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OPA President Jeff Shultz gives a complimentary copy of the Oklahoma Open Meetings and Records book to one of the 68 attendees at the Open Meeting and Open Records Laws seminar in Lawton. The state attorney general's office, in cooperation with the Oklahoma Press Association and Oklahoma Newspaper Foundation, is holding six seminars around the state this year. The seminars feature Rob Hudson, first assistant attorney general and former Payne County district attorney, and Diane Clay, the attorney general's communications director who has 21 years of experience working in media and government. The next seminar will be held Oct. 18 in Weatherford. For a list of the remaining seminar dates, see the OPA Calendar of Events on Page 2.

Journalism professor donates Emmys

University of Oklahoma journalism professor and ABC news correspondent Mike Boettcher received two national Emmys on Oct. 1 for his reporting in Afghanistan.

The awards are for his program *American Valor: The Land of the Brave*, a half-hour program about the Strong Eagle battle that aired on ABC's World News Tonight. His son Carlos was also involved in the project.

The news package won two categories – outstanding feature in a regularly scheduled newscast and best story in a regular scheduled news cast.

This brings Boettcher's number of Emmys to six and is also the first time an active college professor has received an Emmy while also being an active war correspondent.

Continued on Page 5

19 internships available to OPA member newspapers

For the sixth year, OPA member newspapers are eligible to receive ONF funding to cover a student intern's salary for eight weeks in summer 2013. Funding is made possible by a grant from the Ethics and Excellence in Journalism Foundation. There will be 19 newspapers chosen for 2013.

Applications to host an intern are due by Jan. 11, 2013. Host newspaper applications were mailed to publishers, and can be downloaded at OkPress.com/internships.

After an ONF selection committee chooses the host newspapers, these papers can hire from the applications submitted to ONF in March, or find an eligible intern through their own process.

The host application requires a short description of the host newspaper and the intern's responsibilities.

Host newspapers that can give interns multimedia experience will receive preference for selection.

Host papers give experi-

ence to the interns, but they also gain from them.

Gloria Trotter, co-publisher and editor of The Countywide & Sun in Tecumseh, said working with interns helps the newspaper serve its readers.

"Having an extra writer allowed us to cover things and do features we don't have time for otherwise," she said. "And the fresh perspective of a young journalist helps us find new ways to do things. Most of all, we enjoy helping a young journalist learn the business

and develop a realistic attitude about the profession."

Students in the intern program must be enrolled full time in a college or university as a sophomore, junior or senior for the 2012-13 school year, major in journalism, advertising or a related degree program and demonstrate a career commitment to newspaper journalism. For more information, go to www.OkPress.com/internships or email Member Services Director Lisa Potts at lpotts@okpress.com.



UP, UP AND AWAY!

OPA PRESIDENT'S COLUMN

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

I'm sure you'll read more about this in a future issue of The Publisher, but I wanted to let you know that the OPA will soon be missing one of its own heroes.

Bill Newell has been the OPA's postal road warrior and expert for 14 years and now he has announced his retirement from the post he has held for so long.

Bill probably has saved every newspaper in Oklahoma hundreds, if not thousands, of dollars with his postal expertise.

Bill will be available to the OPA membership for the rest of this year and will be leaving us in January. I'm sure you all will join me in wishing Bill and Sue the best of luck as they embark on a new chapter in their lives.

During the OPA Board meeting last month, board members welcomed Mike Evans to the meeting. Mike is the Administrative Director of the Courts for the Oklahoma Supreme Court and is overseeing an overhaul of the courts' website.

According to Mike, every judiciary record across the state will one day be available online to the public.

The new website, once it becomes fully functional, will be a valuable resource for newspapers and reporters.

No more quick trips to the courthouse to get a court document related to a case you are following, those documents and much more will be a mouse click away. Evans cautioned that it shouldn't be the media's only source of information when doing background checks and researching cases.

Right now his team is working on the project and will roll it out sometime in 2013 in select test counties.

The system should be statewide in a few years. Meanwhile, we'll just have to keep reporting court news the old fashioned way.

We asked Mike to keep us updated on the project and he was very appreciative of our interest in it and the OPA's commitment to transparency.

Be looking for a member survey coming to your inbox soon. The OPA

staff is currently working on the specifics of the survey.

The goal of the survey is to gauge how the OPA can better serve its members. The idea for the survey came from Mark Thomas after he recently attended a Newspaper Association Managers (NAM) convention.

NAM gave the results of a similar national survey at the convention and Mark, being the forward thinker he is, thought some of the components of that survey could prove profitable to the OPA and its members.

He brought the idea to the Marketing Committee, which then recommended to the board to conduct a similar survey.

Join me in welcoming a new business member to our fold – The Chickasha Leader.

The owner and publisher is Jerry Pittman, who has been a publisher and managing editor for several Oklahoma newspapers over the past few years.

The Leader is published twice a week and was approved for membership by the board during our Sept. 20 meeting.

The board also approved a sustaining membership for The EastWord News, which is owned by Triple B Media. Publishers of EastWord News are Ron Davis, Jeff Johnson and Shawn Powell. The free publication distributes 10,000 copies over eastern Oklahoma County every Thursday.

Two Oklahoma papers win national awards

The McAlester News-Capital received three awards in the National Newspaper Association's 2012 Better Newspaper Contest while the Sequoyah County Times was honored four times in the NNA's 2012 Better Newspaper Advertising Contest.

Winners were recognized on Oct. 6 at an award reception during the NNA's 126th Annual Convention & Trade Show in Charleston, S.C.

The News-Capital took first place for Best Serious Column, Daily & Non-daily division, circulation 6,000 to 11,999 for MJ Brickey's article "Re-living the loss."

"Among several columns focusing on the anniversary of 9-11, this one stood out for its raw emotion captured in easy-to-read, short sentences that pull the reader along. Great job of put-

ting a really human face on the tragedy," a judge commented.

The News-Capital also took second place in the Best Performing Arts Story event for James Beaty's "Concert draws thousands" article.

In the Best Business Feature Story event, The News-Capital received honorable mention for James Beaty's "Whispering Meadow gets early grapes due to heat."

The Sequoyah County Times placed first in the Best Use of Ad Color event with the staff's Dwight Mission Quilt Retreat ad. "Wonderful juxtaposition of traditional sepia tone and full color on patches spelling out 'quilt,'" noted one judge. "Aside from the contest, I think it is a clever marketing idea and can't help but wonder how successful was the event."

The Times also received third in the Best Newspaper Promotion event with its entry of "Where Do You Read Your Times?". "Many newspapers use this promotion, but few execute it as well as the Times," one judge said.

The Times received honorable mention in the Best Series Ad Idea – Black & White, for Delanna Nutter's Mikes Furniture ad. An honorable mention was also given in the Best Series Ad Idea – Color event for B&B Embroidery ads created by Lagayla Hays, Crystal Box and Jeff Mayo.

There were 1,954 entries in the Better Newspaper Contest and 395 entries in the Better Newspaper Advertising Contest for a total of 2,349 entries. A total of 525 awards were won by 135 newspapers in 36 states.

OPA CALENDAR OF EVENTS

Complete Listing of Events at
www.OkPress.com

THU., OCT. 18, WEATHERFORD OPEN MEETING/OPEN RECORDS ACTS SEMINAR

Attorney General Scott Pruitt, the Oklahoma Press Association and Oklahoma Newspaper Foundation invite you to attend a seminar designed to deal directly with your questions and concerns about Oklahoma's Open Meeting and Records Acts. Oklahoma First Attorney General Rob Hudson and Communications Director Diane Clay will present the seminar. It's free and open to the public. The seminar will be held six times in 2012 across the state. For more information, a press release or a letter from the attorney general's office, visit okpress.com/events-calendar. Other dates of seminars include:
THU., OCT. 25, Oklahoma City, OK
THU., NOV. 29, McAlester, OK
THU., DEC. 6, Tulsa, OK
THU., DEC. 13, Enid, OK

FRI., JAN. 13 ONF – APPLY TO HOST AN INTERN

Get connected with a student who wants to work at an Oklahoma newspaper this year. Host newspaper applications to the Oklahoma Newspaper Foundation internship program are due Jan. 11. At least 19 newspapers will receive funding to host a journalism student for eight to 10 weeks in summer 2013. For more information and to download an application, go to OkPress.com/internships.

FRI., FEB. 15 ONF – APPLY FOR AN INTERNSHIP OR SCHOLARSHIP

The Oklahoma Newspaper Foundation awards several internships and three \$1,500 scholarships to Oklahoma journalism students each year. Applications for the 2012-13 school year are due by Feb. 15. University of Oklahoma students are also eligible to apply for the Breeden scholarship. View eligibility requirements and download all applications at www.OkPress.com/ONF.

JUNE 13-15, MIDWEST CITY OPA ANNUAL CONVENTION

The OPA annual convention will be held June 13-15, 2013, at the Sheraton and Reed Center in Midwest City.

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 email LPotts@okpress.com.

NNA welcomes decision by appeals court

The National Newspaper Association expressed approval of a decision by the U.S. Court of Appeals for the Fifth Circuit upholding the Texas Open Meetings Law.

A group of city government officials argued that the law requiring them to discuss their work in open meetings was a violation of their own free speech rights.

The court said Texas' law was not a first amendment violation.

"Transparency is furthered by allowing the public to have access to government decision making," the court said.

City council members in Alpine, Texas, have carried on a long running

legal battle over the criminal penalties in the Texas Open Meetings Act. Officials sued after two council members were indicted for holding email discussions about public matters without complying with open meeting requirements.

The indictments were later dropped but some council members continued the suit, arguing fear of criminal prosecution inhibiting their free speech.

The appeals court found that the open meeting law does not violate the first amendment because the law applies regardless of the content of the speech.

"This was an issue about public offi-

cial having an obligation to speak their minds in front of their constituents," said NNA President Reed Anfinson.

"Doing so requires courage at times, but it is essential so that these public servants are on the record with their thoughts. Whatever they have to say may be insightful or show simple common sense on a matter before the elected body.

"But their comments can also reveal prejudice, ignorance and self-serving motives, all of which the voting public has a fundamental right to hear and judge."

Judge denies injunction request

Garfield County District Judge Paul Woodward rejected the Woodward Industrial Foundation's request for an injunction against District Attorney Hollis Thorp's ruling that the foundation is a public body subject to the Oklahoma Open Meeting Act.

A citizen complaint on Aug. 8 prompted an investigation about whether the foundation was in violation of the open meeting law. Thorp found in August that the Foundation was a public body.

The WIF countered, saying it was a private, non-profit organization that contracts with the City of Woodward for business recruitment and industrial development services.

The WIF filed its application for a temporary injunction on Sept. 10.

The district attorney filed a brief centered on a 2004 case where the Oklahoma Supreme Court ruled that one of three prerequisites for an injunction to be appropriate was to show the "statute or ordinance was void or unconstitutional."

WIF's brief argued that the state's conclusion that it is a public body is "inconsistent" with state law and that the injunction was necessary to protect the WIF's rights while court proceedings continued.

The ruling was only on the injunction. The original case of WIF seeking an order declaring it is not a public body will continue in civil court with Judge Woodward presiding.

Lack of training unseats Kiowa board member

Ray Goss, a board of trustee member for the Town of Kiowa, has lost his seat on the board because he didn't attend a training session required by state law for all newly-elected municipal officials.

Officials must take the session within one year of being elected.

Goss was elected in April 2011.

