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INSIDE

PROMOTIONAL IDEAS: We found some great ideas by looking at entries in the Sales Promotion category from previous Better Newspaper Contest entries. Take a look and see if you can adapt one of these ideas for your own use.
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DONATE TO ONF to receive this Will Rogers print. Details at OkPress.com/will-rogers.



Hall of Fame inducts Russell Perry

Russell Perry, publisher of The Black Chronicle in Oklahoma City, was one of seven Oklahomans inducted into the Oklahoma Hall of Fame on Nov. 7 at the Cox Convention Center in Oklahoma City.

This year's inductees bring the total number of individuals inducted into the Hall of Fame to 662. It is the highest honor Oklahomans can receive for contributions to the state.

Other inductees were Michael D. Case, Tulsa; Seiling native Gary A. England, now of Edmond; John D. Groendyke, Enid; Timothy C. Headington, Oklahoma City; U.S. District Judge Vicki Miles-LaGrange, Oklahoma City, and Reggie N. Whitten, Seminole.

The 74-year-old Perry is president of Perry Broadcasting, publisher and editor of The Black Chronicle, and the previous co-owner and editor of The Black Dispatch.

The company is the largest privately-owned communications company in the state and the largest black-owned independent broadcasting company in the nation.

"When I first went into publishing and then broadcasting, I thought it would always be here – I've been correct up to this point," Perry told a reporter for The Oklahoman. "Although we have seen so many severe changes with the Internet, I believe there will always be a place for us."

Perry served as Oklahoma Secretary of Commerce under Gov. Frank Keating. He also has served terms as a board member for the Oklahoma Development Finance Authority, Oklahoma Industrial Finance Authority and the Oklahoma City Urban Renewal Authority.

He serves on the Oklahoma State Fair Board and the National Board of Radio & Television and is the majority principal of the First Security Bank & Trust Co. He also has served on the Small Business Bank Advisory Council of the Federal Reserve Bank of Kansas City and on the board of trustees of Oklahoma City University.

Perry is a member of the Oklahoma Journalism Hall of Fame and the Oklahoma Broadcasters Hall.

He is a graduate of Douglass High School in Oklahoma City and Maryland State College.

He and his wife, Ranola Chappelle Perry, have three children – Velvet L. Perry, Shannon Perry O'Stricker, and Kevin S. Perry – and four grandsons.

During his acceptance speech, Perry thanked those who have influenced his life.

"Some of those whom I want to thank and will mention this evening have passed on, but all of them have, in some significant way, helped make me who I am today and have helped make possible this high honor tonight," Perry said.

"There's a story behind every one of the men and women I will mention, for each of them have made large-scale contributions to either this city, state or nation, and as they each went about making those contributions, I 'took notes.'

"It is because I was taking notes and followed their lead, they – some of them without realizing it – have each helped mold me into what I am today."

Perry thanked his family, his staff, his mentors and role models, and those who have helped him professionally.

He also included those who have made their marks on the state's and nation's history.

Among those he thanked for their longtime support and friendship were Ben Blackstock, former executive vice president of the Oklahoma Press Association, and Dick Hefton, who published several newspapers in the Oklahoma City metro area.

"Each and every one of you, as I've said, have made significant contributions to my life, and without you, I wouldn't be standing here today accepting the highest honor my state can bestow upon me," Perry said.



Kevin S. Perry, right, shows the medal his father received after being inducted into the Oklahoma Hall of Fame. Russell Perry was one of seven Oklahomans inducted into the prestigious hall on Nov. 7.



At right are this year's inductees into the Oklahoma Hall of Fame — Gary England; Reggie Whitten; Timothy C. Headington; Vicki Miles-LaGrange; Michael D. Case; John D. Groendyke; and Russell Perry.

(Photos by Steve Sisney reprinted with permission)



INK PIXELS PAPER POWER

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

Leland Gourley's memorial service featuring two governors, a bagpiper, a wonderful choir and more than 500 people sums up his great life dedicated to newspapers and our state. I met Leland as a child after Vicki's son, Brandon Clark, and I met at an OPA Summer Conference in the early 1980s. Brandon and I visited one another for many years, me enjoying the finer things of Nichols Hills and he enjoying the country life like popping fireworks in my town on the Fourth of July.

Leland was gracious to me as a child and very helpful when I came back to the business more than 10 years ago.

He will be missed.

DESIGN TURNING POINT

The next version of InDesign, Photoshop and Illustrator will only be available by subscription to the Adobe Creative Cloud. It's not really a cloud because the software is still on your computer. The cloud refers to the software checking every month to make sure you have paid your subscription.

I am sure you are like me and only buy a new version of InDesign when absolutely necessary. We skipped several generations of InDesign starting with CS, then next buying version CS4 that we still use today. We cannot afford to keep up with the latest version, but the new Cloud will require us to. When we are finally forced to move to the Adobe Cloud, it will affect our work assignments. We will reduce the number of computers with InDesign and therefore our design capacity.

On my first road tour with Mark, in addition to being surprised at seeing the state of Missouri, I was surprised at how well remote design was working for the Jay and Grove papers. A team in the Miami office designs them. All are owned by ACM, and they have a goal to design many ACM papers from around the region in Miami. I think they had six designers on staff when we were there, and they were looking to hire more.

The surprise was how well it was received by the Jay and Grove offices. Janet Barber, managing editor of The Delaware County Journal in Jay, explained how she communicated with her assigned designer in Miami – telling him what was the lead, etc., by using a Google program on the Internet. She was happy to have the weight of design lifted from her and was pleased with the results. And the results are great. The Delaware County Journal and Miami News-Record both placed first while the Grove Sun was second in each of their divisions in the 2012 Better Newspaper Contest's Layout & Design category.

Mark and I toured the Tulsa World Oct. 29 and I asked Executive Editor Joe Worley and News Editor Mike Strain how they get their maps, charts and graphs. They said someone is assigned to create them. I have been looking for a way to get better maps, charts and graphs in my paper for 10 years. All those I call on who do it well say there is no easy way.

In talking with several of our smaller weeklies, after the editor has sold the ads, taken the photos and written the stories, they begin laying out the paper. Or more likely, they miss selling an ad or covering an event because they are busy laying out the paper. Some feel that is the most fun work, others wish they had help, but their markets are too small to have highly qualified designers they can afford.

How about this: Use the empty offices of the old clipping service on the first floor of the OPA building as a design bullpen. This could be a valuable member service that offers ad building, chart/graph/map creation and full pagination services. We have heard of companies offering ad design that is done overnight in India and then emailed back the next day. That does not feel like it would work for my business, but dealing with someone in Oklahoma City might be the ticket.

Newspapers would pay for this service. From what I saw in Miami, one designer can handle several newspapers at a time, and produce an award-winning product.

One of community newspapers' problems today is that most things a person comes in contact with have great design. Technology today has put cheaper software in more hands with more ways to display the results. Look at your Facebook feed and then look at your newspaper.

I know, I know. I can hear you saying now, "doesn't the story matter?" Of course it does, but in this technological age, getting eyeballs on your page is a tough battle. A design shop could give you more time to gather the best stories and photos and even sell a few more ads.

Are you interested? What do you think?

State Supreme Court lets dashcam video ruling stand

The Oklahoma Supreme Court declined to hear an appeal to a state appellate court ruling that states a dashcam video made by the Claremore Police Department in 2011 does constitute a public record under the Oklahoma Open Records Act.

The city of Claremore filed a petition asking the Supreme Court to review the Court of Civil Appeals ruling. The request was denied on Oct. 21, 2013.

"It's basically an affirmation from the Oklahoma Supreme Court that the Civil Appeals decision was right, that the public does have a right to have access of the videotapes and dashcams," said attorney Josh Lee, who, along with attorneys Stephen Fabian and Clint Ward, fought for the release of the records.

"It's a big win for open government, again. It's good for the press. It's good for the citizens accused."

The attorney seeking the dashcam video of a client sued the city of Claremore in May 2011, alleging that the municipality violated the Open Records Act in refusing to provide the requested videos.

In a non-jury trial, Associate District Judge Sheila Condren ruled in August 2011 that the police department's dashcam recording is a "direct piece of evidence" and "not a public record."

The opinion written by Chief Judge Robert Bell of the state Court of Civil Appeals disagreed.

"Appellees' argument — and the trial court's holding — that the video is exempt because it could be used as evidence in a subsequent criminal prosecution is without legal support," Bell wrote. "There is no such exemption enumerated in the [Open Records] Act."

The Norman Transcript offers text alerts



The Norman Transcript is now offering text alerts to your cell phone. The new mobile delivery service will provide up-to-date information on breaking news, severe weather, school closings, sports scores and more.

The service allows you to customize the information you want to receive. You choose what you are alerted on.

"We understand that delivering information on mobile devices is one of the fastest-growing delivery platforms, and Transcript Text Alerts is another option in our growing portfolio of products to serve Norman and the surrounding communities," Transcript Publisher Terry Connor said. "We are committed to remaining Norman's No. 1 media source, and with Transcript Text Alerts, we now deliver breaking news instantly that impacts people's lives."

Users can sign up for the service at http://tntne.ws/txt or by going to the Transcript's website at normantranscript.com.

Watonga Republican's website goes live

The Watonga Republican recently announced two upgrades to its service: a brand new website and e-edition, a digital version of the print newspaper.



Now through Dec. 1, readers can view the e-edition free of charge. After that date, it will be available by subscription only. Those who already subscribe can contact the newspaper to activate their digital subscription.

The new website, thewatongarepublican.com, and e-edition allows readers to keep up with the latest news and events happening in the community.

Fired Fallin worker seeks personnel records

A former aide to Gov. Mary Fallin is suing the governor, alleging Oklahoma Open Records Act violations.

Wendy Gregory filed the lawsuit in Oklahoma County District Court on Oct. 29. She seeks her personnel and employment records, as well as the office's policies and procedures manual.

Gregory also filed a wrongful termination suit in January. She was fired last December after directing Fallin's Tulsa office for nearly two years.

The termination suit claims that Denise Northrup, Fallin's chief of staff, asked her to turn in her smartphone and keys on Dec. 10, 2012, after learning of an IRS garnishment filed against her.

According to the lawsuit filed in October, an email sent days after her firing confirm the garnishment as basis for termination. IRS regulations prohibit an employer from firing a worker whose earnings are subject to a single garnishment.

The petition further states that Alex Weintz, the governor's spokesman, told reporters that Gregory was fired because she "was not performing satisfactorily."

Gregory's suit claims that the garnishment was cleared and that she received positive performance reviews at work.

Anthony Mareshie, Gregory's attorney, said the governor's office has "stonewalled" him while his client is "slandered and defamed."

The garnishment was tied to a child-custody dispute from her husband's previous marriage. Gregory's wages became involved because the woman and her husband filed a joint tax return.

OU petitions to move suit to federal court

The ongoing battle for University of Oklahoma parking records continued last month with a request by OU's counsel to move the case from state to federal court.

