

# Oklahoma Publisher

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## THIS MONTH:

### IT'S ALMOST FOOTBALL SEASON

Get ideas from other members about how to put together a winning fall sports preview.



PAGE 6

**WHO KNEW?** See our feature profiling a different newspaper executive each month.

PAGE 10

**ROAD TRIP.** OPA President Rusty Ferguson and OPA Executive Vice President Mark Thomas travel the state visiting member newspapers.

PAGE 16

## Ferguson takes over as president of OPA

Rusty Ferguson, publisher of The Cleveland American, will take office as the president of the Oklahoma Press Association on July 1.

Ferguson, 49, was elected by OPA business members at the Mid-Winter Convention in February and will serve a one-year term. He succeeds Rod Serfoss, publisher of The Clinton Daily News.

Also taking office for the 2011-2012 term are Jeff Shultz, publisher of The Garvin County News Star, as vice president, and Gracie Montgomery, co-publisher of The Purcell Register, as treasurer.

Mike Brown, publisher of Neighbor Newspapers in the Tulsa area, begins a three-year term on the



OPA board of directors on July 1.

Other directors are Jeff Mayo, Sequoyah County Times; Jeff Funk, Enid News & Eagle; Dayva Spitzer, Sayre Record & Beckham County Democrat; and Brian Blansett, Shawnee News-Star. Ser-

foss will serve a one-year term on the board as past president.

Ferguson grew up in the newspaper business. His grandfather, Jo O. Ferguson, bought The Cleveland American in 1931 and started The Pawnee Chief a few years later.

His father, Larry R. Ferguson, published The American next, while his uncle, D. Jo Ferguson, published The Pawnee Chief for many years. The Hominy News-Progress is also published by the Fergusons.

"We in the community newspaper business want to sound-off loud and clear that we are not going anywhere. We are embracing, not resisting, changes brought about by

the incredible advance of social media," the OPA president said.

"Community newspaper readers still want their hometown newspapers and many of us are offering it to them in multiple formats. Our readership is strong. We are creative people who will continue providing hometown news like no one else does and continue to offer the best advertising buy for the dollar."

Ferguson said he hopes to find avenues to celebrate the talent that exists in newspapers of all sizes across the state and to find ways to pool that talent for the greater good of the industry.

Ferguson graduated from the University of  
**Continued on Page 2**

## Two days, 200 fans



On July 6, the Oklahoma Press Association launched a Facebook page.

People began "liking" the page almost immediately. As word spread, more and more gave their stamp of approval to the page.

On the second day, [facebook.com/okpress](http://facebook.com/okpress) was liked by more than 200 fans. We hope you'll like it, too.

We'll be posting information about upcoming events and programs, contest results, breaking news items and discussions about newspaper industry issues. The page will also provide a place for you to post questions and connect to other members.

We do have some rules and regulations, so please take a few minutes to look over the "Rules of Engagement" posted on the page.

Join us at [www.facebook.com/okpress](http://www.facebook.com/okpress), and become a fan.

## Supreme Court says birth dates are private

The Oklahoma Supreme Court recently sided with the Oklahoma Public Employees Association in a dispute with media outlets over the disclosure of public employee birth dates.

In a 7-2 ruling on June 28, the Supreme Court said requests by the media for state employee birth dates and employee identification were not in the public interest.

"There simply is no

instance in which we can fathom how such information would advance the public's interest in assuring that the government is properly performing its function," the opinion stated.

Chief Justice Steven Taylor and Justice Yvonne Kauger dissented. Those justices said the Legislature has amended the Open Records Act three times since its inception in 1985 and could have added birth

dates to the list of closed records.

Open government groups criticized the ruling, saying it expanded privacy protections for public employees at the expense of governmental oversight by the press and the public.

The Oklahoman and Tulsa World had sought state employee information including birth dates, employee identification numbers, salary, tenure and

job title to check the backgrounds of state employees. Birth dates are used as a secondary identifier if people have the same name.

Kelly Dyer Fry, editor of The Oklahoman and vice president of news for OPUBCO Communications Group, said that "birth dates can quickly sort out who's who. I respectfully disagree with the court's decision."

**Continued on Page 2**

# TIME OUT



OPA PRESIDENT'S COLUMN

BY RUSTY FERGUSON, PUBLISHER OF THE CLEVELAND AMERICAN

Team OPA.

An organization such as the Oklahoma Press Association can be looked at very much like a team. We face challenges together, set goals together and pull together to work toward those goals. I'm sure you've seen it before, but there's not a more accurate acronym than TEAM — *Together Everyone Accomplishes More!*

So, that's my game plan for the year ahead. I want to call on the talents that make up our roster — from the smallest weekly to the largest daily and every weight class in between — to contribute to Team OPA in one way or another. After all, the choices and actions of every team member affect every other person on the team.

There are a number of opportunities in the OPA playbook that invite staff members from your newspaper to huddle up and learn ways to move forward. For example, the variety of workshops provided each year by the Oklahoma Newspaper Foundation is enough to make anyone cheer! Be it advertising, investigative reporting, feature writing, circulation, computer training, print quality, layout and design, etc. the bases are covered. Don't be left on the sidelines as the level of participation in these workshops helps determine future line-ups.

Another way to be an active part of the team is to serve on an OPA committee. It's the diverse thoughts and ideas from throughout the OPA roster that build a winning season. Your involvement, be it on the education, awards, government relations, marketing or Legal Services Plan committee, is what moves OPA into the red zone.

A couple of new opportunities offer you the best seat in the house — the one you're now sitting in! From your computer we want you to log on and be a part of the team. Here's how:

We've recently kicked off OPA's Facebook page. The ball is in the air and we need you to keep it moving. We want our Facebook page to be used as a positive forum between newspaper employees across the state. Pitch us your ideas. Tackle new information. Catch new strategies. Build each other up. Later this year, we'll

sound the buzzer to let you know a "content exchange" area is ready to be added to the OPA website. Located in a "members only" area, you'll be invited to post editorials, columns, features and photos that you'd be willing to share with other OPA members.

The purpose of the content sharing will be to provide a pool of information available in one central location. When you're left holding the ball and have only inches to completion, you'll be able to count on an assist from your teammates as you see what's available from OPA, instead of using generic filler material obtained elsewhere. I see it as a win-win situation and a great opportunity to let the talent found in newspaper offices across Oklahoma be seen beyond each local field of play.

Clearly, a strong team is made even stronger when its members have paid their "dues." For an athlete, those dues include hard work, discipline and lots of practice time. Team OPA depends on the hard work of its members, knowing that your long hours of sweat and toil allow you to pay your membership dues. The OPA board of directors has been taking a hard look at the dues restructuring process over the course of the past year and have recognized the need for change in order to stay at the top of our game. It's a subject with which we will continue to grapple, always keeping fair play in motion. No snap decisions are being made and, certainly, no one will be trying to stiff arm anyone. When a new plan is ready, we'll roll it out and aim your way.

Finally, there's no celebration quite like the enthusiasm that erupts after winning the big game. At OPA I think we have something to celebrate and the players of the game, the ones who really make a difference in our industry, are found in your office. We're all in this together. Let's get out there and win!

## THE POINT AFTER

*"Treat a person as he is, and he will remain as he is. Treat him as he could be, and he will become what he should be."*

— JIMMY JOHNSON  
as told to reporter Jarrett Bell

## Website will help keep government accountable

The Oklahoma Council of Public Affairs (OCPA) recently announced the launch of AccountAbilityOK.com — the state's most user friendly and interactive government transparency website.

The website allows citizens to search state government spending, state employee salaries and pensions, sources of state revenue, and to find out who benefits from tax credits.

"For years, scrutiny of Oklahoma government spending has been largely reserved for a few powerful legislators and the occasional lucky journalist who stumbles upon a confidential tip," said OCPA Fiscal Policy Director Jonathan Small, CPA. "AccountAbilityOK.com evens the playing field for citizens and allows them access to spending data, which is a powerful tool to hold government accountable.

"While other transparency websites offer some information, no site offers as quick and user friendly an experience as AccountAbilityOK.com. We strongly encourage citizens to begin their own investigation, and they can see firsthand

bloated pension payments, exorbitant travel expenditures, ridiculous salaries and perpetual growth in government spending."

In 2006, OCPA and Sen. Tom Coburn began promoting the idea for a government transparency website that allowed citizens to search state expenditures. In 2007, the Legislature approved the idea and the Office of State Finance created Oklahoma Open Books.

"While Oklahoma Open Books was a great first step, AccountAbilityOK.com makes it easy for Oklahomans to search data organized in a way that is simple to understand so they have the information to hold government accountable," said OCPA President Michael Carnuccio. "Our goal is freedom, and the best way to advance freedom is to empower citizens with knowledge about government activities."

OCPA is a nonprofit, nonpartisan think tank which formulates public policy research and analysis consistent with the principles of free enterprise, limited government and individual initiative.

## OPA PRESIDENT

Continued from Page 1

Oklahoma in 1984 and returned to Cleveland a year later with his wife, Deana, to become publisher of The Cleveland American. His father had been elected to the Oklahoma House of Representatives and passed the paper to Ferguson.

Ferguson is active in his community having served as president of the Cleveland Chamber of Commerce on three different occasions and currently chairs the local library's board of directors. He is chairman of the Hanson Educational Trust, a million dollar trust that awards an average of \$35,000 each year to graduates of

Cleveland High School. He is an elder as well as children's director of First Christian Church in Cleveland. He also has served on the Oklahoma Newspaper Foundation Board of Trustees since 2002.

"I think you'll find it common in communities across this great state that newspapers not only provide the local news the townspeople need to know, but also play a key role in supporting the active civic life that makes their piece of Oklahoma special," Ferguson said.

The Fergusons have four children: Liberty and husband Sol, Lincoln, Landon and Layne, all who have or are following their parents as OU Sooners.

## BIRTH DATES

Continued from Page 1

Joe Worley, executive editor of the Tulsa World, said the newspaper was disappointed by the ruling, which he said makes new law.

"With date of birth information, the Tulsa World is able to confirm or rule out the identity of people accused of crimes," said Worley. "Without that information about public employees, Oklahomans don't know who is working in the government that they are paying for."

Oklahoma Press Association Executive Vice President Mark Thomas said the Supreme Court expanded privacy protections for state employees at the expense of transparency in government.

"It's ironic that private citizens are required to give our information to the government to vote or drive, but the same information about state employees is off limits," Thomas said.

"Now government will have everything about us, but we'll have nothing about them."

# City of Catoosa releases police audio, video recordings

The City of Catoosa agreed on June 22 to release police recordings being sought in a court dispute over the state's Open Records Act.

Attorneys seeking the records had sued the cities of Catoosa and Claremore on May 24, alleging that they violated the Open Records Act in refusing to provide requested audio and video recordings.

The records stem from the alcohol-

related arrests of three defendants from Catoosa and one from Claremore, said Josh Lee, the attorney who brought the suit.

Both hearings were set for June 22 before Rogers County Associate District Judge Sheila A. Condren. The Claremore hearing has now been set for Aug. 1.

Lee said the city of Catoosa agreed that audiotapes and videotapes of the police

department are subject to the Open Records Act "to the extent that they exist."

The agreement states that the civil case will be dismissed and no criminal action will be sought against the city, which agrees to pay \$3,500 in attorneys' fees and costs, said Lee.

The Open Records Act includes sound and video recordings in its definition of a public record.

## Rogers County to halt multiple public notices

Rogers County commissioners voted unanimously to cease publishing court claims and proceedings of weekly commissioner meetings in two newspapers at once.

Starting July 1, legal notices are only to be printed in the Claremore Daily Progress.

State law requires counties to publish legal notices in at least one local paper per county. Claremore commissioners claim

that publishing the notices in a second county paper has become too cost prohibitive. Last year, commissioners said the added cost was necessary to be transparent. Now they say it's just too much.

Until last year, notices were rotated among the county's newspapers in an order determined by bidding. That practice was stopped when the district attorney's office told commissioners that state law requires counties to pay a specific rate.

## Meeting agenda mishaps noted around state

### McALESTER CORRECTS AGENDA MISTAKE

The McAlester City Council corrected an agenda mishap at its June 27 meeting.

An item to close some streets and alleys had been declared passed on June 14, even though the posted agenda stated a different subject.

The McAlester News-Capital contended having the council declare an item passed that the agenda stated was about another subject would set a dangerous precedent.

