

The Oklahoma Publisher

Official Publication of the Oklahoma Press Association

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INSIDE

ROOF COLLAPSES:

Although the roof at The Cleveland American collapsed, Publisher Rusty Ferguson found a way to put the paper out.

PAGE 4

OPA LEGISLATIVE

SUMMIT: Photos of members at the State Capitol for the Feb. 12 OPA Legislative Summit.

PAGE 9-10

LABELING DEVICES:

Steve Booher remembers Adressographs, encourages use of computer software mailing systems.

PAGE 11

DONATE TO ONF to receive this Will Rogers print. Details at OkPress.com/will-rogers.



Governor speaks to OPA members



Front page election coverage from Oklahoma newspapers are displayed at the Oklahoma State Capitol on Feb. 12 for the Oklahoma Press Association's Legislative Summit.

BY STEVE BOOHER

OKLAHOMA CITY – Reporters, editors and publishers representing more than 40 newspapers from all over Oklahoma gathered Feb. 12 at the state capitol for the Oklahoma Press Association's annual Legislative Summit.

Mark Thomas, OPA executive vice president, briefed the visitors on about 20 House and Senate bills of interest to the association, and dispensed talking points members could use when calling on their local legislators.

Thomas said he was tracking a total of 224 bills that could affect OPA members in one form or another.

"Surveys of legislators have shown the most effective contact with them is a personal visit," said Thomas. "Legislators listen to people who make the time to come to the capitol and express their concerns."

By committing to the trip to the capitol, he said, members establish a relationship that will be useful when they ask their local legislators for support on issues critical to the newspaper industry.

Armed with office numbers and seating charts, press members scattered throughout the

capitol to visit with House and Senate members.

A free barbecue lunch was served at noon on the second floor of the capitol rotunda, followed by a briefing from Gov. Mary Fallin in the Blue Room adjacent to her office.

"Your reporting helps us stay in touch with the issues, the grassroots around the state," Fallin told the editors and publishers.

Much of her presentation was a replay of her State of the State speech she gave at the opening of the legislative session, particularly the potential impact of a budget shortfall originally estimated at \$300 million.

During the question and answer session following her remarks, Fallin said the state's next economic report could be even more negative.

"I believe the shortfall will be even more than \$300 million," she said.

Pressed for a more specific figure, the governor declined to furnish one. However, she confided that the budget shortfall would be "significantly larger" than \$300 million. Some sources have indicated the shortfall could be \$600 million or more.

"It's not going to be pleasant to deal with," she explained,

"but we're in a better position to deal with it than we were four years ago." She reminded the audience that she inherited a \$500 million shortfall when she took office.

Although the governor produced charts showing Oklahoma generated more revenue than ever last year, earmarked spending consumed a large percentage of those funds before they could be appropriated to state agencies.

To make up the difference and lessen the pain of budget cuts, Fallin said she hopes to tap into state agency revolving funds totaling \$1.7 billion. About \$900 million of those funds are unencumbered, she said, and could be used to reduce the shortfall.

During earlier remarks, Fallin said she hoped to spare budget cuts for education, health programs and public safety. However, with the shortfall growing, thanks to the decline in the oil and gas industry, along with layoffs and the resulting decrease in income tax collections, she may be forced to rethink those commitments.

At the conclusion of her speech, the governor invited the visiting press into her office adjacent to the Blue Room for a rare private tour.

OPA members enjoy opportunity to meet with state legislators

Several of those attending the Legislative Summit were asked why they chose to attend and what they hoped to gain from visiting with local lawmakers at the capitol.

Paul Laubach of The Okeene Record, a first time attendee: "It's always important to keep a dialog open with our legislators.

"It's a chance to let them know what's important to us.

"Being new to the industry, I'm also grateful for the OPA's work at the capitol on our behalf."

William "Bill" Howell of The Pawnee Chief: "It gives me a chance to catch up with my local lawmakers and just encourage them that we want to hear from them during the legislative session.

"We like to thank them, when they deserve it, and let them know who we are."

Michelle Charles of the Stillwater News Press: "It's my first time to attend the Summit and visit the capitol. I'd like to do it again.

