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Newspapers reach rural readers

BY BRIAN WHITACRE,
LARA BROOKS, CORIE KAISER
& GRANT IRBY, www.DailyYounder.com
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An Oklahoma study finds that more rural residents prefer to get information via their newspaper (either print or online) than any other mode of communication. For groups trying to reach rural constituents, that's important to keep in mind.

When residents of 12 rural communities were asked about their current (and preferred) way of receiving information on local community events, respondents selected newspapers over social media or email by an overwhelming margin. This pattern held regardless of whether the surveys were paper-based or collected online.

Thus, even in this age of endless Facebook feeds and dizzying arrays of other social media options, the good ol' newspaper still has a beloved place in many rural residents' hearts. This is important for many businesses, nonprofits, clubs, governments and social networks that might be interested in promoting an event in a rural community. That's not to say that new media isn't part of the rural communication equation, as well. The second most preferred method of receiving information was social media.

SURVEY RESULTS

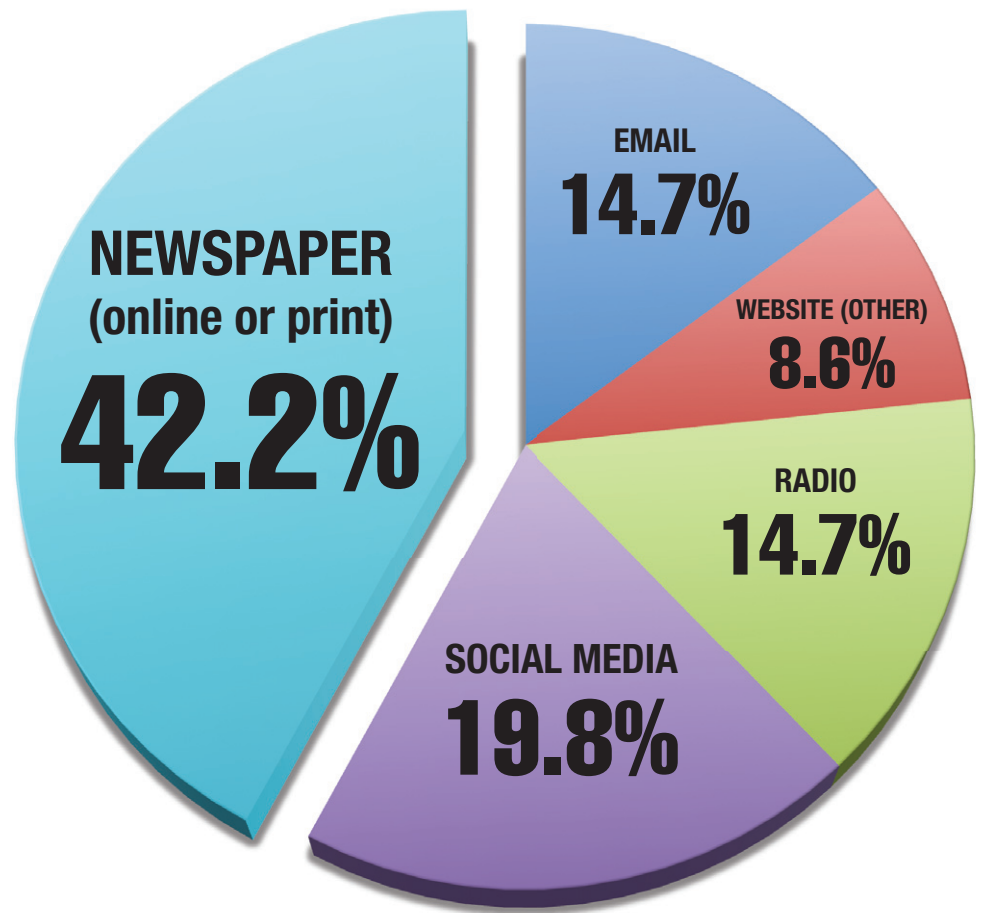
The survey results indicate that the newspaper (42%) is the most widely selected medium for respondents' current source of information, more than doubling the next most selected option, social media (20%).

A 2010 survey for the National Newspaper Association showed that 73 percent of respondents read a local newspaper every week. This popularity is particularly true for small communities throughout the United States.

Another study completed by the University of Missouri noted that in areas where the circulation size of the local newspaper was 15,000 or less that over two-thirds of residents read their local newspaper.

Forty-two percent of respondents from these small communities said their primary source of information was the "newspaper" and "newspaper's website," which is identical to respondents from the 12 communities surveyed across Oklahoma. The 12 communities in the survey were Alva, Anadarko, Antlers, Atoka, Carnegie, Frederick, Guthrie, Holdenville, Perry, Purcell, Poteau and Shattuck.

Current Source of Information



A LITTLE BACKGROUND

Previous research has found that since 2001 there has been a notable increase in online media, while offline media such as newspapers experienced sizable declines. Businesses and people working in rural communities are left grappling with how to best inform the local community about future events and programs.

To answer these questions, we turn to a survey distributed as part of the Community Health Needs Assessment (CHNA) program in Oklahoma. CHNAs allow communities to gather valuable information about their community and the needs of their residents. Completing a CHNA is a new requirement for non-profit 501(c)(3) hospitals that submit IRS Schedule H Form 990 - implying that all non-profit hospitals must complete the process every three years. Most of the facilities that participate are critical access hospitals, which, by definition, are small facilities located in rural communities.

The CHNA process in Oklahoma is led by the Oklahoma Cooperative Extension Service in collaboration with the Oklahoma Office of Rural Health. The process consists of four community meetings (usually over a three-to-five-month period). One particularly important requirement of these meetings is the distribution of a community survey. The survey gauges current healthcare usage, potential gaps in service and identifies possible additional health services to offer. In addition, questions are included to determine how community members are currently informed of community events, and how they prefer to be informed. The 21-question survey is offered in two formats: hard-copy and online (electronic). Respondents have four weeks to complete the survey. Communities are encouraged to gather a comprehensive cross section of responses that are representative of the community both economically and demographically.

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**GENERAL
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NEWS analysis



by OPA President JEFF FUNK, Publisher of the Enid News & Eagle

Public notice protects us all — when it's done correctly

One of the core functions of newspapers is that traditional role of keeping watch on government and the public services in our communities. The concept is that better decisions result when those in positions of power and influence know the public is watching their actions. Call it transparency. Talk about “sunshine laws,” or openness, the principle is a good one that has proven valuable innumerable times over the decades.

So, why does it seem that year after year we are called on to defend the value of public notices that local units of government, or people doing business with the government, are required by law to have published in the local newspaper?

Newspapers are paid to publish those “legal notices,” and although the statutory rates are not a king’s ransom, it seems other media or units of government themselves want a piece of that action. Well, that’s a bad idea, and here’s why.

First, let’s look at the four key elements of public notice, with credit due the Public Notice Resource Center. To be valid, a public notice must be published by an **independent** party, the publication must be able to be **archived**, the publication must be widely **accessible**, and publication of the notice must be **verifiable**. If any one of those four elements is absent, the value of public notice is questionable.

1. To be credible, a public notice must be published in a forum **independent** of the government – typically a local newspaper of record. Asking local government to be the watchdog on itself – well you can imagine how that could go badly astray. A credible, independent party must be involved.
2. To be valuable, public notice must be easily **accessible** by those who might have an interest. Again, local newspapers are the logical answer. Newspapers are intended for a broad, public audience. They are published frequently and contain current news and other information fitting the audience for public notice.

es. Newspapers are inexpensive and widely available to all segments of society. No playing hide-and-go-seek here.

3. A public notice must be **archived** in a secure, permanent and publicly available format. Printed newspapers have always fulfilled this element. A newspaper is easily archivable. It is ink on paper widely circulated within a community. Broadcasting a public notice over the airwaves lacks that ink-on-paper permanence.
4. Finally, to be credible, a public notice must be **verifiable** for use in follow-up disputes such as court cases. A newspaper public notice can be checked to show the exact wording and that it was not altered after the fact. Typically, an affidavit from the publisher is used for verification along with a true copy of what was published.

So, Oklahoma’s laws on public notice seem to get straight A’s.

Sometimes units of government dream of putting public notices on their own websites. Online distribution of public notice is great – the Oklahoma Press Association points to OklahomaNotices.com as a website aggregating notices in a searchable, online format. However, public notices on “MyCity.com” fail a couple of key tests: Government giving notice on itself is not independent, and online notices lack the permanence of print. Who is to say an online notice was not changed at the last minute? Plus, with approximately 1.1 billion websites on the World Wide Web, any one website can be pretty hard to find. Now, I’ll admit Oklahoma’s wind can make my home-delivered newspaper a bit hard to find at times, too, but it can’t be hiding in one of 1.1 billion places.

Newspaper people already “get it” when it comes to the roles of newspapers and government. We need to share that knowledge with those in positions of public leadership. We also need to remind the public, our readers and potential readers, of this valuable service we provide.

Deaths of Marlow publisher, family under investigation

The publisher of The Marlow Review, his wife and their 17-year-old daughter were found dead in their Duncan home on Oct. 13.