City councilors passed the measure by a unanimous vote at their next meeting.

### ELECTION OF MAYOR NOT ON AGENDA

Reg Green was recently elected as mayor of Sapulpa, even though the measure was not on the posted agenda.

Also elected at the meeting as vice mayor was Councilman Louis Martin, Jr.

The council considered the motion to elect Green as mayor under "New Business."

The Oklahoma Open Meeting Act states: "All agendas... shall identify all items of business to be transacted by a public body at a meeting."

## Newcastle hires new graphic designer

Clarence B. Wright, or Bee as he's known to those closer to him, has joined the Newcastle Pacer's staff as a graphic designer.

Wright has been interested in newspapers for a large portion of his life, working at school newspapers from junior high through college, including serving as a staff writer for The Daily O'Collegian at Oklahoma State University.

He started studying journalism at OSU in 1994 and after three years, discovered his passion was layout and design.

After his junior year, he put college on hold to help with his mother who was battling breast cancer.

In 2009, Wright decided to go back to school to study graphic design. He enrolled at Canadian Valley Technology Center in Chickasha and graduated in 2010.

"It wasn't easy going back to school surrounded by so many younger students," he said. He credits teacher Traci McNeff with helping him adjust.

Once Wright is settled into his new job, he plans to complete his journalism degree.

"I have always wanted to work for a newspaper but life happens," he said. "Now, so many years later, I've come full circle, and I am where I always wanted to be."

While he was waiting for his dream job, Wright wrote and published a children's book called Saffron's Wish about a dog that wants to become a real girl. The book is based on his own beagle/dachshund mix.



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Mark Thomas, Executive Vice President  
Oklahoma City

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Rod Serfoss, Past President  
*Clinton Daily News*  
Jeff Mayo, *Sequoyah County Times*  
Jeff Funk, *Enid News & Eagle*  
Robby Trammell, *The Oklahoman*  
Dayva Spitzer, *Sayre Record & Beckham County Democrat*  
Brian Blansett, *Shawnee News-Star*  
Mike Brown, *Neighbor Newspapers*

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# Journalist from India shares ideas with UCO students

By TERRY M. CLARK, Journalism Professor  
University of Central Oklahoma

What if I told you the newspaper business was booming in increased advertising and circulation, that there were competitive papers in every market and that all journalism grads had jobs waiting for them?

You'd think I'd had too much to drink, used drugs, was delusional, had finally lost it or was dreaming, right?

Well, I have had a revelation of good news about newspapers, but it's based on fact, in spite of the doom and gloom and shakeups in the American newspaper industry.

After recently traveling to India, and hosting an Indian journalist-professor, I think American newspaper gurus need to broaden their search for answers.

I took 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 the University of Central Oklahoma's College of Liberal Arts, to help build a bridge between faculty and students at the two universities.

There I listened to international experts, and also met the head of the journalism school, Dr. Shridhar Krishnaswami, a veteran newspaper journalist who covered Washington, D.C., for a decade for the Daily Hindu, one of India's largest newspapers with 2.1 million daily circulation.

He visited us since then and I picked his mind about Indian newspapers, adding to the information I learned over there.

I've never seen so many people in my life, even on a short stay. We have almost no concept of how big India is, with more than 1.1 billion people, and in spite of a 40

percent illiteracy rate (that's more people than live in the U.S.), newspapers are the dominant media.

Here are the facts. The largest English circulation newspaper in the world is The Times of India, with up to 7.5 million a day, depending on sources.

It pales compared to some of the 110 million ethnic language newspapers. The top two Hindi language papers have 16 million and 13.5 million circulation daily.

Everywhere you go, you see these newspapers on newsstands, in hotels, on the streets.

Asia has a newspaper-reading culture. Top circulation is in China, with 93.5 million total, and India is next with 78.8 million, and Japan, 70.4. (U.S. is about 48 million).

Why, I asked, and what can we learn?

Here's what Dr. Krishnaswami told my blogging class.

"Unlike newspapers in the United States, which are in deep trouble, print media barons in India are laughing themselves all the way to the bank; and it's the reason literacy rates are going up annually and the rising social mobility," he said.

He also said there were cultural differences: "Indians by nature are an inquisitive lot and a lot of emphasis is placed at the school level on newspaper reading as a way to improve vocabulary and writing skills."

He admitted that the Internet and social media are not as advanced in India, yet.

"Social and digital media is indeed taking a toll, but in a small and measured way in India, unlike that of the United States. But slowly newspapers in India will have to figure a way out and many papers have



Dr. Shridhar Krishnaswami chats with students in Dr. Terry Clark's blogging class at UCO.

already started to confront this issue," he said.

Indeed this was much of the focus of the symposium in India I took part in. Indians know the media world is changing, but they have more time to adapt.

I asked him what American newspapers could learn from their Indian counterparts in the world's most populous democracy. He had mixed views.

"It is not a question of one learning 'something' from the other. Rather I see it is as something journalism the world over should see how the field could be strengthened, especially in the current context of the difficulties the profession is facing," he said.

"If there is anything to be learned from India by American journalists, it is how to go about doing a job in a multi-cultural society that is prone to pulls and pressures, linguistically and on religion."

But he had praise for American journalism: "Indian journalists also have something to get out of the system – the fearless fashion in which American reporters go about the job to the extent they can. Indian scribes could also be more exposed to American courts and their interpretations of media laws."

Another of his comparisons seemed to fit Oklahoma, the rapid growth of community journalism by major media companies to serve smaller communities that we today label with the buzzword "hyper-local," which isn't anything new to weekly newspaper people.

Oklahoma's population is 3.5 million, and newspaper circulation is tiny compared to India, but the contrasts made his comments and answers to my students' questions spellbinding.

One of them said to me afterwards, "It's good to know print isn't dead."

OPA CALENDAR  
OF EVENTS  
**GAME PLAN**  
Complete Listing of Events at  
[www.OkPress.com](http://www.OkPress.com)

THURS., JULY 21  
ONF WORKSHOP

## THE ART OF ADVERTISING WITH PETER WAGNER

N'West Iowa Review publisher Peter Wagner returns with a two-part workshop to teach you how to design and sell ads to create high quality products for your clients. Ad designers and salespeople will benefit from sessions on guiding customers to share what they expect from your newspaper through the art of the interview and how to design better looking, more effective ads in color and black and white. Attendees will learn to turn listening into a sale, and Wagner will also collect design samples from

attendees and give pointers. Registration \$35.

## THURS. & FRI., AUG. 11 & 12 ONF WORKSHOP GET CREATIVE WITH ADOBE INDESIGN & CREATIVE SUITE

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 employees and reporters wanting to learn new skills. Want to add more skills in Photoshop and Illustrator to your paper's design toolbox? Melot will show you the newest ways to use these Adobe offerings. Registration \$20 per day.

## THURS., SEPT. 15 ONF WORKSHOP MAKE MEETING STORIES MATTER

From crafting the story lead to research to how to start on a beat, there's a lot to know about covering that city council meeting. Don't you wish you could ask a group of

experienced reporters and editors what to do before you grab a fresh notebook and head out to the meeting room? Now you can. Local newspaper reporters and publishers will speak on Open Meetings law and the best way to cover and write stories about public meetings at this workshop. Registration \$35.

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

# OPA directors approve annual contest date change

The Oklahoma Press Association Board of Directors met June 9, 2011, in Oklahoma City. See attendance at right.

After calling the meeting to order at 10:30 a.m., Serfoss asked board members to review minutes of the Feb. 3 and April 15, 2011, meetings. The minutes were approved as presented.

## FINANCIAL REVIEWS

The financial review included review of OPA and LSP financial statements for the period ending May 31, 2011; a consolidated summary including total income, expenses, profit and cash for the period ending April 30, 2011, and OPA and LSP investment reports for the period ending April 30, 2011. The board unanimously approved receipt of the reports.

Thomas reviewed 2010-11 year-end projections for OPA and LSP. OPA is projected to have a profit. LSP is projecting a loss due to professional expenses for several Plan B defenses that were not budgeted.

Board members reviewed OPA membership dues for the 2011-12 year following elimination of the OCAN discount. Members that publish OCAN/2x2s will have access to OPA's computer and postal consultants, but Oklahoma Press Service will no longer reimburse OPA for a dues discount.

The board also reviewed a list of member papers that do not upload issues to OPEN and agreed to proceed with charging a 25-cent per page service fee to all business member newspapers not uploading. Thomas said 85 percent of member papers are now uploading, which represents approximately 92 percent of the total pages in the system.

The current list of 45 sustaining members and 12 associate members was reviewed at the meeting. A motion was made to increase for-profit sustaining dues from \$350 to \$400 per year; increase non-profit sustaining dues from \$150 to \$200, and increase associate dues from \$60 to \$65. The motion passed unanimously.

The sustaining membership application of Sac and Fox News was unanimously approved by the board.

## BOARD APPROVES CHANGES TO BETTER NEWSPAPER CONTEST

The board also reviewed committee activity reports. Spitzer reported that the awards committee made two recommendations for the board's consideration:

## OPA/S BOARD ATTENDANCE

**OFFICERS:** President Rod Serfoss, Clinton Daily News; Vice President Rusty Ferguson, The Cleveland American; Treasurer Barb Walter, The Hennessey Clipper

**DIRECTORS:** 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; Brian Blansett, Shawnee News-Star

**GUESTS:** Treasurer-elect Gracie Montgomery, The Purcell Register; Director-elect Mike Brown, Neighbor Newspapers

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

**ABSENT:** Jeff Mayo, Sequoyah County Times

1) Eliminate the Better Newspaper Contest rule that prevents more than one weekend edition from being submitted in the news content, layout & design and advertising events; and

2) Due to the annual convention's change of date, move the contest period to a calendar year schedule in the Better Newspaper Contest, Print Quality Contest and Outdoor Writer of the Year competition. The contest period for 2010-11 contests would be from Sept. 1, 2010, through Dec. 31, 2011. For contests in 2012 and subsequent years, the contest period would be from Jan. 1 through Dec. 31.

The board unanimously approved the awards committee's two recommendations.

Education committee activity included a review of the board's decision at the board retreat to change the dates of the annual convention to June and hold it at the Reed Center and Sheraton in Midwest City for a third year. Shultz and board members also reviewed three workshops with good attendance held in early 2011 and a list of workshops scheduled for the summer.

Funk called on Thomas to review the Government Relations Committee's activity. Thomas presented a report summarizing 20 bills signed by the governor and 41 bills that are dormant, failed or were vetoed. Thomas said he is working with FOI Oklahoma on transparency bills for next session.

## LEGISLATIVE EVENTS PROPOSED

Thomas discussed three events for 2011-12: 1) A series of traveling open meeting and records seminars led by Attor-

ney General Scott Pruitt and his staff this fall; 2) a Legal Notice Summit to work on legislative strategies; 3) Changing the annual government relations committee meeting at the State Capitol to a legislative meeting where the governor and other elected state officers are invited to speak to OPA members during the first week of the legislative session.

The Legal Services Plan committee report included a review of the LSP quarterly report for March 31, 2011, prepared by Minnis. Thomas said all defense cases have been dismissed or settled.

The marketing committee met at the OPA office April 1 and discussed revenue-producing ideas for OPS and member newspapers. Trammell said the committee also requested more advertising workshops and idea exchange opportunities.

In other business, President-elect Ferguson reviewed a timeline of new projects including a monthly feature in The Oklahoma Publisher profiling a newspaper publisher; launching an OPA Facebook page, and a content exchange area on the OPA website for members to share opinion pieces, feature stories and photographs.

## OPS BOARD NEWS

At the OPS board meeting, members approved minutes of the Feb. 3, 2011 meeting.

Board members reviewed and acknowledged receipt of OPS financial statements for the month ending May 31, 2011. Year-end projections for 2010-11 also were reviewed at the meeting.

Thomas said he is looking at several options to establish an online advertising placement system capable of performing all the functions needed by OPS.

He also reported that the clipping department is offering a new service to provide summary reports on press release effectiveness. The department is considering a price increase for clipping since rates have not been increased for three years.

Serfoss thanked the board of directors for their service this past year and expressed how much he appreciated their hard work. Serfoss also thanked Trotter for her many years of service to OPA, and welcomed Brown as the newest director to the board.

Thomas said it was good to have Montgomery returning to the board as treasurer and said he enjoyed working with Walter as treasurer this past year.

