

# The Oklahoma Publisher

Official Publication of the Oklahoma Press Association

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## INSIDE

**NEW OWNERS:** Four Oklahoma newspapers recently sold. Read about the new owners and their plans.

**PAGE 4**

## AN OKLAHOMA JOURNALIST TURNS

**100:** Vance Trimble of Wewoka is still writing and reading – at the age of 100.

**PAGE 11**

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## Jeff Mayo assumes OPA presidency



Jeff Mayo, associate publisher and general manager of the Sequoyah County Times in Sallisaw, became president of the Oklahoma Press Association on July 1, 2013.

OPA members elected Mayo at the OPA Convention on June 13, 2013, during the business meeting at the Reed Center in Midwest City. Mayo, who will serve a one-year term, succeeds Jeff Shultz as president of the association.

Also elected were Jeff Funk, publisher of the Enid News & Eagle, to serve a one-year term as vice president, and Gloria

Trotter, co-publisher of The Countywide & Sun, to serve a one-year term as treasurer. Ray Dyer, co-publisher of the El Reno Tribune, was elected to a three-year term as a board member.

Other board members are Robby Trammell, The Oklahoman; Dayva Spitzer, Sayre Record & Beckham County Democrat; Brian Blansett, Shawnee News-Star; Mike Brown, Neighbor News; and Ted Streuli, The Journal Record. Shultz will serve a one-year term as past president.

Mark Thomas is executive vice president of the association.

“I am humbled to be elected to serve the Oklahoma Press Association as president. It is a great honor for my family and me,” said Mayo, who has served on the OPA board of directors since 2007.

“During my term as president, I want to promote newspapers as the primary news authority for our Oklahoma communities. Our printed products remain strong, and our websites are sometimes

the only place to get the facts of a story.”

Mayo is a third generation newspaper publisher, and five of the last six generations of his family have been in the newspaper business in Oklahoma, Arkansas and before Indian Removal in 1835, in Georgia.

His grandparents, the late Wheeler and Florence Mayo, started the Sequoyah County Times in 1932. His father, Jim Mayo, still holds the title of publisher at the Times and his mother, Becky, is business manager.

A 1990 graduate of Sallisaw High School, Jeff Mayo received a degree in community journalism from the University of Kansas in Lawrence in 1994 and his Juris Doctor from the University of Minnesota Law School in Minneapolis in 1997. Prior to passing the Oklahoma Bar examination, he worked as a reporter for the Boulder Daily Camera in Colorado.

He then went to work for a law firm in Tulsa. In 1999, he moved to Bellevue, Wash., and became a contract nego-

tiator for T-Mobile USA, but returned to Oklahoma to work at the family newspaper in 2003.

In Oklahoma, he and his brother, Jack, a program manager for Microsoft, formed Big Basin Enterprises LLC, and purchased four weekly newspapers – the Vian Tenkiller News, Eastern Times-Register, Indian Journal and McIntosh County Democrat. Jeff’s wife Beth, is the business manager.

The National Newspaper Association presented Mayo with the Daniel M. Phillips Leadership Award in 2010.

Active in the community, Mayo has served as a member of the Sallisaw Lions Club, coached youth league basketball, served on the board of the Boys & Girls Club of Sequoyah County and as president of the Sallisaw Chamber of Commerce.

He is an Eagle Scout in the Boy Scouts of America and currently is Cubmaster of Sallisaw Cub Scout Pack 731.

Mayo and his wife, Beth, have two children, Madolyn, 10, and Maddox who will turn 8 on Aug. 10.

## Court allows Oklahomans to sue for meeting violations

A November 2011 dismissal of an open meeting lawsuit was overturned by the state’s Court of Civil Appeals on June 27, allowing Oklahomans to sue to enforce the Open Meeting Act without having to prove they were individually injured by the alleged violation.

Joel Rabin and Sharon Hurst filed suit against the Bartlesville Redevelopment Trust Authority in October 2010 after the BRTA held an Aug. 21, 2011, executive session that Hurst and Rabin believed was improperly entered.

The couple requested the

actions taken during the session be declared invalid and the BRTA provide minutes of the executive session to the public.

The BRTA filed a motion to dismiss, which was granted by Associate District Judge Russell Vaclaw on Nov. 4, 2011. He stated the two did

not have claim in their petition to be a party affected directly or indirectly by the actions of the BRTA while in executive session.

The appeals courts decision overturning Vaclaw ruled that Hurst and Rabin have standing because the Open

**Continued on Page 3**



# INK PIXELS PAPER POWER

By OPA President JEFF MAYO,  
Associate Publisher of the Sequoyah County Times

Ten years ago I left a corporate job with a cell phone carrier in the Seattle area to attend the funeral of my family's newspaper. I wanted to be there for its last breath and maybe to drive the hearse. You remember 2003, before the iPhone, when newspapers were "competing" with free Internet news sites by giving away their news. We were supposed to be out of business in five years because "citizen journalists" were going to give away what we were selling.

The public at large might think we are dead, in part because newspapers are poor self-promoters when compared to radio and television stations.

All the while our great journalists are covering the news and writing the stories where people go for the facts. We need to tell and show people that this is the case.

Yes, I know, I know. The Internet is different.

Our newsroom has found it provides a wealth of news tips and easy information gathering.

I do not see the Internet as a direct competitor, but as a conduit for the great mankind time suck. Everyone has always claimed to be busy, but now it is different — they can actually look busy.

Our fight for attention competes with cell phones, tablets, computers, regular television, YouTube, Myspace, Facebook, Instagram, Flickr, Vine, Twitter and countless websites, not to mention any "live action" activities.

What we are really fighting is to be relevant through compelling work. The elements for success have not changed, but the need to preform at a high level is ever present.

In full disclosure, I was a free story Internet guy. When we launched our website in 2004, I thought it would bring more readers to the paper by having more information out there. Our whole paper wasn't online, but then no one knew how much. I think many

people thought they were getting it all, or maybe they were getting enough that they didn't think they needed the rest. Either way it was not good.

It left the reader underserved.

We now offer five free stories per month, and after that they must either be a print subscriber or pay for access. I feel the five free stories are equivalent to the practice of cutting out an article and mailing it to a friend or relative. Now they can just email a link.

Since there is no funeral to attend nor hearse to drive, one of my goals as president is to create more awareness of the need for newspapers and the power we still give readers in our communities to tell their story, cover their government and document their history.

## CONVENTION

The OPA Summer Conference was the centerpiece of my summer life during my childhood. It was our family vacation for many years and a bunch of other families just happened to show up too. Up until a few years ago I think I still had trophies from winning swimming races at Fountainhead, Western Hills or Texoma.

Times have changed, but I like to call the recently concluded convention the "Midwinter Convention in June" so not to tread on my memories.

The OPA put on another great convention this year — focusing on newspapering itself, a turn back to the core of our business after spending time on digital activities.

Terry J. Kroeger, president and chief executive officer of BH Media, a Berkshire Hathaway Company run by the famous Warren Buffett, was a featured speaker. While his talk was important, the confidence injected into newspapers by Buffett's recent purchases of the Tulsa World and many other newspapers is wonderful. Buffett's investing success shows the nation we are still a good bet.

## OPA CALENDAR OF EVENTS

Complete Listing of Events at [www.OkPress.com](http://www.OkPress.com)

### THURS., AUG. 1, OSU CAMPUS, STILLWATER, OK ONF WORKSHOP FOCUS ON PHOTOSHOP TRAINING

Photographers, copy editors, page designers and reporters: Don't miss the opportunity to be trained in Photoshop. OPA computer consultant Wilma Melot will cover the latest edition of Photoshop. Class size is limited to 20 so register early. Learn photo editing techniques and shortcuts you can use at your publication immediately. Get hands-on training in an up-to-date journalism computer lab. Registration \$35. For more information or to register, go to [www.OkPress.com/events-calendar](http://www.OkPress.com/events-calendar).

### THURS., SEPT. 26, LOCATION TBA ONF WORKSHOP CIRCULATION CONFERENCE

Single copy sales, home delivery, direct mail, crews and kiosks...Newspaper circulation professionals have their own language and set of problems. Come meet with other circulation managers and publishers to talk shop, exchange ideas and learn from one of the best in the business at an all-day event on circulation issues and marketing promotions. Pryor Times and Claremore Daily Progress publisher Bailey Dabney will discuss how to reach circulation goals along with OPA Postal Consultant John McCann. Registration \$35. For more information or to register, go to [www.OkPress.com/events-calendar](http://www.OkPress.com/events-calendar).

