

The Oklahoma Publisher

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INSIDE

ON THE ROAD HOME:
OPA President Rusty Ferguson covers his family's newspapers in his final Scouting Report.

PAGE 14

BETTER NEWSPAPER CONTEST WINNERS:
See the complete list of winners. Congratulations to all this year's winners in the annual contest.

PAGE 20

CONVENTION COVERAGE: Coverage of the awards and educational sessions plus photos from many of the events.

PAGE 24

NEWSPAPERS STILL MATTER

Just ask the folks in Joplin, Missouri

BY ANDY RIEGER,
EXECUTIVE EDITOR,
THE NORMAN TRANSCRIPT

Just hours after an EF5 tornado killed 161 people and tried to rip the 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 at the Oklahoma Press Association's Annual Convention in Midwest City. "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 wasn't hit. A newsroom employee was counted among the dead. Thirty-three staff members



Joplin Globe editor Carol Stark and online editor David Woods discuss how covering the May 22, 2011, EF-5 tornado affected their staff at the OPA Annual Convention in Midwest City on June 8.

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, for-

mer 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.

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."

TIME OUT

OPA PRESIDENT'S COLUMN

BY RUSTY FERGUSON, PUBLISHER OF THE CLEVELAND AMERICAN

June brings us two occasions that I hope newspapers will always find reason to celebrate — flags and fathers.

FLAGS

Flag Day was June 14, just as it is every year. Its purpose is to honor the United States flag and all that it stands for and to commemorate the flag's adoption. The flag of the United States represents freedom and has been an enduring symbol of our country's ideals since it was first sewn. As newspapers of influence we should help with the commemoration by encouraging Americans to ponder their loyalty to the nation, reaffirm their belief in liberty and justice, and with thanks, recognize a nation united.

I know our newspaper was not the first to do so, but when Flag Day has fallen on our publication day, we have moved our page 1 news inside and transformed our front page into an American flag and encouraged readers to post it from their windows. We've also included various flag trivia as well as stirring prose such as "I am the Flag." I've been encouraged to see many other newspapers do likewise.

As an industry that holds dear the freedoms this country offers, I've always felt it important to boldly promote patriotic ideals. We should encourage the public to fly their flags proudly. Our flag serves as a symbol of what connects us and unites us in principle.

The Stars and Stripes also reminds us that we have friends and neighbors in all parts of the world protecting the freedom for which it stands. Keeping the names and faces of our hometown military heroes in the news is something else newspapers across Oklahoma have done so well and I hope will continue to make a priority.

FATHERS

Someone once said "any man can be a father, but it takes a special man to be a daddy." Amen. In an era where we have to be cautious in accepting birth announcements for publication from unwed mothers who may or may not have permission to print the name of her baby's father, I like seeing op-ed pieces that tackle the importance of men being held accountable for the responsibilities as fathers — even if they have no intention of being a daddy. Human service agencies report that the debt "deadbeat dads" owe in back child support continues to grow at a staggering pace.

Although former Vice President Dan Quayle was belittled when he took issue with a television show that he felt was glorifying single mother households, expert statistics have since shown just how important a dad's role is for children to grow up to be well-adjusted adults. It has been shown that children with involved dads do far better in every single measurable cat-

egory, compared to those whose dads are not involved.

A good feature story on dads who embrace fatherhood and all that it has to offer is something I'd encourage any newspaper to explore.

Dads teach Sunday School, coach Little League, volunteer in the classroom, lead booster clubs, fire up the grill for fund raisers, brave the wild for Scout camping trips and even take their turn in the car pool. In Cherokee the *Messenger & Republican* enlists sponsorship for a "Top Pop" essay contest. I look forward to reading these every year as children tell why their pop is tops!

There are a lot of great dads out there who want to make a positive difference not only in the lives of their children, but in their community. Let's find ways to celebrate these dads.

FAREWELL

This issue is the twelfth *Oklahoma Publisher* to contain this column as well as my "Scouting Report" found elsewhere. That's the magic number — 12. It means my time is up. The clock is chiming. The party is over.

I've thoroughly enjoyed my year as OPA president and cannot call it quits before thanking some remarkable people. Seven years ago I joined the OPA board of trustees, and there's no doubt that I could easily have been tagged "the quiet one." The truth is, I was soaking it all in. I was surrounded by some standout publishers from across Oklahoma and I wanted to hear their thoughts, their opinions, their input and follow their leadership.

Space does not allow me to name all those who I have had the privilege to work with over these past years, but I do want to call out a few. It was Tishomingo's Ray Lokey who first saw potential in this northeast Oklahoma publisher and nominated me for the board — I've always appreciated the faith he had in me. It's Tecumseh's Gloria Trotter who has repeatedly shared bits of wisdom with me over the years and who has been a constant source of encouragement. Thank you, Gloria. And to have followed Clinton's Rod Serfoss as OPA president allowed me a bird's eye view of a man who takes his responsibilities seriously and showed me that we should never back away from the tough questions. As a publish-

er and as a husband and father, Rod is exemplary in many ways and I'm thankful to have rubbed shoulders with him.

And, oh, how I appreciate the people at 3601 N. Lincoln Boulevard in Oklahoma City. Team OPA is made up of a bunch of winners!!

Mark Thomas once again successfully tackled a number of legislative issues that could have been detrimental to our industry. His moves blocked attempts to tax advertising and subscriptions and to remove legal notices from our newspapers. The threats haven't disappeared and he'll be suiting up for battle again next year. In addition to his work at the Capitol, he is always one step ahead of what's happening in the world of newspapers and making sure OPA is not just in the thick of it, but leading the nation. Thank you, Mark, for your leadership.

If Mark's the quarterback at OPA headquarters, then he is surrounded by a bunch of All Stars. This year I've worked closely with Lisa Potts and Jennifer Gilliland — ladies, you shine in your jobs and have gone above and beyond to help make this past year something very special. Thank you. And to the rest of the OPA/OPS staff, thank you for giving us your best day after day. What you do does not go unnoticed!

FUTURE

As of July 1, Jeff Shultz of the *Garvin County News Star* will be OPA president. Playing off of his involvement in Pauls Valley's unique Toy and Action Figure Museum he's asking you to be a superhero for OPA — and that starts simply by getting involved. Look over the list of committees and see where you can best help out the team!

Along with Jeff, there's a standout group on the board of directors. To each of them — Gracie Montgomery, Jeff Mayo, Jeff Funk, Robby Trammell, Dayva Spitzer, Brian Blansett, Mike Brown and Ted Streuli — I say "Thanks!" for your commitment to our organization and for your support during this past year. Because of their foresight and leadership, I'm confident of a strong and bright future for OPA.

THE POINT AFTER

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Accomplishes More!
GO TEAM!

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Charges not expected in Bernice violations

Town officials in Bernice won't face criminal charges related to a range of Open Meeting and Open Records Acts issues raised in a recent state audit because their actions were not found to be "willful," a prosecutor said.

Instead, officials with Delaware County District Attorney Eddie Wyant's office will instruct Bernice officials on the dos and don'ts of the state's Open Records and Open Meeting Acts, said

Ben Loring, first assistant district attorney.

"Basically, after we have looked at what we've got here, it appears that the things that they did were under the advice of their counsel and that, in our opinion, makes it difficult to find that it was a willful violation," Loring said.

The audit released April 10 by state Auditor and Inspector Gary Jones' office included criticism of how town officials conducted public meetings.

The audit found town officials often met in executive sessions under suspect circumstances, that minutes were not kept in executive sessions and instances of officials voting during executive sessions, which are all violations of the law.

The audit also states public meeting agendas at times were vague regarding what was to be discussed during an executive session.

EastWord News applies for OPA membership

Triple B Media d.b.a. EastWord News has applied for a sustaining membership in the Oklahoma Press Association.

EastWord News is a free publication that distributes 10,000 copies over Eastern Oklahoma County every Thursday.

The application lists the office address as 6520 E. Reno Ave., Ste. D, in Midwest City, Okla. The phone number is (405) 455-3491. The application was signed by Kristina Boehlke, operations director of the EastWord News, on June 8, 2012.

The Oklahoma Press Association Board of Directors will vote on the application at their next meeting on Aug. 16, 2012. Any current member wishing to object to the application of the Triple B Media dba EastWord News must do so in writing to the OPA at 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499, by Aug. 6, 2012.

Stillwater Police Department stops releasing police narratives

City attorneys in Stillwater are no longer releasing copies of police narratives.

Assistant City Attorney Dennis McGrath said city attorneys decided they had been releasing more information from police reports than is required by law.

Anyone making a request for an open police record now receives what the police records department calls a public information report. This includes the time and location of an incident, the type of crime reported, names of victims and arrestees and the name of the officer who made the report. Also included is a crime summary, usually about one sentence long.

However, extended police narratives are no longer being released. McGrath said what he used to release

was "by far in excess of the information required under the Oklahoma Open Records Act."

Payne County District Attorney Tom Lee said the Stillwater Police Department was releasing entire reports with information outside the scope of public records.

"We have no objection to them releasing information under the Open Records Act. I want to emphasize that," said Lee.

The Oklahoma Open Records Act states that law enforcement agencies must release to the public "arrestee description, including the name, date of birth, address, race, sex, physical description, and occupation of the arrestee" and "facts concerning the arrest, including the cause of arrest and the name of the arresting officer."

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Okmulgee Times switching to twice weekly publication

The Okmulgee Daily Times plans to switch to a Wednesday and Sunday print schedule beginning June 17, ceasing its five-times-per-week publication schedule.

Publisher Derek Sumner said the Times is following a growing trend in the publishing industry.

"We are making the changes in the Okmulgee Times to address the business climate facing every newspaper in America," Sumner said.

"It is more cost-effective to put everything we do into two large issues per week instead of the same amount of material in five newspapers," he said.

Sumner said he is determined to serve Okmulgee Times readers with a strong, local product. While the print schedule will drop to twice a week, the combined page count will be close to the previous total.

"Our Wednesday edition will be very robust," said editor Herman Brown. "It will be about the same size as our Sunday edition. We'll make it a point to load up lots of news material in our Wednesday newspaper. And we'll continue to provide a major edition each Sunday – with weddings, birthdays, anniversaries and those reader favorites."

The Okmulgee Times Facebook page will be used to post breaking news items and other timely information.

The price of a yearly subscription will be lowered from \$78 per year to \$56. Single issue price of both the Wednesday and Sunday editions will be \$1.00 per copy.

Summer print edition of Oklahoma Daily ends

Beginning in July, The Oklahoma Daily's summer content will be online-only.

The unanimous decision to stop publishing the summer paper on June 27, six weeks earlier than scheduled, was made by the OU Publications Board Executive Committee. The Daily will resume printing Aug. 16.

Faculty Adviser Judy Gibbs Robinson said this will be the first time The Daily will not appear in print during a full semester. The newspaper has served as the University of Oklahoma's independent student voice since 1916.

Although cutting the weekly paper

in the summer will save money, it was not the only reason the committee decided to switch to digital-only.

The Daily must evolve to better serve its readers, said editor-in-chief Chris Lusk.

"To survive and be sustainable, we need to be a web-first organization," Lusk said. "That doesn't necessarily mean a print product can't coexist with OUDaily.com, but we need to change how we think about our approach."

Joe Foote, dean of Gaylord College of Journalism and Communication, said it was a good decision.

"Journalism has changed profoundly in the last decade, and The Daily

is changing with it," Foote said, adding that The Daily needs to produce strong web content to draw students in.

"Good journalism shouldn't go away even if the print newspaper does," Foote said.

This fall, Student Media leaders will launch a yearlong study to learn how they can improve The Daily's service. The project will include focus groups, surveys and panels, said Brian Ringer, Student Media director. The objective is to determine if The Daily should remain a five-day-a-week publication, switch to digital-only or become something in between.

Superheroes needed to serve on OPA committees

You can become a superhero this year by volunteering to serve on an Oklahoma Press Association committee.

All staff members of OPA business member newspapers can serve on one or more committees. By volunteering, you can make a difference in the newspaper industry, offer ideas and help lead the association. Committee terms run from July 1, 2012, to June 30, 2012.

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

Get out your superhero costume,

look over the following committees and sign up today.

AWARDS – Oversees and makes recommendations for changes to all awards and recognition activities administered by the association. Coordinates and plans Better Newspaper Contest Awards Ceremony and monitors current awards as well as considering potential new awards.

EDUCATION – Plans the major conventions and events of the association. Works with the Oklahoma Newspaper Foundation to plan educational activities and learning tools the membership can utilize at newspapers. Works with the Awards Committee on the Awards Ceremony at the annual convention. The Education Committee will meet approximately seven times per year.

GOVERNMENT RELATIONS – Reviews all legislative activities of the association, works to carry out the legislative

agenda set by the board and develops OPA legislative platforms.

LEGAL SERVICES PLAN – Reviews and improves the legal services provided to member newspapers of the Legal Services Plan. Only staff from LSP member newspapers may serve on this committee.

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

For more information or to sign up, contact Eli Nichols at (405) 499-0020 or 1-888-815-2672 (toll-free in Okla.) or email enichols@okpress.com.

You can also sign up online at www.okpress.com/committee-sign-up.

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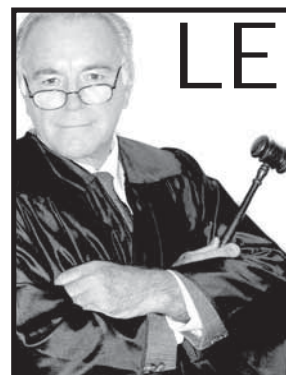
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DEATHS

LEISA LARAE BEAVERS, an advertising representative with the Alva Review-Courier and Newsgram, died in a motorcycle accident on May 28, 2012. She was 49.

Beavers was riding with her husband, Craig Allen Beavers, 59, of Alva, when their motorcycle was involved in a collision. Craig also died in the crash.

Leisa was born in Guymon on April 27, 1963.

She and Craig married on May 26,

ANN DEFRANGE, a former columnist and journalist at The Oklahoman, died June 10, 2012, in Oklahoma City. She was 69.

DeFrange was a lifelong Oklahoma City resident. She graduated from Bishop McGuinness High School in 1961.

She graduated from Central State University in 1969 with a minor in journalism.

She was then hired by the Oklahoma City Times and The Daily Oklahoman to write about weddings and engagements. She eventually worked at almost every desk in The Oklahoman newsroom as reporter, manager, copy editor and layout editor.

She was known across the state for

MARK HUTCHISON, former city editor at The Oklahoman, died June 6, 2012, in Oklahoma City. He was 49.

Hutchison had battled with paralysis and health issues for years after a 2007 fishing accident on the Glover River in McCurtain County where he slipped, hit a rock and fell into the river. Although paralyzed from the chest down, he was able to keep his head above water and was rescued 30 minutes later.

After his accident, rehabilitation

2001, during a motorcycle parade in Taos, N.M.

Beavers moved to Alva in 2011 when her husband took the job of deputy warden at the Bill Johnson Correctional Center.

She had been a professional children's photographer in Tulsa for years before starting as a reporter at the Review-Courier while also working as a children's photographer at Lynn Martin Photography in Alva. She eventually

the thousands of stories she wrote during her 39-year career at The Oklahoman.

"Ann DeFrange showed me what good editors do," said Kelly Dyer Fry, editor and vice president of news at The Oklahoman. "When I started as a reporter in 1982, I couldn't wait to get the paper in the morning. Ann always took my writing up a notch. She was a mentor and a friend. She gave me my first job at The Oklahoman and for that, I am grateful."

DeFrange and her colleague Don Gammill co-founded Newsroom 101, an introduction to journalism for high school students, 18 years ago.

"The first year, we had 12 kids and not one of them starting out had inten-

workers were in awe of his determination. In 2009, he was presented with the Courage Award by the Jim Thorpe Rehabilitation Hospital.

Hutchison grew up in Enid and was a graduate of Enid High School. He received a Bachelor of Science degree in journalism from the University of Kansas in Lawrence in 1986.

After graduating, he returned to Enid and worked as a police and area reporter for the Enid News & Eagle before joining The Oklahoman in 1989.

He worked his way up at the paper,

moved to the position of advertising representative at the newspaper, where she excelled.

Beavers is survived by two sons, Ryan Lee Ball of Broken Arrow and Ashton Christopher Ball; two daughters, Katelynn Joyce Ball of Alva and Jessica Marie Ball of Broken Arrow; her mother, Wanda Farman, of Tulsa, three brothers, Charles, Dennis, and Steve Linvick.

tions of studying journalism," Gammill said. "When we finished the class, six were either leaning that way, or told us they definitely wanted to go into journalism. She treated them all like professionals. They loved it."

DeFrange retired from The Oklahoman in 2008 after spending her entire career there. She was inducted into the Oklahoma Journalism Hall of Fame that same year.

She is survived by her sons, granddaughter and great-granddaughter, Aniah DeFrange, Oklahoma City; a brother, William Maschino, Cushing; and two sisters, Judy B. Frazier, Fredericksburg, Texas, and Monica Arndt, Luther.

serving as staff writer, chief of the Lawton bureau, assistant state editor, metro editor and city editor.

After his accident, Hutchison returned to The Oklahoman as digital news editor and watchdog editor before health problems forced him to accept disability retirement.

Hutchison is survived by three daughters, Brooke, Brandi and Bethany; and four siblings, Kay Goldstein of Altus, Brad Hutchison of Oklahoma City, James Hutchison of Edmond and Anne Gersewski of Enid.

Skiatook Journal begins charging to view online content

On June 13, the Skiatook Journal began to make subscriptions a requirement to view online content.

In the past, the Journal only posted a small amount of free news content on the site with the majority of news content running in the print edition only. With the change, all content pro-

duced will be available to subscribers online.

"Now that we're well into the electronic age, our readers demand and deserve news on multiple platforms, and we're proud to provide that," said publisher Mike Brown. "If you want to enjoy the same content we've pro-

duced for almost a century, consider investing in your favorite local news source so we can continue to serve you into the next century and beyond."

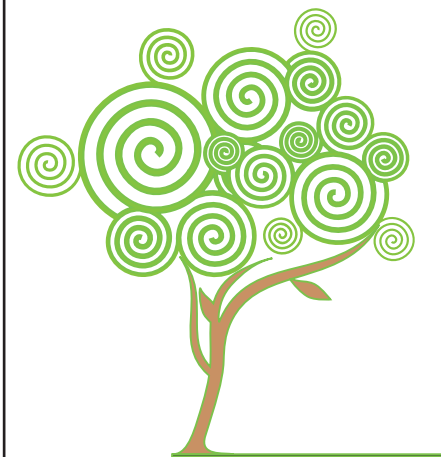
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In memory of Jim Pate and Helen Shultz:

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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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In Memoriam

January 2011
to May 2012

Commemorated June 7, 2012, at the
Oklahoma Press Association Annual Convention

In accordance with membership wishes, this report includes only those who were either longtime newspaper employees still engaged in the trade at the time of death, or those who had, though retired, made newspaper work their principal occupation.

CHARLES WESLEY ABBOTT, longtime reporter and editor at the Blackwell Journal-Tribune, died June 5, 2011. He was 72. Abbott was born in Tishomingo on June 28, 1938. He attended Southeastern State College in Durant where he graduated with a bachelor's degree and a minor in journalism. He later attended the University of Oklahoma for a year to work on his master's. Abbott went to work at the Blackwell Journal-Tribune in 1969.

JULIANNA 'JULIE' (GUY) ARROWOOD, publisher of the Haskell News, died July 29, 2011, in Tulsa. She was 50. Mrs. Arrowood was born Aug. 13, 1960, to Bill and Purna Guy. She graduated from Haskell High School and attended Oklahoma Baptist University and Oklahoma State University. On May 31, 1980, she married Steven Arrowood. Julie's parents began publishing the Haskell News in 1951 and Julie worked there with her mother and father for many years. After her mother passed away, she worked with her father until his death, when she became publisher. In addition to running the newspaper, Arrowood was active in Haskell school and community activities.

LEISA LARAE BEAVERS, an advertising representative with the Alva Review-Courier and Newsgram, died in a motorcycle accident on May 28. She was 49. She had been a professional children's photographer in Tulsa for years before starting at as a reporter at the Review-Courier while also working as at Lynn Martin Photography in Alva. She eventually became an advertising

representative and excelled at the position.

ALISHA DIANE BLEVINS, a graphic artist at the Pauls Valley Democrat, died Oct. 3, 2011, near Stratford, Okla. She was 45. Miss Blevins was born Sept. 13, 1966, in Oklahoma City. She later attended East Central University in Ada and earned a degree in English. Before working at the Democrat, Blevins had worked at the Ada Evening News.

