

Oklahoma Publisher

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THIS MONTH:

Online coupon program coming to Bartlesville

OPA COMMITTEE SIGN-UPS. Open to any staff member of an OPA business member newspaper.

PAGE 2

BACK TO SCHOOL. Get some great ideas on how to cover this event in your community.

PAGE 6



SEVERE WEATHER. See Terry Clark's favorite fronts from the recent storm coverage.

PAGE 12

The Bartlesville Examiner-Enterprise is preparing to launch its own local online bargain service. Sign-ups for "Cool Deals" began this month.

"We know that online deal sites have seen explosive growth across the country, but most of those cater to larger metropolitan areas," said Examiner-Enterprise Editor and Publisher Chris Rush.

"Cool Deals caters to local merchants and shoppers right here in the Bartlesville region. We will offer the same type of savings as the other big, national sites – typically 50 percent off or more on products and services – but you can redeem those savings without driving to a remote market. You can now get those same great

deals right here in the Bartlesville area."

Cool Deals is similar to other local online coupon programs such as Groupon or LivingSocial.

Consumers will sign up to receive emails alerting them to savings of 50 percent or more by simply providing a valid email address. A registration box is located at the top of the newspaper's website – www.examiner-enterprise.com. Once there, users can simply sign up with their email or take the next step of registering for their own Cool Deals account by filling out a short form under the "Registration" tab.



Rush said about 500 consumers already signed up for the program and several deals have been sold to local merchants for the targeted launch this month.

To power the program, Stephens Media chose Second Street, a software company out of St. Louis, Mo., which offers customizable software for contests

and promotions. Stephens Media is the Examiner-Enterprise's parent company.

"This is different from selling newspaper advertising," Rush said. "We had to switch gears and learn a different terminology."

For customers not experienced with online coupon deals, the sale starts from ground zero. "We have to explain the whole concept," Rush said.

A cross-platform marketing strategy will utilize both print and online products, Rush said.

"The newspaper, with its considerable marketing power – both in print and online – is taking the lead

in making this type of free service available locally to both merchants and consumers alike," said Rush.

Online coupon programs may offer newspapers a new source of revenue.

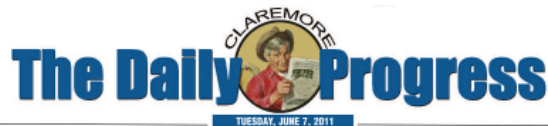
"It's not going to solve all our problems, but it's a step. All of us in print are going to have to make this venture into the online world.

"I realize a lot of folks we'll be reaching with this program may not be traditional newspaper readers," Rush said.

"They probably get most of their information on screen, they prefer to do their shopping on screen and they get their news on screen.

"This is opening up a new audience."

Claremore Daily Progress updates masthead, reduces web width



The Claremore Daily Progress debuted a new look on June 7, which included a cleaner, updated masthead.

The web width of The Daily Progress was reduced by one inch from 23" to 22".

The new masthead

incorporates a revamped image of Will Rogers, which was also featured in the previous masthead.

The image was scanned from the original and is still being tweaked to deal with printing changes, said Publisher Bailey Dabney.

Dabney said there are

plans to change the background color of the Rogers image to allow Rogers' face to stand out more.

Inside, small changes have been made to the paper's datelines.

Dabney saw no need for a drastic redesign.

"We've had a good design for several years," said Dabney. "We didn't feel like we needed to go in a grossly different direction."

Online readers will find similar branding incorporated at claremoreprogress.com.

The Progress has retooled its website with homepage sections showing top stories and community news.

Sections for news on each Rogers County town also have been added to provide an easier and more manageable access to areas of news.

So far there have been no complaints about the new masthead or web width, though a few readers were a bit thrown off by the changes.

"We had one woman come in saying our delivery missed her house," said Dabney.

"Turns out the paper was on her lawn the entire time, she just wasn't used to the new 'top.'"



When I began working at the Clinton Daily News it was a huge battle to get a paper out each day. A typical, full-time work schedule called for 50 hours a week, but most times 60 hours was closer to the norm. On Saturdays it was in the office at 8 a.m. and, if everything went well, you could be home by 2 a.m. Sunday.

In the good old days, it seemed a fight broke out between staff members on a weekly basis. When you got past the spark that started the explosion, you quickly found that the fuel was fatigue and stress. Thanks to changes in technology, it has been decades since we have seen an old fashioned office fist fight or discovered a half empty bottle of vodka hidden by fellow workers.

In the 1960s, we complained about having more than one double-truck grocery ad because it forced us to make multiple press runs. I can even remember many years ago when we decided it wasn't in the best interest of the newspaper to accept inserts. That decision was quickly set aside.

A color ad in those days consisted of black, white and red – period. We printed

on a 33-inch web and handled the rolls of paper without a forklift. Ink was put in the press by dipping it out of a 55-gallon drum with a six-inch putty knife and an Addressograph was the state-of-the-art labeling machine.

When we took a picture it involved hours in the darkroom developing film and making a print. From there it was loaded on the graphic arts camera so a halftone could be made. The halftone then had to be cut and glued on the page. If you got one flipped, which happened often, the identification in the cutline read backwards. At the end of each day you went home smelling like rapid fixer after tray developing pictures, pages and halftones.

The old platemaker we had was a marriage between a vacuum cleaner and an arc welder. If everything went right, which it did about 60 percent of the time, you would end up putting a plate on the press that would actually print.

When I started in the newspaper business 46 years ago, the Clinton Daily News had already converted to offset. But even though we were “cold type” we still poured pigs, cast mats, used hot lead for the clas-

sified page and headlines, and referred to different styles as typefaces, not fonts.

The body type for the newspaper came from glorified typewriters called Justowriters and UPI sent the news via a teletype machine. The steady pounding of the teletype keys seemed to set the pace for the entire newsroom.

Finally we made the leap to typesetting computers. Our first were Compugraphic's model 2961, 4961 and a 7200. The 2961 and 4961 were about the size of large refrigerators and were used for body copy. The 7200 looked like a small piano and was used to output headlines.

Since those days computer technology has improved rapidly. \$100,000 front end systems have been replaced with personal computers, laptops and iPhones. Today, full color pictures are easier to produce than the black and white ones were in the 1960s.