The bodies of John Hruby, 50, his wife Tinker, 48, and their daughter Katherine were discovered by the family’s housekeeper.

The Duncan Police Department and the Oklahoma State Bureau of Investigation opened a triple homicide investigation into the deaths.

John Hruby and his wife were publishers of The Marlow Review and the Comanche County Chronicle in Elgin. Katherine was a junior at Duncan High School.

The couple also have a 19-year-old son, Alan, who is a freshman at college. As of press time, he was being held and questioned by Duncan police.

John Hruby is a former publisher of The Duncan Banner. He took over that job from his father, the late Al Hruby, when The Banner was owned



by the family. The Hrubys sold The Banner in 1997.

John Hruby was vice president of the Oklahoma Newspaper Foundation Board of Trustees, part of the Oklahoma Press Association.

“It is with a very heavy heart that our deepest condolences go out to the families of John and Tinker Hruby,” said Mark Thomas, executive vice president of the Oklahoma Press Association.

“Thank you for prayers to lift up the family and friends, and prayers for those who are tasked with investigating and reporting on such a difficult story.”

Appointments may violate state law

Enid city commissioners may have appointed dozens of board and committee members in violation of the state Open Meeting Act.

At least 35 appointments were made since June 2013 without announcing the votes or including them in the minutes.

Garfield County District Attorney Mike Fields said any vote by a public body should be taken in public and have details recorded in the minutes.

The Enid City Commission appointed dozens of volunteers to serve on municipal boards and committees using paper ballots listing applicants’ names. Individual votes were not announced in the meeting. Meeting minutes only show who received the most votes.

Fields said the Open Meetings Act is

clear that votes of the members need to be recorded and included in the minutes.

The Open Meeting Act requires “the vote of each member must be publicly cast and recorded” in every public meeting.

Fields said his office does not have the ability to investigate whether any laws were broken and would leave that up to law enforcement agencies.

State statutes classify violation of open government laws a misdemeanor punishable by a \$500 fine or up to one year in county jail, or both.

“Any possible violations would need to be reported and investigated, and then that investigation would then be reviewed by our office to determine what, if any, action would be taken,” Fields said.

Newspapers reach rural readers

Continued from Page 1

SURVEYS FROM RURAL OKLAHOMA

Surveys were completed in 12 rural Oklahoma communities from March 2013 to June 2014. A total of 1,863 surveys were collected for an average of 155 per community. Of those responses, 52.8% were derived from the electronic survey offering, and 47.2% were collected from the hard-copy paper survey.

While the primary focus of the survey

was on health care in the local community, survey questions were included to determine (1) how community members are currently informed of community events, and (2) how they prefer to be informed. Survey respondents had checkbox options to select all current modes of information that they used (newspaper, social media, website, and email); many selected multiple options (average of 1.7 responses per survey).

Tulsa World subscribers targets of payment scam

Some subscribers to the Tulsa World have been the targets of a payment scam.

A subscriber contacted the Tulsa World after receiving an invoice for \$465.95 from a company called the Associated Publishers Network. That company also sent similar inflated invoices to subscribers of the Omaha World-Herald, another newspaper in the BH Media Group, which owns the World.

A 12-month subscription to the Tulsa World costs \$252. The Associated Pub-

lishers Network takes a portion of the \$465.95 it bills and purchases a subscription for the subscriber but keeps the rest.

"We were extremely alarmed when we received calls from several of our customers," said Bill Masterson Jr., Tulsa World publisher and vice president of BH Media Group. "We have seen the same type of thing done to other newspapers, including our sister BH paper in Omaha. But larger newspapers like the New York Times and the Wall

Street Journal have also had to deal with this scam."

Masterson told subscribers to be alert and pay attention to any renewal notice or new order notice they may receive.

The Associated Publishers Network is not accredited with the Better Business Bureau, which shows that the agency has registered 283 complaints against the company in the last three years, including 150 complaints in the past 12 months.

Submit two ideas to attend RJI journalism conference

The Donald W. Reynolds Journalism Institute is inviting industry professionals to the second Walter B. Potter Sr. Conference this fall and the price of admission is two successful ideas — proven winners that generated revenue, boosted readership or improved your operation.

The Potter Conference will bring together community news executives and leaders at the Missouri School of

Journalism for an exchange and dialogue of best practices that will help sustain local journalism, especially in small and rural markets.

The two-day event will be held November 20-21 at RJI in Columbia, Mo. All participants will be permitted to bring up to three colleagues from their outlet or media group.

RJI is looking for 40 unique ideas, not 40 versions of the same idea. Attendance

is limited so you might wish to submit several ideas to increase your chances for participation. Those who make it to the conference will return home with access to all 40 (or more) innovations, including details to help you implement them at your organization.

To apply, go to www.rjionline.org/events/potter14.

Broken Arrow Ledger partners with school for student publication

The Broken Arrow Ledger is expanding its content to include the Broken Arrow High School student newspaper, the Arrow.

The Arrow will run twice monthly, said Jamey Honeycutt, publisher of Neighbor News publications, including the Ledger.

Honeycutt said when journalism advisor Ashley Spencer approached him about partnering with the school to promote a student publication, he couldn't say "yes" fast enough.

"I have always been a fan of student journalism and have tried to promote the practice in each town that I have had the honor to serve," said Honeycutt.

The Arrow will showcase journalistic endeavors of students at the high school and chronicle their issues and activities.

"I think it is important for us to embrace the youth of the community and give them a creative outlet," Honeycutt said.

"It also lets school district patrons get a glimpse inside the school. It will give taxpayers a positive venue for how their investment is paying dividends."

Honeycutt said he would like to eventually see internships, summer job opportunities and scholarships for high school journalists.

Neighbor News launches Newspapers in Education

Neighbor News has launched a Newspapers in Education program that will help students learn how valuable print media is and its necessity to the community at an early age.

A third grade teacher at Barnes Elementary, Denae Biscoe, is already implementing the Owasso Reporter into her English and spelling curriculum.

Biscoe explained to her students what the NIE program was and how lucky they were to receive the weekly donation.

"The NIE program is great; it

gives teachers access to another form of reading without the expense. We can use these papers to enrich many, if not all subjects at some point or another," Biscoe said.

Biscoe plans to have a new activity for the students each week to keep it fresh and fun.

"The newspapers are beneficial to students because they are having the opportunity to read about their very own community every week. They will gain a new respect for printed media and it will inspire them as future writers."

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PUBLISHER

Mark Thomas
mthomas@okpress.com

EDITOR

Jennifer Gilliland
jgilliland@okpress.com

OPA OFFICERS

Jeff Funk, President
Enid News & Eagle
Robby Trammell, Vice President
The Oklahoman
Gloria Trotter, Treasurer
The Countywide & Sun
Mark Thomas,
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Oklahoma City

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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
news@OkPress.com
www.Facebook.com/OKPress

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OPA/S board approves two associate memberships

The Oklahoma Press Association Board of Directors met Sept. 18, 2014, in Oklahoma City.

Officers attending were President Jeff Funk, Enid News & Eagle, and Vice President Robby Trammell, The Oklahoman. Directors at the meeting were Past President Jeff Mayo, Sequoyah County Times; Dayva Spitzer, Sayre Record & Beckham County Democrat; Brian Blansett, Shawnee News-Star; Ted Streuli, The Journal Record; Mike Strain, Tulsa World, and John D. Montgomery, The Purcell Register.

Staff attending were Mark Thomas, Executive Vice President/Secretary; Steve Booher, postal and public notice consultant; Jeannie Freeman, accounting manager, and Lisa Potts, member services director. Mark Knol, CPA and external auditor, was a guest at the meeting.

Treasurer Gloria Trotter, The Countywide & Sun, and Ray Dyer, El Reno Tribune, were absent.

Funk called the meeting to order and asked board members to review minutes of the June 12, 2014, meeting and the June 26, 2014, conference call. Minutes of both meetings were approved as presented.

Auditor Knol reviewed the OPA and LSP audited financial statements. Knol said the financial statements represent fairly, in all material respects, the financial position of the Oklahoma Press Association and Legal Services Plan on June 30, 2014. Knol reported that OPA experienced a decrease of net assets in the amount of \$1,238; LSP gained \$22,375 after a loss last year. OPA and LSP investments are Level 1, which is the most secure level in the fair value hierarchy, Knol said. After further discussion, the board unanimously acknowledged receipt of OPA and LSP audit and OPA/OPS combined audit for the fiscal year ending June 30, 2014.

Board members also reviewed and acknowledged receipt of the OPA and

LSP income statements and investment reports for the period ending Aug. 31, 2014.

Thomas summarized the proposed OPA and LSP budgets for 2014-15. A small profit is budgeted for OPA, now in its final year of a three-year dues increase, which makes OPA capable of paying its own bills instead of being subsidized by OPS. LSP projects a small loss due to less revenue and high professional legal expenses for the year. The board approved the proposed 2014-15 budget as presented.