OU's attorney Shawnae Robey, with OU General Counsel, petitioned the case to be tried in federal court because OU is claiming Federal Educational Rights and Privacy Act, or FERPA, as a defense to releasing the records.

FERPA is a federal law meant to protect student's educational records like transcripts and demographic information. Since FERPA is a federal law, OU is petitioning it to be tried in federal court.

"The factual allegations in the petition give rise to the statutory interpretation of (FERPA), including the redaction and/or release of personally identifiable information regarding students of the university," OU claims in court filings.

Joey Stipek, 32, an OU senior and former online editor of The Oklahoma Daily, filed a lawsuit in May after administration officials refused to make public an electronic database the school maintained of parking tickets issued by its personnel.

Stipek was trying to determine if favoritism was a factor in regards to parking citations.

Stipek's attorney Nick Harrison is a Presidential Management Fellow, a federal employee whose position could prohibit him from trying the case.

Despite the possibility of losing his attorney, Stipek says he will "fight his case to the bitter end."

"If I can't have Nick Harrison, I'll just find somebody else to help me," Stipek said.

Harrison believes it will take several months before the federal court processes OU's petition to try the case.

"Field interviews" not public

Tulsa city officials recently told the Tulsa World that "field interview" police reports are not open to the public.

The Tulsa World had requested copies of all field interview reports written by Tulsa police on Nov. 3. The city denied that request, saying the records are not open under the Open Records Act.

The request stemmed from a field interview report given to Tulsa Mayor Dewey Bartlett who had reported a suspicious person parked near his midtown home. The person turned out to be an intern working for mayoral candidate Kathy Taylor.

Tulsa Police Chief Chuck Jordan said after he saw the field interview he sent it to Bartlett to allay his fears.

Jordan said that according to City Attorney David O'Meilia, Bartlett was allowed to have a copy of the record because "he's the chief executive officer." Jordan said other people reporting possible crimes would not be entitled to field interview reports.

According to a 2010 Tulsa World analysis, Tulsa police write more than 4,000 field interview reports per year, and about 10 percent result in arrest.

Joey Senat, an associate professor of journalism at Oklahoma State University and an advocate for openness in government, said state law makes incident reports open records and that field interview reports appear to be incident reports.

Indian Journal lawsuit still pending

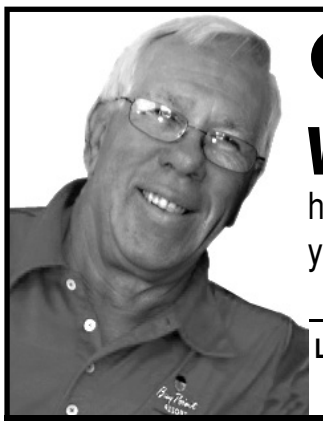
A federal lawsuit brought against Eufaula Mayor Selina Jayne-Dornan and Councilman James Duty has been settled. The suit was filed by Melissa Phillips in June.

The settlement makes moot Dornan's request for a protective order against Phillips, which was filed prior to Phillips filing the federal lawsuit.

Each party withdrew allegations against the other. There was no monetary settlement.

A federal suit filed by Phillips against the Indian Journal is still pending. That suit alleges the newspaper violated a copyright when it ran a picture of her taken from her Facebook page.

Phillips also alleges the Journal was biased in the coverage of her various conflicts that ended up in court.



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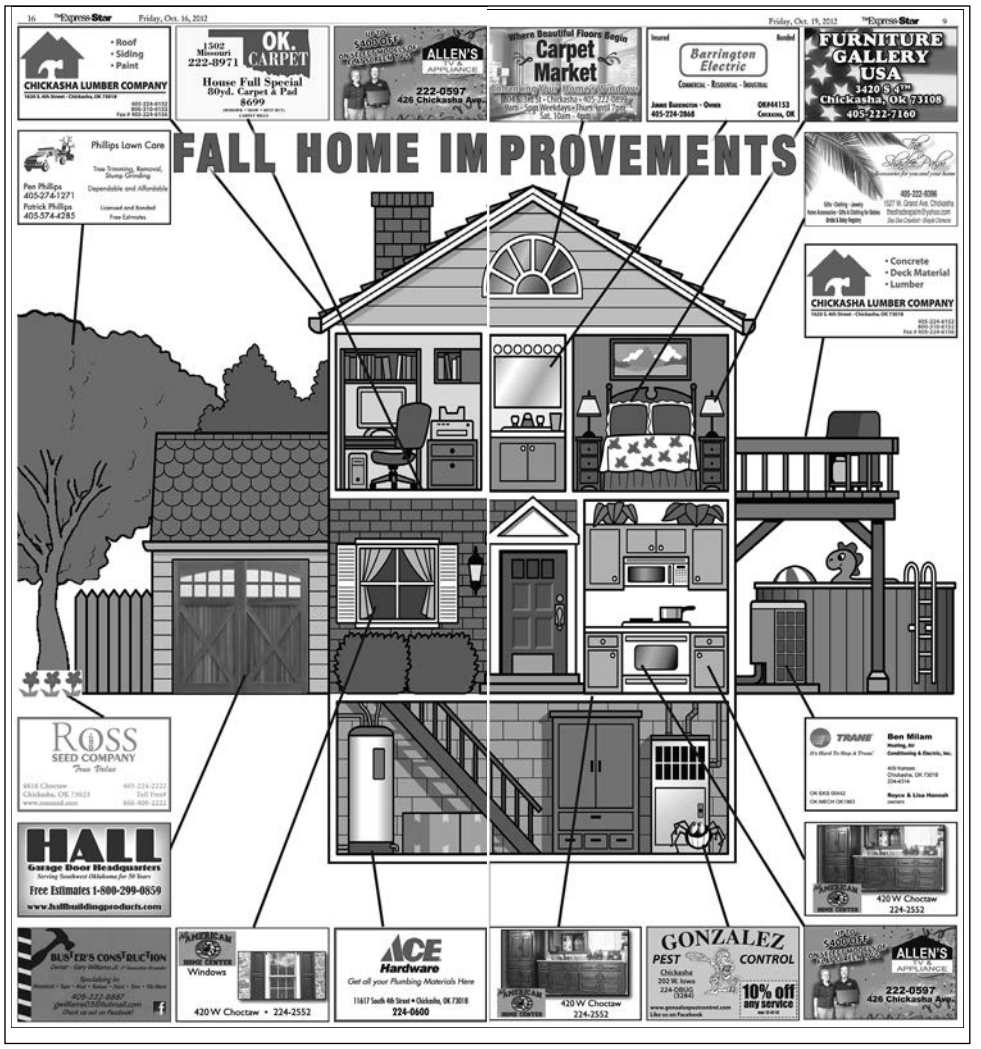
PROMOTION IDEAS FOR THE NEW YEAR

The Publisher will periodically feature promotional ideas from past Better Newspaper Contest entries in the Sales Promotion category in the hopes of inspiring our members to use innovative ideas to bring in new revenue and engage their communities. This month, we're featuring a grab-bag of promotions to spark your creativity and to help jump start your earnings in the New Year.



The Chickasha Express-Star's double truck home improvement promotion uses strong visuals and exclusive ads to catch readers' eyes.

HOME IMPROVEMENT

It's never a bad time to get to work on your house. In the fall, The Chickasha Express Star ran an inventive promotion for home improvement. However, this is the type of promotion that can be run at any size paper at any time of the year.

The Express Star found a cross section piece of art for a house and then used creative techniques to sell ads for almost every part of the house. The paper found a roofing company for the roof, heating and air conditioning company to correspond with the heating and AC diagrams in the photo, a window company for the windows, etc.

The ads were sold exclusively to one business per item in the house.

The ad ran for five consecutive weeks and cost each advertiser $100.

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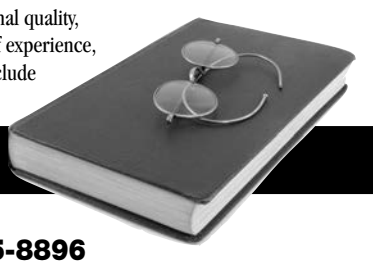

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SPONSORED EVENTS

Several papers around the state organize special events for their communities. These are great ways to brand your paper as an active member of your community, but also to raise some revenue and interact with readers.

The Stillwater NewsPress organized A Taste of Home Cooking School event in 2011 and 2012. A Taste of Home is a national cooking and recipe magazine that is published by *Readers Digest*. They sponsor cooking shows and exhibitions around the country that feature a two hour cooking demonstration with step-by-step recipe instructions for around 10 meals. Participants also receive a gift bag as well as the opportunity to win door prizes. The grand prize at Stillwater's 2012 A Taste of Home Cooking School was a KitchenAid mixer.

The event was held in March and promoted through display ads, posters hung around Payne County and rack cards. The NewsPress sent information and rate packets to prospective advertisers in early January.

The pre- and post-event stories ran in the NewsPress and the paper made a trade with a radio station in exchange for airtime promotion of the Taste of Home Cooking School.

Tickets for the event were $10 presale and $12 at the door.

The event earned $11,327 in revenue for the paper.

The Sequoyah County Times and the local Women in Business organization hosts an annual Women's Expo every October. In 2012 the event featured over 70 vendors and had more than 400 guests in attendance.

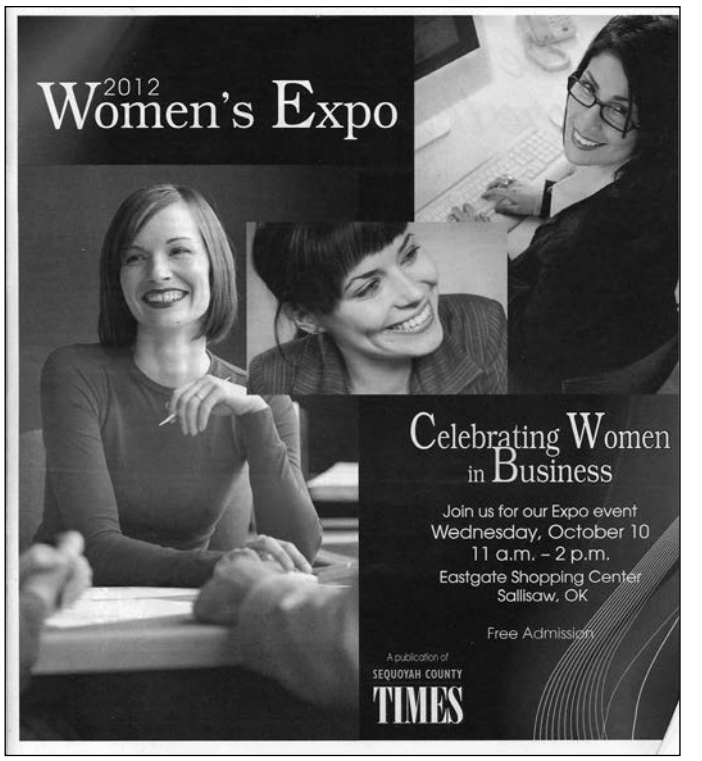
The Times also publishes a Women's Expo tab for the event. In it are features on successful women in the Sequoyah County area, tips for managing a busy household, and information about the local Women in Business chapter.