The one-day training session covers municipal budget requirements, ethics, procedures for conducting meetings, conflicts of interest and the Oklahoma Open Meeting Act and Open Records Act.

"I want our citizens of Kiowa to know that they are getting a government that respects both the intent of the law as well as the letter of the law," said Kiowa town attorney John Thomas.

Thomas also said that since Goss continued to serve on the board, any motions or votes Goss made must now be reviewed.

The law requiring newly-elected officials to attend the training has been in place since 2006.

The Oklahoma Municipal League offers the training six times per year in different locations throughout the state.

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Heartland included in merger of newly formed media company

Heartland Publications was recently part of a merger that formed a new community news media company, Civitas Media, LLC.

Civitas, Latin for "community" or "citizen," combines four media companies owned by Versa Capital Management, LLC – Freedom Central, Heartland Publications, Impressions Media and Ohio Community Media.

The company's holdings now include 35 local daily newspapers and 63 weekly publications in 12 states with a combined weekly circulation of 1.6 million. Oklahoma newspapers owned by the company are the Altus Times, Durant Daily Democrat and Frederick Leader.

The merged organization is led by CEO Michael Bush, formerly the CEO of group member Heartland Publications, and COO Scott Champion, formerly the CEO of group member Ohio Community Media. Capitalization and working capital requirements of the business are supported by a new \$62.5 million multi-bank senior term loan

and revolving credit facility led by RBS Citizens, N.A.

"I am very excited to be working with Versa Capital, which has assembled a valuable collection of community media assets and has a reputation for supporting its companies both financially and operationally," said Bush. "Civitas has a promising future as a media company, and is well positioned to further benefit from the eventual recovery of U.S. economic activity."

Bush further noted "there are many opportunities for serving the local communities as we realize synergies from our combined strength. At Heartland we successfully implemented similar programs, and I look forward to working with the entire Civitas organization to explore best-in-class practices that can be utilized across many platforms. We have many excellent editorial and advertising professionals with valuable, local community ties. Our emphasis will always be on the communities we serve."

The Native American Times receives Media Award

The Native American Times was honored by the Oklahoma Native American Business Enterprise Center with the 2012 Media Award.

Lisa Snell, a Cherokee Nation citizen, bought the paper in 2008. Since

her purchase, the paper has increased its circulation by 80 percent. Under Snell's ownership the paper has also increased web traffic by 200 percent.

The paper was founded 18 years ago as the Oklahoma Indian Times.

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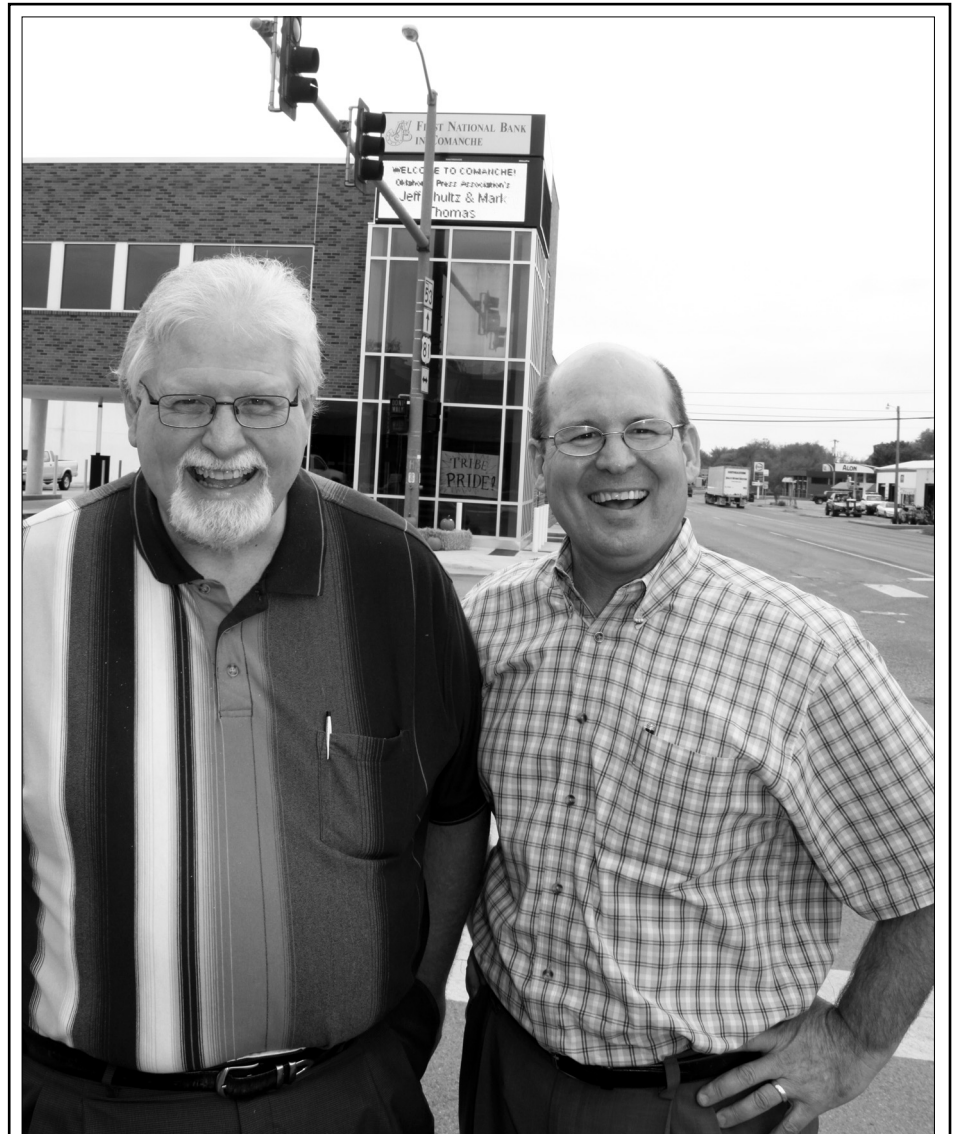
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OPA President Jeff Shultz and OPA Executive Vice President Mark Thomas receive a welcome to Comanche on the jumbotron at the First National Bank of Comanche. Shultz and Thomas visited with Steve Bolton, publisher of The Comanche Times, at the newspaper's new office location.

New editor named at Poteau Daily News

Mike Dougherty recently joined the staff of the Poteau Daily News as editor.

Dougherty has been in the publication business since high school and has worked in every aspect of the media.

Dougherty comes to Poteau from

Little Rock, Ark., where he managed seven weekly newspapers for Stephens Media.

He has worked on papers ranging in size from a weekly in Grant City, Mo., to the Fort Worth Star-Telegram in Texas.



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Emmys donated

Continued from Page 1

Boettcher has done double duty as a war correspondent and professor since 2008, working on the Afghan 101 project at OU. During his time in Afghanistan he would deliver his lectures over Skype.

Boettcher donated his Emmy to the University of Oklahoma on Oct. 8, in recognition of his students, saying their efforts “kept me and my son inspired to press on during our two years in Afghanistan.”

“Today is another example of the kind of innovative things happening in this college,” OU President David Boren said. “We’re extremely proud that Mike has made history.”

The project is a multimedia journalism project where Boettcher, Pulitzer Prize winning professor John Schmelzter and students in the Afghan 101 course tell the stories of the American 101st Airborne and their families.



A portion of Interstate 44 was recently designated as the Bill W. Burgess Jr. Highway. Members of Lawton’s legislative delegation were on hand for the unveiling of the signs. Burgess and his brother, Brad, are owners and publishers of The Lawton Constitution. From left are state Rep. T.W. Shannon, state Rep. Ann Coody, Burgess, state Rep. Don Armes, state Sen. Don Barrington and state Sen. Randy Bass. The highway named in Burgess’ honor runs from Lee Boulevard to a mile north of Rogers Lane in Lawton. Shannon, speaker designate of the Oklahoma House of Representatives, said the delegation wanted to honor Burgess’ philanthropy, public service and business achievements. The bill setting out the designation was passed by both houses of the Legislature and signed by Gov. Mary Fallin.

Photo by Lawton Constitution photographer Michael D. Pope. Reprinted with permission.

Nominations sought for Hall of Fame

Nominations are now being taken for the Oklahoma Journalism Hall of Fame, with the deadline Dec. 15 for consideration this coming year.

They may be submitted via email to tclark@uco.edu or by regular mail to Dr. Terry M. Clark, director, at the University of Central Oklahoma, 100 N. University Ave., Edmond 73034.

Nominations should include basic biographical information. If deceased, the date should be included.

A detailed summary of the person’s journalism experience should be the major portion of the nomination.

Other pertinent information like military service and community service should be included if available.

Qualifications for nominations are simple. A person must be a native Oklahoman with a minimum of 10 years journalism experience or a person who has moved to the state and has 10 years of journalism experience.

APPLY FOR ONF INTERNSHIPS, SCHOLARSHIPS

College journalists will have the chance to work outside the classroom through the Oklahoma Newspaper Foundation’s 2013 paid summer internship program. Students can also apply for one of three \$1,500 scholarships. Download an application today at www.Okpress.com/internships and www.OkPress.com/scholarships. The deadline to apply for both scholarships and internships is Feb. 15, 2013.

Students will gain work experience and industry connections through the ONF internship, and get paid to do it. Interns work between 30 and 40 hours per week and are paid up to \$2,720 for the summer. Interns return to campus with valuable clips and newsroom experience, and many host newspapers have hired their interns full time after working with them.

Students looking for diverse duties don’t need to hold out for a New York Times internship.

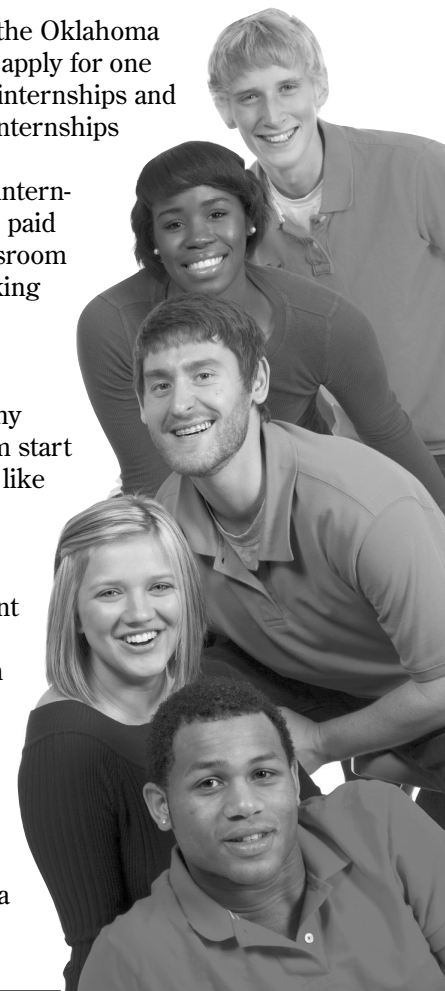
Samantha Vicent, an Oklahoma State University junior, said, “After completing my internship, I can now sell ads, shoot my own photos for a story, design a paper from start to finish and write about nearly anything that comes my way. I now know what it is like for a newspaper to be in tune with its community.”

Students applying to the internship program must be enrolled full time in a U.S. college or university as a sophomore, junior or senior for the 2012-13 school year; major in journalism, advertising or a related degree; and demonstrate a commitment to newspaper journalism. Internship applicants need to include three samples of journalistic work in writing, editing, photography, layout, ad design or ad sales with their resumé. For more information, visit www.Okpress.com/internships.