Like hot type, Justowriters and developing film, another era in my newspaper life is coming to an end as I hand over the OPA president's gavel to Rusty Ferguson.

It has been an honor to work with a board of directors and OPA staff that is committed to the newspaper industry. Not only are they visionaries, they have the courage to make tough decisions in order to move your association forward. At a time when it would have been easier to just talk about issues facing the OPA, they dealt with them head on.

Your association is strong because of the board's diversification. Currently there are four daily, one semi-weekly and five

weekly publishers serving on the OPA board. Four come from the west half of the state, five from the east and one from the metro area. With that comes a better understanding of how issues affect newspapers of all sizes.

It has truly been a privilege to have been surrounded by great people that serve on the OPA board. “Thank You” doesn't seem adequate to express my appreciation to daily publishers Jeff Funk, Enid News and Eagle; Robby Trammell, The Oklahoman, and Brian Blansett, Shawnee News-Star; and weekly publishers Rusty Ferguson, The Cleveland American; Gloria Trotter, The Countywide & Sun; Barb Walter, The Hennessey Clipper; Jeff Shultz, The Garvin County News Star; Dayva Spitzer, The Sayre Record & Beckham County Democrat, and semi-weekly publisher Jeff Mayo, Sequoyah County Times, for their service and commitment to the Oklahoma Press Association.

Along with them, our association is fortunate to have Mark Thomas as our executive vice-president. Working closely with him the past year has truly been a learning experience. It is difficult to fathom everything he does for Oklahoma newspapers until you try to follow him for a year. Not only is Mark good for our association, he and his family are the type of people who truly make the world a better place.

As my term as president comes to an end, I realize that the biggest reward of all is being able to say with confidence that, because of these people, the future of our association is in great hands!

GET INVOLVED: Sign up to serve on an OPA committee this year

Join the team for 2011-12!

It's draft season for Oklahoma Press Association committee members and you can be a first round pick. All staff members of OPA business member newspapers can serve on a committee or two.

You can make a difference in the newspaper industry, offer ideas and lead the association. Committee terms will run from July 1, 2011, to June 30, 2012.

Committees meet by conference call a few times a year. All calls are set on either Thursday or Friday. Most in-person meetings will be held at the OPA office at 3601 N. Lincoln Blvd. in Oklahoma City. Calls generally last about half an hour;

in-person meetings last three hours or less and lunch is provided.

Ready to pick your team? Look over the descriptions and sign up today!

AWARDS: Oversees and makes recommendations for changes to all awards and recognition activities administered by the association. Coordinates and plans Better Newspaper Contest Awards Ceremony at the Annual OPA Convention (to be held in June 2012) and monitors current awards as well as considering potential new awards.

EDUCATION: Plans the major conventions and events of the association. Works with

the Oklahoma Newspaper Foundation to plan educational workshops, activities and learning tools the membership can use at newspapers. Works with the Awards Committee on the Awards Ceremony at the annual OPA Convention. (Approximately seven conference calls per year)

GOVERNMENT RELATIONS: Reviews all legislative activities of the association, works to carry out the legislative agenda set by the board and develops OPA legislative platforms.

LEGAL SERVICES PLAN: Reviews and improves the legal services provided to member newspapers of the Legal Services

Plan. Only staff from LSP member newspapers may serve on this committee.

MARKETING: Reviews marketing efforts of member newspapers to encourage proper marketing of newspapers to advertisers and readers. Provides guidance to OPS staff on marketing efforts to sell more newspaper advertising, publications, classified ads and clippings.

To register for committees, go to: www.okpress.com/committees. Please register by July 1, 2011.

For more information, call (405) 499-0020 or 1-888-815-2672 (toll-free in OK) or email Member Services Coordinator Eli Nichols at enichols@okpress.com.

New ad manager at Duncan Banner

Melinda Ray has been named advertising manager of The Duncan Banner.

Ray will coordinate all sales and marketing components of The Banner.

A Waurika native and Waurika High graduate, Ray started her newspaper career as a proofreader at The Banner in 1993. She spent two years as office manager for the Grayson County (Tex.) Shopper from 1998-2000, then returned to The Banner as an advertising sales executive.

Banner Publisher Ed Darling said Ray earned the expanded responsibilities at the newspaper.

"We're excited about the knowledge, enthusiasm and energy she brings to the position. She is committed to providing quality customer service and to helping us design and deliver results-oriented products to our readers and our advertisers," Darling said.

Henryetta Free-Lance finds new office space

After a brief period of homelessness, the Henryetta Free-Lance has found a permanent office space located at 811 West Main Street.

The Free-Lance was forced to shut down their old location after extensive damages from heavy rains during April.

The Free-Lance's sister paper, the Okmulgee Daily Times, opened its doors to Free-Lance staffers to produce the paper in Okmulgee.

Soon after their move to Okmulgee, a temporary space was found at 407 West Main, sharing a space in a music store.

The staff is still dealing with the headaches of moving offices, running into several problems with their phone lines.

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AG releases Broken Arrow audit

Results of a state audit of Broken Arrow Public Schools released June 9 indicate possible criminal open records violations and favoritism towards vendors.

Attorney General Scott Pruitt said those allegations merit further investigation. He withheld the details of those allegations until his investigation is complete.

Two allegations were determined to be violations of the Public Competitive Bidding Act, but auditors concluded those violations weren't intentional. State Auditor Gary Jones made specific recommen-

dations to the school district on those violations, including review of the process for approving all personnel contracts and specifics about purchase orders.

The 84-page report contains 18 objectives or allegations investigated by the state auditor's office related to activity between July 1, 2006, and March 31, 2009.

The audit stemmed from infighting among some members of the Broken Arrow school board and former Superintendent Jim Sisney.

Catoosa police department sued for records

A Vinita lawyer filed suit against the Catoosa Police Department for public access to the department's audio and video recordings.

Josh D. Lee also filed suit against the Claremore Police Department.

Lee's firm – Ward & Lee, PLC – represents Oklahomans who have been accused of alcohol related offenses while operating motor vehicles.

