a testament to the roles OU alumni and supporters play in the life of the university.

THE PIEDMONT-SURREY GAZETTE celebrated its 35th anniversary in April. Piedmont residents Bob Funk and Jim Martin started The Gazette on April 22, 1976. Roger Pugh purchased the weekly publication in February 1993.

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CONGRATULATIONS TO THE MARCH 2010 CONTEST WINNERS

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**KIMBERLY
NOE**

The Newcastle Pacer

ONG/OPA
Contest Winners

Editorial:
**JEFF
KALEY**

Waurika News-Democrat

MARCH 2010 COLUMN WINNER **KIMBERLY NOE, THE NEWCASTLE PACER**

The measure of a man

He was the last great cowboy in that classic line.

Like Gene Autry and Will Rogers without the celebrity.

He was born and raised in Oklahoma. He had six sisters, two brothers and parents who knew only hard work.

They farmed and ranched through dust bowl and depression and never took what they had for granted.

After his mother died, he and his dad were "baching it" long before it was cool.

When he found a girl he liked, her mother didn't return the sentiment. But that didn't stop him.

He wanted to take care of her. So they set out in the dead of night and got married by headlight at the county line, where the preacher consented to meet them.

But times were hard. They moved west. He got work. They found Jesus.

He went to work for Southern Pacific Railroad in California and slowly worked his way up, bringing home enough to put food on the table and wood in the stove.

Their first house in Bakersfield was little more than a one-room shack. He added on a bedroom that let occasional snow, frost and dew in through the roof at night.

He worked hard through the years - 22 with the railroad - and raised three boys who carried on his legacy of honest hard work, sincere compassion and integrity.

But he never forgot his dream of returning to Oklahoma, the wide-open spaces of his youth, where he could raise his own cattle and crops. Where a good dog and a good horse would get a man through the hardest of times.

And that's where I met him.

To the Cranfords, Rooster and the Hortons, he was neighbor, advisor and friend.

To me, he was a playmate, a cheerleader and a champion.

He was my Grandpa.

And last week marked the seventh anniversary of his death.

He taught me to break, saddle and ride a horse. He taught me how to call and feed cattle.

He taught me that the simplest joys in life could be the most gripping if you take the time to notice them.

We spent lots of hours sitting on the porch, eating ice milk and listening to the whippoorwills. The cows occasionally mooing in the distance. The smell of horse sweat and leather on the wind.

My ordinary world didn't invade there, and now that I'm an adult, when I come back to silence, I can feel those days running through me like electric current.

I don't think of the final years. His struggle to stay strong with no farm work left to be done. I don't think of the eulogy I had to write or the rain the day of his funeral.

I go back to the sweet-smelling fields, the company of the birds and bugs chattering all around, the huge blue sky, horizon as far as I could see, and the man who showed me how a person could love it all so much.

And in the end, I guess the measure of a man is not how much money he collected or to what corporate heights he climbed.

In the end, the measure of a man is what he was able to leave behind, in the people who loved him.

That's a legacy I'm proud to carry on.



**OKLAHOMA
NATURAL GAS**

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Judge for the March 2010 contest was
Teddy Burch, University of Central Oklahoma
Journalism Professor and newspaper adviser

Enter and Win a \$100 Check from ONG!

1. Each month, send a tear sheet or photocopy of your best column and/or editorial to ONG Contest, c/o OPA, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499.
2. Include the author's name, name of publication, date of publication and category entered (column or editorial).
3. Only ONE editorial and/or ONE column per writer per month will be accepted.
4. All entries for the previous month must be at the OPA office by the 15th of the current month.
5. Winning entries will be reproduced on the OPA website at www.OkPress.com.

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