

The Oklahoma Publisher

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Newspapers use blend of traditional, social media to cover raging wildfires

Just look at the front page of any Oklahoma newspaper for news of record-breaking heat, drought, burn bans and water rationing.

The dry conditions created the perfect environment for wildfires that swept across the state in early August.

To keep readers informed of dangers, many state newspapers turned to social media to get the word out.

Barbara Vice, publisher of the Drumright Gusher in Creek County, kept readers informed about the wildfires and road closings on the paper's Facebook page.

In less than three days after Vice started posting about the wildfires, the Gusher more than doubled its 350 "likes" and is still growing.

"We have had many comments from readers who have thanked us profusely for our updates, saying they were unable to get pertinent, local information from any other source," said Vice. "I was up until after 2:00 a.m. responding to readers' questions – some of them from out of state and desperate for information about loved ones, one from a young mother with two small children who would not go to sleep for fear the fire was approaching her home."

Vice kept her community updated with road closings and evacuations as the fire continued to sweep through the area.

When the evacuation order was lifted, she confirmed



Fire from the blaze in the Dripping Springs neighborhood northeast of Cushing.

Photo by Jim Perry, Cushing Citizen managing editor. Reprinted with permission

the information with the fire department and posted it on the newspaper's Facebook page.

"And I did most of it on my laptop from our school uniform store in Tulsa where I was helping with the back-

to-school rush during tax-free weekend," she said. "Try that in the old days, with the old way of doing things."

Vice followed up the social media coverage with the Aug. 9, 2012, issue, which drew praise from other publishers.

Commenting on the Gusher's coverage, John M. Wylie II, publisher of the Oologah Lake Leader, said, "I know their resources are limited, but you'd never know it from the finished product – jam packed with really outstanding pictures, good writing and tons of the useful information folks need so badly after a disaster."

It's a great time to have a website and Facebook page, said Wylie.

"We were constantly updating both as various warnings were issued, fires broke out and, most recently, a water emergency was declared," said Wylie.

Readers used Facebook and the comment section of the website to ask questions, while Lake Leader staff tracked down the information and posted it.

"The two-way communication helped us know what information the community wasn't getting but needed, and helped the community know what to expect," Wylie said.

The Lake Leader's staff also kept close track of a growing hay issue – burning bales and thefts of hay bales.

"After we started covering the thefts aggressively and the Texas and Southwestern Cattle Association sent its chief ranger for the district in, the thefts stopped," Wylie said.

"And, of course, the print product wrapped up the story each week."

Stacey Hamilton, advertis-

Continued on Page 9



UP, UP AND AWAY!

OPA PRESIDENT'S COLUMN

Celebrating Newspaper Heroes, Past & Present
By Jeff Shultz, Garvin County News Star

I came home after getting our Aug. 9 issue out, very proud of the work we did on covering the wildfires in our area.

My headline was "Oklahoma Burning" and I thought it was rather original, even though the movie "Mississippi Burning" was sort of the inspiration for the headline.

That is until my wife, Nanette, saw my headline and said, "Huh. That's the same headline Dayva used in the Sayre paper."

In fact, she went on to tell me a couple of other papers that we get at home had the same headline when it came to covering their area wildfires.

For a moment I was a little bothered by the fact I had used the same headline, but then it hit me.

"Oh well," I said to her, "great minds think alike."

Mark Thomas and I traveled on July 19 and 20 to southeast Oklahoma for the first of what I hope will be many visits to state newspapers.

We visited Atoka, Hugo and Valliant on the first day of the trip. The next day we paid a visit to two OPA members in Idabel and spent the afternoon in Wilburton.

It's always inspiring to see other newspaper people and share in the challenges they have.

The first part of my report on that road trip can be found in this issue of The Publisher. Next month I'll have Part 2.

If you tried to get in touch with the OPA office late last month and got nothing, that's because their phone service was temporarily out.

It seems some city crews cut into their phone line while doing some work near the OPA office.

Their phones and fax lines were out for about a day or so. They finally came back on July 25.

I know I speak for the whole staff at the OPA by saying thanks to everyone who was patient with them during this time.

Now, for another Newspaper Hero.

Most newspaper columnists begin small and if they are lucky and if they are a good writer, they might be picked up nationally as their newspaper audience grows.

It takes them a while to become a household name as a newspaper columnist. However, this columnist started as a household name and went from there.

When Will Rogers began his column in 1922, he was already known for his Broadway and cinema work, thus making it much easier for him to be a newspaper columnist.

From 1926 to 1935, the year he was tragically killed in a plane crash, his daily newspaper column was published in a record 500 newspapers.

Most notably, his column appeared in the *New York Times*, which was the only newspaper at that time that could claim to have a national audience.

His "Daily Telegrams," as it was called, were short columns that included his unique brand of humor and other tidbits from his days on Broadway and in the movies.

He often wrote about his thoughts on a variety of subjects, but most notably his columns tackled prevalent political issues of the day.

Whether it was prohibition, the New Deal or other timely subjects, Will's columns were read by millions of readers who often said his column was the first thing they read each day before they read anything else in the paper.

Will used his notoriety to shape public opinion and influence state and federal government policies.

Unlike most columns you see today, his "Telegrams" were short and to the point, sometimes no longer than a paragraph or two.

In 1971 Will Rogers was inducted into the Oklahoma Journalism Hall of Fame.

His columns can be found in PDF format at the Will Rogers Memorial Museum's website, www.willrogers.com.

You can download the whole volume of his columns from the website. Just click on "The Writings of Will" link on the right-hand sidebar to access the columns.

Reading through them, you can clearly see many of his columns still resonate today.

Foundations call for 'teaching hospital' model for j-schools

A group of journalism foundations that support colleges and universities authored an open letter to journalism and communications schools that called for them to model their educational programs after the medical field.

The letter called for new models that blend practice with scholarship, with more professionals in residence and a focus on applied research.

"In this new digital age, we believe the 'teaching hospital' model offers

great potential," the letter states. Scholars should help student practitioners invent viable forms of digital news that communities need.

Signers included representatives from the McCormick Foundation, the Knight Foundation, the Scripps-Howard Foundation, the Brett Family Foundation and the Oklahoma City based Ethics and Excellence in Journalism Foundation.

These foundations make grants to

journalism education across the country.

These foundations said they would support efforts by The Accrediting Council on Education in Journalism and Mass Communications to modernize standards, including integrating technology and innovation in curricula,

The foundations would not support institutions unwilling to change.

OPA CALENDAR OF EVENTS

Complete Listing of Events at
www.OkPress.com

THU., SEPT. 27, LAWTON OPEN MEETING/OPEN RECORDS ACTS SEMINAR

Attorney General Scott Pruitt, the Oklahoma Press Association and Oklahoma Newspaper Foundation invite you to attend a seminar designed to deal directly with your questions and concerns about Oklahoma's Open Meeting and Records Acts. Oklahoma First Attorney General Rob Hudson and Communications Director Diane Clay will present the seminar. It's free and open to the public. The seminar will be held six times in 2012 across the state. For more information, a press release or a letter from the attorney general's office, visit okpress.com/events-calendar. Other dates of seminars include:

THU., OCT. 18, Weatherford, OK
THU., OCT. 25, Oklahoma City, OK
THU., NOV. 29, McAlester, OK
THU., DEC. 6, Tulsa, OK
THU., DEC. 13, Enid, OK

For more information on upcoming events, visit 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.

Thief making off with coins from Henryetta Free-Lance newsracks

The Henryetta Free-Lance has been the victim of several newsrack robberies recently.

On July 14, the Henryetta Police Department responded to a report of a vandal breaking into a newspaper rack.

The robber cut the lock on the rack and made off with the coin tray.

Four days later, the HPD received a second report of a rack being broken into in the same manner and the coin tray being stolen. Two weeks later, two more racks – one at Family Dollar and the other at the Henryetta Post Office – were broken into and their coin trays stolen. Not 30 minutes after that robbery another rack was robbed near a local grocery store.

In this fifth break in, the thief was caught on video tape and identified. No arrests have been made yet.

The estimated loss in the robberies is \$200 in coins, plus the cost of damage to the machines.

Elk City Daily News receives a makeover

The Elk City Daily News has a new look.

The 111-year-old publication launched its new design on July 31.

"The Elk City Daily News will come to you Tuesday with all the local coverage the community has expected from us since 1901," Elizabeth Perkinson, Daily News publisher, explained to readers in a column the day before the redesign was revealed.

The new look, said Perkinson, is crisp and easy to navigate.

"Our objective was to display our news coverage and community features in the most attractive and user-friendly way to serve our readers," she said.

Alan Jacobson with Brass Tack Design assisted in designing the new look.

Prior to starting the redesign, Perkinson and Jacobson discussed priorities, which included showcasing local news, making the overall layout more organized and consistent, and making the design more modern with white space.