### THURS., OCT. 10, LOCATION TBA ONF WORKSHOP SOCIAL MEDIA TRAINING

Social media can be a great tool to increase connections with sources, bring readers to your website and print products, and cover breaking news. This workshop will include a number of Web tool demonstrations and handouts that offer step-by-step instructions. Even if you don't know a lot about the Web, you can make a difference with social media at your community paper. Tulsa World web editor Jason Collington directs award-winning digital media products. Before being named web editor, he was web content coordinator and a feature writer. He also teaches web and social media classes for the School of Media and Strategic Communication at OSU. Registration \$35. For more information or to register, go to [www.OkPress.com/events-calendar](http://www.OkPress.com/events-calendar).

For more information on upcoming events,  
visit the OPA website at [www.OkPress.com](http://www.OkPress.com) or contact Member Services Director Lisa Potts  
at (405) 499-0026, 1-888-815-2672 or email [LPotts@okpress.com](mailto:LPotts@okpress.com).

## New editor at Stigler News-Sentinel

Wendy Smith has been named editor of the Stigler News-Sentinel and the Country Star.

Smith, who was previously sports editor at the newspapers, will continue her role in the sports section.

"My goal is to have all local news covered in the paper," she said. "There are a lot of good people and good things happening in this community that deserves to be in the news."

Linus Williams Jr., assistant publisher of the News-Sentinel, said he wasn't surprised when Smith approached him about the editor position.

"She is a perfect fit and one of the

most dedicated writers we have had at the Stigler News-Sentinel and Country Star. Her coverage of local sports over the past few years has been excellent and I have no doubt that she will take the same approach to all aspects of our news coverage," Williams said.

With Smith taking over the editor position, Williams plans to bring in a new reporter to increase the paper's area news coverage.

"There is a lot going on in Stigler and the surrounding communities and we are hopeful that by adding more reporters we will improve our coverage," said Williams.

## Trial date set for Pardon and Parole Board members

A judge has set a date for a jury trial in the matter of alleged open meetings violations by the five members of Oklahoma's Pardon and Parole Board. The trial is set for Nov. 18.

The board members are accused of failing to properly inform the public of names of people who were being considered for early release by the board.

Earlier this year, Prater issued an ultimatum to the five board members, resign or face charges for violation of the Open Meeting Act. After failing to

accept the terms of Prater's ultimatum, four of the five members of the board were charged with 10 misdemeanors while one member was charged with nine.

All five members of the board turned themselves in on March 14, 2013, and were subsequently released on \$5,000 bail each.

The Parole Board members all denied they knowingly or willfully violated the law. Through their attorneys the members have claimed that Prater's actions are the result of a vindictive agenda.

Prater claims the board acted in a way "designed to hide potentially unpopular actions."

The Parole Board's defense attorneys are requesting that a special judge dismiss the case because of vindictive prosecution or disqualify Prater from prosecuting the case.

Both motions were filed June 10th. Prater is contesting both requests.

## Court decision

Continued from Page 1

Meeting Act was created for the purpose "of governmental transparency by ensuring governmental bodies hold meetings that are open to the public."

"An executive session, by definition, is closed to the public. Rabin-Hurst have a personal interest, indeed a right, as members of the public and residents of Oklahoma, to attend and know the content of a public meeting," court documents state.

"If BRTA improperly held an executive session, the right of Rabin-Hurst has been violated, thus thereby conferring standing to invoke judicial process to enforce that right."

The couple say they thought this was an important decision that provided clarification, because the BRTA was claiming the only way to go after a public body to make them uphold the Open Meeting and Open Records Acts was by filing a criminal complaint.

"And if the district attorney, who typically won't prosecute these types of crimes, won't do anything about it, then what recourse does a citizen have?" Hurst said.

The case has been remanded to trial court.

## Muskogee publisher moving to West Virginia

Randy Mooney, who has served as publisher at the Muskogee Phoenix for nearly three years, has been named publisher of the Bluefield Daily Telegraph. The paper is located in his home state of West Virginia.

Both the Daily Telegraph and the Phoenix are owned by Community Newspaper Holdings, Inc.

## New motions filed in university suit

New motions were filed in late June in a case involving a lawsuit filed against the University of Oklahoma in May, according to plaintiff Joey Stipek.

Stipek is a former online editor at The Oklahoma Daily and is also a Film and Media studies senior at the school.

He filed the lawsuit after the university repeatedly refused to release student parking citation information to him and other employees at The Daily.

Stipek states that in recent years, reporters at other student papers around the country have requested campus parking citations under their state's Open Records laws after receiving tips that athletes were receiving special treatment.

Stipek was attempting to research a similar story when he was denied access to the records.

The new motions Stipek filed

included a response to the defendants' motion to dismiss and a motion for summary judgment. Stipek is requesting the court deny the defendants' motion to dismiss.

The lawsuit was filed specifically against David Boren, president of OU, and Rachel McCombs, director of the Open Records Office at OU.

Stipek was originally told the records were protected by the Family Education Rights and Privacy Act (FERPA.)

Since the parking records are directly related to a student and maintained by the university, OU said they cannot be disclosed under FERPA.

OU officials said they have provided and will continue to provide information related to any non-student ticket recipient including faculty and staff and university guests to whom FERPA does not apply.

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### PUBLISHER

Mark Thomas  
mthomas@okpress.com

### EDITOR

Jennifer Gilliland  
jgilliland@okpress.com

### OPA OFFICERS

Jeff Mayo, President  
*Sequoyah County Times*

Jeff Funk, Vice President  
*Enid News & Eagle*

Gloria Trotter, Treasurer  
*The Countywide & Sun*

Mark Thomas,  
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3601 N. Lincoln Blvd.  
Oklahoma City, OK 73105-5499  
(405) 499-0020  
Toll-Free in Oklahoma: (888) 815-2672  
www.OkPress.com  
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# Four state newspapers under new ownership

Four Oklahoma newspapers were announced to have new owners this month.

Paul and Maria Laubach of Okeene purchased The Okeene Record, The Canton Times and The Dewey County Record in Seiling from Mack and Connie Miller.

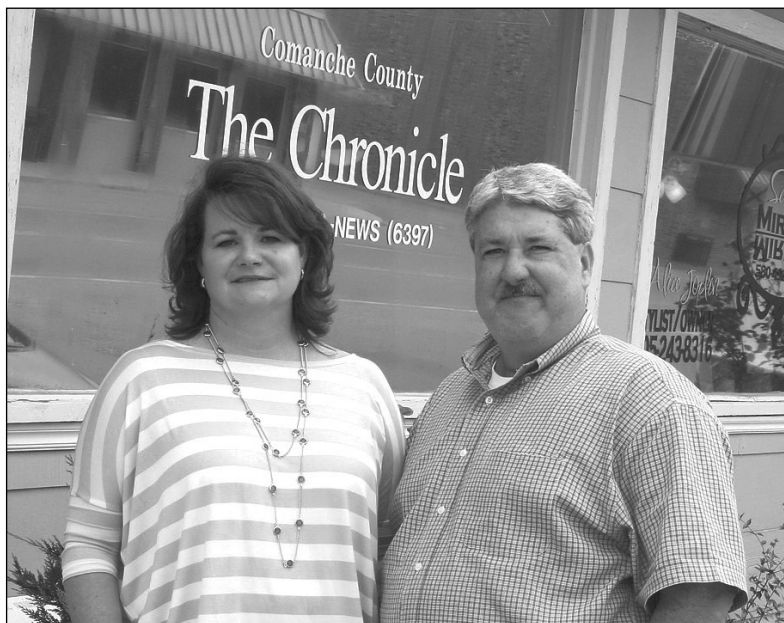
The Comanche County Chronicle in Elgin, published by Randy and Cheryl Smith since 2011, sold to Oak Tree Media Inc., owned by John Hruby. Hruby is also publisher of The Marlow Review

Dr. Maria Laubach will serve as manager of Trail Miller Co., LLC, a newly formed subsidiary company of the Laubach family's other business holdings in oil and gas investments and farm and ranch operations in 13 western Oklahoma counties.

She holds a Doctorate of Philosophy in Education and a Master of Arts in German from the University of Oklahoma. She also earned a Bachelor of Arts in Pedagogy from Saratov State University in Russia.

"I am really excited and look forward to working with Mack and all of the staff at the papers," said Laubach. "The free press in this country is one of the most important pillars of American democracy and to be able to be a part of that is going to be a very humbling responsibility," she said.