Lee claims he often makes requests for

the audio and video recordings of his clients' arrests as part of his defense.

Lee's co-counsel is Stephen G. Fabian, Jr., Oklahoma City, who successfully sued the Oklahoma Department of Public Safety after the Oklahoma Highway Patrol refused to release videotapes of traffic arrests.

The Oklahoma Open Records act allows citizens to file a lawsuit against a public body or official that denies access to open records.

Canton Times' managing editor retires after 35 years

Jean Hewitt, managing editor of The Canton Times, has retired after more than 35 years with the paper.

Hewitt began her career at The Times in 1973. She started under then publisher Tim Curtin and continued at the paper after Mack and Connie Miller purchased the paper in 1991.

The Times held a retirement reception for Hewitt at the newspaper office on June 2. In honor of her retirement, Miller presented her with a gold watch.

"Jean has always been a faithful employee," said Miller. "We wish her the best and hope she finds time to relax some now."

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OPA CALENDAR OF EVENTS

Complete Listing of Events at
www.OkPress.com

THURS., JULY 14

MISSION POSSIBLE: GETTING COMMUNITY NEWSPAPERS ONLINE

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

THURS., JULY 21

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 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. For more information, go to www.OkPress.com.

THURS. & FRI., AUG. 11 & 12

GET CREATIVE WITH ADOBE INDESIGN

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

THURS., SEPT. 15

HOW TO COVER MEETINGS

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 Meeting laws and the best way to cover public meetings at this workshop. Registration \$35. For more information, go to www.Okpress.com.

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

Peter Wagner returning to OKC with two-part advertising program

Every year, the Oklahoma Newspaper Foundation focuses on bringing training programs to Oklahoma Press Association members. This year, the foundation heard over and over, "We want more workshops about advertising!"

To fulfill that request, the ONF Advertising Training Series is bringing back workshop presenter Peter Wagner, publisher of the N'West Iowa Review, for a two-part workshop to teach ad reps and designers new ways to create high quality products.

Wagner's workshop, "The Art of Advertising," is scheduled for Thursday, July 21, in Oklahoma City. His previous workshop focused on sales promotions. Now attendees can learn his tips for "Selling inside out: Interviewing your way to a sale."

Wagner said his interview lessons help attendees find out what their clients need and expect. The session will have hands-on sales interview exercises designed to turn questions into sales.

The second part of the July 21 session covers design. Early registrants can get feedback on their version of various ads

for a positive PowerPoint comparison to others across the nation.

Wagner's newspaper is considered one of the best weekly newspapers in the country. He currently serves as president of the National Newspaper Association Foundation's Board of Directors.

The workshop will be held from 10 a.m. to 4 p.m. at the Clarion Meridian and Convention Center at 737 S. Meridian Avenue in Oklahoma City. Registration is only \$35 per person.

To register online, go to www.OkPress.com/events-calendar, or print a PDF of the registration form to mail to the Oklahoma Press Association at 3601 N. Lincoln Boulevard, Oklahoma City, OK 73105, or fax registrations to (405) 499-0048.

Don't miss the fall installment in the ONF Advertising Training Series with presenter Carol Richer from Sales Training Plus.

For more information or questions, contact Member Services Coordinator Eli Nichols at (405) 499-0040 (toll-free in Oklahoma at 1-888-815-2672) or email enichols@okpress.com.

Masked bandits invade newspaper office

Ida Roberts was sitting at her desk typing on Memorial Day when three ceiling tiles came crashing down.

"It nearly scared me to death," said Roberts, owner and publisher of the Fairfax Chief.

Her first thought was that there was a leak in the attic, but the tiles didn't show any signs of water damage.

Roberts went to the back of the news office for a dustpan and broom and began cleaning up the insulation that came down with the tiles.

"I started sweeping and heard something," she said. And then she noticed the insulation was moving.

Fearing it was a snake, ("I'm deathly afraid of snakes," she said), she called a young man who helps out around the office to see what it was. When he got there, he lifted the insulation and said, "You've got a baby raccoon. No, you've got two. No, you've got three."

The three cubs were huddled together in the insulation. The young man put the cubs in a barrel, patched the ceiling and



These three bandits were apprehended at the office of the Fairfax Chief.

put a live trap in the attic to catch the mother raccoon. The next day, "a very unhappy momma coon was sitting in the cage," Roberts said. The mother raccoon was released outside of town and the three cubs were adopted by local residents.

"All of them are doing fine," said Roberts. "They adapted to bottle feeding and are being very loving and very playful."

Roberts, who began working at the Fairfax Chief in 1996 and bought the weekly newspaper in 2001, said this is the first time the office has been invaded by masked bandits.

MISSION POSSIBLE: Tulsa World editor reveals secrets to online success

Your mission...Learn how to build stronger ties with your community and potential advertisers through your website.

Impossible? Not anymore. This summer, Tulsa World Web Editor Jason Collington will give community papers of all sizes the secret clues to achieving their goals online.

Learn how to connect to your audience, increase subscriptions, find sources and offer advertisers more options.

This Oklahoma Newspaper Foundation workshop includes demonstrations on a number of Web tools and handouts that offer step-by-step instructions.

The workshop will be held Thursday, July 14, from 10 a.m. to 3 p.m. at the Metro Technology Center campus in the Economic Development Center. The campus is located at 1700 Springlake Drive in Oklahoma City. Registration is \$35 per person. Attendance is limited to 30.

Collington directs the award-winning digital media products at the Tulsa World.

Before being named web editor, he was the World's web content coordinator and a feature writer.

Collington is an Oklahoma State University graduate who worked at the Oklahoma City bureau of the Associated Press before joining the Tulsa World. He also teaches an Internet Communications class at OSU-Tulsa.

To register online, go to www.OkPress.com/events-calendar or print a PDF of the registration form to mail to the Oklahoma Press Association at 3601 N. Lincoln Boulevard, Oklahoma City, OK 73105. Fax registrations to (405) 499-0048.

For more information, contact Member Services Coordinator Eli Nichols by phone at (405) 499-0040 or 1-888-815-2672 (toll-free in Oklahoma) or by email at enichols@okpress.com.