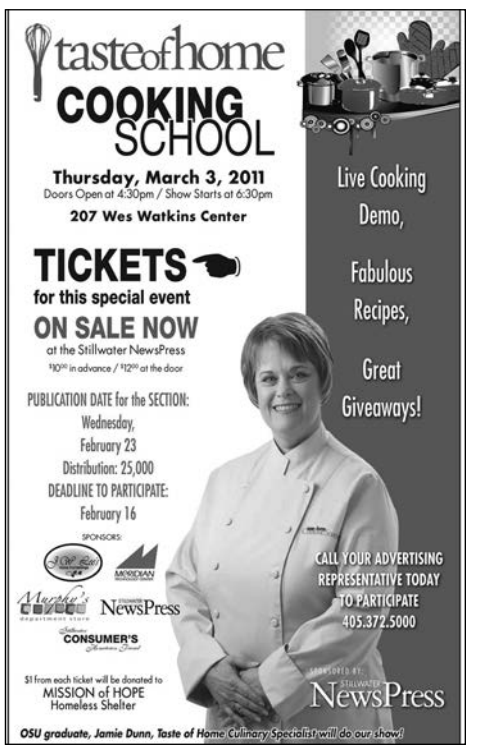
The event features a guest speaker, free lunch and a fashion show.

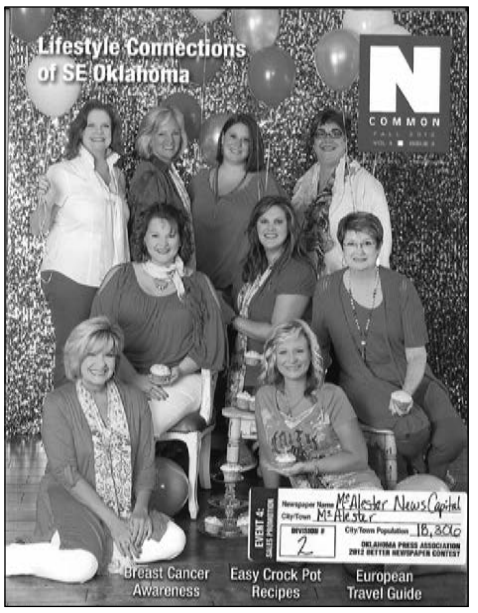
Guests get to visit vendor booths during the show and the local Women in Business organization gets the opportunity to increase their membership.

Vendors who offer goods and services to business and professional women are invited to participate by purchasing advertisements in the Women's Expo tab and/or booth space at the event.

The event earned $17,774 in revenue for the paper in 2012.



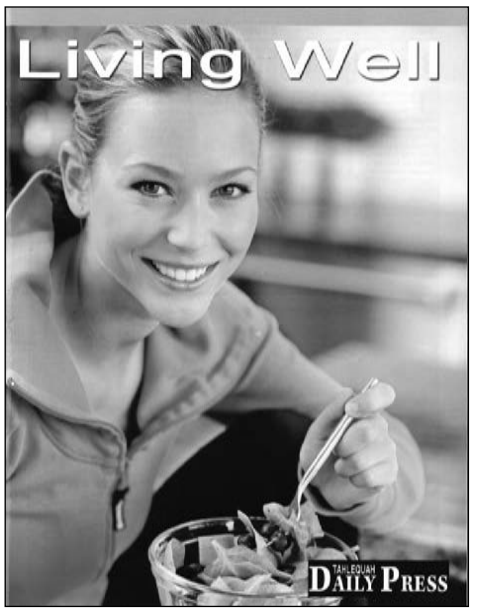




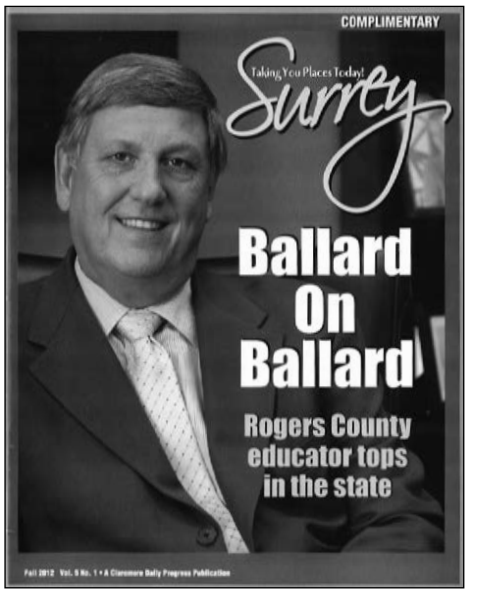
NCommon — McAlester News-Capital



Slice of Muskogee — Muskogee Phoenix



Living Well — Tahlequah Daily Press



Surrey — Claremore Daily Progress

MAGAZINES

Annual, quarterly and semi-annual magazines are a great way to not only increase revenue for your paper, but they also can give your writers, ad salespeople and designers a nice break from their day-to-day responsibilities.

The McAlester News-Capital publishes NCommon magazine quarterly, in March, June, September and December. The magazine is inserted into the Sunday edition of the News-Capital and also placed in racks around the town.

The magazine covers the lifestyles of Southeastern Oklahoma including finance, fitness and fashion and is primarily geared toward female readers.

Advertisers have the option to buy ads on a yearly basis in all four issues or on a half-year or quarterly basis. The advertising staff even gets a chance to write some content for the magazine.

The Muskogee Phoenix publishes Slice of Muskogee magazine every quarter and copies are inserted into home delivered copies of the Phoenix.

The magazine features nostalgia pieces, calendars, profiles of interesting area residents and "party pics" of area residents.

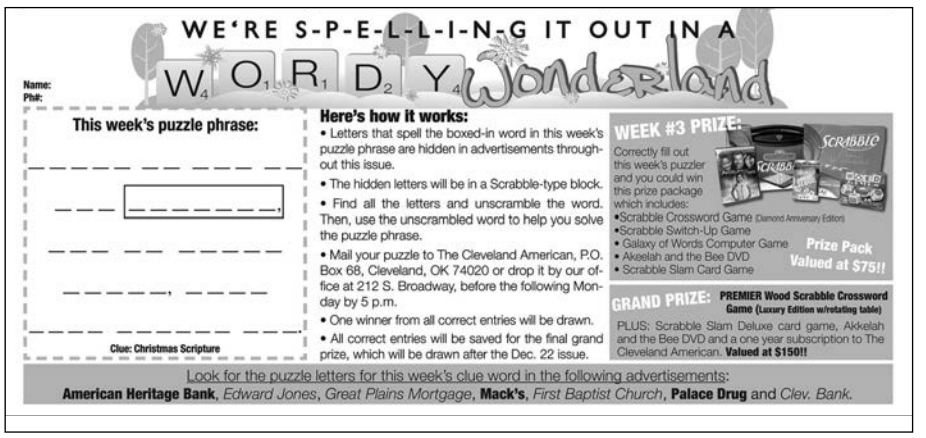
The Tahlequah Daily Press publishes Living Well twice a year, in March and September.

The magazine covers health and fitness with articles ranging from senior care, dental health and eye health.

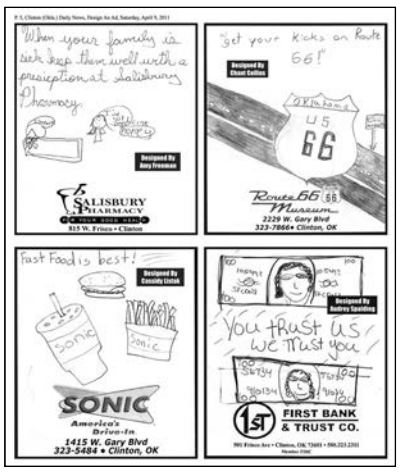
Advertisers included local doctors, gyms, pharmacies, dentists and more. The March 2012 edition of Living Well earned $11,985 in revenue for the paper while the September issue raised $12,250.

For the last five years, the Claremore Daily Progress has published the bimonthly, Surrey Magazine. It is distributed to all of the Progress' readers in Rogers County.

The magazine features profiles of notable Rogers County residents, recipe ideas for readers and in-depth coverage of upcoming events like Claremore's annual Will Rogers Days parade.



An example of the word puzzle in The Cleveland American's Wordy Wonderland Contest





A sample of student-designed ads from the Clinton Daily News and the cover of the Ada News' "Design An Ad" competition.

READER CONTESTS

Word Games

What's one way to almost guarantee that a reader will look closely at an ad? Design a contest around looking at them! In 2011, The Cleveland American held a word game promotion called "Wordy Wonderland." For four weeks, a puzzle was printed on page one of the paper. In the puzzle was a boxed-in word. Readers would comb through ads looking for Scrabble-type pieces. Once they found the pieces that would make up the boxed-in word they would unscramble the word and use that word to unscramble the rest of the puzzle.

Readers would then mail their completed puzzle to The American's office and one winner would be drawn from the correct answers.

Prizes included DVDs, Scrabble boards and other word games. The winner would also get their name published in the paper. They were also entered in the drawing for a grand prize pack that included a Scrabble game, DVD and a 1-year subscription to The American.

Greatest Loser

It seems like every New Years, almost everyone's resolution is to lose some weight. Well, why not help your community and staff meet their health goals and also make some added advertising revenue?

After learning that Oklahoma is one of the fattest states in the union, the Ada News decided to act. They started a contest, The Greatest Loser, that invited members of the community and staff to lose weight and improve their Body Mass Indexes over a 13-week period. The contest was announced in a front page story in December 2011 and the contest started in January of 2012.

Each week the paper ran a page showing the contestant's weight loss numbers. This page was accompanied by ads from local businesses that specialized in health and wellness.

And for those embarrassed or worried about their names and weights being in public, pseudonyms were allowed.

Design an Ad

Many papers around the state run "Design an Ad" contests for local students. They are quick and easy ways to generate money at any time of the year and offer a great way to interact with younger readers and businesses in your area.

Some papers let students create an ad for any business in the area of their choosing while other papers have certain businesses picked out for the students.

Prizes are then awarded for the best ad. The Ada News offers a $100 savings bond for the first place winner and a $50 savings bond for the second place winner.

THANK YOU

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

In memory of Leland Gourley:

THE CLINTON DAILY NEWS

THE HENNESSEY CLIPPER

THE PURCELL REGISTER

ANDY & KAREN RIEGER

In memory of Al McLaughlin:

THE HENNESSEY CLIPPER



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

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

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

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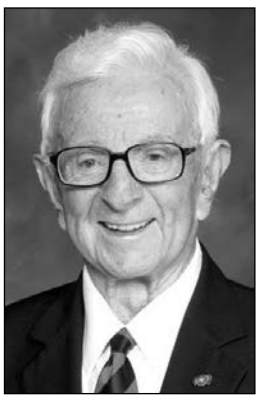
DEATHS



J. LELAND GOURLEY, longtime publisher of Oklahoma City Friday, died Oct. 19, 2013. He was 94.

In addition to Gourley's career as a newspaper publisher, he also was a politician and banker.