RUBY SEARCY BUFORD BONDS, former reporter and owner of McIntosh County Democrat, died Nov. 25, 2011. She was 97. Mrs. Bonds was born in Jackson, Miss., on July 2, 1914. She married John Buford, who was editor and owner of the McIntosh County Democrat, in 1932 and together they ran the newspaper for 42 years. The Bufords sold the Democrat in 1973.

OSCAR TOLLIVER 'O.T.' BROOKS, former publisher of the Marlow Review, Stratford Star, Maysville News and the Kiowa County Democrat, died July 26, 2011, at his home in Blanchard. He was 73. Brooks was born in Blanchard on Jan. 30, 1938. He graduated from Alex High School in 1956 and shortly after began his newspaper career in Lindsay. He was hired as a Linotype operator at the Marlow Review in 1964 and leased the paper in 1966. He ran the Marlow Review until 1978. While working in Marlow, Brooks and his wife purchased the Chickasha Star, The Maysville News and the Stratford Star. The couple took over the Kiowa County Democrat in 1986, running it

until Brooks retired in August of 2008. He was inducted into the Oklahoma Press Association's Half Century Club in 2006.

KAREN MARIE CLARK, co-founder of the Oklahoma Association of Black Journalists and dean of Langston University's Communications Department, died Oct. 26, 2011. She was 58. Ms. Clark, a Chicago native, attended Illinois State University where she received a degree in broadcast journalism. She later received her doctorate from Oklahoma State University. At Langston, she was dean of the Communications Department as well as adviser to the school's National Association of Black Journalist chapter. She won the inaugural National Association of Black Journalist' Journalism Educator of the Year award in 2005.

ALLAN CROMLEY, longtime Washington D.C. correspondent for The Oklahoman, died Aug. 8, 2011, at his home in Falls Church, Va. He was 89. For 34 years, beginning in 1953, Cromley was The Oklahoman's bureau chief, and then reported for another nine years in a part-time role, finally retiring in early 1996. Cromley was born April 11, 1922, and grew up in Minneapolis, Kan. After high school he attended the University of Kansas, and then left for military duty during World War II. After the war, he returned to KU. His first job out of college was at the Kansas City Kansan. A short time later he joined The Oklahoman and Times. He is a member of the Oklahoma Journalism Hall of Fame and the Society of Professional Journalists Hall of Fame in Washington.

CHARLES M. 'CHUCK' ERVIN, longtime Capitol bureau chief for the Tulsa World and an award-winning journalist, died at his home in McAlester on Sept. 1, 2011. He was 74. Ervin was born Aug. 18, 1937, in McAlester. He earned a bachelors of arts from the University of Oklahoma in 1959. He began his career as the managing editor of the weekly McAlester Democrat. When that paper sold, he joined the Tulsa World staff where he worked for 37 years. Ervin became Capitol bureau chief for the paper in Oklahoma City in 1969. His tenure spanned the administration of seven governors. He retired in 2003. Ervin was inducted into the Oklahoma Journalism Hall of Fame in 1985 and was presented the Lifetime Achievement Award from the

Oklahoma Chapter of the Society of Professional Journalists in 2003.

LYLE M. EXSTROM, 65, former general manager of the Altus Times, died May 24, 2011. He was born on June 28, 1945, in Axtell, Neb. Exstrom spent 40 years in the newspaper industry, working at several papers in Nebraska, Illinois, Arkansas, Iowa and Oklahoma. After retiring from the Altus Times, Exstrom became the revenue manager for Quartz Mountain Resort and Conference Center.

MARGARET VIOLA FUQUA, who worked at the Bartlesville Examiner-Enterprise as a copy editor, died Sept. 30, 2011. She was 87. Mrs. Fuqua was born Aug. 2, 1924, at Independence, Kansas. She graduated from Havana (Kan.) High School in 1942. In addition to her employment at the Examiner-Enterprise, she also taught school in rural Havana.

LETICIA RUTLEDGE HOLLADAY, longtime Oklahoma journalist and former Broken Bow reporter and editor, died June 25, 2011, in Texarkana. She was 62. Holladay graduated from the University of Oklahoma in 1976 with a Bachelor of Arts in journalism. Mrs. Holladay worked at various newspapers at Lexington, Guthrie and Noble. She moved to the McCurtain county area with her husband to work at McCurtain County newspapers. Mrs. Holladay worked for the McCurtain County News from 1992 to 2005.

ALAN HOLLAND JENKINS, former long-time employee of the Oklahoma City Times/The Daily Oklahoman, died Sept. 16, 2011, in Norman. He was 84. Jenkins was born Nov. 22, 1926, in Carnegie, Okla. He grew up in Oklahoma City. After graduating high school he joined the U.S. Navy and was stationed in Fort Wallace, Texas. He attended the University of Oklahoma and graduated in 1949 with a degree in journalism. After his overseas service, Jenkins joined the staff of the Oklahoma City Times/The Daily Oklahoman, where he worked for 42 years.

JARRELL 'J.L.' JENNINGS, former Bartlesville Examiner-Enterprise editor and a past president of the Oklahoma Press Association, died Aug. 11, 2011, in Scottsdale, Ariz. He was 95. Jennings was born in Cordell, Okla., on Sept. 14, 1915. He joined the Donrey Media Group (now Stephens Media LLC) in

Continued on Page 7

In Memoriam

Continued from page 6

1950 and became general manager of the Examiner-Enterprise in 1951. He retired more than 30 years later as executive vice president of the Donrey Media Group. Throughout his career Jennings won several prestigious awards, served as president of the Oklahoma Press Association in 1971 and was inducted into the Oklahoma Journalism Hall of Fame in 1983.

JOHNNY KEITH, former University of Oklahoma Sports information director, died at his Las Cruces, N.M., home on March 13, 2011. He was 78. Keith earned a degree from Central State University, now known as the University of Central Oklahoma. He worked as a sports writer for the Tulsa Tribune in 1964 and moved to the Oklahoma Journal in Oklahoma City in 1965. In 1968, Keith was named the OU assistant sports information director. In 2003 he became sports editor of the Las Cruces Sun-News, the position he held until his death.

MANDELL MATHESON, a journalist, legislator and lobbyist, died at his home in Tulsa on Dec. 10, 2011. He was 73. In 1968, after serving in the Marine Corps and time spent working as an Oklahoma Highway Patrol Trooper, Matheson went to work at the Tulsa Tribune. He earned praise for his reporting on pollution by oil companies throughout the state and was eventually assigned to the Tribune's Capitol bureau. Matheson went on to serve three terms in the Oklahoma House of Representatives and rose to assistant majority floor leader.

BILL MAY, a longtime Oklahoma journalist, died March 20, 2011, after a long illness. He was 72. May had a long career as a newspaper reporter, ending his career with his retirement from The Journal Record in 2003. May worked for several newspapers before joining the Journal Record in 1987 as the state's only full-time transportation writer. He served with the U.S. Marine Corps and the Oklahoma National Guard for 27 years. May was inducted into the Oklahoma Journalism Hall of Fame in 2004.

RICHARD 'DICK' WHEELER MAYO, JR., former newspaper publisher, columnist and part owner of the Sequoyah County Times, died Aug. 13, 2011, in

Sallisaw. He was 81. Mayo was born Nov. 19, 1929, in Fort Smith, Ark. He graduated from Sallisaw High School in 1947 and from the University of Oklahoma with a bachelor's degree in journalism in 1951. Mayo, whose parents founded The Times in 1932, began working in the newspaper business as a child. He was in the U.S. Naval Reserve and was on active duty in San Diego after college. In 1954, Mayo moved to Clarksville, Ark., to manage the Johnson County Graphic, a position he held until the Graphic sold in 1961. He then returned to Sallisaw and managed the Mayo and Company store until it closed in 1964. After working in several other fields, Mayo began writing a column in the Sequoyah County Times titled "My Two Scents Worth." The column ran from 1976 to 2011. Mayo was inducted into the Oklahoma Press Association's Half Century Club in 2009.

WILLIAM ULYSSES 'MACK' MCCOY, a longtime Oklahoma journalist, died March 25, 2012. He was 90. McCoy was born May 19, 1921, in Early, Ark. He attended Arkansas State University and then enrolled at the University of Oklahoma in 1951. During World War II, McCoy served with the U.S. Army in the Pacific. After the war, he worked at several different newspapers before joining the staff of The Daily Oklahoman in 1955 where he worked as a writer and an editor, and edited Orbit magazine. He wrote fiction and articles for many publications and was the author of a journalism textbook published in 1992.

BERNICE MCSHANE, longtime staff writer for The Oklahoman, died Nov. 8, 2011, in Edmond. She was 84. Mrs. McShane was born in Trenton, N.J. She earned a bachelor's degree in journalism from Central State University, now the University of Central Oklahoma, in Edmond. Her career at The Oklahoman began in 1977 when she took a position in the newspaper's classified advertising department. She later became a writer for the Farmer-Stockman, an agricultural publication produced by The Oklahoma Publishing Co. at that time. She retired from The Oklahoman in 1998.

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. 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. 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 published The Weleetkan. Morgan was inducted into the Oklahoma Journalism Hall of Fame in April 2012.

ROBERTA JEAN PARKER, a longtime Broken Arrow journalist and historian, died Jan. 1, 2012. She was 78. Parker was born in Worth County, Mo., on Sept. 27, 1933. She attended the University of Missouri School of Journalism, where she earned a Bachelor of Science degree. During her time in Broken Arrow, Parker became an authority on Broken Arrow history, which she wrote about in her award-winning column, "Cornerstones." She also wrote many articles about Oklahoma's Indian Territory communities and was the primary author of the 2002 Centennial Edition of the Broken Arrow Ledger.

JAMES LITTLETON 'JIM' PATE, former publisher of The Madill Record, died Aug. 11, 2011, in Dallas, Texas. He was 78. Pate, a native of Madill, Okla., was born Nov. 23, 1932. He graduated from the University of Oklahoma in 1954. Since the early 1900s, the Pate family was active in the newspaper industry. Pate was the third generation to be involved in Oklahoma newspaper publishing. He worked for his father at The Madill Record while growing up and returned to the family business after graduating from OU and a stint in the U.S. Army. Pate served as president of the Oklahoma Press Association in 1975, exactly 25 years after his father was president of the association. In 1985, Jim became the third Oklahoman to serve as president of the National Newspaper Association. In 1987, he received the OPA's H. Milt Phillips Award. He also was a member of the Oklahoma Journalism Hall of Fame.

DOROTHY LORRAINE IRWIN PATTERSON, who worked for the Wewoka Times, died Feb. 20, 2012. She was

91. Mrs. Patterson was born May 30, 1920, in Cleveland. She married Everet Efton Patterson on Oct. 29, 1938, in St. Louis, Okla. Mrs. Patterson worked as a society editor for the Wewoka Times and had articles published in Lads & Lassies Magazine.

JERRY PINKERTON, who served as editor and publisher of the Walters Herald until retiring in 1992, died May 28, 2011. He was 84. Pinkerton was born April 11, 1927, in Walters. He graduated from high school in 1945 and enlisted in the U.S. Navy. After returning to Walters, he started his career in journalism with The Herald Publishing Co., a commercial printing business, and served as publisher of The Walters Herald. In 1965, Pinkerton purchased part ownership of the Herald. He became majority stockholder in 1981 and served as editor and publisher until its sale in 1988. After the sale, he continued as editor until taking full retirement in 1992. Pinkerton had a long history of civic service to Walters, serving as city councilman and mayor on five different occasions.

EARL REEVES, former ad manager of the Chickasha Daily Express (now Chickasha Express-Star) and publisher of the Cyril News, died July 4, 2011, in Oklahoma City. He was 88. Reeves was born Nov. 17, 1922, in Chickasha. He served in the 8th Air Force in England during World War II. Reeves went to work in the advertising department of the Chickasha Daily Express in 1955. He was promoted to advertising manager 18 years later, a position he held until 1981. In 1981, Reeves and his wife purchased The Cyril News in conjunction with a small print shop in Cyril. He and his wife sold the newspaper in 1998. Earl Reeves continued to operate the print shop until he retired in 2008 at age 85.

ALBERT 'BUDDY' RIESEN, JR., former publisher and owner of The Ardmoreite, died April 19, 2012. He was 79. Riesen was owner of the newspaper and KVSO radio and KVSO-TV from 1958 to 1983. Riesen graduated from the University of Oklahoma in 1954 with a bachelor's degree in journalism. He joined the family-owned local daily paper and became editor and publisher in 1958. Riesen sold The Ardmoreite to Stauffer Communications in 1983 and began a second career as a stock broker. He was active in numerous

Continued on page 8

In Memoriam

Continued from page 7

local, regional and state organizations. Riesen was inducted into the Oklahoma Journalism Hall of Fame in 1996.

CLARENCE EDWARD ROBISON, a longtime employee of The Hughes County Times and The Weleetkan, died May 16, 2011, in Wetumka. He was 75. At the time of his death, he had been employed at the Times and Weleetkan for nearly 26 years. He was born Dec. 23, 1936, in Dustin, Okla. He entered the U.S. Army in 1956 and was discharged in 1964.

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

DAVE SCLAIR, who purchased the Edmond Sun and Edmond Booster with Ed Livermore Sr. in 1965, died July 26, 2011. Sclair operated the two Edmond papers for the partnership until 1970 when Ed Livermore Jr. bought out Sclair's interest. Sclair then purchased the Northwest Flyer and moved to Tacoma, Wash.

ROBERT H. 'BOB' SCULLY, former co-owner of the Henryetta Daily Free Lance, died Dec. 18, 2011. He was 87. Scully also was publisher of the Okmulgee County News, Okemah News Leader, Weleetka American and Choctaw Suburban Sun. He was born in Camden, N.J., and later attended high school in Sabattus, Maine. Scully served in the U.S. Navy during World War II. He graduated from the University of Oklahoma in 1951 with a degree in journalism.

JIM SELLARS, a veteran journalist, died Feb. 19, 2011. He was 70. Sellars was an Oklahoma City native who held degrees in journalism and Russian from the University of Oklahoma. He joined the Tulsa Tribune as a reporter in 1967. During his 25 years there, he served as an editorial writer and, eventually, as associate editor. When the newspaper ceased publication in 1992, he became the editor of the Eastern Oklahoma Catholic newspaper, a role he stayed in until retiring in 2004.

ANTHONY SHADID, Pulitzer Prize-winning journalist, died Feb. 16, 2012, from an asthma attack while on assignment for The New York Times in Syria. Shadid, 43, was the Times' bureau chief in Beirut, Lebanon. He was born in 1968 in Oklahoma City and graduated from Heritage Hall High School. Shadid attended the University of Oklahoma and the University of Wisconsin to study journalism, graduating Phi Beta Kappa. He then spent a year learning Arabic at the Center for Arabic Study Abroad in Cairo, Egypt. His career included stints with the Associated Press, Boston Globe and New York Times. Shadid's writing was honored with two Pulitzer Prizes, first in 2004 and again in 2010. He also was the author of three books.

LARON SHORT, a recent journalism graduate, died May 24, 2011, from injuries sustained in the tornado that touched down in Chickasha. She was 24. Short graduated in December from the University of Science and Arts of Oklahoma in Chickasha with a degree in communication. She was pursuing a career in journalism. Prior to graduation, Short completed an internship with and later freelanced for the Chickasha Express-Star. Her writing was picked up by the Associated Press at least three times.

HELEN ELIZABETH SHULTZ, former owner of the Beckham County Democrat in Erick, Okla., died March 25, 2012. She was 76. Mrs. Shultz was born on July 29, 1935, in Mission, Texas. She grew up in Hobart where she met her husband, Charles Ray Shultz, in high school. They were married on April 4, 1954. During the first years of their marriage, the couple lived in Hobart where Charles worked for the Kiowa County Star. In 1957, they moved to Mangum after Charles accepted a position with the Mangum Star. Charles and Helen purchased the Beckham County Democrat in Erick, Okla., in 1965. After Charles died in 1994, Helen continued to operate and publish the paper until selling it in 1997. Mrs. Shultz was inducted into the Oklahoma Press Association's Quarter Century Club in 2005.

DELMER DURWOOD 'JACK' STONE, former executive editor of The Anadarko Daily News, died July 16, 2011, in Anadarko. He was 73. Stone was born July 18, 1937. He graduated from Capitol Hill High School in Oklahoma

City and earned a bachelor's degree in journalism at Oklahoma Baptist University in 1959. He began his career at The Anadarko Daily News as an intern in the advertising department and returned to the paper after graduating from college. He moved to Tulsa and covered the police beat at the Tulsa Tribune for seven months before once again returning to Anadarko. Stone worked at The Daily News for 38 years. He was inducted into the Oklahoma Journalism Hall of Fame in 2010. Stone was presented the Oklahoma Newspaper Foundation's Beachy Musselman Award in 1973.

DR. RAY TASSIN, who founded Central State University's journalism department and the Oklahoma Journalism Hall of Fame, died April 8, 2011. He was 84. In 1961, Tassin was hired to teach journalism at Central State College, now the University of Central Oklahoma, in Edmond. In 1966, he helped establish a journalism department at the university. He retired in 1989. Tassin created the Oklahoma Journalism Hall of Fame in 1971 and was a 1984 inductee. Tassin worked on daily newspapers in three states and was owner, editor and publisher of The Konawa Leader from 1953 to 1956. He was a University of Oklahoma graduate, and earned his doctorate in journalism at the University of Missouri.

LARRY R. WADE, 72, longtime publisher of the Elk City Daily News and chairman of the University of Oklahoma Board of Regents, died March 6, 2011, in Oklahoma City. Wade was born Jan. 18, 1939, in Elk City, Okla. He graduated from Elk City High School and earned a Bachelor of Arts Degree in Journalism from the University of Oklahoma in 1961, where he'd served as editor of The Oklahoma Daily, the OU student newspaper. In 1966, Wade became co-publisher with his father of the Elk City Daily News. He was named publisher when his father passed away in 1972. Wade was an endowed OU associate and member of the President's Associates, had received the OU Benefactor Award, was a lifetime member and served on the executive board of the OU Alumni Association and was an OU Journalism Alumni Association member. He served as president of the Oklahoma Press Association in 1983 and as president of the Oklahoma Newspaper Foundation in 1999. Wade received the OPA's Milt Phillips Award

in 1995. He was inducted into the Oklahoma Journalism Hall of Fame in 2011.

MARY JANE WADE, wife of longtime Elk City Daily News publisher Larry Wade, died March 31, 2011, at the age of 66. She was active in a number of volunteer endeavors including serving on the Oklahoma Arts Council as well as a board member for the University of Oklahoma's College of Fine Arts.

BETTY WATSON, former Yukon Review publisher, died Jan. 6, 2012. She was 87. Mrs. Watson was born on Aug. 29, 1924, and spent her entire life in the Oklahoma City, Bethany and Yukon areas. She was a graduate of Southern Nazarene University. In 1963, Mrs. Watson and her husband, Jim, started the Yukon Review and were publishers of the newspaper for 20 years.

WILBERT WIGGS, an Oklahoma journalist for more than 65 years, died March 12, 2011. He was 83. After graduating from Holdenville High School in 1945, Wiggs attended East Central University where he majored in English. He worked at papers across Oklahoma, including stints at Holdenville, Ardmore, Muskogee, Wewoka, Duncan, Madill and Sulphur. He also served as an editor at Okmulgee and was managing editor at a newspaper in Mustang. In 2000, Wiggs was inducted into the Oklahoma Press Association's Half Century Club. He joined the staff at the Sulphur Times-Democrat in 2010.

ORINNE EMMA (GRAY) WILEY, former co-publisher of The Countywide News in Tecumseh, died Sept. 10, 2011. She was 79. Mrs. Wiley was born June 2, 1932, in Ottawa, Kan. She graduated from Lyndon High School and attended the University of Kansas, graduating with a nursing degree in 1955. She married Cloyce Wiley in 1954. In addition to nursing, Wiley published a weekly newspaper with her husband, co-owned a retail personal computer store with him and was the office manager for a bank courier firm.

The Oklahoma Newspaper Foundation offers an appropriate tax-exempt memorial as a tribute to the memory of Oklahoma newspapermen and women. All contributions in memory of an individual are acknowledged and notification is given to the family. The purpose of the Foundation is to advance newspapers, and to provide for journalism education, study and research. As funds are accumulated, the trustees use the earnings to finance activities in these areas.

Donations may be mailed to ONE, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105.