"On behalf of the newspapers in all three communities of Seiling, Canton and Okeene we promise to do our best to report the news and happenings of each community and to be a good



Tinker and John Hruby are the new owners of The Comanche County Chronicle in Elgin. The Hrubys also own the Marlow Review. The Laubach family, right, recently purchased Mack Miller's three weekly newspapers –The Okeene Record, The Canton Times and The Dewey County Record. Paul and Maria Laubach have two children, Alex, 5, and Sophia, 1.



business citizen in each community as well," said Laubach. "We also sincerely hope that our readers will participate in that process by sharing their views and providing us with their feedback on the papers," she said.

Dr. Laubach is married to Paul Wayne Laubach and they have two children. They reside in Okeene.

Mack Miller will remain at the three papers as editor.

The Comanche County Chronicle

will become the second paper owned by Oak Tree Media, Inc.

"This portion of Comanche County has so much potential and The Chronicle has such a great future, I couldn't pass up the offer Randy and his wife made," said Hruby. "This publication is very similar to Marlow in that both are serving three communities.

"I grew up in the newspaper industry and look forward to meeting everyone in the community, reporting on those things important to the community and making a difference."

Hruby is a third-generation publisher. His grandfather, Harrington Wimberly, bought the Altus Times-Democrat in 1940 and in 1964 purchased

The Duncan Banner. He was publisher until his death in 1976. Hruby's father, Al, joined The Banner in 1965 and took over as publisher after his father's death. John took over as publisher of The Banner in 1997, leaving after a year to pursue other opportunities. In 2007, he purchased The Marlow Review.

Hruby and his wife, Tinker, who assists in the newspaper's operation, have two children – Katherine and Alan.

"I want to produce a publication that serves the community, the advertisers and the readers," said Hruby. "I am very excited about what we can accomplish."

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## New sports editor at Clinton News

Derek Dueker is the new sports editor at the Clinton Daily News.

He and his family moved to Clinton from Buffalo, Mo.

"We are excited to have Derek on our staff," said CDN Publisher Rod Serfoss. "His writing skills and personal maturity far exceed many recent journalism school graduates. We believe he is a great asset to the Clinton Daily News and the community."

Dueker is a graduate of Missouri State University in Springfield.

He has experience in both print and broadcast journalism and is excited to get to know more about Clinton.

"Football is a true passion of mine and to report in a town that has a football team with 16 state titles is not only exciting, but an honor," Dueker said.

# ONF internships give students hands-on newspaper experience

This summer, college journalism students will work around the state through the Oklahoma Newspaper Foundation internship program.

The internship program, which is made possible by a grant from the Ethics and Excellence in Journalism Foundation, promotes working at Oklahoma newspapers and helps student journalists start their careers.

The 2013 program had 36 student applicants. Participating newspapers went through dozens of resumes to choose the students below.

James Tillison, a junior and reporter at Simpson College in Indiana, worked in reporting and layout at the Cougar Call, the Ada High school newspaper. He'll use those skills this summer at the Ada News.

Sally Asher, an Oklahoma State University junior, will be The Bigheart Times' intern. Asher is managing editor for The O'Collegian, the campus newspaper.

The Chickasha Express-Star chose Jacob McGuire, a junior at the University of Science and Arts of Oklahoma. McGuire covers sports at The Trend, USAO's student newspaper.

Jackie Dobson is spending her summer at The Cleveland American. Dobson, an OSU sports media sophomore, is photo editor for The O'Collegian.

Cushing Citizen will bring in Lori Prah, an OSU public relations junior. Prah will work in advertising with publisher David Reid.

Murphy Mitchell, a staff reporter at The O'Collegian since 2011, is a multimedia journalism sophomore. This summer he'll cover general assignments for the Drumright Gusher.

Julie Bragg, a University of Central Oklahoma photography graduate, will shoot news for The Edmond Sun.

Katie Kastl, a UCO senior, will join the El Reno Tribune staff full time for the summer. Kastl is a public relations major.

The Elk City Daily News chose Kristen Waldron, a political science graduate from Southeastern Oklahoma State University, to join the staff for the summer. Waldron was a staff writer and photographer at The Southeastern.

Missouri junior Jessica Salmond will intern at the Enid News & Eagle. Salmond is a photographer at the Columbia Missourian.

The Journal Record hired Catherine Sweeney, an OSU junior. Sweeney is a staff writer at The O'Collegian and has covered city council.

Allison Haddican, an OSU multimedia sophomore, will intern at The Marlow Review. Haddican interned at OKC Friday last year.

Christian Favalora, an OSU junior, is interning at The Miami News-Record. Favalora covers sports and general news for The O'Collegian.

Arianna Prickard, a University of Oklahoma sophomore studying online journalism, will write for The Norman Transcript. Prickard is campus editor of The Oklahoma Daily.

Dillon Phillips, an OU junior, has the summer set with OKC Friday. Phillips is sports editor for The Oklahoma Daily and works with KWTW-9 as a student mobile journalist.

The Oklahoman chose a junior at Oral Roberts University, Hannah Covington. Covington is a double-major in English literature and Spanish, and still finds time to be managing editor of The Oracle.

The Sand Springs Leader gets some help this summer from Justin Gordon, a sports media junior at OSU. Gordon works on O-State TV and The O'Collegian sports section.

Madi Alexander, an Oklahoma City University junior, will intern at The Shawnee News-Star. Alexander is a mass communications and political science double major. Alexander, who has also been The Journal Record's Legislative Report intern, recently studied abroad in Qatar and is the OCU student publications web editor.

Merrick Eagleton, an OSU sophomore, will have a short commute to her summer internship at the Stillwater NewsPress. She has been sports news clerk for the NewsPress and the public relations officer for Army Blades.

The Tulsa World's intern, Samantha Vicent, a junior at OSU, interned at the Drumright Gusher last year. Vicent has covered crime and courts since 2011.

## 2013 ONF INTERNS

MADI ALEXANDER,  
The Shawnee News-Star

SALLY ASHER,  
The Bigheart Times (Barnsdall)

JULIE BRAGG, The Edmond Sun

HANNAH COVINGTON,  
The Oklahoman

JACKIE DOBSON,  
The Cleveland American

MERRICK EAGLETON,  
Stillwater NewsPress

CHRISTIAN FAVALORA,  
The Miami News-Record

JUSTIN GORDON,  
Sand Springs Leader

ALLISON HADDICAN,  
The Marlow Review

KATIE KASTL, El Reno Tribune

JACOB MCGUIRE,  
The Chickasha Express-Star

MURPHY MITCHELL,  
Drumright Gusher

DILLON PHILLIPS, OKC Friday

LORI PRAHL, Cushing Citizen

ARIANNA PRICKARD,  
The Norman Transcript

JESSICA SALMOND,  
Enid News & Eagle

CATHERINE SWEENEY,  
The Journal Record

JAMES TILLISON, Ada News

SAMANTHA VICENT, Tulsa World

KRISTEN WALDRON,  
The Elk City Daily News

## New employee at Watonga Republican

Rhonda Horton has joined the Watonga Republican staff as news coordinator. She is taking over for 39-year employee Darrell Rice, who is retiring.

Horton has lived all around the state of Oklahoma working in various industries from farming and ranching to auto sales.

For the past five years, she has run a commercial photography business specializing in outdoor subjects with an emphasis on livestock and farm-ranch people. She also hosts an Internet radio show, westernwomen-radio.com.

Even though this is Horton's first newspaper job, she is excited about working with a media that is new to her.

"When you go to the coffee shop, people talk about what's in the newspaper," said Horton. "The newspaper is read and discussed. That's my purpose."

## New employee at Watonga Republican

Sulphur native Whitt Carter has joined The Ardmoreite as a sports reporter.

Carter is a graduate of the University of Central Oklahoma where he worked for UCO's student newspaper, The Vista.

He has experience covering high school and college sports as well as recruiting through Rivals.com.

"I'm anxious to work with the outstanding staff of The Ardmoreite," said Carter. "I'm eager to watch and cover local coaches and athletes, as they grow through successes over this upcoming athletic year."

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# SHORT TALKS, BIG IDEAS

## NewsFlash idea exchange popular session at convention

Bolstered only by a slideshow and determination, eight presenters shared their ideas during News Flash at the OPA Convention on June 14 at the Reed Center in Midwest City.

Each presenter was given eight minutes to pitch their idea to the audience – or face the dreaded gong that would end their session. Not once during NewsFlash did the gong sound the death toll.