Jacobson spent 12 hours at the Daily

News' office learning the workflow, staff competencies and community vibe before ever developing a page, said Perkinson.

"He then presented his proposal, page by page as he developed it, and we made minor tweaks," she said.

Jacobson trained the news department on the new style of headlines and body type while graphic designers at the Daily News received training on a modern approach to ad design. Jacobson also trained the advertising department on how to better market themselves to potential advertisers and how to better meet their needs.

Asked how readers have reacted to the redesign, Perkinson responded, "Phenomenally."

"We've literally received several hundred positive responses and only five negative responses (two don't like us running mug shots, two don't like the decreased world news coverage and one finds the larger font harder to read).

"I'm exceptionally pleased with the response," said Perkinson.



Serving Oklahoma Since 1901

Pertussis suspected in second Elk City infant

Two more babies in Elk City suspected of having pertussis, according to health officials.

The two more babies, according to health officials, were born in Elk City in the past few weeks. The first baby was born in late May and the second in late July. Both babies were born to parents who reported symptoms of pertussis. The babies were born to a family in Elk City who reported symptoms of pertussis. The babies were born to a family in Elk City who reported symptoms of pertussis.

Economic Director terminated

Development Director dismissed after 10 months.

The city of Elk City has terminated the services of its Economic Development Director. The director was hired in late 2011 and was responsible for overseeing the city's economic development efforts. The city council voted to terminate the director's services on July 31, 2012.

Rock collector

Four-year-old boy collects rocks in Elk City.

A four-year-old boy from Elk City has become a local rock collector. The boy, whose name is not being disclosed, has been collecting rocks in the area around his home. He has collected a variety of rocks, including granite, limestone, and sandstone. The boy's father said that his son has been collecting rocks since he was two years old.

Guns seized following shots-fired call

Police officers find firearms in Northfork.

Police officers from the Elk City Police Department have seized several firearms following a call for shots-fired. The call was received on July 28, 2012, and officers responded to the scene in Northfork. They found several firearms, including a handgun and a rifle, hidden in a vehicle. The officers are currently investigating the case.

OU Dean visits

University of Oklahoma dean visits Elk City.

The dean of the University of Oklahoma Law School, Joseph Harlow, visited Elk City on July 23 to meet with local officials. Harlow is the dean of the law school and is currently on a tour of Oklahoma. He met with city officials to discuss the law school's plans to expand its reach into rural Oklahoma. Harlow said that he was impressed with the city's infrastructure and community.

Governor declares state of emergency due to drought

Gov. Ivey declares emergency for Oklahoma.

Oklahoma Governor Ivey has declared a state of emergency for the state due to drought conditions. Ivey said that the drought is causing significant damage to the state's economy and infrastructure. He said that the drought is also causing a significant loss of life and property. Ivey said that he is working with federal officials to secure additional funding to help the state deal with the drought.

Northfork meeting date announced

Meeting to discuss future of town.

The date for a meeting to discuss the future of Northfork has been announced. The meeting will be held on August 14, 2012, at the Northfork Community Center. The meeting is open to the public and will be held from 7:00 p.m. to 9:00 p.m. The meeting will be held in Northfork, Oklahoma.

OPA Officers

Leadership team for Oklahoma Press Association.

The Oklahoma Press Association (OPA) has announced its leadership team for the upcoming year. The team includes Jeff Shultz as President, Jeff Mayo as Vice President, and Gracie Montgomery as Treasurer. The OPA is a non-profit organization that represents the interests of newspaper publishers in Oklahoma.

OPA Directors

Leadership team for Oklahoma Press Association.

The Oklahoma Press Association (OPA) has announced its leadership team for the upcoming year. The team includes Rusty Ferguson as Past President, Jeff Funk as Enid News & Eagle, Robby Trammell as The Oklahoman, Dayva Spitzer as Sayre Record & Beckham County Democrat, Brian Blansett as Shawnee News-Star, Mike Brown as Neighbor News, and Ted Streuli as The Journal Record.

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OPA DIRECTORS

Rusty Ferguson, Past President
 The Cleveland American

Jeff Funk, Enid News & Eagle

Robby Trammell, The Oklahoman

Dayva Spitzer, Sayre Record & Beckham County Democrat

Brian Blansett, Shawnee News-Star

Mike Brown, Neighbor News

Ted Streuli, The Journal Record

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Meeker News sells to News Leader Company Inc.

The Meeker News is under new ownership.

Carol Jenkins, who had owned the weekly newspaper since 2001, sold the publication to the News Leader Company, Inc., effective July 27, 2012.

Lynn Thompson was named as publisher and editor of The News.

"Carol Jenkins has done an excellent job with this newspaper," said Thompson. "We are going to maintain the newspaper's involvement within the community."

The News Leader Company, which also owns the Okemah News Leader, believes in keeping small town and rural Oklahoma newspapers viable, said Thompson.

"We believe that the smaller Oklahoma towns and the rural Oklahoma communities are the life blood of Oklahoma. This being said, it is important for community newspapers to be in place to let the citizens know what is happening in their area," said Thompson.

The Meeker News will also now offer a website, www.themeekernews.com, to keep readers better informed of local and state news.

"The community will now be able to log on and immediately read about events or news in the area as it becomes available," said Thompson.

"For instance, the recent waterline break in Meeker, The Meeker News website will provide up-to-date information on the problem and let you know when it will be resolved as it happens."

The new website will also offer online subscriptions for computers and other digital devices.

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OPUBCO finalizes sale of Oklahoma City office building

The sale of the Oklahoma Publishing Company's property in Oklahoma City has been completed.

American Fidelity Corp. purchased the 12-story office building, 129 acres of undeveloped real estate and the 315,000 square-foot production and printing facility for \$74 million.

OPUBCO has signed a lease for five floors in the building through December 2015 and an indefinite lease for much of the production area.

"The purchase benefits both parties as OPUBCO will stay at the location for several years, allowing them time to plan for their next move and

the press facility can continue their operation without interruption," said Dave Carpenter, president and chief operating officer of American Fidelity.

"American Fidelity will have ample time to plan our relocation to ensure a smooth transition."

The building and production facilities were completed in 1991.

The building features a large employee cafeteria, an employee gym, an auditorium and large employee lounge.

American Fidelity already has a bank branch located in the building.

New staff at member papers

CLAREMORE DAILY PROGRESS

The Claremore Daily Progress has a new reporter.

Mark Friedel, a journalism student at Northeastern State University, joined the staff of the Daily Progress in early July.

Friedel, 25, has lived in Claremore since 2002. He became involved in journalism while at Claremore High School, writing for The Tattler, the school newspaper.

"I'm very excited for this opportunity. I'm looking forward to getting to know the people of Claremore and keeping them informed through my work," said Friedel.

Friedel will be the youngest staff member at the paper and hopes to bring a new approach to reporting.

"I've got a lot of enthusiasm for what I do, and I just want to help out the paper any way I can," he said. "I'm friendly, enjoy getting along with everyone and enjoy being involved in the community and everything that's going on. I'm very glad to be here."

CHEROKEE MESSENGER & REPUBLICAN

Margaret Smith is the new advertising director at the Cherokee Messenger & Republican.

The Cherokee native with decades of experience in sales and public relations replaces Sonya Booher, who held the position for a little more than a year.

"It's great to have Margaret as part of the Messenger & Republican family," said publisher Steve Booher. "Her knowledge of sales and service from her years in the radio business and her familiarity with local businesses should serve her well."

Sonya Booher, who retired as Alfalfa County Assessor in 2010 after 22 years of service, will continue working at the newspaper.

"I talked Sonya into taking over advertising sales when Bill Wood retired after more than 50 years," said her publisher-husband, Steve. "Now, she will be able to be a part-time employee and enjoy some of the benefits of retirement."

Smith worked for a radio and television station in Dodge City, Kan., in 1967, until she married Keith Smith and the family moved back to Cherokee

to own and operate a local business, the Dairy Mart.

Smith is a past executive director of the Cherokee Chamber of Commerce.

ELK CITY DAILY NEWS

Brady Russell has joined the Elk City Daily News team in a newly created position as circulation director.

Russell will primarily be working within the circulation department to promote readership, aid in connecting non-profits to subscription donors and working to get the community excited about having the local news delivered to their doorstep.

A 30-year radio broadcasting veteran, Russell said, "I'm looking forward to applying the people and marketing skills I've learned over my years in the on-air radio field to the newspaper world, and to get folks – young and old – involved with their local newspaper."

"There are some exciting changes being made to the Elk City Daily News, and I'm fortunate to be a part of letting the public know about those changes," Russell said.

EUFAULA INDIAN JOURNAL

The Indian Journal in Eufaula and the McIntosh County Democrat in Checotah have hired Jerry Fink as the new editor.