Summertime checklist to keep your office running smoothly



Computer Notes

from the road
by Wilma Melot
wmelot@okpress.com

This month I decided to do a summertime list from a computer tech point of view. Without further adieu, let's get started.

1 BACK UP ALL HARD DRIVES to an external drive. Put that drive in safe place.

Look at some offsite backup options like SOS online Backup Home Edition 5.0. It supports Macs and has a great streamlined PC setup process. The new version improves on the software's already fast upload and download speeds.

Pricing options continue to improve as well. A 100GB plan that covers up to five computers costs just \$75 a year for a two-year plan. There's also a \$9.95 a month plan for five PCs and up to 50GB of data. SOS Online Backup Home Edition remains a favorite for its abundance of useful features and its clear, friendly interface.

Carbonite has been a long standing leader that has lost some ground in the last few years because it's less easy to use. The basic home edition works with both Mac and Windows, but the two premium options only work on Windows. The service will cost you \$59 a year for unlimited backup storage of one PC.

Norton now offers online backup. They have a simple, Web-based, tabbed interface. Up to five computers can share one account. It also works with Macs and you can share stored files via email. It backs up open files and saves multiple file versions for 90 days, as well as allowing you to search backed up content.

2 ANALYZE YOUR PRODUCTION WORKFLOW and see if any hardware changes could be made to speed it up.

Look at how each employee spends time on the computer and what could be done to improve the process.

Do they need an email client setup instead of Web mail?

If they do not have Open Office, Neo Office or a copy of Microsoft Office, would those make their email process-

ing easier? Do they have the proper viewer to see PDFs they need?

The Microsoft Office Suite of software retails at \$199 for the home and office edition. With Acrobat X Pro you can turn a PDF into a usable Word or Excel document, which means employees will spend less time retyping and reformatting information and more time getting their jobs done. Acrobat X Pro preserves relative positioning of tables, images, multi column text, as well as page and paragraph attributes.

3 LOOK AT SMALL COST ITEMS that allow you to work more efficiently.

Flatbed scanners can be used as copiers, which allows you to email scans instead of faxing them.

Need some models? There's the Canon CanoScan 8800F for \$200 (comes with Photoshop Elements); Epson Perfection V300 for \$99 (comes with Abbyy Fine Reader for OCR software) or V500 for \$199.99; HP Scanjet G4050 Photo Scanner for \$179.99.

These scanners are the highest rated flatbed scanners. Look at what software you are getting with any scanner. Even the all-in-one scanners and printers sometimes come with good software that can improve your operation.

4 A FULL COPY OF PHOTOSHOP ELEMENTS will be appreciated by those that don't have the full copy of Photoshop. Elements allows users to process photos up to the point of turning them to CMYK and it's only \$99. If you can't go that price, be sure everyone has a copy of Gimp.

5 UPGRADE OLD COMPUTERS IN YOUR OFFICE. If your staff is still using computers that run at 300 MHz, it's time to replace them.

A used 1.5 GHz computer runs around \$265 and has 1GB of RAM. These computers may not be powerhouse computers, but they speed up the person working on an old G3 or G4.

6 SOFTWARE UPGRADES should be taken care of during the slow months.

If you have newer hardware, look at updating to Cre-

ative Suite 6. The newer Creative Suite is full of things that speed up workflow.

Much of what they did this time is intended to make everything work faster and better. Creating for print and Web has never been as easy as it is with this newer software.

Computers in your office must meet the following basic requirements if you're planning to update to Creative Suite 6.

Windows

- Intel Pentium 4 or AMD Athlon 64 processor
- Microsoft® Windows® XP with Service Pack 3 or Windows 7 with Service Pack 1
- 2GB of RAM (3GB recommended) for 32 bit; 2GB of RAM (8GB recommended) for 64 bit
- 11GB of available hard-disk space for installation; additional free space required during installation
- 1280x800 display (1280x1024 recommended) with 16-bit color and 512MB of VRAM
- DVD-ROM drive compatible with dual-layer DVDs

Mac OS

- Multicore Intel processor with 64-bit support
- Mac OS X v10.6.8 or v10.7
- 2GB of RAM (8GB recommended)
- 9.5GB of available hard-disk space for installation; additional free space required during installation
- 1280x800 display (1280x1024 recommended) with 16-bit color and 512MB of VRAM
- DVD-ROM drive compatible with dual-layer DVDs

If you haven't already bought into the Adobe software suite, it's probably cost prohibitive to do so now.

Adobe is trying to address this issue by offering a lease program of \$50 per month for a two-year contract. That's pretty pricey, but it's still a workable solution if you've never bought their software. As I talked about previously, they finally killed the Pagemaker to InDesign upgrade path.

This is a good time to look for blowout prices of Creative Suite 5 on Amazon and other sites, especially if you need newer software but don't have a big budget.

However, carefully check what you're buying. Adobe changed the

name of several of their packages and bundled different packages together.

It's important to remember that to upgrade to CS6, you need CS3 or newer.

Photoshop got the most upgrades this go-around. There are many new content-aware tools for retouching images that can automatically adjust your photo.

The full version of Photoshop now has a Photoshop Elements feel to it with a dark gray background for the window when it's open as a default.

With InDesign, you can alternate layouts within one document, and efficiently create and design multiple versions of a layout for different devices and print needs.

Link content within or across InDesign documents so the changes made to the parent text or object are applied to all linked children objects. Although this was probably designed for book and magazine designers, we may find it useful as well.

The object alignment tools got an upgrade this time and now you can tell it to align selected items to a key object that you define.

Persistent text frame fitting options may be the most confusing change made to InDesign, but it's one of the most exciting. It sets frames to grow with additional text based on simple parameters. Now you can expand and shrink frames automatically for headlines, callouts or other variable content.

With the new InDesign, you can even create PDF forms.

This will be a great time saving feature if you post forms online for customers to fill out.

Simply create form fields directly within InDesign before you export to PDF. You can also assign the tab order in InDesign using the Articles panel.

All programs in Creative Suite 6 got some new and exciting features.

If you bought CS6, spend some time looking over what's new.

You may find something that saves you time.

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.

There's still a future in journalism



Clark's Critique

by Terry Clark
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"Gloom, despair, and agony on me.
Deep dark depression, excessive misery
If it weren't for bad luck, I'd have no luck
at all

Gloom, despair and agony on me."

- Hee Haw

www.youtube.com/watch?v=FQ5ob9B9yD4

Makes me think of all the bad press the press is getting these days. I'm not talking about Murdoch and his obscene ethical mess. I mean all the reports on the "death of journalism."

Not a week seems to go by that there is more doom and gloom. Recently was this inaccurate journalism about one in seven newspapers being digital. Sloppy reporting and editing. Didn't give total numbers of newspapers, didn't say what kind - daily, weekly or monthly. Nor paid or unpaid. You'd get an "F" for this kind of reporting in a decent class, or chewed out by a tough city editor.

<http://sg.news.yahoo.com/one-seven-us-newspapers-now-digital-survey-165454733.html>

Then there was an earlier report saying a reporter's job was the fifth worst in the country in terms of future and pay.

<http://www.forbes.com/sites/jacquelynsmith/2012/04/10/the-best-and-worst-jobs-for-2012>

I admit, there are fewer jobs, and the pay isn't terrific. I sometimes think newspapers and broadcast are their own worst enemies for the low pay they think they can get away with. If they can't pay a living wage, and keep cutting content, thereby losing audience and advertising, then they do deserve to die. Years ago I wrote an article for *Editor and Publisher* about one of my graduates making less as the editor of the Chickasha newspaper than beginning milkers at Braum's dairy.

The general perception seems to be that echoed by an artist at the art festival, who, upon learning I was a journalism prof, simply said, in a pitying tone, that journalism was "dead."

No it's not. Digital is challenging

and revitalizing journalism, but, there's more to the story. I have a love-hate relationship with journalism. I understand why students and ex-students seek other jobs. But American journalism is far too diverse to lump into one category and declare extinct. There are jobs, and benefits, and a future, no matter what "they say."

But there is some good press too. This article in *Forbes* answered the slam against a reporting career, calling it the best job ever.

<http://www.forbes.com/sites/jeffbercovici/2012/04/16/forget-that-survey-heres-why-journalism-is-the-best-job-ever/>

Then there was more good news with the Audit Bureau of Circulation showing newspaper circulation up in many cases, along with the growth of digital circulation and the success of "paywalls," which is also working here in Oklahoma. If the *New York Times* and the *Wall Street Journal* are soaring to new heights, supplementing the print issues, newspapers are not dead.

<http://www.poynter.org/latest-news/mediawire/172294/abc-newspaper-circulation-rose-in-last-six-months-5-on-sundays/>

That sure doesn't mean it's a rosy, PR news release for newspapers, but the biggest threat to newspapers isn't technology. I'll admit I'm angry and depressed about hearing the New Orleans newspaper and three in Alabama are killing their daily status, laying off people and hoping digital is the answer. That's suicide, and the result of stockholders demanding obscene profit margins, instead of solid journalism.

Journalism has always been a child of technology, whether we're evolving from Speed Graphics to 35mm to digital photography, or handset type to Linotypes to Compugraphics and Macs. It's going to continue to change, just as this column has, listing Internet links, and based on peeking at newspapers on OPEN and sending it via email. But that's not bad press.

An aside - why did we give them the term "paywall"? That's so negative. Shoulda used something like "news-door." Oops, I've been around too many PR people.

LOOKIN'EM OVER: What's the news in Oklahoma? Open carry law, water,



Some of last month's biggest stories from The Cordell Beacon, the Heavener Ledger, The Delaware County Journal and the Skiatook Journal.

graduation and Memorial Day. I saw excellent water issue coverage in the *Johnston County Capital Democrat* by John A. Small and Ray Lokey. Tracy Steffenson in the *Antlers American* reported on a Sardis Lake forum. Miranda Elliott of *Sulphur Times-Democrat* covered an area "water summit."



Local concerns on the open carry law are rich stories in the *Wagoner Tribune* by Zane Thomas, under "Mixed reactions to open carry law," also in the *Sayre Record & Beckham County Democrat* by Dayva Spitzer and Janet Barber in the *Delaware County Journal*.

Memorial Day stories abounded.

Continued on Page 11

Let's be careful when using social media



That InterWeb Thing

by Keith Burgin
kburgin@okpress.com

Politics rarely brings out the best in people. Passions ignite and tempers flare; words exchanged are not always kind – often not even civilized. Politicians and pundits are bad but bloggers are worse... and potentially more dangerous.

Without delving extensively into the slop trough the blogosphere finds itself snout deep in, let me say that there are people on the other end of social media who don't play well with others.

Social media workers need to be smart, careful and aware.

PERSONAL INFORMATION

I know this is supposed to be common knowledge but... never, ever give out personal information via any social networking platform.

Regardless of how private you think your account is, nothing is ever private. Between inevitable changes in privacy rules and changes in online allegiances, just assume that if you post something, everyone can see it and it's up there forever.

SCREENSHOT OR IT DIDN'T HAPPEN

Learn to take good screenshots with your system or download software that makes it easy. Documentation of bad

behavior and threats is invaluable when reporting it. And be sure to report it.

A Firefox plug-in called "Awesome Screenshot" allows you to capture images at various levels including "Capture Full Page." That option picks up even the part of the page you've scrolled past – in other words, the entire conversation.

TAKE A BREATH, WALK AWAY

One of the worst things you can do is allow a hazardous discussion or contribute to it. If the rhetoric is getting out of control, walk away. Don't engage someone who is suggesting violence and don't threaten to contact the authorities... just do it.

And take that screenshot.

OUT BY THE ROOTS

Occasionally, one must pull a few weeds to keep the garden healthy. I suggest you ban, block, unfriend or remove unruly users on a regular basis. Set your rules of engagement and stand by them.

Above all, be alert – watch for signs of a problem. Document conversations, share information with other staff and keep your temper.

Social media is a wonderful tool for engaging readers, discussing issues and building a fan base. And bad behavior is not the rule, it's the exception.

It happens, though, and we're in the middle of a contentious election. Just keep your eye on the big angry pig at the other end of the trough.

Clark's Critique Continued from Page 10

The Holdenville Tribune carried two photos on the front page, one of current vets, another of a local cemetery. Headline, "We Remember the Heroes, Still Among Us...and Those That No Longer Are." *Tuttle Times*, "Gone but not forgotten," on Memorial Day story and photo by Jeff Harrison.

Here's the excellent lead of Mary Loveland in the *Daily Elk Citizen*: "Carter Cemetery is nothing fancy. They don't have a website. Their records aren't online, and it's by no means the biggest cemetery in western Oklahoma. But, there are well over 1,000 loved ones buried there on the more than-two-acre lot, and as Memorial Day approaches..."

Trends you may be reporting on: Emily Broege in the *Bartlesville Examiner-Enterprise* reports on the mild winter and spring yielding a bounty of ticks. Solid news reporting came from Becky Clark at the *Nowata Star* about the city dispatchers quitting, and Brenda Tollett at the *Ada News* about a resident getting two WWII medals including one for being at D-Day.

Another teenager who deserves national attention – *The Wewoka Times* reports that the daughter of a Wewoka couple who is in a special needs class was invited to the prom by a Carl Albert teenager, and it included a trip to buy a

prom dress. Headline: "Prom Queen." That's real royalty.

More good writing, from Doug Russell of the *Stigler News Sentinel*, about an administrative foul up, under "All wet: old violations leads to new letters":

"He was adamant that I shouldn't drink water from my tap, or even make coffee or tea with it. Why? / Because he, like hundreds of other Stigler water customers, had gotten a letter from the city telling him that the city had problems with its water. /But he hadn't really read the letter. If he had, he'd have seen that the problem it addressed was long since past."

You know folks, where would people go to find out this news, if it weren't for newspapers?

HEAD'EM UP AWARDS: First Place, *Oklahoma City Friday*, on an Allie Hadican story about a drug arrest of a father and son:

Like father, Like son

Second place, *Madill Record*, on a Jon Dohner story about Kingston schools buying 147 security cameras:

Somebody's watching you

Third place tie, *Duncan Banner*, on a Joshua Kellogg story about a GOP fish fry:

A fine kettle of fish

and *The Phoenix* in Yale, on a story about county commissioners in a dis-

pute over funds that someone tried to slip by:

GOTCHA'

Honorable mentions: "Mack's New Leash on Life," on a Miranda Elliott story in the *Sulphur Times-Democrat* about the high school bulldog mascot; "A hob nob," on a Victoria Middleton story about a political gathering, *The Newcastle Pacer*; "Gun range shot down" on a Chris Edens story, *Oologah Lake Leader*; "Handshakes, visit time and votes," on a Barry Porterfield story about politics in *Pauls Valley Democrat*; "Banking on streams," on a D.E. Smoot story on stream restoration in the *Muskogee Phoenix*; "Mortarboard and

tassel time here," *Waurika News-Democrat*; "From Drought to Destiny," about this year's wheat crop, *Sayre Record & Beckham County Democrat*; "Neighbors roll 'Pork Barrel' into City Hall," Gloria Trotter story about a neighborhood fuss over pigs in town, *The Countywide & Sun*; "Over the hill, under par," on a Tyler Palmateer story about a golf tourney, *The Daily Elk Citizen*; "Tooting their horns in DC," *The Bigheart Times* on a story about the Skiatook band; "There's bear in 'them thar' woods," on a Karen Anson story in the *Konawa Leader*, about a black bear caught in a pig trap.

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THU., JULY 12, OKC
"PUMP UP YOUR AD SALES" WITH EXPERTS

Presented by Mark Millsap (Express-Star, Chickasha) and Karan Ediger (The Edmond Sun). Registration \$35.

THU., JULY 26, OKC
SPORTS REPORTING AND PHOTOGRAPHY WORKSHOP

Presented by Oklahoman sports editor Mike Sherman, Norman Transcript sports editor Clay Horning and Oklahoman photographer Sarah Phipps. Registration \$35.

THU., JULY 27, OKC
COLLEGE PUBLICATION ADVISERS AND EDITORS MEETING

Free event sponsored by the Oklahoma Newspaper Foundation and the Oklahoma Collegiate Media Association.

OPEN MEETING/OPEN RECORDS ACTS SEMINARS

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 Assistant Attorney General Rob Hudson and Communications Director Diane Clay will present these free seminars. Sponsored by ONF.

THU., SEPT. 13, McAlester, OK
 THU., SEPT. 27, Lawton, OK
 THU., OCT. 18, Weatherford, OK
 THU., OCT. 25, Oklahoma City, 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.

SPJ Oklahoma Pro Chapter reports missing funds; treasurer resigns

The Society of Professional Journalists' Oklahoma Pro Chapter treasurer-secretary resigned May 16.

An investigation found that Scott Cooper had made more than \$40,000 in unauthorized withdrawals from the organization's checking account.

Cooper stated in his resignation letter that he would write checks to himself varying in amounts from \$100 to \$2,000. He would then use the money to gamble at a casino or to cover personal expenses he incurred because of gambling.

The Oklahoma SPJ Board of Directors first learned the funds were missing on May 8 when they were notified checks written from the organization's account had been returned for insufficient funds.

"This has been a very difficult time for everyone involved in the Oklahoma Pro Chapter," said M. Scott Carter, chapter president.

"We're now at the next stage in our investigation and that includes meeting with law enforcement officials."

Carter also said the board voted to retain outside legal counsel and authorized a forensic audit of their finances.

The chapter has raised enough funds to cover most of its outstanding invoices.

"Our fundraising efforts are ongoing," Carter said. "But we're very confident that we will have the funds in place to pay all outstanding bills and get our organization back on solid financial ground."

Strength training for advertising

Two ad sales veterans will share tips for new hires and old hands at the "Pump Up Your Ad Sales" workshop set for Thursday, July 12. Mark Millsap, publisher of The Express-Star in Chickasha, and Karan Ediger, Edmond Sun publisher, are the presenters.

The Edmond Sun publishes an online edition five days a week and a print version two days a week. Ediger comes to newspapers from radio advertising. She started as retail manager for the ad staff and moved up to general manager and advertising director, then recently became publisher. Millsap is an Oklahoma native. His path from sales representative to advertising director and then publisher led him through Wisconsin, Alabama and Louisiana.

The workshop will be held from 10 a.m. to 3:30 p.m. at the Reed Conference Center (near the Sheraton Hotel) in Midwest City.

Ediger and Millsap will cover working a territory, designing ad rates, selling website ads and more.

The workshop is provided by the Oklahoma Newspaper Foundation as part of the Raymond and Mildred Fields Memorial Fund Educational Series.

For more information or to register online, visit okpress.com/events-calendar.

You can also contact Member Services Coordinator Eli Nichols at (405) 499-0040 (toll-free in Oklahoma at 1-888-815-2672) or enichols@okpress.com with questions.

Pauls Valley Democrat names new publisher

Ada News publisher Loné Beasley was recently named the new publisher of the Pauls Valley Democrat.

Beasley replaces Banks Dishmon, who left for a new position in Ohio.

Beasley, who has worked at the Ada News as publisher for the past 13 years, will continue in that role as well as lead the Democrat and its staff.

Beasley has a proven track record as a newspaper publisher.

In addition to Ada, he also has worked at Texas, New Mexico and Louisiana newspapers during his career.

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PLAYER PROFILE

NAME: SCOTT CLOUD
Editor/Publisher,
Newkirk Herald Journal

EDUCATIONAL BACKGROUND:
 Pauls Valley High School,
 University of Oklahoma

FAMILY: Wife, Jalana (Veterinary
 Technician); one daughter,
 Joslyn, 14

NEWSPAPER EXPERIENCE: Blanchard
 News (1984-1990, Reporter);
 Tonkawa News (1990-2007,
 Sports Reporter/Stringer);
 Newkirk Herald Journal
 (2007-Present, Editor/Publisher)



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

A: Have attended over 40 concerts and also an avid OU sports fan.

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

A: It's funny how you are treated when the title editor/publisher is next to your name. I don't take myself nearly as seriously as others do.

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

A: Newkirk Main Street, Tonkawa Education Foundation President, Sunday School teacher.

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

A: Sue Hinton (Oklahoma City Community College instructor). Sue steered me in the right direction professionally when I was first thinking about being a journalist many years ago.

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

A: Attending as many events as possible in person, writing fair and balanced stories, promoting the community.

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

A: I enjoy the covering of events and learning the behind the scenes issues. Thinking about the business aspect of

the newspaper industry makes me want to stay in bed.

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

A: I was not full time in the business for a number of years and then decided to get back in full time. Once you are out of something, it's hard to get back in.