NewsFlash was sponsored by TownNews.com, which gave away an Apple iPad to one of the NewsFlash presenters. Chris Rush, publisher of the Bartlesville Examiner-Enterprise, was the winner of the iPad.

### JOURNALISTS MUST ADAPT TO NEW TECHNOLOGY

Dave Rhea, managing editor at The Journal Record in Oklahoma City, was first to take the stage with a presentation titled “How to monetize for human capital.” If you didn’t quite catch the meaning of that, it’s basically “Tell a story, sell a story.”

“We wake up in the morning, lace up our boots, go the idea factory and put together these stories that literally change the world,” Rhea said.

The challenge for journalists is adapting to new technology and being

able to deliver the story in print, video or audio.

“You need to increase your ability to deliver information in ways people want to receive it,” he said. “The modern journalist is versatile and with versatility comes money.”

### CAMERAS FLY HIGH WITH PHANTOM II

The focus was on cameras during Lynn Martin’s presentation, which included digital cameras, low-cost aerial photography and a high-definition video dashcam.

Martin, publisher of the Alva Review-Courier and owner of a photography studio, often sets his professional equipment aside and shoots with the Sony RX 100. The pocket-size camera features the German Carl Zeiss lens. Although this camera doesn’t have an optical viewfinder, Martin has found a way to combat that shortcoming with a three-inch pop-up shade from Delkin for \$8.95. Now when the light is too bright for LCD viewing, Martin pops up the shade and continues shooting.

“There’s no shutter lag,” he said. “It’s faster than my Canon 5DII or EOS 1DS II.”

Another feature of the Sony is its ability to automatically stitch 24 frames together.

However, the scene-stealer during Martin’s session was the DJI Phantom II, a helicopter-type device with a camera attached making aerial photography possible without a plane. The Phantom holds a GoPro Hero 3 camera capable of shooting high-end video. To demonstrate its abilities, Martin played a video of him flying the Phantom on the courthouse lawn in front of the newspaper office in Alva.

“I got it so high I lost it in the sky,” Martin said. “But if you turn off the remote control it will automatically come back to where it started.”

Martin also showed a video of a dashboard camera that retails for \$115.

### PROFITS IN MAGAZINE PUBLISHING

Chris Rush, publisher of the Bartlesville Examiner-Enterprise, presented “Magazine Publishing for Fun and Profit!” during his eight minutes.

“I’ve become convinced even a small weekly newspaper can publish at least an annual magazine and it’s profitable,” Rush said.

Magazines, Rush said, are popular with readers and advertisers and add prestige to the newspaper. Plus, newspapers already have the needed resources to produce a magazine.

To get started, determine the type

of magazine that will hook readers and interest advertisers, he said.

“Tourism is obvious,” said Rush, who also mentioned back-to-school, business and medical as possible themes. “In small communities, everyone has a signature event to hook around. Think of the biggest event of the year in your community and sell your magazine around that.”

Rush uses multiple delivery options to distribute Bartlesville Magazine. In addition to rack-and-stack, newspaper subscribers receive the magazine at no extra charge.

Rush has found a winning formula for publishing magazines that includes well-written feature-style stories about local people, places and events; ample graphics and photography; and attractive page layout and design.

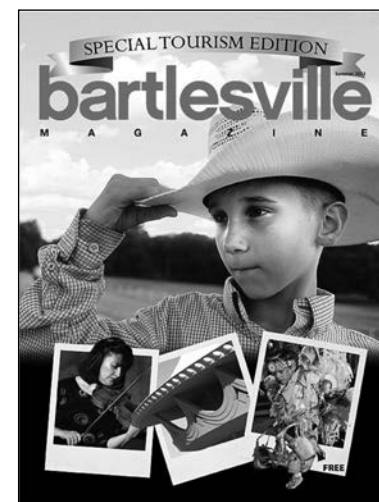
“Every single issue of our magazine from the very start has had a 40 percent profit margin,” he said.

### HOLIDAY RECIPE CONTEST AND SPECIAL SECTION

If you have readers who like to cook and eat during the holidays, get them involved with a Best Recipe contest and special section.

Faith Wylie, co-publisher of the Oologah Lake Leader, has found

Continued on Page 7



Fun photos from the slide show: The modern journalist is versatile from Dave Rhea’s segment; Lynn Martin demonstrated how to capture low-cost aerial photography using the Phantom helicopter; Faith Wylie cashed in on her readers love of cooking and eating with a Best Recipe section; Chris Rush says he’s making money with the Bartlesville magazine and described how you start your own magazine.



# THE *OG+E* PHOTO CONTEST



Cherokee County Sheriff's Deputy Calen Cobb talks with one of two young children found inside a home that appeared to be littered with feces.

Photo by JOSH NEWTON, Tahlequah Daily Press, April 24, 2013



Emergency workers pull Wilma Chastain from a collapsed building off of 4th Street and Interstate 35 after a tornado ripped through Moore, Okla., Monday, May 20, 2013.

Photo by KYLE PHILLIPS, The Norman Transcript, May 21, 2013



Ringling volunteer firemen show how they work to free individuals trapped in a car using the Hurst Tool to cut the car to allow the roof to be pulled back. The mock accident depicted a drunk driver in one car, a car load of kids in second car and one student who was ejected and 'died at the scene.'

Photo by MELISSA GRACE, The Ringling Eagle, April 18, 2013



Firemen from all over the state work together to improve advanced vehicle extraction skills. Firemen cut open a school bus with hydraulic tools to extract patients in a school bus wreck simulation.

Photo by KELLY BROWN, Choctaw Times, May 8, 2013

APRIL 2013 DAILY WINNER:

**JOSH  
NEWTON**

*Tahlequah Daily Press*

APRIL 2013 WEEKLY  
WINNER:

**MELISSA  
GRACE**

*The Ringling Eagle*

MAY 2013 DAILY WINNER:

**KYLE  
PHILLIPS**

*The Norman Transcript*

MAY 2013 WEEKLY WINNER:

**KELLY  
BROWN**

*Choctaw Times*

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## 2013 AP Stylebook Jeopardy Grand Champions



Dr. Lisa L. Rollins' summer journalism lab students at the University of Oklahoma are the Journalism Mass Communication (JMC) 2033 Summer 2013 AP Stylebook Jeopardy Grand Champions. Students in the class first compete in three Jeopardy rounds in their lab sections. Scores are totaled until each lab crowns a champion team. The lab champions then compete during lecture in semifinal and final rounds.

The students, who were enrolled in Rollins' JMC 2033 lab, competed against other OU journalism majors to win the title on June 26. Tree top, from left, Matthew Purcival, Amy Robinson and Ashley Stephens. Ground level, from left, Ryan Barrett, Wes Moody, Clay Tucker, William Sibley and Ryan Mellinger.

Barrett, Moody and Tucker answered the final AP question that won their team the championship.

## Tulsa World editorial writers retire

Tulsa World editorial pages editor David Averill and associate editor Janet Pearson announced their retirements on June 7.

Both have worked at the World for more than 40 years.

Averill started at the World in 1969 while still a student at the University of Tulsa. Pearson followed a few years later, also while still a TU student.

World Publisher Bill Masterson said their retirements are "a huge loss for the Tulsa World."

Averill and Pearson have opined and covered practically every major issue in the state over the last 40 years.

Averill covered the integration of Tulsa schools and was later assigned to the state Capitol for five years. In 1985, he joined the editorial board and became editorial pages editor in 2007.

He is proudest of the World's editorial campaign to "do something about

Tar Creek," an environment wasteland in far northeastern Oklahoma.

Averill leaves the World as the longest continuously employed newsroom employee.

Pearson covered Tulsa City Hall in the early 1980s as well as social services and medical beats. The largest scoop of her career was confirmation that evangelist Oral Roberts planned to build a hospital called the City of Faith.

Her editorials focused mostly on transportation and social issues, the latter sometimes putting her at odds with prominent political leaders and some Tulsa World readers. Her time covering health care and poverty early in her career gave her "a sense of the struggle people less fortunate than we are going through."

Pearson became an editorial writer in 1994 and associate editor in 2007.