# THANK YOU

## for supporting the OKLAHOMA NEWSPAPER FOUNDATION

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

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Oklahoma City, OK 73105

# ARE YOU READY FOR SOME FOOTBALL?

Summer vacation is slowly marching to its end for most Oklahoma students, which means one thing – it's almost football season. The tackling dummies are dusted off, the dreaded two-a-days are scheduled and the band and cheerleaders are practicing.

Inter-school football scrimmages will begin in mid- to late August so don't wait to put together a preview of your city or region's upcoming football and fall sports seasons.

Although in Oklahoma it might be easy to believe football is the only sport, there's plenty of other action taking place. Don't forget women's sports and other team activities so all your area student athletes are included.

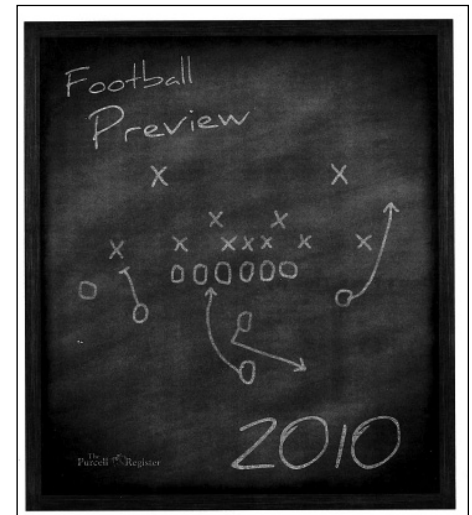
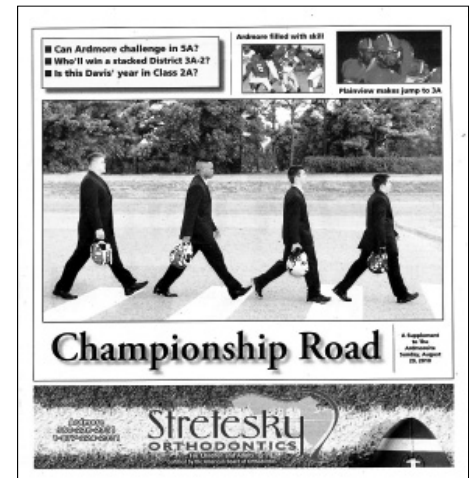
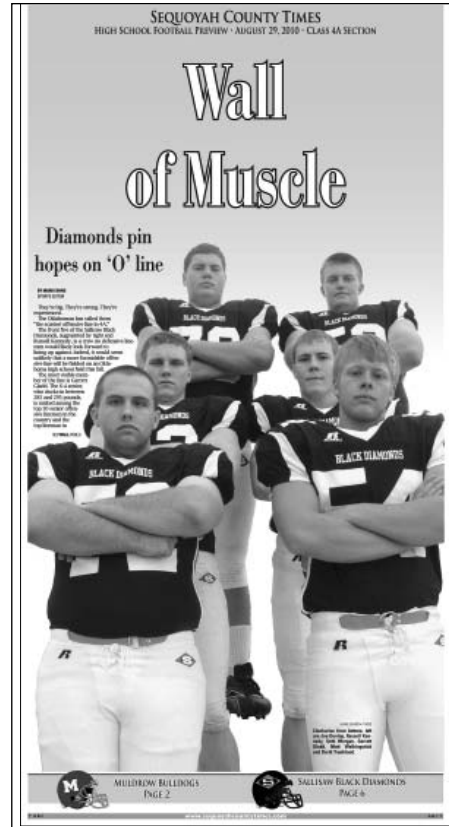
The Oklahoma Secondary Schools Activities Association's website, found at [www.ossaa.com](http://www.ossaa.com), is a good place for information pertaining to fall sports, including regulations changes and more.

Some private schools in your area might be affected by the OSSAA's decision to move many private school athletic programs up one division starting in the 2012 football season. How will this affect the teams in your area?

As always, other newspapers can offer great ideas to localize for your area.

Here are some examples of members' football and fall sports previews, including ideas for art, ad sales and stories.

## Creative covers and layouts



Let your covers and layout draw readers into your issue. Don't be afraid to have fun with your photos or headlines. These pages from the McIntosh County Democrat (left), the Sequoyah County Times (center), The Ardmoreite (top right) and The Purcell Register (bottom right) all illustrate fine ways to present your preview.

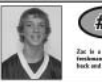
## Action shots and behind the scenes photographs

Whether it's the band or a big hit, people enjoy seeing the action, as well as what goes on before the Friday night lights. Christy Wheeland from the Coweta American shot this pre-season band practice for the Sept. 1, 2010, issue. A file photo from the Claremore Daily Progress shows former Claremore Zebra Dakota Basks taking down an opponent in the Aug. 29, 2010, edition.



# Front page, full page or featured, sell those ads.

Page 3 - VINITA DAILY JOURNAL, 2010 Football Preview

 #1 Zack is a 5-6, 160-lb. tackle - tackle back and line safety. The First National Bank of Coweta 100 W. Main 256-7911 www.fnb.com	 #2 Devonta is a 5-11, 180-lb. senior - tackle and line safety. DANNY LANKFORD D.V.M., PLLC 100 W. Main 256-7911	 #3 Kinary is a 5-11, 160-lb. senior - tackle and line safety. DANNY LANKFORD D.V.M., PLLC 100 W. Main 256-7911
 #4 Austin is a 5-11, 160-lb. senior - safety and line backer. Lucille's Flowers 100 W. Main 256-7911	 #5 Zach is a 5-11, 185-lb. senior - tackle and line backer. ARVEST 100 W. Main 256-7911	 #6 Nathan is a 5-11, 150-lb. senior - safety and line backer. Oklahoma Express 100 W. Main 256-7911
 #7 Chris is a 5-11, 160-lb. senior - safety and line backer. Oklahoma Express 100 W. Main 256-7911	 #8 Nash is a 5-11, 190-lb. senior - tackle and line backer. The First National Bank of Coweta 100 W. Main 256-7911	 #10 Monte is a 5-11, 160-lb. senior - safety and line backer. Express 100 W. Main 256-7911

2 Coweta American Wednesday, September 1, 2010 FOOTBALL PREVIEW

**2010 COWETA TIGERS FOOTBALL**

**SCHEDULE OF GAMES**

Sept. 6	Lawton	Home	7:30
Sept. 13	Okmulgee	Away	7:30
Sept. 20	Okfuskee	Home	7:30
Sept. 27	Okmulgee	Home	7:30
Oct. 4	Okfuskee	Away	7:30
Oct. 11	Okmulgee	Home	7:30
Oct. 18	Okfuskee	Away	7:30
Oct. 25	Okmulgee	Home	7:30
Nov. 1	Okfuskee	Away	7:30
Nov. 8	Okmulgee	Home	7:30
Nov. 15	Okfuskee	Away	7:30

10% OFF Any Purchase with this ad at Ocala Wine & Spirits

Yocham Companies  
Yocham Trucking, Inc.  
Rock • Sand • Dirt  
(918) 486-4126

Health Now Chiropractic  
3001 E Hwy 31, Suite B, Coweta, OK  
(918) 486-1400

KEEL'S CUSTOM FENCING  
"IF IT'S FENCE CALL ME!"  
Burr Mast  
357-3732

Legacy Bank is a proud supporter of...  
**MARLOW OUTLAW FOOTBALL**

good luck on the 2010 season

check out another winner...  
WinWin Checking exclusively at Legacy Bank

Visit us at Marlow at 1481 S Broadway • (800) 650-0800  
and in Okmulgee at 2708 N Hwy 91 • (918) 292-0480

LEGACY BANK

2010 PIEDMONT FOOTBALL PREVIEW

**SMASH UNIT**

Peace of mind is as close as the nearest New York Life agent.

Terese Luffagewell, Agent  
New York Life Insurance Company  
222 N. Main, Suite E, Kingfisher, OK 73750  
(405) 368-5288  
tluffagewell@nyl.com

NEW YORK LIFE

# Don't forget the supporting cast and other fall sports

6 Glenpool Post Wednesday, September 1, 2010 / FOOTBALL PREVIEW

**Meet the coaches**

**COMPLETE COVERAGE FOR 2010**

**Follow The Games Every Friday Night**

**PIGSKIN**  
All game coverage at \$15

**Smackdown**  
All game coverage at \$15

**YARD SALES**

www.glenpoolpost.com

Marshall County Football 2010 Page 10

**Leaders of the Band**  
Jennifer Francis and Ashley Morgan will represent their clubs on stage during the Hargrett High School marching band in 2010.

**Paradise DONUTS**  
KINGSTON OK  
580-564-4343

**Senator Jay Paul GUMM**  
www.gumm.us

12 Fall Sports, August 30, 2010  
CHS SOFTBALL

**Fastpitch team a 'work in progress'**

By CHRIS LARSEN  
Sports Editor

It's only a traditional couple weeks to local fastpitch fastpitch whether or not Chickasha would be able to field a team.

Chickasha and a number of freshmen fastpitch players will be competing in the Chickasha Invitational.

On the first day of school, these new players, promising a "work-up call!"

2010 Football Preview

**Good Luck and Have a Great Season!**

**A Winning Tradition**

...First National Bank of Trust of Elk City and the Big Elks.

**First National Bank & Trust of Elk City**  
"There is a Difference"

Elk City 225-2580 Home Office: Elk City, Oklahoma fnbcc.com  
Snyder 928-2580

It's not just players that make fall Friday nights special. Try featuring coaches, cheerleaders, etc. who ad to the spectacle and fun that is high school football in Oklahoma, like these pages from the Glenpool Post (far left), The Madill Record (center left) and Elk City Daily News (far left). Also, fall is not just for football. There are a variety of women's sports that need mentioning, such as softball and volleyball. Take the lead from this page from the Chickasha Express-Star (center right) and give them some coverage.

# NEWSPAPERS FOR SALE

## OKLAHOMA

**TWICE WEEKLY** with \$500,000 revenue in city of 8500 with lots of industry. Newspaper used to be a chain daily, but is trimmed out now for a good return. Cash flow \$80,000 plus owners draw. Central Oklahoma. Most of the neighboring newspapers are owned by individuals. 2300 circulation.

**SUBURBAN SUPER NEWSPAPER** 7,000 circulation, twice weekly. Includes real estate with around \$60,000 in rental income. Revenue around \$1,500,000 with cash flow in the \$300,000 to \$400,000 range. Very well respected publication with even more potential.

## TEXAS

**MONTHLY.** National B to B publication based in Texas, but circulated all over the USA to a targeted list. They've chosen a niche with little competition, although in a category that does have its ebbs and flows. Revenue is generally above \$2,000,000 with a near 50% cash flow. This publication is decades old and solid as anything in the nation. Runs with only 3 employees.

**COMMUNITY WEEKLY SE TEXAS.** Weekly in the piney woods near Beaumont. 2300 circulation. Ideal for couple with a little extra help. Working owners take \$84,000 draw out of \$225,000 gross with some left over. Town is 2500. School district is 6500. Priced at \$150,000 and possible financing help is available to right prospect. Owners have reason to move and will help make this possible.

**DALLAS AREA.** North of Dallas, Suburban weekly with monthly companion. Located in great market of larger homes, acreages, some horse. \$245,000 gross. About \$70,000 available for owner's draw. They also have a great presence on the web.

**SOUTHEAST OF DALLAS,** Suburban Weekly in city of 8500. Revenue about \$125,000. Two person shop. Newspapers also services another city nearby. Lots of potential never realized. Priced at \$75,000.

**TEXAS PANHANDLE.** Super weekly located on major highway but 100 miles from nearest mall, 30 miles from Wal-Mart. Paper does \$460,000 annually and grows every year. Owner has cash flow of \$4,000 per week. Great building included Great employees. There is more to this story. Call me.

**SOUTH TEXAS.** 3 or 4 listings coming up. 3 newspaper cluster by one owner in the valley. Revenue \$400,000 with lots and lots of further potential. I'm still putting package together. Another very healthy weekly 30 miles away will be coming on market by year's end, also with \$400,000 annual sales.

## NEW MEXICO

**20,000 DISTRIBUTION WEEKLY.** Full color, five section, 100 page newspaper with staff of over 20 topflight employees. Revenue \$2,500,000 with cash flow above \$600,000 on top of generous owner's draw. The city is 2nd largest in N Mexico with population above 100,000 and MSA about 200,000. Stable economy with lots of government and higher education employment.