"Our legislators visit Stillwater, but this gives me an opportunity to see them in a different environment. It gives us a chance to touch base with them and put a face with their name. I feel comfortable now that when I'm in Oklahoma City, I can just drop by the capitol, say hello, and discuss issues with them when the legislature is in session.

"I also think visiting today will make an impression on them and let them know I'm willing to make the trip to the capitol."

NEWS analysis



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

Reputation matters

“Ready, fire, aim.”

That’s not the sequence we are supposed to follow, but that seems to be how way too many people communicate in the networked, but disconnected, era of social media. People read something online, then blurt out a reaction (type a Facebook comment, for example) for the whole digital world to see. I say “blurt out a reaction” because that suggests the total lack of thought that goes into some Facebook utterances, email replies or story comments posted online. Then, all too often, those writers follow up with corrections or clarifications once they realize their original post was too harsh or sounded a bit foolish.

But, hey, there’s a lot of too harsh, not-quite-accurate or rather foolish out there to be read in the great big Internet world.

So, where do newspapers fit in? What is the newspaper’s role in our information-soaked world today?

Typically, newspapers are the voice of credibility, the source for accurate information amid a fast-paced swirl of rumors and personal perspectives. Newspapers, and their online counterparts, are the go-to places for reliable and trustworthy information. The factual stuff. More complete and balanced.

So, why do people so often select newspapers as the definitive source for information? Because of our reputation. Because our value is in our credibility. We have a lot at stake in getting it right.

People come to their newspaper (in print or online) to verify or confirm what they’ve heard. That was pointed out to us poignantly a few months ago. We decided to look at the most popular search words – or string of words – from mobile visitors to our news website. We were surprised to see many of the searches were for events that DIDN’T happen, or didn’t happen locally, or didn’t happen in exactly that way.

Readers searched for “student killed at Waller,” a local junior high. Actually, nobody was killed at Waller, but a boy of that age did die at his home in Enid. Readers searched for “woman raped in Enid Walmart.” No such crime occurred, but a woman had been attacked elsewhere after leaving work at Walmart.

People had heard a story and wanted to see if it was true, and they knew they

could count on our newspaper brand for the straight scoop.

So why do I share such a tale in the newspaper of the Oklahoma Press Association? Because it’s the newspaper’s brand that people seek, regardless of whether it’s ink on newsprint or pixels on a screen. Oklahoma residents depend on our brands, our reputations.

People don’t subscribe just to get more folded newsprint to recycle, they buy our “paper” for the information – local government news, what’s on sale, school events, game times, weddings and obituaries and more.

As we go about our daily lives, we are surrounded by more information that we can possibly consume – and there’s still more just a few pages, a few clicks or a few channels away. We have an overwhelming number of choices, yet in most of Oklahoma, the LOCAL NEWSPAPER is STILL the dominant, the best, the most reliable and authoritative and complete source of local news. Facebook has better gossip. Well, almost as good as that neighbor, Phyllis, who knows all, tells all, and is at least partially right at least some of the time.

Because so many new sources of information exist, newspapers will never have the same type of dominance we had in the 1950s through 1980s. But no mourning here. We cannot relive the 1960s and life with Beaver Cleaver. Get over it.

Newspapers STILL HAVE DOMINANCE in the 21st century. It’s different, of course. It’s our news organization brand that’s dominant, not just the “paper” part of newspaper. In the severely fragmented world of local news and marketing, newspapers are often smaller but are still the biggest and best choice among a wider array of choices.

If we listen to our customers and attempt to serve them as best we can, we will continue to be the BEST news and marketing sources in our communities and regions, even if we never regain the numerical dominance we had in the 1960s.

Why? Because reputation matters, and we have a reputation of being the best in many ways. We have to work hard every day to maintain that reputation, but readers see that and respect that in what we do.

OPA CALENDAR OF EVENTS

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.

FEBRUARY 27-28, 2015

Tulsa, Oklahoma

2015 TULSA GRIDIRON

This year’s Tulsa Gridiron, Free Fallin... or They Shoot Pigeons Don’t They, will be held at the Oklahoma Jazz Hall of Fame, 5 South Boston Avenue, Tulsa, OK. For more information or to purchase tickets, visit www.tulsagridiron.org.

