

BOARDS MEET:

PG 04 | OPA/OPS Boards of Directors meet in July

STUDENTS COVER WAR:

PG 07 | Mike Boettcher gets OU students involved in war

JOURNALISM HALL OF FAME:

PG 11 | An opportunity to nominate an outstanding journalist

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ARE YOU READY FOR SOME FOOTBALL?

It's football season in Oklahoma and newspapers are scurrying to cover games.

Whether it's pee wee, junior high, high school or collegiate games, football coverage increases content – and often revenue.

It's a team effort for the newspaper staff. While there are some new tricks to covering ball games, such as posting live scores on Facebook and Twitter, time-honored conventional coverage still rules in the newspaper.

Sales promotions, special sections, player profiles, features and contests are all a part of the coverage. And there's something for every size newspaper – from the largest daily to the smallest weekly – that covers a team.

To engage readers, the Vian Tenkiller News has found success in its "Faces in the Crowd" football contest.

"We take a photo of the crowd in the stands at every home game," said Amy Remer, editor of the News. "In the following issue, we run the photo with a 'selected' person's face circled. The person selected is then asked to come by the office to claim their prize voucher."

Prizes are donated by local merchants and consist



The Oklahoman used the theme "It's better to receive" as the inspiration for the cover of special sections featuring the University of Oklahoma and Oklahoma State University.

of items such as gift certificates, free haircuts, free mascot T-shirts, dinner for two before the game, etc., said Remer. The person or business that sponsors the week's photo pays \$40 for the photo placement.

The Newcastle Pacer shows its spirit by offering readers a chance to win \$50 in the Football Pick'Em Contest. Readers select winners in 10 games,

including the four teams in the Pacer's coverage area.

"OU and OSU are always our tie breakers," said Kimberly Noe, the Pacer's advertising director. "It's a huge readership draw. We get anywhere from 50 to 75 entries in the office, plus what feels like thousands from our online form."

An additional \$25 can be won by finding a hidden

mini football in one of the newspaper's ads.

The Pacer also engages readers with its Football Picks of the Week. This year, three Pacer staff members, the police and fire chiefs, and one weekly guest from the community are putting their predictions in print.

"I get more comments from people I don't know when they recognize me from the staff football

picks," said Noe. "People love it."

Advertisers can find a good deal by becoming members of the Weatherford Daily News' Sports Page Club. The \$750 membership fee, a \$2,505 value, includes one free full page ad; five player of the week sponsorships; a minimum of 10 booster pages promoting various sporting events year round; ads in three sports tabs; exclusive sports page ads a minimum of 10 times per year; and a 10-week football contest.

Publisher Phillip Reid offers a variety of contests and promotions during the sports season including a special Parents Day Tab for students at Southwestern Oklahoma State University. The event brings hundreds of people into local businesses, said Reid.

Player of the Week is the most popular contest at The Purcell Register, said Advertising Director Vickie Foraker.

The contest runs for 10 weeks, beginning the week after the first high school game, she said.

The coach for each of the four schools The Register covers nominates a player for offense, defense and offensive line and defensive line. Based on

Continued on Page 3



Your Oklahoma Press Association, just like every newspaper in the state, faces a new set of challenges as we move forward.

Those challenges include numerous battles at the State Capitol from lobbying groups that want to move legal notices from the public eye of newspapers to places you have to hunt to find on the Internet, to wanting to raise revenue by taxing advertising and circulation.

Because we have one of the best in Mark Thomas – and newspapers that are active and contact their elected officials – we were able to defend and protect the peoples' right to know. But to do so there were many 16-hour days spent trying to head off something that might have been slipped in long after the sun sat at 23rd and Lincoln. And the fight continues all through the summer and fall – it's a year-round battle anymore.

The good news is we won the battles ... at least for now.

During some of those battles, lobbyists from the Oklahoma Municipal League, along with other taxpayer funded organizations, outnumbered the OPA's lone advocate 30 to 1. The City of Norman's dues alone to the Oklahoma Municipal League are \$75,000 per year – nearly equal the total dues paid to the OPA from all its member newspapers combined.

SO HOW DOES THE OPA FUND NEWSPAPER LOBBYING EFFORTS, our computer and postal road warriors, educational seminars and training sessions, along with the countless other services provided? It is by the commission we receive by selling advertising, earning money from the Clipping Service and a very small portion from the member dues.

It is common to hear publishers complain about the 30 percent commission charged for advertising coming through the Oklahoma Press Service. Of that amount, the OPS typically receives 15 percent and the placing advertising agency receives the other 15 percent, or at least that is the way it used to be.

The solution I often hear is if OPA needs more money then they should go sell more ads. If it were that easy I should be able to double the revenue of my newspaper anytime I want. But just like in my newspaper, dreams and reality are miles apart.

Now, because so many newspapers offer space directly to advertising agencies at a price lower than the net rate they would earn if the ad were placed through the OPS, ad agencies are bypassing the OPS and going directly to newspapers. Our biggest challenge may be that today's technology allows advertisers to bypass OPS.

Another item that impairs OPS is the scores of newspapers each month that, for whatever reason, fail to run ads placed by the Press Service. Can you imagine trying to resell a customer on the importance of being in the newspaper when newspapers don't find it important enough to publish ads that come with guaranteed payment?