Q: *What are you most proud of?*

A: My wife, she is a great example of dedication to a career and being a wonderful mother, it's tough in today's world.

Q: *What are your hobbies?*

A: OU sports, music, reading.

Q: *Does your newspaper have a website?*

A: We use the Web for breaking news and a few news items per week. It's been difficult for us to develop the Web as a revenue producer.

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

A: We publish community event information and try to physically cover as many events as possible (news and sports). Our goal each week is have all the news content of a local variety.

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

A: Chamber Banquet, Main Street Banquet, Charlie Adams Day (Fall Festival).

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

A: In a small community, word travels fast so we do our best to report the facts and provide as much information without getting into personalities.

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

A: A shrinking revenue and circulation base are major concerns.

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

A: Charlie Adams Day (Fall Festival in September), three casinos within five miles – including First Council that has a number of concerts – and Kaw Lake.



Libel per se, libel per quod



Legal Notes

by Michael Minnis
 OPA Attorney

Under the classic law of libel, a defamatory statement is categorized as libelous per se or libelous per quod.

Libel per se refers to a word or words defamatory on their face. Libel per quod refers to a word or words that receive a defamatory connotation only by reference to facts outside the publication.

Thus, to publish that Alice Brown and Bill Jones were seen registering together at a hotel would not be libelous on its face. However, if the extrinsic facts are that Alice Brown was married, then the words might acquire a defamatory meaning and thus be libel per quod.

If a statement is libelous per se, damages under certain circumstances might be presumed. In the case of libelous per quod, the plaintiff must show "special damages," that is actual monetary losses caused by the defendant's publication of the defamatory per quod words.

Some of the classic defamatory per se words were "homosexual" or "Communist." Thus, to call a person a "Communist" or a "homosexual" was defamatory on its face.

The changing culture has led several courts to determine that these two words can no longer to be considered facially defamatory, that is libelous per se.

A New York court recently opined that because New York laws now protect "gay" status (see, e.g., Marriage Equity Act) and that "in light of the tremendous evolution and social attitudes regarding homosexuality," the imputation of homosexuality can no longer be considered defamatory on its face.

The Oklahoma Courts reviewing the local culture may not reach a similar conclusion. In any event, as the culture continues to change, the per se libel classification may narrow to perhaps a false accusation of felonious conduct.

SCOUTING REPORT 11

Join OPA President Rusty Ferguson in his final report on Oklahoma newspapers

BY RUSTY FERGUSON, OPA President

For my final road trip and Scouting Report, I didn't have to travel far. I thought it would be fitting to feature the people who keep my family's newspapers running week to week.

First, for a quick historic summation: My grandfather, Jo O. Ferguson, partnered with Bob Breeden back in the 1930s to operate *The Cleveland American*. With Mr. Breeden well entrenched in Cleveland life, my grandfather decided to go to the west side of Pawnee County and start another weekly newspaper, *The Pawnee Chief*, just 21 miles away. Years later, my grandfather bought out Mr. Breeden's share of *The American*, making way for both of his University of Oklahoma educated sons — my uncle D. Jo Ferguson and my dad Larry Ferguson — to each have a paper of their own to publish. My Uncle Jo continued publishing *The Chief* until his death in January 2010 at the age of 87. While publishing *The American*, my dad also established *The Hominy News-Progress* 10 miles north of Cleveland. Dad published both papers until he was elected to the Oklahoma House of Representatives in 1985. It was at that time, as a recent OU grad, that I returned to Cleveland.

Although he eventually took a day or two a week off to attend to his farming and oil interests as well as chores around the house, my Uncle Jo had an active hand in publishing *The Chief* until just weeks before his death. He was still writing obituaries, attending city council meetings twice a month and personally visiting with the school superintendent to cover school board news until he suffered an injury that sent him to the hospital for a final time. So to say that his presence has been missed around the office, as well as in life in general, would be an understatement. But, that's when teams come together to pinch hit and fill the gap.

William 'Bill' Howell has been at *The Chief* for 33 years covering news,

providing top notch photography and operating the commercial print shop. He was just inducted into OPA's "Half Century Club" at the annual convention. Before landing in Pawnee, he worked for papers in Shidler, Woodward, Alva, Cherokee, Fairview, Miami, Collinsville, Yale, Fairfax, Tonkawa, Hennessey and he's even helped me out in Cleveland. So, Bill was the natural one to step up and cover what Uncle Jo had taken care of for so long. Bill has since been named news editor.

My cousin, Cheryl Ferguson Bryant, is the general manager of *The Chief*, and looking back, she said, "I'm glad I had the opportunity to work along-side my dad for 25 years."

What we've experienced with our newspapers is something I've seen as I've traveled across Oklahoma — community newspapers are fortunate to have dependable employees who spend many years assisting in the production of the newspaper. In addition to Bill and Cheryl, in Pawnee Merlena King has worked the front desk and taken care of billing, postal issues and classifieds for 41 years and Angie White has taken care of the advertising and production side of things for 20 years. In Hominy, general manager Ramona Brown has been key in keeping the *News-Progress* publishing for 30 years. Treca Carter has covered the front desk, taken care of circulation, classifieds and many other things for 23 years. Vickie Denny, who is the ad manager and helps with photography, legal billing and page paste-up, has been there for 11 years.

"I do anything that needs to be done — we all do," Vickie said. "Which could include anything from vacuuming to doing the dishes. We all consider ourselves 'Jacks of All Trade.'"

I've been in Cleveland for 27 years as publisher — but actually much longer when you consider that I literally grew up underfoot at *The American* office doing everything from sweeping the floors to stuffing inserts into the paper in the middle of the night. How many

still remember the weekly chore of "single wraps"? That's when out of town and out of state subscribers' addresses were stamped on the end of a sheet of paper and then each sheet of paper was individually rolled up around the newspaper and sealed with paste. That was a weekly after-school job my sisters and I had for years.

In Cleveland we've been fortunate to have some faithful longtime employees too, such as our former managing editor Norman Bridwell, who helped me craft my own style of writing, and our former women's editor Marianne Denny who helped teach me customer service at the front desk. Today, I'm fortunate to have three essential employees — Jennifer Short, our advertising and production manager, who is an OSU advertising grad who has been

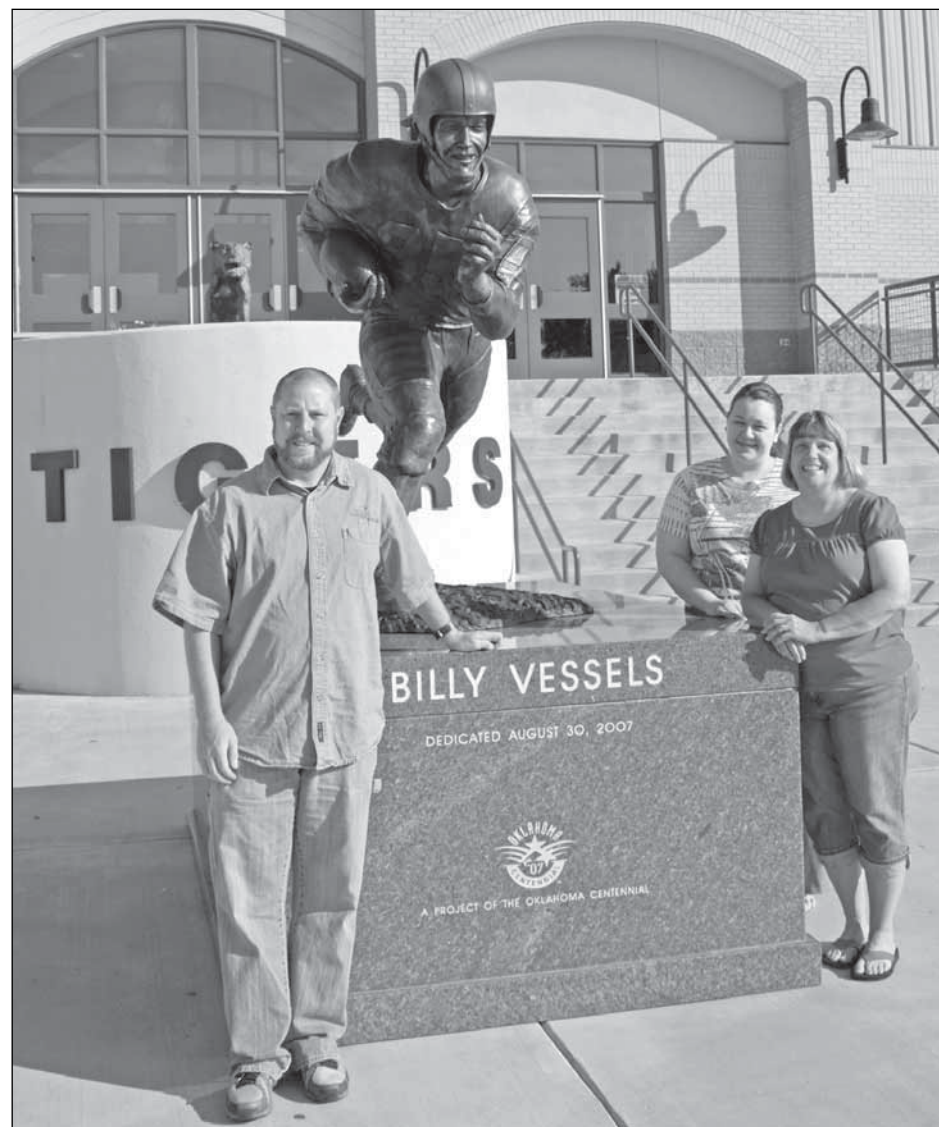
here for five years; Nick Dooling, our circulation manager, who has also handled the print shop and assorted duties too numerous to list for nearly eight years, and our office manager Sheila McBroom, who has handled the front desk, classifieds and billing for four years.

So, with all these years of experience in the newspaper business, I asked my team what misconceptions they feel the general public might have about the community newspaper business.

"People think we should run like a large newspaper," said Jennifer. "A small newspaper crew doesn't work that way. One person may be responsible for many tasks as opposed to having one specific job title."

"I think it's difficult for the public to

Continued on Page 15



HOMETOWN PRIDE. Cleveland American staff members Nick Dooling, Jennifer Short and Sheila McBroom stand next to the bronze statue of Cleveland's favorite son, Billy Vessels — Oklahoma's first Heisman Trophy winner. When the bronze statue at OU's Heisman Park proved too small in comparison to the other statues, the original was donated to Cleveland. Billy gets lots of attention outside of the Cleveland Event Center.

SCOUTING REPORT 11

Continued from page 14

understand that although we strive to be an information source for the community, it is also a private business and we alone decide what is newsworthy and in the best interest of the public," Cheryl commented.

"Plus, they think because we are the newspaper that we somehow automatically know all the local gossip — the good, bad and the ugly," said Sheila.

"They think because we sell the paper for 50 cents we make enough money that we shouldn't have to charge for anything else," quipped Vickie. Treca added, "And they think we don't have anything else to do once the paper is out!"

"People are often surprised that we don't print the paper in our building," added Ramona. The Cleveland and Hominy papers are printed in Sapulpa while the Pawnee paper now prints in Enid.

Everyone agrees that working for a newspaper provides them an avenue to get to know a lot of interesting people.

"I've enjoyed building friendships and relationships with people in the community," Jennifer said.

"I enjoy interacting with advertisers and subscribers I know personally," Angie said.

"I enjoy meeting the public and serving the people," Ramona said.

And everyone seems to understand that their job, in various ways, touches the lives of others.

"We're the main source of informing the public of happenings and upcoming events in our small community," Cheryl said, "Plus we're their source for legal notices."

"It's our job to keep the citizens informed," said Bill. "And about issues that affect their lives and happenings in their community," Merlena added.

"The people in our community absolutely rely on our paper for their week's news," Jennifer said. "On the rare occasion that something is left out, we hear about it! From birth announcements to political announcements, local papers are the most effective way to get news to the community."

"And, we're the only actual history that's being written about our town," Ramona said.

"The community newspaper is the best way of keeping the community



PAWNEE HISTORY. Pawnee Chief staff members William Howell, Angie White, Cheryl Bryant and Merlena King stand in front of the mansion at the Pawnee Bill Ranch. The state park site is full of local history about the great showman, Pawnee Bill, who once took his western entertainment show across the country. The Pawnee Bill Wild West Show is now re-enacted annually at the ranch on the last three Saturdays of June.

informed of all the local news," concluded Sheila.

FINDING PERSONAL FULFILLMENT

Community newspapers also seem to offer many avenues for employees to find personal fulfillment.

"I've appreciated the flexibility it has offered me as a wife and mom. Plus, it has allowed me to stay connected to the town where I grew up," said Angie.

"It's never dull. We all get along at our job and we communicate so well together that everything seems to go smoothly," said Treca.

"It has given me the opportunity to interact and meet new people and build a good rapport with our customers," Nick said.

"From creating lasting friendships with local business people to learning the inner workings of a small town newspaper it has certainly been a rewarding experience," Jennifer said.

"And I couldn't ask for a finer group to work with and consider them great friends," Vickie said.

"In a town like ours you can easily get acquainted with many different people in the community and knowing about them and their families, you hurt when they are hurting and share their happiness when life is good," Merlena noted.

Bill said working in the news business for 50 years has allowed him

to work with some "outstanding editors, publishers and craftsmen." He said, "People like D. Jo and Larry Ferguson, Larry Hammer, Art Walters, Homer Ray, Francis Langdon and Steve Booher...I've learned a lot from these guys."

Bill said another highlight has been the opportunity to get behind the "home team." "Attending the sporting events and recording the successes of the high school athletic teams has been a favorite part of this job," he said.

"I think we all feel good when someone tells us that they appreciate the extra effort we put in to something," Merlena said.

"I think putting the paper together every week is like working a jigsaw puzzle, and I like that," said Treca.

"I think we all like the compliments we get about various things in the paper," Vickie said. "But when they comment on the way we've included a religious verse, quote or some funny little story, it makes me realize that people read more than the week's headlines, obits, what's for sale or who has been arrested."

ADVERTISING IS ESSENTIAL

Realizing that advertising is essential to their very jobs, this crew would like to see the advertising base grow in all three papers.

"I'd like to know the secret in con-

vincing long-time businesses in the community that advertising in their local newspaper can still benefit their business," said Jennifer.

"I'd like to do away with the perception that people should be able to get something for nothing from the newspaper," said Nick.

"I'd like to make our area businesses understand that advertising on a regular basis would strengthen their presence in the community. It's like the old saying says, 'It takes money to make money,'" said Sheila.

"I wish we had a larger area of advertisers here...but we are blessed that we are able to stay in business as it is," said Ramona.

"Some people seem to think the newspaper can afford to give them or some event all the free publicity they need," said Merlena. "They don't realize that advertising is our main source of revenue," Cheryl said.

And if they could change a thing or two, Treca said she'd like to see more readers buy the paper for something other than the court news. "So many people want to see pictures and charges of who has been arrested. Sure that helps sell the papers, but there's so much more in it than that."

Vickie added, "Wouldn't it be nice if we could only report good things going on around and in our community...and

Continued on page 16

SCOUTING REPORT 11

Continued from page 15

that people would still want to subscribe? But, most people want to read about the bad and scandalous things... and they do sell papers."

And if Bill had his way? He'd like to see the day where advertising was so successful that a paper could be given to every citizen in the community.

All would agree with Vickie, who said, "The job is never the same week to week."

"Every week brings something new," Cheryl agreed.

For example, in Cleveland, Sheila, Nick and Jennifer point out the number of "unique" people who seem to enjoy making *The American* a regular stop on their weekly errands. "We've had some real doozies," laughed Sheila, telling how many of them claim to have exceptional life histories that would make entertaining reading. "But, it's hard to substantiate many of their claims," she said.

In Pawnee, Cheryl, Bill, Angie and Merlena all agree that in all their years of gathering news, the most unusual thing to happen to them was when their office building began falling apart, quite literally. "Our building fell down and we had to down-size to facilities next door," Cheryl said.

And in Hominy, Ramona, Treca and Vickie all agree that the toughest day on the job was when they were enjoying lunch at a downtown diner when a



NATIVE HERITAGE. Hominy News-Progress staff Ramona Brown, Vickie Denny and Trece Carter stand in front of one of many murals with Native American themes painted throughout Hominy. Known as a "city of murals," the paintings, most created by local artist Cha' Tullis, pay tribute to the town's native history.

gunman arrived and killed a waitress just feet from where they were sitting.

"I saw a man murder a friend in our little cafe during our lunch break and then I had to take pictures so we could report on it. That was a very hard thing to do," Vickie said. Ramona agreed, "Being an eye-witness to a murder and having to take cover underneath a table...and then go back to the office to write about it. That had to be the most memorable...and worst experience I've had."

I'm thankful that when it comes to

publishing a newspaper, the good days far outweigh the bad and that fact was proven to me time and time again over the course of this past year as OPA Executive Vice President Mark Thomas and I traveled throughout Oklahoma visiting newspaper offices. That experience has been a definite highlight of my year as OPA president.

I've enjoyed meeting many newspaper professionals and appreciate the opportunity I had to write about what they are doing in their part of our great state. Just as I rely on the people who

I've featured in this month's Scouting Report, I know that publishers across the state appreciate the work and commitment they find in the members of their own home team. Each stop has played a role in rejuvenating me to come back home and make my papers the best that they can be. I gained a great deal of insight and a lot of great ideas, and I'm thankful.

My visits have convinced me that the future of newspapers in Oklahoma is promising and bright. I'm excited we're on the same team.

Postal Service modifies network plan, plans to retain current BMEUs



Postal Notes

by Bill Newell
OPA Postal consultant
bnewell@okpress.com

The Postal Service is moving ahead with the rationalization of its network. The implementation will be executed by modifying service standards in two phases.

The first phase will begin July 1, 2012, and the second phase will start on Feb. 1, 2014. Should changes in circumstances warrant, this phased approach will allow the Postal Service to reconsider implementation of the second phase.

The plan is to retain all current business mail entry units (BMEUs)

for the time being. Should the Postal Service decide to relocate or consolidate any BMEU operations, mailers will be given 120 days advance notice and BMEUs will be relocated or consolidated to nearby locations to minimize the impact on mailers.

The Postal Service is committed to simply and clearly communicating all changes throughout the implementation process.

The Final Rule on Revised Service Standards for Market-Dominant Prices was published in the Federal Register on May 25, 2012.

To read the final rule and access supporting materials – including the list of sites that will be impacted by mail processing consolidations this summer, service standard directory

files and maps that apply the business rules to the current network – visit the Information for Mailers web page at about.usps.com/news/facility-studies/welcome.htm. This page will be updated as additional information becomes available.

A new way to stay informed about USPS news is through Industry Alerts. To subscribe, email industryalert@usps.gov and put "subscribe" in the subject line. (Source: DMM Advisory, June 5, 2012)

LABELING LIST CHANGES

The USPS has announced that it made changes to some of the labeling lists effective May 15, 2012. Their use will become mandatory on July 29, 2012. Periodicals mailers that use these

lists should go to Postal Explorer (pe.usps.gov), then to the Additional Links tab. Look for the one titled Labeling Lists. Most commonly used is L001, L004 and L201.

OPA CONVENTION NOTES

We enjoyed having NNA representative Max Heath here to discuss current activities that may have an impact on periodicals mailers in the near future and to offer information and tips to improve your service and possibly save mailing costs. If you have any questions over the topics Max covered, please feel free to contact me and I will try to address them or contact him for additional information.

As always, it was a pleasure to see everyone at the convention and have the opportunity to share information.

CONGRATULATIONS

2012 OKLAHOMA PRESS SERVICE PERFECTA WINNERS

The Perfecta Award was established by the Oklahoma Press Association in 2012 to honor OPA member newspapers that achieve 100 percent accuracy on advertising orders from Oklahoma Press Service in the previous year.