MARCH 18-20, 2015

Arlington, Va. / Washington DC

**NATIONAL NEWSPAPER ASSOCIATION’S
LEADERSHIP SUMMIT**

Members of the National Newspaper Association will travel to Capitol Hill to present issues important to community newspapers to congressional leaders. For more information or to register visit naweb.org/events.

THUR., APRIL 30, 2015

**OKLAHOMA JOURNALISM HALL OF FAME
INDUCTION CEREMONY**

Come support your fellow journalists at the Oklahoma Journalism Hall of Fame annual induction ceremony on the University of Central Oklahoma campus in Edmond.

JUNE 4-6, 2015

Sheraton Hotel, Downtown Oklahoma City

OPA ANNUAL CONVENTION

The OPA Education Committee is making plans for sessions and events at the annual convention. Mark your calendar and make plans to attend.

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

Bethany Tribune expands coverage

The Tribune recently expanded its coverage area.

The weekly newspaper located in Bethany, Okla., expanded its coverage to include Oklahoma City’s south side.

Phillip Reid, publisher of The Tribune, said the expansion came at the request of numerous civic and business leaders.

The south side is experiencing great growth, said Reid, and needs a strong advocate to tout the accomplishments of the area.

“This expansion of coverage is in direct correlation to the growth of Oklahoma City and a response of the people of Oklahoma City to have a forum for information exchange and recognition of those who make Oklahoma City great,” Reid wrote in The Tribune.

In addition to The Tribune, Reid also publishes the Weatherford Daily News, Vinita Daily Journal, the Nowata Star, The Grand Laker, Perry Daily Journal and the Afton/Fairland American.

Claremore names John Dilmore as publisher

John Dilmore, general manager and editor of the Claremore Daily Progress, was recently named as publisher.



Dilmore, 43, will assume responsibility for all operations of the newspaper, its related publications and its website, www.claremoreprogress.com.

Dilmore succeeds Bailey Dabney

as publisher of the newspaper. Dabney recently was named publisher of a newspaper in Louisiana.

Mike Beatty, regional executive for the paper's parent company, Community Newspaper Holdings Inc., said Dilmore earned the promotion to publisher during his time as editor and general manager of the Progress.

"We're now excited to see John in the role of publisher as well as editor," said Beatty, publisher of the Joplin Globe and CNHI regional executive. "He has shown

great leadership, and his combination of newsroom and business experience will allow the newspaper to continue to grow right along with Claremore and Rogers County."

Dilmore said the paper's staff will continue to focus on local news coverage in print and online while offering businesses comprehensive print and digital strategies to reach the Claremore and Rogers County market.

Civitas Media names Martin as new CEO

Civitas Media, publisher of the Altus Times, announced the appointment of Ralph James Martin as chief executive officer.

Martin was recruited by Versa Capital Management LLC (Versa), the company's controlling shareholder.

Most recently, Martin served as president and CEO of Trib Total Media in Pittsburg, Penn., for the past 12 years. He also served as founder, president and CEO of Community Newspaper Holdings, Inc., a group of 180 daily and weekly newspapers; as vice president of Newspapers for Park Acquisitions, Inc.; and as president of Thomson Newspapers' Eastern Region.

"Ralph's deep community newspaper experience and his ability to grow businesses strategically and financially will bring the right leadership to Civitas as the organization focuses on delivering the best local news and advertising solutions to its many markets," said Gregory Segall, chairman of the board of Civitas Media and CEO of Versa.

Civitas Media owns more than 100 community newspapers in 12 states.

FOI Oklahoma Inc. elects Alex Cameron as president

FOI Oklahoma Inc. elected new officers and directors at its meeting in January.

Alex Cameron, News 9 investigative reporter, will serve as president for 2015.

Cameron, director of statewide special projects for News 9 in Oklahoma City and News on 6 in Tulsa, has served on the FOI Oklahoma Board of Directors since 2011.