And then there are things, such as the Race for Space, that OPS sells solely for the benefit of your newspaper where the Press Service did not make one cent for all of the work that was put in. Yes, it was good for the member newspapers, but it didn't put any money in the coffers for lobbying and other OPA member services.

IT IS EASY TO WANT ALL OF THE BENEFITS the OPA provides as long as someone else (OPS) is paying the bill. But those days may be gone.

As one of our board members said, most newspapers pay far less in OPA dues than they do to be members of the Lions, Rotary or Kiwanis club, yet OPA members get so much more in return for their investment.

Your OPA board of directors is working hard to come up with a new dues structure that will keep the Oklahoma Press Association viable for many years to come. And when the OPA is viable, so are newspapers across the state.

Our goal is to make sure that everyone, from the legislator to the advertiser, understands newspapers are the number one source for accurate, reliable information.

OPA receives associate membership application

Randy L. Goodman has applied for an associate membership in the Oklahoma Press Association.

Goodman practices law in eastern Oklahoma County. Prior to that, he worked for Richard Hefton's Eastern Oklahoma County group of newspapers. The Oklahoma Press Association

Board of Directors will vote on the application at their next meeting on Oct. 14, 2010.

Any current member wishing to object to Goodman's application must do so in writing to the OPA at 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499, by Oct. 4, 2010.

City of Boynton under investigation

Frustrated by what it called "harassment and the inability to carry through with municipal business," Boynton administrators shuttered the city hall for nearly a week.

The "harassment" stems from investigations into such alleged conduct as open meeting violations, open record violations, nepotism and other issues.

Public meetings were adjourned in August when deputies showed up with tape recorders, Muskogee County officials have said.

Muskogee County District Attorney Larry Moore said his office is having trouble receiving public records from the town.

"We have requested certain council meeting minutes and understand the mayor took those meeting records, that some have been returned and others have been lost or may no longer exist," Moore said.

Moore said that his office was looking into the matter and, along with the Muskogee County Sheriff's Department, is investigating the other charges.

Photographing marked ballots against the law

If you're planning to send a photographer out to snap a photo of someone voting, don't forget that there are rules the photographer must follow.

An Oklahoma statute (26 O.S. 7-112) states that "at no time during the hours of voting shall any person, other than the election officials and other persons authorized by law, be allowed inside the election enclosure except for one registered voter in each voting booth and one other registered voter for each voting booth."

However, the statute does allow a

news reporter or photographer inside the election enclosure for a period not to exceed five minutes.

"Such reporter or photographer shall not interfere with voters or election officials and shall neither observe any individual voter while the voter marks a ballot nor photograph any voter who is marking a ballot."

Make sure your photographers understand that they are not allowed to take photos of a voter marking a ballot. It's the law.

McAlester News-Capital names new managing editor

Kandra Wells has taken up the post of editor at the McAlester News-Capital.

Wells said one of her first goals is to hire more people.

"We've got a great team and we're looking to hire more journalists to add to the team," she said. "We've been working short-handed since November."

Wells started her journalism career in 1982, writing obituaries and assisting other

reporters for the Joplin Globe while she attended college. In 1991, she began working at the News-Capital as a staff writer and stayed for several years.

She returned to the News-Capital in 2008 after working as news editor for the Alamogordo Daily News in New Mexico and editor of the Antlers American.

Wells succeeds long-time editor Matt Lane.

OPA CALENDAR OF EVENTS

Complete Listing of Events at
www.OkPress.com

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.

SEPT. 30 - OCT. 3

NNA CONVENTION IN OMAHA, NEBRASKA

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

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.

OPA/OPS boards discuss the future at July meeting

The Oklahoma Press Association and Oklahoma Press Service Boards of Directors met July 29, 2010, in Oklahoma City.

Officers attending were President Rod Serfoss, Clinton Daily News; Vice President Rusty Ferguson, The Cleveland American; and Treasurer Barb Walter, The Hennessey Clipper. Directors attending were Past President Gloria Trotter, The Countywide & Sun; Jeff Shultz, Garvin County News Star; Jeff Funk, Enid News & Eagle; Robby Trammell, The Oklahoman; Dayva Spitzer, Sayre Record & Beckham County Democrat; and Brian Blansett, Shawnee News-Star. Staff attending was OPA Executive Vice President Mark Thomas; Member Services Director Lisa Potts and Attorney Michael Minnis. Jeff Mayo, Sequoyah County Times, was absent.

Serfoss asked board members to review the minutes of the June 5, 2010, meeting.

Reading of the minutes was suspended and the minutes were approved as presented.

After reviewing financial information, the board acknowledged receipt of the OPA and LSP financial statements, consolidated summary and investment reports.

The sustaining membership application of Athlon Media was considered and unanimously approved by the board at the meeting.

Thomas reported that the business membership of The Weekly Leader in Tahlequah has been suspended due to non-payment of membership dues for the 2009-10 year. The membership will terminate if payment is not received by the date of the next board meeting.

The board also approved OPA/S and LSP contracts and rates for the legal services of Michael Minnis of Doerner, Saunders, Daniel and Anderson for fiscal year 2010-11, at no increase from the prior year.

The board discussed the OPA membership dues structure and several options to help OPA and OPS continue to provide

services and meet the challenges of the future.

After careful consideration, the board unanimously approved charging a 25-cent per page service fee, effective Jan. 1, 2011, to all newspapers not uploading pages to OPEN.