## KANSAS

**NEAR WICHITA.** Two weeklies 30 miles apart. Sometimes remote owner runs them with 3 employees between them, sometime 4. Working couple would be ideal. Revenue \$225,000. Cash flow for remote owners has been as high as \$80,000 before salaries. Would sell for \$225,000.

**RURAL AG WEEKLY.** Covers 7 counties, 20,000 distribution, several salesmen. Revenue near \$600,000. This publication has grown every year since its birth 7 years ago. Having its highest revenue this year.

## IOWA

**TWICE WEEKLY** in central Iowa County seat city of 3,000. Very solid operation with consistent revenue. Could possibility convert to once weekly. Includes real estate. Owner drives about 100 miles to work and is ready to do something different. Revenue around \$360,000 to \$380,000.

## ARIZONA

**A FREE NEWSPAPER,** with 12,000 distribution. 2010 revenues over \$200,000. Located near Phoenix. Owner has other businesses and needs to slow down. This publication is 16 years old. Owner will make a real deal for quick sale.

**FOR BUYERS:** These are attractive opportunities valued correctly. The days of inflated prices are over. The larger chain newspapers are pretty well out of the market for new acquisitions.

**FOR SELLERS:** I am contacted daily and weekly for opportunities to acquire good publications. Many times it needs to be in a geographic area where I have no listings. Please let me know if you'd like to sell. W. B. Grimes has sold over 1400 newspapers in the past 60 years.

**FREE VALUATIONS:** If you are curious about what your publication would bring, call me and in a few minutes I can determine its value in the current market. It's confidential and at no cost.

WB • Established 1959  
**Grimes &  
company**

Investment brokers to the Media, Sports and Entertainment Industries

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rhyde@att.net

www.MediaMergers.com

# Kaley returns to Duncan Banner as editor

Jeff Kaley has returned to The Duncan Banner as editor.

Kaley, who has been an associate editor and sports editor for The Banner, returns after serving 5 1/2 years as editor and general manager of the Waurika News-Democrat, a sister paper of The Banner.

Moving into the position of editor at the News-Democrat is David Laughlin, who was working as a Banner reporter.

"We talked to a number of people about The Banner position," publisher Ed Darling said, "and while we visited with some quality professionals in our search, we always seemed to come back to Jeff. He has experience in all phases of the news business. He understands community journalism and he is an excellent writing coach."

In addition to his 26-year association with The Banner and the News-Democrat, Kaley has also worked for the Stillwater NewsPress, the Borger (Texas) News-Herald and the Robinson (Ill.) Daily News.

Darling originally hired Kaley as The Banner sports editor in 1985.

"I'm delighted to be rejoining Ed Darling, the news staff and all Banner employees," said Kaley.

Under Kaley's leadership, the News-Democrat earned the Oklahoma Press Association's Sequoyah Award in its circulation division. Kaley's writing has earned him numerous awards from the OPA and he was named columnist of the year by Community Newspaper Holdings Inc. in 2007.

Laughlin moves to the News-Democrat from The Banner, where he has been a general assignment reporter since December 2009. He also worked as a sports correspondent.

He is an Empire graduate and attended Cameron University.

Prior to entering the newspaper field, he worked for Halliburton out of its Duncan office.

# Longtime Newkirk newspaper carrier retires

Eighty-one year old newspaper carrier Davie Lee Avery recently retired.

Avery, who carried the Newkirk Herald Journal every Wednesday since 1985, moved to the Newkirk Nursing Home due to health concerns.

When Avery wasn't able to deliver his self-made paper route, members of the community became concerned.

"Davie is an institution in Newkirk, and everybody knows him and cares for him," said Newkirk Housing Authority Director Debbie Falkenberg.

Some years ago the Kay County District Attorney's Office purchased a three-wheel bicycle for Avery. Residents provided large white bags with "Newkirk Tigers" printed on the sides for him to carry his papers each week.

Robert Lobsinger, former publisher of the Herald Journal, recalled how Avery got into the newspaper business. He started by putting 15 cents into one of the vending

machines each week and grabbing a handful of papers.

"We had a little prayer session about that," Lobsinger said, "especially after Davie came to the office one day, fifteen cents in hand, wanting to buy six more papers because the vending machine was empty.

"It was a good week for Davie. Not so good for the circulation revenue at the paper," Lobsinger said.

After the police chief, who happened to be one of Avery's customers, explained that it was illegal to take papers from a vending machine, Avery started buying papers at a discount from the Herald office.

Wayne White, who was editor of the Herald Journal from 2000-2007, said Avery never missed the opportunity to ask, "Wanna buy a newspaper?"

"I'm sure many people in Newkirk will wish they could still give him a dollar for a 50-cent newspaper," said White.

# Hennessey Clipper celebrates 121st anniversary

The Hennessey Clipper observed its 121st birthday on June 13, 2011. The Clipper first hit the streets of Hennessey on June 13, 1890.

This year also marks 107 years of the weekly newspaper being in the family of

Bill Walter, Clipper co-publisher. Walter took over the paper in 1980.

In June 1978, he named his wife, Barb, as managing editor.

The husband and wife team now serve as co-publishers.

# Oklahoman names new management team members



Kelly Dyer Fry will take over as editor of The Oklahoman.



Former Publisher David Thompson (left) is retiring and Christopher Reen, Executive VP of OPUBCO Communication Group (right), is taking his place.



After two promotions, J.E. McReynolds (left) is the new Opinion Page editor at The Oklahoman. Owen Canfield (right) is taking McReynolds' old position as chief editorial writer.



## FRY TO REPLACE KELLY

Kelly Dyer Fry, OPUBCO Communications Group vice president of news, has been named The Oklahoman's new editor. She will also retain her duties as vice president of news.

Christy Everest, chairman and CEO of OPUBCO, made the announcement several weeks after former editor Ed Kelley announced that he was leaving his position as editor of The Oklahoman to become editor of the Washington Times.

Fry has worked at OPUBCO for 17 years, starting out as features editor, then moving to the digital side of the company in 1997.

She led the team that launched NewsOK.com in 2001, serving as general manager of the site.

Since 2001, the site has grown to become Oklahoma's most trafficked local news site.

In 2007, Fry and her team introduced video to NewsOK after constructing a state-of-the-art studio on the OPUBCO campus.

Also that same year, she led the reorganization of the OPUBCO's news operations in merging the digital aspect with The Oklahoman's News and Information center.

"Kelly has worn many hats and has led many of our digital initiatives including NewsOK," said Everest. "Her strong journalistic background in print and digital is a good combination for the editor's role. I look forward to her continued efforts in making all our products the best they can be."

Fry comes from a line of Oklahoma

journalists. Her grandfather, Ray Dyer, and her aunt, Kay Dyer, both worked for OPUBCO during their careers. Fry's family also owns the El Reno Tribune.

"This is a thrilling and humbling opportunity for me," Fry said. "I have deep respect for this institution and Oklahoma is my home. I am dedicated to connecting with our readers and fulfilling our First Amendment obligation. We play a vital role in the community and I look forward to many years of great journalism. I hope to beef up our watchdog efforts and enhance our local coverage."

Fry graduated in 1981 from Oklahoma State University, where she earned her bachelor's degree in journalism education.

## THOMPSON RETIRES, REEN NOW PUBLISHER

On June 2, Everest announced that Christopher P. Reen had been named publisher of The Oklahoman.

Reen will be the fourth publisher of The Oklahoman since the Gaylord family purchased it in 1903.

Reen, who served as executive vice president of OPUBCO's communications group since 2007, is taking the reins from retiring publisher David Thompson.

Thompson began his newspaper career in 1974 at The Oklahoman as a member of the advertising staff. In 1977 he became advertising director of the Colorado Springs Sun, a paper purchased by OPUBCO. He returned to The Oklahoman in 1987 as advertising director and held that position for 14 years. He was vice president of The Charlotte Observer until 2003 when he was named publisher of The

Oklahoman. In 2007, Thompson became president of the OPUBCO Communications group.

"David has had an outstanding 37-year career and has led well during a challenging time in our industry. He has followed the footsteps of my father and grandfather with great passion, optimism, a competitive spirit and lots of hard work," said Everest.

Thompson hired Reen seven years ago.

Everest expressed her trust in Reen, calling him a multimedia visionary that will continue to move the company forward. "I have every confidence that Chris will do a great job for many years to come. He brings high energy, a positive attitude and strong leadership. He also is active in the city and has made Oklahoma his home."

Before Reen was named executive vice president of OPUBCO Communications Group in 2007, he had served as vice president of sales and marketing since 2004.

Before working for OPUBCO, Reen worked for Gannett Media Co. and was vice president of advertising at the Rochester Democrat and Chronicle in Roches-

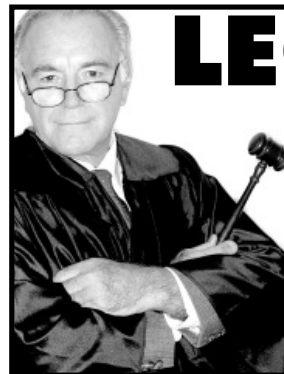
ter, N.Y. He also held senior advertising executive positions at the Pittsburgh Post-Gazette and the Daytona Beach News-Journal in Florida.

## OPINION PAGE PROMOTIONS

J.E. McReynolds, chief editorial writer for The Oklahoman, has been named Opinion Page editor. McReynolds joined The Oklahoman as business editor in 1985 and was also a general assignment reporter before joining the Opinion Page staff in 1995. He was named chief editorial writer in 1998. He graduated from Oklahoma State University in 1975 and worked for The Daily Ardmoreite and was managing editor at The Journal Record before joining The Oklahoman.

Named as the new chief editorial writer was Owen Canfield. Canfield joined the opinion page staff in 2003 as an editorial writer. He graduated from the University of Oklahoma in 1981. He has worked for the Associated Press and The Duncan Banner.

"I'm excited to see J.E. bring his passion, experience and leadership to his new role as Opinion Page editor," said Everest.



## LEGAL ADVICE

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# PLAYER PROFILE

Each month, The Publisher will profile a newspaper executive in this space. Learn more about your peers from all corners of the state.



Name: **STAN STAMPER, PRESIDENT/PUBLISHER**

Newspaper(s): **HUGO PUBLISHING COMPANY**

(Hugo Daily News, Choctaw County Times, Mach 3 Publishing Group)

Contact: **hugonews@sbcglobal.net**

Educational Background: **BA-Journalism, The University of Oklahoma, 1974**

Spouse/Children:

**Wife, Judy (V-P of Publishing Co.)**

**Son & Daughter-in-law, Brian and Elizabeth**

**Grandchildren: Bailey, 13; Abbey, 6**

Newspaper Background:

**Began as “printer’s devil” at Hugo Daily News in 1964.**

**Staff Photographer in 1966. McCurtain Gazette, Composing Staff, 1970.**

**Staff Photographer for The Norman Transcript: (1971-1973)**

**Publisher Hugo Daily News: Dec. 1974-Present.**

**Q:** *What’s something most people don’t know about you?*

**A:** I came close to blowing up on the space shuttle, and was once shot while water skiing!

**Q:** *What’s the most unusual/best/remarkable part of your job?*

**A:** Managing a small newspaper affords amazing scope of journalistic practice: management, writing, photography, and production...all of which make a difference in a small community market.

**Q:** *What civic activities are you involved in?*

**A:** Member: Board of Directors of Oklahoma Heritage Association. I’m slowing down from having been President of Hugo Chamber of Commerce; President Hugo Rotary Club; President Choctaw County Industrial Authority; Member and past Chairman Oklahoma Aeronautics Commission (18 years); McCuiston (Paris, Texas) Regional Hospital; Founding member of Hugo Public School Foundation; Member Oklahoma Water Resources Board Regional Water Committee; Former member University of Oklahoma Reach For Excellence Committee.

**Q:** *Who’s had the biggest influence on your career?*

**A:** My father, Jack Stamper, was an amazing newspaper man. He was proud to be a colleague of many fine

Oklahoma publishers, including Charles Engleman, Leland Gourley and a host of small daily publishers.

**Q:** *What would you describe as the three most important responsibilities of your job?*

**A:** 1. Quality reporting and adherence to journalistic principle.  
2. Good management of available people and resources.  
3. Treating people fairly in concert with longstanding family principles.