William R. 'Bill' Young was chosen as president-elect and will succeed Cameron as president in 2016. Young is administrator of the Oklahoma Department of Libraries' Office of Public Information. He has served on the FOI Oklahoma board since 2010 and is an active mem-

ber of the organizing committee for the annual First Amendment Congress.

Seven members were added to the board at the meeting. Those members are Jennifer Chancellor, editor of Oklahoma Gazette; Mick Hinton, retired form The Oklahoman; April Jamison, a political activist; Julie Jones, assistant professor at the OU Gaylord College of Journalism and Mass Communication; Kevin R. Kemper, NAJA Legal Hotline liaison; Warren Vieth, editor of Oklahoma Watch; and Joe Wertz, a reporter at StateImpact Oklahoma.

For a complete list of officers and directors of FOI Oklahoma, go to foioklahoma.org/about-us/board-of-directors/.

Raley joins staff at Madill Record

The Madill Record recently welcomed Madill native Molly Raley to its staff as a news reporter/photographer.

Raley graduated from Madill High School in 2009 before heading to Southeastern Oklahoma State University. She graduated from Southeastern in December 2014 with a degree in media studies. While at school, Raley was involved with

the student run radio station, KSSU, and the university newspaper, The South-eastern.

For the last three years, Raley has been a freelance writer for The Madill Record, specifically covering Madill sports.

"I love Madill and I can't see myself being anywhere else," Raley said.

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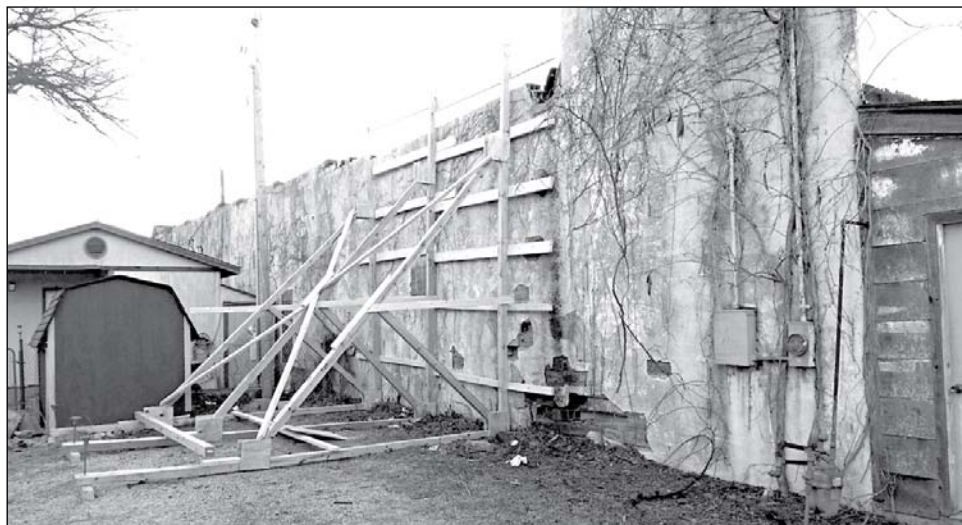
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Every day, TSET invests in Oklahoma's future. Our grants help people quit smoking, make healthy food choices, get more physical activity and understand the value of health. We're transforming Oklahoma – for our children and future generations.

For more information, visit tset.ok.gov.

“Through the efforts of TSET and partner organizations, we’re seeing improvements to Oklahoma’s health status. We’ve reduced the level of tobacco use in our state. These are positive things, not just for today, but for the future.”

Roof collapses at the Cleveland American



The outside wall of The Cleveland American is being supported by 2x4s after the roof caved in on Jan. 31.

What do you do when your roof collapses?

That was the question Rusty Ferguson had to answer when the roof at The Cleveland American collapsed on Jan. 31.

“Thank God it happened when business was closed,” he posted on Facebook.

The roof over the print shop side of The American collapsed leaving the office exposed to the elements.

With stability of the office being uncertain, the doors were closed to the office and gas, power and water were turned off.