Fink has more than 35 years of experience in journalism. Most recently, Fink spent almost 10 years as an entertainment writer at the Las Vegas Sun and before that 20 years at the Tulsa World, primarily as state reporter covering news throughout Northeastern Oklahoma.

Fink began his career at the Sequoyah County Times in Sallisaw.

Fink was born near Lake Tenkiller in Sequoyah County but grew up in the San Francisco Bay Area. He attended Connors State College in Warner for one semester before returning to San Francisco to attend City College and the University of California at Berkeley. He graduated in 1971 and earned a master's degree in journalism in 1973 from the University of Oklahoma.

"I feel as if my career has come full circle," Fink said. "I am delighted to be back home with seasoned newspaper professionals who understand the importance of newspapers to the community."

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Skiatook Police Department's records fee exceeds state limit

A Tulsa World investigation has found that the Skiatook Police Department has been charging more than state law allows per page for public records requests.

The SPD has also levied search fees that are specifically banned by the Oklahoma Open Records Act.

Skiatook city attorney Joel Barnaby has since said the illegal fees will stop.

The Skiatook Police Department was charging \$4 for the first five pages of any public record and 25 cents for each extra page.

The Open Records Act states that copying fees cannot exceed 25 cents per page, except in county offices that have higher fees under the law.

The police department also charged a search fee, a provision illegal under the law in most cases.

The SPD charged \$25 per hour for searches that took longer than 15 minutes as well as a \$25 deposit. In many cases, this meant only a trip to the basement.

The law states specifically that "In no

case shall a search fee be charged when the release of records is in the public interest, including, but not limited to, release to the news media, scholars, authors and taxpayers seeking to determine whether those entrusted with the affairs of the government are honestly, faithfully, and competently performing their duties as public servants."

In the first six months of the year, the department brought in \$462 from records request fees. Out of the 90 receipts for records request, 64 were for \$4, with the majority of receipts for less than \$10. The receipts do not specifically name the number of pages in each request. The \$25 search fee was only charged twice during the first six months of the year.

Barnaby has instructed Police Chief John Lawrence to follow the Open Records Act when it comes to fees.

According to Lawrence, the police department had been using the illegal fee schedule for years without any knowledge of its illegality.

Oklahoma gets an "F" when it comes to public records access

A national investigation by the Center for Public Integrity, Global Integrity and Public Radio International has given Oklahoma a failing grade when it comes to public access to information.

The failing grade is due to lack of enforcement of the state's open records and open meeting laws.

Originally the investigation gave the state a passing grade, 75 out of 100, for the rights guaranteed to the public in the law, but the lack of any practical enforcement and a cheap and quick appeals process dropped the grade to a 55 out of 100.

This ranks Oklahoma as 33rd in the nation, according to the study.

Another reason the state was marked down was a lack of an agency or official entity that monitors compliance with the open meeting and records laws. Though the law guaran-

tees access to most public records and meetings, when agencies wrongfully deny access, the only way to appeal it is a lawsuit or to persuade a district attorney to file criminal charges.

Lawsuits can be cost prohibitive and district attorneys are often reticent to file charges against their fellow public officials. In some cases, it's even the police and district attorneys violating the law.

The states that scored highest in the survey have a system in place for people to turn to when there are violations of open meeting and records laws.

Connecticut placed first in the survey with a score of 85. Connecticut has a freedom of information commission that monitors and hears appeals on open government matters through the state's government accountability office.

DA drops perjury charge

A felony perjury charge against Enid Attorney Eric Edwards was dismissed on July 16.

This case was the subject of a lawsuit by the Enid News & Eagle over its sealing after the initial case proceedings.

On May 17, attorney Eric Edwards was charged with felony perjury. Within hours of the charge, all records were ordered sealed by District Judge Ray Dean Linder and were removed from a state-operated court website.

The News & Eagle filed a lawsuit on June 26 to intervene in the case to have the records unsealed.

The case was reassigned from Judge Linder to Grady County District Judge Richard Van Dyck.

Oklahoma County District Attor-

ney David Prater filed a motion to dismiss the felony perjury charge with Judge Van Dyck, who granted the motion.

Though the felony charge has been dismissed against Edwards, the News & Eagle is still pursuing its motion to unseal records of the case.

"The decision to dismiss the charge against Edwards does not address the News & Eagle's concern," said News & Eagle publisher Jeff Funk.

"Our dispute is with how this entire criminal case was made secret. It was sealed without advance notice, without proper procedure."

The News & Eagle's motion to unseal the case will be heard on July 30 Judge Van Dyck in the Grady County Courthouse in Chickasha.

Enid News & Eagle using text alerts to inform residents of school news

Enid News & Eagle is embracing new technology and a partnership with local schools to keep residents up to date on school activities and closings.

Enid and Chisholm public schools, as well as the Oklahoma Bible Academy and the Autry Technology Center, will send texts to area residents who sign up on the News & Eagle's website.

"The offering is part of the newspaper's Text Alert system that includes breaking news, sports information and emergency alerts," said Violet Hassler, digital content coordinator for the News & Eagle.

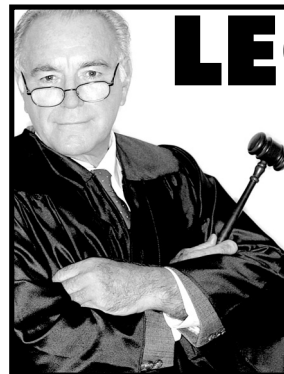
"Since we have the system in place, we believed it would benefit the local schools as well as our readers."

There is no charge to the schools

and the service is free. Texts will include news about school closings, sports, fund-raising activities, school plays and band performances.

Subscribers can also sign up for a number of other categories such as local news, breaking news and Amber, Silver and severe weather alerts.

"It is our commitment to keep the Enid area informed," Hassler said. "But Text Alerts goes beyond that with categories like What's 2 Do, which passes along information about ongoing entertainment opportunities, or Daily Weather alerts, which offer a glance at the National Weather Service forecast before one heads out the door in the morning."



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PLAYER PROFILE



Name: **JOYE WRIGHT**
Editor/Publisher: THE APACHE NEWS

FAMILY: Three children – Steven Wright of Syracuse, NY, LTD Ability Analyst for Hartford Insurance Co.; Scott Wright of Apache, Graphics Art Instructor at Caddo Kiowa Technology Center, Fort Cobb; Jennifer Spunaugle of Fort Cobb, housewife.

NEWSPAPER EXPERIENCE: Owner of The Apache News from March 1964 to present, learned to operate Linotype at Shamrock Texan '62-'63.

Each month, The Publisher will profile a newspaper executive in this space. Learn more about your peers from all corners of the state. To request the questionnaire for your Player Profile, email jjgilliland@okpress.com.

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

A: I am afraid of heights.

Q: What's the best part of your job?

A: Learning something new every day, meeting people and making friends for life.

Q: What civic activities are you involved in?

A: Apache Chamber of Commerce & Agriculture; Apache Fair Board; Apache Study Club.

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

A: My family.

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

A: Meeting deadlines, being positive, publishing newspaper every week.

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

A: Know I have a deadline to meet.

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

A: Converting from hot type to computers.

Q: What are you most proud of?

A: Learning new ways to publish a newspaper because of advanced technology.

Q: What are your hobbies?

A: Talking on Skype to my granddaughter and great-grandsons nearly every day,

as they are stationed in Japan where her husband is in the Air Force – and reading other newspapers.

Q: Does your newspaper have a website?

A: No. At our age, it takes most of our time publishing a newspaper every week.

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

A: We try to carry only positive local happenings and school related news. "A newspaper is a mirror reflecting the growth and progress of a community," has been our slogan.

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

A: "Mo" Betta Celebrity Quail Hunt, Apache Rattlesnake Festival, Apache Fair, Fourth of July Celebration, Holiday Promotion, Apache Chamber of



Commerce Town Treasures and Yearly Honors Banquet.

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

A: Helps keep small town alive. Without newspaper, school and banks, small towns could not make it.

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

A: High cost of postage and printing the newspaper every week. Looks like in a few years it will be only digital print.

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

A: Apache Historical Museum, Apache Centennial Park, Apache Veterans Park, Warrior Playground, Splash Park, Fort Cobb Lake, Wichita Mountain Wildlife Refuge and Holy City.

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Foundation continues to support ONF's summer internship program

The Ethics and Excellence in Journalism Foundation announced Aug. 3 the distribution of \$1.84 million in grants to 23 journalism organizations nationwide.

The Oklahoma Newspaper Foundation received \$50,000 to fund summer internship programs for college students at Oklahoma newspapers.

The other local recipient was the Institute for Justice and Journalism. They received \$100,000 for a four-day fellowship program called Immigration in the Heartland in partnership

with the University of Oklahoma's Gaylord College of Journalism and Mass Communications.