Scholarship applicants must be enrolled full time in an Oklahoma college or university as a junior or senior for the 2013-14 school year and include a resumé, a college transcript, a written statement describing their career goals and an optional recommendation letter from a professor or employer.

For an application, go to www.OkPress.com/scholarships.

For questions about either program contact OPA Member Services Director Lisa Potts at lpotts@okpress.com or (405) 499-0026.



PLAYER PROFILE



Name: **SHARON R. CHADWICK, Editor/Publisher, THE DAVIS NEWS**

EDUCATION: Majored in English at OSU and OU

FAMILY: Husband: Richard (pictured with Sharon at left); daughter: Alesha Henley, production manager at The Davis News

NEWSPAPER EXPERIENCE: Started working for Margaret Taylor at The Davis News the Tuesday after Labor Day in 1980. Bought The Davis News from Taylor in February 1992.

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

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

A: Margaret Taylor proved a woman can do this job, and she had faith that I would continue a legacy started in 1894.

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

A: Being worthy of the citizens' trust; getting the paper out on time; admitting when I've made a mistake.

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

A: I get out of bed each morning because I love Davis and want to chronicle its history; I want to stay in bed because I have a tendency to avoid conflict.

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

A: I can't remember any obstacles ...I was fortunate to have the support when I started of Margaret Taylor and the good will of the people of Davis.

Q: *What are you most proud of?*

A: When people say, "It's paper day!" and use the term "our paper."

Q: *What are your hobbies?*

A: Reading.

Q: *Does your newspaper have a website?*

A: Our website is davisnewspaper.net. I only have a website because I realize to survive we have to reach that audience. To me, the paper will always be the one that gets ink on your hands.

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

A: I think we can sway public opinion by reporting the facts (without clouding the issues with our personal opinions). AND recording our history for the next generation is invaluable.

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

A: We promote all the Davis Oklahoma Animal Volunteers events and have



sponsored pet photo contests, and we help promote, of course, everyone's events.

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

A: We have helped pass bond issues, raise awareness about animal overpopulation and, in general, promoted the common good.

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

A: Technology, technology, technology.

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

A: Turner Falls in the fall and spring (but not on a holiday weekend)! Sitting alone by Honey Creek and listening as it meanders to the Washita is incomparable. (Which makes me realize I might feel better if I did that.)

Columnist honored during local football game

Ann McDonald, longtime education reporter, sports editor and columnist for The Countywide & Sun, was honored Aug. 31 at half time of the Shawnee Wolves' opening football game.



covering education and other beats, but primarily focusing on her first love, sports. She also wrote a weekly column, Sidelines.

She "retired" from the bulk of that work several years ago but continued the column until the end of July this year. She won the Oklahoma Press Association/ONG monthly column writing contest five times, and has published two books.

"I'm really proud of my association with the Countywide News Inc. and the almost 25 years I was there," McDonald said.

"We will greatly miss Ann's contributions to our newspapers through

the years," said co-publisher Gloria Trotter.

"But at the same time, we're delighted to announce a new addition to our staff, someone well-known and beloved in the community.

"Virginia Bradshaw, a reporter for The Shawnee News-Star for more than a quarter of a century, will join our staff on a part-time basis beginning next week.

She will be covering Shawnee schools, the Greater Shawnee Area Chamber of Commerce and the Shawnee Economic Development Foundation, among other things, as well as writing features."

Bradshaw, who holds a bachelor's degree in journalism from the University of Oklahoma, retired from the News-Star several years ago after 27 and a half years.

Since then, she has authored two books and done volunteer and freelance work.

Her husband, the late Jim Bradshaw, was managing editor of the paper for many years.

"We look forward to having Virginia as part of our team," said Trotter.

"Her wealth of experience in local journalism will prove invaluable."

DEATHS

LAWRENCE FITZHUGH 'CHUB' BELLATTI, former publisher of the Stillwater NewsPress, died Oct. 3, 2012. He was 98.

Bellatti served the community of Stillwater in many capacities over the past 72 years, and promoted the public good as a newspaper publisher and as a radio broadcaster.

He was born in 1913 in Blackwell, Okla. After graduating from Blackwell High School, he worked at the Blackwell Tribune where his father, C.R. Bellatti, was publisher.

Chub enrolled at the University of Oklahoma. He worked at The Norman Transcript and as an oilfield roughneck while completing two years of law school. In Norman, he met his future wife, Tessie, whom he married in 1940.

The couple moved to Stillwater to assist C.R. in consolidating and operating three newspapers he had recently

purchased – The Stillwater Daily News, The Stillwater Press and the Stillwater Weekly Gazette.

Chub served in the Navy during World War II. He returned to Stillwater in 1946 to join his father and brothers, Marsden and Jim, in the newspaper business, and in a new venture – broadcasting. As station manager, Chub was responsible for radio stations KSPI-AM and KSPI-FM.

He became a member of the Oklahoma Press Association in 1940, and was elected the first president of the Oklahoma Broadcasters Association in 1948. He remained active in both organizations until the sale of the Stillwater NewsPress and the radio stations in 1997.

In 1954, Chub was asked to serve as the commissioner of the Department of Public Safety, responsible for the operations of the Oklahoma Highway Patrol and the Crime Bureau, now known as

the Oklahoma State Bureau of Investigation. He also served as a member of the Oklahoma State Civil Defense Board.

He was a member of St. Andrews Episcopal Church, the American Legion, the Admiral Nimitz Foundation in Support of the National Museum of the Pacific War, and a Life Member of the OSU Alumni Association.

He received the Liberty Bell Award from the Payne County Bar Association, the Good Apple Award from the Meridian Technology Center, and was inducted into the Stillwater Hall of Fame in 1990, along with his father, who was inducted posthumously.

He is survived by two sons, Lawrence Lee Bellatti and his wife Barbara of Houston, Texas, and Dan Charles Bellatti of Stillwater; three granddaughters; and a brother, James R. Bellatti and his wife Louise of Stillwater.

VIVIAN GOODWIN, wife of Oklahoma Eagle publisher James Goodwin, died Sept. 18, 2012. She was 72.

The couple grew up as next-door neighbors in north Tulsa. After graduating from high school, James attended the University of Notre Dame while Vivian went to St. Mary's College in

South Bend, Ind. There, their romance grew and in 1961 they were married.

Vivian often assisted at The Oklahoma Eagle where she wrote stories, took pictures, set type and did anything else that needed doing.

She was active with the Tulsa chapters of the Links Inc. and Jack and Jill of America, The Charms, Tulsa Philhar-

monic and a member of Holy Family Catholic Church.

She is survived by her husband of 50 years, James O. Goodwin; five children, Jerry Goodwin, David Goodwin, Joseph Goodwin, Anna Benn and Jeanne Goodwin; six grandchildren; a brother, Irvin Palm Jr., and a sister, Marilyn Dorsey.

STACY JO WEHREBERG, business manager for Student Media at the University of Oklahoma in Norman, died Sept. 26, 2012. She was 52.

Stacy was born March 21, 1960, in Ann Arbor, Mich., to Karen M. and Gene P. Thrailkill. She moved to Norman in 1971 with her family and graduated from Norman High School in 1978.

She attended the University of Oklahoma where she received a Bachelor of

Human Relations degree in December 1984. In 1986, Stacy was employed by the University Student Media Department as administrative assistant and business office manager. She was recognized for 25 years of service to the university in 2011.

She met her husband, Michael J. Wehrenberg, through Student Media. Stacy and Michael were married on Dec. 31, 2002. Their daughter, Abigail Dawn, was born a year later on Dec. 8.

years. He had been a freelance sports reporter for the Ada News since 2004.

He worked in several horse-training arenas before devoting his time in the newspaper industry.

"Bob was a reporter for all seasons who did it all – with excellence – from sports to features to crime reporting. His greatest quality, though, was his

eternal cheerfulness and bright, positive outlook," said Ada News Publisher Loné Beasley. "He was a great guy and a great guy to be around. We will miss him more than we can say."

Bob is survived by his daughter, Ashley Forrest of Oklahoma City, and his son, Eric Forrest of Longview, Texas.

THANK YOU

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

In memory of Fred Turner:
JOE & NEVILLE HANCOCK

In memory of Chub Bellatti:
CHEROKEE MESSENGER & REPUBLICAN



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

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

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

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

**OKLAHOMA
NEWSPAPER
FOUNDATION**

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105

Activity at OPA board meeting includes contest changes

The Oklahoma Press Association Board of Directors met Sept. 20, 2012, in Oklahoma City. See list at right for attendance.

After calling the meeting to order, Shultz presented Ferguson with a bound and engraved book of The Oklahoma Publisher issues printed during his term as OPA president and congratulated Ferguson on a successful year.

Reading of the minutes of the Aug. 16, 2012, meeting were suspended and approved as presented.

ONLINE COURT RECORDS

After being introduced to the board, Evans presented a plan for the new Unified Case Management System for the Supreme Court. The system is a combination of the current Oklahoma Supreme Court Network (OSCN) and the Oklahoma Court Information System (OCIS/ODCR) operated by Kell-Pro Systems. Rollout of the system will begin in the next few months, with the entire system slated to be completed by 2016.

Asked if case numbers will be consecutive in the new system, Evans said there would be no missing case numbers, although some cases may be sealed and therefore the documents would be unavailable.

He encouraged newspapers to use the system but warned the media and citizens to use additional data when doing background checks and researching cases.

AUDIT REVIEWS

Shultz called on Oliver to review the audit for fiscal year ending June 30, 2012. After reviewing Oklahoma Press Association, Legal Services Plan and Oklahoma Press Service financial statements, the board acknowledged receipt of the combined audit.

Board members also reviewed income statements, consolidated summary and investment reports for OPA and LSP and acknowledged receipt of the documents as presented.

The board approved the replacement of two rattling windows in the board room and five windows in the upstairs administrative offices. (*EDITOR'S NOTE: At the Aug. 16 meeting, board members approved replacement of the OPA building's roof and one window in the board room.*)

OPA/S BOARD ATTENDANCE

OFFICERS: President Jeff Shultz, The Garvin County News Star; Vice President Jeff Mayo, Sequoyah County Times; Treasurer Gracie Montgomery, The Purcell Register.

DIRECTORS: Past President Rusty Ferguson, The Cleveland American; Jeff Funk, Enid News & Eagle; Dayva Spitzer, Sayre Record & Beckham County Democrat; Robby Trammell, The Oklahoman; Brian Blansett, Shawnee News-Star; Mike Brown, Neighbor News; Ted Streuli, The Journal Record.

OPA/S STAFF: Mark Thomas, executive vice president/secretary; Lisa Potts, member services director; Robert Wallar, accounting manager

GUESTS: Mike Evans, Oklahoma Supreme Court Administrative Director; Carol Oliver, CPA, external auditor.

The allocation of OPS expenses to OPA was discussed and Thomas recommended an adjustment in the allocation of management fees and expenses for 2012-13. The board approved the change.

The board approved new OPA/S and LSP agreements for the legal services of Michael Minnis of Doerner, Saunders, Daniel and Anderson in FY 2012-13. The agreements did not include a rate increase from the previous year.