APPLICATIONS APPROVED

The board also considered the associate membership applications of Joseph L. Park and William B. 'Bill' Walter, both retired journalists. Park worked at The Oklahoman and OKC Friday and has published an Oklahoma news media directory called Finder Binder for 26 years. Walter and his family owned The Hennessey Clipper until selling the newspaper in early 2014. The board unanimously approved the membership application of Park; the membership application of Walter also was approved pending receipt of no protests by Oct. 3.

ACTIVITY REPORTS

Streuli reported that the Awards Committee discussed returning to the equal distribution method of determining circulation divisions in the Better Newspaper Contest after all entries are received. The committee plans to meet in early October to finalize its recommendation of contest language before the board's Nov. 13 meeting. The committee is also looking at changing the website contest to include social media and other digital efforts, and to clarify the Better Newspaper Contest's community leadership event. Contest rules will be mailed in December.

Blansett said the Education Committee discussed moving the 2015 annual convention to a different location. The

event has been held at the Reed Center & Sheraton in Midwest City for the last five years. The committee recommended to the board to hold the convention in downtown Oklahoma City at the Sheraton on June 4-6, 2015. After further discussion, the board unanimously approved the committee's recommendation to hold the 2015 convention at the downtown Oklahoma City Sheraton.

Thomas reported that the LSP committee is still working on updating the proposed criminal defense language for the board's review. Thomas also said he hopes to work with the Oklahoma Highway Patrol and the Department of Public Safety to clarify their juvenile policy and collaborate on a better policy to benefit the public. He also plans to work with OHP to clarify its procedure to distribute reports to the media.

Montgomery reported that the Marketing Committee's statewide campaign of house ads and promotional items to remind readers of the core values of newspapers is about to launch. The campaign also includes a bag of promotional items that will be sent to each OPA business member newspaper.

HALF CENTURY CLUB REQUIREMENTS

Board members also discussed eligibility requirements for induction into the OPA Half Century Club after someone asked if the rule requiring 50 years working in the newspaper industry is restricted to working at a newspaper. After discussing the rule, the board unanimously approved reinforcing the original intent of the award to state that the 50 years of service must be spent working at newspapers, with at least 20 of those years at Oklahoma newspapers.

In other business, board members reviewed a signed document from the MEBT trust, which the board voted to terminate during its June 26, 2014, conference call. The document from the plan administrators, dated Aug. 28, stated the assets were distributed to MEBT members and that they have no knowledge of any pending claims against OPAMEBT. Thomas said he received a copy of dissolution materials as provided to OPA by MEBT legal counsel Jerry Sokolosky.

The board also discussed providing custom press cards to business members for a fee of \$5 each. The cards would be plastic, credit-card size, feature a staff member's name and photo, and the newspaper's name and phone number. The card would have a clip so it could be attached to clothing or a bag. The cards would be effective for a calendar year, which would be prominent on the front of the card. OPA staff plans to be ready to start distributing the cards in late December 2014 for use in 2015. The board unanimously approved mak-

ing custom press cards available to business members for \$5 each.

Other items discussed at the meeting included:

- Six regional training seminars on Oklahoma's Open Meeting and Open Records Acts led by First Assistant Attorney General Tom Bates.

- Postal and public notice consultant Steve Booher's visits to 59 newspaper offices.

- Funk's and Thomas's visits to newspapers in late August.

- Review of the dates of the upcoming board meetings.

- Presentation of framed collection of photos to past president Jeff Mayo for his many years of service to OPA and OPS. The collection featured presidential photographs of Mayo, his father, Jim Mayo, and his grandfather, Wheeler Mayo.

OPS BOARD MEETING

At the OPS board meeting, minutes of the June 12, 2014, meeting were approved as presented.

Auditor Knol reviewed the OPS audit and said the financial statements represented fairly the financial position of the Oklahoma Press Service. After further discussion, the board acknowledged receipt of the OPS audit for the fiscal year ending June 30, 2014.

Thomas reviewed the OPS income statement for the period ending July 31, 2014. The statement reflects no self search revenue from OPEN because that option was discontinued; as self-search contracts are being transferred to staff clipping accounts as they come up for renewal. The board acknowledged receipt of the OPS income statement.

The board discussed the proposed budget for 2014-15, which shows a small profit is expected. Thomas said clipping revenue may be impacted due to termination of the self-search option, and transition costs during two of the three-year archive conversion and transition to Tecnavia. The board approved the proposed 2014-15 budget.

Board members also reviewed the 2013 Perfecta Award list, which recognizes the OPA business members that achieved 100 percent accuracy on advertising orders from OPS during the calendar year. Also reviewed was the Did-Not-Run Advertising Report for May to August 2014. The report showed there were 85 DNRs in the amount of \$30,288.50 from 56 newspapers.

Following the management review, Funk expressed the board's appreciation for Thomas's proactive work with the Department of Public Safety on redaction of names from accident reports.



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DEC. 11 - OKC

All workshops are FREE to attend and no registration is required. Attorney General Scott Pruitt, the Oklahoma Press Association and Oklahoma Newspaper Foundation invite you to attend any of these free sessions designed to deal directly with your questions and concerns about Oklahoma's Open Meeting and Records acts.

FRI., JAN. 9, 2015
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. 9. At least 18 newspapers will receive funding to host a journalism student for eight to 10 weeks in summer 2015. For more information and to download an application, go to OkPress.com/internships.

THUR., FEB. 12, 2015
Oklahoma City

OPA LEGISLATIVE SUMMIT AT STATE CAPITOL

All OPA members are encouraged to meet at the State Capitol on Thursday, Feb. 12, 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.

FRI., FEB. 20, 2015
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 2015-16 school year are due by Feb. 20. 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.

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Journalism Hall of Fame nominations

Deadline for nominations to the Oklahoma Journalism Hall of Fame for this year is Dec. 15, said Dr. Terry M. Clark, director.

Nominations should include the person's date of birth, place of birth, education, and other basic biographical material such as military service, volunteer work, and organization memberships. A current address, email address and phone number should be included. In addition, a contact person for a photograph should be included, or a color jpg

may be attached to the email, if available.

Most importantly, a chronological account of the person's journalism experience should be detailed, including news organizations, job positions and titles, and honors. A brief statement about why the person should be considered should be included, and supporting information or letters of support may be included or sent separately.

To be considered, a person must have at least 10 years of news organization experience, and either be an Oklahoma

native, or have the work experience in the state.

Nominations may be made by mailing Clark at UCO, 100 N. University Ave, Edmond, OK 73034, or emailing tclark@uco.edu.

A selection committee will meet in early January to sift through the new nominations and those held over from previous years, Clark said.

The annual induction ceremony for the new honorees will be Thursday, Oct. 30, on the UCO campus.

DEATHS

ANITA SUE COOPER, former employee at the Sapulpa Daily Herald, died Sept. 10, 2014. She was 51.

Cooper was born Sept. 24, 1962, and was a native of Bristow.

She graduated from Bristow High School in 1980 and later attended Cen-

tral Area Vo-Tech, Tulsa Community College and Northeastern State University.

In addition to working at the Daily Herald, she also was a longtime employee of Walmart. She enjoyed fishing and spending time with family.

Cooper is survived by three brothers, Ralph and wife Linda of Depew, Bobby and wife Lois of Bristow, and Randy and wife Penny, also of Bristow; two sisters, Ida Cooper of Bristow; Teresa McKown and husband Jim of Sapulpa; and numerous nieces and nephews.

BILLY GORDON FOSTER, 83, former editor of the Tulsa Tribune's magazine, died Sept. 30, 2014, at his home in Meers. He was born Aug. 18, 1931, in Fort Sill.

He grew up in the Lawton/Fort Sill area and enjoyed spending his time outdoors. During his senior year of high school, he left to join the Army as a communications specialist in the Korean War. He was honorably discharged in August 1953.

He returned to his studies after the war and graduated from Lawton High School in 1954. Foster then attended

Cameron State Agricultural College where he served as editor of the student newspaper. After a short time, he transferred to the University of Oklahoma. While there, he met his future wife, Edl Lee Rhoades, and the two were married in 1957.

After spending a few years in Fairbanks, Alaska, the family returned to Oklahoma and Foster obtained his bachelor's degree in journalism from OU in 1968. During this time he worked as a freelance writer primarily contributing to western and outdoor magazines.

When the family moved to Tulsa, Fos-

ter accepted a position with the Tulsa Tribune. Eventually he became editor of the Tribune's magazine, INNOVATE, which was dedicated to giving the Tribune staff a creative outlet.

In 1984, the family moved back to Meers where Foster contributed to many different industries before retiring.

He is survived by his wife, Edl; daughter, Kristan Foster of Meers; son Gordon Foster and fiancée Wendy Billings of Lawton; and two grandchildren.

JANIS ELAINE FAIRBANKS BURTON, former copy editor at The Norman Transcript, died Sept. 26, 2014, in Norman Regional Hospital.

Burton, who was born May 25, 1933, in Waitsburg, Wash., was 81.

Her father was a minister so the family moved often until they eventually settled in Cushing. She graduated from Cushing High School in 1951 and went to Phillips University in Enid to obtain her bachelor's degree. There, she met

her future husband, Sid Burton, and the couple married on June 15, 1953. They celebrated their 61st wedding anniversary this year.