**Q:** *What about newspaper publishing gets you out of bed in the morning?*

**A:** Publishing a quality paper requires attention to detail and hard work. I expect the best from my employees, and they – and our readers – should expect no less than my best. That’s why I’m at work by 7:30 daily...since 1974.

**Q:** *What’s the biggest obstacle you’ve overcome in your career?*

**A:** Being a very young publisher (age 27) brought occasional issues with respect to staffing. I’ve outgrown most of those concerns.

**Q:** *What are you most proud of?*

**A:** Being a part of a wonderful family (past and present) is an enormous blessing. My wife Judy and I started dating in the seventh grade. We are immensely proud of our son, Brian, an insurance agent

in the Owasso/Tulsa area, along with his wife Elizabeth and two wonderful grandchildren – Bailey, 13, and Abbey, 6.

**Q:** *What are your hobbies?*

**A:** I have been an avid aviator since 1973 and have acquired a number of flight ratings through multi-engine, commercial and flight Instructor. Avid golfer and outdoorsman. Certified SCUBA diver. Just completed my second novel, *Risk It All*. My first novel was last year’s *Danger Diva*.

**Q:** *Does your newspaper have a website? How do you differentiate between the two products?*

**A:** We were among the first four newspapers in the state to have a website. It provides only a “sip” of the daily news.

**Q:** *How does your newspaper play an important part in the community?*

**A:** We work diligently to stay abreast of important matters, support the good ideas and challenge the bad. We take our “watchdog” responsibilities seriously.

**Q:** *What type of annual events is your newspaper involved in?*

**A:** We’re strong promoters of Hugo Lake and area tourism, including Western Heritage (rodeo) and outdoor sports (hunting and fishing).

**Q:** *In what ways has the newspaper positively impacted your community?*

**A:** We have been strong advocates for a number of initiatives that have been springboards to community improvements: Hospital development, economic development, tourism development, community beautification and development, and airport development. (New municipal airport was named “Stan Stamper Municipal” in 1984.)

**Q:** *What challenges are facing your newspaper today and in the future?*

**A:** Growing and expanding in a “micro” daily market is always a challenge. We are proud that our sales and growth have “substantially” outgrown our market for more than a half century.

**Q:** *What are some area attractions in your community visitors shouldn’t miss?*

**A:** Endangered Ark Foundation, a rare Asian Elephant breeding operation and sanctuary.

Mt. Olivet Cemetery: Famous for “Showman’s Rest,” final resting place of “All God’s Showmen” circus performers from all over the world. We are also famous for the final resting place of bullriders Freckles Brown and Lane Frost.

Numerous beautiful lakes and streams. We are among the most “water rich” communities in the world!



# THE OGE<sup>®</sup> PHOTO CONTEST

MAY 2011 DAILY WINNER:

**BILLY HEFTON**

*Enid News & Eagle*

MAY 2011 WEEKLY WINNER:

**RACHEL ANNE**

**SEYMOUR**

*The Bigheart 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](mailto:Photos@OkPress.com).
3. Photographers may enter one photo per month.
4. Include name of photographer, name of newspaper, photo outline 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 receive a \$100 check from OGE Energy Corp., a Certificate of Achievement and the photo will be published in The Oklahoma Publisher.

VIEW ALL WINNING PHOTOS AT

[WWW.OKPRESS.COM/OGE-PHOTO-CONTEST](http://WWW.OKPRESS.COM/OGE-PHOTO-CONTEST)



Enid firefighters climb down a ladder truck while battling a fire at the Calvary Chapel Church on North Washington.

Photo by BILLY HEFTON, *Enid News & Eagle*, May 6, 2011



Beau Shaw rests before the start of the Barnsdall High School graduation ceremony on Memorial Field May 5, 2011. More than 30 seniors graduated that day.

Photo by RACHEL ANNE SEYMOUR, *The Bigheart Times*, May 5, 2011

WITH ALL YOUR POWER



WHAT WOULD YOU DO?

# Make stories easier for readers to understand

## Clark's Critique

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

Severe weather will probably be the story of the year in Oklahoma, as heat and drought follow killer tornadoes and snow and ice.

Since sizzling summer heat is sapping the state's economy and everything else – including your readers' energy – here's a brief primer on making your writing easier on their eyes and time.

Remember the basics – who, what, when, where and why – plus use lots of short sentences, paragraphs and quotes.

Here's a case in point. Many newspapers used a state climatologist's report on the drought and heat. That's fine, but it won't take any time at all to make it more readable.

Here's just part of that report, as printed verbatim by many. Remember, it's all in one paragraph:

"The meager amount of rain that managed to fall on Oklahoma during June was no match for the extreme heat and wind that was so prevalent for much of the month. The statewide average rainfall total for June was 1.17 inches, more than 3 inches below normal and the fourth driest June on record dating back to 1895. Southwestern Oklahoma suffered through its driest June on record with an average of 0.52 inches. Gary McManus of the Oklahoma Climatological Survey reported only .52 inches fell and the month's average temperature topped 100 degrees. "The latest U.S. Drought Monitor map released on June 30 indicates 33 percent of Oklahoma – virtually the entire western third of the state – is experiencing exceptional drought," McManus said. ... (and so forth through the rest of it).

Are your eyes tired yet? Did you quit reading? Swamped with too many statistics (these scientists love them) you prob-

**75¢**  
What the westside needs  
TULSA COUNTY NEWS  
COVERING SOUTHWEST TULSA AND ITS NEIGHBORING COMMUNITIES  
13 Pages • Free Delivery

**Fireworks not only thing booming**  
More jobs to open in west Tulsa horizon

**Avery Drive closed to bicyclists and motorists while getting rehabilitated**

**Berryhill Fire Chief resigns**

**Refineries merger results in HollyFrontier Corp.**

**St Hwy 65 to close Friday in Comanche County**

**June Heat!**

**Area school heads to attend Innovation 2011**

**Parents Urged To Obtain Back To School Birth Certificates**

**The Eufaula Indian Journal**  
75c  
July 7, 2011

**Fate of jail in voter's hands**

**It is safe to go into the water**

**Campers react to regulation changes in the Cove**

Serving Comanche County Since 1994  
**COMANCHE COUNTY THE CHRONICLE**  
75c  
July 7, 2011

**Cyril's sewer system work 80-percent complete**

**June Heat!**

**Area school heads to attend Innovation 2011**

**Parents Urged To Obtain Back To School Birth Certificates**

The heat is on this summer as the stories and photos in these featured pages show.

ably experienced EGO (eyes glazed over). So did your readers. It's easy to fix.

Like this: (Notice the multiple paragraphs, and adding a quote from the guy.)

The hottest and driest June in southwest Oklahoma history was blistered by extreme heat and wind, said an Oklahoma State climatologist this week.

Gary McManus of the Oklahoma Climatological Survey reported only .52 inches fell and the month's average temperature topped 100 degrees.

"The latest U.S. Drought Monitor map released on June 30 indicates 33 percent of Oklahoma – virtually the entire western third of the state – is experiencing exceptional drought," McManus said. ... (and so forth through the rest of it).

**Clark's closing sermon:** As journalists, it's our job to get the news to our readers in an orderly and understandable way. That means taking this useful report and arranging it with the most important (relevant to our readers) information first. All of the information isn't of equal value and by just slapping it in the paper, we devalue the news (also called "burying the lead").

This is a story of historic proportions that affects everyone, and we should treat

**The Elk City Daily News**  
75c  
July 7, 2011

**Ranchers Line Up to Sell Off Parched Cattle**

**Truck Goes to Lake, Starts Grass Fire**

**Another Grass Fire This Morning**

**Christmas in July at Foss Lake July 8, 9**

**House Eyes Cutting Funds for Libyan War**

**Casey Anthony to Go Free Next Week**

**The Carnegie Herald**  
75c  
July 7, 2011

**Firemen stop blaze from reaching school, complex**

**KIOWA GOURD CLAN**

**Sales tax receipts down \$3,300**

**Dates set for MV Free Fair**

it like that. (Hint: that also means a big headline.)

**LOOKIN' EM OVER:** Need a cure for the disgust of watching tabloid journalism coverage of trials or stupid mistakes by the press here and in England? Want to be proud to be a journalist? Want to know how to write a news feature story?

Oklahoma newspapers ooze examples of good writing and community service.

Pick up the *Woodward News* and read Rowynn Ricks' story of a soldier's homecoming. It's a clinic in feature writing. Here's her lead, under "A soldier's surprise":

"Sherryl Kinsey could almost tell some-  
Continued on Page 13

## Clark's Critique

Continued from Page 12

thing was up. / As she sat at a corner table at Big Dan's Steakhouse with her husband Jim Kinsey waiting for their lunch order to be delivered, she looked around, noticing several familiar faces. / Sherryl Kinsey thought back to how her husband had prodded her to go out for lunch, saying "I'm in the mood for a steak today" and "Why don't we go to Big Dan's?" / She had thought about telling him that she just felt like staying home, but he persisted and she agreed to go. / In the end she was glad she did because in addition to her chicken fried steak dinner, the waitress also brought out a special surprise. / "So who ordered the chicken fry?" asked Sherryl Kinsey's son, Sgt. Tyler Rea, as he followed the waitress out to his mother's table. / The uniformed Rea caught his mother's stunned, but smiling...."

Or turn to the *Tahlequah Daily Press* where Renee Fite covers a 4-H sewing class, under "A Stitch in Time." Her lead: "Take it slow, that's right, practice, practice, practice, and you can do it," said Carolyn Wallace, a volunteer at the 4-H Sewing Camp Monday morning. / Years ago, learning to sew was...."

Covering county commissioners? Korina Dove at the *Cherokee Messenger & Republican*, under "Behind closed doors" leads off with an attention-grabbing lead: "Alfalfa County commissioners spent more time in executive session Tuesday than they spent conducting business in three meetings during the last week."

Tip of the green eye shade (if there is still such a thing) to *Weatherford Daily News* Publisher Phillip Reid for a front page editorial urging voters to nix a "Sex Tax" the county wants to levy to pay for misdeeds. We need more of this in our state... papers that stand for something.

*The Norman Transcript* covers the last space shuttle launch in person. Under "End of an Age," Clifford R. McMurray writes and Claire McMurray photographs the historic moment.

Cover the community. Christina Campbell in the *Fort Gibson Times*, under "Hot food, warm hearts," sits you down at the table during the American Legion Post's monthly \$5 breakfast. *The Carnegie Herald* splashes the Kiowa Gourd Clan celebration across page one. At *The Bigheart Times*, Rachel Anne Seymour picks a topic most newspapers could do, talking to noodlers, under "Up to the elbow in monster catfish."

Anna Brown and Tracy LeGrand at the *Tulsa County News* write about booming

business, under "Fireworks not only thing booming."

The Joplin disaster is still covered by neighbors. Heather Bekoff at the *Stigler News-Sentinel* writes about the recovery under "Helping out Joplin." At the *Miami News-Record*, Jerry J. Herman covers local children painting art for Joplin billboards urging hope.

The top story, even as you're reading this, is the heat and drought. If you need ideas, check out what others are doing. Many newspapers report on burn bans. Here are other ideas.

Kyle Salomon at the *Broken Arrow Ledger* reports under "Excessive heat smothers Green country." Steve Belcher at the *Clinton Daily News* covers the huge sell off of cattle. At the *Lawton Constitution*, Josh Rouse writes about what's happening to private vegetable gardens. *The Norman Transcript* reports on a child who died in a hot car.

Jim Perry at the *Cushing Citizen* reports on the effects of heat on firefighters and others, under "Some like it hot." *The Comanche County Chronicle* runs a photo of a dried up farm pond. Ben Felder of the *Okarche Chieftain* writes about the disaster to the wheat crop.

The effects on the Fourth? *Marlow Review*: "Sizzling Fourth didn't fizzle." *Laverne Leader-Tribune* shows kids having fun despite no fireworks. *Lone Grove Ledger* tells a grimmer story, "Fourth is canceled." And at the *Madill Record*, John Dohrer reports "Fires are hot topics for the Fourth." By the way, congrats to the *Record* on its 117th birthday.

More important than the Fourth is the water story. The *Kiowa County Democrat* reported city water rationed. *The Purcell Register* reported water conservation. There's solid reporting by Gloria Trotter in *The Countywide & Sun* in two editions about local water issues.

