

The Oklahoma Publisher

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STATE NEWSPAPERS DISPLAYED IN ROTUNDA

On Feb. 9, more than 80 publishers and staff from newspapers across Oklahoma converged on the Capitol for the 2012 Oklahoma Press Association Legislative Summit.

It was an opportunity for member newspapers to make their presence felt in the Capitol and hear from officials about issues in state government.

The day began with brief remarks from OPA President Rusty Ferguson and OPA Executive Vice President Mark Thomas.

"Some of you aren't able to get up to this building very often," Thomas said. "The fact that you're here and that you care enough to come here says volumes to your legislator."

OPAmembers were encouraged to go find and meet with their representatives and senators.

Publishers and staff members could be seen roaming the halls and offices of the House of Representatives and Senate and staking out committee meetings for a chance to speak with their legislators.

Due to the nature of their schedules, most congressmen and senators were not available for long conversations, however most OPA members were able to spend a few minutes with their legislators to make their issues heard.

Later in the day, summit participants met in the Capitol's Blue Room to hear from a slate of state officials that featured Governor Mary Fallin; Alex Pettit, Chief Information Officer, Office of State



Oklahoma newspapers circle the rotunda at the State Capitol for the Feb. 9 OPA Legislative Summit.

Finance; Preston Doerflinger, Director of Office of State Finance; Lieutenant Governor Todd Lamb; and State Auditor and Inspector Gary Jones. All were happy to answer questions from participants about their policies and issues affecting member papers and their hometowns.

Along with the speakers and meetings with legislators, a large exhibit of election coverage from the last four years from every member paper was displayed in the rotunda between the House and Senate chambers. Visitors and officials alike could be seen browsing through the exhibit throughout the day.

"We are here because we are newspapers and we are an integral part of this process," said Thomas.



Ray Dyer, right, editor and co-publisher of the El Reno Tribune, visits with Rep. Phil Richardson, R-District 56.



Mack Miller, left, publisher of the Dewey County Record, visits with Rep. Cory T. Williams, D-District 34.

TIME OUT



OPA PRESIDENT'S COLUMN
BY RUSTY FERGUSON, PUBLISHER OF THE CLEVELAND AMERICAN

When you're a weekly newspaper publisher who has a wife who owns a flower shop and Valentine's Day falls on a Tuesday, you learn that man has his limits. It's tough to be down the street organizing deliveries of more roses than found at your typical royal wedding when notes to the city council meeting are waiting next to your keyboard to be transformed into a story.

Yes, when Deana went into the flower and gift business a couple of decades ago, we became a household of double deadlines and even more hectic holiday stress. And we love it. But, she has learned that when February's big day falls on press day, she's got to find someone else to make sure those deliveries get made.

The 189 million stems of roses and more than 35 million heart-shaped boxes of chocolate sold in the U.S. on Valentine's Day is a clear reminder that people still find importance in expressing their love to others. And that's a good thing.

And while on the topic of February's most popular subject, let's consider the words of social philosopher Confucius who once suggested, "Choose a job you love, and you will never have to work a day in your life." Whether choosing to act on it or not, most likely that's a suggestion we've all heard in one form or another at different stages of life.

Traveling throughout the state to visit newspaper publishers and editors, I can confirm those words of Confucius as I've yet to meet an Oklahoma newspaper professional who does not, in a word, love his or her job. And I've heard many comments along the line

of "it's hard to call what we do 'work' when I enjoy it so much."

That is, perhaps, sugar-coating it a bit, as we all realize there is a lot of work involved in producing a newspaper, but hearing just how much those in our industry relish the process involved in getting a newspaper in the hands of a reader is nothing less than refreshing. We love what we do. And that's a good thing.

All this talk about love got me to wondering...

Do publishers and other executives, who now deal with budgets, cutting expenses and improving the bottom line, miss what they first loved about the news business? They were the top ad salesperson or the hard-nosed reporter chasing a lead. Do they miss helping a fledgling business generate traffic? Do they miss seeing their byline on a story that touches hearts? If so, I hope they'll consider taking a brief break from the nuts and bolts of running the operation and step back in time to their first love. Go visit a business and talk about the difference a good newspaper ad can make. Follow up on that story idea you had as you drove to work — don't pass it on to someone else, get out there and do the story yourself. Remember what first drew you to the business. Be rejuvenated. Share the love.

And what about our employees? Think about the staff members who hit a homerun for you time after time. Maybe they're the top revenue producer, or perhaps the prize-winning writer. Maybe she's the greeter at the front door who puts a patron at ease and makes even the most agitated visi-

tor feel welcome. Maybe she's the one who has never missed a billing cycle in all the years she has worked for you. Maybe he's the one who finds motivation in making sure every subscriber has their paper in hand. You know the ones I'm talking about. They're the employees you've found yourself thinking, "I just love the work they do!" My question is, do they know that? Are they appreciated for their contributions? When was the last time you offered encouragement and praise? Share the love.

I get charged up when I hear publishers talk about loving their community. They are some of the best advocates any chamber or economic development team could ever ask for! And it's awesome to see the many ways newspapers are being used to promote their communities. And that's a good thing!

Finally, we love covering our community. We're even growing to love the new digital methods by which we can share the news. Do our readers still love what we offer? Are they still lining up on "paper day" to get their copy? Do we have them in mind when we line-up our story selection? And what about our advertisers? Do they know we really, really love the fact they want to be included in our pages, or special section, or niche publication, or website? Have we offered them a word of thanks lately or even a discount? Those are good things to think about. Share the love.

Inform, reveal, highlight, announce, promote, urge, persuade, warn, entertain, observe, offer purpose and contemplation. Just think of all the things newspapers allow us to do and in so many ways. You just gotta love it. And that's a good thing.

THE POINT AFTER

"The test of a vocation is the love of the drudgery it involves."

— Logan Pearsall Smith

Frederick papers combine to form weekly Press-Leader

The Frederick Press and Frederick Leader have combined to become one newspaper — The Frederick Press-Leader.

The result of the combination means a bigger and better community newspaper. The new publication is owned by Heartland Publications.

Ray Wallace, former publisher of The Press, has been named general manager and editor of the Press-Leader. Jennifer Grice, former general manager and advertising manager of The Leader, is now advertising manager of the new publication.

Rounding out the staff is Barba-

ra Tucker and Kayla Challacombe, who will handle office duties, and Jay McPherson covering sports.

The Press-Leader, a weekly publication, will offer readers more in-depth coverage of local news and advertisers a larger audience.



THU., FEB. 23, OKLAHOMA CITY GET OPINIONATED

Learn to write award-winning columns in a workshop led by Journal Record editor and opinion writer Ted Streuli. Registration \$35. For more information or to register, visit okpress.com/events-calendar.

MARCH 3-4, OSU, STILLWATER BE A BETTER WATCHDOG WITH IRE

Oklahoma State University is hosting a training from the Investigative Reporters and Editors group over two days. \$55 registration (\$85 for both days) includes one year IRE membership. To download the registration form, visit okpress.com/events-calendar.

THU., MARCH 15, OKC LEGAL LAND MINES

OPA Legal Services Plan attorneys Mike Minnis and David McCullough McCullough will lead this one-day workshop. Registration \$35. For more information or to register, visit okpress.com/events-calendar.

THU., APRIL 5, OKC WRITING TIPS

Led by Dr. Terry Clark, University of Central Oklahoma journalism professor. Registration \$35. Visit okpress.com/events-calendar.

THU., APRIL 12, OKC AD SALES 101

Presenters Mark Millsap (Express-Star, Chickasha) and Karan Ediger (The Edmond Sun) will cover the elements of becoming a great salesperson. Registration \$35. Visit okpress.com/events-calendar.

THU., APRIL 26, EDMOND JOURNALISM HALL OF FAME LUNCHEON

The 2012 Oklahoma Journalism Hall of Fame inductees will be honored at the annual luncheon. For more information, visit okpress.com/events-calendar.

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

Third Party audits now available online

The Oklahoma State Auditor and Inspector's office recently made all recent financial audits of cities, towns, school districts and public trusts available online.

Generally, these smaller local entities have budgets too small to be performed by the State Auditor and Inspector's Office and are carried out by third party auditors. In the past, these audits had been submitted as open records in hard copy to the auditor's office.

For the 2011 fiscal year, these local government audits are now submitted online and are immediately available for public viewing on the state auditor's website.

In the past, all audits performed by the State Auditor's office were available online, while the ones performed by third party auditors were not.

"It greatly enhances transparency because the audit is immediately available to anyone to view and/or print the audit at no cost," said Trey Davis, Director of Communications for the State Auditor's office, in an email.