Interns spending summer holiday at Oklahoma newspapers

The Oklahoma Newspaper Foundation provided funding for newspapers to hire a summer intern through the 2011 ONF internship program.

Last month, we introduced you to 11 of this year's interns; this month, meet the final 13 who are working around the state this summer.



CHELSEY KRAFT, a sophomore at the University of Oklahoma, has her first college internship with the Shawnee News-Star. Kraft, sports coordinator at OU's Sooner yearbook, hopes to become a sports journalist.

"At 15, I decided what I wanted to do with the rest of my life," she said. "I had a passion for writing and loved watching sports, which I jokingly blame on my parents because of how my dad would come home on Mondays and plop me in his lap to watch Monday Night Football. My freshman year in high school, it clicked that I should combine my two interests into a career."



KELLY KIEFER, a Northeastern Oklahoma A&M junior, joins the staff at The Miami News Record for the summer as a photographer and event reporter. "My goal is to learn more about the area and people in Northeast Oklahoma," she said. "What better way than to spend the summer with a newspaper?"



ANDREW MORPHEW is on the Duncan Banner team as an ONF intern. Morpew is a senior at the University of Science and Arts of Oklahoma in Chickasha. He is sports editor for the campus paper, The Trend.

"As soon as I graduate, I hope to get a job at a community newspaper so I can cover a lot of local sports," Morpew said.



PSYCHESHA MOSS, an Oklahoma State University junior who writes for the O'Collegian, joined the staff at OKC Friday for her internship. Moss

said she wants to become the creative director for an advertising firm.

"I have a range of communications interests," she said. "Be it advertisement design, feature journalism or politics and governmental affairs, I want to be involved somehow."



MARY NEWPORT will intern this summer at The Countywide & Sun in Tecumseh. Newport, an East Central University sophomore, remembers the

value of her first internship. She was an unpaid intern at the Shawnee News-Star her freshman year of college.

"(At the News-Star) I learned how to conduct an interview, what kind of questions to ask my sources and to keep calling until someone was willing to talk to me," she said. "I discovered the strange and wonderful spellings of Oklahoma town names and the proper capitalization of rodeo events."



KORY OSWALD, a senior at the University of Central Oklahoma, will intern at The Oklahoman this year. In 2009,

Oswald served an ONF internship at the El Reno Tribune. "My primary goal as a journalist is to keep the public informed," Oswald said. "I know the vital role the press plays in propelling communities and democracy forward."



SHAWNDRA ROBERTS, an El Reno native, will work at her hometown paper this summer. The University of Central Oklahoma senior is the ONF intern for the El Reno Tribune.

Roberts has experience in freelance reporting, assisting with campus newscasts and writing for the Oklahoma Department of Tourism as a Discover Oklahoma intern. She said she's ready for her next internship.

"I am always excited about a new opportunity and love an adventure," she said.

"This internship offers just that."



KYLE SALOMON will serve an internship at the Sand Springs Leader. Salomon, a University of Oklahoma senior, has been a reporter for the Oklahoma

Daily. Last summer, he covered sports and news for The Norman Transcript and The Moore American.

"I want to gain as much experience as I can in the journalism field before I graduate and start my career," he said. "Just like anything else, the more experience you have, the better you will be as a journalist."



LINDSEY BUIE, a junior at Oral Roberts University, is working at The Sapulpa Daily Herald. She said she plans to learn as much as she can.

"I look forward to this summer internship because it is a great opportunity for me to gain first-hand experience and further develop the skills I am learning to become a better writer and communicator," Buie said.



LIBERTY WALKER, a Northeastern Oklahoma State University senior, is working at the Muskogee Phoenix this summer.

"I'm excited to learn more about the different beats they have reporters working on," she said. "The layout is also something I look forward to learning. I hope to be working for a daily newspaper 10 years from now. I'm not sure what that will look like, but I know that my passion for writing and reporting will make it worthwhile."



TONI HILL, a Tulsa Community College student, is an intern at The Owasso Reporter.

"My love for media began during my teenage years

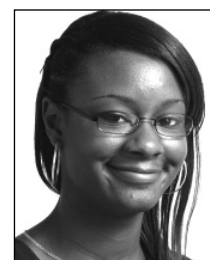
when I developed an insatiable desire for knowledge about those things that influenced my existence," she said. "I learned that my world was connected by the lives of others and that knowledge was indeed power, and I wanted to be part of that cycle, not for personal gain, but to help improve the lives of others."

Hill plans to create print and video content for the Owasso Reporter website.



ALEX HILTON was hired as an intern by the Edmond Sun. The University of Oklahoma freshman is a sports writer for The Oklahoma Daily and interned

at Sooner Spectator magazine. Hilton also worked for the Thunder Youth Basketball Camp.



O'CHE JACKSON, a high school junior, is interning at The Ardmoreite. Her goal is to write for the New York Times. Jackson writes for the

campus newspaper at Take Two Academy. Jackson said her son, Karion Chavez, is part of her inspiration.

"I do not look at my son as a burden, but he was a definite wake-up call to pursue my dreams and not to let anything hold me back, because now I am not only striving for the best for myself, but also another life," she said.

"Seeing things come together from beginning to end is exciting to me. Drafting ideas and turning them into a story for all of the town to see is one of my lifelong dreams."

Ferguson family is full of high achievers



The Ferguson family – twins Layne and Landon, 18; their parents Rusty and Deana; sister Libby Bayouth, 24; and brother Lincoln, 20 – have all graduated at the top of their classes. Among them, there are four valedictorians, one salutatorian and one top-of-class honor.

Photo by Tulsa World photographer JAMES GIBBARD, reprinted with permission

By SUSAN HYLTON, Tulsa World staff writer
Reprinted with permission of the Tulsa World

When Rusty Ferguson found out he was Cleveland High School's valedictorian in 1979, it was just a fun thing he could tell his mother when he got home.

He had no inkling then he was setting an example of hard work and perseverance that would drive his four children decades later.

Twins Landon and Layne graduate with 100 other Cleveland seniors on May 27 as valedictorian and salutatorian, respectively. There are a total of six valedictorians at the school this year.

Cheering them on will be siblings Libby Bayouth, 2005 class valedictorian, and Lincoln, 2009 class valedictorian.