One story everyone should be reporting on was written by Derek Manning at the *Elk Citian*: "Water supply solid in spite of drought." A headline in the *Mangum News-Star* said it best: "Pray for Rain."

Best headline in the state, *Shawnee News-Star*, over Robby Short's story: "Parched Pottawatomie."

Editorial notes: Congrats to the *Elk City Daily News* on its new look. Hint to the *Newkirk Herald Journal*: Clean attractive makeup with solid news coverage. To improve, try making the top headline larger to grab more attention (all heads should not be the same size.) Hint to another newspaper: lose the colored headlines. They're weak and ugly.

# He said what on Facebook?

## That InterWeb Thing

by KEITH BURGIN, OPA STAFF

"The right to swing my fist ends where the other man's nose begins," said Supreme Court Justice Oliver Wendell Holmes. Holmes died long before Facebook and Twitter but the boundaries and sense of personal responsibility the quote was meant to infer are relevant to employee use of social networking.

Last week, Tom Kent, standards editor for the Associated Press, addressed this when he reminded AP staff of the dangers of offering opinions on personal social networking accounts. It was no coincidence that the memo came the day after a controversial decision in the Casey Anthony trial.

Anthony was tried for capital murder in the death of her 2-year-old daughter, Caylee, and on July 5 acquitted on all but four counts of lying to police. The verdict chummed the waters for social networks and news media already in a feeding frenzy.

And the online breakdown of barriers between journalist, blogger and outraged citizen during and after the trial highlighted a real credibility problem for AP and other news providers whose image depends upon a perception of objectivity.

Fact is, there was nothing new in Kent's email; most of it was covered in a 2009 release to staff meant to update AP's Statement of News Values and Principles and recognize "the new realities of the social-networking world."

Staff must be "mindful that opinions they express may damage the AP's reputation as an unbiased source of news," it said. The new email was, perhaps, a

friendly reminder to those who'd forgotten – or not.

Before Oklahoma Press Association launched its official Facebook page, an extraordinary effort was made to create clear, concise "rules of engagement" for the page – guidelines defining behavior and topics that will or will not be allowed.

It was a smart move; any organization is well within its rights, for that matter obliged, to police its yard. But what about someone else's yard?

As an employer, how can you tell your staff what they can or cannot say on a personal social network account? As a business, how can you not?

If your newspaper's janitor, bookkeeper, circulation manager or receptionist posts an article suggesting you plant trees for Arbor Day using live baby ducks as fertilizer, how does that affect you – other than the sense of absolute horror?

Well, if that staffer identifies your paper as "employment" they might as well be a reporter. No one makes the distinction between staff roles outside your office and fair or not, that can reflect negatively on your paper.

Where does free speech, IE: political opinion, righteous indignation, etc., end and the responsibility to a position that implies impartiality begin?

What's harmful – and to whom? Short of someone advocating an illegal and ultimately immoral act – quack – how much influence can you rightly exert?

AP promised "disciplinary action" to those who defied policy. What would your policy be? Do you already have a policy?


Perhaps it's something you should consider before one of your staff decides to swing for the fences on Facebook and connects with your nose.

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# Ideas to help older computers run faster

**computer notes**  
*from the road*  
 by WILMA MELOT

Now that we're well into the summer months, hopefully there is a bit more time to spend on your computer maintenance issues. You shouldn't just live with a computer that is getting noticeably slower. Act now and maybe it will last longer.

Here are some suggestions for helping your computer run faster and better.

**1. CLEAN THINGS UP.** Empty the trash. Clean the desktop by putting all those loose files into folders. Most computers like folders to be in the main documents folder, although anywhere but the desktop will work.

**2. LOOK AT THE HARD DRIVE** to see if it's getting full. If so, back some files up to an external hard drive or DVD/CD, then place those files in the trash and empty it.

**3. RESTART THE COMPUTER** at least once a month. Shutting it down daily and unplugging it will save it from power surges at night and during storms. If your computer must be on all the time, at least shut it down one day a month and let it come back up from a clean boot.

**4. MORE RAM WILL SPEED UP** any computer with less than 2 GB. More RAM makes it easier to run multiple programs at the same

time with Windows 7 or Mac OSX 10.4 or higher. RAM is cheap and easy to install. If the computer has only 1 GB of RAM and is running one of the newer versions of Creative Suite, think about this upgrade.

**5. IF YOU'RE RUNNING AN OLDER G4 OR G5,** think about buying a faster hard drive for it. On three- or four-year-old computers, a new 500 GB internal hard drive will most likely be much faster than the original drive in the computer now. Also, seek times will make reading and writing to the disk much faster. If you're planning to update to Lion, a new drive will be more important since Lion will try to auto save in the background. If the space used on a computer is less than 40 GB, look for a smaller SSD (solid state drive). They're very fast.

**6. WATCH THOSE UPDATES.** Often Apple, Microsoft and Adobe release updates that don't work very well on older computers. Please, read about the updates before installing them. It's also a good idea to write down when you update. Lately we've had lots of problems – font issues, printer issues and networking issues – with Mac OSX 10.6.8. Maybe waiting to let the bugs get worked out before you update is a good plan. You should, however, do all the security updates as Apple is trying to stop hackers with these. Sometimes updating will help the computer. Apple has a built-in drive optimizer that helps the hard drive renew after the update is installed.

**7. LOOK AT WHAT IS PLUGGED INTO** the computer. Failing external hard drives can cause the computer to slow down. Even card readers can sometimes be a problem on the older G4s as their USB ports seem to be going out. As a device plugged into the computer fails, the computer tries to deal with it and slows down.

**8. CLEAN UP THE WEB BROWSERS.** Clear the cookies. In **Safari>Preferences>Security>Cookies** click 'show cookies'. Then click 'remove all'. In **Firefox>Preference>Privacy**, click 'show cookies', then 'remove all'.

**9. CLEAN UP YOUR EMAILS.** Save your old emails into folders and burn them onto a CD or save them to an external hard drive. Your email program will load faster. Also, the mail server may have lots of emails stashed in a junk folder that should be cleaned out on the web server.

**10. THINK ABOUT VIRUS PROTECTION.** If yours is outdated, update it. Often PCs are slowed down by anti-virus software that is trying to update itself. Schedule these updates for non-production time. If you don't have virus protection, get it.

**11. RUN DISK CLEAN-UP ON PCs** and defrag the computer's hard drive. On a Mac, run the disk utility every so often. It's under **Hard Drive> Applications> Utilities> Disk Utility**.

## How to make a spot color from a PDF

Your customer just sent you a CMYK ad but it was supposed to be spot color. Can you fix it? You bet you can.

First, open the PDF in Photoshop. Make sure you open it a high resolution so the small type looks good – say about 300dpi or higher.

Now go to the layers menu and click merge all visible layers.

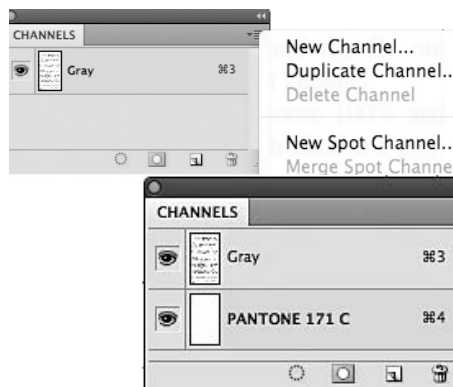
Select all of whatever color you wish with the selection tool or with whatever method you prefer and go **File > Cut**. This separates the red from the black onto the clipboard. Next go to **Image > Mode > Grayscale** so all you have is a black plate.

Then go to the channels palette's flyout menu and choose "new spot channel".

In the pop-up menu, choose 100% and then click the color swatch. Choose a **Pantone color** from **libraries** at the side. (It really doesn't matter which one since the press guys choose the ink.) This produces two plates. Now paste the clipboard contents on the new plate.

It is important to save your file in a mode that will hold the work. A Photoshop PSD file will work with InDesign.

If exporting to Quark or other layout programs, try the format Photoshop DCS2 file and choose DCS Single File with Color Composite and ASCII or JPG



– but this choice lowers the quality of the file. Note that the spot colors box is checked either way.

Place in InDesign/Quark and send to the printer as a spot color file ahead of time to be sure it works.

## plugged IN

### Flash for Mac OS 10.4

Adobe Flash player is a program that lets us watch videos and animations on the internet. Macromedia created it; Adobe bought it later and now distributes the program.

The latest version of Flash for Macs does not work on PowerPCs. Adobe has completely dropped support for it, which means for Mac OS 10.4/10.3 or earlier we need Flash player 10.1.

The latest version for Power PC is 10.1 and most likely it is already on any Mac that has OSX 10.4.

It can be download at [kb2.adobe.com/cps/142/tn\\_14266.html](http://kb2.adobe.com/cps/142/tn_14266.html). Choose the file that says it was released **11/04.2010**. This is a very large file comprised of all the 10.1 releases.

Download and unzip the file, open the **10\_1r82\_76** folder, then install the **flashplayer10\_1r82\_76\_ub\_mac.dmg**.

It might be a good idea to download it and back it up if you plan to use older Macs for a long time. Downloads for older machines tend to disappear after a while.

## 64 bit CPU's & XP mode

A warning note: It is getting harder to find a 32-bit PC computer in a store nowadays. Most have to be ordered from the manufacturer directly.

The 32-bit Windows computers are the only ones that will run all the older Windows' software in native mode.

One thing that can be done to get a 64-bit computer to work with older software is to buy the upgrade to Windows Professional for around \$100. This lets users download a 32-bit emulator onto the new computer and run older software. They call it XP mode and it's free to download if you have Professional.

The Windows site says all support for Windows XP will end in 2014.

The end of XP will mean that all the software written for 32-bit computers will have to be upgraded unless an emulator is installed. Emulators won't be supported after 2014 either.

# Create a photo page by showcasing photographer's best work

By ED HENNINGER

A publisher wrote recently:

"Dear Ed: You'd be doing our newsrooms a favor by repeating your design advice for photo feature pages.

We find ourselves slipping into the old habits of filling every square inch with like-sized photos, as if the goal were to display as many faces as possible.

I'm afraid that if I see one more photo feature page of this type, I will go stark raving mad."

A stark-raving-mad publisher is not a pretty thing, so I'm coming to his aid.

Too many photo pages are just an agglomeration of pictures. None has more impact than the others. None is more attractive. None is more effective. In short, all of the photos are relatively the same size, have relatively the same impact, elicit relatively the same response—and all are relatively dull.

More great photos are lost

on photo pages because of weak display than for any other reason.

Especially at smaller newspapers, the temptation is strong to run every photo you're given of a particular event. So if your photographer offers you two dozen photos of the Christmas parade, you're going to do your best to run those two dozen photos. Allowing room for a copy block, a headline and some captions, that means those photos will run no larger than 2 columns wide by 2 inches deep. That's a lot of photos—none worth looking at.

When we run so many photos, often our reason for doing so is that we don't want to upset: (a) the photographer, who thinks every one of them is important and helps to tell the story; or (b) the people who are pictured in the photos and expect that if the photo was taken it will be run.

As designers, it's our responsibility to select and edit the photos so that we can

create a photo page that is readable and memorable. Our duty is to all of our readers, not just those who may have been the subjects in the photos. And our responsibility to the photographer is to help showcase her best work.

So the most important key to a successful photo page is to choose the best photo and give that photo great play.

Some other tips:

**CLUSTER THE PHOTOS**, creating an assemblage of images and using similar spacing between them.

**BE GENEROUS** with negative space around the outside edges of the page, giving the page some room to breathe.

**USE A COPY BLOCK** to put readers in context by explaining what the story or event is about.

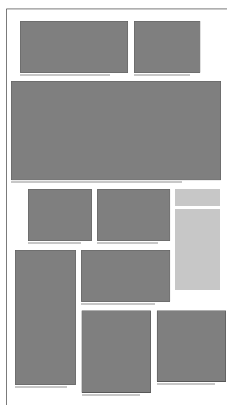
**USE A SEPARATE CAPTION** under each photo. A grouped caption makes readers have to

travel back and forth from the caption to the photos, each time trying to find the spot in the caption where they're supposed to continue reading.

**USE ONLY ONE CREDIT** if there was only one photographer on the assignment. The credit may be larger than standard credits and placed in an area of the page that will give it more emphasis.

**STAY WITH** your standard fonts for the copy block and captions, but you may want to set the copy block (if it's not too long) flush right if it aligns to the left of a photo.