MEMBERSHIP APPLICATIONS

Two membership applications were considered at the meeting. The Chickasha Leader applied for business membership in the OPA. Thomas said the twice-weekly publication met the requirements of a legal newspaper in Oklahoma. The owner and publisher is Jerry Pittman, who started the Leader in 2010. The board tentatively accepted the Chickasha Leader as a business member pending receipt of any protests by Oct. 5. (*EDITOR'S NOTE: No protests were received by the deadline. The Chickasha Leader is now an OPA business member.*)

The board also reviewed and accepted the sustaining membership application of Triple B Media, owners of EastWord News in Midwest City. Ron Davis, Jeff Johnson and Shawn Powell are publishers of the free publication that distributes 10,000 copies over eastern Oklahoma County every Thursday.

COMMITTEE ACTIVITY

Committee activity reports were as follows:

Awards Committee: Board members discussed the committee's recommendation to establish daily and weekly circulation divisions in the Better Newspaper Contest. A motion was made to accept the following criteria for the divisions and passed by a vote of 7-2.

CHANGES TO OPA BETTER NEWSPAPER CONTEST RULES

There are ten (10) divisions. OPA Business Membership Newspapers, Divisions 1-8, are determined by newspaper circulation and frequency shown on the October 2012 U.S. Postal Service statement of total paid circulation (PS Form 3526, line 15C) plus the number of paid electronic subscriptions as reported to OPA.

Daily newspaper divisions:

Division 1 – Circulation of more than 8,000
Division 2 – Circulation of 4,000 to 8,000
Division 3 – Circulation of less than 4,000

Weekly newspaper divisions:

Division 4 – Circulation of more than 2,700
Division 5 – Circulation of 1,900 to 2,700
Division 6 – Circulation of 1,200 to 1,899
Division 7 – Circulation of less than 1,200

Other Divisions:

Division 8 – Semi-, Twin and Tri-weekly Newspapers
Division 9 – Sustaining Membership Newspapers
Division 10 – College Newspapers

A newspaper may elect to compete in a higher circulation division, but may not compete in a lower division. A list of participating newspapers sorted by division will be emailed to publishers and posted on the OPA website within one week after the contest deadline.

The board also accepted the committee's recommendation to increase the Better Newspaper Contest fee from \$5 to \$6 per entry.

Education Committee: After discussing the venue for the 2013 convention, the board voted to hold the event at the Oklahoma City Marriott on the Northwest Highway. (*EDITOR'S NOTE: The following week the board rescinded this decision and voted to return to the Sheraton Reed Center in Midwest City for 2013. The Oklahoma City Marriott has been foreclosed by the bank.*)

LSP Committee: Board members reviewed the 2012 second quarter report prepared by Minnis and said

LSP dues billing would be sent in October.

Marketing Committee: Most member newspapers published one or more of the house ad campaign promoting legal notices. More than 100 ran five or six ads; only 16 papers printed none. The committee plans for a similar campaign to run in late December or early January. The board also approved the marketing committee's recommendation that OPA survey its members on satisfaction with services, topics for training and promotion of the industry.

OTHER BUSINESS

In other business, the board reviewed a list of business member dues, which were mailed on Aug. 10.

The board also accepted the executive committee's recommendation to submit an amicus brief to the Oklahoma Supreme Court on behalf of the Bartlesville Examiner-Enterprise and Stephens Media in their case against the City of Bartlesville. The district attorney and Districts Attorneys Council have appealed a local court decision, arguing a videotape alleging police misconduct should not have been released to the public because it could prevent the officers from receiving a fair trial. Thomas said any public records can jeopardize a fair trial, but that should not prevent those records from being public.

The board reviewed the language of the six state questions to appear on the Nov. 6 ballot. Thomas said SQ766 for the exemption of intangible tax on businesses would directly affect newspaper business. The Oklahoma Supreme Court ruled that businesses should pay property taxes on their intangible personal property. Such property includes, but is not limited to, customer lists, databases, goodwill, employment contracts, software, and trademarks and trade names. After discussing the impact, board members unanimously approved OPA's support of SQ766.

Other business included:

- Discussion of USPS contract with Vallassis Direct Mail.
- Discussion of the OPA-OSU endowment fund scholarships.
- Open Meeting and Records Seminars by Attorney General's Office.

OPA/S Board Meeting

Continued from Page 8

At the Oklahoma Press Service board meeting, members reviewed and acknowledged receipt of the OPS audit, and of the OPS income statement for the period ending Aug. 31, 2012.

In staff reports, Thomas said Clipping Manager Keith Burgin is working to promote the service and recruit new accounts.

Board members reviewed the Did-Not-Run advertising report for June

to September 2012, which showed 41 newspapers missed 70 ads. The report now includes the total amount of lost revenue and number of DNRs in the current year compared to three previous years. It also lists the lowest number of days between DNRs for dailies and weeklies.

During the management review, Thomas informed the board that Postal Consultant Bill Newell plans to retire in January 2013.

United States Postal Service

STATEMENT OF OWNERSHIP, MANAGEMENT, and CIRCULATION

1. Publication Title: **THE OKLAHOMA PUBLISHER**
2. Publication Number: **406-920**
3. Filing Date: **September 18, 2012**
4. Issue Frequency: **Monthly**
5. Number of Issues Published Annually: **12**
6. Annual Subscription Price: **\$12.00**
7. Complete Mailing Address of Known Office of Publication: (Not printer) (Street, city, county, state, and ZIP+4)
OKLAHOMA PRESS ASSOCIATION, 3601 N. LINCOLN BLVD., OKLAHOMA CITY, OK 73105-5499
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not printer)
OKLAHOMA PRESS ASSOCIATION, 3601 N. LINCOLN BLVD., OKLAHOMA CITY, OK 73105-5499
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor
PUBLISHER: OKLAHOMA PRESS ASSOCIATION
EDITOR: MARK THOMAS
MG. EDITOR: JENNIFER GILLILAND
OKLAHOMA PRESS ASSOCIATION
3601 N. LINCOLN BLVD., OKLAHOMA CITY, OK 73105-5499
10. Owner
OKLAHOMA PRESS ASSOCIATION, 3601 N. LINCOLN BLVD., OKLAHOMA CITY, OK 73105-5499
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: **NONE**
12. N/A
13. PUBLICATION TITLE: **THE OKLAHOMA PUBLISHER**
14. Issue Date for Circulation Data Below: **September 2012**
15. Extent and Nature of Circulation

		Average No. Copies Each Issue During Preceding 12 Months	No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net Press Run)		1400	1400
b. Paid and/or Requested Circulation (By Mail and Outside the Mail)	(1) Mailed Outside-County Paid Subscriptions Stated on PS Form 3541. (Include paid distribution above nominal rate, advertiser's proof and exchange copies.	745	737
	(2) Mailed In-County Subscriptions Stated on PS Form 3541 (Include paid distribution above nominal rate, advertiser's proof and exchange copies.	100	94
	(3) Paid Distribution Outside the Mails including Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid Distribution outside USPS	0	0
	(4) Paid distribution by Other Classes of Mail Through the USPS	0	0
c. Total Paid and/or Requested Circulation (Sum of 15b. (1), (2), (3), and (4))		845	831
d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)	(1) Free or Nominal Rate Outside-County Copies included on PS Form 3541	95	95
	(2) Free or Nominal Rate In-County Copies included on PS Form 3541.	204	204
	(3) Free or Nominal Rate Copies Mailed at Other Classes Through the USPS (e.g. First-Class Mail)	3	5
	(4) Free or nominal rate distribution outside the mail (carriers or other means)	3	3
e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))		305	307
f. Total Distribution (Sum of 15c, and 15e).		1,150	1,138
g. Copies Not Distributed		250	262
h. Total (Sum of 15f and g).		1,400	1,400
i. Percent Paid (15c divided by 15f times 100)		73%	73%

16. Publication of Statement of Ownership. Will be printed in the **October 2012** issue of this publication.

14. Signature and Title of Editor, Publisher or Business Manager, or Owner *Bill Newell, Mgr. EQ* 9/18/12

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions including civil penalties.

First Amendment Congress to feature 'Truth, Lies and the First Amendment'

The 14th annual First Amendment Congress for High School Students will be held Oct. 31, 2012, at the University of Central Oklahoma in Edmond.

The annual event is sponsored by Freedom of Information Oklahoma, Inc. Co-sponsors are Ethics and Excellence in Journalism Foundation, Oklahoma Department of Libraries, Oklahoma Library Association, Oklahoma Newspaper Fund, Oklahoma Press Association, Oklahoma State University (School of Media and Strategic Communications), The Oklahoman and UCO.

Session topics include "Truth, Lies and the First Amendment" and "New Media and the News."

Winners of the Zach D. Taylor Essay Contest will be recognized after lunch. First prize is \$300, second place \$200 and third place \$100.

Registration for students and teachers is \$8 per person and includes lunch.

For more information about the Congress contact the Oklahoma Library Association at (405) 525-5100. The registration form is available online at <http://www.odl.state.ok.us/fyi/foi/#top>.

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The Norman Transcript

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The Newkirk Herald Journal

The August 2012 contest was judged by a member of the Oklahoma Journalism Hall of Fame.

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A Norman firefighter prepares to spray down a house on fire at 17351 East Blue Ridge Rd. as units from Norman, Little Axe and Oklahoma City battle the blaze. The fire started as the homeowner was working on his chainsaw, which started sparking and caught the grass around him on fire. No one was injured in the blaze, but the home was a total loss.

Photo by KYLE PHILLIPS, *The Norman Transcript*, August 15, 2012



Newkirk hosted a CPBR event.

Photo by DIXIE COLQUHOUN, *The Newkirk Herald Journal*, Aug. 23, 2012

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SPECIAL SECTIONS SPOTTED IN STATE PAPERS



Special sections and promotions are great ways to engage your readers, promote your town and increase ad revenue.

This month, The Publisher features some of your ideas to share with others. If you've produced a great section, send it to us so we can showcase your work. Send information and PDFs to news@okpress.com.

The Ada News will publish a special section in March 2013 called "Friends Standing Together."

Loné Beasley, publisher of The Ada News, said the section will highlight friendships in the community that make it a great place to live and work.

Local residents who have enjoyed long-standing special friendships are being asked to supply the newspaper with names and contact information of each friend, along with a brief paragraph on what makes the friendship so special.

The Poteau Daily News published a special section in September to celebrate the men and women who are their hometown heroes. The section featured local soldiers, police, fire, EMS and 911 personnel who ensure that the citizens of LeFlore County are protected, cared for and free.

The 2012 Guthrie High School Homecoming special section was featured in the Guthrie News Leader. The section contained photographs of the homecoming queens in five-year intervals dating back to 1947 as well as a

list of all Guthrie Homecoming Queens dating back to 1933.

The Altus Times is conducting its annual Readers Choice Awards. Readers are asked to fill out and return a survey found in the newspaper. Winners of the survey will receive a certificate suitable for framing and will be featured in the 2012 Readers Choice Awards special section.

The Duncan Banner put together a special section called "Remember When?". The Banner accepted submissions and phone calls and shared many stories as the staff compiled what they hope to be an on-going series.

The Stigler News-Sentinel ran a special photo section celebrating summer. The section contained photos shot by News-Sentinel photographers from mid-May to the Autumnal Equinox.

Some great ads in the Sequoyah County Times promote its "Where Do You Read Your Times?" feature. All summer entries were published in a special section in September. Readers selected the Best of Summer photo and the winner received \$500.

Take a look at the Mustang News' teaser for its Western Days 2012 special section. Western Days is Mustang's city carnival celebrating the history and culture of Mustang.