Burton taught home economics, English and journalism for many years in Bartlesville, then in Midwest City. In 1968, the couple moved to Norman where Burton accepted a part-time job as a proofreader at The Norman Transcript. After a year-long stint as an administrative assistant, Burton accepted a full-time position as a copy editor.

In 1975, Burton left The Norman Transcript and joined the University of Oklahoma Office of Media Information as an associate writer. She was later named associate director of OU's Office of Sports Information and held the position until her retirement.

Burton is survived by her husband, Sid; son Butch and his wife Carol, of Yukon; a daughter, Charity Burkhart and her husband Jimmy, of Norman; and one grandson.

IN MEMORY OF OUR FRIENDS & COLLEAGUES

David Harold Crain
Sept. 3, 2013

Alfred Willis "Al" McLaughlin
Oct. 1, 2013

Charles Robert "Charlie" Clark
Oct. 9, 2013

Wayne Loyd Lane
Oct. 20, 2013

Alesha Henley
Sept. 17, 2013

Michael Zacharias
Oct. 1, 2013

Clifford Edward "Cliff" Condy
Oct. 18, 2013

Kenneth Ray Hamilton
Oct. 22, 2013

Joseph 'Joe' Ronnie Gallegos
Sept. 26, 2013

Bobbie Jean (Dutton) Boydston
Oct. 5, 2013

J. Leland Gourley
Oct. 19, 2013

Jack Alan Lancaster
Oct. 22, 2013

ACLU appeals court ruling

The American Civil Liberties Union (ACLU) has asked the Oklahoma Supreme Court to nullify a lower court's decision that said Gov. Mary Fallin could use "deliberative process privilege" to withhold records from the public.

In June, Oklahoma County District Judge Barbara Swinton ruled that Fallin could withhold documents under "executive process privilege."

At issue were 31 withheld documents about a 2011 decision involving Obamacare. Fallin released the documents in August even though the judge ruled in her favor.

In its appeal of the Swinton decision, the ACLU of Oklahoma said it was appropriate "that a questioned claim of new legal authority by the highest official of Oklahoma's executive branch should be reviewed directly by the highest officials of Oklahoma's judiciary."

Alex Weintz, a Fallin spokesman, said the governor has released every document requested by the ACLU.

"At issue is whether the governor could, if she chose to, withhold some documents offering confidential advice on matters of public policy," Weintz said.

"We believe, and the courts have ruled, that the governor can do that, and that she has a legal right to receive candid, private advice from her senior advisers. We think this is an important legal principle, and it is one we will continue to defend in court."

NNA elects officers at annual convention

The National Newspaper Association elected officers during the association's annual convention and trade show on Oct. 4, 2014, in San Antonio, Texas.

John Edgecombe Jr., publisher of The Nebraska Signal in Geneva, Neb., was elected as president. He succeeds Robert M. Williams Jr., publisher of Pierce County Publishing Co., Inc. in Blackshear, Ga., who became immediate past president.

Elected vice president was Chip Hutcheson, publisher of the Princetown (KY) Times Leader. Michael Bush, president and chief executive officer for Civitas Media LLC in Davidson, N.C., was elected treasurer.

"As we begin our 130th year, NNA has formed a steering committee to look into our organization's future to make it stronger," said Edgecombe. "There are many dedicated people serving on the committee and I know they take the challenge very seriously for the betterment of our membership and organization."

OPS ADVERTISING INSERTION ACCURACY

Oklahoma Press Association recognizes the 143 business member newspapers that successfully ran all ads placed by Oklahoma Press Service for the third quarter of 2014 (July through September).

Congratulations for a job well done.

Alva Review-Courier	El Reno Tribune	The (Lawton) County Times	Oologah Lake Leader	Sulphur Times-Democrat
The Anadarko Daily News	The Ellis County Capital	The Lindsay News	Owasso Reporter	Taloga Times-Advocate (Tecumseh) Countywide & Sun
The Antlers American	The Elk City Daily News	The Lone Grove Ledger	Pauls Valley Democrat	The Thomas Tribune
The Apache News	Enid News & Eagle	The Madill Record	Pawhuska Journal-Capital	The Tonkawa News
The Ardmoreite	The Eufaula Indian Journal	Mangum Star-News	The Pawnee Chief	Tulsa Beacon
Atoka County Times	The Fairfax Chief	Marietta Monitor	The Perkins Journal	Tulsa Business & Legal News
The (Barnsdall) Bigheart Times	The Fletcher Herald	The Marlow Review	Perry Daily Journal	The (Tulsa) Oklahoma Eagle
The (Beaver) Herald-Democrat	Frederick Press-Leader	McAlester News-Capital	The Ponca City News	Tulsa World
The Blanchard News	Garber-Billings News	McIntosh County Democrat	Poteau Daily News	The Tuttle Times
The Boise City News	Garfield County Daily Legal News	McCurtain Daily Gazette (Meeker) Tri-County Herald	The Prague Times-Herald	The Valliant Leader
Broken Bow News	The Geary Star	The Miami News-Record	The (Pryor) Paper	The Vian Tenkiller News
The Canton Times	Guthrie News Leader	Midwest City Beacon	The (Pryor) Times	The Vici Vision
The Carnegie Herald	Harper County Leader	The Mooreland Leader	The Purcell Register	Wagoner Tribune
The Chelsea Reporter	The Healdton Herald	The Morris News	The Ringling Eagle (Roland) Eastern Times-Register	Waurika News-Democrat
Cherokee Messenger & Republican	Heavener Ledger	Mountain View News	The Ryan Leader	Woods County Enterprise
The Cheyenne Star	The Hennessey Clipper	Muskogee Phoenix	Sequoyah County Times	Weatherford Daily News
Choctaw Times	Henryetta Free-Lance	Mustang News	Sand Springs Leader	The Westville Reporter (Westville) Weekly Express
Claremore Daily Progress	The Hinton Record	Mustang Times	The Sayre Record & Beckham County Democrat	The Wewoka Times
The Cleveland American	Holdenville Tribune	The Newcastle Pacer	The Sentinel Leader	The Wilson Post-Democrat
Clinton Daily News	The Hominy News-Progress	The Newkirk Herald Journal	The (Shawnee) County Democrat	The Wynnewood Gazette
The Comanche County Chronicle	The Hooker Advance	The Norman Transcript	The (Shidler) Review	The (Yale) Phoenix
The Comanche Times	Hughes County Times	Northwest Oklahoman & Ellis County News	Skiatook Journal	
The Cordell Beacon	Hugo News	Nowata Star	Stillwater News Press	
Coweta American	(Idabel) Southeast Times	The Okarche Chieftain	Stroud American	
The Cyril News	Inola Independent	The Okeene Record		
The Davis News	Johnston County Capital-Democrat	The (OKC) Black Chronicle		
The Delaware County Journal	The Kingfisher Times & Free Press	The (OKC) City Sentinel		
The Dewey County Record	Kiowa County Democrat	The (OKC) Journal Record		
Drumright Gusher	The Konawa Leader	The (OKC) Oklahoman		
The (Eakly) Country Connection News	Latimer County News-Tribune	Oklahoma City Friday		
The Edmond Sun	The Lawton Constitution	Okmulgee Times		

OKLAHOMA PRESS ASSOCIATION

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THE OGE[®] PHOTO CONTEST



An Enid High football player heads to the field to begin practice.

Photo by BILLY HEFTON, Enid News & Eagle, August 22, 2014

AUGUST 2014 DAILY WINNER:

BILLY HEFTON

Enid News & Eagle

AUGUST 2014 WEEKLY WINNER:

JEANNE GRIMES

The Purcell Register

The August 2014 contest was judged by a member of the Oklahoma Journalism Hall of Fame.

*View all winning photos at
www.OkPress.com/OGE-Photo-Contest*

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

- To be eligible for the contest, photographers must be staff members of an OPA member newspaper and photos must have been published.
- Send your photo in electronic format (TIF or JPG, 200 dpi or higher) to Photos@OkPress.com.
- Photographers may enter only one photo per month.
- Include name of photographer, name of newspaper, photo outline and date photo was published.
- All entries for the previous month must arrive at the OPA office by the 15th of the month. Winners will receive a Certificate of Achievement and the photo will be published in The Oklahoma Publisher. Sweepstakes winners will receive a plaque and have photo published in The Publisher.

For more information about the photo contest, visit www.okpress.com.



Train wreck! A young cowboy hits the dirt head first and so does the sheep he tried to ride in the mutton busting at the McClain County Heart of Oklahoma Rodeo.

Photo by JEANNE GRIMES, The Purcell Register, August 28, 2014

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12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	12	1	2	3	4	5	6	7	8	9	10	11	12
MONEY-SAVING OFF PEAK												PEAK TIME, WATCH YOUR USE												PEAK OVER. START SAVING ...													

From paperboy to publisher – living the dream

BY BRYAN PAINTER, THE OKLAHOMAN
Reprinted with permission

CLINTON – A long line of teens wanted a Clinton Daily News paper route.