Orphaned at 13 and raised by relatives in Missouri, Gourley attended the University of Oklahoma in Norman.

A four-year veteran of World War II, Gourley earned the Bronze Star for his service. After the war, he returned to Oklahoma and purchased the Henryetta Daily Free-Lance.

He left his journalism career for a time to serve as Gov. James Howard Edmondson's chief of staff.

After the Edmondson years, Gourley cofounded and ran State Capitol Bank on Lincoln Blvd. in Oklahoma City.

In 1974, he founded the OKC Friday newspaper where he worked until his death.

Gourley married his wife, Vicki Clark Gourley, in 1976 and the couple worked together as co-publishers of their weekly newspaper.

Leland Gourley served in leadership roles for numerous journalism, civic and business organizations including the Oklahoma Press Association, Rotary Club and Greater Oklahoma City Chamber of Commerce.

He received the Oklahoma Press Association's Milt Phillips Award in 2009. He also was the recipient of the Oklahoma Newspaper Foundation's Beachy Musselman Award in 1997 and was inducted into the Oklahoma Journalism Hall of Fame in 1980. He served as president of the OPA in 1988.

Some of the other awards Gourley received were the Governor's Arts Award for Media, Oklahoma City Rotary Club "Lifetime Achievement Award," Oklahoma City University Servant Leader Award and the University of Oklahoma's Gaylord College of Journalism Distinguished Alumni Award.

He is survived by his wife of 36 years, Vicki Clark Gourley, and a blended family of three sons and a daughter – Jay Gourley, Janna and Herb Rousey, Stacy and Brandon Clark, and Jennifer and Kelly Clark; nine granddaughters; three grandsons; six great-grandchildren and two great-great-grandchildren.

BOBBIE JEAN (DUTTON) BOYDSTON, who worked at Eastern Oklahoma County Newspapers, died Oct. 5, 2013. She was 80.

Boydston and her husband, John, were married for more than 63 years.

Mrs. Boydston retired from Oklahoma County Newspapers after working there as an advertising account executive for 16 years.

She is survived by her husband, John; children Vicki King of Choctaw, Ja Jeen and Gary Eudy of Amarillo, Texas, Randy Boydston and Debbie of Florida, Trisha and Scott Chartney of Choctaw, and Becky of Edmond; 11 grandchildren, and 10 great-grandchildren.

CHARLES ROBERT 'CHARLIE' CLARK, former co-publisher and advertising manager of the Wewoka Daily Times, died Oct. 9, 2013, at his home in Canon City, Colo. He was 90.

Clark, who was born Oct. 1, 1923, served in the Army Air Corps from 1943 to 1946. After military service, he met Patsy Ruth Lowe and married her on March 19, 1943.

Clark began working at newspapers as an advertising manager, and eventually went on to own and publish his own newspaper in Las Animas, Colo., for 18 years. He was named Colorado Newsperson of the Year in 1985 by the Colorado Press Association.

He mentored many high school students interested in journalism and provided the first job for numerous college journalism graduates.

CLIFFORD 'CLIFF' EDWARD CONDY, a former advertising manager at the Edmond Sun, died Oct. 18, 2013. He was 65.

Condy was born July 19, 1948, in Julesburg, Colo., and raised in Big Spring, Neb. He graduated from the University of Wyoming in Laramie, Wyo.

Condy moved to Oklahoma in 1982 to work for the Edmond Sun as advertising manager. He later became advertising manager for Central Oklahoma Newspaper Group.

In 1984, he married his wife, Mary. He and his wife were members of St. John the Baptist Catholic Church in Edmond.

Condy is survived by his wife, Kathy, of the home; daughter and son-in-law Andrea and Tim Vogel of Pennsylvania; two grandchildren; and many cousins and friends.

He is survived by his wife, Patsy; three children, Dr. Mel Clark of Oklahoma City; Melanie Jones of La Junta, Colo., and Nancy Smaller of Canon City, Colo.; four grandchildren and six great-grandchildren.

Deaths continued on Page 7

In memory of our Friends and Colleagues

Lee Bell, Oct. 20, 2012
Lawrence Fitzhugh 'Chub' Bellatti, Oct. 3, 2012
Robert 'Bob' Earl Forrest, Oct. 8, 2012
James Claude 'Res' Resneder, Oct. 29, 2012
Ann Kelley Weaver, Nov. 28, 2012

DEATHS, continued from Page 6

KENNETH RAY HAMILTON, who worked for about 54 years in the newspaper business, died Oct. 12, 2013. He was 77.

Hamilton, who was born on March 23, 1936, began working for his uncle, S.A. Hamilton Jr., at the Broken Bow News in 1949. In 1958, he and his brother-in-law Duane 'Tack' Hammer bought the Broken Bow News. Hamilton eventually acquired full ownership before selling the newspaper in 1963.

Hamilton worked for both the Broken Bow News and McCurtain Daily Gazette, serving as general manager at Broken Bow from 1976 to 1989. He also worked at the Atoka County Times as editor from 1990 to 2002.

In 2000, Hamilton was inducted into the Oklahoma Press Association's Half Century Club.

He is survived by his wife, Helen, of the home; son, Keith Hamilton of Washington, Okla.; daughter Becky Dean of Broken Bow; sister Helen Hammer of Broken Bow; and eight grandchildren.

ROLLIE HYDE, an Oklahoma journalist and newspaper broker, died Nov. 11, 2013, in Oklahoma City. He was 76.

Hyde was born in Carnegie, Okla., and graduated from Binger High School in 1955. His career spanned almost six decades, beginning at the Anadarko Daily News near his hometown of Binger.

During his career, Hyde worked at the Borger (Texas) News-Herald; the Canyon (Texas) News; the Oklahoma Journal; Corpus Christi Caller-Times; Quad City Times in Davenport, Iowa; and the Midland Reporter-Telegram.

He became publisher of the Plainview Daily Herald in July 1990. After retiring from the Herald in 2005, Hyde joined W.B. Grimes and Co., as a senior associate for the Mountain States and Southwest regions.

Hyde was the 120th president of the Texas Newspaper Association, serving from 1997-98, president of the Panhandle Press Association in 1995-96 and inducted into its Hall of Fame in April 2005, past president of the Oklahoma City Ad Federation and Corpus Christi Ad Federation, and former member of the Texas Tech University Journalism Advisory Council.

He is survived by his wife of 23 years, Jeri; daughters Debra Monson and Rebecca Dawn Mills; stepdaughter Kimberly Monson; mother Mauriene Hyde; sisters Jan Mitchell and Dicki Price; and five grandchildren.

JACK ALAN LANCASTER, longtime adviser to Oklahoma State University's student newspaper, died Oct. 22, 2013. He was 63.

Lancaster's journalism career began in 1973. After graduating from Northwestern State University, he joined the Alva Review-Courier, his hometown newspaper, as sports editor.

His next stop was at the Elk City Daily News where he served as sports editor and later managing editor. In 1982, he left Elk City to take the OSU position.

Under Lancaster's leadership, OSU's student newspaper, The Daily O'Collegian, won more than 200 awards. In 1991, Lancaster was honored as Distinguished Adviser of the Year by the national Associated Collegiate Press.

He was the 1999 recipient of the Oklahoma Newspaper Foundation's Beachy Musselman Award and was inducted into the Oklahoma Journalism Hall of Fame in 2004.

After retiring as adviser in 2008, Lancaster managed the Stables bar in Stillwater.

He is survived by two sisters, Shirley Reed and Sharon Andrews.

WAYNE LOYD LANE, former public relations director at Northwestern Oklahoma State University in Alva, died Oct. 20, 2013. He was 88.

Lane was born Oct. 16, 1924, in Eldorado, Okla. He received his bachelor's and master's degree in journalism from the University of Oklahoma.

After serving in the U.S. Army Air Corps, he worked at the Wichita Daily Times in Wichita Falls, Texas.

In 1959, he accepted the public relations director position at NWOSU. During his career, he also taught journalism classes, supervised the publications of the Northwestern News and yearbook, and went on to serve as chair of the journalism department. He retired in 1988.

He is survived by his wife, Bettielou, of Alva; daughter Stacie Nan Jones of Greensburg, Pa., and Rachel Stewart of Alva; sons Bryan Stephenson of Woodward, Craig Stephenson of Moore; Mike Lane of Ponca City, and Kurt Stephenson of Oklahoma City; two sisters; 15 grandchildren and seven great-grandchildren.

MICHAEL ZACHARIAS, a former Tulsa World courthouse reporter who later became an attorney and special district judge, died Oct. 1, 2013. He was 74.

Zacharias began his career in journalism with the World in 1960. He later served four years as news editor for the Claremore Daily Progress before rejoining the World in 1967.

He left the World three years later to become an attorney. Zacharias was appointed to the Tulsa County bench in 2001, serving as special district judge for the domestic docket. He left the bench in 2006, but continued to practice law.

A native of New York, he attended the University of Buffalo before completing a bachelor's degree in journalism at Tulsa University.

Throughout his career, Zacharias received many awards including being named Outstanding Oklahoma Family Law Judge in 2006, and a year later being named Legal Aid Services' Pro Bono Attorney of the Year.

He is survived by his son, Michael H. Zacharias; three daughters, Shelly Benton, Melissa Allen and Muffy Hoover; five grandchildren and one great-grandchild.

OPA CALENDAR OF EVENTS

Complete Listing of Events at www.OkPress.com

FRIDAY, JAN. 10, 2014
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. 10. At least 18 newspapers will receive funding to host a journalism student for eight to 10 weeks in summer 2014. For more information and to download an application, go to OkPress.com/internships.

THURSDAY, FEB. 6, 2014
OKLAHOMA CITY, OK
OPA LEGISLATIVE SUMMIT AT STATE CAPITOL

All OPA members are encouraged to meet at the State Capitol on Thursday, Feb. 6, to discuss issues with their House and Senate members. Members will discuss proposed legislation and issues of concern to every Oklahoma newspaper. Check www.OkPress.com/legislative-summit for updates.

FRIDAY, FEB. 12, 2014
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 2014-15 school year are due by Feb. 12. 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.

FRIDAY, APRIL 24, 2014
UNIVERSITY OF CENTRAL OKLAHOMA
EDMOND, OK
OKLAHOMA JOURNALISM HALL OF FAME

The 43rd annual induction ceremony and luncheon will be held at the University of Central Oklahoma on April 24. Honorees will be announced in March.

JUNE 12-14, 2014
REED CENTER
MIDWEST CITY, OK
OPA ANNUAL CONVENTION

The OPA annual convention will be held June 12-14, 2014, 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.