With a paper to get out, Ferguson set up office manager Sheila McBroom two doors down at Celebrations, a floral and gift shop owned by his wife, Deanna. Then he called on the Hominy News-Progress, also owned by the Ferguson family, to provide temporary office space. Reporter Natasja Kemp and Cre-

ative Services Manager Caleb Head set up shop in the back room of the News-Progress.

“We’ll try not to use purple ink!” Ferguson joked, referring to the long-time rivalry of the Cleveland and Hominy football teams.

On Feb. 6, Tess Maune from Channel 6 in Tulsa arrived in Cleveland to interview Ferguson and his father, Larry, for a news report. The spot aired that evening.

Ferguson told Maune that when the roof crashed in it narrowly missed wiping out the newspaper’s archive collection – every edition printed since the early 1900s.

“It may not be valuable monetarily, but it’s just valuable history,” Ferguson said in the interview.

Although Ferguson isn’t sure how long it will take to repair the building, one thing remains sure: The Cleveland American isn’t going anywhere.



Rusty Ferguson, publisher of The Cleveland American, broke the news of the collapsed ceiling at The Cleveland American on Facebook, along with photos of the damage.

Waurika News-Democrat ceases publication

Management of The Waurika News-Democrat recently announced that the Feb. 5 issue would be its last one.

The News-Democrat was founded in 1902 and has been owned by multiple parties before being purchased by Community Newspaper Holdings, Inc. in 1999.

"It is never a happy occasion when a community newspaper closes," Publisher Ed Darling said. "But despite efforts to increase revenue and reduce

expenses, The News-Democrat simply could not sustain itself."

The News-Democrat has won several awards over the years, including OPA's Sequoyah Award as Oklahoma's best weekly publication in its circulation category on nine separate occasions. The paper distributed 733 copies a week.

Longtime managing editor Jeff Kaley plans to pursue other opportunities. Kaley served as managing editor for more than seven years during two stints.

The Waurika News was founded in 1902 by Tom P. Fry, and consolidated with the Waurika Democrat by subsequent owner C.S. Gilkerson in 1911.

Other owners of the newspaper have been W.W. "Bill" Morrison and W.L. Beavers; C.S. Storms; the Morrison family and Terry Clark; Wimberly Investments Inc., and American Publishing Co.

Community Newspaper Holdings, Inc., the last owner, purchased the newspaper in 1999.

DEATHS

BONNIE LOU MICHAEL BLACKSTOCK, 89, died in her Oklahoma City home on Feb. 9, 2015.

Bonnie was the wife of retired Oklahoma Press Association executive vice president Ben Blackstock.

She was born Dec. 21, 1925, to Lucille and Bill Michael in Drumright, Okla.

In August of 1954, she drove to San Diego to surprise her Drumright native beau, Ben. They were married at the Chapel of the Roses with the entire National Press Association Managers Convention attendees to witness and celebrate their nuptials.

The couple retreated to the historic Hotel Del Coronado for their honeymoon.

Bonnie began raising her young family in the Crown Heights Neighborhood of Oklahoma City. She served as home-room mother at Edgemere Elementary, Boy Scout den mother, a Camp Fire Blue Birds volunteer and was a strong supporter of Harding High School Drama.

With her family she attended Neigh-

borhood Unitarian, First Christian and Westminster Presbyterian Churches. In the mid-1960s, the Blackstock family moved to an Edmond acreage on S.E. 15th Street, then a dirt road.

The family became active in hosting Young Life events at their new country home, where they supported school activities and art instruction at Edmond Public Schools.

They were active members of the First Presbyterian Church of Edmond.

Bonnie was an avid collector of antiques, political buttons and many other beautiful items for her family's homes.

She was an active member and past president of the Early American Glass Club and cherished her friendship with fellow members.

Bonnie's passion for shopping led her to estate sales, garage sales and thrift shops, where she would gather various items for her family's collections. She primarily purchased gently used coats, hats, scarves and blankets

to clean up and take to Oklahoma City homeless shelters. She would also bring her children along to help volunteer at the EARC.