The new online system became operational in November though not every audit is available online yet. The auditor's office has requested that those auditors that submitted hard copies resubmit electronic copies to the

website. They will be made available as they are received, said Davis.

To view the audits, visit www.sai.ok.gov, click on "Pub Trust" on the top menu to see the drop down where you can submit an audit or view the recently published reports.

You can also access the page directly by going to www.sai.ok.gov/olps/caudits.shtml.

"The rise in transparency is more evident than ever," said Mark Thomas, Executive Vice President of the Oklahoma Press Association. "And this new website listing of audits is more proof of the State Auditor and Inspector's office commitment to an informed citizenry."

Examiner-Enterprise sues city for videotape

On Feb. 3, 2012, the Bartlesville Examiner-Enterprise filed a lawsuit against the City of Bartlesville and the 11th Judicial District Attorney's Office seeking access to a surveillance video that reportedly led to the arrest of two Bartlesville police officers in December 2011.

In the suit, the newspaper contends that the videotape is believed to reflect the excessive use of force allegedly committed by the two officers and "constitutes a public record as defined by the Open Records Act."

The two officers, who have since had their employment terminated, allegedly assaulted a handcuffed patient when they responded with two other officers to Jane Phillips Medical Center to assist with a combative patient on Sept. 18, 2011.

A previous Open Records Act request by the newspaper was denied by the city on Dec. 19, 2011. A second request was denied on Jan. 11, 2012, with the city maintaining that the surveillance video would not be produced without a court order.

According to the petition, "the surveillance videotape, which is now believed to be in the personnel files of the terminated officers as well as the files of the law enforcement agencies" is a "record within the purview of the

Open Records Act," and furthermore, "since the videotape contains facts concerning the arrest of public servants, the videotape must be produced."

The lawsuit alleges District Attorney Kevin Buchanan showed portions of the video to members of the local Fraternal Order of Police.

The lawsuit states that the requested videotape is not confidential by law and the defendants "do not possess a legitimate reason for refusing to produce the requested record in this case. In fact, to the extent such confidentiality may arguably exist, the defendants have waived any right to make such an assertion by virtue of the videotape having previously been shown to third parties."

Jailbirds applies for OPA membership

OK Jailbirds, L.L.C. has applied for a sustaining membership in the Oklahoma Press Association.

OK Jailbirds is a group of monthly publications distributed throughout Oklahoma featuring photos, names and charges of arrestees.

The application lists David Reid as the contact. The business lists an address of 202 N. Harrison St., Cushing, Okla.

The OPA Board of Directors will vote on the application at their next meeting on March 29 at Keystone State Park. Any current business member wishing to object to the application of OK Jailbirds must do so in writing to the OPA at 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499, by March 19, 2012.

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Tulsa World seeks mug shots ruling

In deciding whether the U.S. Marshals Service will have to release federal mug shots, judges of an appeals court said they have to balance privacy rights against the public's right to know.

The Tulsa World asked the Denver-based court to overturn the decision of a judge in Tulsa that federal mug shots are exempt from public disclosure under the Freedom of Information Act.

In 2009, the World sued the Marshals Service because the agency denied the newspaper's FOIA request for mug shots of six people who were indicted by federal grand juries in Tulsa and booked into jail by marshals.

The World contends that the FOIA requires the Marshals Service to release upon request mug shots of federal criminal defendants as a standard practice. The Marshals Service contends mug shots are exempt from

disclosure through an exception for records compiled for law enforcement purposes whose release "could reasonably be expected to constitute an unwarranted invasion of personal privacy."

Last year, U.S. District Judge Terrence Kern ruled in favor of the Marshal Service's position.

On Jan. 17, three judges of the appeals court heard 30 minutes of arguments on the World's appeal of Kern's ruling. The court will issue its decision later.

In 1996, a federal appeals court in Cincinnati ruled that Marshals Service mug shots must be released when requested under the act. A federal appeals court in Atlanta ruled the opposite way last year. The Denver appeals court will be the third to issue a ruling on the issue unless the U.S. Supreme Court settles the matter in the meantime.

Journalism foundation gives grants to news organizations

The Ethics and Excellence in Journalism Foundation recently announced Friday the distribution of \$1.5 million in grants to 19 journalism organizations nationwide.

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

"EEJF focused a large majority of available funds toward nonprofit investigative news organizations this grant cycle," said Bob Ross, president and CEO of Ethics and Excellence in Journalism Foundation. "These organizations are primarily startups with exciting new business models, each filling a void left by traditional news organizations."

The grants awarded to organizations for projects addressing the foundation's core areas of focus are:

INVESTIGATIVE REPORTING

- \$150,000 to Brandeis University for the Investigative Journalism Fellowship program, providing editorial and institutional support to independent journalists investigating government and corporate misconduct, fraud and corruption, injustice and human rights violations.
- \$125,000 to Investigative News Network to increase editorial collaborations, share resources, provide back-office training and develop revenue generating programs for member nonprofit journalism centers.
- \$100,000 to Center for Investigative Reporting to expand existing collaborations, create replicable new models for collaboration and develop new revenue opportunities to help sustain nonprofit journalism.
- \$100,000 to Fund for Investigative Journalism for grants and editorial guidance for independent investigative reporters, financially supporting accountability reporting in the U.S. and addressing the gap in coverage once offered by traditional media.
- \$100,000 to InvestigateWest for Pacific Northwest Network, increasing the number of media partners providing investigative and public service news coverage in the region, diversifying funding sources and examining new strategies to support and expand journalism.
- \$100,000 to Rocky Mountain Investigative News Network for general support of I-News, including a valuation of services by setting price points and sharing what's learned with others looking for ways to sustain in-depth journalism in their communities.
- \$100,000 to Wisconsin Center for Investigative Journalism to expand leadership roles in transparency, ethics, training and high standards of accuracy and

to share learning with other nonprofit investigative centers.

- \$85,000 to The Lens to build capacity of reporting, board, staff, social media, fundraising and back-office operations. The Lens produces watchdog journalism to empower the people of New Orleans to advocate for accountable governance.
- \$80,000 to FairWarning for the creation of a freelance fund to increase the output of investigative stories on safety and health issues, and for fundraising, marketing and sustainability research and planning.
- \$75,000 to American University for Investigative Reporting Workshop for continued development of new approaches and new thinking for the creation and delivery of high-quality investigative journalism.
- \$10,000 to WYPR for a yearlong investigative reporting and media project about how race and class divide Baltimore.

PROFESSIONAL DEVELOPMENT

- \$100,000 to Investigative Reporters and Editors for the Better Watchdog Workshop series, training journalists to use documents and data to hold government, business and community leaders accountable.
- \$50,000 to Education Writers Association to upgrade online tools and resources for journalists who cover education, enhancing knowledge of key topics and building capacity to effectively cover education issues.
- \$25,000 to American Copy Editors Society for development of training materials and marketing plans for a series of intensive, one-day regional training sessions focusing on challenges in the digital age.
- \$25,000 to Society of American Business Editors and Writers for regional workshops focusing on investigative reporting for business journalists and for a program to support investigative reporting skills at small to mid-sized media outlets.

YOUTH EDUCATION

- \$85,000 to University of Oklahoma Foundation for Oklahoma Scholastic Media Initiative to disburse grants for equipment, software and training to high schools starting or improving newspapers.
- \$40,000 to Fund for American Studies for the Institute on Political Journalism, introducing college journalists to the principles of free market economics and ethics while providing practical experience in political journalism.

SPECIAL OPPORTUNITIES

- \$55,750 to Syracuse University to compile detailed records about every FOIA denial at the administrative level as they occur on an agency-by-agency basis to publicly spotlight those who ignore the requirements of the Freedom of Information Act.
- \$50,000 to Oklahoma City University's Mass Communications Department to produce a biweekly television show to analyze and critique reporting of political issues, candidates, debates and campaign strategies during 2012, leading up to the November election.



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ON THE MOVE: New staff members at state papers

SOUTH COUNTY LEADER

After a stint as editor of the Jenks Journal and Glenpool Post, Danielle Parker has been named managing editor of the South County Leader. She replaces Dustin Hughes who left for a similar position in Utah.

Parker worked at the Owasso Reporter before she became editor of the Jenks and Glenpool papers. Before working for Neighbor News, which owns the Journal and Post, Parker worked at her alma mater, Oral Roberts University, and as news editor for Today Newspapers in Dallas.

"I am very excited about the opportunity to serve our local communities in this capacity," Parker said. "I look forward to continuing the high standard of community coverage our readers have come to expect."

BROKEN ARROW LEDGER

After five years as a business and feature reporter and chief photographer at the Broken Arrow Ledger, G.B. Poindexter has been named managing editor.

Poindexter retired from the Tulsa

Police Department in 2005 after 20 years and has been an adjunct professor at Tulsa Community College's northeast campus for six years.

