

THIS MONTH: Oklahoma newspapers erect paywalls



PETER WAGNER
demonstrated how to bring excitement to advertising at his March 24 workshop.

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OKLAHOMA JOURNALISM HALL OF FAME. Nine journalists will be inducted into the Hall of Fame on May 13.

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SPRING WINDS cause electrical problems. Is your data safe from a storm?

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By MORGAN BROWNE,
OPA STAFF

On April 4, the Tulsa World joined the likes of the New York Times and Dallas Morning News, as well as smaller circulation papers like the Worcester Telegram & Gazette in Massachusetts, in placing their content behind a paywall.

Tulsa World readers will be able to access 10 stories per month without charge. After readers reach the 10-story limit, they will then be prompted to sign up for a digital subscription, or forced to wait 30 days to access World-produced content.

Digital subscriptions range from \$14.99 to \$16.99 per month and include access to the World's digital products – tulsaworld.com, mobile, e-edition, iPad app, iPhone app and Blackberry app.

Current and new print subscribers will receive unlimited access to the website as well as the digital products.

"Our print subscribers are very happy they are getting more value for their subscription," said Jason Collington, the World's web editor.

The World is not releasing the number of digital-only subscribers at this time.

The idea for a paid con-

tent system came from the World's strategy of constant evolution in regards to online content delivery, according to Collington.

"The Internet is still just a teenager," said Collington. "We try something and adjust it, and try something and adjust it."

For example, in the four years that Collington has been web editor, tulsaworld.com has gone through four redesigns.

The paywall has been in the works for about eight months, said Collington.

While there are still free options for online local news available in Tulsa, such as from network news affiliates, Collington doesn't fear an exodus of readers.

"We're not the first ones (to erect a paywall)," said Collington. "We spoke to other papers and in none of them has the free competition gained audience."

The World isn't the first Oklahoma newspaper to erect a paywall.

The Daily O'Collegian, the student run newspaper at Oklahoma State University in Stillwater, began its paid content program on March 8.

The O'Colly's subscription system differs from the World's in that readers within a 25-mile radius of Stillwater, as well as students and faculty with a



valid Oklahoma State University email address, can access the site's content for free.

Non-students and alumni outside the 25-mile range must pay a \$10 annual fee for unlimited access to the site's content.

Much like the Tulsa World, O'Colly readers can access a certain amount of free content before being asked to pay for a digital subscription or sign in with a user name and password.

The O'Colly capped its free content at three stories per 30-day period.

"We've only had two complaints in a month – one serious and the other a joke," said Ray Catalino, O'Colly general manager and circulation director.

Catalino said that the majority of O'Colly readers qualify for the unlimited access, either by being a student or employee, or living close enough to Stillwater.

However, digital subscriptions have been steady, if small, coming in at the rate of around one a day, according to Catalino.

Both the World's and O'Colly's pay structures are still in their infancy, so it is unclear what the overall impact will be on each paper.

"We go to where our audience is," said Collington. "As they change, we change."



In today's newspaper office, the smell of ink and the thrill of watching a newspaper come off the press have almost become extinct. No, it is not because of online editions, but rather a continuing trend for newspapers to consolidate their printing operations.

We can remember a time when every weekly newspaper had its own printing press. But in the times we now live, the newspaper industry, just like most other businesses, has found savings in consolidating parts of our operations. For many that streamlining took place in the pressroom so the odds are most newspapers now print outside of their community.

We still have a press at our newspaper and there is still a sense of excitement when the bell rings to start the day's press run. After 45 years in the business, it still seems magical to see huge white rolls of paper come in contact with ink, then zig-zag through the maze of rollers, through the folder and up the conveyor each time the permanent record of the events in our community is produced.

We can remember when virtually every daily and weekly newspaper had a press. Now if you print your newspaper in-house you are the exception and not the norm. Just as uncommon as having a press is the job of a pressman. Being labeled as a printer is rare; being labeled as a good pressman puts you in an elite category all of your own.

Oklahoma is fortunate to have some top-notch newspaper printers in the industry. Pressmen from places like the El Reno Tribune, Shawnee News-Star, Ponca City News, Neighbor Newspapers, The Mooreland Leader, The Oklahoman, Tulsa World, Enid News & Eagle and our own Clinton Daily News produce newspapers that reflect well of our industry.

We should never forget it is the final

printed product that our readers and advertisers see. We should all ask ourselves, "What does the quality of our final product say about our entire newspaper operation?"

There is nothing that can discourage your staff like having poor reproduction.

No salesman wants to market a full-page ad in full color only to have the customer complain about the colors not being right or being so blurry because of bad registration that you can hardly read the content.

When pictures are washed out or muddy looking it becomes discouraging for the photographer to go the extra mile to get a first-class picture.

Do we ever stop to ask if we are proud of what we produce or are we just glad we got another edition out?

Yes, we know first-hand how much it costs to run a press. But we look at quality printing as an investment in our business rather than an expense. And there is even the added bonus from the savings you earn by reduced waste that comes from good pressmen running a well-maintained press.

For our pressmen, printing the paper is one of the easier parts of the day. That is made possible because they have worked hard to make sure everything is in adjustment, the blankets are clean and the fountains are filled with fresh water and ink. When rollers get hard, they are replaced. When blankets get low, they are repacked or new ones are installed.

Our press crew is as vital of a link in our newspaper operation as our writer or sales staff because they build pride in our product. Before other people can be proud of our newspaper, we have to be. Remember, whether it looks good, or bad, it is a reflection on the entire newspaper operation.

Board approves membership applications

The Oklahoma Press Association Board of Directors met in Oklahoma City at the OPA office on Feb. 3, 2011.

Attending were President Rod Serfoss, Clinton Daily News, Vice President Rusty Ferguson, The Cleveland American; and directors 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 were OPA Executive Vice President Mark Thomas; Attorney Michael Minnis, and Member Services Director Lisa Potts.

Barb Walter, Gloria Trotter and Jeff Mayo were unable to attend.

After calling the meeting to order, Serfoss asked the board to review minutes of the Oct. 14, 2010, meeting. The minutes were approved as presented.

Board members also reviewed and approved OPA and LSP financial statements and investment reports for the period ending Dec. 31, 2010.

The board unanimously approved three

applications for OPA membership. New members are the Minco Millennium and Osage News, as sustaining members, and John C. Schmeltzer, as an associate member.

Board members reviewed activities of committees including the Awards Committee, Government Relations Committee, Education Committee, Legal Services Plan Committee, Marketing Committee, Nominating Committee, and the OPA Dues Reform subcommittee. A proposal by the education committee to hold three single-day events in the summer or fall failed to gain board approval.

At the OPS meeting, board members approved the minutes of the Oct. 14, 2010, meeting, and acknowledged receipt of the OPS financial statements.

Serfoss appointed a task force to review the OPS commission structure and review other ways OPS could be reformed to operate efficiently and effectively. Task force members include Funk, Blansett, Mayo and newly elected director Mike Brown.

New owner at Bethany Tribune

The Bethany Tribune is under new ownership. Phillip Reid of Reid Family Publishing purchased the weekly publication from Gloria and Tom Quaid on April 1.

Reid and his wife, Jeanne Ann, have extensive experience in community newspaper publishing. They have published The Weatherford Daily News for 25 years, as well as the Nowata Daily Journal, the Perry Daily Journal, the Nowata Star, the Afton American and the Grand Laker.

Reid named Cindy Roberts as general manager after purchasing The Tribune. Roberts has experience in the Newspa-

pers in Education programs, designed to develop younger newspaper readers.

"Gloria Quaid has served Bethany for the past 12 years with the help of her wonderful staff," Reid said.

"I believe she's been a great asset in keeping the readers apprised of news affecting their community. My goal is to continue her good work and increase our coverage of news and events that impact our readership communities.

"The Tribune provides a great opportunity for us to continue our tradition of family-owned newspapers serving the local community," said Reid.

CORRECTION

An article in the March issue of The Oklahoma Publisher incorrectly reports on layoffs at the Tulsa World.

The World laid off 18 employees in March, not 28 as was reported. The Publisher article reflected layoffs that happened in January 2009. We regret the error.

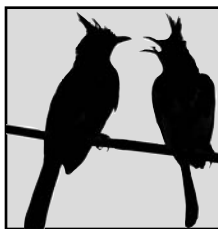
Following the March layoffs, The World's newsroom restructured to make use of its staff in a more efficient manner.

Joe Worley, executive editor of the Tulsa World, said the newspaper will continue to provide the high quality journalism that its readers expect.

FOR INFORMATION ABOUT UPCOMING OPA MEETINGS,

SEE CALENDAR LISTING ON PAGE 4

OR VISIT WWW.OKPRESS.COM



FOI presents awards at annual conference

FOI Oklahoma announced annual award winners at its conference on March 12.

Joann Bell was named winner of the Marian Opala First Amendment Award; The Oklahoman received the organization's Ben Blackstock Award; state Rep. Jason Murphey, R-Guthrie, received the Sunshine Award; and state Rep. Randy Terrill, R-Moore, was named as the Black Hole Award recipient.