Rusty said Layne, who is salutatorian, was only 0.4 points short of sharing the top spot with his identical twin, calling that a "long, sad story."

The short version is Layne had an 89 percent in anatomy class a couple of semesters ago. It seems he might have misidentified a few obscure bones in the human body.

"They gave me a hard time about it," Layne said of his snickering brothers.

Their mother, Deana Ferguson, is no academic slouch either.

She nearly took the top honor in 1981 at Anadarko High School with her 4.0 grade point average. But she was technically third in her class because of a weighted grading system.

So, the family of six has four valedictorians, one salutatorian, and one top-of-the-class.

"Yes, I get all kinds of abuse," Deana said, joking.

The family is proud of their accomplishments, but they don't feel particularly smarter than anyone else. They credit hard work and strive to do their best.

"There were lots of nights they could have done something different," Deana said. "They are all pretty self-motivated."

The children say their parents taught them good life skills, provided encouragement and led by example by working hard, Libby said.

And it was Libby – the oldest child –

who set the family valedictorian challenge in motion.

"I always felt I had to do as good as Libby or better," Lincoln said.

The parents say each child developed individual study habits and strengths as they grew older.

Libby, called "the thoughtful one," buckled down in her room alone with the goal of straight As, her father said. Rusty said she's compassionate and "sees straight to the heart." She just finished her first year as a first-grade teacher in Midwest City.

The second child, Lincoln, is considered the organized one who is "intellectual and goal-driven," his father said.

As a first-grader, he announced he would be U.S. president one day and hasn't taken it back. He will be a junior at the University of Oklahoma in the fall and is studying journalism.

The twins, Landon and Layne, have been "incredibly active" since infancy, their father said.

Both are student council officers and linebackers, making the All-Star team for Class 4A.

Landon is more time-conscious, and Layne is more laid-back, their father said.

"Not much bothers him – except anatomy class," Rusty quipped.

The twins haven't decided on a university yet but are getting offers to play football. They are leaning toward studying political science followed by law school.

The Ferguson children also received hands-on experience in family-owned businesses.

Deana owns a flower and gift shop, Rusty is publisher of the Cleveland American, and grandfather Larry Ferguson was a state representative for 19 years.

The boys worked at the newspaper, producing the "L's Oklahoma," a feature page on state tourism. They were all editors of the high school's newspaper.

The family is musical, playing in a band in church – mom on piano, Lincoln on keyboard, Libby on guitar, Layne on bass guitar and Landon on drums.

"I appreciate that they're all well-rounded," Deana said. "They have lots of friends, and they're not just little book-worms."

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Photo by ROWYNN RICKS, Woodward News, April 16, 2011



Rex Mantooh, Hominy's oldest WWII veteran at age 93, is a member of the American Legion in Hominy.

Photo by RACHEL ANNE SEYMOUR, The Bigheart Times, April 28, 2011

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DEATHS

CHARLES WESLEY ABBOTT, longtime reporter and editor at the Blackwell Journal Tribune, died June 5, 2011, at Blackwell Regional Hospital. He was 72.

Abbott was born in Tishomingo on June 28, 1938. His family moved to Atoka six weeks later, where he grew up.

He attended Southeastern State College in Durant where he graduated with bachelors of arts and a minor in journalism.

He attended the University of Oklahoma for a year to work on his masters.

The Journal Tribune hired Abbott in 1969.

He married Glenda Steward in 1971 and married his second wife Mary Turner in 1991.

A colleague recalled Abbott as being a renaissance man at the Journal Tribune, covering stories beyond the confines of his beat without complaint or second thought.

He was a member of the Journal Tribune staff the year the paper won the Sequoyah Award from the Oklahoma Press Association.

Abbott is survived by his wife Mary Abbott, of the home; three stepsons: David Hardgroves of Ponca City, Murle Eugene Turner of Blackwell and Casey Turner of Blackwell.

LYLE M. EXSTROM, 65, former general manager of the Altus Times, died May 24, 2011. He was 65.

Exstrom was born on June 28, 1945, in Axtell, Neb. He graduated from high school in Holdrege, Neb., in 1963, and married his wife Linda Lou Engelke in 1965.

Exstrom spent 40 years in the newspaper industry, working at several papers in Nebraska, Illinois, Arkansas, Iowa and Oklahoma.

After retiring from the Altus Times, Exstrom became the revenue manager for Quartz Mountain Resort and Conference Center.

He is survived by his wife, Linda, of

the home; daughter Jennifer Nipper and her husband Bill, of Tupelo, Miss.; and son Christopher and his wife Suzanne of Kearney, Neb.; one sister, Sheila Exstrom of Lincoln, Neb.; two brothers, LeMoyné of Holdrege, Neb., and Bryce of Fremont, Neb., and two grandchildren.

JERRY PINKERTON, who served as editor and publisher of the Walters Herald until retiring in 1992, died May 28, 2011. He was 84.

Pinkerton was born April 11, 1927, in Walters. He graduated from high school in 1945 and enlisted in the U.S. Navy.

After returning to Walters, he started his career in journalism with The Herald Publishing Co., a commercial printing business, and as publisher of The Walters Herald.

In December of 1950, he married Mary Joan Jackson.

In 1965, Pinkerton purchased part ownership of the Herald. He became majority stockholder in 1981 and served as editor and publisher until its sale in 1988. After the sale, he continued as editor until taking full retirement in 1992.

Pinkerton went on to assist in the production of the Cotton Electric Current. He also served as the Cotton County reporter for the Wichita Falls Times and Record News for several years.

Pinkerton had a long history of civic service to Walters, serving as city councilman and mayor on five different occasions. He also served on numerous boards and was named Citizen Emeritus of the Year in 2006.

He was a distinguished member of the American Legion and was a 32nd Degree Mason with the Cache Valley Masonic Lodge.

Pinkerton was an unofficial ambassador for the City of Walters, constantly on the lookout for the city's best interest.

He is survived by his children, Jara Morrow and husband Jeff of Nederland,

Colo.; Janet Hudnall and husband Billy of Dallas, Texas, and Les A. Pinkerton of Fort Worth, Texas; and two grandsons.