Grants awarded include \$837,500 for investigative reporting programs, \$365,000 for professional development, \$250,000 for youth education and \$290,000 for special opportunities.

Founded by Edith Kinney Gaylord, the foundation's mission is to invest in the future of journalism by building the ethics, skills and opportunities needed to advance principled, probing news and information.

Open meeting and records to be discussed at six seminars offered by Oklahoma's AG office

In an election year, it's even more important to know Oklahoma's laws on record access and open meetings.

The Oklahoma Attorney General's office will offer six Open Meeting and Open Records Act seminars this fall.

Oklahoma Attorney General Scott Pruitt, the Oklahoma Press Association and Oklahoma Newspaper Foundation invite you to attend any of these free seminars.

The 2012 Open Meeting/Open Records series is taught by First Assistant Attorney General Rob Hudson and Diane Clay, director of communications for the attorney general.

Anyone who deals directly with open meetings and records will benefit from this discussion. Oklahoma newspapers, staffs of city

offices, city councils, county offices and school board representatives are invited, and school board members can receive three hours of continuing education credit.

Requirements on access to public records and the conduct of public meetings will be explored in depth and your questions will be welcomed.

No reservations are required for these seminars, which are free and open to the public.

Attendees will receive the latest edition of OPA's Open Meeting/Open Records book, which includes the full text of both acts.

Each seminar will be held on a Thursday and run from 1 p.m. to 4 p.m.

The seminars are set for the following dates:

SEPT. 27, IN LAWTON, at the Great Plains Technology Center.

OCT. 18, IN WEATHERFORD, at the Stafford Air & Space Museum.

OCT. 25, IN OKLAHOMA CITY, at the Metro Technology Center auditorium.

NOV. 29, IN MCALESTER, at the Kiamichi Technology Center.

DEC. 6, IN TULSA, at the Tulsa Technology Center Riverside Campus.

DEC. 13, IN ENID, at the Autry Technology Center.

For a downloadable flier of dates and locations, a downloadable letter from Attorney General Scott Pruitt, directions to the seminar locations, diagrams of the venues and more, visit www.okpress.com/seminars.

Kingfisher Times & Free Press plans digital edition

The Kingfisher Times & Free Press will be launching a full digital edition on Sept. 2, 2012, publisher Gary Reid recently announced.

"Beginning with our Sunday, Sept. 2, 2012, edition, everyone who has a current subscription to our print edition will have free access to our digital edition," he said.

The editions will be posted on the website on Monday and Thursday evenings.

Subscribers must complete and submit a form at the newspaper's website, www.kingfisherpress.net, to access the digital edition. After staff members confirm the status of their print subscrip-

tions, they will be notified via email that their password is activated.

After Sept. 1, the newspaper will offer Digital-Only subscriptions, which will provide access to the digital edition online, but won't include the print edition.

DEATHS

LLOYD THOMAS CLAWSON, a former pressman for a newspaper in Holdenville, died July 24, 2012. He was 97.

Clawson was born in Holdenville on June 21, 1915. He graduated Holden-

ville High School in 1933 and was called to military service in March of 1942.

He met and married his wife, Sue E. Dodson, in 1947.

For several years Clawson worked for the newspaper in Holdenville in the printing operation.

He and his wife later moved to Oklahoma City where they both worked at The Daily Oklahoman.

Clawson was preceded in death by his parents, his younger brother, Marion E. Clawson, and his wife, Sue.

DEANNA KAY FOSTER, a carrier for the Enid News & Eagle, was killed July 25, 2012, while delivering newspapers. She was 50.

Foster was pronounced dead at the scene of the 7 a.m. single-vehicle rollover accident.

Foster had been an independent

contract carrier for the News & Eagle since February 2008. She most recently delivered about 300 newspapers early each morning to subscribers in rural areas north and northeast of Enid.

She was born July 14, 1962, in Enid and attended local schools there. She enjoyed crocheting and swimming, but

most of all spending time with her family, especially her grandchildren.

She is survived by her daughter, Misty Prilliman and husband Darren of Enid; her father, Rydal L.C. Prilliman of Pond Creek; one brother, Rydal 'Leroy' Prilliman of McAlester; and three grandchildren.

THANK YOU

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

In memory of Omer Gillham:
ANDY & KAREN RIEGER

In memory of Denis Westerman:
THE COUNTYWIDE & SUN

In memory of Fred Turner:
JIM & BECKY MAYO



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

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

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

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

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The Shawnee News-Star

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The Newkirk Herald Journal

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5. All entries for the previous month must arrive at the OPA office by the 15th of the month. Winners will receive \$100, a Certificate of Achievement and the photo will be published in The Oklahoma Publisher. Sweepstakes winners will receive \$250, a plaque and have the photo published in The Publisher.

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



Newkirk's Jacob Engelking participates in steer wrestling at the Newkirk Range Rider's Rodeo.

Photo by DIXIE COLQUHOUN, The Newkirk Herald Journal, June 28, 2012



Groups of people, many with American flags, gathered along several Shawnee streets to show support for fallen Shawnee sailor Eric Warren and his family. Warren, 23, a U.S. Navy hospital man, was killed May 26 while serving his third tour of duty in Afghanistan.

Photo by ED BLOCHOWIAK, The Shawnee News-Star, June 5, 2012

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WILDFIRES

Continued from Page 1

ing director for the Cushing Citizen, shot photos of the wildfires from the window of a friend's airplane.

"I shared the images through our Facebook page as much as I could," Hamilton said.

Hamilton said the news outlets in her area did a fantastic job of keeping the community updated as to what was going on. "I am proud of our community and its residents for coming together in such a time when people really did need up-to-date news coverage," she said.

In Garvin County, Jeff Shultz sent out a text blast to his newspaper's 300 text alert subscribers. The Garvin County News Star's text blast called for people to donate water and sports drinks to their fire departments.

"We also posted it on our website and Facebook page," said Shultz, News Star publisher. "The response was great."

One little girl in Paoli told her mom to use the money they would have spent on admission to a Moore water park for beverages for the fire department.

"We're going to have a story and photo of the girl sitting on top of a pallet of water," Shultz said.

The Guthrie News Leader provided immediate updates on its website's "breaking news" section as well as on the paper's Facebook page, said News Leader publisher Belinda Ramsey. The Marlow Review posted burn ban announcements from the Stephens County Commission on its Facebook page as well as Gov. Mary Fallin's state-wide burn ban.

The Norman Transcript kept its readers informed through web postings on its home page and headline blasts via Twitter and Facebook, said Debra A. Parker, Transcript editor.

"On Friday (Aug. 4, 2012), posts were going up every few minutes," Parker said.

The Transcript also provided a community bulletin board to allow readers to post messages such as "I'm OK" or "Do you know where...", etc.

Peggy Kiefer, a reporter at The Grove Sun, was able to embed herself with a group of firefighters sent to relieve firefighters in the Mannford area. She posted the photos on the



Photos from member papers, Clockwise from top left: Bristow News, Cushing Citizen (photo by Jim Perry), The Countywide & Sun, Guthrie News Leader (photo by reporter Mike Monahan).

Sun's Facebook page and in a gallery on the paper's website.

With 58,328 acres burned in a 56-mile perimeter in Creek County, the Bristow News was giving minute-to-minute updates to its 5,000 Facebook friends. In addition to lists of shelters, donation sites and statistical information, the Facebook page included updates on fire breakouts and photos of lost and found animals, said Carolyn Ashford, publisher of the News & Record Citizen.

The Countywide & Sun in Tecum-

seh used its website and Facebook page to post updates of the Noble/Slaughterville fire as it crept closer to the paper's circulation area. Gloria Trotter, co-publisher of the weekly newspaper, said they also used social media to keep people informed about where they could donate water and sports drinks to firefighters as well as fire victims.

Suzie Campbell, Countywide & Sun marketing director, placed a live chat button on the website for visitors to post information about donation sites.

"That is a first for us," said Trotter. "We'll see how that goes."

With more and more newspapers becoming comfortable with social media, newspapers are no longer limited to their print product.

As shown by the recent wildfires, newspapers provide timely information for communities desperate for local news – and provide an outlet for communities to share their feelings.

SPOTTED IN YOUR PRINT PRODUCTS...

ONE MAN'S TRASH

The Clinton Daily News takes an inventive approach to dealing with the leftovers of operating a web press – it sells the leftovers.

Looking through their classifieds you'll see ads for sheets from the press (between \$0.25 and \$2), old newspapers for packing (\$0.25 a pound) and newsprint endrolls (\$0.25 a pound.)

"We have sold plates for decades – probably since we went offset in the early 1960s," said Rod Serfoss, publisher of The Clinton Daily News. "Some people buy them to use like siding, others do patch work on a roof while hobby and craft people buy them to use on projects."

One person even used the plates as a backsplash for a sink at his church, said Serfoss.