The Oklahoman promoted its Varsity 2012 special sections with great graphics. Each edition of the paper featured three players from an area school that should make an impact in the coming season.

HIGH SCHOOL FOOTBALL PREVIEW: NORTH METRO EDITION • FRIDAY, AUGUST 24, 2012 • SPECIAL SECTION • NEWSOK.COM/VARSITY 111

VARSITY 2012

HERITAGE HALL'S CHEDON SHOCKLEY DOUGLASS' TERRY HARRIS MCGUINNESS' NICK JEFFREYS

PHOTO BY NATE BLUNISEL, THE OKLAHOMAN; PHOTO ILLUSTRATION BY PHILIP SAGER, THE OKLAHOMAN

Heritage Hall is young but has some experienced players returning. PAGE 5 There's a buzz at Douglass as the season approaches. PAGE 2 The McGuinness offense is loaded with returning starters. PAGE 4

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- TICKET GIVEAWAYS
- NEW CAR Sweepstakes!

Summer fun 2012

A pictorial reminder from the staff of the **Stigler News-Sentinel** Sept. 20, 2012

Editor's note: While we realize that the summer edition was roughly on time, we also know that summer activities in Oklahoma begin much earlier in the summer season. This section is for the readers who didn't get the full of our readers to the many people who help us out each week.

Photo: Ken and Ashlin Rehmer

A selection of some of the recent special sections from OPA Member Newspapers. Clockwise from left: The Mustang News' "Western Days," The Oklahoman's Fall Football Preview, Stigler News-Sentinel's Summer Fun photo page, Sequoyah County Times' "Where do you read Your Times?" and Guthrie News Leader's "Homecoming" section.

YOU CAN'T ESCAPE THE ROCK

HOMECOMING 2012

Honor Class 1962 Homecoming Queen: Diana Green

2012 Homecoming Queen Candidates: L-R: McKenzie Gatlin, Samantha Adair, Micha McBane

Where Do You Read Your Times?

August's Most Outstanding Photo

Keegan Buckaloo our lucky \$100 winner at the Eiffel Tower in Paris, France.

Also... Congratulations to 2nd place winner Terri Daniels and Ashton Rehmer at Mount Rushmore in North Dakota.

Where Do You Read Your Times Best of Summer!
We will publish all of this summer's entries in a special section of the Sept. 14th issue. Our readers will select our Best of Summer. The winner will receive \$500!

The entry form will need to mailed or dropped by:
Sequoyah County Times
111 N. Oak Street, Sallisaw, OK 74855
Only original newspaper copies - no photocopies, email votes, etc. will be accepted and must be received by 5 p.m., September 28th.

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Summer interns share experiences

PART 2: This month, The Oklahoma Publisher shares the experiences of six more student interns. Eighteen journalism students learned new skills at Oklahoma newspapers this summer, thanks to the Oklahoma Newspaper Foundation's internship program. The paid internships were made possible by a grant from the Ethics and Excellence in Journalism Foundation. The ONF's internship program promotes the value of working at Oklahoma

newspapers and benefits students as they begin their professional careers. The final six interns will be featured in the November issue of The Publisher.

CORRECTION: The school associated with Carmen Forman's internship in the September issue of The Oklahoma Publisher was incorrect. Carmen is a student at the University of Oklahoma. We regret the error.

MISTY GRADY, Northeastern Oklahoma State, Interned at THE GROVE SUN

This summer has been a wild ride. I have enjoyed my time at the Grove Sun, writing and gaining real world experience that will hopefully provide me with a better grasp of what I want to do with my life. But now it is time for me to return to Northeastern State University in Tahlequah.

I have had some fun times while interning in Grove. I have had the honor to meet with the city manager,

church leaders, teachers and many more. I wish I had more time to stay here! I may be able to work out an arrangement to freelance, so my name may pop up a few more times.

My most memorable experiences included visiting the Higher Purpose Park, riding in a helicopter with the Bureau of Narcotics to survey the land for marijuana and going to Duck Creek on the Cherokee Queen to watch fireworks.

I was able to pet animals, fly with a team of agents dedicated to fighting the

war on drugs, and spend hours on the lake, listening to good music, eating good food and celebrating our American heritage. I was able to get a taste of the healthy and nutritious meals our kids will eat for school lunches.

If I had to pick a favorite memory, it would be flying in a helicopter with agents from the Bureau of Narcotics. It was a thrilling experience and the agents were all kind, funny and polite to me. As soon as we left the ground, my stomach dropped in a good way. I

was very disappointed to touch land again.

I have done on-the-street interviews, taken photos of events, gathered information and handled Sun Spots. In doing so, I have become fond of the Grove community. It is an active, on-the-go city with a bright future ahead. I will miss being a member of the team at the Grove Sun.

Thank you all for being such a fantastic community. I leave this internship knowing so much more than I ever did before.

ALLISON HADDICAN, Oklahoma State University, Interned at OKC FRIDAY

When I thought of an internship, I thought of days filled with coffee runs and mail sorting. At OKC Friday, I did the opposite of that.

The first day I expected to be writing my stories on the floor or sharing a desk with the photo editor. The managing editor led me to an office with a door, a desk and a computer.

Only a few days after my last final, I was already writing police blotters and covering the same events as The Oklahoman.

OKC Friday has been "serving afflu-

ent far north Oklahoma City, Nichols Hills and The Village for 36 years," according to the front page of every weekly issue.

OKC Friday focuses on the people in the area more than any other paper I've read.

At the beginning, I was focused only on the data and documents for each story. OKC Friday redirected my focus toward how people feel along with statistics.

The managing editor, Rose Lane, would send me out to an event like a luncheon for Red Earth or the Mark Harmon Celebrity Baseball Game and expect a story with pictures.

I can write, but my photography skills are rusty. OKC Friday eventually taught me that skill doesn't matter as long as you take more than 50 pictures. At least one will be the front page winner.

Every week one or more stories would end up on the front page. Even my nickname, given to me by OKC Friday's sports writer Jason Jewell, was Miss Front Page.

Enough feeding my ego, I did learn from the staff at Friday.

The lesson I will carry with me is that the interview makes the story. This lesson was self-taught, but when

I am using an interview for the bulk of the story, it better be good.

I can cringe at the thought of how bad a reporter's interview most likely went just from reading the story.

OKC Friday's staff is made up of a tight knit group of writers, photographers and editors who have worked together for much longer than I've written for any newspaper. They all have their thumbs on the pulse of the community, which is crucial for a local newspaper.

I'll look back on this internship and say, "Not bad for my first year of writing."

EMILY HENSON, Cameron University, Interned at THE DUNCAN BANNER

When I first heard about the advertising internship at The Duncan Banner, I was not sure that it would be right for me. I had never considered newspaper advertising before, but I decided to overlook my reservations and apply. After my interview with Carrie Carberry and Ed Darling, I was beyond excited about the position. Speaking with them made me realize the possibilities in the newspaper world.

My first day, Carrie told me I would handle the accounts of a sales rep who would be on leave to have surgery. This news was both exciting and terrify-

ing. I had no knowledge of newspaper advertising and little sales experience. I feared that the sales rep would return to find that I had single-handedly lost all of the accounts that she had worked 30-plus years to develop.

For a week I trained with the sales rep that I would be temporarily replacing. Her name was Glenna, and she was one of the nicest people I have ever met. The relationship she had with each of her clients amazed and inspired me. Not only did everyone know who she was when she walked through their doors, but also you could tell that they were truly happy to see her. I realized that this was what being a sales person is truly about. Getting to know your

clients as people, not just accounts, is crucial to gaining trust and selling advertisements.

After the first week, Glenna left and it was up to me to keep her client relationships strong until she got back. The other sales reps were very helpful and supportive. It was clear to me that the advertising department pulled together as a team, and that is what kept them strong.

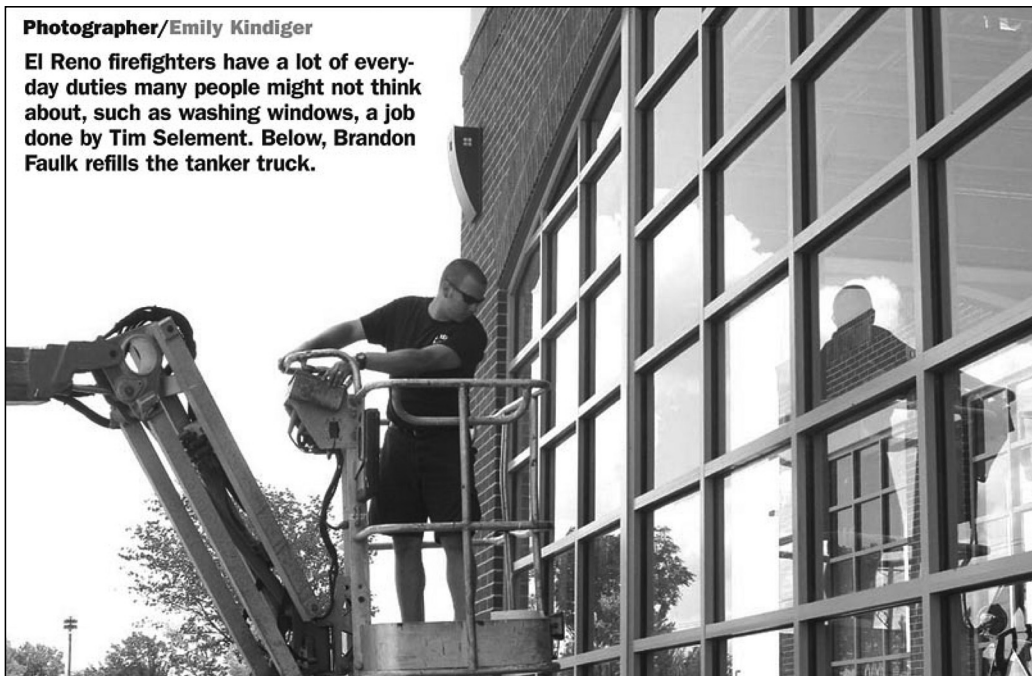
During my time at The Duncan Banner, I learned things about the city of Duncan that I had failed to learn in the 22 years I had lived there. I met prominent figures in the city that I had always heard about. I discovered long-standing stores that I had never taken the time

to visit before and some new gems. In addition to learning about my own city, I learned how to sell advertisements for special newspaper sections and layout those ads properly. Special sections I had the privilege to work on included a Relay for Life insert, an Armed Forces page, and a weekly Talk of the Town feature.

Overall, the internship was a great experience. I learned valuable lessons that I will be able to apply to my future career, wherever it may take me. The people I met during my time at The Duncan Banner, both the employees and the clients, were all wonderful. I am thankful for the opportunity and will always remember it.



Student interns learn how to write stories, build ads, layout pages and take photos. Photo above by Scott May, who interned at the Weatherford Daily News. At left is a photo by Emily Kindiger, who interned at the El Reno Tribune.



Photographer/Emily Kindiger

El Reno firefighters have a lot of everyday duties many people might not think about, such as washing windows, a job done by Tim Selement. Below, Brandon Faulk refills the tanker truck.

CLAYTON HOOPER,
University of Oklahoma,
Interned at THE NORMAN TRANSCRIPT

When it's all said and done, I will take a number of things with me out the door when I clock out for the final time here at The Norman Transcript. I've learned things this summer that will help me not only in the journalism world but also in the everyday world. I've connected with the community I've grown up with on a whole new level, and have really looked at things from a different angle.