Rod Serfoss wanted one as well. But he was only 10.

So he devised a plan.

“I worked out a deal with a boy that lived down the street to buy his paper route,” Serfoss said. “I agreed to deliver the route for a month, collect from all of the customers and then give him all of the money if he would let me have his route. By the time the circulation manager figured out what was going on he gave in and let me keep the route.”

Beginning with that paper route, Serfoss has been in the newspaper business 49 years – 46 years at the Clinton Daily News and three years (1988-91) as general manager of the Sands Springs Leader. Although Serfoss is now one of the owners and the publisher of the Clinton Daily News, that childhood enthusiasm for newspapers is still evident in the 59-year-old.

“It was, and still is, very special to see your picture or a story about someone you know in the newspaper,” Serfoss said. “Even today, with so many people posting information on social media, having something published in the newspaper remains special. I also remember as a Cub Scout going to the newspaper office and watching the press run.

“To this day, after nearly a half-centu-



Rod Serfoss, publisher of the Clinton Daily News, looks over the front page of the newspaper as it comes of the press.

ry in the business, it seems like magic when each day’s news comes rolling off the press.”

BACK TO THE START

Either by foot or bike, Serfoss threw about 130 papers a day on his route and, if all of his customers paid, he made about \$20 to \$25 per month.

“We folded our papers instead of rolling them in those days to save the cost of buying rubber bands,” he said.

In addition to the route, he worked in the mailroom. By the time he was 12, Serfoss was certain he wanted a career in journalism.

By 14 he was running the press.

Through high school he was a pho-

tographer and by his senior year in high school Serfoss was going to school a half-day and working more than 50 hours a week at the newspaper. Twenty of those hours came on Saturdays. After the long day, he’d go to church Sunday morning and then to bed.

CLIPPING MEMORIES

Besides working at the paper, Serfoss remembers a particular front-page photo showing his parents pinning his Eagle Scout badge on his uniform.

“After my mother died we found at least 10 copies of that newspaper tucked away in different places,” Serfoss said. “I have no idea how many she mailed out, but I realized how special that was to her.

“That also reminded me how special it is, even to this day, to have your picture in the paper.”

NEIGHBORS, CUSTOMERS

The Clinton Daily News – with 17 employees plus another eight contract workers – publishes five days a week, Tuesdays through Saturdays, with a print circulation of up to 3,800 customers.

Serfoss said the role of the newspaper is “To be the most up-to-date history book in Clinton, protect the people of our community by exposing wrongdoers, and being the watchdog over government – a role that our Founding Fathers gave the press because they

knew government couldn’t police themselves.”

“We are a champion for Clinton,” he said of the western Oklahoma community of about 9,000. “There are times when we lead the way on a cause, while other times we can move our town forward by exposing things that aren’t right or need corrected. You can never fix a problem by ignoring it.”

Serfoss was asked about the challenges of carrying out that role in times when the news isn’t positive.

“Just last week I went to lunch at a restaurant and the waitress made a point to let me know that she didn’t appreciate the story about her recent automobile accident,” he said. “Church is a place I go to keep my life in balance, but even there you are never off work. Many times I have walked into a church to be confronted by someone that didn’t like a story that was in the paper.

“On the other side is the feeling you get when a grandmother comes up to you before church with tears in her eyes because she was so happy about the feature story we did on someone in her family.”

The former president of the Oklahoma Press Association said he is living out his childhood dream.

“Very few people have the chance to be the publisher, let alone an owner of the daily newspaper in their hometown,” Serfoss said.

Edmond Sun celebrates 125 year anniversary



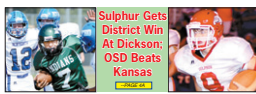
(Above) Karen Ediger, general manager of the Edmond Sun.

(Left) THE EDMOND SUN staff and Mark Thomas, OPA’s executive vice-president and a former employee of the Sun, celebrated its 125th anniversary with a reception at the Edmond Historical Society on Sept. 25. The event also debuted an exhibit featuring much of the newspaper’s early history, including an early editor’s typewriter and framed front pages of the newspaper. More than 50 people attended the reception and enjoyed appetizers and cake served by Millie’s Table, a local catering company. The exhibit, “The Edmond Sun: Connecting Our Community”, will be on display through December. After welcoming guests to the reception, Karen Ediger, general manager of The Sun, read a letter from former owner and publisher Ed Livermore Jr. Livermore owned the paper from 1970 to 1999.

Clark's Critique Continued from Page 10

Sulphur-Davis SB Teams Hold Vigil
Thursday, Oct. 2, 2014
VALUABLE: ONE HUNDRED AND SEVENTEEN
NUMBER SIX

Sulphur Gets District Win At Dickson
OSD Beats Kansas



Sulphur Times-Democrat

Tragedy In The Arbuckles

Four College Softball Team Members Killed, 13 Hurt In Bus-Truck Crash

NITSX Says No Sign Track Driver Tried To Break Before Colliding With Bus Carrying Softball Team

Four people were killed and 13 others injured in a head-on collision between a bus carrying a college softball team and a pickup truck on a rural road in the Arbuckle Mountains. The crash occurred on Thursday, Oct. 2, 2014, at approximately 10:30 p.m. The bus, carrying 20 people, was traveling southbound on Highway 100 when it was struck by a pickup truck traveling northbound. The bus was carrying members of the NITSX softball team from Tulsa, Oklahoma, and their coaches. The truck was carrying a family of five. The driver of the truck was killed, and the driver of the bus was seriously injured. The other three people killed were also members of the softball team. The remaining 13 people injured were also members of the team or coaches. The cause of the crash is still under investigation.

County Man Charged In Long Duration Assault

Man Charged In Long Duration Assault

A man from Tulsa County has been charged with assault after a long duration incident. The victim was hospitalized for several days. The suspect is currently in custody.

Lake At Record Low Level

Lake At Record Low Level

Levels of Oklahoma Lake are at a record low level due to dry weather conditions. The lake is currently at 98.17 feet, which is 1.7 feet below the normal level. This is the lowest level since 1952.

Two Charged In Trafficking In Cocaine After I-35 Stop

Two Charged In Trafficking In Cocaine After I-35 Stop

Two men were charged with trafficking in cocaine after a stop on Interstate 35. The men were found with several kilograms of cocaine in their vehicles. They are currently in custody.

Johnston County Capital-Democrat
October 2-8, 2014
e-mail us at: capital_democrat@yahoo.com
Tishomingo, OK - 756

FOOT PRINTS
Jody Lacey

Back to school
Thousands expected Saturday for Chickasaw Festival Annual Meeting

CHIM CHOKMA TAH
Thousands expected Saturday for Chickasaw Festival Annual Meeting



Festival Rodeo will be last event for Tee Pee Arena

News of beheading rattles city
Residents of Alton Nolen's hometown react with shock, distress

Beheading in Moore incites anti-Muslim response across state
Mosques, Islamic advocacy group report sudden spate of hate mail and angry phone calls

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LOOKIN'EM OVER: "School grades" are another statewide story. At the *County-wide & Sun*, here's Wayne Trotter's lead: "Two As. Nine Bs. Twelve Cs. Five Ds. Six Fs. /And another round of controversy." Headlined, "A-F Given a Flat 'F' by School Officials." At *The Grove Sun*, Kaylea M. Hutson covered it, under "The grades are in."

Good writing is always the key to responsible journalism. Here's a tip of the hat to Marie Price at *The Journal Record* for just getting the word "Gob-smacked" in print: "Veteran Oklahoma family law attorneys don't expect the

SPORTS: TCU upsets OU; OSU wins; TU falls. B1
SCENE: BA man to climb Kilimanjaro. D1
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Divided by fears

OKLAHOMA MUSLIMS: CULTURAL GAP WIDENS
Divided by fears

A court fight heats up over sealed records. The case involves a 1994 murder in which a mother was eventually cleared.

State, Muslim leaders urge dialogue

Muslim leaders in Tulsa are urging dialogue with the state regarding a court case involving sealed records. They believe that a cultural gap is widening between the two groups.

Jury trials to resume after month's delay

Jury trials in the Tulsa County Courthouse are set to resume after a month-long delay. The delay was caused by a fire in the courthouse.

Friday, October 31 • 10PM
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PHYSICAL THERAPY

The Moore American

Week of Oct. 1, 2014 • 2 sections, 12 pages • www.mooreamerican.com • Volume 63, No. 30

Nolen officially charged with murder, assault

Nolen officially charged with murder, assault

Alton Nolen has been officially charged with murder and assault. The charges are related to the beheading of a woman in Moore, Oklahoma. Nolen is currently in custody.

News of beheading rattles city

News of beheading rattles city

The news of the beheading in Moore has caused a significant reaction in the city. Many residents are expressing their shock and distress.

Beheading in Moore incites anti-Muslim response across state

Beheading in Moore incites anti-Muslim response across state

The beheading in Moore has incited an anti-Muslim response across the state. Mosques and Islamic advocacy groups are reporting a sudden spate of hate mail and angry phone calls.