"Roll ends are very popular with arts and craft people, day cares and schools," said Serfoss.

Serfoss tried selling the old wooden pallets that would accumulate in the press room, but said there was little interest. Instead, he now waits for them to accumulate and runs an ad for free pallets. "They disappear pretty fast," he said, "and it sure beats us coming up with a place to dispose of them."

While the revenue generated from the sales of these leftovers isn't anything astronomical, only about a \$200 a year, every little bit helps.

"Business is all about adding a few hundred dollars here along with lot of 50-cents there," said Serfoss. "There aren't a lot of big deals out there but if you add up a lot of little things it can become a big deal."

ONLY IN PRINT

Readers of The Ardmoreite and the Shawnee News-Star might have noticed a small icon like this one, which indicates a particular article can be found "only in print."

It's an initiative started by the papers' owners, Gatehouse Media, in order to bring some added value to the print product. There's also an "Only Online" icon promoting photo galleries, videos and blogs.

OPS ADVERTISING INSERTION ACCURACY

Oklahoma Press Association recognizes the 158 business member newspapers that successfully ran all ads placed by Oklahoma Press Service for the second quarter of 2012 (April through June).

Congratulations for a job well done.



The (Afton) American	Coalgate Record-Register	Guthrie News Leader	McIntosh County Democrat	Sand Springs Leader
The Altus Times	Collinsville News	The Haskell News	The Meeker News	Sapulpa Daily Herald
Alva Review-Courier	The Comanche County Chronicle	The Healdton Herald	The Miami News-Record	The Sayre Record & Beckham County Democrat
The Anadarko Daily News	The Comanche Times	Heavener Ledger	The Mooreland Leader	The Seminole Producer
The Antlers American	The Cordell Beacon	The Hennessey Clipper	Morris News	Sequoyah County Times
The Apache News	The Countywide & Sun	Henryetta Free-Lance	Mountain View News	The (Shawnee) County Democrat
The Ardmoreite	Coweta American	The Hinton Record	Mustang News	The (Shidler) Review
Atoka County Times	Cushing Citizen	The Hobart Democrat-Chief	The Newcastle Pacer	Skiatook Journal
The (Barnsdall) Bigheart Times	The Davis News	Holdenville News	The Newkirk Herald Journal	South County Leader (Tulsa County)
Bartlesville Examiner-Enterprise	The Dewey County Record	Holdenville Tribune	The Norman Transcript	Spiro Graphic
The (Beaver) Herald-Democrat	Drumright Gusher	The Hominy News-Progress	Northwest Oklahoman & Ellis County News	Stilwell Democrat Journal
The (Bethany) Tribune	The (Eakly) Country Connection News	The Hughes County Times	The Okarche Chieftain	Stroud American
Blackwell Journal-Tribune	The Edmond Sun	Hugo Daily News	The Okeene Record	Sulphur Times-Democrat
The Blanchard News	The Ellis County Capital	(Idabel) Southeast Times	Okemah News Leader	Tahlequah Daily Press
Bristow News & Record-Citizen	El Reno Tribune	Inola Independent	The (Oklahoma City) Black Chronicle	Taloga Times-Advocate
Broken Bow News	Enid News & Eagle	The Kingfisher Times & Free Press	(Oklahoma City) Capitol Hill Beacon	The Thomas Tribune
The Canton Times	The Fairfax Chief	Kiowa County Democrat	The (Oklahoma City) City Sentinel	The Tonkawa News
The Chelsea Reporter	The Fletcher Herald	The Konawa Leader	Oklahoma City Friday	Tulsa Beacon
Cherokee Messenger & Republican	Fort Gibson Times	Latimer County News-Tribune	The (Oklahoma City) Journal Record	Tulsa County News
The Cheyenne Star	The Frederick Press-Leader	The (Laverne) Leader Tribune	Owasso Reporter	Tulsa Daily Commerce & Legal News
The (Chickasha) Express-Star	The Freedom Call	The Lawton Constitution	Pauls Valley Democrat	Tulsa World
Choctaw County Times	The Friday Gazette (McLoud)	The (Lawton) County Times	Pawhuska Journal-Capital	Vian Tenkiller News
Choctaw Times	The Gage Record	The Lincoln County News	The Pawnee Chief	The Vici Vision
Claremore Daily Progress	Garber-Billings News	The Logan County Courier	The Perkins Journal	Wagoner Tribune
Clayton Today	Garfield County Daily Legal News	The Lone Grove Ledger	Perry Daily Journal	Waurika News-Democrat
The Cleveland American	The Garvin County News Star	The Madill Record	The Piedmont-Surrey Gazette	Weatherford Daily News
The Clinton Daily News	The Geary Star	Marietta Monitor	The Ponca City News	The Weleetkan
		The Marlow Review	The Prague Times-Herald	The Westville Reporter (Westville) Weekly Express
			The (Pryor) Paper	The Wewoka Times
			The (Pryor) Times	The Wilson Post-Democrat
			The Purcell Register	Woods County Enterprise
			The Ringling Eagle	The Wynnewood Gazette
			The Rush Springs Gazette	The (Yale) Phoenix
			The Ryan Leader	Yukon Review

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Keyboard shortcuts for new InDesign users



Computer Notes

from the road
by Wilma Melot
wmelot@okpress.com

The most requested item from my recent Adobe Creative Suite workshop was a set of keyboard shortcuts I developed just for newspapers. Several of those attending told me how much they appreciated this “cheat sheet.”

To help yourself learn new keyboard commands, pay attention to the keystrokes when you see them in the menu. Once you think you have it, take your cursor off the menu and do the command on the keyboard. After doing this a few times, you’ll know the shortcut.

“Command” is the Mac key that equals “Control” on a Windows computer.

“Option” on the Mac equals “Alt” on a Windows computer.



A cool trick is to go to Edit > Keyboard shortcuts and then choose the button that says “Show Set.” This makes a text file that you can edit for shortcuts you use most. It’s a good idea to print it out, especially if you choose to alter the default set to something that works better for you. And it shows the next person to use that computer the new set of shortcuts.

Let’s look at some of my favorite InDesign shortcuts.

COMMAND/CONTROL + U – Turns on and off auto Smart guides (the green guides that appear when moving objects).

COMMAND/CONTROL + S – Saves the document in its current state. This command cuts off undo’s and history in Photoshop.

COMMAND/CONTROL + SHIFT + S – Brings up “Save As...” dialog box to let you re-name or save in a different place on the hard drive. This command cuts off undo’s and history in Photoshop. (It’s a good idea to save to two places

– maybe on a jump drive and your hard drive.)

COMMAND/CONTROL + D – Brings up the “Place” dialog box to bring in pictures and text from other programs. Dragging from the desktop does the same thing. With “Command/Control D” you get the option of the “Show Import Options” button. This lets you control multiple pages in PDFs or crop the PDF to the bounding box. It also gives control over text imports with lots of options for marrying styles from Word to InDesign.

COMMAND/CONTROL + E – This is the “Export” shortcut. It brings up the dialog box for saving PDFs. Note that you want Adobe PDF (Print) to make a press quality PDF.

ESC KEY – Hit the “ESC” key while in a text block to get the black pointer tool. Double click in the text block to get back to the text tool or hit the “T” key.

These are simple global text commands that work in most programs:

COMMAND/CONTROL + C is copy from clipboard.

COMMAND/CONTROL + X is cut to the clipboard.

COMMAND/CONTROL + V is paste from the clipboard.

These work with the text or pointer tool to move text or an object to the clipboard and back. Note that the object or text must be selected or it will not work – and only one thing at a time can be on the clipboard. With CS6, they introduced the Convener, which allows multiple things be moved on a clipboard at once.

COMMAND/CONTROL + SHIFT + T – Brings up the tab menu.

COMMAND/CONTROL + SHIFT + B OR I – With the text selected by the “T” tool. If the font has bold or italic built into the type face it will turn bold or italic.

COMMAND/CONTROL + B – Brings up Text Frame Option. This dialog box lets you change the text frame to different column widths.

W KEY IN POINTER – This turns the view into preview mode. Many people do this by accident and wonder what happened and how to fix it. Just hit the

W key when the black pointer tool is selected and it will go back.

COMMAND/CONTROL + G – Groups objects selected with the black pointer tool.

COMMAND/CONTROL + SHIFT + G – Ungroups objects selected with the black pointer tool.

HOLDING THE SHIFT KEY WHILE DRAWING A LINE – Keeps the line straight. If you hold Shift while using the rectangle or ellipse tool, it keeps a box truly square and a circle a true circle. Holding shift also lets you select more than one thing while selecting with Text tool.

HOLD DOWN SPACE BAR – This lets the user move around the page in the pointer tool or other tools.

HOLD DOWN SPACE BAR + OPTION/ALT – Lets user move around the page in the text tool.