Growing up, the first thing I would do every morning is walk downstairs, pick out my cereal and immediately go straight for The Norman Transcript sports page. All my life I was the one reading the paper, and now when I wake up and read the sports page, I'm the one writing it. It never gets old opening up the paper and seeing an article with my name on it. Being a reporter in Norman has given me a new appreciation for the city and some of the amazing things it has to offer that I wouldn't have known about otherwise.

There is never a dull day in the newsroom. Each day and story brings something new and exciting. Coming into work and not knowing exactly what you will be doing is something you don't get with every job, and that's something I will miss at the Transcript. During my time here I've had the opportunity to work with amazing people and will take something with me from just about everyone I've met this summer.

Having the privilege to learn from professionals like Andy Rieger, Clay Horning and Michael Kinney was a

very humbling experience. Now, sitting here and looking back on the summer, I can truly say I've gained confidence in my writing and I'm very excited for what the future has to offer. I can't thank editors Andy Rieger and Deb Parker enough for this opportunity to be a part of something so special. I also want to thank the Oklahoma Newspaper Foundation for sponsoring this internship and giving me the opportunity to learn from amazing people, and also the chance to further my education in the writing world.

EMILY KINDIGER,
St. Gregory's University,
Interned at EL RENO TRIBUNE

Having worked as a part-time contributing writer for the El Reno Tribune last summer, my initial day as the ONF intern was not the nerve-wracking first day others might have experienced. Yet returning as an intern, I knew my responsibilities would be higher, and more would be expected of me.

This challenge was a joy, and working another summer at the Tribune has been a dream come true. Ray Dyer, Traci Chapman, Glen Miller and Vicky Joyner (and everyone else I worked with) were very willing to discuss story

ideas and help me if I encountered a problem. They trusted me to report on sensitive material and to help edit stories, and they gave me some of the best assignments I could write about. These assignments could be anything from a special interest or business story, to a court case or breaking news brief. I interviewed a World War II veteran, a superintendent fighting for his school, fire fighters for wildfire updates and participants of an organization where mentally disabled young adults learn entrepreneurial skills – it was something fresh and unexpected each day.

Knowing they trusted me to get the story and meet any deadline was

a great confidence booster, especially when the story came right before deadline and had to be added immediately. This trust and support was also illustrated when my supervisor asked me to be editor for The Small Town Weekend special section. I was asked to write nearly every article, to choose all the photos, and to design the layout.

Over the summer, journalism was the priority, but I also learned camera techniques, photo toning, and the art of layout/design. In addition, I also learned how each of these elements condenses into one of the most time-honored forms of the written word, the newspaper.

The time I've spent at the Tribune has not only given me a better understanding of journalism, but it has also given me a better knowledge of El Reno. Over the course of the summer, I was immersed in its small town charm, impressive history and the unbelievable stories of its distinctive residents who call El Reno home.

Greeting the day with "good morning" and "here's a story if you want it" made each morning an exciting adventure, and it was a summer I will truly cherish – one that has given me invaluable experience and has helped pave the way for my future writing career.

SCOTT MAY,
Southwestern Oklahoma State University,
Interned at WEATHERFORD DAILY NEWS

The helicopter's rotors loudly spurred the aircraft off the ground as we took off to comb the surrounding area. With my camera in hand to cap-

ture every moment and my bag slung over my shoulder, our pilot lowered the craft to hover over a known drug field. Leaning out of the helicopter as far as my seatbelt would let me, I found the shot I was looking for, the shot that would define the story I knew I was

already writing in my head. The most memorable of all my stories was an opportunity to go with the Oklahoma Bureau of Narcotics as they searched for marijuana fields in the plains of Oklahoma.

As I think back on the time I have

had with the Weatherford Daily News, I immediately remember the first story I ever wrote for a newspaper. It was a simple accident report. It felt like it took me hours to wade through the information and transfer it into a story.

Reward seekers look to mobile media for news

Findings of a national media study revealed that adults who are motivated to seek out rewards rather than avoid threats are more likely to use mobile media platforms to access local and national news compared to adults who are more concerned with avoiding threats than seeking out rewards.

Among smart phone users, 27% of reward seekers compared to 12% of threat avoiders consider the smart phone to be a very important technology for accessing news. Results of the study found that the desktop computer is still the dominant platform for accessing online news among all individuals. However, reward seekers are more inclined to include mobile media in the news consumption.

The study was conducted by the Donald W. Reynolds Journalism Insti-

tute (RJI) of the Missouri School of Journalism, and HCD Research.

The intent of the study was to obtain a deeper understanding of the psychological motives that drive media preferences and use to help news outlets and advertisers optimize content and delivery platforms for their target audiences.

Among the key findings:

- Receiving up-to-date, detailed information about natural disasters and crime is more important to threat avoiders than reward seekers, while receiving up-to-date information on sports is more important to reward seekers than threat avoiders.
- Online news must be designed and optimized by category in order to appeal to reward seekers versus threat avoiders.

- Reward seekers demonstrate a stronger preference for videos embedded with online news.

- Threat avoiders are more likely than reward seekers to perceive that detailed reporting instead of news briefs is more important for crime, natural disasters and politics.

According to Glenn Kessler, president and CEO of HCD Research, the results of the study are in line with the trends that he is seeing among his client base.

“While we continue to conduct a fair amount of traditional website optimization studies, the trend is rapidly moving toward the design and optimization of mobile websites, particularly for sales and marketing initiatives,” said Kessler.

Edmond university releases iPhone app

The University of Central Oklahoma in Edmond has released an iPhone app for its UCentral student media network.

The idea for an app was thought up after an informal survey of UCO students indicated they would like to receive news from their mobile devices.

The UCentral network is comprised of a variety of traditional (newspaper, television, radio) and new media (web, social networking) entities created by students.

“The app itself highlights news, sports, video and opinion pieces from the student newspaper and the student television newscast. It also streams live audio from the student radio station and a live feed from the student television station,” said Jeff Hagy, UCO Student Media general manager.

SUMMER INTERNS

Continued from Page 13

It is when I think about the first story that I realize just how much I have learned throughout my internship.

Now countless stories later, I have a much greater understanding of what it means to be a journalist. The experiences I have had while working for the WDN have been priceless and instrumental in teaching me how to improve as a journalist and photographer.

My time was not just spent learning the skills from a textbook but by doing. Classroom experience is essential, but it is the experience of working with the people of the community that has made this time so valuable. I made more than my fair share of rookie mistakes, but the people of the WDN took those opportunities to teach me something new and show me how to be the best journalist I could be. I have interviewed politicians, agency directors and local

citizens, all of which had an amazing story and I have learned how to write those stories in the pages of the WDN.

It was not just my writing that improved. Photography was never an interest to me before my internship, but after holding a camera and being asked to put a face with a story I found a new love of photography. Now finding the best angle and perfecting the shot to capture the moment that would do my story justice is one of my favorite aspects of working for a newspaper.

I'm so thankful for the opportunity to practice these skills in a professional environment. While I know I still have much to learn, I am confident the skills and lessons I have learned will prove to be an asset as I pursue my future career plans. All of the lessons learned were well worth stumbling through my first accident report.

The lost art of conversation



That InterWeb Thing

by Keith Burgin
kburgin@okpress.com

Too often, people forget the “social” in social media. They focus on the numbers, the fan count, the follower stats, etc., and miss the entire point of the exercise – having a conversation.

I attended a luncheon talk a few weeks ago and had the opportunity to speak to the presenter afterward. He and I both noticed that many of the younger attendees were giving their thumbs a workout on mobile phones while he was speaking.

The incredible rudeness of the behavior aside, though, it's a perfect metaphor for what I'm talking about. It doesn't matter how many people show up for the luncheon if only a few are taking part.

For the sake of discussion, let's call your Twitter follower Gladys. Gladys may be following you but her friends and family are following her. If Gladys responds to you in some way, all of her followers see that response and are exposed to your message.

Here are a few suggestions:

Try to create a conversation, not a monologue. That means you'll need to take an interest in reader viewpoints and posts.

Divide your entries between things related to business and those unrelated. Weight the percentages toward the unrelated and you'll have more eyeballs when you want to promote something.

Keep the conversation flowing. Shut down a troublemaker if you have to, but tactfully steering the thread back on track is better than getting your knickers in a twist over the village idiot.

Don't beg for higher numbers; it's a turn-off and dismissive of the human element. Asking readers to tell their friends is fine but avoid requests like, “Help us reach 2,000 followers.”

Thank people for following – it's time-consuming, but it works. Let each person know you appreciate their attention. You might also toss a general “thank you to all of our readers” every so often.

As a business tool, social is about engagement, not stats. Nothing tells you less about the success of your program than the numbers.

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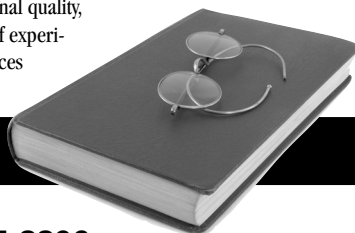
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Protect your smartphone and tablet



Computer Notes

from the road
by Wilma Melot
wmelot@okpress.com

Antivirus for phones and tablets is becoming more of a necessity as we start to use our smartphones/tablets as the computer of choice for surfing the web and running email.

In 2009 this wasn't a big issue as only a few viruses had been written for phones and the platforms were so varied that it did not look like it would be a problem.

What a difference three years can make. Now we are mostly down to four major platforms – Windows, Apple's iOS, Google's Android and Blackberry OS. All seem to be targets for the hackers.

Two questions you should be asking yourself are: "Can I afford to lose what

is on my phone?" and "Can I afford to have my identity stolen from my phone or tablet?"

If you answered no, there's good news. The antivirus people are hard at work trying to keep you safe. Not only will they stop the hackers, their software will also help you locate your phone if it's lost or stolen.

For iPad owners there aren't many choices for antivirus because Apple's closed system supposedly protects from invasion. But if you use remote Wi-Fi a lot, you may want to look at Hidepad to not only encrypt your data but also protect against identity theft.

Another option is VirusBarrier iOS by Intego. This is a true antivirus for the iPhone and iPad that's available on the App store for 99 cents. Although there's a large community that says we do not need antivirus on our iPhones and iPads, it's just a matter of time until they get hacked.

If you're looking for a free antivirus protection, check out Avast Mobile Security. Of all the ones I've seen tested, this is one of the best rated and it doesn't use too much of your phone's resources. Avast supports Android 2.1 or higher on smartphones.

Symantec has Norton Mobile Security for \$25.49 a year. This program is for Android 2.2 or higher smartphones. The program also has a feature to help you find your phone if it gets lost or stolen.

Naturally, the paid programs are a bit better. Most will let you wipe information off your phone if it gets stolen, or use the phone's camera to see the people using it.

Kaspersky is highly rated, but not as full featured as the last two. It goes for \$19.95 and needs Android 2.2 or higher.

IKARUS Mobile has won many awards for being the best at catching worms, virus, spyware, adware, trojans and other online threats. There's a free version for Android 2.2 and higher. IKARUS is a solid company that has been around for a while. If you want the

anti-theft feature, upgrade to the \$26.20 version.

Dr. Web Anti-virus Light is a great app if you just want plain antivirus without any of the fancy features. It works on Windows phones as well as Android phones. It gets some of the best reviews I have seen and it is free.