The board also approved eliminating the OCAN/2x2 discount within two years, with a 25 percent discount in 2010-11 and zero percent discount in 2011-12.

Other options discussed included changes to the membership dues structure, renting space in the OPA building to another entity and possible changes to the computer consultant and postal consultant programs.

At the OPS board meeting, minutes of the June 5, 2010, meeting were approved and receipt of the OPS financial statement was acknowledged.

Following the management review, Serfoss asked Thomas to develop a newsletter for the general membership. Serfoss also said the board was pleased with the early results of the Race for Space program.

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DEATHS

ROBERT R. 'BOB' STACY, who worked for the Oklahoma Press Association and vice president of Oklahoma Press Service in 1974. He held those two positions for more than 20 years. After leaving OPA, Stacy worked for Pro Graphics, Inc. and the Oklahoma Department of Commerce.

Stacy was born Nov. 22, 1948. He graduated from Lake Michigan College in Benton Harbor in 1968 with an associate degree in marketing and retailing.

His first job in the newspaper business was as classified display salesman at the Palladium Publishing Company in Benton Harbor. Stacy left Michigan in 1971 to accept a position with Sentinel Suburban Newspapers in Denver, Colo.

In 1972, he moved to Edmond, Okla., and was named advertising director of the Edmond Sun & Booster.

Stacy was named assistant manager of

the Oklahoma Press Association and vice president of Oklahoma Press Service in 1974. He held those two positions for more than 20 years. After leaving OPA, Stacy worked for Pro Graphics, Inc. and the Oklahoma Department of Commerce.

Always active in the advertising community, Stacy served as president of the Oklahoma City Advertising Club and as governor of the 10th District American Advertising Federation. He was named Advertising Person of the Year by the OKC Ad Club and received the distinguished silver medal award from the American Advertising Federation.

Stacy was an avid golfer and enjoyed sailing.

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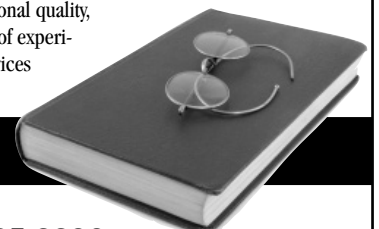
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Don't forget to file ownership statements

Postal Notes

by BILL NEWELL, OPA POSTAL CONSULTANT

Your 2010 Statement of Ownership (PS Form 3526) is to be presented to your postmaster on Friday, Oct. 1, 2010.

Remember to complete all items, including No. 16 (Publication of Statement of Ownership), and No. 17, signing and dating the form as instructed.

NOTE: Item 14 in the first column calls for averages for the period of Oct. 1, 2009, through Sept. 30, 2010. The second column is information from the most recent issue on or before Sept. 30.

Daily Publications are to publish their Statement of Ownership or facsimile in an issue no later than Oct. 10. Weeklies are to publish in any issue in the month of October.

When you print the Statement of Ownership, provide your postmaster with a copy of the issue containing the statement. Write the page number where the Statement of Ownership is located on the front page.

RATE INCREASE? It's possible that by the October issue of The Oklahoma Publisher we'll have results of the rate increase requested by the US Postal Service. The Postal Regulatory Commission is scheduled to vote on Oct. 4. Keep your fingers crossed!

Yep, you can do that with a newspaper

That InterWeb Thing

by KEITH BURGIN, OPA STAFF

Last month, The Publisher focused on ways newspapers could use social networks such as Facebook to reach readers, engage in discussions and promote your product. This month, I thought I would point out a few of my favorite things you can do with a newspaper that you can't do with a website or computer. Here we go.

START A FIRE – Wadded-up newspaper is the traditional beginning for bonfires, fireplaces and camp grills.

Computers, not so much – they're hard to light and the smoke they produce will make you ill, if not downright kill you. However, if you feel compelled, you could start a contentious argument in an online forum or other social network, referred to as a "flame war."

SWAT YOUR DOG – If your guilty pup sees you coming down the hall with a rolled newspaper, it's a good bet he's going to get walloped and he'll probably bolt.

Chasing him with a laptop is a bit less threatening. Simple as he is, your dog knows you're not going to beat him with a thousand dollar machine for piddling on the carpet.

BECOME A LOCAL CELEBRITY – "My picture's in the newspaper!", people say with pride. There it is, printed in black and white, for good or bad, your 15 minutes of fame just started. Your friends are impressed.

Ninety-nine times out of a hundred, "My picture's on the Web," is met with "What's your point?"

CLEAN YOUR WINDOWS – The combination of glass cleaner and newspaper has long been the quintessential method of producing spotless windows.

Attempting to wipe down your sliding glass door with a website can be frustrating, time consuming and ultimately futile. Oh, and hyperlinks leave streaks.

MAKE A HAT – Newspaper hats are the stuff of imagination – the birthing point of legends. They're especially appropriate in the month of September, since the 19th is International Talk Like a Pirate Day – arrrgh.

Walking around with a computer on your head is just silly and uncomfortable, unless you're some sort of west coast performance artist. Come to think of it, it's still just silly and uncomfortable.

CREATE PAPER MACHE – Finally, almost every childhood included at least one experience with paper mache. Nearly anything can be constructed from this wondrous mixture of shredded newspaper, flour and water – except ashtrays... just don't do it. Add a little tempura paint and you've got art!