THE OGE® PHOTO CONTEST



Chisholm's Colton Johnson runs in as OBA's Chris Walker leaps over the Longhorn's Britton Yunker during the opening game of the season at Longhorn Field.

Photo by BILLY HEFTON, Enid News & Eagle, September 6, 2013

SEPTEMBER 2013 DAILY WINNER:

BILLY HEFTON

Enid News & Eagle

SEPTEMBER 2013 WEEKLY WINNER:

RACHEL ANNE SEYMOUR

The Bigheart Times

ENTER AND WIN A $100 CHECK FROM OGE ENERGY CORP.

The September 2013 contest was judged by a member of the Oklahoma Journalism Hall of Fame.

View contest rules and all winning photos at

www.OkPress.com/OGE-Photo-Contest



Fayth Holloway, 13, of Hominy, and her boyfriend Haden Bethel, 12, of Bristow, wait for the OCCA Ranch Rodeo at the Osage County Free Fair to start. Holloway and her brother competed in the JRRA rodeo's bronc riding earlier that day. It was her first time to ride a bronc and it won't be her last.

Photo by RACHEL ANNE SEYMOUR, The Bigheart Times, September 12, 2013

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NewsPress selects Brendel as general manager/editor



Dale Brendel is the new general manager/editor of the Stillwater NewsPress.

Brendel was previously general manager of the Leavenworth Times in Kansas. He also served as editor of the Independence Examiner in Missouri and as managing editor of the McAlester News-Capital.

Brendel, 50, said despite some media reports, the future of news organizations like the NewsPress is bright.

"Newspapers have evolved into multi-platform organizations that can communicate with readers in a variety of ways," he said.

"With our printed products, online site, mobile site, Facebook and Twitter outlets, we can reach more people than ever before."

Brendel, who is graduate of the University of Missouri, started his career as a sports writer and sports editor.

OU names student media director



Nicholas Jungman, a former editor of The Oklahoma Daily, has been named as student media director at the University of Oklahoma.

Jungman, who is currently managing editor of the Wichita Business Journal and formerly deputy editor of The Wichita Eagle, has extensive experience in traditional media and has also been on the forefront of exploring the possibilities of digital media.

Susan Sasso, associate vice president for student affairs and associate dean of students, made the announcement of Jungman's appointment.

"The search committee was pleased to have an excellent pool of candidates for the position," Sasso said.

"We are excited about Nick's passion to return to OU and Student Media, coupled with his innovative experience in professional media and his long-term vision of excellence for OU Student Media. Nick views a media operation holistically and ultimately sees audience development as the key to a quality product and financial viability."

Jungman also has nine years of university-level teaching experience at Wichita State University, Newman University and Missouri School of Journalism where he served as a Knight Visiting Editor for two years.

NewsPress names new managing editor

The Stillwater NewsPress has promoted Chris Day to the position of managing editor.

Day, who is a 1980 graduate of Oklahoma State University, has worked for the NewsPress as sports editor and associate editor for the past four years.

Prior to that, he was on the copy desk at the Daytona News-Journal in Florida, news editor at the Montgomery Advertiser in Alabama and night managing editor of the Anniston Star, also in Alabama.

Day brings his 33 years of experience in newsroom management and reporting to the position.

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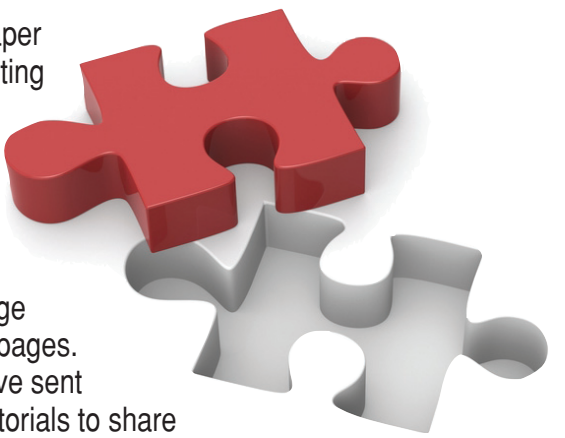
CONTENT EXCHANGE



Putting together a newspaper page is something like putting together a puzzle. Sometimes you get to the very end and find you need one more piece.

The OPA Content Exchange is full of pieces to fill your pages. Participating members have sent features, columns and editorials to share with others in this password protected area of the OPA website.

Once you register for the Content Exchange, you can look through the content – and send in your own to share. You will also have access to articles from Oklahoma Watch, a non-profit organization that produces in-depth and investigative journalism on important public-policy issues facing the state.

Each week we'll send you an email listing new postings to the Content Exchange area. This service is free for OPA business members. Sustaining members may subscribe for $60 per year.

To join the Content Exchange, go to **www.okpress.com/content-exchange,** download the registration form, fill it out and fax it back to us.

If you have questions about the program or problems downloading the form, contact us at (405) 499-0020.

FREE CONTENT FOR OPA MEMBERS

- **Download Features, Columns & Editorials from other OPA member newspapers to use in your newspaper.**
- **Upload Features, Columns & Editorials by members of your newspaper staff for others to use in their newspaper.**
- **Articles available from Oklahoma Watch**

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Management changes announced at Cherokee Messenger & Republican

Two employees at the Cherokee Messenger & Republican have taken on new roles.

Marsha Tucker, who has been with the newspaper since September 2005, is the new general manager.

Also being promoted is reporter Lee Jackson, who has been with the publication since February. Jackson is now news editor.

Steve Booher, publisher of the Messenger & Republican, made the announcement.

"Marsha has been an integral part of the newspaper since her first day on the job," said Booher. "She is extremely knowledgeable about computers and software.

"She's been a valuable team member and will help lead the newspaper into its eventual transition into an e-edition publication to go along with our print product."

Booher called Jackson "a good fit for the community" and credited her with bringing the newspaper's web page, cherokeemessengerrepublican.net, back to life.

"Marsha and Lee are working together to give us a presence on Facebook," he said. "Both are well suited to do what it will take to make the Messenger & Republican as strong on the Internet as it has been in print for more than 100 years."

Bartlesville photographer back on job

Becky Burch's photographs are once again appearing in the Bartlesville Examiner-Enterprise.

Burch has been on an extended leave of absence from the newspaper since early this summer after undergoing surgery on her neck.

"Chris Rush, editor and publisher of the Examiner-Enterprise, welcomed Burch back. "The E-E has always been very fortunate to have someone as talented and passionate about her craft as Becky," Rush said. "We couldn't be happier to welcome Becky back."

Ghostly encounters filmed at Chickasha Express-Star office

Staff at The Express-Star in Chickasha didn't have to go far to find a haunted house. According to the Chickasha Paranormal Research Society, the newspaper's 100-year-old office building is haunted.

"There is definitely some evidence of an intelligent haunting here," said Max Wagner, founder of the CPRS.

Newspaper employees have heard footsteps on the main stairwell when no one was there, and one employee reported that she was trapped in the upstairs bathroom for 10 minutes after the door locked.

Lisa Hatchett, who works for CPRS, said her daughter, who once worked in the building, felt like she was pushed down the stairs when no one was behind her.

To communicate with the spirits, the group from CPRS set up a Geophone on an iPad.

"Basically, we would ask it (the paranormal entity) questions and it would respond by making the device light up," said Wagner. "We mainly asked it questions about whether it wanted us here, and I felt like it was talking to us."

This isn't the first time CPRS has searched for paranormal activity in the newspaper office. In 2011, Wagner experienced a similar interaction.

"People think ghost hunters go to a place once and they are done, but what they don't realize is the stuff they see on TV is filmed over two or three dates," Wagner said. "It's a process and you have to keep going."

Although the paranomal activity in the building may at times be unsettling, employees of CPRS said those who work in The Express-Star's building have nothing to fear.

Some footage of the ghostly encounter at The Express-Star office is online at the CPRS's website at www.chickashaprs.org/Video.html.



New owner at the Shidler Review

The Shidler Review is under new ownership.

As of Nov. 1, Julia Ross is the new owner of the paper.

"I want to take this time to thank all of the readers for your business and support over the last 5 years," said Sheila Wilhelm, The Review's former owner, in her farewell column. "I jumped into a business that I knew absolutely nothing about and did the best I could with it. I have met some great people while doing this and wish you all the best."

New owner Ross is hopeful for the paper and the community.

"As the new editor of The Review, I plan to build on the foundation of a great community newspaper that has been around since 1925 remaining ever aware of the big picture but focusing on what makes our community significant. I am thankful for the opportunity to serve this area."

The Review's phone number is (918) 793-3841 and new email is thereview74652@gmail.com

Journal Record names managing editor

Adam Brooks recently joined The Journal Record staff as managing editor.

Brooks most recently was a marketing and communications specialist at Chesapeake Energy. He has also been national news editor for Internet Broadcasting, which operates KOCO.com in Oklahoma City and more than 70 other sites across the nation.

Brooks graduated from the University of Oklahoma with a bachelor's degree in journalism and mass communication.

PR society presents award to Ted Streuli

Ted Streuli, editor of The Journal Record, recently received the Clarus Award from the Public Relations Society of America's Oklahoma City chapter.

The group honored the best PR work in central Oklahoma over the past year during its 36th annual Upper Case Awards Banquet.

The Clarus Award is presented to a member of the working media who exhibits fairness in reporting.

During the banquet, 48 awards were given for various pieces of work including printed publications, writing, electronic communications, public relations campaigns and more.

Are unfiled depositions 'public records?'



Legal Notes
by Michael Minnis
OPA Attorney

"Court records" are public documents open to the public unless sealed by court order or made confidential by law. In Oklahoma, deposition transcripts are not filed with the Court except by court order or as an attachment to a motion.

Unfiled deposition transcripts might be available from one of the parties in the litigation, from the court reporter or by obtaining a court order. However, all of these sources may deny access.

A recent Texas case has taken a broader view of the public's right of access to court records. In the Texas case, a lawyer published a judicial complaint alleging a judge had been involved in drug use and solicitation of prostitution. The judge sued the lawyer for libel.

After the parties agreed to keep the transcript confidential pending resolution of the judge's motion for protective order, the judge was deposed. After the deposition was taken, the lawyer objected to the judge's motion for a protective order attaching two sworn witness statements and a transcript of the judge's deposition. The judge promptly dismissed his suit.

A third party then intervened to obtain release of the transcript of the judge's deposition and the witness statements. Texas has a rule that deposition transcripts "not filed having a probable adverse effect on the public health and safety, the administration of the office and the operation of the government" are "court records" open to the public.

The district court rejected the judge's arguments that the materials were not "court records" because they were filed after the case was dismissed and that the Texas rule did not apply. The deposition transcripts were "court records" open to the public.

The Court of Appeals affirmed the District Court order and the Supreme Court denied petition for review and a subsequent motion for rehearing.

Oklahoma courts have yet to rule on whether unfiled deposition transcripts are "court records" open to the public. Since these records are created as part of the legal process, they should be considered "court records". At a minimum, the public ought to have the power to seek a court order releasing unfiled deposition transcripts.