COMMAND/CONTROL + 0 – Zooms to full page view.

COMMAND/CONTROL + 1 – Zooms in to what is selected on the page at 100%.

COMMAND/CONTROL + 2 – Zooms to 200%.

COMMAND/CONTROL ‘+’ OR ‘-’ – Zooms in or out to what is selected on the page by 25%.

COMMAND/CONTROL + SHIFT + DRAGGING OF A HANDLE ON PHOTO – Keeps the photo proportional while resizing it.

DOUBLE CLICK BOTTOM MIDDLE TEXT FRAME HANDLE – Doing this resizes the text frame to make it tight to the copy. It works with any handle in newer versions of InDesign.

COMMAND/CONTROL OPTION > OR < – Increases or decreases selected text by 2-point default.

COMMAND/CONTROL P – Brings up the Print dialogue box.

COMMAND/CONTROL F – Brings up the Find/Change dialogue box.

SHIFT COMMAND/CONTROL F12 – when an ad or photo is selected brings it to High Quality Display.

COMMAND/CONTROL A – Selects all the text in any text block, or with the black pointer tool it will select everything on the active page.

DOCK THE UPPER PALETTES such as the Application bar by pulling them close to the upper menus, making the window below fit to the screen.

Go to Window > Workspace > Advanced area then drag the smaller palettes around by the names and collapse them by double clicking the names.

Double click the gray bar to expand all or drag the left side of the docked palettes to make them smaller. Dock them by dragging the name into one of the other palettes.

Note: Not all of the most useful palettes you want visible will show when Advanced workspace is chosen. Search for the Align, Text Wrap and Separations Preview palettes, then save the workspace with a new name.

All Paragraph styles can have their own custom keyboard commands; try coming up with some of your own.

I encourage you to add more to this list for your employees and post it by their desks. These shortcuts might not seem important but they save hours of work.

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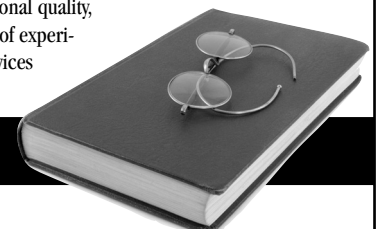
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WEATHER MAKING HEADLINES



Clark's Critique

by Terry Clark
Journalism Professor,
University of Central Oklahoma
TClark@uco.edu

I was not shocked, but bothered, when I read recently that OU's *Oklahoma Daily* was going to suspend summer print publication. I did think it was a mistake. Then I was relieved to read the story in last month's *Publisher* that the decision was reversed and OU would conduct a yearlong study to "imagine the future of student media on campus."

What was particularly satisfying was that OU, beyond the journalism school and the paper, was concerned enough about the print product's value and role on campus to invest \$4,000 for the study. That's the right way to handle it.

About the same time in July, the *Huffington Post* carried a story about college newspapers, "College newspapers go digital first, innovate to stay relevant."

Here's the link: www.huffingtonpost.com/2012/07/19/college-newspapers-digital-innovate_n_1687528.html?utm_hp_ref=media

As an old print guy, and one who has pinch hit as general manager of the OSU *Daily O'Collegian* and as advisor for the UCO *Vista*, I find this disturbing, which is why I applaud the OU decision.

The Huffington article reported universities at Oregon and Georgia suspended print editions, and UCLA is studying it. Oregon acted on the basis of a Pew Center student that showed only seven percent of 18-24 year olds read printed papers. At UCO that has always been a problem for the commuter campus, but circulation has continued to drop for the print edition. Innovations in technology for a central newsroom and online news may or may not have a long-term effect.

Huffington's article notes the dual nature of college newspapers - serving their audience and training journalists. We're making every effort we can to train our students in the multi-media world we live in today, but we all know newspapers provide the muscle for news coverage. The problem now, however, is the same facing the commercial press. What was once a monopoly for news and advertising on campuses has vanished.

It is worth noting that the Oregon paper did finish the year with a budget surplus, but that may not mean much on campuses where papers are often subsidized by student activity fees. But these papers perhaps face a more intense challenge than the commercial press with an older audience...today's students all have laptops or iPads, iPods and cell phones and they rely on them for information, instantaneously. But what does that mean for the commercial press' future readers? That's why the OU study should be of particular interest to everyone.

A similar trend in Oklahoma shows the increasing

THE Kingfisher Times Free Press

— Oklahoma's Oldest Community Publication —

Wednesday Aug. 1, 2012
No. 29 of the 124th Year

Executive order makes providing assistance easier

Gov. Mary Fallin on Monday declared a State of Emergency for all 77 Oklahoma counties due to extreme drought conditions that are affecting the state.

Gov. Mary Fallin on Monday declared a State of Emergency for all 77 Oklahoma counties due to extreme drought conditions that are affecting the state.

Gov. Mary Fallin on Monday declared a State of Emergency for all 77 Oklahoma counties due to extreme drought conditions that are affecting the state.

African trip solidifies Newton's calling to teach

A trip to Kenya last school year helped Tina Newton truly appreciate living in America and deepened her conviction to become a teacher.

A trip to Kenya last school year helped Tina Newton truly appreciate living in America and deepened her conviction to become a teacher.

Most of county sees big bump in sales tax checks

Municipality	July 2012	Rate	July 2011	Rate Change
Kingfisher	\$304,076.58	3%	\$11,758.43	3% +45.0%
Holdenville	\$6,828.88	3.0%	79,776.71	3% +20.0%
Hammon	\$1,344.48	4%	12,476.71	4% +151.2%
Lawton	9,762.64	4%	5,004.50	4% +94.0%
Clare	216.40	2%	882.27	2% -82.2%
Cherokee	101,282.24	2%	7,992.24	2% +1250.0%
Okfuskee	407,776.57	4%	24,355.50	4% +1571.9%
Cherokee	22,016.25	2%	1,024.21	2% +2150.0%
Lawton	2,116,192.10	3.5%	1,190,298.29	3.5% +77.0%
Enid	42,202.54	3%	3,124.29	3% +1320.0%
Grady	344.24	3%	324.29	3% +61.0%
Delaware	378,005.24	3%	3,242.51	3% +11650.0%
Hittcock	1,272.27	2%	828.29	2% +552.0%
Cherokee	1,114.88	2%	1,268.21	2% -122.0%
Okfuskee	24,200,042.22	3.25%	24,266,244.31	3.25% -112.7%
Cherokee	40,841.42	4%	42,588.25	4% -42.0%
Wagoner	57,205.25	4%	42,588.25	4% +35.0%
Wagoner	1,776,227.25	4%	1,776,227.25	4%
Wagoner	700,181.25	4%	630,811.25	4% +12.0%
Wagoner	1,176,227.25	4%	992,027.25	4% +18.0%
Kingfisher Co.	169,227.27	7%	164,774.14	7% +2.7%

The story this summer is the heat and newspapers are keeping residents informed of everything from burn bans to water rationing. Featured this month are The Kingfisher Times & Free Press, Okemah News Leader, Frederick Press-Leader, Elk City Daily News and The Ringling Eagle.

number of twice, or twice-a-week papers, and fewer dailies, obviously a result of changing technology, changes in readership and, perhaps, population changes. In many cases it's a merging of papers, as with the *Frederick Press-Leader*, a trend that's been going on since statehood with population and technology changes.

We've had some strong semi-weeklies for some time - *El Reno Tribune*, *Kingfisher Times & Free Press*, *Sequoyah County Times*, *Yukon Review*.

Then the *Edmond Sun* went from daily print to daily print and digital hybrid...updated daily, and printing twice a week. *Pauls Valley Democrat*, *Guthrie News Leader* and *Pryor Times*, now print three times a week. Twice a week papers include the *Mustang News*,

Serving Okemah County Since 1922

Okemah News Leader

Wednesday July 25, 2012

Solid Waste Station is currently a solid waste

The Okemah County Solid Waste Transfer Station is currently a solid waste. The station, located in Okemah, Oklahoma, is a facility that receives and transfers solid waste from various sources in the county.

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Guthrie Green, New Park in Downtown Tulsa

Guthrie Green, a new park in downtown Tulsa, is set to be completed in the near future. The park, located in the heart of downtown Tulsa, will provide a green space for residents and visitors alike.

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100% GASOLINE - NO ETHANOL
OKEMAH TRAVEL CENTER

Elk City Daily News

Published Daily Except on First Week in January (2012-2013) Ringling, Jefferson County, Oklahoma 73650-9500

Burn ban ordered by Governor

Gov. Mary Fallin has ordered a statewide burn ban due to the extreme drought conditions. The ban prohibits the use of open flames for recreational purposes.

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Tax-free weekend ends Sunday

The tax-free weekend for vehicle purchases ends on Sunday, July 29. The weekend provides a 6% discount on the sales tax for new vehicle purchases.