Water + flour + laptop = doorstep.

Seriously, though, there are certain things you can do with a newspaper that you can't with a website or computer.

- Share your newspaper with someone at the barber shop or leave it at the cafe.

- You can buy one on the sidewalk or at the local market.
- You can scrapbook newspaper clippings. It's not the same if you simply print an article about little Jimmy's touchdown.
- Newspapers are ultimately portable – you can set it down and walk off without it; replacement cost is a dollar or less, not a grand.
- You can read without worry. There are no pop-up ads in your sports section. And when was the last time you fretted about a virus in your newspaper?

This, too: generally speaking, newspapers are run and staffed by professionals who interview sources, research actual documents and check their facts before publishing. Newspapers put feet on the ground to gather the news and bring it to the community. Newspapers have staying power.

Most companies in this age won't devote the resources or manpower to bring that much professionalism and trust to an online-only publication. There are, of course, exceptions but newspapers have always been the rule.

Consider this: when users of websites, blogs, forums or chats who take the time to check their facts and look for verification before running their virtual mouths, they look to newspapers. It's a source you can count on.

When the rubber meets the road, that's what you can do with a newspaper that you can't do with a website or PC.

Enid News & Eagle names new sports editor

Dave Ruthenberg, copy editor and columnist for the Enid News & Eagle, has been named sports editor.

A 15-year sports veteran, Ruthenberg has worked at the News & Eagle since

2008. Previously, he was a beat writer covering Mid-America Conference sports for USA Today.com, Yahoo! Sports and CBS Sportsline.



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Alvin Morris of the Boston Pool Rough Riders met his match with a spotted bull that appeared ready to trample the photographer along with everyone else in his path.

Photo by LOUISE RED CORN, The Bigheart Times, Published July 22, 2010

JULY 2010 DAILY WINNER:
ED BLOCHOWIAK
Shawnee News-Star

JULY 2010 WEEKLY WINNER:
LOUISE RED CORN
The Bigheart Times

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Ben Tannehill of Monroe, La., does his best to hang on during bull riding competition at the International Finals Youth Rodeo in Shawnee.

Photo by ED BLOCHOWIAK, Shawnee News-Star, Published July 17, 2010

WITH ALL YOUR POWER



WHAT WOULD YOU DO?

OU students working with award-winning journalist

Mike Boettcher is in Afghanistan again, embedded with the 101st Airborne, and this time he's taking his OU students into combat with him – via technology.

Boettcher, an award winning journalist and freelance combat correspondent, is hoping his students will bring a fresh, youthful perspective and a sense of urgency to war coverage he believes has slipped from the younger generation's radar. He and colleague John Schmeltzer are working on what he calls "a project like no other in the world."

Students from the Gaylord College of Journalism and Mass Communications at the University of Oklahoma, along with ABC News, recently embarked on a journey that breaks new ground in both academia and real-world news coverage. By marrying the resources of all involved, the public will be allowed a peek inside the lives of Afghans, American soldiers and the soldiers' families.

Boettcher, a visiting professor at OU, will be embedded for one year during which he will send multi-media content to his advanced journalism class. The class, meanwhile, will contact and follow the soldiers' families for the semester. Students will process content for the Web and create an online experience for viewers – coverage Boettcher hopes will focus on the human side of the war.

"You're going to take that material and make what will be the premiere website in the world for coverage of the war in Afghanistan," Boettcher told his students.



Mike Boettcher, a visiting professor at the University of Oklahoma, is once again in Afghanistan covering the war – with the help of students from OU's Gaylord College of Journalism and Mass Communications.

"I promise you that. It's going to be an amazing experience."

The coverage will also be filed with ABCNews.com, World News, Good Morning America, Nightline and ABC affiliates in Oklahoma and Tennessee (the 101st Airborne is based in Nashville). The new site will include blogs, podcasts, video and slideshows.

For students, it's an unique opportunity to work directly with Boettcher and his son Carlos and submit their work to national

media organizations using the technology they'll employ in the workforce. The project is funded through a grant from the Sarkeys Foundation of Norman.

The intention is to tell the stories of those fighting this war, said Boettcher. He's counting heavily on Schmeltzer and his student crew to pull it off.

This is the Boettcher father-and-son team's second trip to Afghanistan – the first was in 2008. This time, they have company.

November 10 date of First Amendment Congress

The First Amendment Congress is scheduled for Nov. 10, 2010, at Constitution Hall on the campus of the University of Central Oklahoma in Edmond.

The day is designed for high school students, educators, parents and others interested in helping young people understand the First Amendment.

The 12th Annual First Amendment Congress, sponsored by FOI Oklahoma, Inc., will explore the increasing lack of civility in our political and civil discourse and ask whether it threatens our larger values and freedoms as Americans.

Featured speakers include Dr. Joey Senat from Oklahoma State University who will use examples from Oklahoma and elsewhere to discuss whether we have

a First Amendment right to be offensive in our speech.

Following lunch, sponsored by the Oklahoma Newspaper Foundation, educational consultant and former social studies teacher Rita Geiger will present real life examples of speech that courts have declared protected speech and unprotected speech.

Registration, which includes lunch and refreshments, is \$15 for individuals. Special group pricing is available for student and teachers.

The deadline for registration is Friday, Nov. 5.

For more information or to download a registration form, go to www.odl.state.ok.us/fyi/foi/index.htm.