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# PLAYER PROFILE

NAME: **DAVID COMPTON,**  
Publisher, *Tahlequah Daily Press*

**EDUCATION:** Vincennes University (Vincennes, Indiana)

**SPOUSE/CHILDREN:** Brianne (wife);  
two boys, Noah and William

**NEWSPAPER BACKGROUND:**

04/96 – 04/02 Washington Times-Herald (Washington, Ind.) (Donrey Media, CNHI) - Director of Advertising

04/02 – 04/04 Leader Publications (Niles, Mich.) (Boone Newspapers) – Vice-President

04/04 – 08/05 Commonwealth Journal (Somerset, Ken.) (CNHI) – Regional Director of Advertising

08/05 – 06/07 Shoreline Publications (Guilford, Conn.) (Journal Register Company) – Regional Publisher

06/07 – 08/12 The Daily Advocate (Greenville, Ohio) (Brown Newspapers, OCM) – Regional Publisher

02/13 – present Tahlequah Daily Press (Tahlequah, Okla.) (CNHI) - Publisher

*Each month, The Publisher will profile a newspaper executive in this space. Learn more about your peers from all corners of the state. To request the questionnaire for your Player Profile, email [jgilliland@okpress.com](mailto:jgilliland@okpress.com).*

*most important responsibilities of your job?*

**A:** Nowadays the local newspaper has a deeper responsibility to the community. We have to be the watchdog while teaching new ways for people to communicate. We have to be at the head of the class when it comes to pushing Twitter, Facebook and other forms of social media. It not only builds our brand and protects our future, it solidifies us as the community pioneer for communication.

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

**A:** I tell people all the time that this is a great time to be in the industry. It is exciting to come up with new ideas (or copy someone else's "new ideas") and put them into action. It can be a new magazine or subscriber product. It can be print or digital. However, it is always fun to offer something new and innovative to customers, readers and the community.

*What makes you want to stay in bed?*

I'm addicted to reruns of American Pickers and it keeps me up too late.

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

**A:** I've been blessed with loads of opportunities and have tried to make the most out of them. I was able to become the youngest advertising director with Donrey Media Group, one of the youngest AD's with CNHI back in the '90s, the youngest VP with Boone Newspapers, the youngest group publisher with JRC and the

youngest group publisher with Brown Newspapers. Now I'm back with CNHI and just trying to not become too old – too fast. Because I'm too old now to be the youngest anything.

**Q:** *What are you most proud of?*

**A:** Professionally – I've been able to lead many award winning teams during my career and I'm proud of all of them. In 2011, I was named Darke County (Ohio) Professional of the Year. Obviously, it was a time when the local newspaper really had to shine in order to draw new customers and readership. I'm proud of my team's efforts on those fronts and what we were able to accomplish. It was an awesome feeling to have the team recognized with not only that award but several awards for best website and newspaper.

Personally, my family of course. I don't smoke and am just an occasional drinker, but still I was diagnosed with stage IV throat cancer in the summer of 2011. It was a trying time for my family. After surgery and treatment, I will have been cancer free for two years come August. It taught me a lot about myself and the type of people I had around me. I sometimes wonder how we made it through everything. I seriously don't know what I would have done without my beautiful wife. I'm just glad to be alive, back in the media business and am ready to make a difference in it.

**Q:** *What are your hobbies?*

**A:** I used to play tons of basketball. It was more like an addiction than a hobby. Now I enjoy going to the movies and just hanging out with my family. My

wife and I also started fostering several years ago. We really enjoy expanding the scope of our family. I had a difficult childhood and just always wanted to help children in challenging circumstances reach for a brighter future.

**Q:** *Does your newspaper have a website?*

**A:** Our website, [tahlequahdaily.com](http://tahlequahdaily.com), offers readers the chance to try our coverage of Cherokee County with a sampling of some of the stories we produce. We then encourage them to subscribe to our print edition for more in-depth coverage. The site has won several awards including the 2012 best website award by Associated Press (OK). We will be expanding even further with digital coverage in the near future

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

**A:** I believe you have to always be evolving in order to remain relevant. Those that don't change will soon disappear. Lots of people in the industry will try to get you to believe our need for change surpasses every other type of business. However, almost every business has had to deal with massive change over the past several years. The Tahlequah newspaper is no different. In order for us to remain the face of news communication and marketing in Cherokee County we will need to seize value in both the print and digital worlds moving forward. That means a staff trained and focused on providing total coverage...24/7/365 in a variety of formats.



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

**A:** I always try to put forward a calm, calculating optimistic front, but I get just as frustrated as the next person. I guess I just channel that inward and come up with plans for changing the things I don't like.

**Q:** *What's the most unusual/best/remarkable part of your job?*

**A:** Getting to develop and lead a team will always get my heart pumping.

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

**A:** In the past, I've always been involved with local chambers, civic groups such as Rotary and charity organizations like United Way. While I'm relatively new to Tahlequah, I can't wait to get more involved.

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

**A:** My father. He passed when I was young, but not before teaching me about the value of hard work and dedication. Through his actions he illustrated that you had to work hard for anything you wanted in life. He was by definition a workaholic and now I find myself searching for that balance between work and family. I still find myself trying to make him proud that I am a Compton.

**Q:** *What would you describe as the three*

# Vance Trimble celebrates 100th birthday

BY KAREN ANSON,

Senior Editor of The Seminole Producer

(Reprinted with permission)

There is a 100-year-old golden treasure chest hidden in Wewoka and when it's opened, gems spill out.

The treasure is Vance Trimble, who celebrated his 100th birthday on July 6.

The gold is his Pulitzer Prize, awarded in 1960 in the distinguished reporting of national affairs.

He is truly hidden away – you won't find his name in state museums focusing on Oklahoma's history.

But spend a few minutes with Trimble and hear sparkling gems of wisdom and wit spill forth.

He can talk on any subject because, even at 100, he is very well read.

In fact he's read 400 books in the last three years.

Most notably he talks about the writing profession where he has spent his life.

Names of good writers, titles of good books flow without his having to think about them or try to remember.

Many of the books he talks about he can find somewhere in his well-appointed home, where the walls are covered in the paintings of his beloved wife, gone these 14 years.

He hasn't driven in awhile, but he was writing books and learning the new ways of sharing them – ebooks, self publishing – even in these last few years.

Talking with Trimble is nothing like the interviews with 100-year-olds that most reporters encounter.

In fact an OSU historian, coming to discuss longevity, is in for a treat.

How to live long? "Stay in love," he says, and he has.

Trimble was born July 6, 1913, in Harrison, Ark. His father, Guy L. Trimble, was a lawyer and the town's mayor. His mother, Josie, was a poet and writer, directing plays at the Crystal Theater in Okemah, where the family moved in 1920.

At 14, Trimble was hired as a cub reporter at the *Okemah Daily Leader*, working after school at \$1.50 a week.

That job launched his lifelong career, which took him to national journalism heights and later to book writing.

His book, "Sam Walton," sold 700,000 copies.

Trimble's first assignment in 1927 was walking up and down Broadway in Okemah looking in every store for news items.

He learned to write and "embellish" the telegraph news and lay out pages.

His first page one byline story came after spending the night in the Fort Smith & Western railway depot, "footsore and weary," and interviewing the station agent.

The family moved to Wewoka while Trimble was a freshman and he continued his career as a court-

house reporter and sports editor at the *Wewoka Times-Democrat* while finishing high school.

Working on the school paper, *The Little Tiger*, he met the love of his life, Elzene Miller.

"When Elzene sold an ad for 50 cents or a dollar, we would confiscate a nickel, hurry to the downtown drugstore, slide into a back booth near the phonograph, and with two straws, split a Coke and plan our future," Trimble said.

They married at age 18; the \$10 wedding ring stayed on Elzene's hand through the swelling of pregnancy and the wasting of death.

When they married, Elzene worked at a florist for \$7 a week and Trimble had just been named night editor of the Seminole paper for \$20 a week.

Two weeks after their Jan. 9 wedding, the previous night editor sobered up and begged for his job back, ousting young Trimble.

With the Great Depression drying up newspaper jobs, the Trimbles spent a year and a half driving a \$35 beat-up 1926 Chevy from Florida to Colorado, eking out a living by repairing typewriters and adding machines.

They then returned to Oklahoma and Trimble resumed his newspaper career at *The Seminole Morning News*, *Seminole Producer*, *Muskogee Phoenix*, *Okmulgee Times* and *Maud Enterprise* where he investigated a robbery by Pretty Boy Floyd and interviewed the famous robber's wife.

At the *Tulsa Tribune*, Trimble was fired for joining the writers' union.

He had advanced from reporter to city editor, telegraph editor and managing editor.

The Trimbles then moved to Texas, where he worked for dailies in Beaumont, Port Arthur and Houston.

Their daughter, Carol Ann Nordeheimer, was born in Port Arthur. She lives now in Wilmington, Del., where she is a consultant in the fields of marketing, politics and communications.