OPS ADVERTISING INSERTION ACCURACY

Oklahoma Press Association recognizes the 146 business member newspapers that successfully ran all ads placed by Oklahoma Press Service for the third quarter of 2013 (July through September).

Congratulations for a job well done.

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The Beaver Herald-Democrat
Bixby – South County Leader
Blackwell Journal-Tribune
The Boise City News
Broken Bow News
Buffalo – Harper County Journal
The Canton Times
The Carnegie Herald
Chandler – The Lincoln County News
The Chelsea Reporter
Cherokee Messenger & Republican
The Cheyenne Star
Choctaw Times
Claremore Daily Progress
Clayton Today
The Cleveland American
Coalgate Record-Register
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The Edmond Sun
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Elgin – The Comanche County Chronicle
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Enid – Garfield County Legal News
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The Fairfax Chief
The Frederick Press-Leader
The Freedom Call
The Gage Record
The Geary Star
The Grove Sun
Guymon Daily Herald
The Haskell News
Heavener Ledger
The Hennessey Clipper
The Hinton Record
The Hobart Democrat-Chief
Holdenville News
Holdenville Tribune
The Hollis News
The Hominy News-Progress
The Hooker Advance
Hugo News
Idabel – McCurtain Daily Gazette
Idabel – Southeast Times
Inola Independent
The Kingfisher Times & Free Press
The Konawa Leader
Laverne – The Leader Tribune
The Lawton Constitution
Lawton –The County Times
The Lindsay News
The Lone Grove Ledger
The Madill Record
Mangum Star-News
Marietta Monitor
The Marlow Review
Maysville – The Garvin County News Star
Meeker News
Miami News-Record
The Mooreland Leader
The Mountain View News
Muskogee Phoenix
Mustang News
Mustang Times
The Newcastle Pacer
The Newkirk Herald Journal
Nowata Star
The Okarche Chieftain
OKC – The Black Chronicle
OKC – The Capitol Hill Beacon
OKC – The City Sentinel
OKC – OKC Friday
OKC – The Journal Record
OKC – The Oklahoman
The Okeene Record
Owasso Reporter
Pauls Valley Democrat
Pawhuska Journal-Capital
The Pawnee Chief
The Perkins Journal
Perry Daily Journal
Pryor – The Paper
The Purcell Register
The Ringling Eagle
The Rush Springs Gazette
The Ryan Leader
Sallisaw – Sequoyah County Times
Sand Springs Leader
The Sayre Record & Beckham County Democrat
Sentinel Leader
Shawnee – The County Democrat
The Shawnee News-Star
The Shidler Review
Skiatook Journal
Snyder – Kiowa County Democrat
Spiro Graphic
Stigler News-Sentinel
Stillwater NewsPress
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Westville – Weekly Express
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The Wewoka Times
Wilburton – Latimer County News-Tribune
Wilburton – Latimer County Today
The Wilson Post-Democrat
The Wynnewood Gazette
Yukon Review



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National Newspaper Association continues fight against unfair postal rate increases

The National Newspaper Association is continuing its multi-front attack against unfair postage rate increases with litigation at the Postal Regulatory Commission and strong grassroots work on Capitol Hill.

NNA joined the Affordable Mail Alliance at the PRC to object to the planned "exigency" postage increase proposed for January. NNA and others are arguing that the U.S. Postal Service has overstated the amount of its financial losses created by the Great Recession.

On Capitol Hill, NNA opposes proposals by Sen. Tom Coburn, R-OK, to hand over authority to USPS to set rates and to change service levels without pre-review by the Postal Regulatory Commission. Coburn's proposals are included in a the Postal Reform Act of 2013, jointly proposed by Coburn and Sen. Thomas Carper, D-DE, chairman of the Senate Committee on Homeland Security and Governmental Affairs. NNA believes handing unfettered authority over the government monopoly's services and rates to the USPS Board of Governors would result in higher rates for Periodicals and more attempts at promoting selected direct mail products over newspaper advertising.

"NNA has an obligation to the industry and our communities to help cure the ills of the Postal Service in ways that do not dilute service or drive more mailers out of the system. Both of those results would end up in a massive taxpayer bailout of the Postal Service in the future because mail volume will fall off even more sharply than it is today," said NNA President Robert M. Williams, Jr. "We understand that new legislation is needed and that we will not always get what we want. But we have our sights trained on solutions that do not further diminish service, particularly in rural America. And we need a fair playing field for newspapers."

Max Heath, NNA's Postal Committee chair, has produced estimates on the impact of the proposed postal rates for newspapers. As always, the average proposed rate hits some newspapers harder than others.

"We believe some rates will fall in the 8 percent to 9 percent range," Heath said. "I have cautioned our members that these rates are proposed and not final. The PRC still has to speak. I believe we have a strong case to reduce this proposed increase and would hope we wind up with something closer to the legal increase within the rate of inflation."

WHAT YOU NEED TO KNOW ABOUT INTELLIGENT MAIL BARCODES

The U.S. Postal Service will implement Full-Service Intelligent Mail barcodes (IMb) for Periodicals by Jan. 26.

Brad Hill, president of Interlink and one of the National Newspaper Association's representatives on the Mailer's Technical Advisory Committee, provided information that publishers will need for the transition during a webinar hosted by the Iowa Newspaper Association and the Southern Newspapers Publishers Association.

"As of Jan. 26, 2014, only mailings that meet the requirements of Full-Service will be eligible to claim automation rates," Hill said.

Many newspapers started using the Basic version of IMb at the beginning of 2013 when the older barcode was phased out.

For those already using the Basic IMb, the transition to Full-Service does not have to be that involved, Hill said.

Hill's complete webinar on full-service IMb is archived at OnlineMediaCampus.com and can be accessed and viewed for $35.

The Postal Service is also hosting a series of webinars to assist mailers. For more information on those webinars, go to https://ribbs.usps.gov/index.cfm?page=intellmailpresentations.

Newspaper execs make OKC Friday's list

OKC Friday's "Most Powerful Women" poll for the greater Oklahoma City area includes politicians, philanthropists and two newspaper executives.

For the second year, OKC Friday mailed more than 250 ballots to prominent, informed leaders in business, education, finance, government, politics, media and civic organizations with the names of 110 prominent women from which to choose and space to write in names.

Governor Mary Fallin took the No. 1 spot, followed by Christy Everest, philanthropist and former OPUBCO CEO.

Newspaper executives named in the top 10 were Kelly Dyer-Fry, editor of The Oklahoman, and Mary Mélon, publisher of The Journal Record.

In order, the top 10 are 1. Gov. Mary Fallin; 2. Christy Everest; 3. Philanthropist Polly Nichols; 4. Meg Salyer, OKC Council Accel Financial; 5. Judy Love, philanthropist and Love's Travel Stops; 6. Dr. Janet Barresi, State Superintendent of Public Instruction; 7. Molly Boren, First Lady, University of Oklahoma; 8. Ann Hargis, First Lady, Oklahoma State University; 9. Nancy Anthony, executive director OKC Community Foundation; 10. (four-way tie) Kelly Dyer-Fry; Debby Hampton, VP & CEO United Way; Justice Yvonne Kauger, Oklahoma Supreme Court; and Mary Mélon.

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Transcendental typography

By ED HENNINGER, Design Consultant

EVERY ONCE in a while, a design calls for big type.

I don't mean just "big type."

I mean "B-I-G T-Y-P-E"! Huge. Ginormous. Humongous. That kind of big.

When that happens, the type transcends (a word I learned in sophomore philosophy class and have loved ever since!) the realm of typography and becomes a form by itself. Sometimes it becomes the dominant element on the page.

As a result, we have to deal with it as a form, just as we deal with the dominant element of any other design.

We have to look at its shape, especially. Though it may have been born as type, what is it now?

Is it rectangular? Is it round? Is it more freeform?

Does it have a diagonal force? Vertical? Horizontal?

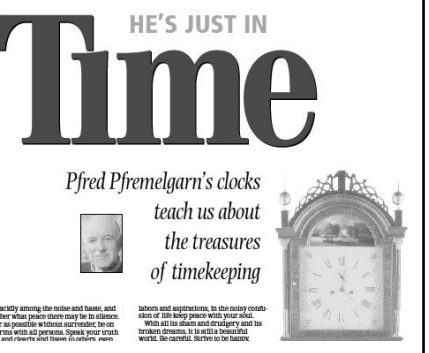
Do the descenders/ascenders work with nearby elements?

Are you using it in color? What color? Why?

Does it say what you want? Can you say that more briefly?

Does the font work with the rest of the page?

How about the space between letters? Inside the letters?


HE'S JUST IN
Time
Pfred Pfremelgarn's clocks teach us about the treasures of timekeeping

How about the space around it? Enough? Too tight? Too loose?

Lots of questions, each of them forcing you to take a long, close look at what you've created—and to appreciate that transcendent type isn't just something you can toss on a page.

There are times when bighugeginormous type is just the look you need for that special feature page. When those times occur, ask yourself those questions listed above.

If you get a lot of the right answers, then go BIG! If you don't, consider another approach.

Your type will love you for it…and so will your readers.

ED HENNINGER, an independent newspaper consultant and director of Henninger Consulting, offers comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. Contact Henninger at www.henningerconsulting.com, email edh@henningerconsulting.com or phone (803) 327-3322.

New smart watches take tech to a wearable level



Computer Notes
from the road
by Wilma Melot
wmelot@okpress.com

Christmas gifts for this year's tech crowd will most likely include one of the new, cool computer watches.

Start watching for new watches. Apple is reportedly going to release one in time for holiday gift giving.

Slap one of these watches on your wrist and you won't need your phone to tell you that you have new email.



The Pebble watch syncs with an iPhone to get text alerts and notifications. It looks big and square, as do most of these watches. The Pebble, retailing for $150, comes in five colors – grey, black, red, orange and white. **https://getpebble.com/**

For Android users, the Sony Smart Watch SW2 lets you sync with your Android phone. It does not work with iPhones. The SW2 is available for $199 at **newegg.com**.

The latest and greatest smart watch on the market is the Samsung Galaxy Gear. This device has voice sensitive technology called S Voice, which allows you to control the functions of the watch with your voice. This includes making and answering phone calls, drafting texts, creating calendar alerts and other options. There's also a 1.9 megapixel camera and two microphones in the strap, which allow you to take photos and videos. This watch works with Samsung phones and comes in several colors including orange and lime green; it retails for $299.

USING AIRDROP ON THE IPHONE

With Apple's new iOS7 software, you can take advantage of AirDrop to share photos, videos, website locations and more. AirDrop works on the iPhone 5 or later, iPad fourth generation, iPad Mini and the fifth-generation iPod Touch.

AirDrop provides a way to send files quickly without setting up file sharing over a network.

You can turn AirDrop on or off and control with whom you can share content using the Control Center. Swipe up from the bottom of any screen on your device to reveal the Control Center.