CLARENCE EDWARD ROBISON, a longtime employee of The Hughes County Times and The Weleetkan, died May 16, 2011, in Wetumka. He was 75.

At the time of his death, he had been employed at the Times and Weleetkan for nearly 26 years.

He was born Dec. 23, 1936, in Dustin, Okla. He entered the U.S. Army in 1956 and was discharged in 1964.

Robison was a longtime member of the VFW and the American Legion Post 224 in Wetumka.

On Nov. 30, 1961, he married Anna Holfelder in Nuremberg, Germany. The two had four children while they were married. His second marriage was in 1970 to Dorothy Nichols and his third was in 1975 to Mae Wineland.

He is survived by three daughters, Wilma Marie Nichols of Conroe, Texas; Rosa Linda and husband Stanley Lashley of San Carlos, Calif., and Theresa Johanna of California; one son, Joseph Henry Robison and wife Julia of Conroe, Texas; five sisters and nine grandchildren.

LARON SHORT, a recent journalism graduate, died May 24, 2011, from injuries sustained in the tornado that touched down in Chickasha. She was 24.

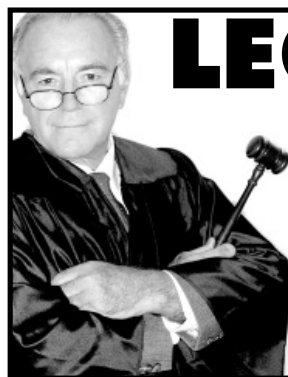
Short graduated in December from the University of Science and Arts of Oklahoma in Chickasha with a degree in communication. She was pursuing a career in journalism.

She had lived in Melbourne, Australia, for five months after graduating and had only recently returned home.

Prior to graduation, Short completed an internship with and later freelanced for the Chickasha Express-Star. She also wrote for the Chickasha Leader. While still a student, her writing was picked up by the Associated Press at least three times.

Short regarded journalism as "the most important profession in the world because it exposes oppression, facilitates communication, and inspires people to think critically about the world in which we live."

She is survived by her parents, Tammy Short and Juanita Dowling of Chickasha, and Chris Short and Jan McClung of Kansas City, Mo.



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Third generation Wade takes helm at Elk City Daily News



Perkinson's grandfather, Paul R. Wade, moved to Elk City in 1934 as manager of the newspaper and bought Pulliam out three years later, making the Elk City Daily News currently under 74 years of Wade family ownership.

"I've been wanting to reconnect with Elk City for some years now," Perkinson said.

"It is truly an honor to serve such a supportive, positive and progressive town as Elk City."

Since her return on May 16, the Daily News launched its website at www.ecdailynews.com and began offering online subscriptions.

Perkinson graduated from the University of Oklahoma with degrees in philosophy and mathematics, and then attended Duke Law School.

After graduating from Duke, she served as a criminal magistrate judge in Durham, N.C., for three years. Since then, she has been mediating superior court cases.

"I have a passion for helping resolve conflicts, and for de-escalating folks in volatile situations," she said.

Perkinson enjoys volunteering in various capacities.

She and her therapy dog, Oreo, visit nursing homes and children.

Oreo will soon become an honorary member of the Elk City Daily News.

Elizabeth (Wade) Perkinson recently became the third generation of Wades to publish the Elk City Daily News.

"I'm truly excited to be a more integral part in the team," she said.

While sitting in the chair that her late father, Larry R. Wade, occupied for 39 years as publisher of the Elk City Daily News, Perkinson said she is looking forward to spending more time with staff members, many whom she grew up knowing.

The Elk City Daily News traces its roots to the Elk City Democrat, founded in 1901, and the News Democrat, owned by Eugene C. Pulliam.

Ed Kelley accepts new position in DC

Ed Kelley, editor of The Oklahoman, is leaving to become editor of The Washington Times in Washington D.C.

The Washington Times publishes a newspaper five days a week.

Kelley has been editor of The Oklahoman since 2003.

He started at the Oklahoma Publishing Company (OPUBCO) in 1974 as a summer intern and became a full-time employee after graduating from the University of Oklahoma in 1975.

Kelley held a variety of positions at OPUBCO, even doing double duty as city editor at The Oklahoman and Oklahoma City Times, the now defunct afternoon paper.

Kelley worked in Washington for several years, beginning in 1986. He returned to The Oklahoman in 1990 to be

managing editor, the top newsroom position at the time.

In 1999 he went to the editorial page staff and was editorial page editor until he took over as editor in 2003.

He was awarded Editor of the Year by the National Press Foundation in 1996 for his role in The Oklahoman's coverage of the 1995 Oklahoma City bombing. Kelley is a member of the Oklahoma Journalism Hall of Fame.

"I have been fortunate to work with him over the last eight years," said Oklahoma Publishing Company Chairman and CEO Christy Everest.

"He has truly been the face of The Oklahoman. He and his wife, Carole, will be missed by the company and the Gaylord family."

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Local killed east of Seiling on Indian Road

Wheat Price \$8.75

Local load of wheat arrives in Seiling

Cities receive \$12.4 Million County returns total \$3.3 Million

The Dewey County Record, June 2, 2011

El Reno Tribune
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Picking up the pieces

Deadly twister leaves path of destruction from Calumet to Piedmont

Weather
 86/70
 Partly sunny with scattered clouds.

Local News
 The twister that struck the area on Sunday left a trail of destruction from Calumet to Piedmont. The storm caused significant damage to property and infrastructure, leaving a path of destruction that was difficult to pick up the pieces.

El Reno Tribune, May 29, 2011

LIFESTYLES
 Lessons From a Tornado: More Than Physical Survival

'Perpetual Motion' Performs Here June 16

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Ponca City News, June 5, 2011

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The Oklahoman, May 25, 2011

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TERRIFYING

Twister outbreak brings death, devastation to state

Chickasha man rides out twister's rampage

Wreck stops traffic on interstate

Search for survivors continues

Republicans, Democrats at odds over session outcome

The Lawton Constitution, May 25, 2011

Mavs down Thunder
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News-Record
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"It was like the world was ending..."