THANK YOU

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

*In memory of
Lawrence Gibbs:*
ANDY & KAREN RIEGER



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

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

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

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Get Gridiron tickets early

It's never too early to start planning so go ahead and mark your calendar for the 2011 OKC Gridiron Club show.

This year's performance will once again be held at Lyric Theater in the historic Plaza District. Performances are Feb. 23, 25 and 26.

While the Gridiron likes to poke fun at politicians, public policy and current events in the annual show, its main focus is to fund scholarships for Oklahoma journalism students. So why not make a tax-deductible donation to the Gridiron Foundation?

Tickets to the Gridiron can be purchased online at www.okcgridiron.org, by phone at (866) 966-1777 or at any metro area Party Galaxy store.

Prior restraint could muzzle the press

By MICHAEL MINNIS, OPA ATTORNEY



The ongoing effort by public employees to prevent the public from obtaining access to public employee personal identifiers, such as birth dates and employee identification numbers, briefly threatened to expand into a "prior restraint" action.

One of the plaintiffs asked the Court to enjoin the newspaper from publishing information it had long ago obtained from public records. Although the plaintiff later withdrew this motion, it raised the specter of "prior restraint," a phrase with ominous First Amendment overtones.

A recent District of Columbia court, looking at a somewhat similar situation, issued a prior restraint order. In this case, the judge restrained a newspaper from publishing truthful information lawfully obtained from the court clerk's office

because the clerk's office erred in releasing sealed information.

After the newspaper filed an emergency appeal and the party seeking the prior restraint withdrew its motion, the judge lifted the prior restraint. Even so, the judge said, "If I am throwing 80 years of First Amendment jurisprudence on its head, so be it."

The judicial arrogance displayed runs counter to the case law, which is that "the fundamental question ... is whether the 'publication ... threaten[s] an interest more fundamental than the First Amendment itself' ... If it does not, the prior restraint is unconstitutional."

The Supreme Court has never upheld a prior restraint. The case law is that "the accidental release of confidential information to the public does not permit a second mistake, this time of constitutional magnitude of imposing liability for publication of the information."

Lend us your errs.

Toiling in the fields of print journalism is too often an unsung task. As much as the readers may enjoy the newspapers, they can hardly be expected to appreciate the herculean effort and prodigious skill which are regularly summoned by the men and women who bring them the news.

That's why we in the industry take it upon ourselves to recognize notable achievements through various sorts of awards.

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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GRAND BLOOPER AWARD



How to sign up for the Postal Gateway without reading the 107-page manual

Signing up for the United States Postal Service's Business Customer Gateway can be intimidating, to say the least.

To assist you, the Postal Service created a 107-page presentation to lead you through it. That's not a typo – that's one hundred and seven pages. To be fair, there's a huge umbrella of services in the Gateway, many that you'll never use, which are covered in the presentation.

Although it isn't mandatory to have a login at this time, some post offices are requiring customers to login to view postage statement details, print hard copies and check account balances. Postal acceptance sites that are not on the system are not affected.

The Gateway provides access to the PostalOne! system, which provides mailing information.

Following are the steps to create a login on the Gateway:

1. Go to www.gateway.usps.com (or go to usps.com and look for the "Business Customer Gateway" link in the bottom right-hand corner).
2. Register for access under "New Users." (The user name must be at least six characters; the password must be at least 8 characters, one uppercase, one lowercase and 1 number).
3. The first person to sign up will be prompted to become the Business Service Administrator (BSA). This person is the key contact for the business.
4. For "Profile Account Type," click "Business."
5. Create a Company Profile. (The company name and address MUST match what is on file at the post office.)
6. Review your information and agree with the Privacy Act.
7. Select Manage Mailing Activity/(PostalOne!) from the Business Service list.

You can add additional services and business locations later from the Gateway homepage.

8. After selecting your business location(s), click next. If everything is correct, on the next page click "Confirm."

Congratulations! You're now logged into the Business Customer Gateway. Now let's look at your "Profile," located either in the toolbar at top or under the red Profile in the upper right-hand quadrant of the page.

Your user profile displays your business location(s) including the CRIDs (Customer Registration IDs) as well as what services you have and whether those services have been approved.

The CRID is a unique identifier that connects every Permit Number and Mailer ID issued. It's critical to enter the business name and address for correct affiliation. You can use the CRID to add additional services or business locations.

The Business Services on the main Gateway page provide access to the PostalOne! System. "Accounts" is where to go for the balance and fees due for permits. The "Mail and Transport" section contains Postal Wizard, which provides an online avenue to submit an electronic postage statement. "Track & Report" is where you'll find Mailing Reports. After clicking on "Mailing Reports" you can view transactions, pending postage statements, statement of ownership, mailing summary reports and other reports, such as Periodicals transactions.

This should be enough information to set up an account on the Gateway. If you made it to the Gateway and are confused about what to do next, click on the Gateway Help Desk located under "Customer Service."

Thieves make off with Ada Evening News rack

The Ada Evening News is offering a \$150 reward for information leading to the arrest and conviction of whoever stole one of its newspaper racks.

The rack was located in front of a local Main Street restaurant.

Staff noticed it missing during Monday morning cash collections. Estimated cash in the machine was \$12.

"Whether it's stealing a whole rack or just individual newspapers out of a rack, it's stealing," said Ada Evening News Publisher Loné Beasley.