The American (Afton)	Holdenville Tribune	Perry Daily Journal
The Anadarko Daily News	The Hominy News-Progress	The Ponca City News
The Antlers American	The Hooker Advance	The Prague Times-Herald
The Apache News	The Hughes County Times	The Purcell Register
Bartlesville Examiner-Enterprise	The Journal Record (OKC)	The Review (Shidler)
The Bigheart Times (Barnsdall)	The Kingfisher Times & Free Press	The Ringling Eagle
Blackwell Journal-Tribune	Kiowa County Democrat	The Ryan Leader
Capitol Hill Beacon (OKC)	The Konawa Leader	Sand Springs Leader
The Chelsea Reporter	The Lawton Constitution	The Sentinel Leader
Choctaw County Times	The Leader Tribune (Laverne)	Skiatook Journal
The Clinton Daily News	The Lincoln County News	Southeast Times (Idabel)
The County Democrat (Shawnee)	The Lone Grove Ledger	Spiro Graphic
The Countywide & Sun (Tecumseh)	The Madill Record	Stroud American
Cushing Citizen	Mannford Eagle	Taloga Times-Advocate
The Davis News	Marietta Monitor	The Thomas Tribune
The Dewey County Record	The Marlow Review	The Tribune (Bethany)
El Reno Tribune	McIntosh County Democrat	Tulsa Beacon
The Ellis County Capital	The Mooreland Leader	Tulsa County News
The Fairfax Chief	The Newkirk Herald Journal	Tulsa Daily Commerce & Legal News
The Fletcher Herald	Nowata Star	Tulsa World
The Freedom Call	The Okeene Record	Vian Tenkiller News
Garber-Billings News	Okemah News Leader	The Vici Vision
Garfield County Daily Legal News	Oklahoma City Friday	Wagoner Tribune
The Garvin County News Star	The Oklahoma Eagle (Tulsa)	The Walters Herald
Harper County Journal	The Oklahoman (OKC)	Weatherford Daily News
The Haskell News	Oologah Lake Leader	Weekly Express (Westville)
The Healdton Herald	Owasso Reporter	The Wewoka Times
Heavener Ledger	The Paper (Pryor)	The Wilson Post-Democrat
The Herald-Democrat (Beaver)	The Pawnee Chief	Woods County Enterprise
The Hobart Democrat-Chief	The Perkins Journal	The Wynnewood Gazette

2012 **OG+E**[®] PHOTOS OF THE YEAR



MAY 2011 – Enid firefighters climb down a ladder truck while battling a fire at the Calvary Chapel Church on North Washington.

Photo by BILLY HEFTON, Enid News & Eagle

2012 DAILY PHOTO
OF THE YEAR
BILLY HEFTON
Enid News & Eagle

2012 WEEKLY PHOTO
OF THE YEAR
**RACHEL ANNE
SEYMOUR**
The Bigheart Times

Photos of the year are selected from the 12 monthly winners in the Daily and Weekly Divisions.

Judge for the 2012 Photo of the Year Contest was Mark Zimmerman, assistant Photography Professor in the Department of Mass Communications at the University of Central Oklahoma

Contest rules are available at www.OkPress.com



OCTOBER 2011 – At 95, Sally Carroll is still cooking and serving food at her cafe in Pawhuska, Okla. She has been working since she was 13 years old, and doesn't plan to stop any time soon.

Photo by RACHEL ANNE SEYMOUR, The Bigheart Times

It's time ... for **OG&E's** new **SmartHours™ Price Plans.**

1-877-898-3834 **OG.E.COM**



MIDNIGHT

NOON

MIDNIGHT

12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12

MONEY-SAVING OFF PEAK

PEAK TIME, WATCH YOUR USE

PEAK OVER. START SAVING ...

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of Oklahomans Served by TSET Community Grants

Oklahoma communities asked for help to improve the health of their residents. TSET listened and responded with the Communities of Excellence programs to support community improvements that make the healthy choice the easy choice.

Now in 53 counties and 1 tribal nation, the Communities of Excellence program provides resources to coalitions to work with local leaders, schools and businesses to create healthier communities.

TSET invests in Oklahoma communities, and those investments are paying dividends that benefit families, businesses, communities and even our state's bottom line.



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Communities of Excellence In Tobacco Control

ATOKA AND COAL COUNTIES
Atoka/Coal Partnership for Change Coalition
Atoka County Health Department

BECKHAM, CUSTER, ROGER MILLS AND WASHITA COUNTIES
Western Oklahoma Coalition for Community Strengthening
City of Elk City

BLAINE AND KINGFISHER COUNTIES
Blaine-Kingfisher Tobacco Education Consortium
Kingfisher County Health Department

BRYAN AND MARSHALL COUNTIES
U Turn Coalition Turning the Corner Toward Tobacco Free Communities
Bryan County Health Department

CADDO AND KIOWA COUNTIES
Caddo-Kiowa Consortium
Great Plains Youth and Family Services

CANADIAN COUNTY
Canadian County Coalition for Children and Families
Canadian County Health Department

CARTER COUNTY
Carter County Turning Point
Community Children's Shelter & Family Service Center, Inc.

CHEROKEE COUNTY
Community Health Coalition of Cherokee County
Cherokee County Health Services Council

CLEVELAND COUNTY
Cleveland County Turning Point
Norman Regional Health System

COMANCHE COUNTY
Southwest Tobacco Free Oklahoma Coalition
Comanche County Memorial Hospital

CREEK COUNTY
Child Abuse Prevention Task Force District XI
OSU Seretean Wellness Center – Tri-County APRC

GARFIELD COUNTY
Garfield County Tobacco Free Coalition
Rural Health Projects, Inc.

GRADY COUNTY
Interagency and Community Coalition of Grady County
Norman Regional Health System

GREER, HARMON AND TILLMAN COUNTIES
Red River Tobacco Education Consortium
Southwest Oklahoma Community Action Group, Inc.

HASKELL AND LATIMER COUNTIES
Haskell County Coalition
KI BOIS Community Action Foundation, Inc.

HUGHES, McINTOSH, AND OKFUSKEE COUNTIES
Tri-County Tobacco Prevention
Gateway to Prevention – Tri-County Tobacco Prevention

JACKSON COUNTY
Jackson County Community Health Action Team
Jackson County Health Department

LeFLORE COUNTY
LeFlore County Coalition for Healthy Living
LeFlore County Youth Services, Inc.

LINCOLN AND SEMINOLE COUNTIES
Prague Turning Point Coalition
Gateway to Prevention & Recovery

LOGAN COUNTY
Project S.T.U.N./Logan County Partnership
Langston University

McCLAIN COUNTY
CARE (Community Alliance of Resources for Everyone)
Norman Regional Health System

MUSKOGEE AND SEQUOYAH COUNTIES
Muskogee Turning Point
Muskogee County Health Department

OKLAHOMA COUNTY
Central Oklahoma Turning Point Coalition
Oklahoma City-County Health Department

OKMULGEE COUNTY
Okmulgee County Wellness Coalition
OSU Seretean Wellness Center

OSAGE COUNTY & OSAGE NATION
Osage County Community Partnership Board
Osage Nation

PAYNE COUNTY
Payne County Breathe Easy Coalition
OSU Seretean Wellness Center – Pan OK APRC

PITTSBURG COUNTY
SouthEast Tobacco-Free Oklahoma Coalition
Pittsburg County Health Department

PONTOTOC COUNTY
Pontotoc County Turning Point/Systems of Care Coalition
Pontotoc County Health Department

POTTAWATOMIE COUNTY
Shawnee Asset Building Alliance, Pottawatomie Alliance Toward Community Health
Gateway to Prevention & Recovery

PUSHMATAHA, CHOCTAW, AND McCURTAIN COUNTIES
Project S.P.I.T.
Pushmataha County Health Department

TEXAS COUNTY
Texas County Coalition
Texas County Health Department

TULSA COUNTY
Tulsa Tobacco Free Coalition
Tulsa City-County Health Department

WAGONER COUNTY
Wagoner County Family Resource Council
Wagoner County Health Department

WOODS AND MAJOR COUNTIES
Woods County Coalition
Northwest Family Services, Inc.

Communities of Excellence in Nutrition and Fitness

ATOKA AND COAL COUNTIES
Atoka/Coal Partnership for Change Coalition
INCA Community Services, Inc.

BECKHAM AND ROGER MILLS COUNTIES
Oklahoma Unified Resources (OUR) Turning Point Coalition
City of Elk City

BRYAN COUNTY
Bryan County Turning Point
Bryan County Health Department

CARTER COUNTY
Carter County Turning Point
Carter County Health Department

CLEVELAND COUNTY
Cleveland County Turning Point
Norman Regional Health Systems

COMANCHE COUNTY
Fit Kids of Southwest Oklahoma
Comanche County Health Department

JACKSON COUNTY
Jackson County Community Health Action Team
Jackson County Health Department

KIOWA AND CADDO COUNTIES
Kiowa Coalition and Caddo County Interagency Coalition
Great Plains Youth and Family Services

LOGAN COUNTY
Logan County Partnership
Logan County Health Department

LOVE AND JOHNSTON COUNTIES
Fit Communities – Love and Johnston Consortium
Johnston County Health Department

McCURTAIN, CHOCTAW, AND PUSHMATAHA COUNTIES
Tri-County Consortium
McCurain County Health Department

MUSKOGEE COUNTY
Muskogee County Turning Point
Muskogee County Health Department

OKMULGEE COUNTY
Okmulgee County Wellness Coalition
Okmulgee County Health Department

OKLAHOMA COUNTY
Wellness Now Coalition
Oklahoma City-County Health Department

TULSA COUNTY
Family Health Coalition
Tulsa City-County Health Department



2012 OKLAHOMA PRESS ASSOCIATION

BETTER NEWSPAPER CONTEST WINNERS

Database error places newspaper in wrong division of contest

A numerical error in the Oklahoma Press advertising database resulted in The Ardmoreite being placed in the wrong division of the 2012 OPA Better Newspaper Contest.

The Ardmoreite's circulation as published in its 2011 Statement of Ownership is 8,212. Circulation for The Ardmoreite was keyed in as 6,212.

Instead of being placed in Division 1 – Dailies, circulation 6,500 or more –

The Ardmoreite was placed in Division 2 – Dailies, circulation 3,750 to 6,499.

“We deeply regret the error and have put in two procedural safeguards to prevent this from happening again,” said OPA Executive Vice President Mark Thomas. “It was an honest mistake and we appreciate the understanding of our members when we make that kind of error.”

The two new safeguards include having non-advertising staff proof all

Statement of Ownership data input by the advertising department.

Also, all Better Newspaper Contest participants will receive notification stating which division they are in so they can verify the accuracy of the division placement. This information will also be available on the OPA website at www.OkPress.com.

After being informed of the mistake, OPA staff analyzed results in Division 2. The error would not change

the Division 2 Sequoyah Winner, The Duncan Banner, which captured the Sequoyah Award at the Awards Ceremony. Point totals for all other papers in Division 2 have been recalculated and new plaques and certificates have been ordered for those papers.

“One small error can make a big difference in the outcome of the contest so we will double our efforts to ensure accuracy, and apologize again for our mistake,” said Thomas.

DIVISION 1:

Dailies circ. 6,500 or more
Sequoyah Award Winner:
ENID NEWS & EAGLE



EVENT 1: NEWS CONTENT

- 1 Enid News & Eagle
- 2 Muskogee Phoenix
- 3 The Lawton Constitution
- 4 The Norman Transcript

EVENT 2: LAYOUT & DESIGN

- 1 Bartlesville Examiner-Enterprise
- 2 The Shawnee News-Star
- 3 Stillwater NewsPress
- 4 Muskogee Phoenix

EVENT 3: ADVERTISING

- 1 Bartlesville Examiner-Enterprise
- 2 The Ponca City News
- 3 The Norman Transcript
- 4 The Lawton Constitution

EVENT 4: SALES PROMOTION

- 1 The Shawnee News-Star
- 2 Bartlesville Examiner-Enterprise
- 3 McAlester News-Capital
- 4 Enid News & Eagle

EVENT 5: IN-DEPTH ENTERPRISE

- 1 Enid News & Eagle
- 2 Stillwater NewsPress
- 3 The Lawton Constitution
- 4 The Shawnee News-Star

EVENT 6: EDITORIAL COMMENT

- 1 Stillwater NewsPress
- 2 Enid News & Eagle
- 3 The Lawton Constitution
- 4 Bartlesville Examiner-Enterprise

EVENT 7: PERSONAL COLUMNS

- 1 Enid News & Eagle
- 2 Muskogee Phoenix
- 3 The Lawton Constitution
- 4 The Norman Transcript

EVENT 8: NEWS WRITING

- 1 Muskogee Phoenix
- 2 The Lawton Constitution
- 3 Stillwater NewsPress
- 4 Bartlesville Examiner-Enterprise

EVENT 9: FEATURE WRITING

- 1 McAlester News-Capital
- 2 The Shawnee News-Star
- 3 The Norman Transcript
- 4 Bartlesville Examiner-Enterprise

EVENT 10: SPORTS COVERAGE

- 1 The Norman Transcript
- 2 The Lawton Constitution
- 3 Stillwater NewsPress
- 4 Enid News & Eagle

EVENT 11: PHOTOGRAPHY

- 1 Enid News & Eagle
- 2 The Shawnee News-Star
- 3 Muskogee Phoenix
- 4 Bartlesville Examiner-Enterprise

EVENT 12: COMMUNITY LEADERSHIP

- 1 Enid News & Eagle
- 2 Stillwater NewsPress
- 3 The Ponca City News
- 4 The Shawnee News-Star

DIVISION 2:

Dailies circ. 3,750 to 6,499

*Sequoyah Award Winner:***THE DUNCAN BANNER****EVENT 1: NEWS CONTENT**

- 1 The Duncan Banner
- 2 Claremore Daily Progress
- 3 The Ada News
- 4 (The Ardmoreite)

EVENT 2: LAYOUT & DESIGN

- 1 (The Ardmoreite)
- 1 The Express-Star (Chickasha)
- 2 The Duncan Banner
- 3 The Ada News

EVENT 3: ADVERTISING

- 1 (The Ardmoreite)
- 1 Weatherford Daily News
- 2 Tahlequah Daily Press
- 3 The Duncan Banner

EVENT 4: SALES PROMOTION

- 1 The Seminole Producer
- 2 Weatherford Daily News
- 3 The Duncan Banner
- 4 Tahlequah Daily Press

EVENT 5: IN-DEPTH ENTERPRISE

- 1 The Duncan Banner
- 2 (The Ardmoreite)
- 2 Tahlequah Daily Press
- 3 Claremore Daily Progress

EVENT 6: EDITORIAL COMMENT

- 1 (The Ardmoreite)
- 1 The Duncan Banner
- 2 Claremore Daily Progress
- 3 Tahlequah Daily Press

EVENT 7: PERSONAL COLUMNS

- 1 Tahlequah Daily Press
- 2 The Duncan Banner
- 3 Claremore Daily Progress
- 4 The Express-Star (Chickasha)

EVENT 8: NEWS WRITING

- 1 The Express-Star (Chickasha)
- 2 Claremore Daily Progress
- 3 (The Ardmoreite)
- 3 Tahlequah Daily Press

EVENT 9: FEATURE WRITING

- 1 The Express-Star (Chickasha)
- 2 The Seminole Producer
- 3 (The Ardmoreite)
- 3 The Altus Times

EVENT 10: SPORTS COVERAGE

- 1 The Ada News
- 2 Tahlequah Daily Press
- 3 Claremore Daily Progress
- 4 The Duncan Banner

EVENT 11: PHOTOGRAPHY

- 1 The Ada News
- 2 The Duncan Banner
- 3 (The Ardmoreite)
- 3 Claremore Daily Progress

EVENT 12: COMMUNITY LEADERSHIP

- 1 The Duncan Banner
- 2 Claremore Daily Progress
- 3 (The Ardmoreite)
- 3 Tahlequah Daily Press

DIVISION 3:

Dailies circ. less than 3,750

*Sequoyah Award Winner:***THE JOURNAL RECORD****EVENT 1: NEWS CONTENT**

- 1 The Daily Elk Citian
- 2 The Journal Record (OKC)
- 3 The Clinton Daily News
- 4 The Miami News-Record

EVENT 2: LAYOUT & DESIGN

- 1 The Journal Record (OKC)
- 2 The Daily Elk Citian
- 3 The Miami News-Record
- 4 Woodward News

EVENT 3: ADVERTISING

- 1 The Journal Record (OKC)
- 2 The Daily Elk Citian
- 3 Woodward News
- 4 The Elk City Daily News

EVENT 4: SALES PROMOTION

- 1 The Daily Elk Citian
- 2 The Journal Record (OKC)
- 3 Poteau Daily News
- 4 Woodward News

EVENT 5: IN-DEPTH ENTERPRISE

- 1 The Daily Elk Citian
- 2 The Clinton Daily News
- 3 The Journal Record (OKC)
- 4 The Miami News-Record

EVENT 6: EDITORIAL COMMENT

- 1 The Journal Record (OKC)
- 2 The Clinton Daily News
- 3 The Daily Elk Citian
- 4 The Elk City Daily News

EVENT 7: PERSONAL COLUMNS

- 1 The Daily Elk Citian
- 2 The Miami News-Record
- 3 The Journal Record (OKC)
- 4 Vinita Daily Journal

EVENT 8: NEWS WRITING

- 1 The Journal Record (OKC)
- 2 The Daily Elk Citian
- 3 The Miami News-Record
- 4 The Clinton Daily News

EVENT 9: FEATURE WRITING

- 1 The Journal Record (OKC)
- 2 The Daily Elk Citian
- 3 The Clinton Daily News
- 4 Vinita Daily Journal

EVENT 10: SPORTS COVERAGE

- 1 The Journal Record (OKC)
- 2 Woodward News
- 3 Poteau Daily News
- 4 The Elk City Daily News

EVENT 11: PHOTOGRAPHY

- 1 The Elk City Daily News
- 2 The Daily Elk Citian
- 3 The Clinton Daily News
- 4 The Miami News-Record

EVENT 12: COMMUNITY LEADERSHIP

- 1 The Journal Record (OKC)
- 2 Woodward News
- 3 The Daily Elk Citian
- 4 The Elk City Daily News

DIVISION 4:

Weeklies circ. 2,511 or more

*Sequoyah Award Winner:***STIGLER NEWS-SENTINEL****EVENT 1: NEWS CONTENT**

- 1 Owasso Reporter
- 2 Stigler News-Sentinel
- 3 The Purcell Register
- 4 The Madill Record

EVENT 2: LAYOUT & DESIGN

- 1 The Purcell Register
- 2 Stigler News-Sentinel
- 3 Johnston County Capital-Democrat
- 4 The Madill Record

EVENT 3: ADVERTISING

- 1 The Madill Record
- 2 The Perkins Journal
- 3 Oklahoma City Friday
- 4 Stigler News-Sentinel

EVENT 4: SALES PROMOTION

- 1 The Purcell Register
- 2 Watonga Republican
- 3 Oklahoma City Friday
- 4 Stigler News-Sentinel

EVENT 5: IN-DEPTH ENTERPRISE

- 1 Owasso Reporter
- 2 Stigler News-Sentinel
- 3 Stilwell Democrat Journal
- 4 The Madill Record

EVENT 6: EDITORIAL COMMENT

- 1 The Madill Record
- 2 Stigler News-Sentinel
- 3 Oklahoma City Friday
- 4 Owasso Reporter

EVENT 7: PERSONAL COLUMNS

- 1 Johnston County Capital-Democrat
- 2 The Purcell Register
- 3 Stigler News-Sentinel
- 4 The Madill Record

EVENT 8: NEWS WRITING

- 1 The Madill Record
- 2 Watonga Republican
- 3 Stigler News-Sentinel
- 4 Johnston County Capital-Democrat

EVENT 9: FEATURE WRITING

- 1 Owasso Reporter
- 2 Nowata Star
- 3 Watonga Republican
- 4 Stigler News-Sentinel

EVENT 10: SPORTS COVERAGE

- 1 Owasso Reporter
- 2 The Perkins Journal
- 3 Oklahoma City Friday
- 4 Johnston County Capital-Democrat

EVENT 11: PHOTOGRAPHY

- 1 Owasso Reporter
- 2 The Purcell Register
- 3 The Madill Record
- 4 Stilwell Democrat Journal

EVENT 12: COMMUNITY LEADERSHIP

- 1 Stigler News-Sentinel
- 2 The Purcell Register
- 3 The Madill Record
- 4 Johnston County Capital-Democrat

DIVISION 5:

Weeklies circ. 1,700 to 2,510

*Sequoyah Award Winner:***Oologah Lake Leader****EVENT 1: NEWS CONTENT**

- 1 Wagoner Tribune
- 2 McIntosh County Democrat
- 3 Coweta American
- 4 The Eufaula Indian Journal

EVENT 2: LAYOUT & DESIGN

- 1 Wagoner Tribune
- 2 The Garvin County News Star
- 3 The Marlow Review
- 4 The Eufaula Indian Journal

EVENT 3: ADVERTISING

- 1 Coweta American
- 2 Oologah Lake Leader
- 3 McIntosh County Democrat
- 4 The Garvin County News Star