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HOSPITAL

Harold and Sue Ann Hamm divorce to rewrite case law in a contentious legal minefield, but they are as gobsmacked as nonlawyers by the billions of dollars at stake." Yes, it is a word.

Glenn Puit at the *McAlester News-Capital*, under, "No stop signs yield concern": "The vehicles charge through the three-way intersection at Shannon and Orler roads in Pittsburg County pretty much all day long, often pushing spinning clouds of dust up into the

rural Oklahoma air. / Sometimes it's a car. Sometimes it's a pickup. Sometimes it's a school bus. / These vehicles don't just create dust clouds, though. They also churn up fear for nearby residents because of the lack of a stop sign at the three-way intersection."

Trends to localize? What does the state retirement fund ruling on same sex marriage benefits mean? Angela Tomason at the *Vinita Daily Journal* covered the city council discussion and the impact.

Rachel Van Horn at the *Woodward News* on the delay in school testing: "Any Woodward High School student who has been sweating End of Instruction testing in Algebra 1 normally slated for November may have to sweat a little longer." The drought continues, by Ben Luschen in *The Shawnee News-Star*.

HEAD'EM UP AWARDS. First place, *The Black Chronicle*, on a story about the NFL player, Ray Rice ruining his career for beating his wife

Fried Rice!
Second place, *Mangum Star-News:*
Need to go nowhere?
We have the perfect bridge

Third place, *Johnston County Capital-Democrat*, on a story about the annual Chickasaw festival:

Chim Chokma Tah
(Now I just wish they'd carried a translation for all us illegal immigrants who haven't learned the native language.)

Honorable mentions: *The Beaver Herald-Democrat*, "Want to vote in Nov.? Deadline is Oct. 20 for new registration"; *Sulphur Times-Democrat*, on accident story, "Tragedy in The Arbuckles"; *Stillwater News Press*, on Michelle Charles' story, "For love of ukuleles"; *McAlester News-Capital*, on James Beaty's story about a disputed street project, "Cracks appear in UP project"; *The Purcell Register*, on Jeanne Grimes' story about troubles with the Lexington bridge, "Span of contention"; *The Okarche Chieftan*, on Matt Montgomery's story, "Bat-wielding Lions bruise for fundraiser"; *The Seminole Producer*, on Lou Armour's story, "Rage and a gun fuel dueling drivers"; *The Chickasha Express-Star*, on Adam Troxtell's story about a fundraiser for a six-year-old named Karma, "Cause for Karma"; *The Konawa Leader*, "Water Woes Still Flowing."

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Newspapers give back to their communities

Newspapers are often called the lifeblood of a community.

In addition to serving the community by providing local news, the newspaper takes on a leadership role by championing community projects.

Each year, the Oklahoma Press Association asks for entries in the Community Leadership event in the Better Newspaper Contest. There often aren't enough entries in this event because newspapers don't like to call attention to themselves.

Just looking through the winning entries of last year's contest shows a variety of ways newspapers are involved in the community. From health issues to local events, newspapers strive to make their hometown a better place to live.

We thought we would share some of the projects from last year's winners this month to give you ideas about what you could enter this year in the OPA Better Newspaper Contest's Community Leadership event.



Newspaper coverage of weather events



for Sydney Angle who was killed in the tornado. More than \$18,000 was raised for the family.

At *The Madill Record*, far away from the destruction, a special page showed ways residents could help those affected in the Moore area. By showing the devastation in other communities and providing information on how to help with relief, *The Madill Record* came to the assistance of those in need.

DROUGHTS

Another weather concern in 2013 was drought conditions. *The Lawton Constitution* in southwest Oklahoma dedicated a series dealing with fire danger, falling lake levels and water restrictions to tell readers how the drought is affecting Oklahoma.

The Waurika News-Democrat kept the public aware of the intense drought that caused Waurika Lake to set new records for low lake levels. Waurika Lake provides revenue for the city, including the city water utility and selling water to neighboring communities.



The *Lawton Constitution* shows the receding water line at a lake in its series about drought.

Food Drives

"Share the Spirit" is a holiday food program for needy families sponsored by *The Claremore Daily Progress*. More than 1,000 local families signed up to help.

The *Mustang Times* held a holiday food drive during November & December. After collecting the food, newspaper staff members delivered it to the Mustang Kiwanis Club Food Pantry, which offers holiday meals for families in need during Thanksgiving and Christmas holidays.

The *Choctaw Times* hosted an annual food drive following low donations through the summer months for the area's food pantry. The newspaper ran news articles, full-page color ads and editorials promoting the local food pantry.

Share The Spirit

We Invite You To Join Many Others In Rogers County By Helping Provide Holiday Food Baskets For Rogers County Families

All Donations Stay In Rogers County

Please Make Checks Payable To:
Share The Spirit
P.O. Box 248
Claremore, OK 74018-0248
or bring checks in the Claremore Daily Progress
315 West Will Rogers Blvd.

Bond Issues

Bond issues were winning projects for the *El Reno Tribune*, *The Hennessey Clipper* and *Sequoyah County Times*.

To celebrate success of a bond issue to build modern school buildings, the *El Reno Tribune* coordinated a Back to School issue that explained the changes the new buildings would bring to the community.

The *Sequoyah County Times* persuaded voters to pass a school bond issue for more than \$15 million to construct a new middle school. It was the third time the measure had been put before the voters. The newspaper kept coverage balanced and provided information about the impact of the tax increase.

The Hennessey Clipper got the word out on a school bond issue by explaining when the tax would go into effect and how much it would cost. Seventy percent of the voters approved it.

TORNADOES

Many entries last year were the result of the devastating tornado that destroyed homes in Moore and the Shawnee area in May 2013.

The Norman Transcript published a special section on the one-month anniversary of the tornadoes. *The Shawnee News-Star* printed a special six-page section on the Monday morning after the tornadoes devastated the area. This was a special edition for the *News-Star*, which normally prints on Tuesday through Saturday.

The Purcell Register publicized drop-off points for supplies after an EF-5 tornado hit in a neighboring county. *The Register* also held a fund-raising softball tournament

Newspaper staffs volunteer time for community events

The Enid News & Eagle helped save a public park from being turned into a fire station by bringing awareness to the community. Quiet protests and petitions led to having the station built elsewhere.

In McAlester, an authentic Choctaw village was built in time for Wild West Days, thanks to the help of the **McAlester News-Capital**.

The Johnston County Capital-Democrat put together a four-part series on the management of the Blue River Public Fishing and Hunting area. The series detailed the history of the recreation area from its inception to present day.

Readers of **The Cleveland American** were encouraged to write thank you notes during the month of November. **The American** printed "Thank You" letterhead and envelopes and inserted one in each paper in early November. The envelope included a card asking each person who wrote a note to tell the newspaper who they wrote and why. Returned cards were entered in a drawing for three Cross pens.

The Eufaula Indian Journal began preparing for the 2014 anniversary of the Eufaula Dam. Several meetings were held with school coordinators and the occasion was used as an education project for school children.

A newfound commitment to Mustang was promoted by the **Mustang News**. The paper used

the opportunity to show how the proud their staff is to call Mustang home.

After the Chamber of Commerce decided to cancel Frontier Days, staff members at **The Countywide & Sun** volunteered to serve and promote the event. The newspaper set up a Facebook page and used its own website to promote the event. Frontier Days was a huge success, capped by the biggest parade anyone could remember.

The Carnegie Herald helped promote the 2013 Open Rodeo by researching the origin of the rodeo and publishing it in the newspaper. Many copies were sold as keepsakes and the rodeo was a huge success.

The Mooreland Leader provided full coverage of the community's July 4 celebration with before and after stories. The annual event has been going on for 46 years.

The Newcastle Pacer produced a series of stories chronicling Newcastle youth Trey Freeman, who was born with a rare genetic defect. The community held fundraising events and an awareness campaign, all covered by **The Pacer**. Freeman died in September 2013 and his death and story were again featured in the newspaper in hopes his story would inspire the community's sense of charity.

Showcasing businesses in Mayes County with its annual progress edition was entered by **The**



Pryor Times. The annual project was well-received by readers.

The Minco Union City Times ran a front-page article about a fundraiser for the Union city clerk and police chief who were seriously injured in an accident. The event helped raise money for medical bills for the husband and wife.

Bringing comfort to communities with health information

CANCER AWARENESS

Two newspapers promoted Breast Cancer Awareness for their community leadership project.

The Tahlequah Daily Press produced a special insert for all five Tuesday papers in October, with its own "mock" front page on each issue.

At **The Express-Star** in Chickasha, the staff put together a paper wrap aimed at stopping breast cancer. The staff talked with experts and included tips and advice for women to help identify breast cancer.

The Hooker Advance has sponsored the American Cancer Society Relay for Life of Texas County for many years. This year the newspaper encouraged residents to do something more than donate. It encouraged people to volunteer for Road to Recovery, a volunteer program that provides rides for cancer patients to get to

appointments. Ten people completed the session and became drivers.