During World War II, Trimble was a Signal Corps staff sergeant and edited the Army newspaper in Camp Beale, Calif.

In 1955, Vance was promoted to the Scripps Howard national bureau in Washington, D.C. He was an editor and covered Congress and the White House. They were entertained by the Kennedys, the Johnsons and the Nixons.

Elzene wowed Washington with her Southern accent and her Jeff Davis pie.

After daily deadline pressure, Trimble said he found his new job to be "slow" and began to haunt the halls of the Capitol.

He became curious about Capitol nepotism and payroll abuse and spent six months researching his story before breaking the scandal in January 1959.

After six months of daily stories in the Scripps Howard papers from coast to coast, a grass roots



Pulitzer-prize winner Vance Trimble celebrated his 100th birthday on July 6. Trimble lives in Wewoka, Okla.

Photo, by Jacklyn Photography of Wewoka, reprinted with permission

anger caused the Senate to open payroll records for the first time in 32 years.

A Page 1 story in the *Washington Daily News* hailed this as "A Victory for the Taxpayers and Vance Trimble."

That work earned Trimble his rare journalism Triple Crown: the Pulitzer, the Raymond Clapper Award and the Sigma Delta Chi.

In 1963, Trimble was appointed editor of the *Kentucky Post* in Covington, Ky., where he ran a bright, crusading newspaper for two decades.

He turned author in 1970, first publishing "The Uncertain Miracle" on hyperbaric medicine. He has since written 14 books, and several e-books, the most recent, "To Kidnap Bing Crosby's Bride" published last year.

Together the Trimbles traveled the world by car, by plane, by ship, tightening the bonds which held them with a lifetime of shared experiences and memories.

In 1974, Trimble was inducted into the Oklahoma Journalism Hall of Fame. His papers are in the Western History Collections at the University of Oklahoma and at Ohio University.

When Trimble's wife died in 1999, Trimble brought her back to Wewoka to be buried beside her mother.

He sold their home in Kentucky and moved to Wewoka to be near his wife, taking his lunch at the cemetery on many days.

He later built a handsome electronic "singing tower" in Oakwood Cemetery as a memorial to his beloved wife.

# Deciding which anti-virus software to put on your computer



## Computer Notes

from the road

by Wilma Melot

wmelot@okpress.com

Anti-virus software can be expensive to maintain, but if your computer gets infected and you don't have it, you'll pay more to have it removed.

With that in mind, here's some ways to defend your system as well as what to do if you have a virus.

All anti-virus programs have security holes, which means sooner or later you may end up with an intruder on your computer.

Once you know your security has been breached there are some obvious steps to take to protect yourself, but you may not think of them in the heat of battle.

Most Trojans, malware that can cause a lot of damage, are looking for passwords and credit card information. If your computer is hacked, the first thing to do is to change your passwords.

Start with the auto login password to your website, then change your email password.

Next go to websites where you use your credit cards, such as Amazon, and change your password. Then remove your credit card information until the problem is resolved.

Check your credit card billing to make sure your account hasn't been compromised – and keep checking for a few months after the attack.

Don't forget to change your bank account login password. Give your bank a call to let them know you were hacked and ask them to put a watch on your accounts.

Now that your information is secure, you can start removing the malware from your computer. Since we know that your current anti-virus is not catching the troublemaker, you're going to need a different program.

If you have the Norton Bootable Recovery Tool, try booting from that. You can also try downloading it to another computer and then copying it to the infected computer.

There are some good download solutions such as Malwarebytes or Webroot, the current leader in anti-virus software. The trouble with these download solutions is that the virus often blocks

the download. A workaround is booting in safe mode with networking (F8 on most PCs) and then downloading and running the program from that login. If that fails there aren't a lot of options left but all hope is not lost.

If you're unwilling or don't have time to take your computer in for service where a tech can clean it for you, there are programs that work from a USB flash drive.

The highest recommend one is FixMeStick. It's what many techs use to fix computers. This device runs Linux when it boots your computer so it can work on the Windows system without Windows working at all. It's not perfect but if nothing else works it may do the trick. It can only quarantine files that are affected so your real anti-virus may have to do the final clean up. FixMeStick retails for \$59.99 and is available at Amazon, Sears or at <http://store.fixmestick.com/buy>. You can use the FixMeStick an unlimited number of times on up to three different PCs each month. It's good for a year and then must be recharged.



The top anti-virus programs this year are Webroot, Kaspersky, Norton and Malwarebytes.

WebRoot was rewritten this year and takes top honors in online reviews. This software works differently than many other anti-virus programs. Its cloud-based updates are always live and it has better firewall control. Once installed on your computer, WebRoot controls the show without you needing to do anything but let it run.

It can scan your entire computer in about 10 minutes, beating most others on this score. However, the user interface is limited. You have little control over what it does or how it scans. But other than this drawback it is this year's best defender against computer attacks.

Another great thing about this program is that you can put the three- or five-copy versions on a Mac and PC and your iPhone/iPad or Android tablet/phone. It uses encrypted software to keep your passwords in the cloud but even WebRoot's site says this may not be 100 percent secure. I wouldn't

be a heavy user of their cloud based services.

While it's great for new, clean systems, it's not my first choice for older systems that may already have viruses on them since it's not the best at cleaning up existing problems.

But if you're looking for anti-virus software to take care of all your devices for one low price – and your devices are fairly clean – this is the software to look at.

My next best anti-virus software packages are from Kaspersky, Norton and Malwarebytes. All have been around for a while and do a good job at keeping invaders out. These programs that cost money are worth the price and do a lot more than the free ones.

For free anti-virus protection, AVG is the winner in my book. It was top rated this year in most online reviews.

Another free one that works directly with Windows software is Microsoft Security Essentials. You can run it side-by-side with other anti-virus products for extra protection. It's actually just an extension of your Windows software.

Even the best anti-virus software can't stop every infestation. Just this year I've seen viruses defeat every one of these programs. That's why I caution you not to save passwords when your computer asks you if you want to save them. It's better to put your password in every time. I know it's not convenient but viruses are getting smarter, which means we need to be smarter about how we use our computers.

That leads me to one final tip. Use your credit card, not a debit card, for online purchases so you have some recourse if you're hacked. And don't leave that credit card number stored on websites. They all get hacked sooner or later. In the last two years Google and Yahoo were both hacked.

## HOW TO MAKE PHOTOSHOP RUN BETTER ON YOUR COMPUTER

I'm teaching a Photoshop workshop in a couple of weeks (Thurs., Aug. 1) so I thought it was a good time to share some tips on getting Photoshop to run better on your computer.

Many of you run this big, powerful program on computers with 1GB or less of RAM. Even older versions of Photoshop bog down with low RAM. Here are some ideas for you to try to

get Photoshop to boot faster and run better.

First, make sure Photoshop has a scratch drive with lots of disk space – you can use multiple drives. Look under **Preferences > Performance > scratch disk**. On older versions it may just be scratch disk under Preferences.

Next, turn off all Web related items such as allowing plug-ins to connect to the Internet. Turn off Show CS live in the applications bar. Turn off the auto login to Bridge. Then go to Windows and deselect the applications bar. If your RAM is low, running two programs at the same time will slow you down. Once again it is under **Preferences > General > Automatically Launch Bridge**.

You can also tell history to stop making copies of the file as you work. History is how many times you can step back in time and each history grows the file size. Trim it down to 5 or 10 and see if that improves performance. It's located under **Preferences > performance**.

Don't forget to close other programs, especially web and layout programs, while you work on photos. Instead of having lots of files open in Photoshop, open one photo at a time to get the best performance.

If it's still slow, open the photo and change the file size to a smaller size, then save and work the photo.

Turning off image previews will also increase speed but I know many of you like previews. If you want to turn it off, it's under **Preferences > File Handling > Image Previews**.

These tips should keep the program lean and moving faster on your computer. Don't forget to restart Photoshop after making preference changes.

If your computer has lots of RAM, increase the amount Photoshop uses under **Preferences > performance**. Make sure you understand what the numbers mean and how far you can go. On a Mac find out how much RAM you have under **Apple > About this Mac**. On a PC, right click on the Computer word in the start menu and go to properties, or go to **My Computer** and do it there.

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.

# DEATHS

**DON GRAHAM**, former press foreman and circulation director at the Holdenville Daily News, died June 14, 2013. He was 67.

Graham was born in Richmond, Calif., on Nov. 24, 1945. His family moved to Holdenville when he was three months after his birth.