FOI Oklahoma also announced winners of its first open government themed essay contest for college students. First place went to Nicole Hill of the University of Oklahoma. The second- and third-place winners were Oklahoma State University students Liz Watkins and Elizabeth Goodfellow. The students won cash prizes of \$300, \$200 and \$100.

The Opala Award recognizes individuals who have promoted education about or protection of the individual rights guaranteed by the First Amendment. Joann Bell, who recently retired after 24 years with the American Civil Liberties Union of Oklahoma, went to work with the group after a long but successful court battle. She was a plaintiff in a seminal 10th Court Circuit case on the separation of church and state.

The Oklahoman received the Blackstock Award, which goes to a non-governmental person or organization that has shown a commitment to FOI, for its work to keep state employees' birth dates available. Current exemptions in the state Open Records Act include employees' Social Security numbers, home address and telephone numbers. The Oklahoma Public Employees Association wants the birth dates added to that list of exemptions. The OPEA has gone to court to prevent the state from making birth dates available upon request. The case is pending.

Rep. Murphey received the Sunshine Award for his sponsorship and support of bills to increase transparency in government.

Terrill received the Black Hole Award for working to exempt state employees' birth dates.

Pawnee resident claims open meeting violation

A Pawnee woman recently filed a complaint with the District Attorney's office alleging that Pawnee County commissioners are violating the state's Open Meeting Act.

The complaint charges that matters discussed under the heading "unfinished business" are not explained on the agenda, as required by law.

Pawnee resident Jana Dallas-Wagner told The Oklahoman that the practice means residents never know what the commissioners will be discussing at any given meeting.

"I want to be able to look at the agenda and know whether there is a need for me

to attend the meeting before the meeting occurs," she said.

Dale Carter, chairman of the Pawnee county commissioners, said if there was a violation of the open meeting law, it was minor.

A willful violation of the state's Open Meeting Act is a misdemeanor punishable by one year in jail and/or a fine of \$500.

Carter told The Oklahoman that commissioners use the unfinished business agenda item to update each other on matters discussed at previous meetings and that they do not take action on any item under that heading.

DA asks for investigation into executive session

District Attorney Farley Ward recently asked the McAlester Police Department to investigate an apparent open meeting violation by the Pittsburgh County Expo Authority.

An article in the McAlester News-Capital about the authority's meeting prompted Farley to ask for the investigation.

The board entered into an executive session regarding the leasing of a club house located on an old golf course.

The executive session was not listed on the meeting agenda, a direct violation of the Oklahoma Open Meeting Act.

Executive sessions are allowed to permit board members to discuss protected information.

However, according to the News-Capital it is unclear what information was in need of protection during this particular session.

Sac and Fox News applies for OPA membership

The Sac and Fox News has applied for a sustaining membership in the Oklahoma Press Association.

The publication is a monthly newspaper for the Sax and Fox Nation.

The application lists the News' office at 920883 S. Hwy. 99, Bldg. A, Stroud, OK 74079, phone (918) 968-3526. Ken Johnson is listed as the contact person.

The Oklahoma Press Association Board of Directors will vote on the application at its next meeting on June 9, 2011.

Any current member wishing to object to the application of the Sac and Fox News must do so in writing to the OPA at 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499, by May 30, 2011.

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OPA CALENDAR OF EVENTS

Complete Listing of Events at
www.OkPress.com

THURS., APRIL 21

HARNESS THE POWER OF INVESTIGATIVE REPORTING

Ziva Branstetter, Tulsa World enterprise editor and award-winning investigative reporter, will share her secrets to strong investigative stories in this rapid-fire workshop. Registration \$35. For more information, go to OkPress.com.

FRI., MAY 13

OKLAHOMA JOURNALISM HALL OF FAME LUNCHEON

At University of Central Oklahoma's Nigh University Center in Edmond. Inductees' information will be posted when they're announced. Reservations must be made by May 6. For tickets, e-mail tlark@uco.edu.

THURS., JUNE 16

SHARPEN YOUR SKILLS WITH WRITING COACH JIM STASIOWSKI

Writing coach Jim Stasiowski returns to Oklahoma to help writers remember the craft of storytelling and find story ideas. He'll offer years of experience and help you write that winning lead paragraph. Registration \$35. For more information, go to www.OkPress.com.

THURS., JULY 14

MISSION POSSIBLE: GETTING NEWSPAPERS ONLINE

Tulsa World web editor Jason Collington can help you get your paper online. Don't miss this chance to talk to an expert on getting started on the Web. Learn how to build stronger ties with subscribers, non-subscribers, advertisers and non-advertisers. The Web offers many cheap and free ways to better connect to and engage your audience. Registration \$35. For more information, go to www.OkPress.com.

THURS. & FRI., AUG. 11 & 12 GET CREATIVE WITH ADOBE INDESIGN

Join us for intense training in Adobe InDesign! Thursday's seminar, taught by OPA consultant Wilma Melot, will cover shortcuts and features in Adobe so you can get the most out of your design and meet your newspaper's deadlines with ease. Friday's workshop is perfect for new designers and experienced designers. Upgrading from Creative Suite 4 to 5? Want to add more skills in Photoshop and Illustrator to your paper's design toolbox? Wilma Melot will show you the newest ways to use these Adobe offerings. Registration \$20 per day. For more information, go to www.OkPress.com.

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.

Peter Wagner offers ideas to energize ad sales

To be a great newspaper ad salesperson, the key to success is a belief and love in the product you're selling.

"The best print salespeople show the courage of their convictions," Peter Wagner said at his seminar in Oklahoma City on March 24. Wagner is owner of the publishing company Iowa Information.

Wagner started his career publishing a small shopper in northwestern Iowa and has since grown his business to a multi-million dollar company that publishes several weekly and daily newspapers, including the N'West Iowa Review, as well as housing a full service advertising agency.

While small town Main Streets are dying off, Wagner has found a way to help his community while also managing to generate ad revenues for his various publications. He has done this by utilizing inventive promotions that not only puts money in his pocket, but also into those of local businesses.

"The local newspaper is the only entity committed to building and maintaining the city's central business district," said Wagner of the role that a newspaper plays in a small town.

One key to providing effective ad sales is to convince and deliver on the idea that you are selling a valuable service to your advertisers. Tell them – and most importantly, show them – that advertising in your newspaper will help drive sales and keep them in business.



Peter Wagner shares his advertising ideas at a seminar in Oklahoma City on March 24.

Wagner cited a study from the American Research Council that stated 48 percent of American adults believe that a lack of advertising by a retail store during a recession indicates that the business must be in trouble. Wagner stressed that people don't like to shop at failing businesses.

Many newspapers may be unwilling to increase rates, or too willing to drop them if a potential customer is reticent to buy. To explain this situation, Wagner uses the analogy of a luxury car salesman. If you go to buy a Mercedes Benz or BMW they are not going to try to wow you with its cheap price, but with the amenities it can provide for your comfort and success.

Another way Wagner has driven ad revenue at his publications is through the use of inventive special sections and promotions. Many of Wagner's most successful promotions have a way of involving

the entire town by incorporating shopping at local stores and businesses. These promotions not only bring much needed foot traffic to local businesses but also helps the N'West Iowa Review stay at the forefront of citizens' minds.

For example, one successful promotion Wagner cited was a Ping-Pong Ball Drop, held in downtown Sheldon, Iowa. He and his staff dyed 1,000 ping-pong balls, with certain batches numbered and others color coded. Some balls were worth discounts on items at downtown stores. Participating stores bought advertising to promote the event, as well as to promote their businesses, and to offset costs for the event.

Promotions on that scale might not be possible for some newspapers, but smaller scale promotions can help energize your town and your newspaper.

PRC opinion calls for more research on five-day delivery

Postal Notes

by BILL NEWELL, OPA POSTAL CONSULTANT

As you are aware, periodicals postage rates increased effective April 17. Don't forget to update your postal software product or obtain the new Postage Statement 3541.

FIVE-DAY DELIVERY STATUS

The Postal Regulatory Commission (PRC) finally released its opinion on five-day mail delivery.

The elimination of Saturday mail service requires more study and a better implementation plan to protect impacted customers, the PRC said in its opinion released on March 24. The report is not for or against five-day mail service.

The PRC also feels that the USPS has overestimated their savings and underestimated the loss of business and the impact of rural and remote contiguous areas.

National Newspaper Association (NNA) President Elizabeth K. Parker, co-publisher of Recorder Community Newspapers, Inc., Stirling, N.J., said the commission's analysis would enlighten lawmakers.

"We have said all along that ending Saturday mail would hurt mail-dependent rural areas and slow down other mail service at a very critical time in our economy," Parker said.

"Apart from the impact on our newspapers – which would be substantial – taking this route to fix the Postal Service's financial woes sets the nation's universal mail service on a course fraught with danger for all postal customers. The Commissioners agree with us that more analysis is needed, and we appreciate the time and attention it gave to this serious concern."