He has lived in Broken Arrow for 23 years.

"We believe Poindexter is a strong fit for the Broken Arrow community," said Executive Editor William Swaim. "He realizes the importance of community journalism, what it means to be a community newspaper and the impact that can have on our community."

Poindexter holds a Bachelor of Science in Mass Communication from Oral Roberts University and is scheduled to graduate with a Masters of Science in Mass Communication from Oklahoma State University this spring.

DUNCAN BANNER

Carrie Carberry has taken over as advertising director of the Duncan Banner.

Carberry was advertising and marketing director for the Poteau Daily News for the past ten years and before that an advertising representative at

the McIntosh County Democrat in Checotah and the Indian Journal in Eufaula.

In her new position, Carberry will oversee sales and marketing for The Banner, Duncan...the Magazine, www.duncanbanner.com, FYI Stephens County, the Bargain Guide and all special sections and pages distributed by the company.

"We're thrilled to have such a savvy professional join our team," said Ed Darling, publisher of The Banner.

GUYMON DAILY HERALD

Kjestine Steinbring is the new sports editor at the Guymon Daily Herald.

Steinbring came to Guymon from Anoka, Minn., where she was sports reporter at the Princeton Union-Eagle. She's a graduate of the University of Minnesota-Duluth, where she worked for her college newspaper and for the university's sports information department. She also interned at FOX Sports North in Minneapolis.

"We're glad to have her here," said Allison Gipe, Guymon Daily Herald general manager.

DEATHS



WILLIAM 'BILL' C. MORGAN, owner and publisher of The Hughes County Times in Wetumka and The Weleetkan in Weleetka, died Feb. 2, 2012. He was 81.

A native of Bartlesville, Morgan began his 62-year career in journalism at The Daily O'Collegian newspaper during his sophomore year at Oklahoma A&M University, now Oklahoma State University.

After graduating, he returned to his hometown to work at the Bartlesville Record.

VERNER JOHN SALAMONE of Wilson, Okla., died Jan. 31, 2012. He was 61.

Salamone was born March 31, 1950, in Chicago, Ill. He was a graduate of Saddleback Community College in San Clemente, Calif.

During the Korean War, Morgan served in the U.S. Army as a regional editor for the Pacific Stars and Stripes in Tokyo.

After his military service, he joined the staff of the Henryetta Daily Free-Lance in 1954.

Morgan bought the Wetumka Gazette in 1957 and renamed it The Hughes County Times.

He also published the Calvin Chronicle and Oklahoma Peanut for several years, and later bought and still published The Weleetkan.

Morgan worked on the campaigns of noted GOP politicians Henry Bellmon, Dewey Bartlett and Truman Branscom.

He had been a newspaper journalist in California, Nevada, Hawaii and, lastly, as a copy editor for The Ardmoreite.

Salamone spent all his free time fishing and camping with his grandchildren.

He also served as a delegate to the 1986 Republican National Convention.

Morgan is to be inducted into the Oklahoma Journalism Hall of Fame this spring.

He is survived by his wife, Jane; a daughter, Julie Morgan of Wetumka; a son and daughter-in-law, Andy and Chris Morgan of Edmond; and two grandchildren.

Memorial donations are being made to the Oklahoma Newspaper Foundation, 3601 N. Lincoln, Oklahoma City, OK 73105, and the Cancer Research Institute, One Exchange Plaza, 55 Broadway, Ste. 1802, New York, NY 10006.

He is survived by his wife, Barbara; stepchildren, Leslie Cain of Wilson, Joshua Ellis of Falls Church, Va., and Zachary Ellis of Modesto, Calif.; sisters Linda and Nancy of Chicago, Ill.; and many nieces and nephews.

THANK YOU

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

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THE WAR ROOM (TEX.)

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

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

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

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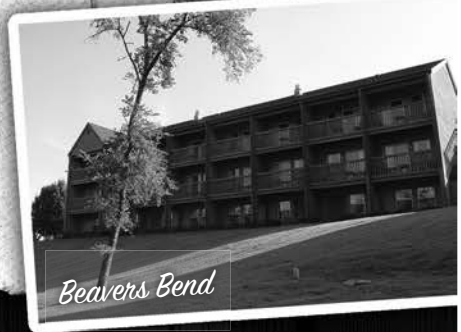
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PLAYER PROFILE



Name: **GLORIA BROWN, Managing Editor, Perry Daily Journal**

EDUCATIONAL BACKGROUND: High School graduate, some college classes

FAMILY: Spouse, Jesse F. (Jay) Brown, deceased; Children: Tracy J. Brown, manager O'Reilly; Angela V. Abney, bank loan processor/assistant to president; Twana G. Brown, waitress

NEWSPAPER EXPERIENCE: Perry Daily Journal since 1971 – Proof reader/women's editor/ editor/managing editor (I've done it all) for the past 41 years

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 jgilliland@okpress.com.

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

A: I love classical music.

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

A: I love working with people.

Q: What civic activities are you involved in?

A: I've served on most every board in our community and my church. I am currently on the Board of Directors of the Perry Chamber of Commerce.

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

A: My high school English teacher, the late Stella Sprayberry Anderson; and former publisher, the late Milo W. Watson; and currently, Publisher Phillip Reid for giving me the opportunity and trust to run his newspaper.

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

A: Covering the news; managing the employees and public relations.

Q: What about newspaper publishing gets you out of bed in the morning? What makes you want to stay in bed?

A: I look forward to coming to work every day, even after 41 years....you know, ink gets in your blood. But I like best gathering the news and placing it in the paper. Only when I'm extremely tired and worn out do I want to stay home in bed!

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

A: Being in the place I am without a formal education. I had to teach myself a lot of what I know because I was forced to "take over" when Milo Watson had Alzheimer's.

Q: What are you most proud of?

A: Being a mom, first, then being in the position I'm in. I believe it was God's destiny for me, and then last year being named to the Oklahoma Journalism Hall of Fame.

Q: What are your hobbies?

A: I love to watch TV and go to movies and plays (especially musicals) and read (when I can stay awake long enough), but I think mostly my job IS my hobby.

Q: Does your newspaper have a website? How do you differentiate between the web and print product?

A: Yes, we have a website, PDJnews.com. The website will take you to the newspaper, but you have to pay for an online subscription.

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

A: Our community LOVES their daily paper and they support it so it can stay a daily paper. We publish schools news, news about people and their accomplishments, and offer the opportunity for leaders in the community (mayor, fire chief, superintendent of schools, etc.) to have their own column. We mostly keep it a LOCAL newspaper, which is what our community wants.

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

A: We have a senior edition in May at graduation. We publish a special edition in September in conjunction with our Cherokee Strip Celebration when we have a lot of former residents return to Perry, and a Christmas greeting edition in December.

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

A: Keeping the people informed of upcoming events and what is going on in Perry and Noble County. We have given a lot of journalists their start by allowing

them to work here including Ed Kelly, now in Washington, DC; John Klein of the Tulsa World; Hailey Branson-Potts, with the LA Times, and others.

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

A: I think this would be a question for Publisher Phillip Reid. However, it has been a challenge to keep advertising sales up in the current economy.

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

A: The Cherokee Strip Museum; our beautiful downtown square and courthouse; The Kumback Café, which is the oldest café in Oklahoma with the same name and same location; Kemnitz' historic gas station on the southeast side of the square; the architecture for some of the downtown buildings, especially the Foucart Building; Main Street of Perry Walking Tour; The Charles Machine Works, Inc. (manufacturer of Ditch Witch) and Perry CCC Lake Park.



New publication days for paper in Sequoyah County

For the first time in decades, the Sequoyah County Times has changed its days of publication.

Gone are the Sunday "Weekender" and Thursday editions, replaced by the new publication days of Wednesday and Friday.

The Wednesday edition is now printed on Tuesday evening to make sure the newspapers go out in Wednesday's mail, said Jeff Mayo, associate publisher and general manager of the Sequoyah County Times.

"For our subscribers, that is a day earlier," he said. "For our readers who buy the paper from a newspaper rack, the newspapers appeared about 5 to 8 hours early, depending on the location."

Printing of the Friday edition moved from early Friday afternoon to Thursday evening, allowing the paper to be delivered on Friday.

"This change has been a long time coming and addresses several problems," said Mayo.

One problem the Times ran into was sports coverage, specifically football. With the old publishing schedule there was no way to cover a game because the paper went to press before most high school games kicked off.

On top of that, there was no way they could write a preview story, as it would have been a preview for an event that everyone already knew the outcome of by the time the paper was out on Sunday.

The Sequoyah County Times started as a Friday paper in 1932 and eventually became a Thursday paper. The Weekender edition was created in the 1970s. It was printed on Fridays and mailed Saturday.