A 1966 graduate of Holdenville High School, Graham met his wife, Gwendlyn Jones, in 1969.

He spent 30 years at the Holdenville

Daily News as press foreman and circulation manager and was inducted into the OPA Quarter Century Club in 2009.

Graham also worked at the Grand Theater in high school, and the Wewoka Theater and owned the Holdenville Theater in the 1990s.

He was a founding member of the Holdenville CB Club in the 1970s and went by the handle 'Lil Abner. He enjoyed camping, canoeing the Illinois River, fishing, attending music festi-

vals, playing computer card games and dominos.

Graham is survived by his wife, Gwen, of the home; daughter and son-in-law Dawnyal and Jeffrey Hill of Holdenville; sons Dustin Graham of Moore, and Jeremy Graham of Tulsa; brother and sister-in-law Bruce and Betsey Graham, of Little Elm, Texas; five grandchildren; and multiple nieces and nephews.

**NATHAN LEE HUTCHESON**, a former newspaper carrier for the Tulsa World and carrier for the New York Times, died July 2, 2013. He was 51.

Nathan graduated from Chelsea High School in 1980, and Northeastern

State University with a degree in computer programming in 1984.

He is preceded in death by his parents, Billie Robinson Hutcheson and Kathryn Elizabeth Hutcheson.

He is survived by his sister, L. Sue

Hutcheson of Chelsea; brother Andy R. Hutcheson of Chelsea; aunt Delma Hetzel Mongold Hinkle of Morefield, W.V.; numerous cousins and other extended family.

**LINDA ANN SIGLER**, former production manager at The Daily Ardmoreite, died July 5, 2013. She was 64.

Sigler was born March 8, 1949, in Ardmore. After graduating from Ardmore High School, she attended Southeastern State University in Durant. She

moved to Dallas and then Sherman, Texas, working for a newspaper advertising company before returning to Ardmore.

Sigler went to work for The Daily Ardmoreite in 1984 as a graphic artist, and was promoted to graphic supervi-

sor and then to production manager. She worked there until 2009.

She is survived by her husband, Guy H. (Buddy) Sigler; sons Mathew II and John J. (J.J.) Sigler; sisters Carol Caroleton, Vi Freeman and Crystal Kixmiller; and four grandchildren.

**MILDRED LADNER THOMPSON**, a former writer and columnist for the Tulsa World, Associated Press and Wall Street Journal, died June 25, 2013, in Sarasota, Fla. She was 95.

Ladner was born in Allentown, Pa., where her newspaper career began. She received a bachelor's degree from Moravian College and then earned a master's in journalism from the University of Wisconsin.

From Wisconsin, Mildred was hired by the AP's Philadelphia bureau.

She was then hired by the Wall

Street Journal's Washington D.C. bureau, where she was the only woman on the staff at the time. She covered the Truman White House, aviation and transportation.

While at the Journal she and other members of the press were invited to witness the fateful only flight of Howard Hughes' Spruce Goose.

It was in D.C. where Mildred met her first husband, John Ladner, a Navy commander from Tulsa.

The two moved to Tulsa after they were wed.

She joined the World staff in the

mid-1970s as a book editor, overseeing reviews and interviewing visiting writers.

She was also heavily involved in the Tulsa Press Club.

She wrote for various local organizations, including the Tulsa Ballet and Tulsa Boys home.

She retired to Florida in 1995 with her second husband, T.K. Thompson.

She is survived by two daughters, Mary Pat Robertson and Helen Ladner; a son, Edward Ladner of Tulsa; one grandchild; and four step-grandchildren.

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Charles Wesley Abbott, June 5, 2011	Julianna 'Julie' Arrowood, July 29, 2011	Lloyd Thomas Clawson, July 24, 2012
Leticia Rutledge Holladay, June 25, 2011	Oscar Tolliver 'O.T.' Brooks, July 26, 2011	Deanna Kay Foster, July 25, 2012
Phillip Thomas Cowan, June 28, 2012	Earl Reeves, July 4, 2011	Omer Gillham, July 9, 2012
Ann DeFrance, June 10, 2012	Dave Sclair, July 26, 2011	Jesse Ray Turner, July 10, 2012
Mark Hutchison, June 6, 2012	Delmer Durwood 'Jack' Stone, July 16, 2011	
Fred Gordon Turner, June 15, 2012		



# Modern journalists must be versatile



## Clark's Critique

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

"You need a 'Batman belt' to be a journalist," Dave Rhea of *The Journal Record* told my students this year.

Even though the context was my new "Twitter for Journalists" class, he was specifically talking about journalists having a lot of different skills, not just about technology. They need to be versatile, able to get the story out in several ways.

He describes Twitter as part of the "disruptive technology" that has changed almost all industries in the past few years, but none more so than journalism.

Geezers like myself sometimes over-look that journalism has always been a child of technology. I've had to try to educate myself on this newfangled stuff, especially since working journalists like Dave and others advised us academics that our students need to be adept at it.

In teaching the class — two weeks of six hours a day, with all sorts of majors in it — I've relied on bringing in professionals in all fields, and we have learned much.

I'll admit, as someone near the end of a career, I don't need or use Twitter much other than to promote my blog, but I'm convinced anyone involved in journalism needs to know about it. So what follows are some brief — in keeping with the briefness of Twitter — pointers from my speakers.

- Almost every major news story in the past few years has been broken on Twitter.
- Twitter has almost become a new wire service.
- It's especially valuable in local news, if you have a strong list of followers who can keep you updated.
- It's a fast way to get news, but you always need to verify.
- Rather than harm writing, it ought to help it, by making you value every word.
- It's more a conversation than Facebook. Facebook has a longer "shelf life."
- Twitter is the New Age paper boy.



For great story ideas, look at other Oklahoma newspapers. This month's featured papers include Taloga Times-Advocate, The Paper (Pryor), Tulsa Business & Legal News, Broken Arrow Ledger, Kiowa County Democrat, Choctaw Times, The Hughes County Times and Minco-Union City Times.

- Don't write anything on Twitter, or your blog, you wouldn't want your grandmother to read.
  - There is nothing off the record with a room full of people, and Twitter.
  - Media isn't dying, just the old profit margins.
  - Having 140 characters is no excuse for being incomplete.
  - With Twitter you have an entire network of sources to choose from.
  - Someone always knows someone who is the source I need.
  - Twitter works best in breaking news when mainstream media can't yet assemble all the facts.
  - It can be a living, breathing tip sheet for facts, sources and story ideas.
  - Social media blurs the lines between personal and professional.
  - Twitter is not ruining journalism.
  - It's still about content.
  - Twitter is like any other tool. Do something useful, and it's useful.
- In addition to Dave @jldaverhea, my other guest speakers include Mike Sherman @MikeSherman, sports editor for *The Oklahoman*; freelancer and former community journalist Heide Brandes @HeideWrite; broadcast veteran and UCO colleague Desiree Hill @dezhill; Good Egg media guru Sheri Guyse @MyJrny; and HR maven Jessica Merrill @blogging4jobs. I'm at @okieprof on Twitter. Follow us all, if you wish. I'd be glad to reciprocate. Merrill has written a book that is invaluable, *Tweet This — Twitter for Business*.
- Four more items.
- There are many tutorials for Twitter on YouTube if you need advice. I also use *Twitter for Dummies*.
- The Oklahoman's* sports headlines are an example of successful tweeting. Sherman has a huge list of fans who tweet him suggestions for headlines on games. *The Oke* takes them, edits and revises, but it is reader interaction and citizen journalism at its best.
- Twitter is essential. All the speakers said they wouldn't hire people who couldn't use Twitter professionally.

Continued on Page 15

# Standing requires plaintiff to have a stake in the suit



## Legal Notes

by Michael Minnis  
OPA Attorney

*"Our authority begins and ends with the need to adjudge the rights of an injured party who stands before us seeking redress."*

Three recent appellate decisions focused on one simple question: does the Plaintiff/Appellant have standing? "Standing" and the related requirement of an actual controversy derive from English Common Law codified in the Constitution under Article III.

"Standing" is the requirement that a plaintiff must show that the plaintiff has a dog in the fight, that is, that the plaintiff or appellant will suffer harm if relief is not granted.

Two of the "standing" cases were decided by the Supreme Court. In the first (U.S. v. Windsor), the Court held that a paragraph in the federal law defining "marriage" was unconstitutional even though — as the dissenters noted — the Plaintiff had no standing because plaintiff prevailed below and all parties (the president refused to defend the law) were asking that the decision below be affirmed, i.e., no

party stood to suffer harm if the judgment below was left alone.