NNA Postal Committee Chairman Max Heath, who presented critical testimony to the PRC on the impact upon community

newspapers, said the Commission had taken notice that forcing newspapers out of the mail could hurt local readers and also create a backlash effect against USPS by costing it more business.

The PRC's opinion is just that, an opinion. Delivery frequency is solely up to Congress. USPS intends to repeal the law so it can set its own delivery levels.

The Commission also pointed out their findings differ with USPS findings. USPS claims a \$3.1 billion annual savings by eliminating Saturday delivery. The Commission says the savings would only be \$1.7 billion and full savings would not be achieved until after the third year of implementation. USPS says they would lose \$.2 billion. The PRC says it would be more like \$.6 billion in revenue. PRC cited about 25 percent of First Class and Priority Mail would be delayed by two days.

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2011 OKLAHOMA JOURNALISM HALL OF FAME INDUCTEES



Gloria G. Brown



Jeff Dixon



Arnold Hamilton



Joan Henderson



Mike Jones



David Page



Jim Standard



Keith Swezey



Larry Wade

Nine outstanding journalists will be honored during the 41st anniversary of the Oklahoma Journalism Hall of Fame Friday, May 13, at the University of Central Oklahoma in Edmond.

The luncheon program will begin at 11:45 a.m. on the third floor of the Nigh University Center, across from the Hall of Fame exhibition, said Dr. Terry M. Clark, director of the Journalism Hall of Fame. Master of ceremonies will be Mark Thomas, executive vice-president of the Oklahoma Press Association.

More than 200 journalists, friends and families are expected for the Hall of Fame. UCO President W. Roger Webb, who provided resources and funding for the relocation of the Hall, will welcome the crowd.

"The annual ceremony has

become an informal homecoming for honorees and families. The Hall is a virtual Who's Who of Oklahoma Journalism, and the crowd will be filled with the giants of the profession," Clark said.

Invitations will soon be in the mail, and luncheon tickets are available for \$15 a person by calling Terry Clark at (405) 974-5122, or emailing him at tclark@uco.edu. For those who register and pay in advance, there will be no standing in line this year. Nametags and pens will be on the tables.

Honorees are selected by a committee composed of members of the working press and the Hall of Fame. The committee sifts through all nominations, both new ones and those held over from previous years, before selecting the nine honorees. Nomination forms are available at any time from the sponsoring UCO Department of Mass Communication.

Framed citations are on display in a new Hall of Fame in the Nigh University Center at the University of Central Oklahoma. The UCO Department of Mass Communication is the host and administrator of the Hall.

The Hall of Fame was founded in 1971 by former Journalism Chairman Dr. Ray Tassin. This year's inductees make 370 total members. The Hall is supported with funding from UCO, The Ethics and Excellence in Journalism Foundation and the Oklahoma Newspaper Foundation.

Clark announced two important achievements for the Hall:

The family of Brian Jay Walke

(1955-2010) has established the Brian Jay Walke Scholarship in Journalism Ethics at the Oklahoma Journalism Hall of Fame. It will be awarded in his honor as an award-winning journalist each spring to a deserving journalism major at UCO. The recipient will be selected by the annual Hall of Fame selection committee.

In addition, an advisory committee to the Hall has been formed to assist in its operation. Members are Sue Hale, Lindel Hutson, Ken Neal and Gloria Trotter.

This year's inductees follow:

GLORIA G. BROWN (1942-) joined the Perry Daily Journal in 1971 as a part-time proofreader for publisher Milo Watson. She became women's editor, helped in the transition from hot-type to offset, and handled circulation and page layout before being named editor and managing editor. Active in the community, she's been named Perry Citizen of the Year, Perry Business Woman of the Year, Beta Sigma Phi Woman of the Year and parade marshal at the annual Cherokee Strip parade, among numerous other awards. She says she missed the story of the century in 1995 when Timothy McVeigh was arrested in Perry. She was in Edmond attending the Journalism Hall of Fame induction for Milo Watson. Born in Norman, she attended Perry High, Phillips University and NOC. She is the face and voice of the Daily Journal to her readers. She's been secretary treasurer for the Assembly of God church for 30 years.

JEFF DIXON (1945-) started working for The Lawton Constitution/Morning Press in high school in 1965. He worked at night doing everything the older photographers

didn't have time for, including mixing chemicals and engraving the photos. He is a lifelong resident of Lawton and attended Cameron University. He won numerous awards from the Oklahoma Press Association and Associated Press. In 2006, the Lawton Arts and Humanities Council named him Artist of the Year. In addition to photography, his interests include woodworking and guitar. He's a member of the WWII Aerial Demonstration Team of Frederick, which preserves the heritage of World War II paratroopers – he doesn't jump but is a member of the aircrew in the C-47. He has taught darkroom at the Great Plains Tech Center, and photography and photojournalism for Lawton Public Schools and Cameron University in the mentorship programs.

ARNOLD HAMILTON (1958-) became editor of The Oklahoma Observer in 2006, after a 32-year career in daily newspapers. He was Oklahoma bureau chief for the Dallas Morning News for 18 years, covering the 1995 Oklahoma City bombing, interviewing Timothy McVeigh twice and riding out Hurricane Katrina in New Orleans. Much of his work has focused on politics and government, covering state capitols in Oklahoma, Texas and California. He twice won the Dallas Press Club Katie Award for reporting excellence. In 1997, he received the Fran Morris Civil Liberties in Media Award from the ACLU Oklahoma Foundation. He also worked for the San Jose Mercury News, the Dallas Times Herald, the Tulsa Tribune and Oklahoma Journal. Born in St. Louis, he was reared in Midwest City. He earned a bachelor's degree from the University of San Francisco and a master's in political science from Oklahoma State University.

JOAN HENDERSON (1956-) joined Oklahoma Today magazine in

1994 as general manager and was named publisher in 1997. She has led the magazine in winning hundreds of regional and national awards, including best magazine in 2010 by the International Regional Magazine Association, the Great Plains Journalism Awards and the Society of Professional Journalists. A recognized industry leader, she serves on several national and international magazine association boards and is a frequent conference and webinar speaker. An avid photographer, her hand-tinted black and white photography has been featured in magazines, exhibits and as a permanent museum collection in Massachusetts. Prior to joining Oklahoma Today, she worked in the advertising and videodisc production fields in Austin, in multi-image slide production in Boston and as a media specialist at vo-tech in Stillwater. She earned a bachelor's degree in humanities at Oklahoma State University in 1979. She was born in Yonkers, N.Y.

MICHAEL R. JONES (1949-) joined the Tulsa World in 1971 as oil writer for the legendary Riley Wilson. He became reporter and copy editor before moving to the city desk. He was named assistant city editor and in 1979 became city editor, replacing long-time city editor John Gold. In 1985, he joined the World editorial department as layout editor and editorial writer. He was named an associate editor in 1997, writing a Sunday column and daily editorials and adding an opinion blog in 2008. He has championed the rights of immigrants, despite criticism from readers and politicians. A native of Seminole, he attended East Central State University, Oklahoma State University and the University of Tulsa. He's been a grocery clerk, oil field worker, cow-milker, road-crew worker, pants maker, postman,

Continued on Page 7

OKLAHOMA JOURNALISM HALL OF FAME LUNCHEON

DATE: Friday, May 13

TIME: 11:45 a.m.

LOCATION: Nigh University Center, Third Floor, University of Central Oklahoma, Edmond, OK

TICKETS: \$15 per person. To order, contact Terry Clark at (405) 974-5122, or email tclark@uco.edu

Hall of Fame Inductees

Continued from Page 6

janitor and played in a rock-n-roll band, and he is honorary chief executive officer of his son's reggae-funk-rock band Sam and the Stylees.

DAVID PAGE (1949-) joined The Journal Record in Oklahoma City in 1979 as news editor, becoming managing editor in 1988 and special projects editor in 2004. On April 19, 1995, David's desk was by a window facing the Murrah Federal Building. Before 9 a.m., he had gone to get a cup of coffee when the bomb exploded. His injuries, from the window's shattered glass, required about 30 stitches from head to foot. One day later, he helped The Journal Record publish a two-page edition, a first-person account of the bombing. A former AP/ONE president and board member for more than 10 years, he received the AP/ONE Carl Rogan Sweepstakes Award in 2008. A Tennessean, he was editor of Middle Tennessee University's student newspaper Sidelines while earning his degree. He was reporter for the Bristol Herald Courier and Bristol Virginia Tennessean from 1971-1973, and the West Side Story in Knoxville from 1973-1979.