"In the end our mission stays the same," Mayo said.

"We want to be the place where Sequoyah Countians go to find out what is going and to express their opinions. Whether it is news about our government, safety in the community, neighbors celebrating – or mourning, we will tell all these stories."

Readers signing up for digital edition

For 30 days, Phillip Reid invited online readers to experience his seven newspapers' digital subscription experience – and the chance to win a free iPad.

During January, all readers had to do to view the interactive flip book of any of the newspapers was to enter their email. By entering the email, readers were automatically entered in the drawing for the free iPad. The more times they tried out the online edition, the more chances they had to win the iPad.

“We were so proud of the new online edition we wanted everyone to have the opportunity to try it completely free,” said Reid.

Online editions of the seven Reid Family Newspapers – Weatherford Daily News, Vinita Daily Journal, Perry Daily Journal, The (Bethany) Tribune, Nowata Star, The (Afton) American and The Grand Laker – were built by eTypeServices.

The new online editions are completely iPad and iPhone friendly and will soon include their own iPhone and iPad App. For PC users, a flip book system makes the experience enjoyable and easy to navigate.

The seven newspapers ran front-page stories promoting the online service as well as full-page ads. As further enticement, Reid offered a free iPad to one lucky reader.

“We used a similar promotion when we launched our Facebook page and had a tremendous response to it,” Reid said. “We wanted to get a lot of friends quickly so we said we’ll draw for a free iPad from the first 1,000 friends that sign up. We had 1,000 in probably five days.”

Readers took the bait again and tried out the online editions. At the end of the

30-day trial, eTypeServices gave Reid a full list of all the email addresses.

From those addresses, one lucky winner – Janet Wilhelm – was drawn to receive the iPad.

“We spun the wheel and it came down to a lady from Perry,” said Reid.

The same day the winner of the iPad was chosen, a paywall went up. The very next day, subscriptions began coming in – four or five a day, said Reid.

“It’s just like cha-ching to see this money coming in,” he said.

Reid estimates that at two weeks out, dailies are receiving an average of five new subscribers a day, and weeklies around three.

He’s even receiving paid subscriptions to the online service for The Grand Laker, which is a free publication in the community.

“We decided to charge for the online subscription and people are paying for it,” said Reid.

Online subscribers are ecstatic about the service, said Reid. “We’re now fully integrated on all portable devices – anything that has WiFi or internet access.”

Reid says it’s important for newspapers to embrace new technology and encourages hiring young, tech-savvy people.

Reid practices what he preaches. The Weatherford Daily News has a social media editor.

Auri Verser began working at the newspaper as a college student and, since graduating, has come on board as a full-time employee. She takes care of the paper’s Facebook and Twitter accounts, as well as video interviews and finding ways to make the website more creative. A new addition to her duties is QR codes for not only the newspapers but also advertisers.



Janet Wilhelm, Perry, was winner of the iPad given away by the Reid Family Newspapers in a promotion for people to try the online edition. Wilhelm is now an online Perry Daily Journal subscriber and says she loves the online version.

“We need to embrace young people,” said Reid. “We’ve got to make our product into something more technologically advanced and more eye-appealing for them.”

Recently Reid’s son, Owen, asked him how he felt about The Daily, Rupert Murdoch’s tablet newspaper, and if he was concerned about it.

“No,” Reid told his son, “that’s exactly what I want newspapers to become. And I want to kiss that guy’s [Murdoch] feet. He spent over \$15 million creating this site that uses all this high-tech technology for a newspaper concept. He could have done it for TV, for radio, for anything, but he did it for a newspaper concept.”

“He’s making our medium, the newspaper, cool again. He’s helped us in ways none of us could have ever done on our own. The Daily is where we’re all going.”

“He’s making the newspaper cool in the eyes of a younger generation – my 17-year-old son.”

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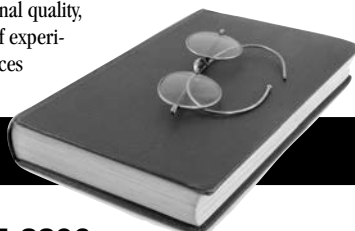
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Weatherford Daily News

This full-page ad helped promote the online edition and contest.

Nominations being accepted for Beachy Musselman Award

The Oklahoma Newspaper Foundation is accepting nominations for the 2012 Beachy Musselman Award until Feb. 27.

The Beachy Musselman Award was established to recognize and encourage quality journalism in practice, education and research.

Any professional journalist is eligible for nomination.

Norman Beachy Musselman was editor and general manager of the Shawnee News-Star from 1945 until his death on Aug. 6, 1963.

Musselman was a consistent winner of editorial writing awards and his columns, "Beachnuts and Newsbeams," also won many awards.

He was a founding member of the American Legion, joining other veterans to form the new organization after serving as a signal corps aviator in World War I.

Musselman served as president of the Oklahoma Press Association in 1961, which coincided with building and moving into the OPA office building at 3601 N. Lincoln Blvd. in Oklahoma City.

A few months after his death, his widow, the late Ruth Musselman, asked the OPA to administer a Norman

Beachy Musselman Memorial Fund. Although OPA members had talked about establishing a trust fund for several years, they had never done so. The memorial contribution proved to be the catalyst needed to establish the Oklahoma Newspaper Foundation (ONF). The first contribution to the foundation was the Norman Beachy Musselman Memorial Fund. ONF was established to serve as a trust for donations of money, securities or other property.

Nominations, which may be made by anyone, must include biographical information showing work in the newspaper industry or related field and reasons you believe the person is deserving of the award. Additional information may be requested by the ONF Board of Trustees.

If you know a journalist who is deserving of this award, send your nomination and accompanying information to the Oklahoma Newspaper Foundation, c/o Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499 or e-mail to mthomas@okpress.com or fax to (405) 499-0048.

This information is also available on the OPA web site at www.okpress.com/beachy-musselman-award.

Feb. 27 deadline for nominations to OPA Quarter and Half Century Clubs

Being a member of any profession for 25 or 50 years is not only a personal achievement, it is an important milestone that should be recognized.

That's why the Oklahoma Press Association recognizes the contributions of those who have served in the newspaper industry by inducting them into the Half Century and Quarter Century Clubs.

Anyone may make nominations for the Quarter or Half Century Clubs. Self-nominations also are acceptable. New members are inducted during the OPA Annual Convention.

OPA HALF CENTURY CLUB. To be eligible for membership in the Half Century Club, nominees must have completed any 20 years of their newspaper experience at an OPA-member

newspaper. Credit will be given for work as a carrier or stringer (including photographers and reporters) as well as wartime service.

OPA QUARTER CENTURY CLUB. To be eligible for membership in the Quarter Century Club, nominees must have completed at least 10 years of their newspaper experience at an OPA-member newspaper. Credit will be given for work as a carrier or stringer (including photographers and reporters) as well as wartime service.

To apply for membership in either club, send a biography detailing your 25 or 50 years of service to the newspaper industry to OPA, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105, Attn: Lisa Potts. Nominations must be received at the OPA office by Feb. 27.

EUFULA EDITOR RETIRES

Donna Pearce, managing editor of the Indian Journal at Eufaula and McIntosh County Democrat at Checotah, retired Jan. 31, 2012, after serving 30 years as a newspaper journalist.

Pearce joined the Indian Journal and Democrat staff in November 2005 and was promoted to managing editor of both newspapers in November 2007.

"I've enjoyed working for both publications," said Pearce.

Pearce, a native of Oklahoma, grew up in the western part of the state. She graduated from Southwestern Oklahoma State College (now a university) in 1969 with a bachelor's degree and in 1974 with a master's degree.

After teaching in public schools for nine years, Pearce became a feature writer for an agricultural-based newspaper owned by the Clinton Daily News.

She also served as editor of the Thomas Tribune for five years and for The Country Connection News at Eakly, Okla., for 12 years.

She then joined the Neighbor News-

papers group and became editor of the Skiatook Journal.

Pearce, who was inducted into the Oklahoma Press Association's Quarter Century Club in 2008, is also the recipient of the Marshall Gregory award, an Oklahoma journalism award for coverage of public school issues. She received that award for coverage of Skiatook Public Schools.

Eight years after moving to Northeastern Oklahoma, Pearce and her husband David moved to Lake Eufaula.

Donna Pearce worked two years with the Lake Eufaula Association before joining the Indian Journal and McIntosh County Democrat staff on a part-time basis in 2005. Two years later, she was named managing editor.

Pearce plans to spend her retirement pursuing her other interests, which include operating her own direct sales business, oil painting, volunteering, fiction writing, singing, traveling and, most of all, spending time with her family.

SPORTS COLUMNIST RETIRES

Dave Sittler, longtime sports columnist at the Tulsa World, recently retired.