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Drought grips plains

The drought gripping the plains has led to a state of emergency declaration. The extreme dry conditions have caused significant damage to crops and livestock.

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ROUTE 66

NATIONAL ROUTE 66 MUSEUM

Personality

The Oklahoma Publisher

Frederick

Press-Leader

Wednesday August 1, 2012

Two charged with selling beer to minors

Two individuals have been charged with selling beer to minors. The charges were filed in connection with a recent investigation into illegal alcohol sales.

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Fire Department responds to fire near Hammville

A fire near Hammville has been extinguished by the local fire department. The fire caused significant damage to the property and is under investigation.

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WWII Summer Jump School concludes with Open Hangar Day this Saturday

The WWII Summer Jump School has concluded with an Open Hangar Day on Saturday. The event will feature a display of military aircraft and a presentation of awards.

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Talkin' Cotton

A discussion about the cotton industry in Oklahoma is taking place. The discussion will cover the challenges facing the industry and potential solutions.

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Local woman authors fiction book

A local woman has authored a new fiction book. The book, titled 'The Heart of the Matter', is set to be published in the near future.

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The RINGLING EAGLE

Published Daily Except on First Week in January (2012-2013) Ringling, Jefferson County, Oklahoma 73650-9500

Heat advisory continues for Jefferson county

A heat advisory continues for Jefferson County due to the extreme temperatures. Residents are advised to stay hydrated and avoid outdoor activities during the peak heat hours.

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One dead in Ellis County accident

A fatal accident in Ellis County has resulted in one death. The accident occurred on a rural road and is under investigation.

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Ringling, Jeffco sales tax decreases

Ringling and Jefferson County have announced a decrease in their sales tax rates. The new rates will take effect on August 1, 2012.

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Gov. Fallin declares State of Emergency due to drought

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FBI Blood Drive held Friday, July 27

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Ringling Food Bank serves 297 people in July

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Grove Sun, Holdenville News, Okemah News Leader, Alva Review-Courier, Blackwell Journal-Tribune, Brantley News & Record Citizen, Okmulgee Times, Cushing Citizen.

Interesting times. I look forward to the results of the OU study.

LOOKIN'EM OVER: Oklahoma is burning up, literally and figuratively. That'll be the story of the summer and probably the year in our state.

To quote Steve Booher in the *Cherokee Messenger & Republican*:

"How dry is it?"

"So dry the birds are building their nests out of

Clark's Critique Continued from Page 12

barbed wire; so dry the Baptists are sprinkling and Methodists are spitting; so dry the fire hydrants are chasing the dogs.

"It's not funny; that's how dry it is."

You can tell from the headlines the past few weeks, and the photos – some half page and more, what we're going through. The *Hugo Daily News* carried "HOT!" What I appreciate is how they handled state climatologist Gary McManus' report, by breaking it into short paragraphs from all that gray copy:

"I'll start with the bad news and then go on to the really bad news./ Drought./ With the state continuing to burn, literally and figuratively..."

Now to the heads and the verbs.

Tulsa World's head over Mike Averill reporting summed it up best: "Records fall as temperatures soar." But the *World* added a little humor with Randy Krehbiel's story on Sen. Inhofe's continued denial of global warming. His lead: "Much of the nation, including his home state, may be roasting through a second consecutive summer of record heat, but U.S. Sen. Jim Inhofe remains cool as a cucumber on climate change."

Lawton Constitution put it another way on Stephen Robertson's story: "Another day, another record." "Parched," was Dayva Spitzer's head in the *Sayre Record & Beckham County Democrat*. *The Countywide & Sun*, on Gloria Trotter's story, "Don't Light That Fire!"

"114° Really?" in the *Bristow News* said it all.

Other verbs – *Antlers American*, *The Oklahoman*, "Wildfires rage"; *Logan County Courier*, "Fires erupt"; *Shawnee News-Star*, "Wildfires erupt"; *Stillwater NewsPress*, "Wildfires flare"; *Johnston County Capital-Democrat*, "Fires scorch." "Brutal heat" appeared in the *Sulphur Times-Democrat* and the *Guthrie News-Leader*. *McAlester News-Capital*, "Area bakes...". *Cordell Beacon*, "Charred."

Norman Transcript, "Flames ravage," and "Picking up the pieces" on extensive coverage by Jocelyn Pedersen, Joy Hampton and Jessica Bruha; *Sapulpa Daily Herald* on Angenene Gibbs' story, "Fires consume county, resources."

Other heads: "On shrunken pond," on a Bill Walter photo in *The Hennessey Clipper*; "Smoke on the horizon," on



Rachel Ann Seymour's story in *The Bigheart Times*; "Crisis point," on Robert Barron's story about a lawn watering ban in the *Enid News & Eagle*.

Story ideas: *Wynnewood Gazette's* Shannon Kyle wrote of the strain on the volunteer firefighters, and Cathy Spalding of the *Muskogee Phoenix* wrote about the toll on firefighters.

El Reno Tribune's Glen Miller wrote about the dangers of heat to school athletes; *Canton Times* photographed the dry Canton "lake front"; Scott May in the *Weatherford Daily News* wrote about the increase in heat related illnesses. Several stories covered dangers to animals.

HEAD'EM UP AWARDS, nothing to do with the weather.

First place, *Okemah News Leader*:

Solid Waste Station is Currently a Solid Waste.

Here's publisher Roger L. Thompson's lead:

"With accusations of taxpayer waste tossed between each political party during this political season, Okfuskee County may have a monument to taxpayer waste sitting in the Okemah Industrial Park."

Second place, *Spiro Graphic*, on a Jim Fienup story:

Blue pill lands Spiro man in jail

(No, it isn't Viagra, but you gotta read the story.)

Third place, *Sequoyah County Times* on a front page teaser about lake levels and stocking trout in the Illinois:

A River Still Runs Through It

Statement of Ownership due Oct. 1



Postal Notes

by Bill Newell

OPA Postal consultant
bnewell@okpress.com

It's not too early to start gathering information needed to complete your Statement of Ownership.

For the first time, paid electronic subscriptions may be included. To claim electronic subscriptions, this year you must use the manual form (PS-3526). Remember that a paid subscriber, regardless whether it's hard copy or electronic, can only be counted once.

CHANGES IN DELIVERY SERVICE STANDARDS

Effective July 1, 2012, service standards for USPS market dominant products were changed.

Service standard maps and data files containing originating, destination and destination entry data files are available under modern service standards on RIBBS at <https://ribbs.usps.gov/index.cfm?page=modernservice>.

USPS service standards represent the level of service it tries to provide to customers and is one of the primary operational goals used to measure service performance success.

FROM THE DESK OF MARK WAUGH

Mark Waugh, Oklahoma district manager for business mail entry, reports that the Oklahoma district continues to follow USPS initiatives moving forward with the restructuring of Post Offices' retail hours of operations at many of our smaller

offices. For the purpose of entering and depositing Periodicals the USPS will attempt to not alter the hours that Periodicals may be deposited but in some cases it may be inevitable that the mail acceptance times will need to be adjusted. Publishers may want to look at the Exceptional Dispatch and/or Additional Entry options that the USPS has to offer. The Oklahoma District management team will work to facilitate publishers and Post Offices in transitioning into either of the aforementioned options.

Other initiatives taking place are the retirement of the Postnet barcode on Jan. 28, 2013, and establishment of the basic Intelligent Mail Barcode as the means for mailers to receive the automation discount. Also in January, new regulations governing letter-sized folded self-mailers take effect. Changes have been made to the tabbing requirements, paper basis weight, dimensions and mailpiece weight for these types of mailpieces.

More information for both the IMB transition and Folded Self Mailers can be found at www.usps.ribbs.gov.

USPS PROCESSING CHANGES IN OKLAHOMA

Due to consolidation of processing, some of you have noticed 3-digit containers of your newspapers are being sent to Tulsa or Oklahoma City instead of being handled in McAlester for 745 or Woodward for 738 Zip Code areas. If you have experienced delays as a result of this, contact me. You can reach me by email at bnewell@okpress.com or on my cell phone at (405) 590-8616.

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ADVENTURES IN NEWSPAPER LAND

... it's a bird ... it's a plane ...
it's OPA President Jeff Shultz visiting superheroes at Oklahoma newspapers.

You learn a lot from just visiting with other newspaper people. The unique camaraderie you share with each other is special. You all face the same challenges, but they are all different in their own way.

On my first road trip as president of the OPA, Executive Vice President Mark Thomas and I ventured into southeast Oklahoma to visit a few papers.

Our first stop was in Atoka to see publisher Louise Cain and her staff at the *Atoka County Times*.

The paper was started in 1950 and has been owned by the Cain family since 1972 when Foster Cain bought the paper. Louise came along in 1976 when she married Foster.

A fifth generation newspaper man, Foster "knew everything," remembers Louise.