Circulation Manager Denise Gordon said the racks are emptied on a regular basis and rarely contain more than \$10.

Using InCopy with InDesign to improve workflow

computer notes
from the road
by WILMA MELOT

While InCopy is still very dependent upon InDesign – it works like an inter-faced word processor for InDesign – this little program has become a powerful tool in its own right.

InCopy makes it possible to have a layout view of your InDesign page as you type.

It can spell check, make changes in real-time, override paragraph styles locally and create a visual workspace that's easy on your eyes – such as white type on green. It's really quite handy.

The program works in tandem with InDesign, but costs so much less; it's perfect for editors and writers who would like to focus on their work independent of the designer's larger layout.

Here's how it works: the designer checks out part of the larger document

to the InCopy user, who then types in the story. The program shows overflow and word count.

Overflow can either be fixed on the spot or left for the designer to deal with. In addition, real-time notes can be sent between user and designer.

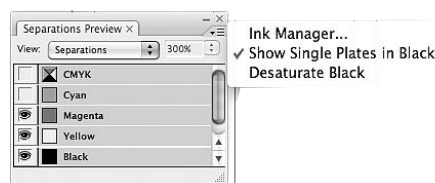
If your newspaper can only afford to upgrade one or two copies of Creative Suite but have several desktops that need access to the paper's layout, this might be a workable solution.

If you've ever wondered what the User or Assignment palettes are for, this is it.

MORE INDESIGN TIPS & TRICKS: Newer versions of InDesign include a neat little feature – Separations Preview.

This palette allows you to see whether colors will separate the way you want, as well as find out if the type on the page is showing up on all four color plates.

Just like Photoshop, you can click the eye on the left of a particular color to toggle on and off.



The Ink Manager from the flyout menu shows if you have any spot colors that need to be set to CMYK.

Another useful command under the Type menu is Create Outlines. This is very useful if you're having an issue with a font that won't convert to PDF properly. It also works well when you want special type.

Here's a trick you might find useful: you can create outlines in conjunction with Text Wrap. Putting a short cutline inside artwork that's wrapped can be frustrating since the cutline text doesn't show up in your text box.

Just select the text for your cutline, make sure it's correct, and turn it into a piece of art with Type > Create Outline.

Now your cutline won't jump around inside text wrap.

plugged IN

Contextual Menus

Contextual is a big word for a simple right click, but I'm surprised at how many people don't use this handy feature.

In all Adobe programs and in Quark, if you right click the working page at any time, regardless of the tool you're using, you'll get a pop-up window offering access to options available with that tool.

Note: If your mouse only has one button, hold down the control key to turn it into a right-click.

Using Mac's Keychain

Keychain is the utility on a Macintosh that keeps track of passwords you use on websites and applications such as Mac Mail.

You can find it under Hard Drive > Applications > Utility Folders.

Sometimes you run into problems with passwords when you rename the user on a machine.

Many times you can solve those problems by simply deleting all the shortcuts from Keychain.

Note: Each one of the keys is a user name and password for a different site or program, so be sure you know them before deleting them.

If that doesn't work, look under User > Library > Keychains and remove the preferences folder.

In extreme cases, you may have to remove the main log file in the Hard Disk > Library > Keychain folder.

Turn any text to plain text

If text from your e-mail looks like garbage in the layout program, use this trick: copy the text into TextEdit on the Mac and select Format > Make Plain Text from the menu at the top.

Many of the problems will go away.

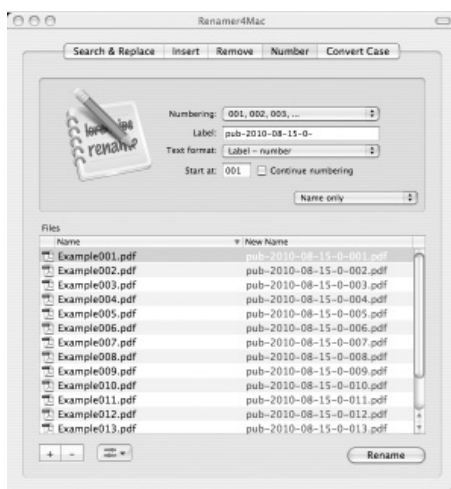
Software programs help users quickly rename files

Here are a couple of tips for renaming files. Whether it's a thousand photos of the big game, a couple of screen shots or PDFs for upload to two different sites, the solutions are easily accessible.

To rename a few files, try this Mac tip: Click one time on the file to highlight it. Select the File menu or right-click and go down to Get Info (it's just as easy to use Command + I). When the dialog box pops up, select the name and change it – the system won't try to open the file while you're renaming it.

For a bunch of files, you have a few options. If you already have Adobe Bridge (part of the Creative Suite in later editions), it's perfect for this task.

Open Bridge, navigate to your files, select the ones you'd like to rename and select Tools > Batch Rename from the menu above. You can type in a text name, start with a certain number and decide whether you want the files renamed in the same folder or saved to a different one.



If you don't have Bridge, try a program called Renamer4Mac. For \$25, you can do big batch renames.

You'll find it at <http://renamer4mac.com>. It seems pricey, but it does what it does well and it's easy to use.

You might also try Filewrangler 2.0; it's a little less known but it's also user-friendly and costs a bit less at \$15.