If you are an Android user stick to the main sites to download your apps. You might trust other sites if you have read lots and lots of comments by other users and not just the first three that show up.

Also, read about all updates for your phone, tablet or computer.

See if the antivirus software you're considering is causing problems for other users. Don't forget to check the ratings. You want it to have at least 2.5 stars. If you want to be a trailblazer, do so at your own risk and look carefully at antivirus.

Some good sites that screen the Android apps before you try them are Android (Google) Market, Amazon AppStore, SlideMe and Archos AppsLib.

Look carefully at the permissions you give any app that you put on your device and make an effort to know what they mean. Don't give away your personal information to just any app builder. Carefully examine all updates since they change the permissions each time they install.

ROUTER ALTERNATIVE

If you're looking for an inexpensive alternative to a router, consider tethering a cell phone to the computer.

Unless you still have a modem service set up at the paper, tethering is something each paper should look into for a least one phone on site.

This alternative can save you if the internet goes down in your building. As many of you have found out the hard way, it's hard to put a paper out without some kind of access to the internet.

You might consider packing up and going to your home. But that requires moving the computers or, at the very

least, taking home your laptop. And while it might work for some staff members, others may not have internet service at their home. The problem escalates if the internet service in your town is completely down.

However, chances are there's someone in your newspaper office with a smartphone that you can use to tether to a computer.

Tethering is where you plug the smartphone into the computer, which enables the computer to get online by accessing the internet from the cell tower.

While many cell phone providers charge extra for this service, you should still look into it. You may be able to temporarily get around the charge if you own an Android phone. This is something to learn about and try out before a crisis.

FoxFi, EasyTether Lite, PdaNet and ClockworkMod are apps for the Android phone that allow you to tether without hacking your phone at the root level.

Apple doesn't let you download these type of apps through their app store because it bypasses the carrier's charges to do tethering. That's why the Android phone is better for tethering.

It's important to note that the phone must have a data plan. And, you will need to install an app on your computer. That's why it's important to have your tether set up and tested before any problem arises.

Both AT&T and Verizon have laptops and tablets that are 3G to 4G capable and USB thumb drives that get you online. The price for the data plans are around \$40 a month.

A new tablet, the Kindle Fire HD 8.9" 4G LTE Wireless, has a very reasonable data plan for only \$50 a year that gives you 250MB of data per month. The iPad 4G's plan is \$180

per year. These solutions could help put your paper out in an internet crisis.

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.

VIRUS PROTECTION FOR SMARTPHONES & TABLETS

FOR IPADS, IPHONES:

HIDEPAD: For iPads. \$14.99/month; special offer of \$8.99/month. www.hidepad.com

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FOR ANDROIDS:

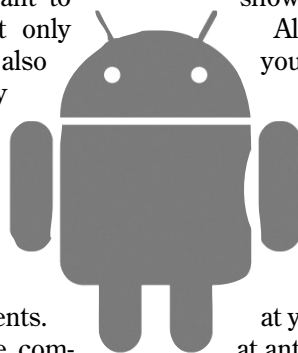
AVAST MOBILE SECURITY: Free. For Android 2.1 and higher. Download at <http://www.avast.com/free-mobile-security#tab4>

DR. WEB ANTI-VIRUS LIGHT: Free version. Available at Google app store - <https://play.google.com/store?hl=en>

IKARUS MOBILE: Free Lite version is free. Upgrade to full version for \$26.20/year. For Android 2.2 and higher. Available at Google app store - <https://play.google.com/store?hl=en>

KASPERSKY: \$19.95 special offer \$9.95/year. For Android 2.2-4.1. <http://usa.kaspersky.com/products-services/home-computer-security/mobile-security>

NORTON MOBILE SECURITY: \$25.49/year. For Android 2.2 and higher. Download at <http://www.symantec-norton.com> (Choose Norton for Android from list)



Clark's Critique Continued from Page 16



A Brand New Man

Atokan Drops 90 Pounds In Less Than A Year

STETSON FROST, 25, has lost approximately 90 pounds this year by eating healthy and exercising. The photo shows him in a running outfit, looking fit and energetic.

Western Heritage Week Attracts Multitude

More than 600 people gathered for the annual Western Heritage Week celebration in Atoka, Oklahoma. The event featured various activities, including horse shows and cultural performances.

ACIDA Approves Lease For Airpark Building

The Atoka City Council has approved a lease for a new building to be constructed at the Airpark. The building will serve as a community center and will include various recreational facilities.

Atoka Woman Arrested For DUI

A woman from Atoka was arrested on suspicion of driving under the influence (DUI) after a traffic stop. She was taken to jail and charged with the offense.

Fair Results Posted

The results of the recent county fair have been posted. The fair was a success, with many visitors and a variety of exhibits.

Man Gets Felony Firearm Charge

A man from Atoka has been charged with a felony firearm offense. The charge is related to the possession of a firearm by a convicted felon.

Governor Lifts Burn Ban For Atoka County

Oklahoma Governor Mary Fallin has lifted the burn ban for Atoka County. This allows residents to burn leaves and yard waste, which is a relief for many homeowners.

Life Chain will form here

A new life chain project is being initiated in Atoka. The project aims to provide support and resources for individuals in need.

Let's Talk About It

A community meeting will be held to discuss local issues and concerns. The meeting is open to all residents and will provide an opportunity for public input.

Caught!

A person was caught in a trap set for a specific purpose. The incident was reported to local authorities.

Happy News!

Good news has been reported from a local source. The news is a cause for celebration in the community.

Let's Talk About It

Another community meeting will be held to discuss local issues. This meeting will focus on a different set of topics.

Let's Talk About It

A third community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

A fourth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

A fifth community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

A sixth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

A seventh community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

An eighth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

A ninth community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

A tenth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

An eleventh community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

A twelfth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.



Clean Line Energy slates open house meetings

Clean Line Energy is planning a series of open house meetings to discuss their proposed power line project. The meetings will provide an opportunity for residents to voice their concerns.

Fall storm hits Sept. 26

A major fall storm hit the region on September 26, causing significant damage and power outages. The storm brought heavy rain and strong winds.

Students pray at school for See You At The Pole

Students at a local school participated in a prayer service for the 'See You At The Pole' event. The event is a significant gathering for the community.

Fu shots offered Oct. 4, 5, 8

Free flu shots are being offered on October 4, 5, and 8. The shots are available for all ages and are a great way to protect yourself and your family.

2012 INDIAN WOMEN

Awards for the 2012 Indian Women are being presented. The awards recognize the achievements of women in the community.

Man Gets Felony Firearm Charge

A man from Atoka has been charged with a felony firearm offense. The charge is related to the possession of a firearm by a convicted felon.

Let's Talk About It

A community meeting will be held to discuss local issues. The meeting is open to all residents and will provide an opportunity for public input.

Happy News!

Good news has been reported from a local source. The news is a cause for celebration in the community.

Let's Talk About It

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A sixth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

A seventh community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

An eighth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

A ninth community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

A tenth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

An eleventh community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

A twelfth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Let's Talk About It

A thirteenth community meeting will be held to discuss local issues. The meeting will provide an opportunity for residents to voice their concerns.

Let's Talk About It

A fourteenth community meeting will be held to discuss local issues. The meeting will continue the dialogue on community concerns.

Thanks to *The Moore American*, we know that OU's Sherri Coale can write as well as she can coach. Here's her lead on the page one story "Coale's pink ladder," about help for an assistant coach with breast cancer: "It was for a great cause so I didn't mind writing the check at all. I have to admit, however, that I had no idea what I was going to do with a really expensive ladder. ..."

In *The Daily Elk Citian*, a story that needs to be told elsewhere, headlined "An unseen rodeo," about the workers. Here's Dale Denwalt's lead: "There are parts of the rodeo the fans rarely see. It's in the background, and before the bright lights come on. / "Workers call it 'slack'...."

And in UCO's *The Vista*, I've gotta brag on a student of mine, Ben Luschen, covering the naturalization ceremony of 125 new citizens at UCO during Constitution week. Here's his lead: "A lively and collective murmur filled the walls of the impromptu courthouse. The shrieking cries of newborn infants were audible, but make no mistake, this was a joyous occasion. Children played in the aisle. Relatives, now reunited, reminisced on old times but kept their sights on the present. A melting pot of sound."

HEAD'EM UP AWARDS

First place, *The Miami News Record*, on a Melinda Stotts' story about three NEO athletes arrested for armed robbery: **UNSPORTSMANLIKE CONDUCT**

Second place, tie, *Coweta American*, on the Christy Wheeland food pantry story:

Empty Shelves
And *Oologah Lake Leader*, on a John M. Wylie II story debunking rumors of the PSO plants demise:

PSO plant tells undertakers, "Take a hike"

Third place, tie, *Cushing Citizen*, on a Jim Perry story about an 80-year-old woman getting her poetry published:

Footprints still whispering
And *South County Leader*, on a JoAnn Jennings story about a Bixby son filming his fathers' sports show:

Lights, camera, YouTube

Honorable mentions: *OKC Friday*, on a Rose Lane story about a drug bust in a 4,520-square-foot house valued at \$995,000 in Nichols Hills, "Big bust at big house in NHills"; *Weatherford Daily News* on Publisher Phillip Reid's front page column about the presidential debates, "Those guys were good but Romney was gooder"; *The Hooker Advance*, on photos of storm damage, "Oh, Hail!"; *The Hollis News*, on an Everett Brazil III story about a drive to turn in used cell phones to help fund phone calls for overseas troops, "Saving phones for freedom"; *The Carnegie Herald*, on a Lori Cooper photo of a child playing in mud puddles at the county fair, "Puddles of fun"; "Brand new man," on the *Atoka County Times* story about a guy losing 90 pounds in a year.

Amendment to expungement law recognizes new categories



Legal Notes

by Michael Minnis
OPA Attorney

A person who works for a public body is reporting a dramatic increase in applications to expunge criminal records. He said that this activity is being generated in response to an amendment to an expungement law that will become effective Nov. 1, 2012. The only amendment of an expungement statute effective this November amends 22 O.S. § 18. 2012 O.S.L. 183, § 2. Section 18 describes those eligible to seek criminal record expungement. On

Nov. 1, Section 18 will essentially recognize three new categories of persons eligible to expunge public records:

1. A person charged with misdemeanor or felony crimes that were dismissed against the person and no misdemeanor or felony charges are pending against the person and the statute of limitations for refiling a charge has expired or prosecutor confirms the charges will not be refiled.
2. This category does not apply to charges dismissed following a deferred judgment or delayed sentence. [Section 991c allows expunge-

- ments as part of a plea bargain prior to a trial of an offense.]
2. A person charged "with a misdemeanor, the charge was dismissed following the successful completion of a deferred judgment or delayed sentence." The person has never been convicted of a misdemeanor or a felony, no misdemeanor or felony charges are pending against the person, and at least two (2) years have passed since the charge was dismissed.
3. "The person was charged with a non-violent felony offense as set forth in Section 571 of Title 57 of the Oklahoma Statutes." The charge was dismissed follow-

ing the successful completion of a deferred judgment or delayed sentence, the person has never been convicted of a misdemeanor or felony, no misdemeanor or felony charges are pending against the person and at least ten (10) years have passed since the charge was dismissed. Finally, records that were expunged because of a plea agreement will be "admissible in any subsequent criminal prosecution to prove the existence of a prior conviction or prior deferred judgment without" a court order. This portion of the amendment may explain the recent plethora of expungement applications.