JIM STANDARD (1940-2010) rose from a junior reporter and obit writer for the Oklahoma City Times in 1960 to The Oklahoman's executive editor during his 35-year career with the newspaper. Covering the assassination of President Kennedy, he witnessed the assassination of Lee Harvey Oswald. Standard was named Oklahoma "Newsman of the Year" for his coverage. He was senior reporter, state capitol bureau chief and columnist before becoming a Nieman Fellow at Harvard and returning to be city editor and assistant managing editor of The Times and The Oklahoman. In 1984 when the papers merged, he became executive editor and then editorial page editor. He ended his career by writing a column, "Jim Standard's Oklahoma." A native of Little Rock, he attended the University of Arkansas and worked as reporter with the Arkansas Gazette in college and as a reporter at the Borger News-Herald in Texas. After

retirement, he founded churches in Italy and was pastor of the Atwood Baptist Church.

KEITH SWEZEY (1952-) was born in Enid, Oklahoma. He built the award-winning student broadcast program at the University of Central Oklahoma, which he joined after 15 years of award-winning radio news experience. He began as state capitol correspondent for KOMA radio in 1975, moving to WKY radio in 1976 as public affairs editor. He was WKY news director from 1983 to 1988. At UCO, he directed Academic Broadcasting Services, served as chairman of the Communication Department and manages daily student broadcasts on KCSU-TV. A former state president of the Oklahoma Broadcast Education Association, he advises the UCO chapter of OBEA. An associate member of The Emmys, he has won numerous state and national awards for teaching and radio news, including RTNDA's Edward R. Murrow Award for best documentary. He earned a bachelor's degree in broadcasting at the University of Central Oklahoma, and a master's degree and doctoral degree in mass communication at Oklahoma State University.

LARRY R. WADE (1939-2011) joined the staff of the Elk City Daily News as a cub reporter at age 13. He became co-publisher with his father in 1966 and publisher when his father died in 1972. He graduated from the University of Oklahoma School of Journalism in 1961 where he served as editor of the Oklahoma Daily. He received the school's Benefactor Award, served on the executive board of the OU Alumni Association, and was a longtime member and current chairman of the OU Board of Regents. He served on many Oklahoma Press Association committees and was OPA President in 1983. He received the OPA's highest honor, the Milt Phillips Award, in 1995. Active in the community, he served as city commissioner and mayor, president of the chamber of commerce, United Fund and Kiwanis Club. He was the founder of the Elk City Foundation and is a member of the Western Oklahoma Hall of Fame.

Edmond Sun publisher moves to Texas

Steve Paterson, publisher of the Edmond Sun since 2008, recently accepted a new role with Community Newspaper Holdings, Inc. (CNHI).

Paterson is the new publisher of the Port Arthur News in Port Arthur, Texas, a 12,000 circulation daily newspaper, as well as a group publisher for south Texas CNHI.

He is also responsible for publishing the Orange Leader and Triangle Printing Corp., a printing operation for CNHI in south Texas.

During Paterson's time at The Sun both circulation and advertising revenue increased.

He also transformed the paper into its current format as a two-day print paper and a five-day digital paper.

"During the past two years, there have been a lot of changes at The Sun in an effort to better serve the Edmond com-

munity, and Steve was the driving force behind the new distribution format," said Terry Connor, senior vice president/division manager for the Great Plains Division of Community Newspaper Holdings Inc.

"We appreciate everything Steve did at the newspaper and in the community to make us better."

Paterson also launched The Business Times of Edmond, a monthly business publication, and Community Connection, a monthly news product, as well as other digital initiatives including e-mail marketing programs and a weekly political and economics podcast show.

Connor said the newspaper will move forward to meet the needs of its customers – both readers and advertisers – in the weeks, months and years ahead. A search to find Paterson's replacement is under way.

Former Muskogee Phoenix writer wins book award

"God's Acres," written by former Muskogee Phoenix columnist David Gerard, is the winner of the 2011 Oklahoma Book Award in the fiction category.

Winners of the Oklahoma Book Award, sponsored by the Oklahoma Center for the Book, were announced April 2 at the Oklahoma Sports Hall of Fame and Jim Thorpe Museum in Oklahoma City.

Gerard's book is set in the 1950s in St. Joseph, Mo., where Gerard and his six siblings spent much of their childhood. Told from the perspective of six-year-old Bud, God's Acres is, at turns, funny, and heartbreaking.

Gerard spent 15 years with the Muskogee Phoenix as a reporter, copy editor and, most recently, opinion editor. His column, "Sketches from Three Rivers," garnered a following. A freelance writer, Gerard has written two other books: "Judge Not," a mystery, and "Sketches from Muskogee, Oklahoma," a collection of his newspaper columns illustrated with Gerard's own drawings.

"God's Acres" is available for \$15.95 by email at orders@press.uchicago.edu; or online at www.bn.com; www.amazon.com; and www.penpressinc.com.

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THANK YOU

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

*In memory of
Larry and Mary Jane Wade:*
THE COUNTYWIDE & SUN

In memory of Mary Jane Wade:
JIM & BECKY MAYO



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

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

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

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

OKLAHOMA NEWSPAPER FOUNDATION

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105

ONF SCHOLARSHIP RECIPIENTS

The Oklahoma Newspaper Foundation has selected recipients of the 2011-12 ONF Scholarships and Breeden Scholarship.

Kyle Fredrickson, Chris Lusk and Ricky Maranon have been awarded ONF Scholarships of \$1,500 each.

Fredrickson, who moved to Oklahoma to get a sports journalism degree at Oklahoma State University, is a junior. He joined the team at The Daily O'Collegian as a sports writer, and rapidly became sports editor. He will be editor-in-chief in the fall.

Fredrickson said, "In five years after graduation, I see myself working for a large state newspaper somewhere in the West. In 10 years, I'm certain I will be a sports editor in the same field."

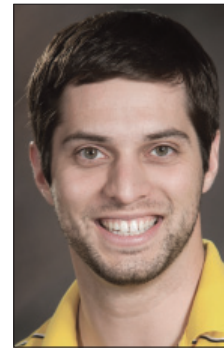
He hopes to be a senior writer at Sports Illustrated one day.

Lusk is a senior at the University of Oklahoma. He has experience in editing and writing from throughout his college career. Lusk is online editor and night editor for the campus paper, the Oklahoma Daily, and interned on NewsOk.com in 2010.

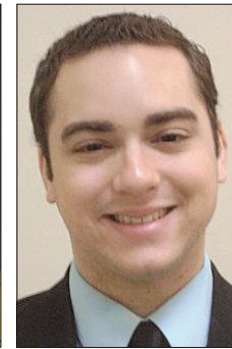
Lusk said journalists should embrace new media. "I have many goals within the journalism industry," he said. "Ultimately, however, I want to be someone who is well respected and recognized as an innovator in the field."



KYLE FREDRICKSON



CHRIS LUSK



RICK MARANON



CHASE COOK

Maranon is a junior at the University of Oklahoma. He's an anchor and reporter on OU's news program, and still finds time to work for the Tulsa World as a higher education correspondent. Maranon's goal is to produce multimedia for a large newspaper like the Tulsa World.

"It is my hope that as an in-depth and breaking news multimedia journalist, I can bring quality reporting to an organization, and show our readers that we are not dying as a medium, but we are evolving to better serve them in the 21st century," he said.

This is the fifth year that ONF has awarded three \$1,500 scholarships to Oklahoma student journalists. The recipients must be majoring in journalism or an equivalent degree program and must be a junior or senior at an Oklahoma college or university.

ONF also awarded the Breeden Schol-

arship. The Bob and Marion Breeden University of Oklahoma Journalism Student Aid Fund Scholarship goes to a senior at OU each year.

This year's winner, Chase Cook, wants to champion freedom of information in Oklahoma and watchdog journalism.

Cook, who serves as managing editor of the Oklahoma Daily, also works at a local medical clinic. He is studying journalism with an online emphasis.

"Ideally, I want to set up a program in the state allowing whistle-blowers the ability to come forward and report corruption without fear of losing their jobs, much like Wikileaks," Cook said.

The Breeden Scholarship, started by the Breeden family with a memorial donation to the Foundation in 2006, doubled to \$1,000 this year.

Cherokee advertising rep retires after 50 years of service

After 50 years of service, longtime Cherokee Messenger & Republican advertising representative Bill Wood has decided to retire.

A member of both the Oklahoma Press Association's Quarter Century and Half Century clubs, Wood has spent his entire career with the Cherokee Publishing Company.

Wood was hired after a fortuitous round of beers at a local bar where he met a gentleman who suggested he ask about a job opening at the paper.