More than 65 homes damaged in Delaware County

Search for survivors continues

Residents help out in Joplin, seek donations

Weather
 Today: Partly cloudy, 86-70
 Tomorrow: Partly cloudy, 86-70
 66
 66
 66

The Miami News-Record, May 24, 2011

NEED A DOCTOR? 759-CARE
 The Newcastle Pacer

TORNADO TERROR

Twister tears through the heart of Newcastle

PICKING UP THE PIECES

Weather
 Today: Partly cloudy, 86-70
 Tomorrow: Partly cloudy, 86-70

The Newcastle Pacer, June 2, 2011

Apple announces iCloud at developers conference

computer notes
from the road
by WILMA MELOT

Steve Jobs got Apple's annual Worldwide Developers Conference in San Francisco off to a good start. What he presented was truly amazing.

Apple demonstrated its new online storage and content management service – iCloud. With iCloud, you can sync all your devices and have a backup in the cloud for free. Apple built a huge server farm to hold all your data and automatically sync your iPhone, computer, iPod or iPad.

For example, let's say you take a photo on your iPhone. Once you connect to a network, the photo goes to the cloud where it can be sent to your computer, iPod or iPad.

You can sync your email, contacts, cal-

endar, apps, photos and music – for free. Yes, that's right. Free.

With iCloud, you can even sync documents on 10 registered devices.

This should fix all those pesky problems you encountered when trying to move your music to a new device. It used to be that if your iPod died, you were in real trouble.

For people who don't care if their information is on Apple's secure servers, this is a giant leap. But, I've already heard some people saying this is Big Brother gleaning data from those who work hard to gather it.

We'll have to see how it all works before we have all the answers, but there is security in backing up your information – and it will be greatly improved if you use the cloud.

Hopefully, users will be able to control how the information is synced. Apple is



iCloud

leading the way with this service, and perhaps stepping – just a little – on Google's cloud world. The iCloud should be available by this fall.

The conference also revealed that Apple's new operating system, Lion, won't be available on a disk. It has to be downloaded from Apple's app store, which makes us more dependent on the Web to run our computers.

Other highlights indicate you can activate an iPhone/iPad/iPod over the air without a computer, thus making the iPhone an independent device. It's been a small computer for some time now, but cutting the attached string is the next step in that evolution.

Last month I looked at Lion, Apple's new OS. This conference confirmed to me that its auto saving feature is the best innovation by Apple in a long time.

Add DNS server numbers for security and speed

Lately, I've been all about getting more security on our computers. A government study says attacks have gone up by 40 percent in the last few months and not just government computers are being hit.

I've seen more and more newspaper computers affected. To learn more about this subject I started investigating public DNS servers and how some of the services work.

Domain Name System is what DNS stands for. When we look up websites with a name or a set of numbers, what really happens is that our computer goes out and looks through a bunch of computer server boxes that have lists of addresses and locations of different websites. If our search can't find what it is looking for, it goes to the next server box and looks there, and so on. This all goes by in a matter of seconds but it could be a lot faster if it knew where to go and look the first time.

Google published its DNS server numbers for others to use. Norton has its numbers listed. Other companies are doing the same. What they are doing is gathering bigger sets of lists so your computer won't

have to look so many places for the right answer to a website query.

These companies are also blocking websites they consider to be dangerous – those considered to be handing out viruses or stealing info off your computer.

If you're not afraid of Big Brother and want help fending off the bad guys, try putting your DNS server numbers in your internet settings and see if your web experience is improved. The speed difference is amazing where we've tried it.

Check with your internet provider to see if they have their own set of DNS servers they run your mail through. If so, you may want to keep the DNS servers you already have. It's easy to try and can be switched back if it doesn't work.

Norton is aimed at stopping bad sites. When you stumble across one, their browsers openly say they are blocking a site and why.

Norton's free DNS numbers are 198.153.192.1 and 198.153.194.1. To read more about it go to nortondns.com.

Google's numbers are 8.8.8.8 and 8.8.4.4. These are free, but don't say why they are blocking a "bad" site like

Norton's. It's easy to see how this could be misused, but if too much is blocked we can always go back to our old set of numbers from our local internet provider or router company or use none at all. It's good to understand if we want to defend an open and free internet.

To try it on Mac OSX go to the Apple>System Preference>Network. Double click the green button or click the advanced button and look for TCP/IP addresses. It may be necessary to unlock the padlock at the bottom of the window. Look for DNS, add the aforementioned numbers and try browsing.

On a Windows XP computer go to the Start Button > Settings > Network Connections. Double click on Local Area Connection. Click on Properties button. Select Internet Protocol (TCP/IP). Click on Properties button and look for Preferred DNS Server. Put in the numbers for Goggle or Norton.

If there's going to be trouble, it will happen right away. If it doesn't work, just take out the new numbers and revert to what you were using.

plugged IN

Good OCR Programs

IRIS READER, \$129. Saves an incredible amount of time when converting any paper document, PDF or image file into digital files you can edit, search and share.

ABBY'S FINEREADER EXPRESS for Mac, \$100. This is complicated software so it most likely will never be free.

OMNIPAGE PRO for Mac, \$500. By far the best. If you count the time saved by this software, it's very cost effective.

You can also buy a scanner with OCR software for a Mac. A new scanner is \$100 to \$200 with a good OCR package included.

Backup your mail

Often forgotten is a good backup of important emails. If you're using Apple's Time Machine or some other whole system backup method, no need to worry. If not, it's a good idea to back up old, critical email files. Even if it seems safe and is all backed up on the web, internet providers can crash.

It's also a good idea to back up your web bookmarks. An easy way to do this is to open bookmarks or favorites, then look for an export in the menu. It's most often under edit menu. You can also drag a bookmark to the desktop to save for the short term.

Creative Suite Books

I like a reference book with my programs. I know it's old school but nothing beats having all the answers in one place.

Adobe Creative Suite 5 Bible is a great overall manual for your new Creative Suite. *Adobe Creative Suite 5 Design Premium How-Tos: 100 Essential Techniques* is a good lab workshop book full of ideas. *Real World Print Production with Adobe Creative Suite Applications* is another great resource.