You use it by dragging files to the program's main window, applying options and clicking "rename files." I think you'll find the "search and replace" function the first thing you'll want to try.

For a few files on a PC, right-click on the file and select rename. If you want to name the files using the same root name, copy and paste it from one file to another.

For lots of files, try the program Bulk Rename Utility. You'll find it at <http://www.bulkrenameutility.co.uk>. This is a good program with tons of features and it's my top pick. If you want even more choices, try:

- ReNamer, a simple, powerful utility – <http://den4b.com/downloads.php?project=ReNamer>
- Flexible ReNamer, has a preview feature that's useful – http://download.cnet.com/Flexible-Renamer/3000-2248_4-28799.html

If you're brave at heart, Automator on the Mac performs some of these tasks, but I think it's worth a little money for these very handy and easy-to-use programs.

Return to great storytelling to keep readers' interest

Clark's Critique

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

Lots of new front-page designs are grabbing readers' attentions. Technology has made possible lots of neat innovations, with color photographs on smaller papers a key.

It's hard to look at these energetic papers and buy in to the pervasive despair and plummeting circulations and ad revenues in the national newspaper industry. Journalism ain't dead, but it sure is changing, as it always has as a child of technology.

Then the publisher of *The New York Times* announces that that good – no longer-grey – lady will cease publication sometime in the future. I don't even want to think about it, but if you read further he's talking about charging for web content, etc.

Oklahoma City *Journal Record* Editor Ted Streuli, speaking to one of my classes about journalism leadership, talked about the changes in distribution of news. He believes there is a definite future for "niche" publications, which fits most Oklahoma newspapers. The JRs increased circulation and pay-for website are evidence.

I can live with that, and understand that the term news "paper" may be obsolete some day, but I'm not ready to quit spending my Sunday mornings on the back porch, drinking coffee and thumbing through the *New York Times*. I enjoy scanning OPEN for this column, but don't want to read the paper that way.

I also want to read books on paper, so I can mark the pages up and enjoy the feel of thought. Dinosaurs R Me, I guess. But Streuli hit another note that resounded:

"We're all storytellers," he said. Streuli can spin the yarns, for sure, based on many years of being a reporter and journalist.

Reality check for newspapers in these days of wandering in a digital desert, trying to find our way. Go back to the power of storytelling and the readers will follow. We get to tell other people's stories, and the more wrinkles they have, the more stories they have.

Technology may be the glamour girl, but it's the content that counts.

Here are some reader-grabbing exam-



Grab readers with good writing, great headlines and big artwork as shown on the front pages of The Shawnee News-Star, The Okarche Chieftain, Stigler News-Sentinel and The Pawnee Chief.

ples from your neighbors. Hats off to the Stillwater *NewsPress*, which teamed with an OSU prof for a front page feature on "What is Rosh Hashanah?" Next should be "What is Ramadan?" and a whole religious series on holidays. That promotes understanding and tolerance.

Talk to the working people. That's what Ezra Mann did at the *Pauls Valley Daily Democrat*, interviewing the new chief nurse at the hospital. Teddy Snell at the *Tahlequah Daily Press* found two WWII vets to tell their stories marking VJ Day. These guys may not be here next year. What are you doing for your veterans? VJ Day passed almost unnoticed in our papers this year, as did Pearl Harbor. Will 9/11 face a similar fate?

Trend stories you should consider. Marsha Miller at *The Ardmoreite* writes about court-appointed advocates for children. Head: "Kids with needs need special adults." Her lead:

"When you hear or read about a child who is alone and in need – one who is hungry and without basic necessities or a child suffering the torture of physical, mental or emotional abuse – where does your mind's eye take you? Do you see a child living in a third world country?"

"How about the slums or ghettos of a large metropolitan area? Or do you see the possibility that child lives right here in southern Oklahoma?"

Journalism Hall of Fame member Pam Henry, the pioneer Oklahoma woman

broadcaster and March of Dimes icon, also spoke to my class, about change and technology and journalism. Her advice to young journalists: "Writing. Writing. Writing. Writing. That's the most important skill there is in all of journalism."

Good writing you need to read. *Stigler News Sentinel*, on a Doug Russell story about a cowboy's death. Head: "Taps for a cavalryman." His lead:

"There's an empty saddle in the old corral.

"He was among the last true old-time cavalrymen in the U.S. Army, living through a time when a much less sophisticated military was transitioning from horses and mules to automobiles; when a cavalryman rode to battle on horseback rather than in a helicopter or tank. But D.H. Jeffrey was more than a soldier. He was a lawman, a cattleman – and an inspiration to others."

Hard times in the state? Steven Jones of the *Jenks Journal* wrote about the extra demands at the local food bank. His lead:

"They wait patiently, many times before the center even opens.

"Every Saturday in Jenks, and on Tuesdays in Glenpool, they line up and file through the local food banks to pick up their monthly allowance of food.

"Theirs are the faces of hunger in our community, and the Jenks Community Food Bank Inc. and Glenpool Outreach Center are among those standing in the

gap to keep hunger at bay for as many as 50 families."

Great idea department: *Cushing Citizen* runs a feature, written by Jim Perry, "Lunch with a Fifth Grader."

Perhaps the best football sections I've seen are at the *Sequoyah County Times*. New Sports Editor Mark Evans carries on a long tradition with a two-tabloid section this year. What I like most is that both sections feature linemen on the covers. Headline on the class 4A section: "Wall of Muscle."