In a farewell column, Sittler said he got his start in journalism when a story he wrote for his school's newspaper won a writing contest.

Although he spent seven years working at The Oklahoman, Sittler thinks of Tulsa as his home.

He accepted the position of sports editor of The Tulsa Tribune in 1985 and later become a columnist at the Tulsa World.

In his farewell column, Sittler

thanked the four families he'd worked for – the Seacrests at the Lincoln Journal-Star; the Joneses at the Tulsa Tribune; the Gaylords at The Oklahoman and the Lortons at the Tulsa World.

"Because of their incredible support and loyalty, the Lorton family has made these final 12-plus years the happiest time of my career," Sittler wrote.

This won't be the last you hear from Sittler, however. His bosses at the Tulsa World have offered him the opportunity to write columns from time to time.

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Levi Hill covers ground on a dash with two Eagles following in case he needs some interference. You can just tell by the body language of #10 on the Jones team that he messed up. The Eagles won the Class 2A championship game against Jones 21-7.

Photo by BILL WALTER, The Hennessey Clipper, December 15, 2011



A Tulsa fireman helps his colleague who was having trouble seeing through the foam on his face shield aim a spray of foam at a hot spot. The firemen were fighting a two-alarm fire at the Windsail apartments in Tulsa. Thirty-mph wind gusts made the fire difficult to control.

Photo by RIP STELL, The Journal Record, December 27, 2011

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RIP STELL, *The Journal Record*

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BILL WALTER, *The Hennessey Clipper*

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NOON

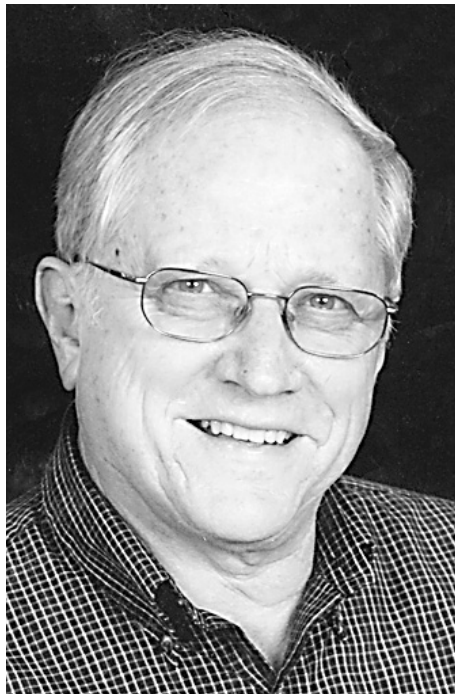
1 2 3 4 5 6 7
PEAK TIME, WATCH YOUR USE

MIDNIGHT

8 9 10 11 12
PEAK OVER. START SAVING ...

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Mooreland publisher to receive OPA's Milt Phillips Award at annual convention



Tim Schnoebelen, publisher of The Mooreland Leader, has been named the recipient of the 2012 Oklahoma Press Association (OPA) H. Milt Phillips Award.

Schnoebelen was selected by the OPA Board of Directors at their meeting Feb. 2 in Oklahoma City. This award is the highest honor given by Oklahoma Press Association.

Schnoebelen is a third generation publisher of The Mooreland Leader, where he shares responsibilities with his wife, Karen, and son, Jeff and his family, wife Jennifer and children Jacob, Jared, Jason and Janae.

"I was shocked when OPA President Rusty Ferguson called last week to inform me about being selected for this award," Schnoebelen said. "This

is the most gratifying award to come my way, ever; probably because it was presented by my peers, many of whom are more deserving, but they chose me and for that I am most thankful and appreciative. While I wonder why I was chosen, I accept the award with much gratitude."

Tim's grandfather, Omer F. Schnoebelen, established The Mooreland Leader in 1903. Omer's son and Tim's dad, Omer N., purchased the weekly newspaper in 1946 and Tim and Karen took over ownership in 1972.

Tim began working at the family newspaper at an early age and continued in various roles through high school.

He attended Northwestern Oklahoma State University in Alva, where he studied journalism and wrote news stories for the college newspaper. Schnoebelen also attended the University of Oklahoma for two years, where he continued his journalism studies and worked in the backshop as a Linotype operator for the student newspaper, The Oklahoma Daily.

Schnoebelen returned to his hometown in 1967 – only six weeks before he would have graduated from OU – to take over operation of the newspaper after his father had a heart attack.

Schnoebelen was proud of being able to come back and carry on what his granddad started and dad continued.

"When I think about how granddad's kids, dad's kids and my kids grew up in the newspaper business and had an active part in it during their school years in Mooreland, it makes

me proud," Schnoebelen said. "Now some of my grandkids are doing the same."

Tim and Karen have three sons and a daughter. Of course Jeff, the oldest, lives in Mooreland. Joel, the youngest, also lives in Mooreland with his wife, Shawna, and two daughters, Cydni and Avery. Second son, Jay, lives in Skiatook with wife, Lindsey, and children, Jordan, Mariah, McKay and Ryker. Daughter, Gina, is also in the newspaper business at Lindsay along with her husband, Darrell Cable, and son, Kaden. Darrell has two grown daughters, Breanna and Anisa.

Schnoebelen was inducted into the Oklahoma Press Association's Half Century Club in 2006, joining his late father and grandfather in receiving that honor.

Also in 2006, Schnoebelen received the OU Regents' Alumni Award. This award is a testament to the importance OU's alumni play in the life of the university. Today the award hangs on an office wall packed with family history.

Schnoebelen said he never doubted that small town life was meant for him.

"I knew this is what I wanted to do... I've never looked back," he said. "I love my family and community and hope that I have contributed in some way to make both proud."

In 1986 Schnoebelen was instrumental with two other newspaper men in bringing a web press to The Mooreland Leader office and establishing a central printing plant. Now he and Jeff, along with partner Mark Carson of Waynoka, print 12 weekly papers at the Mooreland location. The three of them own two other weekly newspapers, Woods County Enterprise in Waynoka and Northwest Oklahoman in Shattuck.

With a passion for his community and his profession, Tim Schnoebelen embodies the values of the H. Milt Phillips Award – publishing a high-quality newspaper; contributions to the profession and the newspaper industry; years of service to the community, state and nation, and strong love and dedication to the family.

The award will be presented to Schnoebelen at the OPA Annual Convention on June 8 at the Reed Center in Midwest City.

About the H. Milt Phillips Award



The H. Milt Phillips Award is the highest honor given by the Oklahoma Press Association. The OPA Board of Directors selects the recipient based on publishing a high-quality newspaper; contribution to the profession and the newspaper industry; years of service to the community, state and nation in a variety of volunteer activities and strong love and dedication to the family.

The award was established in 1978 by the OPA Board of Directors to recognize those they felt gave the same quality of service to family, community, country and newspapers as had H. Milt Phillips.

"Honored by many, regarded by others, feared and disliked by the

crafty and corrupt," is the way 'Cluttered Corner' Phillips was described by those who founded the award.

"Phillips was the kind of editor all editors should be," they wrote. "He was involved. He gave freely of his love and concern..."

He was widely known as a civic leader and statewide industrial booster. Phillips was a long-time member of the board of directors of the Oklahoma Historical Society and was the moving force in the historical society's efforts to microfilm all Oklahoma newspapers.

He served on the Oklahoma Turnpike Authority and was a member of the Oklahoma Public Expenditures Council and many more.

H. Milt Phillips died on Feb. 27, 1979.



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Save money by switching to internet fax service



Computer Notes

from the road
by Wilma Melot
wmelot@okpress.com

This month, I looked for a less expensive fax system for newspapers. I think several papers could save money by setting up this kind of system.

One newspaper I worked with was able to get rid of the fax line from the phone bill and save the price of ink and paper for the fax machine.

It does slightly increase employee time to scan and send hand-typed documents but other than that the whole process is much faster.

There are several internet fax services. After reading many of the ratings and reviews, I settled on RingCentral because it had reliable Mac and PC software.

They offer a one-month free trial. If you sign-up, make it clear that you only want the fax service because they also sell IP phones and other services. Their support was very helpful and was answered by a live person.

One thing we were concerned about was the new phone number. For a one-time fee, RingCentral lets you pick out what they call "vanity phone numbers" with an "8xx" prefix (800, 877, etc.). The paper I was working with chose the "800" prefix and used the paper's old fax number after the 800. That way their customers only have to get used to dialing the new prefix.

RingCentral receives the faxes and the newspaper's customers never find the line busy.

Employees can retrieve faxes anywhere from any computer or smart phone. Sending faxes is as easy as sending an email. The fax is set up like a printer, which means any program can fax from it.