The little bird who roared; Twitter finds its voice

That **InterWeb** Thing

by KEITH BURGIN, OPA STAFF

Don't be fooled by the little blue bird; Twitter is a beast. Twitter is a living, breathing animal that feeds on input and participation. It emits a deafening roar.

And regardless of the size of your newspaper or its technology level, Twitter can make you the go-to point for breaking information in your community – the source of the roar.

Only a few years ago, many considered Twitter a "fad", predicting it would join the pet rock and proper English in obscurity. Instead, serious people took notice and more material uses were found for it.

Certainly, the vapid and the silly are still rampant but a maturing Twitter is also being used as a tool to inform, discuss, market and even save lives.

During and following the recent tor-

nado destruction in Oklahoma and Missouri, when voice communication with cell phones was difficult if not impossible due to heavy traffic, Twitter users helped track the path of storms, re-unite loved ones, guide emergency crews and organize volunteers and relief supplies.

Anyone with a text-enabled device and a connection was able to access a conversation stream and respond. It could just as easily have been your Twitter feed they were engaging. Maybe it was.

Unlike some forms of mass communication, Twitter is an immediate, short burst of information that doesn't require any special software or setup to reach hundreds or thousands. It's free and it's simple.

Have a festival or fair happening? Tweet about it and get readers sharing their experiences pointing out attractions.

Did a terrible tragedy befall the town or is Lady Gaga playing a nearby venue? Actually, that may be redundant. Anyway,

make your newspaper's Twitter feed the focal point for updates.

By all means, let your readers know that detailed information, the kind they'll only find in your newspaper, will be in your next edition.

One other thing: contrary to popular myth, the feed doesn't need to resemble a Chuck Norris movie – "I see the doorknob." "I am reaching for the doorknob." "I am now grasping the doorknob, turning the doorknob and pushing the door open."

Just talk – discuss. Keep it short and succinct – 140 characters per tweet.

Keep an eye on your feed, follow folks who observe your rules, drop those who don't. Tweet often about community events. Watch for leads and information you can use in your publication. Ask users to follow you on Twitter.

Then step outside and yell, "I am newspaper, hear me roar!"

Well, not really – but kind of.

Arizona court rejects website privacy case

By MICHAEL MINNIS, OPA ATTORNEY



The right of privacy torts are often used in defamation suits to avoid the statute of limitations.

Defamation is a tort requiring publication of false asserted facts about a person that is damaging to reputation. However, an Arizona federal court has clarified that some privacy torts require the opposite proof: that the asserted facts are true.

In a decision filed June 2nd, the court granted summary judgment in favor of a website that allowed the posting by an ex-boyfriend that his girlfriend had given him a disease.

In rejecting the public disclosure of private facts invasion of privacy action, the

court noted "that the statements posted on the defendant's website were fabricated."

The court concluded: "Because there are no facts, private or otherwise, disclosed, the Court will grant summary judgment on Plaintiff's claim for private disclosure of public facts."

In also granting judgment for the defendant website on the plaintiff's false light claim, the court said that the false light claim "cannot survive summary judgment because the context in which the contested statements appeared on Defendant's website do not imply the assertion of an objective fact."

The court did not reach the defendant's assertion that the plaintiff's claims were barred by the Communications Decency Act.

Award-winning journalists to speak at conference

Pulitzer Prize-winning journalist and educator Jacqui Banaszynski and veteran editor Margaret Holt of The Chicago Tribune will speak on the importance of media ethics at the two-day University of Central Oklahoma Media Ethics Conference, October 12-13 on the university's Edmond, Okla., campus.

Other speakers include David Espo of the Associated Press, who covered the shooting of U.S. Rep. Gabrielle Giffords in Tucson, Ariz., earlier this year.

The conference is sponsored by UCO's Department of Mass Communication in the College of Liberal Arts.

Yvette Walker, Edith Gaylord Kinney Endowed Chair for Journalism Ethics and an editor of The Oklahoman, is planning the conference along with her students.

The conference will be held at the Nigh University Center. Students can attend the conference free of charge, and the cost for non-students is \$25.

Other speakers include investigative reporter Alex Cameron of KWTW News 9, Joe Hight of The Oklahoman, and award-winning professors from the University of Central Oklahoma such as Terry Clark, Kole Kleeman, and Keith Swezey.

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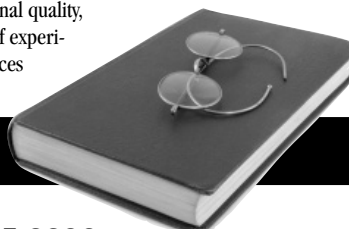
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**FAITH
WYLIE**

Oologah Lake Leader

ONG/OPA
Contest Winners

Editorial:

**TED
STREULI**

The Journal Record

APRIL 2011 COLUMN WINNER **FAITH WYLIE, OOLOGAH LAKE LEADER**

April breaks hearts

April showers?

Not here. April brings violent storms and heart-breaking memories.

Traveling back in time to the Oologah tornado has been a bumpy journey.

Stories of strength and perseverance have reminded us of the courage and character of our community. But the stories have also raised twinges of the pain of those days.

News reports also remind us of the Branch Davidian tragedy at Waco 18 years ago, and the Murrah bombing in Oklahoma City 16 years ago.

As we are pelted by hail, we recall the sounds of the Oologah tornado and the horrible 2007 ice storm.

It's all just too personal. It makes us dread April.

Most adults here know people who lost their homes on April 26, 1991 and someone who lost a loved one on April 19, 1995.

For me, there is a personal loss. I was finishing billing so I could visit my father one last time. The tornado disrupted my plans. I did not make it in time. Those 24 hours were the worst in my life.

But it was worse for others.

At least the Oologah tornado, unlike the Murrah bombing, was an act of nature.

As we confronted nature at its worst, we saw human nature at its best.

I am reminded of the people who donated time, meals, money, cars and campers for the storm survivors.

Who can forget our tough families who lived in campers beside their demolished homes and washed their hair with a garden hose?

The telephone company installed jacks on outside poles so families could have a phone at their home site. The phone rang in the yard. (Cell phones were not common 20 years ago.)

The post office held mail until rural boxes could be replaced. Carriers kept track of those living with family and neighbors so they could get their mail.

We were stretched to our limit. We did not break.



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