Bonnie was particularly devoted to the work of World Vision. She supported a young Ethiopian boy named Eyob Gute. Bonnie sent numerous gifts to Eyob, including a donkey, Oklahoma sports shirts, chickens, a water pump and funding for a new church floor.

Photos of Eyob sporting his Oklahoma shirts were featured proudly next to pictures of the other Blackstock children and grandchildren.

Bonnie was a gift to the world. Her family and friends enjoyed her loyal spirit and generous expressions of love.

Bonnie was preceded in death by her parents; and her first two sons, Mike and Dan. She is survived by her husband, Ben; daughter, Melissa; son, Sam and his partner, Jeff; and daughters-in-law, Paula and Donna. She was the proud grandmother of four: Jessica, Beau, Tiffany and Brian.

MONTERAY NELSON, a former employee of the Oklahoma Publishing Company, died Jan. 17, 2015.

She was 90.

Nelson was born in Maysville and graduated from Maysville High School in 1942. Soon after, she moved to Okla-

homa City to work at the Douglas Aircraft Plant. In 1946, she joined the Oklahoma Publishing Company and became head librarian, retiring after 40 years.

She was predeceased in death by her sister, Mary Jo Nelson, who was a reporter and editor for The Oklahoman

and the Oklahoma City Times for nearly half a century.

Survivors include Monteray Nelson's cousins, Dr. Earl Cowan and Raymond Cowan; nephew Mike Nelson; and nieces Mary Jo Kraft and Alma Holtsclaw.

ANNA JANZEN PJSKY, a former writer for the Cherokee Messenger & Republican, died Jan. 21, 2015.

She was 94.

Pjesky grew up in Medford and was one of eight children. In 1940, she mar-

ried Alvin Pjesky and moved to a farm east of Goltry.

Pjesky wrote a community news column for the Cherokee newspaper. She was active in the Community Bible Church and served on the local election board.

She is survived by her daughter, Carolyn Areffi and husband Pat of Redlands, Calif.; son, Roger Pjesky and wife Rita of Goltry; daughter Kay Henderson and husband Max of Enid; six grandchildren and nine great-grandchildren.

Donate to ONF



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

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

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

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

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NEWSPAPER
FOUNDATION**

3601 N. Lincoln Blvd.
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IN MEMORY OF OUR FRIENDS & COLLEAGUES

Mary Reinauer-Funk
Jan. 7, 2014

Linda McLemore Graham
Jan. 9, 2014

Robert E. Lee
Feb. 1, 2014

Dianna Blansett
Feb. 26, 2014

Demise of newspaper saddens former owner



Clark's Critique

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

I had the stuffing knocked out of me this month.

The *Waurika News-Democrat*, "my" newspaper, died, ceasing publication after 113 years as the town's oldest business.

I won't tell all that ran through my mind and emotions, for it's not fair to give that paper more ink than others that have died. But I was surprised that after all these years – 29 to the month after we sold it – I was so raw for my 12 years there.

John Dunn's poetry comes to mind: "No man is an island...any man's death diminishes me." Any newspaper's death does the same.

I've put off, avoiding writing about it, gathering thoughts, but I will at length on my blog, *Coffee with Clark*, by the time you've read this column.

I am always sad when a newspaper fails, and I know what a paper means to a town. But this made it very personal. It's obviously personal to many others. I've had comments from townsfolk, from Ray Lokey, Ken Chaffin and many others.

What happened at Waurika is not just tragic, but a warning about more than technology and profit margins and editorial quality. After talking to friend and editor Jeff Kaley, I learned the paper's circulation has been dropping with its ad income and the town's population. This paper won the Sequoyah award last year.

The same week, Pat McGuigan of *The City Sentinel* wrote seeking support to keep that downtown OKC weekly alive.