The fax service costs \$7.99 a month plus a one-time \$30 fee to get the "vanity" phone number.

There is a time lag of 10 days to two weeks for the new phone number to go into effect.



XP AND 7 PRINTERS

Having trouble sharing networked printers in a mixed Windows XP and Windows 7 environment?

It may seem quite perplexing to get the Windows 7 computer to see the shared Windows XP printer but here are the steps to make it happen:

1) Find out if there are Windows 7 printer drivers written for the target printers. You can find this info on the manufacturer's website. If there aren't any, it may not work even if the printer is added on the Windows 7 computer.

2) Make sure every computer in the building has the same workgroup name. Check this by going to the **Start Menu** and right clicking **My Computer > Properties**. Check the computer's name



and change it to the name of your workgroup if the name is different. Do this to every computer that will be using the printer. Also, while you are at this dialog box, write down the name of the computer for future use in this process.

3) Make sure the XP computers have the printer driver installed and are sharing the printer. Go to **Control Panel > Printers and Faxes** and right click to get **Properties** on the printer and allow sharing.

Note: If it is a network printer, it must be set up by the IP address when the printer was added. Most often the IP address can be found on the printer itself or you can look on the manufacturer's website to see if the IP address is listed there. Some printers also print a test sheet that has the IP address listed or has an IP menu that displays the address.

4) To set up the printer as shared select **Add a printer**. Choose **Local Printer attached to this computer**, making sure that auto detect is not checked.

5) Create a new **Port** and choose the type of port as **Standard TCP/IP Port**.

6) Now the wizard should come up so type the **IP Address** in the Printer's Name box or IP Address field.

7) If a **Generic network card** comes up, the address was not right and you need to go back and try again. If it worked, then a window showing the IP address comes up. Now, pick the printer drivers as in a normal printer setup.

At some point the "add the printers name box" comes up. Give it a descriptive name and write it down with the computer's name. When asked, share the printer and make it the default printer on the computer.

To share the printer, right click on it after it is created and go to **Sharing**. Check **Share this Printer** when the properties window comes up with the name of the printer.

You'll also see the **Additional Drivers** button at the bottom where you can add more drivers for other users.

Now you're ready to set up the Windows 7 computer by following these steps:

1) Go to **Start > Devices and Printers** and at the top of the window click on the **Add a Printer** button.

Click on **Add network, wireless or blue tooth Printer**. You will probably need to click on "the printer I wanted isn't listed" since it's usually not listed when going between XP and 7.

2) In the next window, click on **Select a shared printer by name**. Now you can try two paths:

Type the computer's name and its printer's name like this: **\\computers name\printers name**.

If that doesn't work, click the browse button and choose **Select a shared printer by name**. Find the XP computer on the network, choose it and log into it using its user name and password.

You should now be able to see the printer and be able to add it. Print the test page to make sure it's working. By the way, the printer will not work if the host computer is off.

I-FLASH DRIVE

If you're looking for a way to directly transfer files between your iPod Touch, iPhone and iPad without a cloud, computer or Wifi, check out iFlashDrive.

This device comes with a free App from Apple that will manage files and view documents. It also has a text editor, voice recorder and contact backup on local or external storage, a USB connection on one end and an iDevice doc connector on the other. It works with iPhones 3 and 4, and iPads 1 and 2.



Made by Photofast, you can purchase it at www.hypershop.com/category-s/210.htm. (\$100 for an 8GB drive)

NEW COMPUTER/ OLD SOFTWARE

If your newspaper runs older software, watch out for OSX Lion. Mac OSX 10.7 will not run older software written for the Power PC Mac.

The last of the closeout models that still have Snow Leopard OS X10.6 are quickly disappearing from all retailers. Before making a new purchase (either computer or system upgrade), carefully ask if the software your newspaper owns will run on the computer.

Installing Snow Leopard over Lion does not work well and can disable some of the computer's hardware.

On the Windows side, you need to make sure your software will work with a 64-bit Windows 7 operating system. Most retailers only sell Windows 7 computers now and it is getting hard to find 32-bit computers.

The free Windows XP mode on Windows 7 Professional seems to work for running PageMaker. You probably want to try it before buying the Virtual PC available at www.microsoft.com/windows/virtual-pc/download.aspx.

If you're going this route, old versions of Acrobat will not be able to install the Adobe printer needed to make PDFs, so a substitute PDF printer is required. PDF Creator is a good one and can create a press quality PDF.

OPA Computer Consultant Wilma Melot's column is brought to you by the Oklahoma Advertising Network (OAN). For more information on the OAN program, contact Oklahoma Press Service at (405) 499-0020.

Newspapers still a good investment



Clark's Critique

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

"Why would anyone buy a newspaper?" someone asked me when *The Oklahoman* was sold last year.

I didn't have a good answer, but a recent article in *The New York Times* made me realize there are a lot of reasons, and Philip Anschutz isn't alone in investing in metropolitan newspapers.

In fact, 70 other daily newspapers were sold in the U.S., last year, including *The San Diego Union-Tribune*, the *Chicago Sun-Times*, the *Omaha World-Herald*, the *San Francisco Examiner* and 16 that were *The New York Times'* Regional Media Group. Total price paid for all the newspapers, according to the article, just under \$800 million.

So why, when print ad revenue is dropping, circulation is declining and we're repeatedly told that digital is the future?

I found some encouraging points in the article. The San Diego paper was sold for less than \$50 million in 2009, revamped, made profitable and resold last year for \$110 million. Warren Buffett bought his hometown Omaha paper. Anything he invests in must be good business.

The article probed reasons for the sales and found several, including acquisition of valuable real estate and more. Most referred to what I call the "muscle" of newspapers – their news and ad staffs who are key to good content.

Three quotes stood out, making points about the value of print journalism. Owen Van Essen, a newspaper specialist, said the real value of newspapers was in content. "You recognize you're buying more than just the printed product. You're buying the entire organization, which is the backbone to be able to produce a digital product."

Newspaper advantages in selling local online advertising also were cited. One person said, "You have to think of it as an audience gathering, advertising delivery system."

Another: "We think this is a terrific opportunity to invest in using digital technology to deliver content and being able to lever the trust local newspapers have."

I like that term "backbone." All knew the industry is changing, but it is encouraging that they recognize the news muscle and role and value of newspapers in the digital age.

It's not the technology that's most important – it's the content. Most of them expect "pay walls" to become

standard, trends we're already seeing in Oklahoma.

A more recent story in *The New York Times* discussed national newspapers and web pages beginning to use live video, something we're already used to here in Oklahoma. I find it interesting that here we are in the middle of the country, already involved in what some of the headliners like the *Wall Street Journal* and others are just getting into. Here's the link to that story: www.nytimes.com/2012/02/06/business/media/news-organizations-plunge-into-video-production.html?_r=1&emc=eta1

Thought you'd find this food for thought.

LOOKIN'EM OVER: Content is indeed king, and if you need story ideas, there's no place better to look than in your neighbors' papers.

Newspapers are at their best when they tell the stories of their readers, and one of the best storytellers is Karen Anson at the *Wewoka Times* and *Seminole Producer*.

Here's the lead, what I call "You are there" writing, about some pawn shop owners:

"A man walks into a pawn shop. / 'What'll you give me for this, Charlie?' he says, holding out some conglomeration of plugs and cords. / 'Well, hmmm, let me see, Johnny,' says Charles McGil-

berry. / He stares at the contraption, a stuffed raccoon and the head of a deer of some sort breathing down his neck. / 'I've got more of these than I can sell. But it looks like about \$10 to me,' McGilberry says. / Johnny leaves his power inverter (changes your DC car cigarette lighter power to 110 AC) and takes the \$10. / A pretty girl brings in a coin she found. 'Are you a coin expert?' she asks. / 'No, I'm a Google expert,' McGilberry says, tapping into his Internet..."

At the *Lawton Constitution*, Mitch Meador excels in the same technique, telling the story of a heart attack victim, under "Really, really lucky." The lead: "If Dorothy Williams could change one thing, she would go straight to the emergency room. / "The lifelong Lawton resident...."

Same you-are-there treatment by Carolyn Cole at the *Mustang News*, about the "dog catcher": "Mustang Animal Control Officer Jill Heck pets a young dog with a new collar and bright pink-painted claws, but no tags."

Peggy Kiefer at the *Grove Sun* writes about a local restaurant: "Do you have a favorite spot where everybody knows your name?"

I saw two stories that would not have been told but for local newspapers. Liz Golliver in the *Lincoln County News*

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This month's featured front pages from Clark's Critique.

Register your trade names



Legal Notes

by Michael Minnis
OPA Attorney

In the past, newspapers have been urged to register all of their trade names, particularly the trade name used for the newspaper that they publish.