EVENT 4: SALES PROMOTION

- 1 The Eufaula Indian Journal
- 2 Oologah Lake Leader
- 3 Wagoner Tribune
- 4 The Sayre Record & Beckham County Democrat

EVENT 5: IN-DEPTH ENTERPRISE

- 1 The Sayre Record & Beckham County Democrat
- 2 Coweta American
- 3 The Bigheart Times (Barnsdall)
- 4 Wagoner Tribune

EVENT 6: EDITORIAL COMMENT

- 1 Oologah Lake Leader
- 2 Skiatook Journal
- 3 The Eufaula Indian Journal
- 4 McIntosh County Democrat

EVENT 7: PERSONAL COLUMNS

- 1 The Marlow Review
- 2 Wagoner Tribune
- 3 Oologah Lake Leader
- 4 McIntosh County Democrat

EVENT 8: NEWS WRITING

- 1 The Cleveland American
- 2 Coweta American
- 3 The Sayre Record & Beckham County Democrat
- 4 The Bigheart Times (Barnsdall)

EVENT 9: FEATURE WRITING

- 1 The Bigheart Times (Barnsdall)
- 2 The Cleveland American
- 3 The Marlow Review
- 4 The Sayre Record & Beckham County Democrat

EVENT 10: SPORTS COVERAGE

- 1 Skiatook Journal
- 2 Oologah Lake Leader
- 3 The Marlow Review
- 4 The Eufaula Indian Journal

EVENT 11: PHOTOGRAPHY

- 1 The Marlow Review
- 2 McIntosh County Democrat
- 3 The Sayre Record & Beckham County Democrat
- 4 The Cleveland American

EVENT 12: COMMUNITY LEADERSHIP

- 1 The Bigheart Times (Barnsdall)
- 2 Oologah Lake Leader
- 3 The Cleveland American
- 4 Coweta American

DIVISION 6:

Weeklies circ. 1,065 to 1,699

*Sequoyah Award Winner:***The Carnegie Herald****EVENT 1: NEWS CONTENT**

- 1 The Piedmont-Surrey Gazette
- 2 The Countywide & Sun
- 3 Cherokee Messenger & Republican
- 4 The Newkirk Herald Journal

EVENT 2: LAYOUT & DESIGN

- 1 The Piedmont-Surrey Gazette
- 2 The Carnegie Herald
- 3 Bixby Bulletin
- 4 Cherokee Messenger & Republican

EVENT 3: ADVERTISING

- 1 The Countywide & Sun
- 2 Bixby Bulletin
- 3 Collinsville News
- 4 Cherokee Messenger & Republican

EVENT 4: SALES PROMOTION

- 1 Bixby Bulletin
- 2 The Comanche Times
- 3 The Carnegie Herald
- 4 The Hooker Advance

EVENT 5: IN-DEPTH ENTERPRISE

- 1 The Countywide & Sun
- 2 The Piedmont-Surrey Gazette
- 3 The Carnegie Herald
- 4 The Hennessey Clipper

EVENT 6: EDITORIAL COMMENT

- 1 Cherokee Messenger & Republican
- 2 Collinsville News
- 3 The Countywide & Sun
- 4 Drumright Gusher

EVENT 7: PERSONAL COLUMNS

- 1 Bixby Bulletin
- 2 Drumright Gusher
- 3 The Hennessey Clipper
- 4 The Hooker Advance

EVENT 8: NEWS WRITING

- 1 The Hooker Advance
- 2 Collinsville News
- 3 The Piedmont-Surrey Gazette
- 4 The Countywide & Sun

EVENT 9: FEATURE WRITING

- 1 The Carnegie Herald
- 2 Drumright Gusher
- 3 The Countywide & Sun
- 4 Cherokee Messenger & Republican

EVENT 10: SPORTS COVERAGE

- 1 Cherokee Messenger & Republican
- 2 The Carnegie Herald
- 3 The Hennessey Clipper
- 4 Bixby Bulletin

EVENT 11: PHOTOGRAPHY

- 1 The Carnegie Herald
- 2 Cherokee Messenger & Republican
- 3 The Hooker Advance
- 4 The Comanche Times

EVENT 12: COMMUNITY LEADERSHIP

- 1 The Carnegie Herald
- 2 The Countywide & Sun
- 3 Bixby Bulletin
- 4 The Hooker Advance

DIVISION 7:

Weeklies circ. less than 1,065

*Sequoyah Award Winner:***The Newcastle Pacer****EVENT 1: NEWS CONTENT**

- 1 The Newcastle Pacer
- 2 Tulsa County News
- 3 Pawhuska Journal-Capital
- 4 Jenks Journal

EVENT 2: LAYOUT & DESIGN

- 1 The Newcastle Pacer
- 2 Tulsa County News
- 3 Jenks Journal
- 4 Pawhuska Journal-Capital

EVENT 3: ADVERTISING

- 1 Jenks Journal
- 2 Catoosa Times
- 3 Glenpool Post
- 4 Tulsa County News

EVENT 4: SALES PROMOTION

- 1 The Newcastle Pacer
- 2 Tulsa County News
- 3 Catoosa Times
- 4 Pawhuska Journal-Capital

EVENT 5: IN-DEPTH ENTERPRISE

- 1 The Newcastle Pacer
- 2 Waurika News-Democrat
- 3 Tulsa County News
- 4 Catoosa Times

EVENT 6: EDITORIAL COMMENT

- 1 Catoosa Times
- 2 Tulsa County News
- 3 Waurika News-Democrat
- 4 The Westville Reporter

EVENT 7: PERSONAL COLUMNS

- 1 Mountain View News
- 2 The Westville Reporter
- 3 Catoosa Times
- 4 The Sentinel Leader

EVENT 8: NEWS WRITING

- 1 The Newcastle Pacer
- 2 Tulsa County News
- 3 The Westville Reporter
- 4 Waurika News-Democrat

EVENT 9: FEATURE WRITING

- 1 Waurika News-Democrat
- 2 Jenks Journal
- 3 Tulsa County News
- 4 Mountain View News

EVENT 10: SPORTS COVERAGE

- 1 Waurika News-Democrat
- 2 Jenks Journal
- 3 Catoosa Times
- 4 The Sentinel Leader

EVENT 11: PHOTOGRAPHY

- 1 The Newcastle Pacer
- 2 Tulsa County News
- 3 Jenks Journal
- 4 The Sentinel Leader

EVENT 12: COMMUNITY LEADERSHIP

- 1 The Newcastle Pacer
- 2 Tulsa County News
- 3 Waurika News-Democrat
- 4 Catoosa Times

DIVISION 8:
Semi-, Twin or Tri-Weeklies
Sequoyah Award Winner:
THE EDMOND SUN



EVENT 1: NEWS CONTENT

- 1 Sand Springs Leader
- 2 Mustang News
- 3 The Edmond Sun
- 4 El Reno Tribune

EVENT 2: LAYOUT & DESIGN

- 1 The Edmond Sun
- 2 Mustang News
- 3 The Grove Sun
- 4 El Reno Tribune

EVENT 3: ADVERTISING

- 1 The Edmond Sun
- 2 Sand Springs Leader
- 3 El Reno Tribune
- 4 Mustang News

EVENT 4: SALES PROMOTION

- 1 El Reno Tribune
- 2 Mustang News
- 3 The Edmond Sun
- 4 Alva Review-Courier

EVENT 5: IN-DEPTH ENTERPRISE

- 1 El Reno Tribune
- 2 Mustang News
- 3 Sequoyah County Times
- 4 Sand Springs Leader

EVENT 6: EDITORIAL COMMENT

- 1 The Edmond Sun
- 2 Sequoyah County Times
- 3 Sand Springs Leader
- 4 El Reno Tribune

EVENT 7: PERSONAL COLUMNS

- 1 Alva Review-Courier
- 2 Sand Springs Leader
- 3 El Reno Tribune
- 4 Mustang News

EVENT 8: NEWS WRITING

- 1 The Edmond Sun
- 2 Sand Springs Leader
- 3 The Grove Sun
- 4 Mustang News

EVENT 9: FEATURE WRITING

- 1 Mustang News
- 2 Sequoyah County Times
- 3 The Times (Pryor)
- 4 El Reno Tribune

EVENT 10: SPORTS COVERAGE

- 1 The Times (Pryor)
- 2 The Edmond Sun
- 3 Sequoyah County Times
- 4 El Reno Tribune

EVENT 11: PHOTOGRAPHY

- 1 El Reno Tribune
- 2 The Edmond Sun
- 3 Sequoyah County Times
- 4 Alva Review-Courier

EVENT 12: COMMUNITY LEADERSHIP

- 1 Mustang News
- 2 The Edmond Sun
- 3 Sequoyah County Times
- 4 El Reno Tribune

SUSTAINING MEMBER NEWSPAPER DIVISION
Sequoyah Award Winner:
MUSTANG TIMES



EVENT 1: NEWS CONTENT

- 1 Mustang Times
- 2 Minco-Union City Times
- 3 The Moore American
- 4 Osage News

EVENT 2: LAYOUT & DESIGN

- 1 The Moore American
- 2 Union Boundary
- 3 Osage News
- 4 Mustang Times

EVENT 3: ADVERTISING

- 1 Union Boundary
- 2 Mustang Times
- 3 Minco-Union City Times
- 4 Biskinik

EVENT 4: SALES PROMOTION

- 1 Minco-Union City Times
- 2 Mustang Times
- 3 Biskinik
- No Fourth Place*

EVENT 5: IN-DEPTH ENTERPRISE

- 1 Biskinik
- 2 Osage News
- 3 Union Boundary
- 4 Mustang Times

EVENT 6: EDITORIAL COMMENT

- 1 Biskinik
- 2 Mustang Times
- No Third or Fourth Place*

EVENT 7: PERSONAL COLUMNS

- 1 Osage News
- 2 Union Boundary
- 3 Mustang Times
- 4 Biskinik

EVENT 8: NEWS WRITING

- 1 Minco-Union City Times
- 2 Mustang Times
- 3 Biskinik
- 4 Union Boundary

EVENT 9: FEATURE WRITING

- 1 Mustang Times
- 2 Cheyenne & Arapaho Tribal Tribune
- 3 Osage News
- 4 Minco-Union City Times

EVENT 10: SPORTS COVERAGE

- 1 Mustang Times
- 2 The Moore American
- 3 Union Boundary
- 4 Biskinik

EVENT 11: PHOTOGRAPHY

- 1 Mustang Times
- 2 Minco-Union City Times
- 3 Osage News
- 4 Union Boundary

EVENT 12: COMMUNITY LEADERSHIP

- 1 Biskinik
- 2 Mustang Times
- No Third or Fourth Place*

COLLEGE DIVISION
Sequoyah Award Winner:
THE DAILY O'COLLEGIAN
(Oklahoma State University)



EVENT 1: NEWS CONTENT

- 1 The Daily O'Collegian, OSU
- 2 Northwestern News, NOSU
- 3 The Oracle, ORU
- 4 The Vista, UCO

EVENT 2: LAYOUT & DESIGN

- 1 The Daily O'Collegian, OSU
- 2 The Oracle, ORU
- 3 The Vista, UCO
- 4 Pioneer, OCCC

EVENT 3: ADVERTISING

- 1 The Daily O'Collegian, OSU
- 2 Northwestern News, NOSU
- 3 The Oracle, ORU
- 4 The Vista, UCO

EVENT 4: SALES PROMOTION

- 1 The Daily O'Collegian, OSU
- 2 The Oracle, ORU
- No Third or Fourth Place*

EVENT 5: IN-DEPTH ENTERPRISE

- 1 The Campus, OCU
- 2 The Daily O'Collegian, OSU
- 3 Pioneer, OCCC
- 4 The Oracle, ORU

EVENT 6: EDITORIAL COMMENT

- 1 The Oracle, ORU
- 2 Northwestern News, NOSU
- 3 Pioneer, OCCC
- 4 The Vista, UCO

EVENT 7: PERSONAL COLUMNS

- 1 The Daily O'Collegian, OSU
- 2 The Campus, OCU
- 3 The Oracle, ORU
- 4 Northwestern News, NOSU

EVENT 8: NEWS WRITING

- 1 The Oracle, ORU
- 2 Pioneer, OCCC
- 3 The Daily O'Collegian, OSU
- 4 The Vista, UCO

EVENT 9: FEATURE WRITING

- 1 The Oracle, ORU
- 2 The Campus, OCU
- 3 The Daily O'Collegian, OSU
- 4 The Vista, UCO

EVENT 10: SPORTS COVERAGE

- 1 The Daily O'Collegian, OSU
- 2 The Oracle, ORU
- 3 The Vista, OSU
- 4 Northwestern News, NOSU

EVENT 11: PHOTOGRAPHY

- 1 The Daily O'Collegian, OSU
- 2 The Vista, UCO
- 3 The Oracle, ORU
- 4 The Campus, OCU

EVENT 12: COMMUNITY LEADERSHIP

- 1 The Oracle, ORU
- 2 The Daily O'Collegian, OSU
- 3 15th Street News, Rose State
- No Fourth Place*

OKLAHOMA PRESS ASSOCIATION

TIM SCHNOEBELEN

2012 OPA Milt Phillips Award Winner

Tim Schnoebelen, publisher of The Mooreland Leader, received the Oklahoma Press Association's H. Milt Phillips Award during the June 8 awards banquet at the OPA's Annual Convention at the Reed Center in Midwest City.

Schnoebelen is a third generation publisher of The Leader, where he shares responsibilities with his wife, Karen, and son, Jeff.

"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," said Schnoebelen. "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.

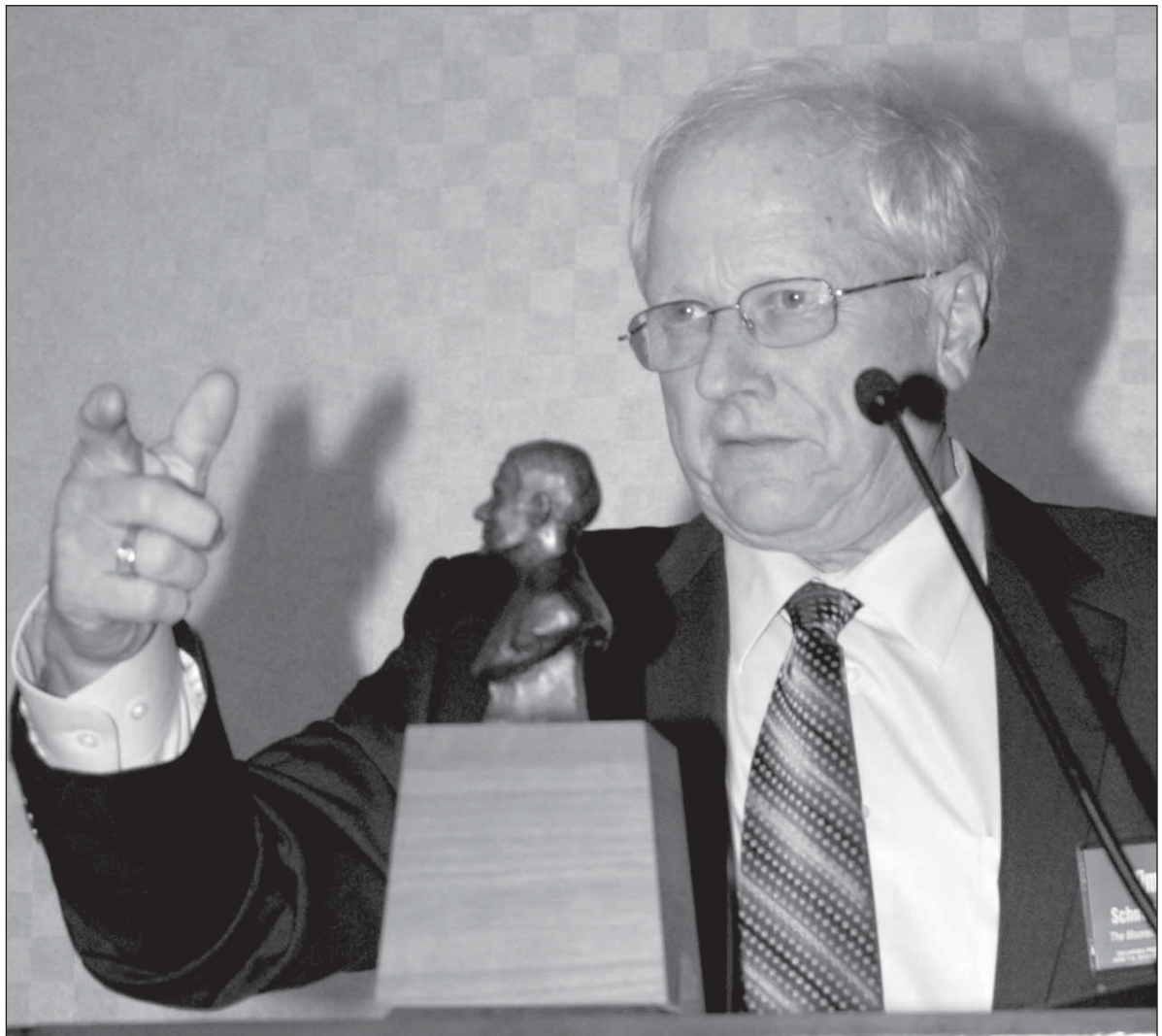
Schnoebelen was proud of being able to come back and carry on what his granddad started and dad continued.

"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."

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.

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."

Tim and Karen have three sons and a daughter – Jeff and Joel, both of Mooreland, Jay of Skiatook and Gina of Lindsay – and 11 grandchildren.



Tim Schnoebelen, the third generation publisher of The Mooreland Leader, expresses his gratitude after receiving the Milt Phillips Award at the OPA Convention on June 8 in Midwest City.

THE H. MILT PHILLIPS AWARD is the highest honor given by the Oklahoma Press Association.

Selection of the award is 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 individuals they felt gave the same quality of service to family, community, country and newspapers as had H. Milt Phillips.

H. Milt Phillips purchased The Seminole Producer in April 1946. Prior to beginning his newspaper career, he served as department adjutant of the Oklahoma American Legion and as editor of the Oklahoma Legionnaire.

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

CONVENTION COVERAGE

JOAN GILMORE

2012 ONF Musselman Award Winner



Joan Gilmore accepts the Beachy Musselman Award from ONF President John D. Montgomery, publisher of The Purcell Register. The award was presented at the OPA awards banquet on June 8.

THE BEACHY MUSSELMAN AWARD is presented annually by the Oklahoma Newspaper Foundation to recognize a journalist for his or her contribution to the field of printed journalism or its related field. The recipient of the award receives a plaque and \$1,000.

The award, which was established in 1969 to recognize and encourage quality journalism in practice, education and research, is named after the late Norman Beachy Musselman. The former editor and general manager of the Shawnee News-Star also served as president of the Oklahoma Press Association.

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

Joan Gilmore, the 2012 recipient of the Oklahoma Newspaper Foundation's Beachy Musselman Award, is a columnist for The Journal Record in Oklahoma City.

The award was presented to Gilmore at the Oklahoma Press Association's Annual Awards Banquet on June 8 in Midwest City.

Gilmore's journalism career has spanned nearly 60 years, almost all of it in Oklahoma.

At the Oklahoman, she was at one time the Women's News Editor and later that paper's first female city editor.

Joan Gilmore blazed a trail when she launched an awards luncheon known initially as Corporate Woman of the Year. That was 30 years ago, when women were first gaining a foothold in corporate America, and Joan saw the need to recognize and encourage those accomplishments. The program continues today as The Journal Record's Woman of the Year event.

Her civic activities are numerous. She was a founding board member of Leadership Oklahoma City, Executive Service Corps of Central Oklahoma, Children's Medical Research Institute and Fashion Group International of Oklahoma. She has served on the boards of dozens of civic organizations ranging from Allied Arts to Traveler's Aid and the YWCA.

She is a member of the Oklahoma Journalism Hall of Fame, a recipient of the Governor's Award, the Leadership Oklahoma City Founder's Award, the Redlands Girl Scouts Woman of the Year in Communications and the Outstanding Alumna Award for Community Service from Drury University. In 1974, she received the National Communications Award from the National Association of Colored Women's Clubs for helping improve race relations in Oklahoma City.

Joan Gilmore helped pave the way for female journalists in Oklahoma. Today, she continues much of her civic work as well as writing a daily column in The Journal Record.

A native of Waukegan, Ill., Mrs. Gilmore graduated from Drury College in Springfield, Mo., with a degree in English. In addition, she has studied at Oklahoma City University, Columbia University (NYC) and Oklahoma State University Tech.