Tap AirDrop and choose from one of the following:

- Off: Turns off AirDrop.
- Contacts Only: Your iOS device is visible only to your contacts.
- Everyone: Your iOS device is visible to all nearby iOS devices that use AirDrop.

Now go to a photo or note and click the share button (at the bottom of the screen with an upward pointing arrow). Devices with AirDrop turned on will show up on your screen. Tap the person or device that you want to send your file to.

A screen pops up on the other person's device and asks if they want to accept the file. If they say yes, the file is placed on their phone/iPad device. If you're sharing a photo, it shows up in their photos; notes show up in their notes, etc.

A big disappointment is that it doesn't work between devices such as iPhones and Macs. Computers that are able to use AirDrop can share to another computer but not to an iOS7 device.

This technology will either get better soon or die off completely. It's just an attempt to compete with Android's near field technology.

MICROSOFT TAKES OVER SKYPE

For better or worse, Microsoft has taken over Skype. Skype has been a popular way to communicate long distance with loved ones using video cameras built into electronics. When you buy a new Windows 8 device, it has Skype built in.

Skype is good for lots of things. Some people even use it to send files back and forth to one another. In many ways, Skype was a pioneer of today's video conferencing.

But lately I've been hearing that Skype might be a security risk so I investigated this for myself.

Microsoft is recording your instant messages and most likely your voice calls and videos.

If you trust Microsoft, and aren't doing anything illegal, you're probably okay using Skype. And there are other options for video chats, but they may be being recorded as well.

As with any online communication, be aware that someone might be recording you. Watch what you do because these companies are learning more about us every day.

With Microsoft taking over Skype it has made it somewhat safer from hackers since we're now under the Microsoft firewall.

This acquisition heralded the move away from peer-to-peer networking on Skype; where before the processing and data management for the service was performed by the users' computers (even when they weren't chatting), it is now performed by central servers owned by Microsoft.

If you're planning to or currently use these programs, I strongly urge you to install anti-malware and use the scans. Malware, which is software intended to damage your computer, gets on your computer through web browsers and programs like Skype. It can steal your passwords and bank account numbers. While there are many anti-malware choices for Windows, Mac users will want to install Sophos.

You're not even safe if you're on an Android device. These bad guys don't respect any operating system.

NEW OPERATING SYSTEMS RELEASED



The release of Windows 8.1 and the new Mac OSX 10.9 all seemed to happen at once so let's just do a quick overview of what's new and improved.

I'm going to start with Apple's new system, Mavericks. By the way, Mavericks is named after a place in California, not a horse as most Oklahomans think.

But like a good horse, it does improve speed. However, I still approached it with much trepidation since we're still facing the Adobe Cloud takeover of our software. Wary users would not want to mess up a good, clean install of their Creative Suite software.

And indeed, the forums are full of people with problems after installing 10.9. It seems most of the problems aren't with our basic programs but with web-based applications.

The most important thing to remember before updating your computer is to make sure that all applications and the old OSX are completely updated before you start.

Check the blogs of the software vendors for problems with the new system or at least Google it. And back up your system so you can recover if you need to.

To update to Mavericks, which is free, you need OSX 10.6 or higher – and a new enough computer: iMac (mid-2007 or later), MacBook (13-inch aluminum, late 2008), (13-inch, early 2009 or later), MacBook Pro (13-inch, mid-2009 or later), (15-inch, mid/late 2007 or later), (17-inch, late 2007 or later), MacBook Air (late 2008 or later), Mac Mini (early 2009 or later), Mac Pro (early 2008 or later).

The improvements to the new OS really makes Apple the winner with the speed it gives your computer.

The new calendar has a feature called Inspector where you'll see the greatest changes. Inspector now ties into your calendar's data to provide you with a small map showing your meeting location. It's only a thumbnail but if you need walking or driving directions, click on the image and the Maps app automatically opens.

Mavericks is taking a big step in the right direction by offering one-click connection with notifications. Now when a notification pops up from email, Messages or FaceTime, you can respond without leaving what you're doing.

They're bridging connectivity between iOS and OSX Mavericks. This means that if you have an app running on your iPhone, iPod Touch or iPad that sends you Push Notifications, you can now get those Push Notifications on the Mac. The new Tabs in finder windows will take some getting used to but looks to be an organizer. Safari is faster and works better with JavaScript and Flash.

And if you're working on two monitors, as many newspaper employees do, you can now have menus on both screens. This feature is a big improvement.

The new Windows 8.1 gave us back the start menu and some under the hood improvements that make it run better. They're finally trying to make it more user friendly for a computer user. The Windows 7 interface is still under all the glitz. Adobe programs seem to work with the update and most newer programs should work with less crashes.

Both operating systems make improvements in safety. That may be the biggest reason to update. The new Cloud keychain is part of Apple's idea to fix the password problem; read more about that next month.

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.



Be The First To Get Your Own Copy!

Local cartoonist and caricature artist Robert Lange has written and published a new book about his father Cartoonist Jim Lange. Jim Lange was the political cartoonist for The Daily Oklahoman for 58 years. "Jim Lange spoke truth to power"
On sale now at Full Circle Book Store - OKC Ok History Museum and online at:
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Grammatical guide for newspaper writers



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

Be specific.

Teaching basic grammar and sentence structure to beginning journalism students this semester has been a challenge, and I've found myself repeating those two words over and over.

These kids come in not having grammar since eighth grade, if we're lucky. They've been schooled in English assignments for 10-page term papers. That means they're used to padding, to just throwing words in a sentence like vegetables in a pot, without regard for their flavor and meaning.

My exercises for nouns and adjectives focused on being specific. Grammar for journalists is a different animal emphasizing meaning.

Journalists prefer specific verbs, nouns, and adjectives because they help us tell our stories in the fewest words possible. They avoid adverbs for the same reason.

"Specific details are the nails you hang reality on," *Oklahoman* copy editor Joan Cuccio scolded me once, when I cut some detail out to make a story fit.

Look at Jaclyn Cosgrove's lead on food stamps below and you'll see what I mean. The power of her writing comes from the specific nouns – not general terms like "food" or "vegetables" or "groceries."

The same is true of adjectives – when writing anything from a city council story to a car wreck or a social gathering, get the needed specifics to describe the specifics – a three-hour-long executive session, a 1955 cherry red Corvette, a three-tiered German chocolate cake.

Adverbs? Any word with a "ly" on it is probably not needed – totally, completely, confidently – and weakens the verb. I also teach my students never to use the word "very." It's not needed if you have a solid verb. The test is simple – replace it with "damn" and you'll take it out and have a shorter sentence.

How specific is that? Very specific.

Here's a test. Go back through the last story you wrote. Underline specific nouns and adjectives. Change general nouns and adjectives to specific ones. Count your adjectives. Count the adverbs. I'll bet adjectives outnumber adverbs by a huge margin. Take out the adverbs. Did that change the meaning? Once you make the changes, is your story longer or shorter?

LOOKIN'EM OVER. The last couple of columns have been long-winded, so this month I've tried to practice what I preach about brevity, and show more than I tell.

One of the most important pieces of journalism I've seen in a long time was by ***The Oklahoman***'s Jaclyn Cosgrove. Her first person account of living a week on $4.43 a day for groceries, the amount a food stamp recipient gets, shows the hungry side of Oklahoma. All those politicians and people who helped cut food stamps this month should have to literally eat the story. Great front page package showing 264,478 Oklahoma children on food stamps, getting an allotment of $132.90 a month.

Here's her lead: "You'd be surprised how heavy an onion is. /And a spaghetti squash. / And really, the majority of vegetables. / I hadn't thought much about it until the week I lived off roughly $4 a day worth of food. I walked around the grocery store, weighing different vegetables, and I got frustrated. / 'Surely I'll find something I can buy,' I thought. I stood among the rows and rows of vegetables, surrounded by an abundance of food, and realized I couldn't afford most of it."

Side note: The ***Okmulgee Times*** reports a church benevolence program needs help. Headline – "Feeding the hungry."

Schools being graded: Headline on Kay Bojorquez's story at the ***Ponca City News*** said it all – "Controversy Surrounds Evaluation System." Laura Eastes at ***The Daily Elk Citian***, and the ***McCurtain Daily Gazette*** carried stories and effective charts showing schools and grades.

Earthquakes are increasing, and Sharon Maggard of ***The Prague Times-Herald*** reported there have been more than 200 3.+quakes since January 2009, when there were only one to three a

Continued on Page 15


EXPERTS SPURN SPANKING; PARENTS STILL USE IT 3A
Disturbance at local convenience store prompts arrest 3A
TAHLEQUAH DAILY PRESS
FOCUS
ANTI-SOCIAL MEDIA?
'Confession' Twitter accounts are causing friction among local students, parents and school officials
TRIBAL
Oklahoma casinos see increase in income
ARTS & ENTERTAINMENT
Local improv team opening at comedy club
Unique Site Visitors +33%
"We are PROUD to report that readership numbers for tahlequahTDP.com have never been higher."


Perry Daily Journal
Thursday November 7, 2013
Perry Elementary School Book Fair Nov. 11-15
Family night Thursday Nov. 14
LJR Enterprise Home Decorating Center
C-C November Business of the Month
Coming Events
Today's Prayer
www.pdjnews.com


DRIVER INJURED IN WRECK!
Vehicle went off road; hit fences then tree 2
WEDNESDAY
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CLINTON DAILY NEWS
Ward 4 vote set Tuesday
Lucas Martinez
Mustafa Sami
Driving with a smile!
Variety of entries slated for 2013 Veterans Parade
A prize winner!


THUNDER BLUNDER
Wrong move for OSU?
THE OKLAHOMAN
STATE SCHOOLS SUPERINTENDENT CAMPAIGN
GOP challenger outraises Barresi
SNAP JUDGMENT
Could you eat for $4.43 a day?
Ex-prof found not guilty of sex crimes
Hunger in Oklahoma
Chaos at L.A. airport

Pages this month highlight new flags, redesigns, newsy pages and great front-page packaging. On this page, Tahlequah Daily Press, Perry Daily Journal, Clinton Daily News and The Oklahoman. On following page, The Ponca City News, The Thomas Tribune, Pawhuska Journal-Capital, The Okeene Record, The Review in Shidler and The Rush Springs Gazette.

Clark's Critique Continued from Page 14

year from 1975 till then. Headline – "USGS reports on earthquake swarm." ***Cushing Citizen***'s head – "Whole lotta shakin' going on in Oklahoma."

Flu season is coming – ***The Gage Record*** announced flu clinics, and Van Mitchell at the ***Mustang Times*** reported on vaccination supplies, compared with last year's county totals.

Lots of Veterans Day coverage included ***The Shidler Review***'s interview with a 95-year-old WWII vet. Jon Watje of the ***Minco-Union City Times*** wrote about the local DAR chapter decorating graves.