I can't imagine this booming downtown not supporting an independent weekly, nor a county seat not having a paper. The folks in Waurika couldn't either. Within the week of the obituary,

Alva Review-Courier
Friday, February 6, 2015 8:15 AM
100 Cherokee Ave., OK 73127

February 3 - 5, 2015 Earthquakes

- 2.7 magnitude
8km NE of Cherokee, Oklahoma
Recorded: 2/5/2015, 1:19:38 AM
- 3.1 magnitude
8km ENE of Cherokee, Oklahoma
Recorded: 2/4/2015, 11:09:21 PM
- 2.9 magnitude
8km N of Cherokee, Oklahoma
Recorded: 2/4/2015, 9:50:28 AM
- 3.2 magnitude
13km WNW of Madill, Oklahoma
Recorded: 2/4/2015, 7:36:01 PM
- 2.8 magnitude
10km WNW of Helena, Oklahoma
Recorded: 2/4/2015, 12:49:47 PM
- 2.5 magnitude
8km ENE of Luther, Oklahoma
Recorded: 2/4/2015, 11:43:35 AM
- 3.1 magnitude
24km W of Muskogee, Oklahoma
Recorded: 2/3/2015, 9:00:56 AM
- 3.8 magnitude
2km ENE of Ardmore, Kansas
Recorded: 2/4/2015, 7:20:31 AM
- 2.8 magnitude
2km NW of Cherokee, Oklahoma
Recorded: 2/4/2015, 3:12:35 AM
- 3.3 magnitude
8km NW of Caldwell, Kansas
Recorded: 2/3/2015, 4:18:14 PM
- 3.8 magnitude
8km ENE of Cherokee, Oklahoma
Recorded: 2/3/2015, 6:37:17 AM

State orders injection well shut down after northwestern Oklahoma earthquake

Featured newspapers this month are Alva Review-Courier, The Shawnee News-Star, Owasso Reporter, Skiatook Journal, Countywide & Sun, Tahlequah Daily Press and McAlester News-Capital.

local citizens rallied to start a new paper, the Waurika News Journal.

Here's a link by *Tulsa World* owner Warren Buffett on what newspapers need to do to survive: blog.realmatch.com/news-publishers/warren-buffett-what-newspapers-need-to-do-to-survive.

LOOKIN'EM OVER: Those troublemakers at OU's *Oklahoma Daily* have been at it again, using public records. Freshman Emily Sharp's story about an \$80,000 rock star concert, including a diva's demands for guacamole, has gone viral. The irritated star called out the paper in the concert, and even some on-campus people criticized it for doing its job. Bravo for being a newspaper!

National or state stories that should

THE SHAWNEE NEWS-STAR
SUNDAY, FEBRUARY 1, 2015

Stuck in a drought
Local experts share insight on desolate conditions

WEATHER
Stuck in a drought

INSIDE
MIDSUMMER NIGHT'S DREAM
COLLEGE BASKETBALL

CITY COMMISSION
Bid award approval expected for search firm

WEAK OIL MARKET
Leads company to lay off 2,000

DEPUTY SHOOT
Suspected drifter driver

SOCIAL MEDIA

BIRTHDAYS

ONLINE TODAY

OBITUARIES

LOTTERIES

be in your pages – measles, record flu season with many deaths, earthquakes, drought.

Measles stories: Brian Brus in *The Journal Record*, Bob West in the *McCurtain Daily Gazette*, *The Hominy News-Progress*, *The Seminole Producer*.

Flu stories: School closings in *The Ada News* and by Mark Hughes at *Muskogee Phoenix*, James Beatty in the *McAlester News-Capital*, *The Ellis County Capital*, April Coble in the *Guymon Daily Herald*, Jaelyn Cosgrove in *The Oklahoman*, Shannon Muchmore in the *Tulsa World*, *The Madill Record*, Darla Welchel at *The Newcastle Pacer*, Sheryl Ponce at *The Elk City Daily News*, Roger Pugh at *The Okarche Chieftain*, headlined "So far, flu bug flying lightly over Okarche".

Earthquakes: *Alva Review-Courier* map told the story. Jessica Miller at the *Enid News & Eagle* wrote of cracks at Cherokee County courthouse. *Guthrie News-Leader* reported 102 quakes in seven days. Ziva Branstetter and Curtis Killman at the *Tulsa World* did an in-depth series.

Drought: *The Shawnee News-Star*, story by Lindsey Allen, Ed Blochowiak photos; Rachel Van Horn at the *Woodward News*; Mike West in the *Sulphur Times-Democrat*.