ADVENTURES IN NEWSPAPER LAND

PART 3

... it's a bird ... it's a plane ...

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

On Sept. 27, OPA Executive Vice-President Mark Thomas and I traveled to Lawton for the first session of Open Meeting and Open Records seminars presented by the OPA and the Attorney General's Office. The meeting was well attended by several public officials in the area. There were school board members, city and county officials there.

That night Mark and I met a handful of newspaper owners at a Lawton restaurant for some good food, laughs and shoptalk.

I'm always amazed at how different our papers are but we all have similar experiences to share. It's always good to be with other newspaper people.

Attending the meal were John Hruby of *The Marlow Review*; Jay and Melissa Grace of *The Ringling Eagle*; and Karen Goodwin and Jane Worthington of *The Rush Springs Gazette*. Mike Owensby of the *Lawton Constitution* talked with us for about an hour before another commitment pulled him away.

MARLOW REVIEW



If you've been in the newspaper business in Oklahoma very long, you've probably heard of the Hruby family and the rich newspaper heritage the family has in Stephens County.

The Marlow Review has been Marlow's newspaper since 1905. John has been the owner and publisher of *The Marlow Review* since 2007.

According to John, the best part of

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his job is the various events, people and stories he publishes each week. He also admires the constant changing technology our industry is experiencing.

Like most newspaper managers and publishers, attracting and retaining a younger audience for his paper is one of his biggest challenges.

"(We strive to) make our product more appealing to those readers through the use of technology and content that they find useful and valuable," he says.

John realizes how valuable his paper is to his community.

"We are chronicler of births, deaths, events and the history of our area. I have heard it put much better by others. We are our community's biggest supporter and work for the progression of the community."

John realizes the value of his OPA membership. Whether it's the training, the lobbying at the capitol or just working on behalf of newspapers across the state, John said he's glad to be a member of the OPA.

RINGLING EAGLE



I asked Melissa Grace what made her decide to get into the newspaper business and she jokingly replied, "Well, I didn't have anything else to do."

All joking aside, Melissa has owned

and operated *The Ringling Eagle* since 1991. Her husband, Jay, owns and operates a cattle operation in the area.

"She's the one that runs the paper. I just take a photo or two at football games and help her deliver the papers," Jay said.

Melissa began her career in the newspaper business by going to work for the former owner of *The Eagle*.

"I worked under him for a year to

see what the job was going to entail," she recalls.

She found out she had a flare for newspapers and bought the paper in August 1991.

Like most newspaper publishers, she is involved in her community and works hard to make it a better place to live and work.

"It is important to keep the public informed about what is going on and we feel that is an important role of our newspaper.

"I like to help match up people with projects and work along side many of them to complete and accomplish something."

Melissa is challenged by the fact she has a small staff with a lot of news to cover and work to get done.

"We ask others attending events to help us get the information and to take a picture or two to help us be able to cover more things going on in the community," she said.

"Stuff happens that we don't manage to cover, but most of the time we have something about most everything," she adds.

According to Melissa, the people of Ringling look to *The Eagle* and Melissa for valuable information on their community and ways to get engaged in their community.

"Often we forget how important what we do is to our community, but the people here remind us and you know if we are ever a little 'late' getting the paper out...oh, my, you'd have thought the world was coming to an end."

Like John, Melissa is very appreciative of the OPA and calls the OPA "awesome."

"I am so pleased to be a member newspaper and I know when I have a problem or a question, I can find out the answer really fast if I just make the phone call to OKC. I can't say enough good things about the staff members and all the things they do for us!"

RUSH SPRINGS GAZETTE

I first met Karen Goodwin of *The Rush Springs Gazette* about a year ago when she sold me a used iMac. When I saw her that night I remarked how the computer was a good one and I appreciated her selling it to me.

"I should have kept it," she laughed.

Karen has owned *The Gazette* for 23 years and loves the interesting people she meets.

"I have found there is something interesting about everyone," she says.

She said the newspaper business is a constant learning experience.

"We are always learning something new, whether about government, our laws, how schools or city business operates, or computer skills. It's an ever learning process."

One of her biggest challenges, she admits, is the advent of the Internet and how it attempts to take advertising and news away from print.

"Several sources or outlets are now free to the advertiser and consumer," she says.

She understands, though, the way to battle that competition is to make her paper indispensable to Rush Springs.

"No other news source cares as much about our town as *The Rush Springs Gazette*," she proudly proclaims.

"We try to be the community's cheerleaders," she adds. "We, above all other news sources, take an interest in our own community and what is happening or about to happen in it."

Many of her readers are life-long friends. Karen notes that "We know when you're born and we care when you die."

Karen relies on the OPA for a variety of services.

"Most of all, thank you for Wilma," she said. Wilma Melot is the OPA's traveling computer consultant.

She also looks to the OPA to help her find potential advertisers.

"Mom and Pop businesses in communities are becoming fewer, so papers need consideration from the larger businesses and companies."

She also enjoys the OPA's government relations and keeping her informed of important issues affecting our industry and her readers.

"We appreciate receiving items such as the state questions that will be voted on. The explanations given for them are important to our readers," she said.

Newspaper heroes are deeply rooted in the communities they serve. They incorporate others in their community to service and have a passion for the people they serve each and every week.

I said earlier in this article that it is always good to be around fellow newspaper people. Well, its more than good...it's inspiring.

NEXT MONTH: I'll share about our visits to Cache and Comanche. They were just as inspiring.

GIVE DESIGNERS CREDIT WHEN IT'S DUE

BY ED HENNINGER

"DO YOU SEE DESIGNS," the publisher asked, "where credit is given to the designer?"

"I'm trying to encourage our designers to step up and use their creativity a bit more. We always have bylines for reporters. Does anyone do something on a special layout like, 'Designed by Joe Smith?' I thought it might be great to give some credit and a good chance for the designers to take more ownership."

Right...on both counts. It "would be great" to give some credit and it would be a "good chance for the designers to take more ownership."

Her note came as an email. A day or so later, we talked.

Here are some of the ideas I shared with her:

OF COURSE, GIVE CREDIT! If the designer has created a page with strong visual appeal, let your designer – and your readers – know you're pleased with the effort.

THE 'IF:' Notice the condition I created in the previous paragraph: "If the designer has created a page with strong visual appeal..." Don't go giving out page design credits too easily. Make sure the work is worth the credit.

IT'S NOT ABOUT 'FAIRNESS:' Don't try to be "fair" when giving credit for design. Credit must be deserved, and it must come only when a designer creates an extraordinary package. If Curt hasn't done a well-designed page in three months, well...Curt will have to wait, even though Caroline has regularly been getting credit for her enticing food pages.

SET SOME STANDARDS: What characteristics define "extraordinary" or "enticing" at your newspaper? What do designers have to do to get credit? Are there guidelines? Is there a checklist? Do staffers vote for the best page? Is it "publisher's choice?" As a designer at your shop, what do I need to do to get design credit on a page I'm doing?

DON'T OVERDO: If you want some striking pages, don't set the bar too low. Let your designers know



Some pages, like that at left, aren't designed so much as they are assembled. There's not much design there. Others, like the center page here, might deserve some credit—the page shows some attention to correct placement of elements, use of color and negative space. The designer of the page at right deserves mention—and he gets it, along with the writer, at the bottom of the page.

you're not just going to name a "page of the week" or "page of the month" all the time. If a week or two goes by without a design that sings...so be it.

GIVE EQUAL CREDIT: When you reward a designer with credit, be sure to give her a credit line that's at least as large as the credit you would give to the writer and/or photographer. To do less would imply that the design is less important than the story or the photos.

SOMETIMES, GIVE MORE CREDIT! If the design is outstanding, give the designer a credit line that's larger than the byline or photographer credit.

SAVE IT FOR CONTESTS: One of the best ways I

know to reward excellent page design is to be sure that design is submitted to state and regional contests. And if the design wins, spend whatever it takes to send the designer to the awards banquet, so she can bask in the glow of recognition.

It doesn't take much to reward good design with a credit...and it can help generate better design at your paper.

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CONGRATULATIONS TO THE AUGUST 2012 CONTEST WINNERS

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The Hennessey Clipper



Editorial:
**WAYNE
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The Countywide & Sun

AUGUST 2012 COLUMN WINNER **BARB WALTER, THE HENNESSEY CLIPPER**

Great Balls of Fire, we sure had fun at reunion!

Peggy Sue, Long Tall Sally and Bony Moronie were at my 50-year high school reunion last weekend, but not in person. So were Lucille, Be-Bop-Alula and Maybellene.

There in the flesh to Twist and Shout were 50 of the more than 200 members of my Classen High School Class of 1962.

We Let the Good Times Roll Friday and Saturday nights, and I gotta tell you there was a Whole Lotta Shakin' Going On, but maybe that was just me waddling into the banquet room.

A couple of classmates had canes, our vice principal needed a walker, our 91-year-old choral director said, "I'm Walkin'," and Coach Tedford said, "Roll Over Beethoven!"

Classmates talked about being A Teenager in Love, and there were even a couple of Hound Dog, Bird Dog and Heartbreak (Hotel) stories.

Childhood friend Dr. Jerry Wootan even talked about seeing Elvis when he was in the seventh grade. He went to Kansas City with his older brother, who'd told his mother, "Don't Be Cruel," when she said he had to take Jerry. That was to make sure big brother would Walk the Line and not get into any Poison Ivy.

I was All Shook Up because I never got to see Elvis in person.

Jerry said, "That's All Right, You're So Fine," but I know he was thinking Hard Headed Woman.

Then I remembered that Big Girls Don't Cry and recalled interviewing heartthrob Tommy Sands as a teen correspondent for the afternoon Okla. City Times in the Summertime, Summertime, Sum Sum Summertime.

That wasn't anything to Shout about, but I admit to a Fever when I interviewed Patti Page. She was beautiful and wonderful, though Fabian was Kind of a Drag, but doing The Twist with Chubby Checker was Money Honey.

Classmate Big Bad John Brown told about Buddy Holly and The Crickets coming to his aunt's house for lunch in Okla. City. He and his cousin had Hearts Made of Stone and went outside. There's a video of Buddy performing with John and his cousin in the background tossing a football.

Oh, Boy! I'd figured they had Rocking Pneumonia and the Boogie Woogie Flu, but John said, "No, I had Georgia on My Mind."

Ain't That a Shame.

Then there were two other classmates who Yackety-Yak(ed)

with each other for years in the football stands, but didn't realize until last Saturday night who the other was. Don't You Just Know that was a Magic Moment.

Oh What a Nite it was even though us old folks couldn't Rock Around the Clock the way we used to in our Shake Rattle and Roll days.

However, four of us gals — and Jerry, our Earth Angel — did stay up until almost one.

We didn't even have Runaround Sue, Lawdy Miss Clawdy or Good Golly Miss Molly to keep us company. It was just Sandie Riddle (Fujita), Patti Windes, Donna Gail Hall and me, Bah-bah-bah-bah-Barbara Ann.

Someone finally said, "It's Late," and soon it was time to Hit the Road Jack and See You Later, Alligator.

We were careful not to Wake Up Little Susie as we said Goodnight (Irene) at the elevators.

The next morning, I wondered, "What'd I Say?" but knew they'd Stand By Me. I'd stood by them for four hours the night before, and my feet were still swollen, but not from wearing Blue Suede Shoes. Besides, Our Time Will Come, but not until our next reunion in 2022.

Now That'll Be the Day!



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