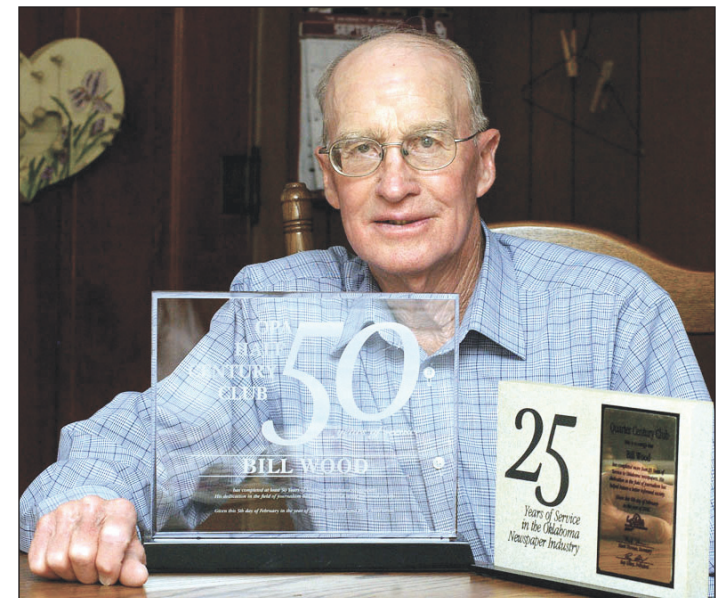
He worked several different jobs with the company, beginning as a sports reporter in 1959. Eventually he moved to ad sales, a position that suited him better.

"I've enjoyed getting out and meeting people," said Wood in an interview with the Messenger & Republican.

During his 50-year career, Wood has worked with only three publishers – Barney Lehmbeck, Larry Hammer and current publisher Steve Booher.

Wood has lent a hand to numerous jobs at the Messenger & Republican, including casting metal plates for printing, setting type and labeling and mailing papers.

He is looking forward to spending more time with his wife of 51 years, Eldora.



Bill Wood poses with the plaques he received from the OPA in honor of his 25 and 50 years of service to the newspaper industry. Wood recently retired after working at the Cherokee Messenger & Republican for 50 years.

THE *OGE* PHOTO CONTEST



An Atoka firefighter battles a car fire at 907 S. Montana Ave. on Feb. 22. The fire destroyed the blue Chevrolet Cavalier. The blaze began in the dashboard, according to Atoka Fire Chief Donnie Allen. The two occupants got out of the car.

Photo by JOE McCLOUR, *Atoka County Times*, Feb. 23, 2011

FEBRUARY 2011 DAILY WINNER:

KYLE PHILLIPS, *The Norman Transcript*

FEBRUARY 2011 WEEKLY WINNER:

JOE McCLOUR, *Atoka County Times*

Enter and Win a \$100 Check from OGE Energy Corp.!

1. To be eligible for the contest, photographers must be staff members of an OPA member newspaper and photos must have been published.
2. Send your photo in electronic format (TIF or JPG, 200 dpi or higher) to Photos@OkPress.com.
3. Photographers may enter one photo per month.
4. Include name of photographer, name of newspaper, photo cutline and date photo was published.
5. All entries for the previous month must arrive at the OPA office by the 15th of the month. Winners will receive \$100, a Certificate of Achievement and the photo will be published in *The Oklahoma Publisher*. Sweepstakes winners will receive \$250, a plaque and have the photo published in *The Publisher*.

VIEW ALL WINNING PHOTOS AT WWW.OKPRESS.COM/OGE-PHOTO-CONTEST



Capt. Greg Skelly looks out of a second-story window to communicate with Norman firefighters on the ground after they contained a fire at 4011 8th Circle NE on Feb. 17, 2011, in Norman, Okla.

Photo by KYLE PHILLIPS, *The Norman Transcript*, Feb. 18, 2011

WITH ALL YOUR POWER



WHAT WOULD YOU DO?

Synchronize color settings in Creative Suite

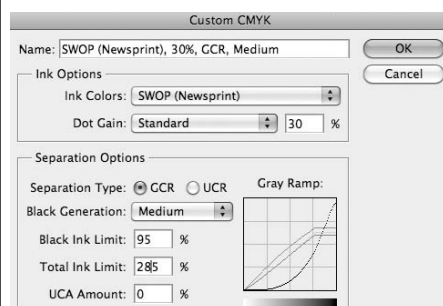
computer notes

from the road

by WILMA MELOT

If you want your colors to look the same in all Creative Suite applications, here are the steps to take.

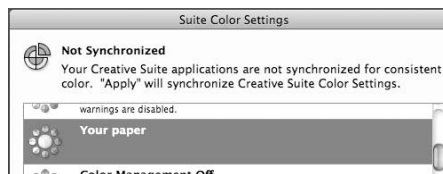
First, start in Photoshop and set up the color standards you want to use in pictures. Set the color space to your printer's recommendations. If you don't have that information, set it up to look something like this:



Under the "Edit" menu, go to "Color Settings." In the "Working Spaces" menu, go to "CMYK" and choose "Custom" at the top to make your settings look like those above.

Save these settings as "My Newspaper's Name."

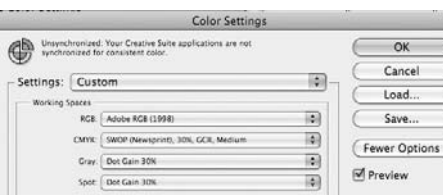
Now open Adobe Bridge. Under "Edit," pull down to "Creative Suite Color Settings." Choose the setting titled "My Newspaper's Name" and click "Apply."



Now you have synchronized color policies across Creative Suite applications, which ensures you with the most accurate and consistent color when printed.

Now let's deal with older files that were created before you set those new color profiles.

InDesign asks what color profile to use when you're opening a file. Click through the first questions and go to Edit > Color Settings on the side. Go to the load button



and load the "My Newspaper's Name" setting and save. Note the three small check boxes at the bottom of this menu: Ask when opening, Ask when placing, etc. Uncheck all of them.



When you use these settings it will convert all files to the loaded settings and should carry through to the press.

Now go to "Edit," pull down to "Assign Profile" and check for your settings. The "Convert to Profile" also should have your settings.

When you open the next file, you'll receive the warning, but note the checkbox to stop this. Save the old files after they are opened to hold the new settings.

When changing settings suite-wide, all programs will ask about color setting on opening, unless told not to.

plugged IN

Making postscript files

Some of you may be wondering about the difference between exporting directly from InDesign to a PDF file versus printing to a postscript file and then creating a PDF file. One way is better than another.

In printing to a postscript file, there are controls over both the postscript file and the PDF file. This is always preferred to the simple export method. When printing to a postscript, the file is not at the mercy of how InDesign wants to deal with it. For instance, InDesign CS3 embeds CID fonts, which can cause problems for anyone else using the PDF.

InDesign CS4 and CS5 are better about that, but printing to postscript is still a better way to make a PDF.

Making a postscript file helps when you import a PDF file (such as an ad) into an InDesign document and then re-create that document as a PDF. The files won't fall apart as often.

If the file does fall apart it will show up on the PDF, which makes it easier to catch before it is sent to the printer.

Using Acrobat Distiller gives you direct control over the PDFs and how they are created. I always recommend postscript first.

Opening WPS/WPD files

WPS is a Microsoft Works Word Processing extension, which is not supported by InDesign.

Newer versions of Microsoft Office will open WPS files, as well as Open Office.

On older operating systems, there can be problems. AppleWorks will open WPD files, but not WPS files.

There is an online solution that I use to open WPS files at www.zamzar.com.

Zamzar will translate most file formats then email them to you in just a few minutes.

Zamzar works on many types of files so give it a try.

Spring winds can bring down electronic equipment

Swaying electric lines in high winds have made for a lot of problems with computers and other machinery at newspapers lately.

As spring gears up, it would be a good time to look down at that 10-year-old surge protector by your employee's feet and think about buying a new one.

I also encourage everyone to use surge protectors on the following devices:

- Imagesetters and the RIPs that run them.
- Routers, modems and switches. If they're not protected, ethernet ports get taken out along with the routers, switches and modems.
- Printers, fax machines, scanners and all external hard drives.

A quick check around the building should assess the situation. Even a cheap surge protector is better than a very old

one. For all the electronic equipment you can't live without, a \$30 surge protector is a good idea.

Old surge protectors eventually lose the ability to help protect against a good jolt. The articles I have read say the cheap ones last about one or two years, the \$30 ones around six years. The APC brand has a lifetime warranty, but they're expensive. UPS (uninterrupted power supply) or battery back-up units offer the best protection for your computers as they protect from brownouts as well as surges.

Some protectors have a place to plug in your phone line. Using this feature helps protect your modem and the devices connected to it by stopping surges in another way. It also protects the phones.

I talked about cloud backup services a few months ago, but if you're not willing to commit your newspaper's data to an online

storage facility, I recommend two external hard drives. The drives can be rotated once a week with one kept offsite and one live and active with the computers.

At the very least backup your most important data once this spring, and take it to a safe place for storage. Remember to include contacts, important emails, template files, accounting and your ads.

Serial numbers should also be included in the backup. You'll need them if you have to reinstall software. Don't forget to backup any downloaded software installers to CDs as well.

Some good places to look for external hard drives online are newegg.com, amazon.com, staples.com, and bestbuy.com. These places also sell surge protectors. Just remember to look at the ratings and get the best one available that fits within your budget.

Oklahoma Collegiate Media Association winners announced

Awards were presented March 31 at the annual Oklahoma Collegiate Media Association’s spring conference on the campus of Oklahoma State University in Stillwater.