Because not all newspapers have subsequently done so, I am taking this opportunity to re-urge newspapers to register their trade names. Listed below are some of the reasons why they should do so promptly:

1. State law requires registration of a trade name. "A corporation or other business entity doing business in this state under any name other than its legal name shall file a report with the Secretary of State." 18 O.S. § 1140(A).

2. A trade name registration pre-

cludes others from registering your trade name and avoids the cost of protecting your rights when someone registers ahead of you as a means of forcing you to purchase the trade name or file suit.

3. Many businesses use their trade name when they conduct business, such as when contracting. Registering a trade name provides your corporation, limited liability company or other entity with a firm legal basis for enforcing contracts made using the trade name.

The process for registering a trade name is simple and relatively inexpensive: (1) obtain a registration form online from the Secretary of State; (2) complete the form; and (3) mail the completed form to the Secretary of State along with a check for \$25.

If you have not done so, please do so at your earliest convenience and avoid possible future legal headaches.

Clark's Critique Continued from Page 14

wrote about a child with a heart defect, under "Chandler 2-year-old is a little piece of hope." *The Bigheart Times* carried the story of a child returning home after surgery, under, "Back home, cancer free."

The *Kiowa County Democrat* profiles the new code enforcement officer, under "She's cleaning up Snyder one property at a time."

Changes in police work? Bill Johnston of the *Collinsville News* reports on the new "digitickets." And *The Hughes County Times* reports about "mobile cops," the new computers in Wetumka's police cars.

Water will continue to be news all over the state. Mark Showell of the *Latimer County News-Tribune* writes about the water wars with Texas. *The Cleveland American* carries dramatic photographs of the town lake 11 feet below normal, urging conservation.

John Hruby at the *Marlow Review* is there with a camera to tell the story of K9s swarm school, as drug dogs find at least 15 cars with marijuana. Stephanie Cope of *The Pryor Times* covers the explosion (literally and figuratively) of meth labs, under "Meth makers 'bottle that'". *The Daily Elk Citizen* headlines

meth items found in diaper bag, in the presence of a 7-month-old.

And Wendy Burton of the *Fort Gibson Times* writes one story I've not seen before, reporting "Casino causes concerns," about an expansion that will bring problems, along with more jobs.

HEAD'EM UP AWARDS: *Chickasha Express-Star*, on a Jeanne Grimes zoning story:

Conflicting city code causes carport conundrum

(It's not every day you can get "conundrum" into a headline.)

Second place, tie, the *Journal Record* on a M. Scott Carter story about payroll deductions for union dues:

Fighting the dues blues

and the *Tuttle Times* on a story about an innovative math teacher:

Trigonometry gets tasty

Third place, tie, *Alva Review-Courier* on a Marione Martin story about a local announcer getting an award:

Voice of the Rangers' almost speechless

The Hooker Advance, on groundhog day about a long-time church dinner:

One sure prediction: supper will be good

Engage Politicos on Facebook



That InterWeb Thing

by Keith Burgin
kburgin@okpress.com

There's something positive to be said for the disconnect that comes with online social media. It's liberating. It's empowering. It encourages discussion of topics that would likely be avoided at a physical gathering.

Few topics better exemplify this than politics, the discussion of which is almost universally verboten amongst civilized people, along with religion and Jersey Shore.

That's in person, though. Online, political discourse is alive and vibrant.

As a community newspaper, in an election year, this represents a unique opportunity to engage local politicos and steer them to your website or print product.

In my opinion, Facebook is probably the best tool for this.

Tumblr, a popular blogging platform, tends to appeal to teens.

Twitter's very nature is more frantic than Facebook's and it's much harder to manage a conversation. Twitter is the Wild West on amphetamines.

I suggest asking Facebook fans for opinions on specific issues rather than overall agendas or party platforms.

Allow for healthy discourse. Sometimes passionate people are unkind to one another. That's not uncommon when politics are involved.

As long as talk doesn't devolve into name-calling, obscenities, personal attacks, etc., your moderator should be able to keep things moving along. A moderator is essential, by the way.

Introduce new topics frequently. That brings people back and re-engages them. Above all, drive them to your product.

Create a notice in your "rules of engagement" informing fans that any post made to your Facebook page may be used in print. Then, find interesting posts and print them in a section of your paper designed for fan input.

A full description of the issue at hand helps people who aren't yet fans get a handle on the conversation. It also might pull them in. Suggest in print that readers join the online discussion.

Lynn Martin, publisher of *Alva Review-Courier*, has found a way to make such a page pay for itself by finding a sponsor. The *Review-Courier* brings fans to a sponsored print page with submitted Facebook photos.

Facebook and political discussion were made for one another and can benefit a community newspaper, if done well. And an election year is the perfect time to begin such a program that, along with other interesting topics, will live well past the silly season.

I'd love to hear from you if you'd care to share ideas for steering social media users to your newspaper. Email your ideas to kburgin@okpress.com.

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A legal newspaper does not lose its status if it fails to publish for a five day period. "Failure to issue or publish a newspaper qualified to publish legal notices...for a period totaling not more than fourteen (14) consecutive days during a calendar year shall not be deemed a failure to maintain continuous and consecutive publications required by the provisions of this section..."

25 O.S. § 106.

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Postal Service may start counting e-subscriptions



Postal Notes

by Bill Newell

OPA Postal consultant
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For more than four years, the National Newspaper Association has encouraged the Postal Service to allow electronic subscribers, both paid and requested, to be counted on PS form 3526, Statement of Ownership. Now it appears it may become reality.

The USPS released this proposal on Feb. 3, 2012, with an effective date of Sept. 30:

Electronic subscriptions would be counted if they pay more than the nominal rate of 30 percent of the base price. Only one copy can be counted if the subscriber receives both the print and electronic version of the publication. The publisher would be required to maintain printed records of the payment for the subscription.

NNA will soon be soliciting comments from members via a survey with responses required by March 5th.

JANUARY-FEBRUARY MAILPRO

The January-February issue of MailPro is now available on the web at about.usps.com/mailpro.

This issue has information regarding First Class mail pricing, shipping services, price and product feature changes, as well as many more topics.

If you would like to subscribe to MailPro, email mncsc@usps.com. Be sure to include your name, title, company name, complete delivery address and daytime phone number.

I would also like to encourage you to subscribe to the DMM Advisory by sending an email to dmmadvisory@usps.com. Simply indicate "subscribe" in the subject line.

LABELING LISTS CHANGES

Those who use Labeling Lists to help sort their mail need to obtain the new lists, with mandatory use required by March 30, 2012.

To get the lists, go to pe.usps.gov. Look for **Additional Links** and then **Labeling Lists**. There you will find the Labeling Lists you need.

SCOUTING REPORT 7

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

BY RUSTY FERGUSON, OPA President

"I enjoy the heck out of it," said *Marlow Review* publisher John Hruby, responding to why he is in the newspaper business.

That same appreciation for the newspaper industry was clearly seen at each stop that Oklahoma Press Association Executive Vice President Mark Thomas and I made Friday, Feb. 10. Following the Legislative Summit at the Oklahoma State Capitol, we headed south for an abbreviated road trip to visit four Oklahoma newspaper offices and the people who keep them functioning.

"I grew up around the newspaper," Hruby said. "I guess I don't know anything else." His father, Al Hruby, and grandfather, Harrington Wimberly, were longtime owners and publishers of *The Duncan Banner* where John had his first job in the press room. After college he became circulation manager for *The Banner* and later was publisher, before purchasing the newspaper in Marlow and going into the weekly business.

Following Al Hruby's retirement, *The Duncan Banner* changed hands. Today, Ed Darling is the publisher. "I have a love for what we do," Darling said. "We have an opportunity in our community to make a difference. We do this by getting involved. We are the conduit by which a community conversation occurs."

In Chickasha, *Express-Star* publisher Mark Millsap finds great satisfaction in the newspaper helping local businesses to grow. "There's nothing better than walking into a business and hearing the owner talk about the response from his last ad. There are good businesses in every community that can use the help of the newspaper. We want to help them grow. It's not just about the ad revenue, it's also about growing business and growing a community."

Publisher of the *The Norman Transcript* for the past 14 months, Terry Connor has been reporting to work at

a newspaper office for 31 years and he says it's the variety that has provided him motivation. He came to Norman from Dalton, Ga. In addition to publisher duties in Norman, Connor is the senior vice president and division manager for Community Newspaper Holdings Inc. (CNHI) Great Plains Division.

"Every day changes. You wake up each day and never know what's going to happen," Connor said. "It has always been fun. Maybe it's a cliché, but it's true — once that ink gets in your blood, there's nothing you'd rather do."