ED HENNINGER, an independent newspaper consultant and Director of Henninger Consulting, offers comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. Contact Henninger at [www.henningerconsulting.com](http://www.henningerconsulting.com), email [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com) or phone (803) 327-3322.



A photo page.

## Two days of Creative Suite training offered

Get a lot of design value for a small cost at a two-day training workshop sponsored by the Oklahoma Newspaper Foundation.

"Get Creative with Adobe Creative Suite (CS)" will be held August 11 and 12 from 10 a.m. to 4 p.m. in Gaylord Hall on the University of Oklahoma campus in Norman, Okla. You can attend one or both days of the workshop. Registration is \$20 per day.

Led by Oklahoma Press Association consultant Wilma Melot, this workshop will show designers the newest uses for Adobe Creative Suite. Melot will start by showing attendees how to speed up page production with In-Design. She'll challenge everyone, from novice to expert, to go beyond the basics. Attendees will learn on CS5, the newest version of Adobe Creative Suite available.

Day one features advanced In-Design training for new employees, reporters wanting to learn design or experienced users who want to hone their skills.

"During the afternoon session I'll present all the creative ideas I've seen

incorporated into news design," Melot said.

Day two covers Creative Suite training, including innovations in ad design, using Illustrator, Photoshop and In Design. Ad reps and designers will find new ways to breathe creativity into their print and web ads during this session. News designers won't be forgotten on day two, Melot said. The information on creating art in Photoshop and Illustrator will help everyone.

Space is limited to 25 attendees per day, so register now! Melot is well known in newsrooms across the state where she troubleshoots a range of computer problems and offers software training.

To register for one or both days of training, go online to [www.Okpress.com/events-calendar](http://www.Okpress.com/events-calendar) where you can register online or print a PDF of the registration form. For more information, contact Member Services Coordinator Eli Nichols at (405) 499-0040 or 1-888-815-2672 (toll-free in Oklahoma) or by email at [enichols@okpress.com](mailto:enichols@okpress.com).

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# SCOUTING REPORT

*Join OPA President Rusty Ferguson on his visits to OPA member newspapers*



Gloria Brown, editor of The Perry Daily Journal, and OPA President Rusty Ferguson, publisher of The Cleveland American, in front of the PDJ office. A plaque in Brown's office refers to her as the "Voice of Perry."

By OPA PRESIDENT RUSTY FERGUSON,  
Publisher of The Cleveland American

"Newspapers are community builders — regardless of what size the community is," said *Enid News & Eagle* publisher Jeff Funk.

That was just the positive perspective I anticipated hearing as I joined Oklahoma Press Association Executive Vice President Mark Thomas "on the road" for a two-day newspapering exploration July 7 and 8. I looked forward to visiting other newspapers and checking out the innovative ways news from other parts of Oklahoma makes its way to awaiting readers. And I was not disappointed.

As expected, Funk's attitude was one repeatedly encountered as we traveled throughout northwest Oklahoma. Publishers found satisfaction in knowing their newspapers were making a difference in the communities they call home.

"We do good...a lot of good," said Belinda Ramsey, who spends part of her week in Blackwell at the *Journal-Tribune* and the rest of her time at the *Guthrie*

*News Leader*. "I think newspapers are the biggest cheerleader for a community ...you could say we leave an imprint for a better community," she said.

*Ponca City News* publisher and former OPA president Tom Muchmore points to a responsibility that newspapers have to their community. "We're responsible to the people....they look to us for news and information....either don't let the people down or don't do it," Muchmore said of a newspaper's role in a community.

He also agrees that a newspaper can do a lot of good for a community and he has been a leader in doing just that, most recently leading a campaign to finance a new multi-million dollar YMCA facility. The pride he has in such success stories was evident as he made sure we drove by to enjoy the "wow" factor of the new facility before leaving town.

The group of publishers are also confident that residents in their communities see value in their hometown newspaper.

"Anyone who doesn't think so, needs to be here on a Wednesday when people

come through that front door to pick up their weekly copy," said *Cherokee Messenger & Republican* publisher and another former OPA president Steve Booher.

*Fairfax Chief* publisher Ida Roberts echoed those sentiments. "If we're late getting the paper out, people start calling. They definitely look forward to each new edition," she said.

*Woodward News* publisher Rich Macke said it's clear what sets community newspapers apart from other media offerings. "We're all about what our customers can't get anywhere else....local news. Local, local, local! Our readers want to be informed and that's why we're here," he said.

*Perry Daily Journal* editor Gloria Brown said she believes communities take such interest in their hometown newspapers that they feel a type of ownership. "It's a paper about them," she said. "We're about local people and what local people are doing."

Tim Schnoebelen, publisher of the *Mooreland Leader*, said readers in small towns see an importance in their newspapers that escapes the big cities. "You're not going to read all the news bits about your hometown in a big daily," he said.

Ken and Sherri Kiser, a husband and wife publishing team, believes their newspapers — *Medford Patriot-Star & Grant County Journal*, *The Pond Creek Herald & Valley News* and the *Wakita Herald* — help those small communities maintain their identities. "That's an important reason why we keep them going," Kiser said.

## COMMUNITY APPRECIATION

A community's appreciation for its newspaper is easily matched by this group of newspaper professionals affection for their respective news turf.

"I love this community and am excited about getting to work every day," said Macke, who relocated to Woodward a year ago from California. "My focus is the community and a desire to get the news to them."

Schnoebelen said he never doubted that small town life was meant for him. "I knew this is what I wanted to do....I've never looked back," he said.

It was the attraction of small town life that drew Mark Carson back home to Waynoka after living and working in Oklahoma City. He and his wife, Karen, publish the *Woods County Enterprise* and double as the town's tag agency.

We arrived in Waynoka mid-day on the second leg of our journey and Carson was full of information about his town that

boasts a popular tourist trade due to Little Sahara State Park. However, he was quick to note that there was more to Waynoka than sand and talked of its rich history as we dined at a train depot that was in the process of renovation thanks to citizens' investment.

We had a similar experience in Alva where Lynn and Marion Martin of the *Alva Review Courier* were more than happy to share the ins, outs, whys and hows of everything Alva and seemed to burst with pride while talking of a populous that understands the importance of education — supporting not only their public schools, but a college and innovative detention center as well. Arriving in time for dinner on day one, the Martins were more than happy to show off their community during an impromptu tour following an enjoyable and hospitable meal.

In Perry, Brown says her community is, quite simply, her passion. Her dedication to being a public servant is evident by the awards on her office wall including a "Citizen of the Year" plaque that calls her the "Voice of Perry."

The location of the *Fairfax Chief* — neighboring City Hall, the library and post office — easily keeps it in the community mix and connected to its citizens. But it's Roberts' desire to offer the best customer service possible that pushes her into the office at 4:00 a.m in order to be there for commuters who leave town early to go to work elsewhere. "It's a good community," she said, "That's why I'm here." Roberts is retired from a nearby government job, but said retirement wasn't something she enjoyed and now finds it hard to picture giving up the newspaper.

## STRIVING FOR EXCELLENCE

It's the town itself that pushes publishers such as Booher to do his best week after week. "We're the only newspaper in town...in Alfalfa County...and we want to offer a quality product," he said.

In Alva, Martin agrees that striving for "excellence" in everything they do has been a consistent goal and because of that offers his readers unique publications three times a week. The "regular" *Review-Courier* has a magazine look on Fridays with a full-page picture on page one, a traditional newspaper look on Sundays and a unique mix of ads and news in a mass-marketed Wednesday publication called the *Newsgram*.

The *Enid News & Eagle* also enjoys being creative with a variety of niche publications in addition to its daily news. "We

Continued on Page 17



Ida Roberts, publisher of The Fairfax Chief, finds it hard to imagine giving up the newspaper.



Mark Carson and Rusty Ferguson at the Woods County Enterprise in Waynoka. The newspaper office doubles as the town's tag agency.



Jeff Funk, Enid News & Eagle

### Continued from Page 16

try different things, evaluate the success of the various efforts and keep what works," Funk explained. Among the success stories have been the slick, colorful magazines *Ekids* and *Etown* as well as a welcome publication for newcomers to the Vance Airforce Base in Enid. Enabling such diverse publications is a division of the *News & Eagle* that specializes in advertising and marketing called Eagle Marketing. It was obvious from our brief visit that this is a group that truly enjoys showing up for work every day.

In Woodward, Macke and staff also offer additional publications besides the daily newspaper. Examples include a mix of human interest feature stories and advertising in a glossy *BoomTown* magazine as well as an attractive visitor's guide to Northwest Oklahoma. Such extra publications require a strong writing staff and that's an area Macke refuses to understaff. "Newspapers have got to stay strong editorially. If we let that falter, I think we'd live to regret it," he said.

### INTERNET PRESENCE

Most of the papers we visited had some type of Internet presence, be it websites, digital subscriptions or Facebook.

*The Ponca City News* was one of the first in Oklahoma to boast a website. "We've had the same old thing since the beginning," Muchmore explained. However, he is planning a major upgrade in the weeks ahead, but says he still wrestles with what should be "free" and what should be behind a paywall. He says there is still that nagging question, "Will people keep their newspaper if they can read it online?"

Muchmore has an invested interest in

the Internet since he has diversified to be an Internet Service Provider for the area.

Macke says he uses the Internet as an extension of the *Woodward News*, not a replacement.

In Alva, where the creativity seems to never cease, the Martins enjoy exploring and offering high definition photos and videos on their website. Martin, who is also a professional photographer with his own downtown studio, has a keen interest in keeping up with the latest photography offerings as well as all types of technology.

In Enid, Funk says the *News & Eagle* has not viewed Internet opportunities as challenging, but instead has embraced and are evolving with it. Currently, the Enid newspaper is offered digitally in three forms. First, a free traditional website that offers news, ads, photos, business directory, readers' forum, etc. Second, a page-by-page digital replica subscription service, and third, a customized digital product for smart phones. They also use email blasts and other forms of e-commerce.

In Perry, Brown, who by the way is on the cover of the latest Perry phone book holding her Journalism Hall of Fame plaque, uses the Internet to involve her community. "We've trained them to be reporters," she said. "They'll email us pictures and facts for a news story and that works out great."

But, back in towns such as Fairfax, the pace is a little slower. Roberts admits to being a bit reluctant in accepting the fast-moving changes brought about by the Internet and social media. "I think we may live to regret being so captivated by all of this when one day no one will be able to do anything without a button," she said.

Roberts continues to "paste up" her newspaper and said she will continue to use the only method she has ever known until she can no longer find a printer who is able to shoot and plate her pages.

Over in Medford, the Kisers remain equally as staunch in their desire to cut, wax and paste-up the *Patriot Star*, *Pond Creek Herald* and *Wakita Herald*. Convinced he wouldn't be able to meet his deadlines any other way, Kiser has the advantage of also being the printer and has no fears that his way of publishing will be threatened anytime soon.

### NEWSPAPER FAMILIES

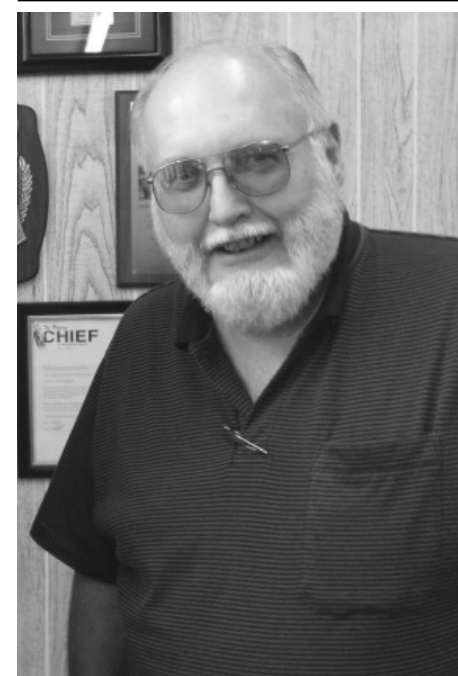
Many Oklahoma newspaper families have witnessed the remarkable changes in the industry first hand, from one generation to the next.