The organization conducts an annual awards competition and a spring conference in conjunction with the Paul Miller Distinguished Lecture series at OSU.

INDIVIDUAL AWARDS 4-YEAR SCHOOLS

NEWS WRITING

1st, Kylie Pool, Oklahoma State University;
2nd, Lornna Bates, Southeastern Oklahoma State University; 3rd, Adam Kemp, Oklahoma State University; HM, Rachel Whitlock, Oral Roberts University, and Amanda Bland, Oklahoma State University

EDITORIAL WRITING

1st, Morgan Koehn, Southern Nazarene University; 2nd, Rachel Engel, Cameron University; 3rd, The Staff, Oklahoma City University

FEATURE WRITING

1st, Sarah Al-Khaldi, Oral Roberts University; 2nd, Adam Kemp, Oklahoma State University; 3rd, Jordan McCown, Oral Roberts University; HM, Christopher Wyche, East Central University, and Tyler Silvy, Oklahoma State University

SPORTS WRITING

1st, Jordan McCown, Oral Roberts University; 2nd, Kari Merrick, Southwestern Oklahoma State University; 3rd, Ryan Stewart, Oklahoma State University; HM, Eli Linton, Oral Roberts University, and Nathanael Robertson, Oral Roberts University

**INDIVIDUAL AWARDS
2-YEAR SCHOOLS**

NEWS WRITING

1st, Justin Combs, Oklahoma City Community College; 2nd, Whitney Knight, Oklahoma City Community College; 3rd, Mark Smith, Oklahoma City Community College; HM, Brittany McDaniel, Rose State College

EDITORIAL WRITING

1st, Jennifer Massey, Oklahoma City Community College; 2nd, Jeremy Cloud, Oklahoma City Community College; 3rd, Ethan Hendricks, Oklahoma City Community College; HM, Adriana Valtinson, Rose State College

FEATURE WRITING

1st, Morgan Beard, Oklahoma City Community College; 2nd, Bishal Malla, Oklahoma City Community College; 3rd, Lukas Vodicka, Tulsa Community College

SPORTS WRITING

1st, Ethan Hendricks, Oklahoma City Community College; 2nd, Morgan Beard, Oklahoma City Community College; 3rd, Milen Brown, Bacone College; HM, Jared Bills, Eastern Oklahoma State College, and Erin Cole, Bacone College

**INDIVIDUAL AWARDS
2- & 4-YEAR SCHOOLS**

DISPLAY ADS

1st, Liliya Smal, Oral Roberts University; 2nd, Sherman Merchant, Oral Roberts University; 3rd, Donald Ashwood, Oklahoma City University; HM, Nathan Hatcher, Oklahoma City University, and Aimee Deal, Oral Roberts University

CARTOONS

1st, Donald Ashwood, Oklahoma City University; 2nd, Kristen Smith, East Central University; 3rd, Melissa Hubble, East Central University; HM, Daniel Pool, University of Science & Arts of Oklahoma

COLUMN WRITING

1st, Chelsea Kimbrough, Oral Roberts University; 2nd, Philip Maucieri,

OSU journalism school Director Harry Heath founded the Oklahoma Collegiate Press Association in 1975. In fall 2010, the name was changed to Oklahoma Collegiate Media Association.

The association’s mission is to promote and improve student media at Oklahoma’s colleges and universities.

Southwestern Oklahoma State University; 3rd, Christopher Wyche, East Central University; HM, Laron Short, University of Science & Arts of Oklahoma, and Jason Culp, Oklahoma State University

INVESTIGATIVE REPORTING

1st, Rob Inman, East Central University; 2nd, Joey Stipek, Oklahoma City Community College; 3rd, Bryce Merkle, Oral Roberts University; HM, Crystal Herber, Northwestern Oklahoma State University, and Cynthia Mellon, East Central University

MULTIMEDIA STORYTELLING

1st, Michael Faggett, Cameron University; 2nd, Toni A. Hill, Tulsa Community College; 3rd, Heather Egly, Oral Roberts University; HM, Meredith Negri, Oral Roberts University, and Whitney Knight, Oklahoma City Community College

REVIEWS

1st, Toni A. Hill, Tulsa Community College; 2nd, Whitney Knight, Oklahoma City Community College; 3rd, Christy Johnson, Oklahoma City Community College; HM, Brittany Gotcher, University of Science & Arts of Oklahoma, and Cammilia Holmes, Tulsa Community College

NEWS PHOTOGRAPHY

1st, Kristina Simberg, Oral Roberts University; 2nd, Jennifer Wimer, Rose State College; 3rd, Alisha Loyd, Southeastern Oklahoma State University; HM, Mindy Herb, Southwestern Oklahoma State University, and Kyle Dickinson, East Central University

FEATURE PHOTOGRAPHY

1st, Rachel Morrison, Oklahoma City Community College; 2nd, Christy Johnson, Oklahoma City Community College; 3rd, Danetta Butler, Rose State College; HM, Guy Folger, Eastern Oklahoma State College, and Ale Parker, Oral Roberts University

SPORTS PHOTOGRAPHY

1st, Marie-Emilie Shewmaker, Bacone College; 2nd, Estibalitz Giron, Bacone College; 3rd, Jennifer Pearsall, Oklahoma City Community College; HM, Mark Benson, Bacone College, and Elisabeth Vogt, East Central University

**NEWSPAPER AWARDS
4-YEAR SCHOOLS – PUBLIC**

FRONT PAGE DESIGN

AWARD OF EXCELLENCE: The Oklahoma Daily, University of Oklahoma; The Daily O’Collegian, Oklahoma State University

AWARD OF MERIT: The Cameron Collegian, Cameron University; Northwestern News, Northwestern Oklahoma State University

HM: The Journal, East Central University; The Southwestern, Southwestern Oklahoma State University

INTERIOR PAGE DESIGN

AWARD OF EXCELLENCE: The Oklahoma Daily, University of Oklahoma; The Journal, East Central University; The Daily O’Collegian, Oklahoma State University

AWARD OF MERIT: The Oracle, Oral Roberts University; The Campus, Oklahoma City University

OVERALL NEWSPAPER

AWARD OF EXCELLENCE: The Oracle, Oral Roberts University

AWARD OF MERIT: The Northwestern News, Northwestern Oklahoma State University

HM: The Cameron Collegian,

OCMA coordinator is associate professor Joey Senat, Ph.D. The journalism school’s director – Dr. Derina Holtzhausen – serves as the association’s ex officio executive director.

Following is a list of winners in the contest’s newspaper categories:

Cameron University; The Southeastern, Southeastern Oklahoma State University

OVERALL NEWSPAPER

AWARD OF EXCELLENCE: The Oklahoma Daily, University of Oklahoma; The Cameron Collegian, Cameron University; The Daily O’Collegian, Oklahoma State University; The Journal, East Central University

AWARD OF MERIT: The Northwestern, Northwestern Oklahoma State University; The Southeastern, Southeastern Oklahoma State University; Rogers State Hillpost, Rogers State University

HM: The Collegian, Oklahoma Panhandle State University; The Southwestern, Southwestern Oklahoma State University

**NEWSPAPER AWARDS
4-YEAR SCHOOLS – PRIVATE**

FRONT PAGE DESIGN

AWARD OF MERIT: The Oracle, Oral Roberts University; The Campus, Oklahoma City University

INTERIOR PAGE DESIGN

AWARD OF EXCELLENCE: The Oracle, Oral Roberts University; The Campus, Oklahoma City University

OVERALL NEWSPAPER

AWARD OF EXCELLENCE: The Oracle, Oral Roberts University

AWARD OF MERIT: The Campus, Oklahoma City University

**NEWSPAPER AWARDS
2-YEAR SCHOOLS**

FRONT PAGE DESIGN

AWARD OF EXCELLENCE: The Pioneer, Oklahoma City Community College

AWARD OF MERIT: 15th Street News, Rose State College; The Baconian, Bacone College; Eastern Statesman; Eastern Oklahoma State College; The Connection, Tulsa Community College

INTERIOR PAGE DESIGN

AWARD OF EXCELLENCE: Eastern Statesman, Eastern Oklahoma State College; The Connection, Tulsa Community College

AWARD OF MERIT: The Baconian, Bacone College; 15th Street News, Rose State College

HM: The Pioneer, Oklahoma City Community College

OVERALL NEWSPAPER

AWARD OF EXCELLENCE: The Pioneer, Oklahoma City Community College; The Baconian, Bacone College; 15th Street News, Rose State College

AWARD OF MERIT: The Connection, Tulsa Community College

HM: Eastern Statesman, Eastern Oklahoma State College

ONLINE

AWARD OF EXCELLENCE: Media OCU, Oklahoma City University; OUDaily.com, University of Oklahoma; The Daily O’Collegian, Oklahoma State University

AWARD OF MERIT: The Pioneer, Oklahoma City Community College; AggieCentral, Cameron University

HM: The Oracle, Oral Roberts University

AP Stylebook changes ‘e-mail’ to ‘email’

Changes to the AP Stylebook were announced March 18 at the 15th National Conference of the American Copy Editors Society in Phoenix, Ariz.