She is married to Alfred W. McLaughlin, Jr., retired national-award winning director of photography for The Daily Oklahoman & Sunday Oklahoman. She has one stepson, Steven McLaughlin, and two grandchildren.

OKLAHOMA PRESS ASSOCIATION



Wayne Trotter, co-publisher of The Countywide & Sun, and William H. Howell from The Pawnee Chief were inducted into the OPA Half Century Club on June 8 during the OPA Awards Banquet at the Reed Center in Midwest City. Henry Ketchum and Joye Wright also were inducted but were unable to attend.



Ten of the 11 inductees into the OPA Quarter Century Club accepted their award at the OPA Awards Banquet on July 8 in Midwest City. Standing: Mark Codner, The Madill Record; James Coburn, The Edmond Sun; Ed Darling, The Duncan Banner; Stacey R. Cole, Sequoyah County Times, and Robby Parsons, The Shawnee News-Star. Seated: Lori Cooper, The Carnegie Herald; Rose Lane, OKC Friday; Paula Midgley, Poteau Daily News; Cindy Shea, Oklahoma Press Service, and Peggy Smith, The Hughes County Times. Robert Fisher was unable to attend.

Four inducted into OPA Half Century Club

Four newspaper professionals were inducted into the Oklahoma Press Association's Half Century Club during the June 8 awards banquet at the Reed Center in Midwest City.

This year's honorees were William H. Howell, Henry Ketchum, Wayne Trotter and Joye Wright.

The Oklahoma Press Association established the Half Century Club in 1956 to honor newspaper men and women who have dedicated 50 or more years of professional service to the newspaper industry.

To be eligible for membership in the Half Century Club, nominees must have completed any 20 years of their newspaper experience at an Oklahoma newspaper. Credit is given for work as a carrier or stringer as well as for wartime service.

Following is information on each of this year's inductees.

WILLIAM H. HOWELL

A war veteran and veteran newsman, William H. Howell has worked most of his life at The Pawnee Chief as news and sports editor, photographer and commercial printer. He worked at The Shidler Review in 1964 after high school and served in Vietnam. In 1973, he attended Haskell Indian Junior College.

Howell has been at The Pawnee Chief since 1979, but before he started there he worked at Woodward County Journal, Fairview Republican, Cherokee Messenger and Republican, Tonkawa News, Collinsville News and The Hennessey Clipper. In 1996, Howell was one of the Olympic Torch Relay runners.

HENRY KETCHUM

The Purcell Register has had a jack of all trades working for the newspaper since 1966. Henry Ketchum, who started at the Sapulpa Daily Herald in 1961, has been a photographer, designer, web press and job work pressman and crime reporter during his time at The Register.

His most noted story was covering the murder of the Melvin Lorenz family. He also photographed the trial. Ketchum still runs a rack route for The Register.

WAYNE TROTTER

Now co-publisher of the award-winning Countywide & Sun, Wayne Trotter has been editing and reporting professionally for 53 years. He's celebrated for his editorials and columns, which have won OPA's statewide monthly contest more than 75 times. Trotter graduated from the University of Southern Mississippi in 1961.

His career included working at the Jackson (Miss.) Daily News, the Bristol (Va.) Herald Courier, the Commercial Appeal in Memphis, and the Courier-Tribune in Asheboro, N.C., before Trotter and his wife, Gloria, bought The Countywide News in 1983. They have also published The Shawnee Sun and The McLoud News. Trotter was president of the OPA in 1999.

JOYE WRIGHT

Linotype got Joye Wright started in journalism. After marrying Stanley Wright in 1956, she moved with him to Shamrock, Texas, where she became a linotype operator in 1962. The Wrights bought The Apache News two years later and publish it today.

They also own a commercial printing shop, Wright Way Printing. Joye Wright said she has seen many changes, from hot type to new technology, which make publishing a newspaper faster and easier. Wright has three children, five grandchildren and three great-grandchildren. She was named Woman of The Year in 2002 by the Apache Chamber of Commerce.

CONVENTION COVERAGE

11 new members in the OPA Quarter Century Club

The Oklahoma Press Association inducted 11 new members into its Quarter Century Club at the June 8 Awards Banquet in Midwest City.

This year's inductees were James Coburn, Mark Codner, Stacey R. Cole, Lori Cooper, Ed Darling, Robert Fisher, Rose Lane, Paula Midgley, Robby Parsons, Cindy Shea and Peggy Smith.

In 1998, the Oklahoma Press Association established the Quarter Century Club to honor newspaper men and women who have dedicated 25 or more years of professional service to the newspaper industry. To be eligible for membership in the Quarter Century Club, nominees must have completed at least 10 years of their newspaper experience at an Oklahoma newspaper.

Following is information on this year's inductees.

JAMES COBURN

A passion for capturing news on film turned to a passion for capturing news on paper for James Coburn. Coburn's 26-year career has been spent at The Edmond Sun. He started as a photographer in 1986 and he worked many beats, from features to crime, and is now the government reporter.

He covered issues as diverse as Alzheimer's sufferers, local charities and prisoners on death row. Coburn has won dozens of first place awards from the Associated Press and Society of Professional Journalists and helped The Edmond Sun win many Sequoyah awards in the OPA Better Newspaper Contest. In 2008, he won the American Cancer Society's High Plains Award for news reporting.

MARK CODNER

Summer reporting for Central State University (now University of Central Oklahoma) gave Mark Codner his start. Codner was an editor and writer for the CSU Vista, along with writing for "Eateries Ink," a publication for the Garfield's restaurant chain.

After graduating in 1988, Codner joined the staff of the Collinsville News. He edited The Coweta American and Skiatook Journal after that, then became managing editor at The Purcell Register. Codner moved from there to edit the Collinsville News. After a stop as assistant editor at the East Community section of the Tulsa World, Codner and his wife, Sherry, bought The Madill Record in 1994 in partnership with the publishers of The Purcell Register.

STACEY R. COLE

Stacey Cole's career started in advertising at The Southwest Times-Record in Fort Smith, Ark. He became night composing supervisor there and found his dream job. Cole has worked in composing at the Muskogee Phoenix and his hometown paper, The Sti-

gler News Sentinel, where he was also lead artist and head pre-press technician. Since 2011, Cole has been production manager at the Sequoyah County Times.

"This is the job that I have trained for my entire career," he said. "It is challenging, but also a lot of fun, and every day is different."

LORI COOPER

After graduating from Southwest Oklahoma State University, Lori Cooper worked at The Hydro Review and North Caddo County News. She became managing editor of The Carnegie Herald, a weekly, in 1986 and five years later, she and her husband, Donald, bought the Herald.

The Herald also houses one of the biggest full-time print shops in the county. In 1992, Lori was named Carnegie's Citizen of the Year. The town acknowledged her commitment to Carnegie again in 2001 with the B.W. Jolly Honorary Citizenship Award.

ED DARLING

Over a 51-year career in the Midwest and South, Ed Darling has been publisher of eight newspapers, editor of nine papers and chairman for five different chambers of commerce. Darling, publisher of The Duncan Banner, wrote his first article at age 12 for the Tuscaloosa (Ala.) News in 1960.

Darling has received many honors and held several leadership positions. He was president of the Alabama chapter for the Associated Press Managing Editors organization and the Alabama Press Association's Journalism Foundation. He was president in 1983 of the AP-Oklahoma News Executives group. Darling was executive editor of the Banner from 1980-1990, and returned to be publisher in 2011.

ROBERT FISHER

Robert Fisher has had great journalism mentors through the years – from his father, Jack D. Fisher, who edited the Alva Review-Courier, to Jack Lancaster and Larry Wade at The Elk City Daily News.

Fisher attended Northwestern Oklahoma State University, where he edited the yearbook his freshman year, and graduated from the University of Oklahoma. Fisher started at The Elk City Daily News as a reporter and photographer in 1980 and became managing editor two years later.

ROSE LANE

Radio, society news and tourism coverage make up a large part of Rose Lane's career. Before she started at OKC Friday in 2002, she was assistant news director at a station in Osage Beach, Mo., then joined the staff of the Lake Sun Leader Newspapers in 1986. Lane worked there for 15 years and became

special sections editor, then helped create a weekly newspaper for the company. In 1998, she was editor and sales executive for Vacation News, the Lake Sun Leader's sister publication. She started as news and society editor at OKC Friday, then worked her way up to managing editor and general manager.

PAULA MIDGLEY

In 1987, back when The Poteau Daily News had "compositors," the newspaper hired 20-year-old Paula Midgley. She worked in layout, then went to college to study business administration. In 1994, she graduated and became Poteau's business manager. She's retiring after 25 years at the newspaper – but she'll stay busy. Midgley plans to study human and family science in order to become a classroom teacher. She and her husband, George, have six children.

Midgley's up for a new challenge, she said. "I grew up here, I raised my kids here," she said. "I'm going to miss it, but I'm excited to make a change, too."

ROBBY PARSONS

Robby Parsons started as an inserter in The Shawnee News-Star's mailroom in 1987. He was promoted to night supervisor, pressman, mailroom day supervisor then production manager. He's in charge of all News-Star press and mail operations. Under his leadership, the newspaper has won the OPA Print Quality award twice and prints most of the newspapers in eastern Oklahoma.

CINDY SHEA

After attending the University of Kansas, Cindy Shea began her Oklahoma newspaper career as an account executive at The Edmond Sun in 1986.

She spent nine years in Edmond, then became advertising director at OKC Friday.

For the past 13 years, she has been in the advertising department of the Oklahoma Press Service at the OPA. Shea is OPS media manager and places newspaper advertising in Oklahoma and around the country.

She has a son, Michael, who attends Oklahoma State University.

PEGGY SMITH

The Hughes County Times has had Peggy Smith on the payroll since 1977. Smith learned to do almost everything, from payroll, distribution and circulation to reporting and ad sales. She's office manager now, but still works in circulation and layout.

Smith works on both The Weleetkan and The Hughes County Times. She and her husband, Earl, have been married 47 years and have two daughters, four grandchildren and three great-grandchildren.

OKLAHOMA PRESS ASSOCIATION

Variety of awards honor OPA members at convention

Other OPA and ONF awards presented at the 2012 Annual Convention included awards for outstanding outdoor writing, print quality, websites and advertising insertion excellence.

Kelly Bostian was the 2012 ONF Joseph H. Edwards Outdoor Writer of the Year award winner. The Joe Edwards Award honors a writer whose published work exemplifies and captures Edwards' passion for the outdoors.

The 2012 Print Quality Winners were The Clinton Daily News in the daily division and Suburban Graphics in the weekly division. The Print Qual-

ity Contest was established in 2008 and is open to all presses that print OPA business or sustaining member newspapers. Papers are judged on black ink laydown, halftone quality, color registration, page alignment and overall print appearance.

This year was the inaugural year for the Perfecta Award. It is given to OPA member newspapers that achieve 100 percent accuracy on advertising orders from Oklahoma Press Service in the previous year. See page 17 for a list of 2012 winners.

The OPA Website Contest was established in 2005 to encourage more news-

papers to build sites and to reward those that had one. Sites are judged for news content and coverage, visual appeal, navigation, organization, integration of advertising, timeliness and updates to the site.

Bartlesville Examiner-Enterprise placed first in the daily division. The Shawnee News-Star placed second, The Journal Record placed third and The Daily Elk Citian placed fourth.

In the weekly division, the Owaso Reporter took top honors with the Oologah Lake Leader placing second, The Bigheart Times third and the Okemah News Leader fourth.

This year was the first year there has been a President's Award given since 2005. OPA President Rusty Ferguson presented Ramona Brown, general manager of the Hominy News-Progress with this year's award in appreciation of three decades of unwavering loyalty as both a newspaper professional and friend.

The President's Award was established as a way for presidents of the OPA to honor an individual who contributes to the newspaper industry and the community, and who has affected their life in a positive manner.



Top left: Rod Serfoss, publisher of the Clinton Daily News, accepts the Print Quality Award for daily newspapers from Robby Trammell, news director at The Oklahoman and OPA awards chairman.

Top right: OPA President Rusty Ferguson presents the President's Award to Ramona Brown, general manager of the Hominy News-Progress.



Bottom left: Editor William Swaim, Neighbor News, receives the 2012 Web Award in the weekly division from Robby Trammell.

Bottom right: Chris Rush, Bartlesville Examiner-Enterprise publisher, accepts the 2012 Web Award in the daily division from Robby Trammell.

CONVENTION COVERAGE

Five minute talks get thumbs up at convention

Ideas from newspaper executives gave attendees at the opening session of the OPA Annual Convention information they could take home and put to use.

Seven presenters – Jeff Shultz, Roger Thompson, Rod Serfoss, Kelly Bostian, Jeff Mayo, M. Scott Carter and Warren Vieth – shared their ideas in five-minute increments during News Flash.

SMARTPHONE TEXT ALERTS

Demonstrating how to set up news text alerts on a smartphone was Jeff Shultz, publisher of The Garvin County News Star. Shultz uses Group Texting by Matt Stockton (available for \$2.99 at the App Store) to send breaking news to his 275-plus subscribers.

To get readers to sign up, Shultz recommends promoting the free text alert service online and in print that asks subscribers to text you the phrase “Text Alerts.”

To send a text alert, Shultz simply types in the news. For example: “Breaking news from the News Star. Murder suspect caught in Pauls Valley. Look for more details on the News Star’s website at www.gcnews-star.com.”

Shultz not only uses the text alert system for breaking news but also to remind subscribers of upcoming community events.

“It helps brand the paper and get the news out,” said Shultz. “You want to be the news and information source for your area.”

SATURATION MAIL

If you’re looking for a way to extend your customer reach through saturation mail, Roger Thompson, publisher of the Okemah News Leader, has found the solution. Thompson uses Every Door Direct Mail, which eliminates the need for mailing lists, permits and the associated fees.

EDDM eliminates the need to apply individual names and addresses to each mail piece and costs only 14.5 cents per piece.

The direct mail program, available from the U.S. Postal Service, provides a benefit to customers that is otherwise unobtainable, said Thompson.

“We use EDDM to increase revenue, and it’s a great partnership with the local post offices,” Thompson said. “And our merchants love it.”

SPOTLIGHT ON READERS

In Clinton, Rod Serfoss is putting the spotlight on his readers. Always looking for ways to get photographs of local citizens in the Clinton Daily News, Serfoss anchors page 1 with mug shots of 10 local residents over the tag line “Proudly Saluting Western Oklahoma’s Diverse Working Community!”

“It’s still special to get your picture in the paper,” said Serfoss. “Our readers love it and everyone talks about it. It’s a great advertising tool.”

The front-page mug shots have even helped the police identify suspects.

BASSMASTER CLASSIC

If you have anglers in your area,

don’t miss some good story opportunities from the Bassmaster Classic. Kelly Bostian, Tulsa World outdoors writer, said chances are your community has fans of this event, which will take place Feb. 22-24 at Tulsa’s BOK and Convention Center.

“It’s a big deal,” he said. “There are all kinds of stories springing off this thing.”

The event is easy to cover. Results and quality photos are available to download at bassmastermedia.com after registering and creating a password.

“If you’re trying to keep up with a story, get the information online,” said Bostian. “There’s a wealth of stories there for you.”

DIGITAL DELIVERY

If you’re looking for a way to deliver your newspaper digitally but only have a few subscribers, YouSendIt® may be the answer, said Jeff Mayo, associate publisher of the Sequoyah County Times.

YouSendIt allows you to send large files by e-mail, including the e-edition of your newspaper. An e-edition is an electronic version of a printed newspaper, almost always in PDF format and an exact replica of the printed product, errors and all.

Mayo uses the Pro Plan, listed on YouSendIt’s website at \$9.99/month or \$99/year.

“It can knock down your postal rates for out of state subscriptions,” said Mayo, who charges his in-county rate for the e-edition.

For more information about YouSendIt, visit their website at www.yousendit.com.

INVESTIGATIVE REPORTING

M. Scott Carter, a reporter for The Journal Record in Oklahoma City, covered 10 things to make your investigative stories stronger.

“You’ve got the interview, talked to the people and now you need the documented proof,” said Carter. “It adds layers to the story.”

Online resources include court documents, state documents, state campaign records, financial records, federal election records, county records, telephone-based records, social media, analytical records, personal records and search engines.

“All these should be in every reporter’s handbook,” said Carter. “They’re valuable tools.”

Carter’s presentation included websites related to each of the 10 categories. For example, to search for state campaign records, go to <http://services.ok.gov/ethics/public/index.php>. Here you can find campaign officials, donors, campaign finances, lobbyists registrations and campaign expenditures.

Social media sites are another good place to search for information or story ideas. “You don’t have to spend a lot of time there but it’s worth the effort,” said Carter.

OKLAHOMA WATCH

Warren Vieth from Oklahoma Watch was the last presenter. Oklahoma Watch is a non-profit, investigative and in-depth reporting team that collaborates with other news organizations and higher education to produce journalism that makes a difference in the lives of Oklahomans.

The service is launching a series of data-gathering and reporting projects designed to produce localized stories for OPA member newspapers. These projects will explore economic, political, cultural and demographic trends of importance to all Oklahomans.

“Instead of one-size fits all journalism, we want to custom tailor projects,” said Vieth.

Newspapers interested in working with Oklahoma Watch on a localized story or that have ideas for project topics should contact Vieth by email at wvieth@sbcglobal.net.

News Flash offered attendees a new topic every five minutes. What a great way to generate new ideas!



OKLAHOMA PRESS ASSOCIATION

Use design to increase revenue

Ed Henninger kicked off the second day of this year's OPA Annual Convention with his talk "Your Design is a license to print money." Henninger, a nationally renowned design consultant and speaker, talked about design ideas that newspapers can use to improve advertising and increase revenue.

Some ideas seemed unorthodox to purists in the room, as was evidenced by the groans, while others are just a logical progression of what the newspaper industry has become. All were simple and easily implemented.

A few of the standouts were:

SEQUENCING: Does your paper charge more for premium placement in the paper and on certain pages? Or do you charge by size? If you're not charging more for quality placement you could be missing out on a great source of revenue. Charge more for an ad on page three than you would on page two or four. Why? It's the first page someone sees when they open the paper.

Does your client want a page one ad but you don't have the space? Offer to sell them an ad next to a front-page story on the jump for a premium.

THE SKINNY STRIP: The Skinny Strip is an easy and unobtrusive way for advertisers to get a lot of exposure without having to sacrifice editorial copy. A one-inch ad strip spans the entire top or bottom of the page. It's a great way to get a "sponsor" for a page, such as a sporting goods store using a skinny strip ad on a sports page, or a restaurant advertising in a food or lifestyle section.

PHOTO SALES: Offering a convenient way for readers to buy photos is another chance for your paper to generate extra revenue. Readers might want to commemorate an iconic moment one of your photographers captured or they might want to have the picture of their grandchild that ran on a page. Simply add a line to all photo captions saying "You can buy this photo at www.your-website.com" and advertise the service on your website.



ED HENNINGER

PREMIUM LISTINGS: You can add premium listings to your classifieds, birth announcements, engagement announcements, obits, etc. Want to run a picture with your ad? Upcharge. Want it to be color? Upcharge. Want color to run with your classified ad? Upcharge. Many papers offer these amenities or even entire announcements at no charge but there is still an opportunity to upsell these items.

QR CODES: These are a type of bar code that readers scan with a smartphone. They can be programmed to take you to websites, photo galleries, coupons, documents and more. Offer to add these on your ads for a premium. With QR codes, not only can you put your client's ad in print, you can also direct readers to their website easily and instantly.

Creating a QR code is free and some savvy advertisers are already adding the codes themselves. Offer it as a new service to those who don't know about it.

Snippets from concurrent

Six concurrent sessions were held on Saturday, June 8, during the OPA Annual Convention. Following is a brief look at those meetings.

CRIME REPORTING

Crime reporting is an important aspect of many community newspapers.

"Next to sports and city hall stories, we use a lot of ink on the police and crimes beat," said Andy Rieger, executive editor of The Norman Transcript. Rieger was joined by John D. Montgomery, publisher of The Purcell Register, and Barb Walter, co-publisher and editor of The Hennessey Clipper, for a panel discussion about crime reporting in small towns.

Montgomery placed importance on having a working relationship with chiefs of police and district attorneys. His relationship with Purcell's police chief and DA helped him save a story after his local DA issued a gag order.

Walter discussed a handout from Ziva Branstetter, Tulsa World enterprise editor, on developing sources. These can make your job much easier when a crime actually happens, Walter said.