Redesigns worth mentioning: Nice new flag at ***The Shidler Review***. ***The Okeene Record***, ***The Clinton Daily News***, ***Tahlequah Daily Press*** and ***Perry Daily Journal*** have all changed and improved their image and impact. The ***Thomas Tribune*** and ***Pawhuska Journal-Capital*** present clean, newsy pages.

HEAD'EM UP AWARDS. First place, ***The Oklahoman***, overline on Jaclyn Cosgrove's food stamp (Supplemental Nutrition Assistance Program) story:

SNAP JUDGMENT

Second place, ***Marietta Monitor***, on Barbara Sessions story about a new radio tower improving emergency vehicle reception:

'Can you hear me now?'

Third place, ***Shawnee News-Star***, on the Baylor-OU football game:

Bear Attack

Honorable mentions: ***The Okarche Chieftain***, on a Robert Flippo story about Lions Club cutting cabbage for sauerkraut, "The slice is right"; ***The Valliant Leader***, on a murder story, "The Sad Story Of The Meek Family Approaches An End"; ***The Rush Springs Gazette***, "Redskins send Healdton Bulldogs to the pound with 36-5 win"; ***Weatherford Daily News***, on a Phillip Reid photo of street flooding, "Drainage Doubts"; ***The Perkins Journal***, on a Van Mitchell story, "Cell phone policy put on hold"; ***The Hooker Advance***, "Oct. 31 is just BOOtiful."


Celebrating More Than 120 Years Service to Ponca City and Northern Oklahoma Since 1893

THE PONCA CITY NEWS

WEDNESDAY

Controversy Surrounds Evaluation System

City Reviews YMCA Numbers

Flying High

Suspect Sentenced In Stabbing Case

Christie, McAuliffe Win

NEWS TODAY


The Thomas Tribune

Serving Custer, Blaine & Dewey Counties Since 1902

Volume 112 Number 18 Thursday, October 31, 2013 thethomastr@suneconline.com

City reminds trick-or-treaters to stay safe

Zion AM Waffle Supper planned

Vocal plans Dessert Sampling

THOMAS LADY TERRIERS CROSS COUNTRY

Academic Champs

Thomsen receives Cross Country All State honor

Lucas Announces Upcoming Town Hall Meetings


Pawhuska Journal-Capital

ONE DOLLAR SERVING OSAGE COUNTY FOR MORE THAN A CENTURY WEDNESDAY, NOVEMBER 6, 2013

Oklahoma AG joins BIA squabble

FEDS ASKED TO LET STATE REGULATE OSAGE OIL/GAS DEVELOPMENT

ON Congress special session will consider Chief's removal

City, county crews, volunteers go above and beyond to clean up Pawhuska

Considerable interest in senior center facility anticipated


SERVING NORTHEAST OSAGE COUNTY SINCE 1925

THE REVIEW

Retail Deli and Dollar Store Proposed for Kaw City

A Veteran's Story


The Okeene Record

Vol. 93, No. 45, Thursday, November 7, 2013

75¢

VETERANS DAY ASSEMBLY

MONDAY, NOVEMBER 11, 2013 ~ 11 A.M.

OKEENE SCHOOL AUDITORIUM

Oklahoman fights for water rights

Lorenz OK Seeds of Okeene owner takes stand against city's longtime siphon

Wheat Price

$7.06

Town Board holds special meeting

Broadway bridge will be closed for repairs

Fishing Report

Okene Hospital welcomes preceptee Jessica Yocum

Message from the Principal: One Call Now

Community Calendar


Honoring Our Veterans, They're Our Heroes

VETERANS' DAY

November 11, 2013

The Rush Springs Gazette

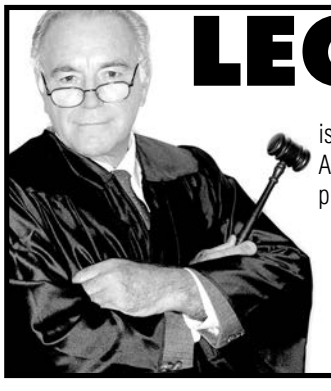
120 Years of Excellence Since January 21, 1893 50¢

Volume 120 Number 45 Thursday, November 7, 2013 Rush Springs, Oklahoma

Rib Orders

Redskins send Healdton Bulldogs to the pound with 35-6 win

Will Travel to Wilson Friday



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ONG / OPA CONTEST WINNERS

CONGRATULATIONS TO THE SEPTEMBER 2013 WINNERS

Column: **BRYAN PAINTER,** *The Oklahoman*

Editorial: **MIKE MCCORMICK,** *The Shawnee News-Star*

OKLAHOMA NATURAL GAS
A DIVISION OF ONEOK

SEPTEMBER 2013 COLUMN WINNER

BRYAN PAINTER, THE OKLAHOMAN

From Panthers to Pirates, Taloga's Jordy Mercer is proud of his small-town roots

The pitcher's mound is no longer the only bump on Taloga High School's baseball field. Some of the gopher mounds are more than ankle high.

Near third base, the cover of an old baseball is nestled among the weeds and short grass of the base path.

The bulbs on the eight light towers around the field have been cold for a few years, now that the school no longer plays the game. With a declining high school enrollment, the program ended.

Nevertheless the Taloga Panthers are, in a sense, headed to the Major League Baseball playoffs, via Jordy Mercer.

The Pittsburgh Pirates had 20 losing years. While that run ended this year for the playoff-bound Pirates, it's been a half-dozen years since the Panthers, who won a few state titles in school history, have had baseball.

But Mercer, one of seven in Taloga High School's class of 2005, has played in more than 100 games this year for the Pirates and will be on the team's 25-man playoff roster as postseason play begins this week.

Although Mercer resides in Edmond in the offseason with wife, Kasey, and 1-year-old son, Maverick, Taloga, with a population of about 300, is home. It says so right there on the back of his 2013 Topps baseball card.

Jordy's parents, Rick and Tammy, have resided in the same house in Taloga for 30 years. Out of the picture window you can see light towers at the field.

"We were down there virtually every night I was home," Rick said. "It was his idea. He'd look at me and say, 'Let's go, I need to hit.' I'd hit him maybe 50 to 100 ground balls and then I'd throw and he'd hit probably 50 to 100, every night."

After the Pirates clinched a playoff berth, Jordy called his dad.

"He said, 'You've come a long ways.' It took a lot of practice," Jordy said. "He asked me if I'd change anything. I said, 'No. We've come a long ways together.' I wouldn't have been here without him, that's for sure."

LIKE FAMILY

Jordy's home field in the majors is PNC Park along the Allegheny River in Pittsburgh.

But as Rick said, "Jordy grew up hunting in the tree line along the South Canadian River."

Jordy's first vehicle was a pickup, a bright yellow 1999 Chevrolet shortbed. Pickups are plentiful in this town 37 miles north of Clinton. Here, agriculture and oil and gas play big roles in the local economy.

Taloga, the county seat for Dewey County, has a convenience store, a bank, a grain elevator, a few churches and more. And the senior center isn't just for seniors. It's a popular lunch spot in the community. Plus, Taloga Public Schools this year experienced an enrollment increase in younger students.

"Everybody here in Taloga is like family," Tammy said. "Everybody watches after each other's kids.

"We wouldn't have wanted to raise our children anywhere but in a small town."

Pride is easily found in Taloga, Tammy said. For example, Jordy turned 27 on Aug. 27 this year so a friend put a note in the Taloga Times Advocate. They urged other friends to gather in front of the Mercers' house for a birthday video. What does that say to Jordy about his hometown?

"It speaks volumes," Jordy said. "I wouldn't expect anything less because Taloga is such a great community. When I first heard the story I thought there might be 10 or 15 people but 40 or 45 people showed up, all wearing Pirates gear and holding Pirates signs.

"It blew my mind, it really did. It was something really special."

In his hometown, Jordy played not only fall and spring baseball, and basketball in between, but also showed Poland China hogs. He had the breed champion barrow at the Tulsa State Fair during the same time of year as the fall baseball playoffs.

THEN AND NOW

Coby Nelson, now superintendent of Vici Public Schools, was Mercer's baseball coach through school. He laughed when asked about the first time he coached Mercer.

"Well, the first time I really coached him was probably when he was 8 years old on a 10-under team," Nelson said. "But I was actually the coach-pitcher for his team when he was about 5."

Nelson also coached Mercer from seventh grade through his senior year. The teams Mercer played with in high school probably had 12 to 15 players. They went to several fall and spring state tournaments. They won the 2004 spring state championship and finished as runners-up that fall.

"What really personified Jordy was his leadership," Nelson said. "Just because they were a freshman on the team, didn't mean they were any less a part of that team. He treated everyone like his best friend."

The 2004 state title added to previous success including state championships in fall 1996, spring 1997 and fall 1997. A few years after Mercer graduated, the numbers of students got to the point where Taloga didn't have enough players for its own team. They joined with another small school program for a baseball team for a while.

'WHERE HE COMES FROM'

After Jordy was drafted by the Pirates in June 2008 out of Oklahoma State University, the Mercers sold their seismic drilling company.

Traveling in an RV, they attended all Jordy's games while he was at OSU. But with the business sold, they decided to devote a little more time to wheat and cattle — and of course going to games.

During baseball season, the Mercers usually come home to plant wheat, harvest wheat and work the ground. A hired hand takes over while they're gone.

However, there was a time baseball delayed harvest.

Rick was harvesting hard red winter wheat late last May when Tammy drove up. Jordy had been called up to the major leagues.

"I got off the combine and we hopped a plane out of Oklahoma City early the next morning," Rick said. They watched a few games, including May 30, 2012, when Jordy got his first major league hit.

"I'm sitting there seeing what had been his dream since he was a T-ball player," Tammy said. "You know you think about all those nights the lights were on over here at the high school field and seeing him play, and now you see him playing under the lights on a major league field. As a parent, you are beyond proud and feel very blessed."

But beyond proud extends beyond the field.

"He's such a good person, that's the core of what I think has made him," Rick said. "A scout asked me one time, 'Well what's he going to be? Is he going to be a shortstop or a pitcher?' I said, 'That'll have to be for you to decide. I can tell you, you'll find better pitchers and better players, but you'll never find a better person. You can take that to the bank.'

"Jordy really believes in his roots and where he comes from."

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The September OPA/ONG Column and Editorial Contest was judged by a member of the Oklahoma Journalism Hall of Fame.

1. Each month, send a tear sheet or photocopy of your best column and/or editorial to ONG Contest, c/o OPA, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499.
2. Include the author's name, name of publication, date of publication and category entered (column or editorial).
3. Only ONE editorial and/or ONE column per writer per month will be accepted.
4. All entries for the previous month must be at the OPA office by the 15th of the current month.
5. Winning entries will be reproduced on the OPA website at www.OkPress.com.

Entries must have been previously published. Contest open to all OPA member newspapers.

Although Oklahoma Natural Gas Company selects representative contest winners' work for use in this monthly ad, the views expressed in winning columns and editorials are those of the writers and don't necessarily reflect the Company's opinions.

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