Some of the changes announced included email, instead of e-mail; and cellphone, smartphone become one word.

The change to email follows the switch from “web site” to “website,” which was announced in 2010.

The spiral bound version of the newest AP Stylebook will be available sometime in May.

Sand Springs Leader names new sports editor

Kirk McCracken has been named the new sports editor for the Sand Springs Leader.

Beginning in 2001, McCracken was the sports editor at the Sapulpa Daily Herald, covering Sapulpa, Keifer, Glenpool, Kellyville and Mounds. He also spent two years as news editor of the Mannford Eagle.

McCraken has won several awards from the Oklahoma Press Association and AP during his time in Sapulpa and Mannford.

NNA welcomes tax law rollback

National Newspaper Association President Elizabeth K. Parker welcomed the 87-12 Senate vote to restore 1099 tax form reporting to 2010 levels and eliminate a threatening new burden on small businesses.

The Senate adopted a bi-partisan measure that would jettison new rules for much wider reporting of businesses’ payments for goods and services. Without the repeal, businesses would have been required to report to the IRS each year their payments for virtually all products and services, if totals exceeded an annual \$600 threshold.

The impending implementation of 1099 requirements, set to go into effect on Dec. 31, 2011, had already begun to affect small newspapers as their vendors were requiring W-9 statements with taxpayer IDs to set up massive compliance systems.

DEATHS

BILL MAY, a longtime Oklahoma journalist, died March, 20, 2011, after a long illness. He was 72.

May had a long career as a newspaper reporter, ending his career with his retirement from The Journal Record in 2003.

May worked for several newspapers before joining the Journal Record in 1987 as the state's only full-time transportation writer.

He served with the U.S. Marine Corps and the Oklahoma National Guard for 27 years.

May was inducted into the Oklahoma Journalism Hall of Fame in 2004.

He is survived by his wife of 53 years, Margie Lona May; children, Leah May Horsley, Bill May Jr., and Jill May; and five grandchildren.

JOHN KEITH, former University of Oklahoma Sports information director, died at his Las Cruces, N.M., home on March 13, 2011. He was 78.

Keith was born and raised in Norman. His father, Harold, also was the OU sports information director.

Keith earned a degree from Central State University, now known as the University of Central Oklahoma.

He worked as a sports writer for the Tulsa World in 1964 and moved to the Oklahoma Journal in Oklahoma City in 1965.

In 1968, Keith was named the OU assistant sports information director. He served as head SID from 1969-78. Keith's tenure at OU began and ended with Heisman winners – Steve Owens in 1969 and Billy Sims in 1978.

Keith worked throughout New Mexico, Texas and Colorado for the rest of his life. He eventually became sports editor of the Las Cruces Sun-News in 2003. He held that position until his death.

DR. RAY TASSIN, who founded the Central State University's journalism department and the Oklahoma Journalism Hall of Fame, died April 8, 2011. He was 84.

In 1961, Tassin was hired to teach journalism at Central State College, now the University of Central Oklahoma, in Edmond. In 1966, he helped establish a journalism department at the university. When he took over the program, it only had a minor and 50 students. He expanded it to a full baccalaureate and master's program with almost 900 students. Tassin retired in 1989, and his former student, Dr. Terry M. Clark, became chair in 1990.

Tassin created the Oklahoma Journalism Hall of Fame and is a 1984 inductee. He helped cut the ribbon at the dedication of the new Journalism Hall of Fame display area at last year's 40th anniversary celebration.

Tassin worked on daily newspapers in three states and was owner, editor and publisher of The Konawa Leader from 1953 to 1956. He also published five books and wrote more than 600 articles for magazines.

He was a University of Oklahoma graduate, and earned his doctorate in journalism at the University of Missouri.

After serving in the Navy in WWII, he rose to commander in the reserves and held seven campaign medals, 14 battle stars and 11 letters of recommendation.

He is survived by his wife, Martha Grace Tassin.

WILBERT WIGGS, an Oklahoma journalist for more than 65 years, died March 12, 2011. He was 83.

Wiggs often described himself as "the oldest cub reporter in Oklahoma."

After graduating from Holdenville High School in 1945, Wiggs attended East Central University where he majored in English.

He became known for his nose for news, dedication to obtaining the facts and informing the reader.

He worked at papers across Oklahoma, including stints at Holdenville, Ardmore, Muskogee, Wewoka, Duncan, Madill and Sulphur. He also served as an editor at Okmulgee and was managing editor at a newspaper in Mustang.

In 2000, Wiggs was inducted into the Oklahoma Press Association's Half Century Club.

In May 2010, Wiggs joined the staff at the Sulphur Times-Democrat.

Wiggs was also a part-time preacher at the Lone Grove Church of Christ where he prepared the weekly church bulletin.

MARY JANE WADE, wife of longtime Elk City Daily News publisher Larry Wade, died March 31, 2011, at the age of 66.

She was preceded in death by her husband on March 6, 2011.

Mary Jane attended Oklahoma City University and eventually earned a bachelor degree in French from the University of Oklahoma. She earned a Masters degree in elementary education from Southwestern State College in Weatherford.

She was active in a number of volunteer endeavors including serving on the Oklahoma Arts Council as well as a board member for the University of Oklahoma's College of Fine Arts.

Mary Jane married Larry Wade in August of 1970. The two had one daughter, Elizabeth, who resides in Raleigh, N.C., with her husband Jerry Perkinson.

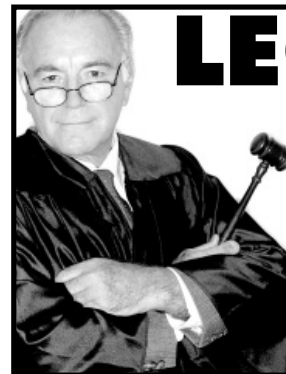
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Oklahoma newspapers make an appearance in India

Clark's Critique

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

I was recently invited to take part in an international symposium on the future of media in this age of technology and globalization, at SRM University in Chennai, India. I went, thanks to UCO's College of Liberal Arts, helping build a bridge between faculty and students at the two universities.

But I had to present a "paper" and take part in panel discussions. What, I thought, can I bring to this international group?

Answer – try to give a snapshot of how digital technology has affected newspapers in this remote corner of the world called Oklahoma.

All the other speakers were from exotic places like London, Singapore, India and elsewhere. But I have to write about what I know, and that's Oklahoma newspapers, and I figured (good Okie talk) that if digital revolution is talking place here in "small media" (and by the world's standards, we are very small), then it shows how pervasive (academic word I have to use to impress them) it is.

I decided to interview nine journalists and OPA's Mark Thomas about the effects of digital media on newspapers. No, it was not a random sample, but I relied on my experience with you folks to give me a bit of a cross section.

This is going to take some time to report, so I'm just introducing it this month, with more, and photos to follow.

For the record, I talked to Ed Kelley of *The Oklahoman*, Susan Ellerbach of the *Tulsa World*, Cindy Allen of the *Enid News & Eagle*, Ted Strueli of *The Journal Record*, Rod Serfoss of *The Clinton Daily News*, Mark Codner of *The Madill Record*, Jeff Mayo of the *Sequoyah County Times*, Wayne Trotter of the *The Countywide & Sun*, and Jeff Kaley of the *Waurika News-Democrat*.

As you can see, I tried to make it representational both geographically and in terms of circulation. I know I could have talked to many of you, but, hey, I had a deadline.

I won't bore you with the whole paper, and I'll tell you more about India and booming newspapers there later. But to



Recent front page coverage from Oklahoma newspapers feature big photos and local stories – a winning combination.

start with, here was my introduction to the people attending the symposium:

"The revolution in media in the digital age rivals or surpasses in impact and historical significance of Gutenberg's moveable type.

"While most of the attention, research and innovations concentrate on world media giants and leaders in population centers trying to cope and survive, little has been written about media in rural and smaller population areas.

"This paper focuses on newspapers of Oklahoma, U.S.A. By world standards, Oklahoma is a small state in terms of population, with only about 3.5 million, with two metropolitan centers – Oklahoma City and Tulsa – accounting for about half the population.

"The newspapers serving Oklahoma residents are also small, even by standards in the U.S.A. The two metropolitan papers have less than 350,000 circulation combined. They are two of 199 total newspapers in the state – 37 of them small dailies – some with just a few thousand circulation – and 160 weeklies.

"This research paper reveals some of the ubiquitous global reach of the changes in media as many of these small newspapers have been drastically changed and affected by innovations in information technology. It is based on first-person interviews with newspaper leaders across the state, showing the pervasive nature of the sweeping global media change in a sparsely populated area."

More later, with less academic language, about what I learned in Oklahoma, and India.