Most public bodies have self-appointed watchdogs that you should get to know. You should also have business cards or contact info for all of the sources you have used in the past. Make sure you call and check in on sources every few months.

Rieger offered a list of his own tips to keep in mind when reporting on crimes. When reporting a heinous crime, be sure to mention in your story how often something like that happens in your community. This puts things in perspective for your readers.

Always use full names and ages of people in your stories. Your town could have three John Smiths.

Request search warrant return files. The return files will show what was found while the warrant was being carried out as well as where the warrant

was carried out. This can often show you who an investigation is focused on.

Foster goodwill with your police force by writing congratulatory stories about retirements, police fund raisers, etc.

Don't forget about the victims. Often they want to tell their story as much as you do.

GENERATING REVENUE THROUGH COMMUNITY EVENTS

Teaming up with your readership by hosting an event can be a great way to raise revenue for your paper beyond normal methods of ad sales and subscriptions.

Jeff Mayo, associate publisher at the Sequoyah County Times, Sunny Cearley, advertising director at The Journal Record, and Jeff Funk, publisher at the Enid News & Eagle, all spoke about the various community events that their papers host each year. They also offered some tips for those looking to plan events of their own.

The largest event that the Sequoyah County Times holds each year is their Retirement Fair in June.

"To get a crowd, you've got to give stuff away," Mayo said.

Each vendor is required to bring a prize worth at least \$25 to give away at the event. The paper also offers a grand prize of \$500 to attendees just for showing up and entering. Vendors also are required to purchase a half-page ad in the paper.

With an established event like the Retirement Fair, consistency is important. "You need to have it at a convenient time, at the same time, every year," Mayo said.

Most of the events The Journal Record holds each year are award related.

With awards events, preparation in advance is incredibly important, said Cearley.

Nominations forms need to be created and promoted. Judges need to be found or an awards committee formed. Speakers or presenters need to be

CONVENTION COVERAGE

sessions held during the OPA Annual Convention

secured. Caterers might need to be hired, etc.

Finding event sponsors is another important step.

“Look at the pool of honorees and then look for who would want to reach those people,” Cearley said.

Some papers get very creative with their community events.

For the past three years, the Enid News & Eagle has held the “Dachshund Dash,” a dachshund race where local people race their wiener dogs against others.

The News & Eagle also teamed up with a local non-profit to put on the Smokin’ Red Dirt Barbecue Festival. This Kansas City Barbecue Society sanctioned competition is held in conjunction with downtown Enid’s arts festival.

After every event it’s important to look at earnings and losses. Check to see if enough revenue was generated to justify the time and money you and your staff put into the planning and execution of the event.

WHEN WRITE IS WRONG

If you’re looking for ways to make what you write work better for your readers, write short.

That was the advice presented by design consultant Ed Henninger at a session titled “When Write is Wrong.”

“You don’t need to write everything,” said Henninger, who recommends using tools such as pull quotes, info boxes and number boxes to help readers digest information.

“Stop thinking you’re a writer,” he said. “We’re not in the business of writing, we’re in the business of bringing meaning to people’s lives.”

Editors should direct writers to help keep them focused, Henninger said. “Talk about the story before they go cover it,” he said.

To help writers stay focused, Henninger suggests editors conduct what he refers to as a three-minute story conference. Ask the reporter what’s happening; what’s the lead; who’s

going to be there; what are they going to say.

“Every good reporter knows what the story is about before he or she goes out there,” he said.

Make sure these four questions are answered in the story conference: 1) How long is it? 2) When am I going to get it? 3) What’s the photo? and 4) What’s the graphic?

“Those three minutes of planning guarantee you 30 minutes less editing time,” Henninger said. “You just saved yourself 27 minutes. Wouldn’t you like to do that on every page 1 story? You bet.”

Henninger also recommends creating a planning group for projects. He advises a three-month planning process – the first month to decide what you want to do, the second to define what interviews and photos are needed and the third to design.

And once that project is completed, don’t forget to conduct the postmortem, which includes what worked and what didn’t work. Take all the notes along with the project, put it in an envelope and file it away, said Henninger.

“When you start thinking about what you want to do next year, you’ve got what you did this year in one place,” he said.

MORE THAN FAIR AND BALANCED

If you spend enough time reporting the news, you are bound to run into some ethical gray areas.

“More than Fair and Balanced” was a panel discussion led by Mike Strain, news editor at the Tulsa World; Robby Trammell, news director at The Oklahoman, and Rob Collins, executive editor at the Enid News & Eagle. The session featured tips and a conversation about dealing with ethical dilemmas that many journalists face.

One tip that every speaker pointed out was that when faced with an ethical dilemma (whether to publish a victim’s name, a victim’s image, etc.), have a conversation in the newsroom. Talk to your peers, talk to your editors. Ask

a colleague to play devil’s advocate. In the dialogue you discover potential problems.

Trammell outlined a three-step process for dealing with ethical problems:

1. Test yourself. How do you feel about this story? If it is going against your morals and ethics as a person?

2. Seek out experts. Find someone whose opinion you respect and have a conversation about the problem. Also, look at precedent. Has your paper covered something similar in the past? How did it go about that?

3. Try to talk to all parties involved as much as possible. If you can’t talk to those that could be potentially affected, have someone play devil’s advocate and talk to them.

Strain also stressed remembering that you are writing stories about real people. He recalled a story about weight gain and high school football players in the Tulsa World and a piece of artwork that caused so much embarrassment for a player that he ended up quitting the football team.

“We treated it like a story, instead of like people,” Strain said.

CHANGES TO THE USPS

Periodicals mailers heard the latest updates on changes affecting their mail during Max Heath’s session.

Starting on a positive note, Heath, postal chair for the National Newspaper Association, informed attendees that newspapers may count electronic subscriptions for USPS fiscal year 2011, starting Oct. 1, 2011, through Sept. 30, 2012.

These subscribers may be reported on the Oct. 1, 2012, Statement of Ownership.

“This is the latest, greatest news from NNA,” said Heath. “We worked four years for this.”

Heath said a new hard-copy form 3526 is under development but the electronic form via PostalOne! will not be changed until 2013.

In other postal news, Heath report-

ed that the Intelligent Mail Barcode (IMb) will be required beginning on Jan. 28, 2013. The basic IMb will replace the POSTNET barcode that the Postal Service has been using for the last 30 years.

Heath also discussed the timely delivery of newspapers, and said NNA’s hard work has so far preserved service standards for mail entered at delivery offices.

Regarding the five-day delivery proposal, Heath said the USPS has moved the proposal to its 2013 fiscal year, which begins Oct. 1, 2012.

“Only Congress can approve the five-day delivery schedule, and has shown no inclination to do so since first proposed in 2009,” Heath said.

A 22-page handout that included tips on everything from DDU options to using tubs to improve delivery was distributed to attendees at the session.

NICHE PUBLICATIONS

Before Ed Darling reviewed niche publications during his session at the convention, the publisher of The Duncan Banner delivered an impassioned speech about newspapers.

“What we need to do most to generate more money in our markets is to put out the best newspaper we can every day,” Darling said. “We’ve got to recognize and understand the value of what we control as a product and how we can make things work to make our communities better.”

Newspapers must find a way to keep their writing and news coverage local, while building and maintaining relationships with customers.

Newspapers should be selling benefits, not ads, said Darling. “We need to be linking people and we need to be making a difference in those people’s lives, not selling ads,” he said.

The future of newspapers is changing but Darling believes that newspapers that embrace the principles of the past can remain viable and profitable.

OKLAHOMA PRESS ASSOCIATION

Congressmen speak at convention



Three members of Oklahoma's congressional delegation spoke at the OPA Annual Convention in Midwest City on June 9 – Dist. 5 Rep. James Lankford, Dist. 2 Rep. Dan Boren and Dist. 3 Rep. Frank Lucas.

Oklahoma's congressional delegation will soon be hearing from newspapers about the U.S. Postal Service situation, Mark Thomas told Oklahoma's congressional delegation at the annual Oklahoma Press Association Convention at the Reed Center in Midwest City.

U.S. Reps. Frank Lucas, Dan Boren and James Lankford were on hand to answer questions from OPA members at the June 9 session.

Speaking about the massive problems at the post office, Thomas said some of the proposed solutions cause problems.

"Their solution is to partner with direct mail companies and take business away from us," Thomas said. "Newspapers put \$5 million a year in the Postal Service but it seems like they're trying to drive us away. You're going to be hearing a lot about that in the next few weeks."

Responding to the statement, Lucas said postal problems stem from the 1970s when senior management in Washington, D.C., decided to move from a service-oriented organization into bulk mailing.

"I don't know how we overcome this," said Lucas, "but I

know six-day delivery matters in my district."

The Postal Service lost \$8 billion each year the past two years and is projected to lose between \$5.5 and \$8 billion again next year, said Lankford, a member of the House Committee on Oversight and Government Reform. "It's an incredibly serious issue."

"I'm on the side of newspapers," said Boren. "It's an easy call for us."

The congressmen also fielded the question of who Gov. Mitt Romney should consider as his running mate.

"I have to believe they step away from Congress to pick someone," Lucas said. "He needs someone who understands health care. He needs someone who would do the most effective job of going after people."

"Don't be surprised on the final list of six if you don't see your junior senator's name."

U.S. Sen. Tom Coburn's name has come up as a possible running mate before.

Lankford said he would like to see "a workhorse and a person who knows details – someone like Mitch Daniels." Daniels is governor of Indiana.

Boren suggested U.S. Sen. Rob Portman, R-Ohio.

Boren, who announced last year he was not seeking a fifth two-year term from the state's second Congressional District, was asked about his plans.

"We're very close to that decision and in the next few weeks will announce something," Boren said. "I can tell you this, it's not going to be in Washington, D.C. It's going to be in Oklahoma ... and it's not going to be in any kind of political office. I'd like to get back to the business world. Most people assume I'm an attorney but I have an MBA, I love the business world and I'd like to get kind of involved in that."

In response to a question about federal gridlock, Lucas said a liberal president, a conservative House and a Senate with a 53-47 split leaves nobody in control.

"We're on a teeter-totter bouncing around," Lucas said. "This November your neighbors and my neighbors across the country have got to decide which way we go. We're where the voters put us and this is not any fun for us. But it will change in November. Somebody will be in control."

Governor Fallin praises press at OPA convention



Speaking to members of the Oklahoma Press Association on June 8, 2012, Oklahoma Gov. Mary Fallin expressed her appreciation for the press.

"You are the bedrock of our information in our state and in our communities," said Fallin. "You are the ones who give life to communities you represent because you let people know what's going on. You're an important part of every community in our state."

After reviewing the 2012 legislative session, which ended May 25, Fallin answered questions from the audience.

In response to a question regarding school consolidation, Fallin said she will encourage public school districts to consolidate or share administrative services.

"It is time to have a debate about the structure of our school systems," Fallin said. "I can't tell you what that debate will look like, but certainly to look at the funding, the sources, the needs, the growth. We have some school communities that are growing in population ... and we have other school districts that are losing population."

It is important to look at the administration of the whole system and find ways to address concerns, she said.

"I'm not, at this point, for mandatory consolidation," she said. "But I think there are ways that we could look at ways to encourage schools where it makes sense to join together."

Asked about the status of a task force that was formed last month to try to come up with a possible solution in a federal lawsuit over water rights in Oklahoma, Fallin said the 19-member task force has met twice so far with the federal mediator assigned to the case.

"I'm under court order and can't tell details," she said.

"We believe it's in the best interest of the state for us to continue talking, continue mediating," she said.

"Legal processes that are long and drawn out and costly don't benefit anybody."

"It's not good for the state of Oklahoma. It's not good for economic development."

Last year the Chickasaw and Choctaw nations filed a federal lawsuit to stop Oklahoma's plans to draw water from Sardis Lake in Pushmataha County and deliver it to Oklahoma City. The task force is an effort to resolve the lawsuit.

CONVENTION COVERAGE



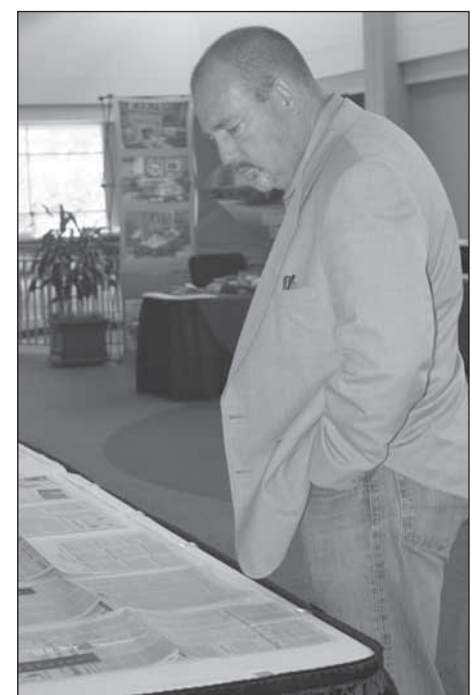
Kim Noe-Lehenbauer, The Norman Transcript, looks at the displays of winning entries from the 2012 OPA Better Newspaper Contest.



2012 OPA SEQUOYAH AWARD WINNERS. Standing: Karen Ediger, The Edmond Sun, Semi-, Twin or Tri-Weekly; Jeff Funk, Enid News & Eagle, Division 1; Ed Darling, The Duncan Banner; Division 2; Victoria Middleton, The Newcastle Pacer, Division 7; and Doug Russell, Stigler News-Sentinel, Division 4. Seated: Lori Cooper, The Carnegie Herald, Division 6; Faith Wylie, Oologah Lake Leader, Division 5; Steven Kizziar, Mustang Times, Sustaining Division; Kyle Fredrickson, The Daily O'Collegian, College Division; and Mary Mélon, The Journal Record, Division 3.



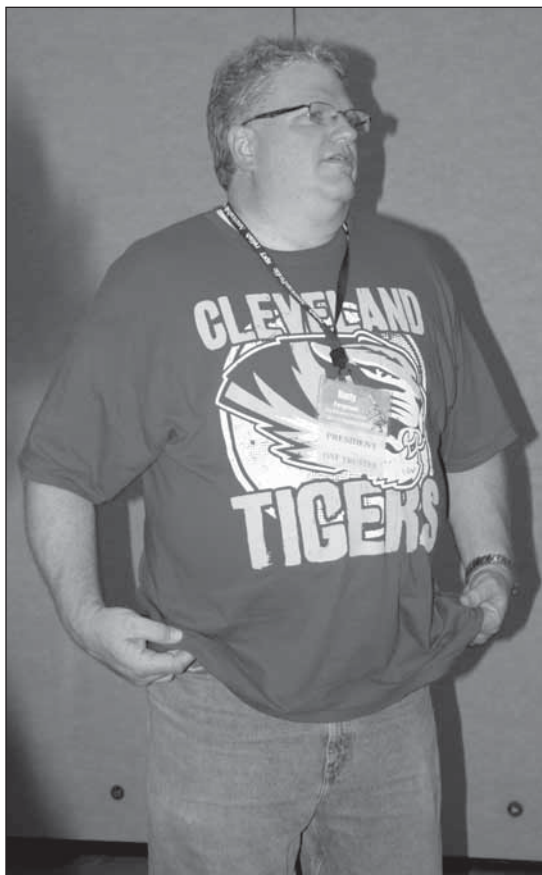
Waiting for the Awards Banquet to start are Shauna Belyeu, The Eufaula Indian Journal; Marilyn Leader, McIntosh County Democrat, and Dawnyal Hill, also from the Indian Journal.



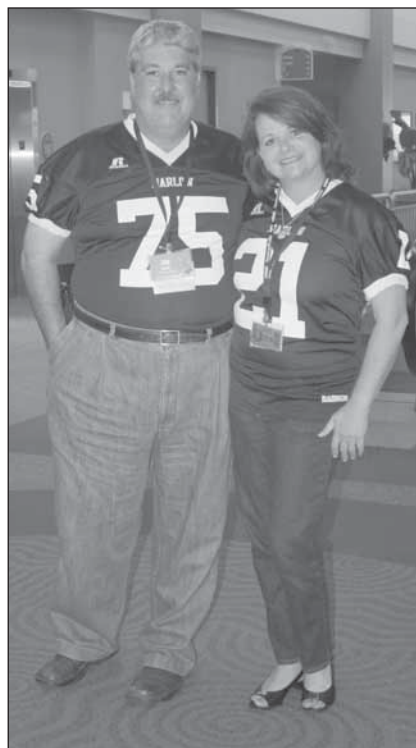
Derek Manning, publisher of The Daily Elk Citian, looking over the contest display at the 2012 OPA Annual Convention in Midwest City.

OKLAHOMA PRESS ASSOCIATION

OPA TEAM SPIRIT



OPA President Rusty Ferguson leads the team in his Cleveland Tigers T-shirt.



TEAM HRUBY – John and Tinker Hruby from The Marlow Review



TEAM FUNK – Jeff and LynnDe Funk from the Enid News & Eagle



TEAM RUSH – Chris and Sheryl Rush from the Bartlesville Examiner-Enterprise



Gracie and John D. Montgomery from The Purcell Register enjoy the team building challenges at the OPA Convention Welcome Dinner.



Matt Montgomery, sports editor at The Newcastle Pacer, has a football signed by Heisman Trophy winner Steve Owens. Owens, Billy Sims and Jason White – all Heisman Trophy winners from the University of Oklahoma – signed autographs at the OPA Annual Convention.

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CONGRATULATIONS TO THE 2012 SWEEPSTAKES CONTEST WINNERS

2012 Column Winner:

**DYRINDA
TYSON-JONES**

Mustang News



2012 Editorial Winner:

**TED
STREULI**

The Journal Record

2012 COLUMN SWEEPSTAKES WINNER **DYRINDA TYSON-JONES, MUSTANG NEWS**

EXCERPTS FROM **Community's heart trumps hate**

It's never good news when Westboro Baptist Church rolls into town — but you don't need me to tell you that. Westboro members link the misery in the world to what they consider America's casual acceptance of homosexuality.

Westboro Baptist Church feeds on grief and publicity, seeking out stages large and small to sate their collective appetite.

Members exercise their constitutionally protected right to free speech — reaffirmed by a Supreme Court ruling in March — by waving

their usual signs and thanking God for dead troops, dealing a double blow to families already struggling with grief and pain.

How do you face such hate?

You do what people here did Monday. As the family and friends of Sgt. Mycal Prince gathered at the Bridge AG to say one last, long, sad goodbye, crowds lined both sides of state Highway 152 near the church. Some came with signs, some with flags and some with simple respect.

Americans disagree on so much right now, including just whose god

is in the driver's seat, but we all seem to come together when it comes to Westboro Baptist Church. That may be their sole redeeming quality — they unite Americans in disgust.

Most of us probably didn't know Mycal Prince personally, but we all respect and mourn the sacrifice his family has to bear. And we all understand one thing, beautifully and simply expressed in a sign a woman held up out there Monday: GOD LOVES ALL.

That's how you face the hate. You smother it in love.

2012 EDITORIAL SWEEPSTAKES WINNER **TED STREULI, THE JOURNAL RECORD**

EXCERPTS FROM **Taking on a flawed system**

Two pit bull puppies in Sheila Ingram's care injured a neighbor, who complained to Oklahoma City officials. No one disputes that, but the extent of the injury and aggressiveness of the puppies remains a topic of debate. A municipal court judge will get a second chance to sort it out next week.

Ingram received a form that said she should turn up in Oklahoma City Municipal Court at 2:30 p.m. on Nov. 30, 2009. There was no mention that the city intended to try her at that time. Tried she was, though,

found guilty, and fined \$1,000. The puppies were to be euthanized.

Ingram thought that was unfair. She appeared as directed, but was not ready to defend herself in a trial. The Court of Criminal Appeals didn't think it was fair, either. The justices overturned the conviction and sent the matter back to the trial court for another go.

It's a rare resident who will invest the time and money to challenge such a system, especially when a family pet is being held at an animal shelter while the case drags on.

Sometimes the right thing comes

in a big, flashy package, such as a death-row inmate being exonerated through DNA after years of legal wrangling. And sometimes it turns up as micro-justice, wrapped up in a middle-age woman who cares more about the fairness of the process than the penalty assessed.

Ingram may be found guilty again, but her willingness to fight over process will push the city to change its notification procedure, which will prevent others from landing in a courtroom patently unprepared for a trial.

Good for you, Sheila Ingram.



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Judge for the 2012 ONG Column and Editorial Sweepstakes was Lindel Hutson, retired AP Bureau Chief for Oklahoma.

Enter and Win a \$100 Check from ONG!

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