Such a legacy exists in Mooreland, where Tim Schnoebelen, a third generation newspaperman, shares responsibilities with his son, Jeff. It was 1903 when Tim's grandfather purchased a two-way ticket from Iowa where he worked at a newspaper to check out the new territory of Oklahoma. The townspeople of Mooreland convinced him to stay by rounding up a start-up subscription list of 500 people. He never used his return ticket and the rest is Schnoebelen family history. Old roll-top desks, chairs and other antique furniture can be found in the offices of the *Leader*. Even the Linotype his dad and grandfather used is still operational. In fact, once a year Tim fires it up to help out Cub Scouts by melting and forming metal weights for their pinewood derby cars.

Tim Schnoebelen's commitment to the family business is evident. As a senior at



Tom and Sherry Muchmore,  
The Ponca City News



Steve Booher,  
Cherokee Messenger & Republican

Continued on Page 18

Continued from Page 17

the OU School of Journalism, and only months away from graduation, he returned to Mooreland to take over the paper when his dad suffered a heart attack. Years later, OU president David Boren heard of that sacrifice and recognized Tim's commitment to his community. He was awarded the OU Regents Award, which hangs on an office wall packed with family history.

The Schnoebelens partner with Waynoka's Carson in the printing business and at the Mooreland location print 13 weekly newspapers.

The Ponca City News foyer also acclaims an impressive family lineage. Muchmore is also a third generation newspaperman and has a rolltop desk his grandfather used in his office as well. He has kept pieces of the "old time" newspaper equipment and has sectioned off a portion of the news office as a mini museum.

## COMMUNITY INVOLVEMENT

Involvement in their respective communities is another interest shared by the publishers and editors we visited. During his stint as Alva Kiwanis president, Martin doubled the weekly attendance. Brown just recently stepped down after a 30-year stint as secretary/treasurer of her church in Perry. Muchmore helped keep the Ponca City hospital viable through a management transition as a board member. Schnoebelen was a volunteer fire fighter for more than 20 years. In Waynoka, as a board member Carson devotes time to keeping the local nursing home afloat. Ramsey helps promote the uniqueness of Guthrie as part of its Arts and Humanities Council. And it seems they all have been presidents, leaders and board members of their chamber of commerce, Rotary club, Main Street programs, community foundations, etc., etc.

## KEEPING CONNECTED

Staying connected beyond the hometown was also stressed as publishers talked about the importance of establishing and maintaining relationships with elected officials. My traveling partner, Mark Thomas, stressed how those connections paid off during the past legislative session at the Oklahoma Capitol when it came time to defeat bills that supported diverting public notices from the printed newspaper.

To say the two-day trip to 11 Oklahoma newspapers was enjoyable would be an understatement!

After all, I never expected to feel like a kid again, but that's just what happened in Blackwell when Belinda Ramsey put a flashlight in my hand and took us explor-

ing in the *Journal-Tribune's* sprawling basement to see one of the first "old time" offset presses that was left forgotten when a modern press was installed on the main floor. The exploration continued up the stairs where a mezzanine level and then full upper level stored remnants of a colorful publishing history.

And, it was a pleasant surprise to see dogs and babies in some of the offices. The golden retriever at Medford made us feel welcome and the papers that had a crib or walker near a workstation showed the flexibility some newspapers have offered in order to utilize the employee talent available to them.

The role of OPA in their newspaper was also evident throughout our travels. In Cherokee, Steve Booher reminded me of the alliance that naturally forms when publishers become involved in the association and become fast friends. Over his desk he has a framed letter from someone I knew well, my uncle D. Jo Ferguson. The letter serves as a source of encouragement to Steve.

All papers showed appreciation to the OPA road warriors – computer expert Wilma Melot and postal expert Bill Newell. And Roberts, in Fairfax, sang the praises of the entire OPA staff. "Everyone has been such a help...and they never seem to get tired of my questions!"

A favorite quote of mine from one of my all-time favorites, Abraham Lincoln (whose likeness was seen at several of the papers we visited) nicely wraps up how I felt as we traveled from one newspaper to the other, reinforcing the thought within that Oklahoma newspapers are alive and well. Abe once said, "I like to see a man proud of the place in which he lives. I like to see a man who lives in it so that his place will be proud of him."



The OU Regents Award is proudly displayed on the wall at the office of the Mooreland Leader. Publisher Tim Schnoebelen received the award from OU President David Boren.



Rich Macke, Woodward News



Belinda Ramsey, publisher of the Blackwell Journal-Tribune and Guthrie News Leader, with OPA President Rusty Ferguson.



Marione and Lynn Martin, Alva Review-Courier



Ken and Sherri Kiser, publishers of weeklies in Medford, Pond Creek and Wakita.

# Consensus developing as to scope of Communications Decency Act

By MICHAEL MINNIS, OPA ATTORNEY



A consensus among courts throughout the United States appears to be developing that the Communications Decency Act (CDA) is to be broadly construed to protect internet service providers from liability for third party postings.

In a case decided in June, a New York appellate court affirmed an order dismissing the complaint by a plaintiff who said third party postings on the defendant's internet website defamed him.

The court noted that the CDA was a

response to the initial case law that seemed to make internet service providers liable only if they attempted to police third party content.

The CDA preempts state law and makes a "provider or user of an interactive computer service" immune from liability as "publisher or speaker" when the suit is based on "information provided by another information content provider".

After citing several Tenth Circuit cases, the New York court stated that it would "follow what may fairly be called the national consensus". This consensus is that CDA immunizes "internet service pro-

viders from liability for third party content whenever such liability depends on characterizing the provider as a 'publisher or speaker' of objectionable material."

This immunization does not apply if the internet service provider "contributes materially to the alleged legality of the conduct."

The court said the defendant did not become a "content provider by virtue of moving one of the comments to its own post."

Thus, the CDA has created some certainty in the emerging law being applied to internet service liability.

## Carriers relocating to reduce postal costs

### Postal Notes

by BILL NEWELL, OPA POSTAL CONSULTANT

Some of you have seen changes at your local post office or post offices in your area involving carrier routes.

This is a process being called Delivery Unit Optimization (DUO) by the USPS and is being done in an effort to reduce costs while still maintaining service.

It involves having delivery personnel report and work out of a nearby post office and results in the consolidation of delivery operations in an area. This can involve two or more post offices having their carriers work in one central location.

For most classes of mail, there will be no change; however, it can have some effect on periodicals sorted to carrier routes.

If the postal carriers in your town are relocated to a post office in another town, you will need to take your carrier route bundles to their new work location in order to claim the DDU Discount. This does not affect the delivery address or name of the town, only the work location of the carriers.

It does not change the office of entry or the deposit of the remainder of the mailing.

If you receive the National Newspaper Association's Publishers' Auxiliary, I encourage you to read Max Heath's Postal Tips in this month's issue.

Heath discusses this and other postal related topics. If you have questions or need assistance with this process, please feel free to contact me.

## DEATHS

**EARL REEVES**, former ad manager of the Chickasha Daily Express (now Chickasha Express Star) and publisher of the Cyril News, died July 4, 2011, in Oklahoma City. He was 88.

Reeves was born Nov. 17, 1922, in Chickasha. He served in the 8th Air Force in England during World War II. He returned to Chickasha after his honorable discharge.

He met his wife-to-be, Dorothea Spence, while both were employed at Griffith Theaters in Chickasha. They married on July 11, 1948.

In 1955, he quit Griffith Theaters and went to work in the advertising department of the Chickasha Daily Express. He was promoted to advertising manager 18 years later, a position he held until 1981.

In 1981, Reeves and his wife purchased The Cyril News in conjunction with a small print shop in Cyril.

He and his wife sold The Cyril News in 1998. During their 17 years of publishing The Cyril News won several first place prizes in advertising and photography from the Oklahoma Press Association.

Reeves continued to operate the print shop until he retired in 2008 at age 85.

He is survived by his daughter Earlene Mitchell; son, Gary; four grandchildren and four great-grandchildren.

**LETICIA RUTLEDGE HOLLADAY**, longtime Oklahoma journalist and former Broken Bow reporter and editor, died June 25, 2011, in Texarkana. She was 62.

Holladay graduated from the University of Oklahoma in 1976 with a Bachelor of Arts in journalism.

She felt that community journalism was the highest calling a reporter could answer. Holladay worked at various newspapers at Lexington, Guthrie and Noble.

She moved to the McCurtain county area with her husband, Jeff, to work at McCurtain County newspapers. Holladay worked for the McCurtain County News from 1992 to 2005, where she won several awards.

She is survived by her husband Geoffrey (Jeff) Holladay, of the home; son Joseph and daughter-in-law Angie; and two grandchildren, Ethan and Jodi Holladay of Conway, Ark.

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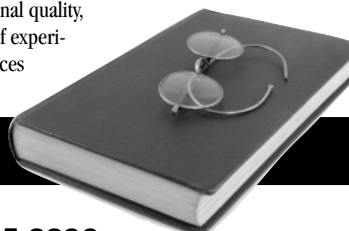
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## The perils of late-breaking news

What an amazing week it has been, as we all heard the news of Osama Bin Laden's death and the details of the operation that led to it.

As a journalist, it's fascinating to watch how the story's been covered in this day of electronic media. Like most of you, I heard the news on television – and stayed glued to it well past my bedtime.

Monday's newspaper, in my case *The Oklahoman*, delivered more details, despite the short amount of time they had to assemble it. And of course more pieces of the story have fallen into place in the days since.

But there are dangers in trying to report a story like that – a story of a secret mission and high security. The TV networks were the first casualties. The initial reports on Fox News said that the operation had happened six days prior to Sunday's announcement. That, of course, was not true.

I'm sure they thought it was true when they got the information from what they considered a reliable source. But at that point, how many people really knew what had happened? Not many, I expect.

Newspapers fall victim to that from time to time as well; I have myself. But for the most part, they have more time to triple-check sources and tie up the loose ends. Broadcast is immediate, and the temptation to get it out there first can prove dangerous.

And then there's Facebook and the like. Naturally, Facebook was frantic with posts about the big story. For a while, the tone was celebratory and patriotic. Then it started to deteriorate into political rhetoric in too many cases. I made one my rare posts late Sunday (or was it early Monday?) to say that no matter who you had voted for in the Presidential race, or who you might vote for in the next one, it was a great day for the nation.

And, I said, the President gave an excellent speech.

That's all that should have mattered. I'm not the President's biggest fan, but that does not dull the shine of a successful mission carried out under his direction. He struck just the right tone in that speech. It's too bad everyone couldn't have done the same – and I'm talking the left side AND the right side.

How about another "casualty" of all this? My son posted a link to an article by Megan McArdle, the business and economics editor for *The Atlantic*. She wrote about seeing "a quote from Martin

Luther King Jr. fly across my Twitter feed: 'I mourn the loss of thousands of precious lives, but I will not rejoice in the death of one, not even an enemy.'

I saw that posted on Facebook, as I'm sure many thousands of people did, and didn't think much about it. But McArdle discovered, with some digging, that it was inaccurate.

"Had I seen the quote on Facebook, rather than Twitter, I might have guessed at the truth," she wrote. "On the other hand, had I seen it on Facebook, I might not have realized it was fake, because it was appended to a long string of genuine speeches from MLK Jr. Here's the quote as most people on Facebook saw it:

"I will mourn the loss of thousands of precious lives, but I will not rejoice in the death of one, not even an enemy. Returning hate for hate multiplies hate, adding deeper darkness to a night already devoid of stars. Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate, only love can do that."

"Everything except the first sentence is found in King's book, *Strength to Love*, and seems to have been said originally in a 1957 sermon he gave on loving your enemies," said McArdle. "Unlike the first quotation, it does sound like King, and it was easy to assume that the whole thing came from him.

"So how did they get mixed together?"

It seems that Jessica Dovey, a Facebook user, "posted a very timely and moving thought on her Facebook status, and then followed it up with the Martin Luther King Jr. quote." It read:

*I will mourn the loss of thousands of precious lives, but I will not rejoice in the death of one, not even an enemy.*

*"Returning hate for hate multiplies hate, adding deeper darkness to a night already devoid of stars. Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate, only love can do that." MLK Jr.*

Apparently, someone afterward, reposting the message, removed the quotation marks. It was reposted and tweeted to more than a million people in the incorrect form. The Twitter version, with its 140-character limit, was stripped down even more. And when McArdle blogged about the situation, it resulted in a new firestorm so complex I don't have room to tell you about it. Suffice it to say that a lot of people certainly got completely off the subject that started the whole thing and fell to fighting.

Good grief. It makes you wonder – when will today's communication become too much communication?



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