The Edmond Sun entered its annual Cancer Survivor tab in the Community Leadership event. The focus of the tab is to let people know cancer isn't a death sentence. **The Sun** teamed with nine people who told their story. The tab was inserted in the paper and an additional 1,000 copies were delivered to hospitals and area cancer centers. **The Sun** plans to continue the project each year.

PUBLIC HEALTH

The Journal Record in Oklahoma City put the focus on public health by bringing visibility and awareness to the issue through a weekly feature on an individual who had used their company's wellness program as an incentive to become healthy. The business newspaper in Oklahoma City also publishes a weekly focus section on the healthcare industry and produces awards for

the Oklahoma State Health Department's event, Certified Healthy Oklahoma.

The Bigheart Times promoted healthier living and eating habits with coverage of health issues and food options. Barnsdall has been described as a food desert and many in the community suffer from obesity and diabetes.

The Seminole Producer hosted an event for the Special Olympics Polar Plunge that included donated prizes and food. **The Producer** raised \$5,000 for the cause.

The Oklahoma Daily covered National Condom Week to remind students to be safe.

The Union Boundary brought awareness to Multiple Sclerosis (MS) in the community by running a series on the front page of the paper and promoting charity events for the disease.

Miscellaneous entries in the Community Leadership event

Other winning entries in the Community Leadership event included:

- **Woodward News** – Featured a 12-page insert on teachers in their community, with the "Teacher of the Year" on the front cover.
- **The Daily O'Collegian** – Reminded students of the important milestone with a special issue and multimedia features on the 50th anniversary

of Dr. Martin Luther King's march on Washington and "I have a dream" speech.

- **The Oracle** – Covered a proposal to change open dorms policy, which were approved for spring semester. Open-dorm hours are semi-weekly but were increased by two hours.
- **15th Street News** – Informed students of the consequences associated with online rants

and inappropriate posts on social media after a volunteer reporter at 15th Street News was reprimanded for an inappropriate Twitter post.

- **Osage News** – Reported on efforts to stand up for Osage Nation law and principles of a free press when principal chief violated the Nation's Open Records Act.

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 - Average: 0; Single Issue: 0
 - c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))
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 - d. Free or Nominal Rate Distribution (By Mail and Outside the Mail)
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 - Average: 32; Single Issue: 8
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 - Average: 37; Single Issue: 4
 - e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))
 - Average: 370; Single Issue: 313
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 - Average: 1127; Single Issue: 1122
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Keeping track of your passwords with software



Computer Notes

from the road
by Wilma Melot
wmelot@okpress.com

It seems I still haven't convinced everyone to write down and date all their passwords in a little black book. Once your computer crashes and you lose everything, you'll know why it's a valuable idea.

With this in mind, let's look at some software that stores your passwords in the cloud, or encrypted on a hard drive or thumb drive.

Even if you use this type of software, write down the main password in several places just to be safe.

When choosing your software, look for good encryption and multi-factor authentication. These programs track all the passwords you use on every site. They can cover a broad spectrum ranging from your database program to Facebook. Most just fill out the forms for you but the full-featured programs allow you to create a backup USB key. If you go this route make sure your USB is never lost. If you lose it, you can't retrieve your passwords.

As of now, LastPass is the top program in the area of passwords management software. (lastpass.com)



It works on many types of devices so whatever is in your hands at the moment can log in. The premium version of LastPass costs \$12 a year, which buys you mobile support.

Many of these programs can also encrypt files for you to keep in a safe place.

SplashID is mostly a mobile program that works on most phones with support for Windows and Macs. It sells a key-shaped 4 GB USB for \$29.95

The app securely stores user names, passwords, account numbers and any other records you need to remember and keep secure.

The desktop and mobile versions of SplashID Safe are sold separately (you don't need to have both), and the two versions sync with each other. Both

programs cost \$20 per year for an individual.

The last one I looked at was Norton Identity Safe. With standard features such as support for multiple browsers, iOS and Android support, a form filler and unlimited notes, Identity Safe includes Safe Web, a browser extension that alerts you when a site might not be what it appears to be.

Norton Identity Safe is a free download with no premium upgrade, but you'll need to link it to a new or existing Norton account.



Free is good but it is not as full-featured as the other programs. However, it covers most of the basics and has been around for many years. It's a name we have come to trust.

Because of the increasing pressure of better and better hackers, we need to be proactive about protecting our identity and passwords online. Creating a good password is a must; don't get lazy about this. It will cost you much more than time if you're hacked.

MAC CRASHES

For whatever reason, Mac computers crash sometimes.

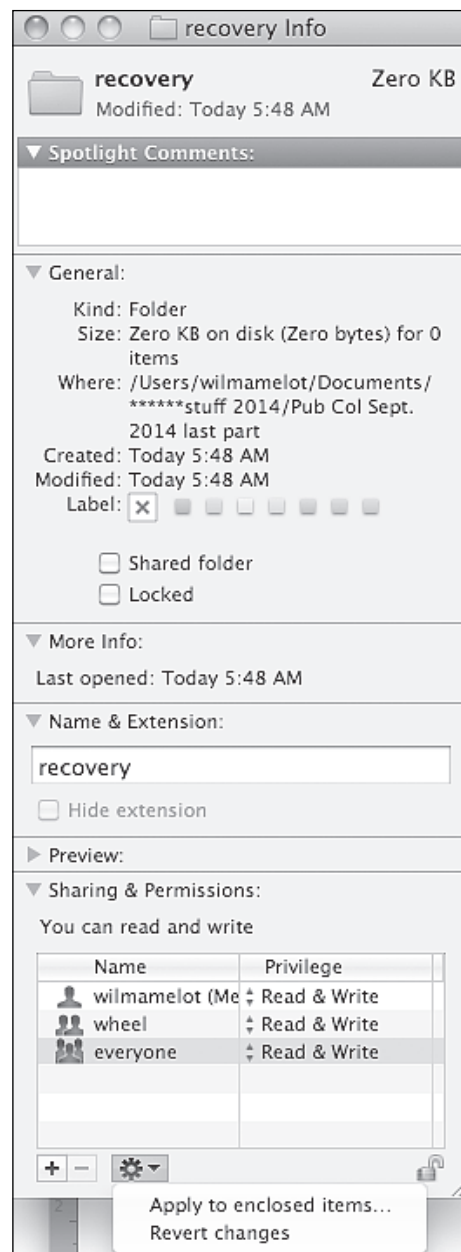
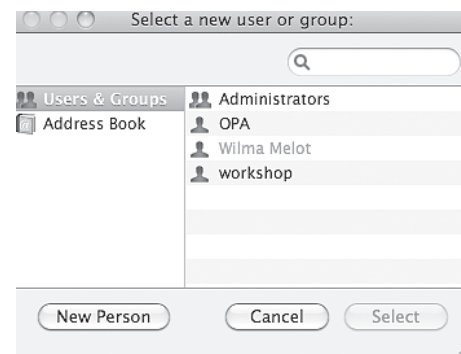
If your Mac crashes and then comes back it may say the files are there but you don't have permission to use them.

That's frustrating, to say the least. If you experience this, try this work-around:

1. Create a folder and name it recovery.
2. Click on it one time and go to File > Get Info.
3. At the bottom of the Get Info box there is a Sharing & Permissions area. Click the down arrow if it is not displayed.
4. This is the area where the computer assigns who has the right to access the files and folders.
5. If there's a small lock at the bottom of the box that appears to be locked, click it and type in the password for your computer's login. (If you're not an administrator you may have to ask whoever set up the computer for the password.)
6. Once unlocked change the permissions for everyone to "Read & Write".

7. The very bottom of the box has a small plus sign that allows you to add more users. Click it and add all the users that come up. Give them all "Read & Write" permissions.

8. Next to the plus and minus signs is a small wheel looking button with an arrow. Click on the arrow to get to the menu that allows you to choose **Apply to enclosed items**.



9. Put the problem files in that folder and see if they open.

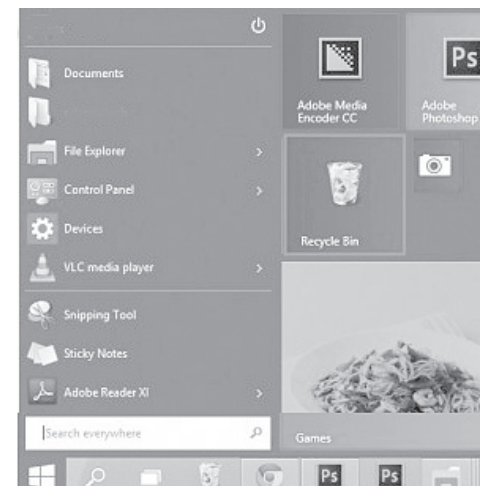
This may not work all the time. Sometimes permissions must be changed to sub folders inside your main recovery folder. If you've added a lot of files to the recovery folder, try redoing **Apply to enclosed items**.

A word of caution: Don't try to apply global permissions to the entire hard drive; it can make things much worse.



WINDOWS 10

Last week Microsoft announced that Windows 10 was coming soon.



In this new version, Microsoft has tried to clean up the problem of going back and forth between all the icons (metro apps) that come up when you log in and the normal desktop we're used to.