In the second (Hollingsworth v. Perry), the court dismissed an appeal of a decision negating a state-wide referendum. As with the Windsor case, the executive (governor) refused to defend the law. The supporters of the referendum were allowed to intervene, but found to have no standing. Because the supporters were found to have no "standing", the merits of the case were never addressed and the appeal was dismissed.

In the third case (Rabin v. BRTA) the District Court said that the general public had no claimed interest in or

would be affected by an Open Meeting Act (OMA) violation and thus had "no standing" to challenge the validity of a public body's executive session. In reversing the judgment, the Court of Appeals (COA) held that the plaintiffs, as members of the public, had a right to attend public meetings and thus would be harmed if denied access to an improperly held executive session. The COA also held that OMA created a private cause of action.

Absent recognition of the requirements for "standing" and the existence of an "actual controversy," courts would be free to rule on anything that caught their fancy.

## Clark's Critique Continued from Page 14

**LOOKIN'EM OVER.** Summertime and Oklahoma newspapers are full of stories about heat, drought, crops and water — too much or not enough. Here are some ideas if you need some.

**Water:** Amie Remer at *Vian Tenkiller News* writes, "How safe is your water?"

Ken Milam at *Poteau Daily News* reports mercury levels on area lakes.

**Kiowa County Democrat** reports, "Water level at Steed continues to drop."

John Wylie II at *Oologah Lake Leader* reports about the lake, "Fish safe to eat?"

Carmen Bourlon at *The Shawnee News-Star* reported on the Supreme Court decision between Texas and Oklahoma, "Water Rights."

G.B. Poindexter at *Broken Arrow Ledger* wrote about the city water being

contaminated, "Water emergency issued Tuesday."

**Heat:** Karen Anson at *The Wewoka Times* reports, "Elderly, young at risk in heat."

**Storms:** Barbara Anderson at *The Tribune* in Bethany reports, "Spike in storm shelters." I know my neighbor just had one put in his garage. Workers are backed up to September, doing at least four a day.

Mike Brown at *Stroud American* remembers the 1973 tornado.

**Fines:** Carolyn Cole at *Mustang News* details how the city is raising fines on everything, "Infractions more expensive."

**Post offices:** *Cherokee Messenger & Republican* reports the Burlington office is cutting hours.

**Recycling:** The City of Edmond

recently brought fancy new recycling containers to my house and every other one for every other week pickup. Same thing happened in Stillwater, reports Chris Day of *Stillwater NewsPress*.

I've yet to see a story, though, on how much this is costing the city, and who got the contract, and for how much. Just wondering....

**HEAD'EM UP AWARDS:** First place, *Heavener Ledger*, on a flooding story:

*Mother Nature Came Knocking.*

Second place, *Tulsa Business & Legal News*, on a Brian Ervin story about finding jobs for veterans:

*Swords into plowshares*

Third place, tie, *The Ardmoreite*, on a Michael Pineda story about a town's water system:

*Flushing out the kinks.*

And *The Comanche Times*, on a story about a church benevolent center:

*One stop praying and shopping*

Honorable mentions: *OKC Friday*, "Disney's Tarzan swings on to Lyric stage"; *The Wynnewood Gazette*, on a story about a store reopening from storm damage, "And on the eighth day"; *Choctaw Times*, "Delivered from danger"; *The Ellis County Capital*, and *The Gage Record*, on the weather, "A May to Remember"; *The Garvin County News Star*, on a Bonnie Seymour story, "School board meeting gets hot"; *The Canton Times*, on a Betty Geis story, "A father's responsibility"; and *Oologah Lake Leader*, on a Chris Edens story, "Fletcher soars to Eagle Scout".

## OPA STAFF DIRECTORY

### ADMINISTRATION

#### MARK THOMAS

Executive Vice President  
mthomas@okpress.com  
(405) 499-0033

#### ROBERT WALLAR

Accounting Manager  
rwallar@okpress.com  
(405) 499-0027

#### SCOTT WILKERSON

Front Office/Building Mgr.  
swilker@okpress.com  
(405) 499-0020

### MEMBER SERVICES

#### LISA POTTS

Member Services  
Director  
lpotts@okpress.com  
(405) 499-0026

#### ELI NICHOLS

Member Services  
Coordinator  
enichols@okpress.com  
(405) 499-0040

### ADVERTISING

#### CINDY SHEA

Media Manager  
cshea@okpress.com  
(405) 499-0023

#### LANDON COBB

Account Executive  
lcobb@okpress.com  
(405) 499-0022

#### COURTNI SPOON

Advertising Assistant &  
OCAN/2X2 Contact  
cspoon@okpress.com  
(405) 499-0035

### CREATIVE SERVICES

#### JENNIFER GILLILAND

Creative Services Director  
jgilliland@okpress.com  
(405) 499-0028

#### MORGAN BROWNE

Creative Assistant  
mbrowne@okpress.com  
(405) 499-0029

### COMPUTER ADVICE

#### WILMA MELOT

Computer Consultant  
wmelot@okpress.com  
(405) 499-0031

### POSTAL ADVICE

#### JOHN McCANN

Postal Consultant  
jmccann2@okpress.com  
(405) 499-0020

### OPEN

#### (DIGITAL CLIPPING)

#### KEITH BURGIN

OPEN Manager  
kburgin@okpress.com  
(405) 499-0024

#### KYLE GRANT

Digital Clipping Dept.  
kgrant@okpress.com  
(405) 499-0032

### OPEN (CONT'D)

#### CRYSTAL FOREMAN

Digital Clipping Dept.  
cforeman@okpress.com  
(405) 499-0030

#### JENNIFER

#### BEATLEY-CATES

Digital Clipping Dept.  
jbeatley-cates@okpress.com  
(405) 499-0030

### GENERAL INQUIRIES

(405) 499-0020 • Fax: (405) 499-0048  
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APRIL 2013 WINNERS:

Column: **JOSH BURTON**

Owasso Reporter

Editorial: **JOHN M. WYLIE, II**

Oologah Lake Leader



MAY 2013 WINNERS:

Column: **TRUDY HART**

The Guymon Daily Herald

Editorial: **KIM POINDEXTER**

Tahlequah Daily Press

EXCERPTS FROM APRIL 2013 COLUMN WINNER

**JOSH BURTON, OWASSO REPORTER**

## April 19 changed my life forever

I will always remember April 19, 1995, as a day that changed my life.

I was a junior in high school and remember hearing about the bombing after lunch, when a classmate of mine kept saying an Oklahoma City radio station was knocked off the air after a bomb threat had been called in to the building where the station was housed.

She then said she heard from another station that the Alfred R.

Murrah Federal Building had been blown up.

To be truthful, I'd never heard of nor seen the building. It was the first time I can remember an event capturing the lives of so many.

My dad said he will always remember the day John F. Kennedy was shot. Well, this was one of those moments for my generation.

It really made me realize how vulnerable people can be to things. Up until that point, I never really

thought about domestic or international terrorism or anything like that. This event really made me think about that in a different way.

I remember how I too went through the five stages they talk about for recovery. I remember most distinctly, being angry because someone could have the nerve to set up a truck as a bomb, then ignite it and destroy a building.

Once that subsided, I soon coped with that realization that it actually happened. You expected something like that to happen maybe in a larger city, but never something of that magnitude...

EXCERPTS FROM MAY 2013 COLUMN WINNER

**TRUDY HART, THE GUYMON DAILY HERALD**

## Remembering those that I never knew

As an American, I have always considered myself a sucker for a sentimental story of a soldier who made the ultimate sacrifice for his country.

As a writer, I, myself, get to write those stories. I put a lot into such a powerful story, which I would hope could be a tribute to the individual I am writing about.

I get so involved in the writing, that I go to the extreme of finding

as much about that individual as I can to get to a point where I feel like I knew that person myself.

This is my second time to do a Memorial Day story honoring a fallen soldier, and for the second time, I feel like I accomplished that goal.

I asked so many questions, researched, and saw so many photos and videos of Josh Pearce, that for the day, while writing that story,

I felt like I knew him myself. I could hear his laugh in my mind while I was gathering memories from his friends as they shared their stories of pastimes with him, and I could see his smile as they shared stories of his orneriness.

No, I never met him, but I felt a connection to him through the story. It seems as though he is the exact type of person I would be friends with. He had a passion for living, and for his country. In all those stories shared with me, nobody talked about the way he died. They all talked about the way that he did indeed LIVE...



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