The *Atoka County Times* is the only newspaper in Atoka County, which presents its own unique challenges.

"We have to be sharp and give the people what they want each week or it will just open the door for someone to come in and try to start another newspaper," said Ronald Linscott, the *Times'* general manager and advertising director.

Their dedication to their community and the county shows every Wednes-

day, when they bring the paper back from the press.

"Every Wednesday you can't get in the parking lot for the number of people waiting to get a paper," Linscott said. "And if we're late, they are mad."

Louise has a genuine love for the newspaper business.

"I just love everything about it," she said. "Every day is different. Every day is a challenge."

Being a newspaper hero is sometimes a lonely existence, as Louise well knows.

"It's hard at times to have friends. It's even hard to go to church," she said.

"Somewhere down the line, you're going to touch everybody and their family and you're going to make them mad. It's harder if you live in a small town, because you know everyone in town."

Still, it's their dedication to inform the public that drives their efforts.

The same can be said in Hugo, which was our second stop on our little tour.

The *Hugo Daily News* and the weekly paper, the *Choctaw County Times*, are owned and published by Stan Stamper and his wife, Judy.

Unfortunately, Stan was gone dur-

Continued on Page 15



Ron Linscott, general manager and advertising director of the Atoka County Times, meets with OPA President Jeff Shultz and OPA Executive Vice President Mark Thomas.



Mark Thomas talks to Atoka County Times owner and publisher Louise Cain, OPA President Jeff Shultz and Ron Linscott, general manager of the Times.

Reporters need to recognize implications of false light



Legal Notes

by Michael Minnis
OPA Attorney

Since the advent of the four judicially-recognized privacy torts (False Light, Disclosure of Private Facts, Intrusion on Seclusion and Appropriation), First Amendment advocates have been troubled because these torts punish truthful publications.

The most problematical of these pri-

vacy torts is false light, which authorizes a litigant to recover damages for hurt feelings allegedly caused by publications that may be entirely true.

Recognizing this problem and its possible conflict with the First Amendment, several states have found that false light is redundant with the law of libel and overruled prior cases recognizing the false light tort.

In Oklahoma, the false light tort has been mainly used as a means for a plaintiff to avoid the one-year statute of limitations for libel.

However, a recent Tennessee case highlights the problem with this tort. In this case, a public official plaintiff (a judge) sued for libel and false light. The appellate court affirmed a grant of summary judgment on the libel case, but reversed a judgment on the false light claim.

The refusal to affirm summary judgment for the false light claim was based on the appellate court's determination that a reasonable reader could infer something from the true facts, which inference might be false. Thus, the

litigation and its attendant costs continues.

Even though no Oklahoma reported case has yet to adopt a similar bifurcation of the libel and false light claims, reporters would be prudent to recognize the possible implications that one might draw from the truthful facts that they report.

This is particularly true of placement of photos with reference to what is published next to the photo.

ADVENTURES

Continued from page 14

ing our visit but we were able to talk to Krystle Taylor, the editor for the *Hugo Daily News*.

Krystle came to the *Hugo Daily News* four years ago. She was a medical student in college prior to moving to Hugo, but when she married her husband, who was from Hugo, they decided to make a life in his hometown.

Krystle enjoys the reporting part of her job.

"It really got me out of my shell," she said. "I enjoy meeting the people and telling their wonderful stories."

For Krystle, the only newspaper heroes she has are the people she works with.

"I don't know too many people in the newspaper business, just those I work with. They are all so dedicated to their job and the community," she said.

She is especially impressed by her publisher, Stan Stamper.

"I'm not saying that because he's my boss. He's really amazing," she added.

"Stan bought the paper when he was 24. I'm 29 right now and I just can't fathom someone that age doing that," she said.

Stamper is also an avid pilot. In fact, the Hugo airport is named "The Stan Stamper International Airport" in honor of his contributions to aviation in the Hugo area.

As most newspaper people know, sometimes you have to tackle hard subjects if you feel it is in the best interest of your community.

Stan has done that.

Known as a "sell the water" editor, Stan has taken a strong stance for selling water to Texas, which is an unpopular stance to take.

However, Stan notes in his editori-

als that if the water is already running down to them, let's sell them some of it and use that money to repair our streets and make other much needed improvements.

Taking an unpopular stance sometimes is what newspaper heroes do.

Sometimes it takes heroic efforts to just publish a weekly paper.

Pete and Noemi Wilson have owned and operated the *Valliant Leader* for around 37 years.

Like all other publishers, they are committed to their tiny community.

"It's a partnership between you and the community," said Pete.

Just like most publishers, Pete and Noemi have seen their share of late nights – especially when they are trying to learn new software.

"Just when we were getting out at a decent time on Tuesday nights, along comes InDesign and now we're back with the late nights again," Pete said jokingly, noting he had just made the move to InDesign after years of working with Pagemaker.

Pete also runs a job printing shop at the *Valliant Leader*. He says the job printing keeps him busy when he's not working on the paper and is a good source of additional revenue.

But what makes Pete and Noemi so unique is that Pete suffers from Hemophilia and is disabled as a result of it.

He doesn't let his disability get in the way of serving his community. Each week he publishes an eight-page paper.

"Sometimes a 12-page paper if the ads are good," he says.

Heroes often must give up any kind of social life they have; take unpopular stands for what is right; and overcome their own physical handicaps in order to do the right thing.

It takes a heroic effort to be a newspaper hero and on our first day of visits

I encountered three shining examples of such heroism in our newspaper industry.

NEXT MONTH: Learn about the heroes we visited on day two of our trip.



Shultz' Adventures in Newspaper Land included a stop at the Valliant Leader to meet Pete and Noemi Wilson, owners and publishers of the weekly newspaper.



OPA President Jeff Shultz meets with Krystle Taylor, editor of the Hugo Daily News.

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ANDY RIEGER

The Norman Transcript



Editorial:

JEFF MULLIN

Enid News & Eagle

JUNE 2012 COLUMN WINNER **ANDY RIEGER, THE NORMAN TRANSCRIPT**

Newspapers still matter; ask folks in Joplin

Just hours after an EF-5 tornado killed 161 people and tried to rip heart out of Joplin, Mo., local newspaper staff members started showing up to work. Some had lost relatives to the massive storm. Others lost homes and vehicles. Some had only the clothes and shoes they were wearing at 5:41 p.m. May 22, 2011.

"This was a time when newspapers had to rise to the occasion," Joplin Globe editor Carol Stark told Oklahoma newspaper men and women Friday morning. "No amount of disaster preparedness. No little handy-dandy book. Nothing prepares you for this."

The next day's paper, chronicling the storm's path and the lives lost and changed forever, was but an hour late off the press. The newspaper's website and social media portals had already been busy reporting on the storm and efforts to restore public safety long before the presses started.

"This was going to be the story you know you never want to have to write, but you know it's the story of your lifetime," Stark said.

The newspaper itself, a sister paper to The Transcript, wasn't hit. A newsroom employee was counted among the dead. Thirty-three staff members lost homes and vehicles. Many staff members found safety in the Globe's offices.

"One hundred and sixty-one people died that day. Sometimes we wonder why it wasn't thousands, since it hit a residential area," Stark said. Blocks were leveled and homes were scraped off their foundations.

"Even folks who grew up in the community who were lifelong residents were lost because there were no street signs," the Globe's online editor David Woods told the press gathering.

He said the newspaper served a vital function for the community. Government officials weren't releasing the names of dead and injured, so the newspaper started its own list and verified names with families and funeral

homes. In the days after the storm, they couldn't print enough copies to satisfy the community's hunger for the facts. The newspaper's website drew millions of page views. "So much misinformation was out there after the storm, it was our job to sort through all this crap," Woods said.

Reporters and photojournalists faced many barriers in covering the story. Areas were closed off to vehicles. Work boots and dry socks were a sought-after commodity to help in the search for storm victims. Some advertisers' businesses were gone.

Death notices and obituaries came in waves, emotionally draining the staffs. Businesses that were temporarily closed down received free advertising space when they reopened.

Help came from the newspaper's parent company, former employees and fellow journalists. The paper's owners arrived with cash and clothes. Donated Zebra cakes and bottled water kept them going when the adrenaline faded to exhaustion.

"Those things are awful, but they are addictive," Stark said of the little pastries that became the newsroom symbol of the storm.

Their readers also appreciated some levity as they rebuilt the city. A story about the contents of an adult toy store found scattered on a woman's lawn in a neighboring town gave the community a reason to finally smile.

A year later, the story continues. An anniversary edition, memorial magazine and coffee table book are reminders of the destruction and the path to rebuilding. In all of the chaos, the newspaper's staff and owners learned they still matter.

"You learn that shoe leather journalism is still very much alive," Stark said. "The story for newspapers is our community still thinks we can save the world. The community still relies on you for information."



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