The Finder window is now combined in both folders with things you can use on the left and small square icons on the right. This is called the new Home folder. It's something new from Microsoft to learn once again. It lets you put things like the trash can on the tool bar so it's easier to get to. And now you can resize the Start window just like any other window making it more convenient to deal with. The Start window doesn't hide the desktop from view, which is a good compromise.

Microsoft will be adding popup notifications - like those on the Mac and phone. Many more things may change before Windows 10 is released in 2015.



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.

Could native advertising harness outrage?



That InterWeb Thing

by Keith Burgin
kburgin@okpress.com

In my twisted little imagination, I see the corruption of online native advertising as a distinct possibility. The vehicle is there, the tools are there and the network is there. All that's needed is for some unscrupulous soul to put it all together.

I call it "outrage native" and it's not the stuff of the black helicopter and tinfoil hat crowd.

Native advertising is, of course, the use of a promotional message, written and styled to look like the rest of the editorial content on a publisher's website. It's becoming more and more popular because people tend to read it, but it is still in a very fragile state.

In September, Huffington Post wrote a piece entitled, "Urban Outfitters Hits New Low With Faux Blood-Stained Kent State Sweatshirt."

Urban Outfitters, a clothing retailer that prides itself on being hip, edgy and provocative, had posted product photos of a one-off Kent State University sweatshirt that looked as though it was spattered with blood.

HuffPo denounced it as a tasteless

reference to the tragic 1970 shooting of four student demonstrators by the Ohio National Guard.

Of course, Urban Outfitters denied that this was the case and removed the item from its website. Still, social media had a conniption and for days everyone was talking about how awful Urban Outfitters was.

This is not Urban Outfitters' first rodeo. It has a history of generating controversy through products like shot glasses shaped like pill bottles, clothing with profane slogans, a Monopoly-style game called "Ghettopoly" with game card achievements like "You got yo whole neighborhood addicted to crack. Collect \$50."

You can find a good list of these incidents on theweek.com.

Before I begin, let me say that I'm in no way implying that HuffPo and Urban Outfitters are working together. These two companies, their respective clientele and this incident simply illustrate a possible perfect storm.

Now close one eye and squint. Let's examine the combination of native and controversy marketing.

There's no denying that controversy brings eyeballs to a website and that it's not unheard of to market with that in mind.

If a publisher, with a large, activist social media following – that begs to

be outraged – were to accept a paying advertiser that loved creating outrage, it could write native content to that end. The publisher could then offer proven viral marketing through its readership's reaction.

I don't think this is far-fetched. There's already discussion of whether publishers are fooling readers with sponsored content and efforts are underway to set ground rules for distinguishing native from true editorial.

Of course, both publisher and client would have to keep the relationship secret. The revelation of such an arrangement could ruin both companies. And the fallout could also cause irreparable damage to native advertising.

Fact is, social media is ripe for it. The bit of sarcasm, "If it's on the Internet it must be true," is well-known for a reason.

My question: is the possibility of such an arrangement so remote as to ignore it or should the folks who are hammering out rules for native advertising add this to the discussion?

This started as one of those, "wouldn't it be interesting if" moments for me. In my mind, a mess like this would threaten a growing source of revenue for online publishers. And I thought it was worth mentioning, figment of my twisted imagination or not.

Former editor of The Oklahoman buys Edmond bookstore

Joe and Nan Hight, along with their daughter Elena Hight, are the new owners of Best of Books in Edmond, Okla.

Joe Hight, who will serve as president of the book store, recently left his position as editor of The Gazette in Colorado Springs.

Before moving to Colorado, Hight worked at The Oklahoman for more than 25 years and was involved in several community organizations in Oklahoma.

Nan Hight, who will serve as secretary, is a retired band director from schools in Edmond and Oklahoma City.

Elena Hight will serve as vice president and general manager of day-to-day operations.

The Hights purchased Best of Books from Julie Hovis and Kathy Kinasewitz, who are retiring after owning the bookstore for nearly 23 years.

History books being reprinted

The Pawhuska Journal-Capital is republishing weekly installments of its popular 1996 history book, "Oil in the Osage."

Seven weekly installments will trace the history of black gold in Osage County.

Larry Lucas, former Journal-Capital general manager, and his staff produced a number of historical books during the late 1990s, said Chris Rush, publisher of the Journal-Capital.

"We want to share these important local stories with a new generation of

readers," said Rush. "In addition to serializing this fascinating history in the pages of the newspaper, we will also reproduce this book as well as several other book titles that are currently out of print."

A limited number of the history books will be available in time for holiday gift giving, said Rush.

Serialized publications of other history books are also being planned for future editions of the Journal-Capital, Rush said.

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ADMINISTRATION

MARK THOMAS

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

JEANNIE FREEMAN

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

SCOTT WILKERSON

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

MEMBER SERVICES

LISA POTTS

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

ADVERTISING

CINDY SHEA

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

LANDON COBB

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

BRENDA POER

Advertising Assistant
bpoer@okpress.com • (405) 499-0035

CREATIVE SERVICES

JENNIFER GILLILAND

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

ASHLEY NOVACHICH

Editorial/Creative Assistant
anovachich@okpress.com • (405) 499-0029

COMPUTER ADVICE

WILMA MELOT

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

POSTAL ADVICE

STEVE BOOHER

Postal/Public Notice Consultant
sbooper@okpress.com • (405) 499-0020

DIGITAL CLIPPING

KEITH BURGIN

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

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Signs our language is becoming drab

One of the interesting things about being a Gemini is that we never have a problem finding someone to talk to. Since it's the nature of Gemini to see both sides of issues, even if we're marooned on an uninhabited Pacific atoll we can have lively conversations — with ourselves.

Psychiatric types might call this ability “schizophrenia,” but head shrinkers have to label everything; Gemini just call it normal.

Why, just the other night, after arriving home late from putting out an edition of the News-Democrat I was having the following chat with myself:

Me: Man, it's been an 18-hour day and I'm plumb tuckered out.

Myself: I feel your pain, bro. The distance between both ends of the candle gets shorter every year, doesn't it?

Me: No doubt. Not sure how much wick I have left.

Myself: Same here. But in describing your weariness, did you just revive the old chestnut plumb tuckered out? Makes you sound like a hick.

Me: Well, Mr. Sophisticated, as you well know, I'm country born and bred. I've always relished the phrases, euphemisms and colloquialisms of the Great Unwashed.

Myself: Yeah, that's a trait you have that's often embarrassed me.

Me: Ah, go soak your head. But before you do, where do you think the phrase “plumb tuckered out” came from?

What resulted was a trip to consult the Great and Powerful Google, where me and myself looked up the derivation of “plumb tuckered out.” We discovered: Tucker is a New England colloquialism from the early 19th century that means “to tire” or “to become weary.” Plumb is just an intensifier that's akin to “clear” or “well-nigh” or the hoity toity word “prodigiously.” Having caught a second wind, me and myself began to think of other old-time expressions that, unfortunately, are falling out of fashion, thus robbing our lingo of its charm and uniqueness.

As I've proposed in previous columns, our language is sadly deteriorating and getting dagnab boring the further we plunge into the 21st century.

When I was a kid, if I was feeling ill it could be diagnosed in so many ways: “poorly,” “puny,” “punk,” “peaked” (pee-kid), “not up to snuff,”

“stoved up,” “off your feed,” “a hitch in your giddy-up,” “green around the gills,” just to name a few.

These days, we're pretty much stuck with “not feeling well” or “I feel like (insert your own descriptive word).”

How vanilla.

In describing my weary condition that evening, I could have said I'd “worn myself down to the nubbins.” That's a wonderful phrase that should remain in the language, even if many of us aren't sure what a “nubbin” is or how worn you have to become to reach it.

You don't hear folks using the phrase “Land o' Goshen” much these days, as in, “Land o' Goshen, our economy is really in a pickle.”

The phrase was common when I was young, but today's techno children seldom — if ever — use the expression. And if they do, are they aware Land o' Goshen is a Biblical reference to a land protected by God or a place of peace?

Some aging euphemisms are still in our language, but they've gotten mangled.

The other day, I heard a guy say he had “a long road to hoe.” Well, sakes alive, hoeing a road would be a challenge; more so than hoeing a “row,” which is correct.

Watching an interview on TV recently, the guy being interviewed was wondering, “What in the Sam Hell is going on?” What the script-writer really meant was to invoke the name of our ol' bud “Sam Hill.” Samuel W. Hill was a well known surveyor in Michigan in the 18th century copper boom.

His propensity for profanity was legendary, and eventually Sam Hill became a polite substitute for “h-e-double toothpicks.”

After expending the last of our energy coming up with examples of the further erosion of colorful American phrases, me and myself finally hit the wall. We were too pooped to pop. Wiped cleaner than a blackboard. We felt like we'd been rode hard n' put up wet.

So, me and myself decided the language — however bland, unexciting and incorrectly used it's becoming — would have to take care of itself.

We were a Gemini who needed to saw some logs and catch some Z's.

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