LOOKIN'EM OVER: If you're looking for ideas for stories once the deluge of end-of-school news subsides, there are plenty of them in your neighbors' newspapers that can be localized everywhere.

• "Fan fare," in *The Journal Record*, D. Ray Tuttle's story about what kind and how much food Tulsa sports fans consume at events.

• Didja know that feral hogs are a big problem all over this state and others, ruining crops? *McCurtain Daily Gazette* reports that Discovery Channel is coming to town to do a program.

• New EPA regulations are in line for the "ozone season," reports Ralph Schaefer of the *Tulsa Daily Commerce and Legal News*.

• Budget cuts may close the Trail of Tears museum in Seminole, reports Stu Phillips of the *Seminole Producer*.

• The federal shutdown could affect the National storm lab, reports Andrew Knittle of *The Norman Transcript*.

• Rising gas prices in southwest Oklahoma are reported by Tommy Wells in the *Blair-Granite Enterprise*.

• "Chasing to save lives." It's storm chasing season, and Steve James in the *Jenks Journal* and *Glenpool Post* profiles one of them.

• "Are You Smarter than a Fifth Grad-

er?" asks the *Allen Advocate*, with a big pic of the local fifth grade.

• *Stillwater NewsPress* begins a series on the 150th anniversary of the Civil War.

• "Burn Ban Blues," by Kim Morava in the *Shawnee News Star*, as the drought continues.

• Something else to worry about – the *Wewoka Times* reports a 51-year-old woman caused a head-on car crash because she was trying to inject meth while driving.

• Nothing like big photos to grab your readers' attention. *The Garber-Billings News* carries a half-page of a group with three crosses in the background, on restoring the Sunrise Easter Service.

• *The Hennessey Clipper* carries a half-page photo by Bill Walter of four mothers pushing baby carriages along a residential street in "A sure sign of spring."

HEAD'EM UP AWARDS, lots of competition. First place, the *Oklahoma City Black Chronicle*, on an Orland Pierce story people who broke into a church service: *HELL RAISERS!*

Deck: *Making a Ruckus in God's House!*

Second place, *Walters Herald*, two headlines: *Trash Dumping – Small County, Big Story*; and on firemen burning down the home of a Randlett pastor, for practice: *Blaze of Glory*.

Third place, tie, *The Bigheart Times* and *Mustang News*. Bigheart, on a wind turbine story: *Windtalkers*, and Mustang,

Continued on Page 15

Guide for cameras in the courtroom quietly repealed

By MICHAEL MINNIS, OPA ATTORNEY



Without much or any public attention, the language governing cameras in the courtroom was removed from the Code of Judicial Conduct last December when an Amended Code was adopted by the Oklahoma Supreme Court.

The section on cameras in the courtroom was added to Canon 3 of the Code in 1975 to provide guidance to judges in responding to requests by news outlets to film, videotape, broadcast or take still photos of an ongoing trial.

Although some judges might construe

the deletion as a direction that cameras in the courtroom are not allowed, such a construction would be wrong. Judges will hereafter have to decide on their own whether to allow cameras in the courtroom and, if so, will have to create their own ad hoc guidelines.

The Amended Code, which becomes effective April 15, 2011, includes Rule 3.6 prohibiting judges from belonging to "any organization that practices invidious discrimination." The comment to Rule 3.6 states that determining whether "an organization practices invidious discrimination is a complex question." This comment is not reassuring.

The potential for misuse of this phrase is enhanced by the Code's listing of protected classes: "race, sex, gender, religion, national origin, ethnicity, disability, age, sexual orientation, marital status, socioeconomic status, or political affiliation." The Amended Code adds three new protected classes: "gender," "marital status" and "political affiliation."

What is "invidious discrimination"? Who determines that a particular group practices it? Does it include the Boy Scouts or similar organizations? These questions raise serious First Amendment considerations.

THE VALUE OF COMMUNITY NEWSPAPERS

By JOE FOOTE

When I attended the funeral of Larry Wade, publisher of the Elk City Daily News, I was struck by how few direct references there were to his lifelong career as a journalist. It wasn't that Wade's profession was irrelevant to the bountiful civic accomplishments of his life. Just the opposite. It was nearly impossible to separate Larry Wade the journalist from the civic anchor of Elk City. A good publisher's heartbeat is the heartbeat of the community.

Wade's funeral was an empowering silent tribute to the seamless integration of journalism with civil society in America. As journalism struggles to find a successful business model in the Internet age, it is a good time for us to take stock of the significant worth of journalists beyond putting a newspaper on the doorstep every morning.

We have been spoiled in Oklahoma to have 150 family owned papers as bedrocks of their communities — a remarkable number for a state our size. These

newspaper families share every joy and sorrow of civic life, are constantly promoting their communities and are zealots for civic engagement. When journalism suffers, those communities suffer.

Joe Hancock, owner of the Hobart Democrat Chief, once told me how much he felt like a failure when a subscriber dropped the paper because he thought he had let that person down so badly. Joe never wanted to be a reason why anyone in Hobart was less connected to their fellow citizens or less involved in their community.

And it's not just in small towns that newspaper publishers are inseparable from their communities. Oklahoma is the only state in the nation where the two major metropolitan newspapers are family owned and operated. Both of these third-generation publisher families are embedded solidly in the community for the long term, regardless of the current threats to the industry.

At the University of Oklahoma, we are fortunate to have a professorship

in community journalism (endowed by two renowned Oklahoma publishers, Charlie Engleman of the Clinton Daily News and Ed Livermore of the Claremore Daily Progress and Sapulpa Herald) and a community journalism course where we expose students to the critical difference they can make by dedicating themselves not only to their craft but to the communities they serve.

There is tremendous opportunity for a new generation of publishers to make a profound impact as they replace the lions of civic engagement who have preceded them. For that to happen, however, it will require a new generation of readers who value the worth of quality journalism in a democracy and the strength that journalism's leaders bring to a community.

EDITOR'S NOTE: Foote is dean of the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. This article originally appeared in the March 21 issue of The Oklahoman and is reprinted with permission.

Clark's Critique

Continued from Page 14

on the story about an upcoming vote on a new county jail: *Judgment Day*.

Honorable mentions: *Stigler News Sentinel*, on a Karen West story about a church losing its roof in a storm, "Raising the roof, literally"; *Eufaula Indian Journal*, on Donna Pearce's story about a very close election, "Eufaula mayor's race won by one."

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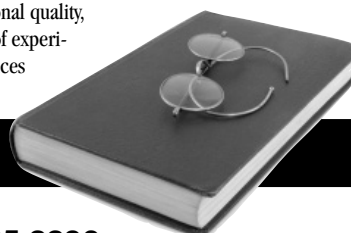
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The Hennessey Clipper



Editorial:
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Oklahoma City Friday

FEBRUARY 2011 COLUMN WINNER **BARB WALTER, THE HENNESSEY CLIPPER**

If you knew Lou, the way we knew Lou

She was a good-looking woman. Even at 82, Lou Ledbetter looked good, and her eyes would light up when I'd compliment her appearance.

It was just a few weeks ago when I'd last told her she was lookin' good. Our printer was having press problems that week, so she'd come into the office wanting her Clipper.

"I need my Clipper," she said. "How long will it be?"

"Any minute or an hour. We just don't know."

"I need my Clipper before I can go home," she said and left the office.

She was back in about 10 minutes and the papers still weren't here yet.

She was anxious.

Getting a Clipper was part of her Wednesday ritual and Lou wasn't giving up easily.

She came in one more time and later called to see if they were at 4-T's yet because she needed to go to the store too. She wanted to make sure she bought the paper from one of our racks so we'd get the whole 50-cents.

We lost Lou this week on Valentine's Day.

In addition to being one of our loyal supporters, she was also a sweetheart, and a mother figure and grandma (Nanny) figure to many of us.

Lou was one of a kind. And as she'd say, "I'm serious as a heart attack."

She grew up in Maud and had all sorts of sayings that I'd never heard of before.

She also had some strange habits.

When her youngest daughter was in the hospital in Oklahoma City, we stayed in the waiting room the night before Janice's early morning surgery.

Lou chided her older daughter and me for wearing our jewelry.

"Someone will come by here while you're sleeping and cut your fingers off to get those diamond rings," she said.

Our rings paled in comparison to her diamonds, which were safely in her purse that evening.

Right next to her "protection."

She flashed her protection — an ice pick — to show us that she'd take care of any intruder.

That was Lou.

But her ever-present purse wasn't the only thing she carried with her on overnight trips.

There was always her makeup case.

She carried it with her religiously, and we never saw her without makeup and her hair perfectly coifed.

Her children, nieces and nephews always wanted to see what was in that magic case, but Lou wasn't telling.

She would tell you, however, that you'd better wipe your feet on the rug before you went into her well-kept home.

If you stood outside her door after saying your goodbyes, you could always hear her firing up the Hoover and sweeping the carpeting.

Lou loved her vacuum cleaner and family always joked and told her they'd have a Hoover mounted on her tombstone.

I doubt that, but then you never know.



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