Web page hint: Please list your phone number so people can find it without having to search or click.

We've had a "spree" spree this month. I saw three papers—*Shawnee News-Star*, *Seminole Producer* and *The Oklahoman* – with the word in a front-page headline. Hmm. I guess "if the spree fits, spew it." For the record, the word probably comes from the Scottish spreath – cattle taken as booty, raid, plunder, from Irish Gaelic spreidh, from Latin praeda, for spoil and booty. –American Heritage Dictionary.

Here's a salute to Lawrence Gibbs, the humorous, handlebar-mustached former editor at Stillwater and Perkins. He's one of those who will always be remembered with a smile and a story about his humor. That's the way we would all like to be remembered. I heard thunder the other day. I expect that was God laughing at one of Gibbs' jokes.

Continued on Page 11

Journalism Hall of Fame seeking nominations

Changes in the nomination process at the Oklahoma Journalism Hall of Fame have been announced by Dr. Terry M. Clark, director, at the University of Central Oklahoma.

"Because the new web page is still under construction, please consider making nominations by e-mail," Clark said. "The web page should be up and running this fall, but e-mail nominations will always be welcome."

The e-mail address for submissions is halloffame@uco.edu or tclark@uco.edu. Nominations also may be mailed to Oklahoma Journalism Hall of Fame, Attn: Dr. Terry M. Clark, 100 N. University Dr., Edmond, OK 73034.

Deadline for nominations this year will be Dec. 15, Clark said, and the induction ceremonies will be May 13, 2011.

The selection committee will meet for a preview meeting in October to review the existing nominations and suggest other changes.

Criteria for consideration are simple, Clark said. The person should have at least 10 years of journalism experience in Oklahoma, and/or be born in Oklahoma and have at least 10 years of journalism experience anywhere. People with public relations experience can be considered if they've worked the 10 years in traditional journalism. Long-time journalism teachers also have been honored.

Each year the committee meets in Janu-

ary to select inductees. Those not selected are held over for consideration in the following years. Depending on the number and quality of the nominations each year, it is not uncommon for someone to be inducted a year or two after being nominated, Clark said.

"Most of the information is straightforward, but please explain to us in detail why you think the journalist should be honored," he said.

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Clark's Critique

Continued from Page 10

HEAD 'UP AWARDS: First Place, *Shawnee News-Star*, on a Johnna Ray story about a hydraulic leak closing Kickapoo Street. Headline by Andrew Adams:

Goo on the 'Poo

Second place, tie,

Elk Citian, on a Derek Manning story about a rodeo family:

Rodeo genes

and *Weatherford Daily News*, on a Ryan Felder drug raid story:

Drug raid snuffed

Third place, *Hooker Advance*, Sheila Blankenship, about the Hooker Car Show:

Rev up the engines to rev up downtown Hooker

Honorable mentions: *The Bigheart Times*, "Wind farms back on the horizon"; *Weatherford Daily News*, on a Julie Harding series on liquor laws: "No happy hour here." Also the heads mentioned from Ardmore and Sallisaw.

How to get readers' attention? Specific details in a headline will do it. The *Valliant Leader* on a con job: "Worthless' \$3,995.95 Check Mailed to Millerton Woman."

Headline hint: Don't use italics for main headlines. I used to do this for variety. Makes them hard to read.



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JULY 2010 COLUMN WINNER **KAREN BRADY, CHICKASHA EXPRESS-STAR**

Nothing was wrong with Wonder Woman

I recently read that DC Comics has decided, with doubtful wisdom, to “update” Wonder Woman’s iconic costume.

The ravishing, muscular, raven-haired beauty brandishing bracelets of steel will no longer be (barely) clad in her familiar red and gold bustier and star-spangled short shorts.

She has been reduced to a mere mortal in (yawn) full-length black leggings.

Leggings? Since when did super heroes start wearing leggings? Pair those with her new black leather jacket and she looks more like a baby-faced motorcycle mama wannabe.

Gone are her ebony curls waving in the wind. Replaced with lanky locks that hang limply around her too-sweet, too-young face.

She reminds me more of a Speed Racer character than the Wonder Woman I grew up with. Gone are her red knee-high boots which have been replaced with booties.

Booties? How is a super hero going to kick butt wearing a pair of booties?

Gone is her gold-plated bustier, the object of many a young man’s dreams. Only to be replaced by a (yawn) t-shirt.

What’s next? A berka?

Super heroes are supposed to be sexy; that’s part of their appeal. It’s what makes them stand out from the crowd. Their spectacular good looks, muscular bodies dressed in skin-tight costumes that don’t get in the way when they are fighting off dastardly foes are a huge part of their persona.

Superman is sexy in his blue tights and flowing red cape, as is Batman in his mask and, again, tights and flowing cape. You won’t see either one sporting a pair of leggings!

With these changes, DC has done away with the Wonder Woman we have known and loved. There’s nothing to wonder about this woman.

And, if that’s not enough, DC Comics has even taken away Wonder Woman’s history.

No longer can she be proud of her Amazon heritage because they destroyed the island where she was raised by her mother and sisters. Geez, is nothing sacred?

I am not afraid of change, indeed, I welcome it and the new opportunities it brings.

But, some things don’t need to be changed. Some things are fine just the way they are.

And Wonder Woman was pretty fine just the way she was.



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