Hruby credits teamwork for getting the *Marlow Review* to its readers each week and said he has compiled a staff that works well together to get the job done. "Everyone pitches in...you'll even find me taking classified ads or renewing a subscription, if that's where my help is needed."

While a mild winter has yet to pose threats to the publishing schedule, Hruby still likes to retell the challenges his team faced during the winter of 2010 when snow and ice snapped power lines leaving the entire town without electrical power.

"We were without power for 11 days, but we never even considered the thought of not printing," he said. Hruby and members of his staff took computers to his parents' home in Duncan and set up shop in order to chronicle the history-making ice storm. The printing plant in Lindsay had sporadic power, but was able to get the paper printed.

"People seemed amazed that the paper got out that week. The storm had forced the town and our people into a different mode of operation and while there's usually a line waiting for the papers on Wednesday, they just weren't expecting it this time. It was a good surprise for everyone," said Jason McPherson, the *Review's* news and sports editor.

Millsap has been at the Chickasha *Express-Star* since July of last year. When he arrived he found the publisher's office in a quiet, upstairs loca-



John Hruby, publisher of *The Marlow Review*, grew up in the newspaper business.

tion with a great window view — but that's not where he parked. He said, "I wanted to be in the thick of things.... close to the news and advertising staff." And he did just that by repurposing a downstairs office. He said a primary goal has been to motivate his staff to put forth the best product possible. "I want my employees to feel empowered to do their jobs and to do so with pride," he said.

The Chickasha publisher praised the educational opportunities that OPA offers through the various ONF educational seminars and workshops and

said he wants his staff to regularly take advantage of such ongoing education.

Millsap's newspaper career began in Muskogee. And while he started on the news side, his switch to being an advertising sales rep eventually took him to the Gannet organization and jobs in Wisconsin, Alabama and Louisiana producing revenue as an ad director.

"I'm still out there meeting people," Millsap said of his arrival in Chickasha and explaining how important it is for him as a newspaper publisher to have a good grasp of the community and how

SCOUTING REPORT 7

Continued from page 17

it operates for both the news and advertising sides of the newspaper business.

In Duncan, it's clear that Darling has had such a firm grasp on his community for many years. A wall of shiny awards attests to his leadership and involvement in various organizations. In fact, it was necessary for him to leave the OPA Legislative Summit early on Feb. 9 in order for him to attend the

Duncan Chamber of Commerce and Industry's annual banquet where he was one of the nominees for "Man of the Year."

Before returning to Duncan in January 2011, Darling had previously been executive editor and general manager of *The Duncan Banner* for 10 years, working alongside Al Hruby.

"They've let me be involved in a lot of things," he said of the Duncan community. "As newspaper professionals we've got to shoulder a share of the

leadership that is necessary for a community to be active."

Darling, with great spirit and pride, listed numerous advantages that Duncan enjoys in order to put itself forth as a community that is on target for continued economic retention and growth.

In Norman, Connor and executive editor Andy Rieger also grasp the importance of a community connection. In fact, they have established a "community board" made up of various citizens that meets monthly to offer input and suggestions regarding *The Transcript's* coverage of the city.

Connor noted that he measures the newspaper's connection to the community through reader response. "Letters to the editor speak volumes for a newspaper. We want to hear from our community, especially in response to something they've read in the paper. If you're not hearing from your community, you're not speaking to them."

Improving and being more innovative with their print products as well as digital offerings appeared to be on the priority list of all four publishers. And the key continues to be offering news that hits close to home.

"That's our franchise — local news," stressed Rieger of *The Transcript*. He said, for the most part, people don't rely on the hometown newspaper for national and international news. However, because some readers use *The Transcript* as their primary source of news, they do include news items beyond Norman. And while *The Transcript* offers all of today's electronic forms for readers to access their news, Connor said building revenue from its digital sources continues to be a challenge.

In Chickasha, Millsap said *The Express-Star* saw a 25 percent increase on its website traffic in January. "We're updating our site more often and I'm

Continued on page 19



Ed Darling, publisher of the Duncan Banner, is involved and appreciated in the community, as this wall of awards testifies.



When Mark Millsap became publisher of the Chickasha Express-Star in July 2010, he moved his office downstairs so he could be close to the news and advertising staff.

SCOUTING REPORT 7

Continued from page 18

having our staff getting more information out on Facebook and Twitter to drive traffic back to the website," he said.

In addition to its website, Hrubby said the *Marlow Review* is brainstorming other ways to editorially appeal to the younger generation. The newspaper covers three school districts and its website offers a "sports extra" link that presents stories and photos of the various teams in all three communities. He said they make every attempt to provide up-to-date schedules and news and to be a source for fans to find out where and when their favorite teams are playing.

With 45 years in the business, Darling has seen the newspaper industry progress through some dramatic and remarkable changes, but feels today's digital offerings spur newspapers on to be even better.

"I remember well the hot metal days, but with today's capabilities we can do so much more....offer our readers more...and with better and more attractive presentations," he said. "Because of what we can do digitally, both in print and in electronic form, we are more inviting and more enticing to the reader. We clearly still have a place."

SCOUTING REPORT NOTEBOOK

- *The Norman Transcript*, *The Duncan Banner* and *The Chickasha Express-Star* are all now properties of Community Newspaper Holding Inc. (CNHI). The company currently owns 12 dailies and five weeklies in Oklahoma. CNHI marked its 15th anniversary Feb. 12.
- Glossy magazines could be found on



Terry Connor and Andy Rieger at The Norman Transcript strive to improve the printed product while also offering a variety of electronic formats for readers to access. Connor is publisher of The Transcript; Rieger is executive editor.

the front counters in Norman and Duncan. The publications are put together by the paper's news and ad departments and circulated to newspaper readers. The "Duncan" magazine is published quarterly and a fifth magazine, "FYI Stephens County" is also offered. "These are another way for us to help promote our community," publisher Ed Darling said. "Plus they allow our staff to have another avenue to show what they are capable of. They can take pride in a different presentation."

The Transcript offers "Norman" six times a year. Originally it was called "Abner," paying homage to the city's founder, Abner Norman. However, readers did

not seem to click with the name, so the publication was renamed.

- The *Marlow Review* recently published an attractive Bridal Guide, proving that weeklies are quite capable of stepping away from the routine to supplement income. Publisher John Hrubby said it was necessary to venture into neighboring communities in order to find the advertising base needed to produce such a quality advertising piece that proves to not only be a source of valuable information for readers, but a good source of revenue for the newspaper.
- Publishing a newspaper in Norman obviously mandates an "OU connection." *Norman Transcript* publisher Terry

Connor said that the paper does a good job covering the university. However, he added that the Sooners' win/loss record appears to have a direct affect on website traffic. He said the traffic goes up during football season....unless OU loses, and then it goes down. He suggested people tend to be in a "funk" if the Sooners are losing and don't care to read about it. In fact, he said the *Transcript's* Sunday edition newspaper street sales regularly show a 10 percent increase in sales during football season... unless OU loses.

- In Chickasha, as an incentive for paid-in-advance subscriptions, *The Express-Star* is offering a "Great Recipes of Oklahoma" cookbook.

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DECEMBER 2011 COLUMN WINNER **BRIAN BLANSETT, THE SHAWNEE NEWS-STAR**

Letter from Santa

Ho, ho, ho everyone.

I'll probably be back home by the time you read this, but I wanted to let you know how much I enjoyed my trip to the Shawnee area this year.

And — let me clear this up right away — I'm so very sorry about Blitzen's little accident as we were flying across I-40. Talk about a Christmas memory for the family in that white Ford.

Sometimes, I swear, I don't know what comes over those reindeer. Anyway, I left something extra under the tree for that family. I hope it makes us even.

All in all, the kids in the Shawnee area did ok in 2011. There was a strong surge in Niceness in November and early December and Nice finished up 17 percent on the Naughty/Nice index compared to last year.

Consequently, it took a lot of overtime for the elves to finish all the requests for iPhones and Xboxes and now their union wants to renegotiate their contract in January.

I don't know how that will go, but we'll

need to have it worked out by March. That's when we're planning a garage sale to liquidate some inventory. You'd be surprised how much stuff we've accumulated.

Back in the '50s, we way over-produced on Davy Crockett coonskin caps and I couldn't begin to tell you how many Furbies were left after Y2K. So, if you were naughty as a kid, there's a good chance we still have some of the items in stock that you wanted but couldn't get back then. Stop by the North Pole and we'll make you a deal.

And a special shoutout: Payton, thank you for leaving the chocolate chip cookies for me. I was really needing a snack by the time I got to your house. How did you know they're my favorites?

They were really good and I'm putting you at the top of the Nice list for next year. I ho-ho-hope you like the bicycle. Make sure you wear a helmet when you ride it.

Remember, everyone, be good and I'll see you next year.



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