More story ideas: Ryan Horton reports in the *Choctaw Times* that the sheriff's office offers safe meeting places for people answering Craigslist ads,

OWASSO REPORTER
Neighbor News
Thursday, February 5, 2015

OFF THE BEATEN PATH
by Shawn Heisl

11 Literacy Fair winners announced

Enroll Today!

Special Olympics Show

Hall of Famer

Going, Going, Gone!

Place an ad in Neighbor Classifieds with Ad Owl!

Skiatook Journal
Neighbor News
Friday, February 6, 2015

Sara Seals the Deal
By Robert Smith

18-9 Teachers Honored

Enroll Today!

Skiatook Basketball Homecoming

Skiatook Awards

Get'er sold!

Place an ad in Neighbor Classifieds with Ad Owl!

after murders. Feral cats, reported on by Jim Perry at the *Cushing Citizen*. Debate in elementary schools? "Students make their case," by Jeff Harrison in the *Midwest City Beacon*. The impact of digital phones on students was covered by Jamie King of *The Thomas Tribune*. Strong story on animal shelter controversy by Sharon Rowen at *The Ponca City News*. Jan Vassar at *The Lincoln County News* writes a series on the county's three state poet laureates.

Terrific Josh Newton photograph grabbing readers at the *Tahlequah Daily Press*.

Bravo to the *McIntosh County Democrat* for a story on Black History month, "A history of black life, history and culture," by Alma Harper. Folks, we're missing lots of stories here on this rich part of our history.

Lots of good writing examples this month: Conrad Dudderar, *Yukon Review*: "More than 1,000 first graders will open wide and say 'Aagghh' next Tuesday when a"

Kirk McCracken, *Sand Springs Leader*, under, "Just when you thought it was

Continued on Page 7



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Clark's Critique Continued from Page 6



Beetle Almost Buries Gordon Cooper Project

But Tecumseh Council Decides To Purchase 'Beetle Bug Credits' (You Read That Right)

By GREG TRITNER

This is the tale of how a beetle that eats dead things almost buried a road project that has been on life support for two decades.

McAlester News-Capital reporter Greg Tritner writes that the City Council decided to purchase beetle bug credits to fund the project. The article mentions that the project has been on life support for two decades and that the city council decided to purchase beetle bug credits to fund the project.



Shawnee Hires Firm To Help Find Manager

By JENNIFER KAY

A Shawnee firm will help Shawnee in the city's search for a new manager.

The city commission approved a contract with the firm to assist in the search for a new manager. The firm will be responsible for advertising the position and conducting interviews.



Almost Down

The building at 114 S. Broadway in Tecumseh was almost down when photos were taken last week. The building is in poor condition and is being demolished.

The building is located at the intersection of Broadway and 11th Street. It is a two-story brick building that has been in a state of disrepair for several years.



Tecumseh Library Backers Seek \$5.2 Million

By GREG TRITNER

Supporters of a \$5.2 million library in Tecumseh hope to raise \$5.2 million to build a facility which would include a large auditorium, a theater, a library, and other modern features.

The project is being led by a group of local citizens who are passionate about the arts and education in their community. They are currently fundraising to cover the cost of the building and its initial operations.



Flu season in full swing

HEALTH | Vaccinations still available at Pittsburg County Health Department

Registered Nurse Krista Anderson says flu season is in full swing. She says that many people are getting sick and that it is important to get vaccinated.

Long arm of the law

Police officers are patrolling the streets of McAlester. A police officer is seen directing traffic at a construction site.

The police department is working to keep the city safe and secure. They are patrolling the streets and responding to calls for assistance.

Suspect's mom addresses arrest

Car break-ins lead to speedy apprehensions

The mother of a man arrested for a car break-in is addressing the arrest. She says that her son is innocent and that the police should have more evidence.

The man was arrested after a car was broken into in the city. The police found some items inside the car, but they are not sure if they are related to the crime.



safe to go back in the classroom": "It was a feeding frenzy at Garfield Elementary but it wasn't the sharks that were waiting to rip into the students. It was the other way around."

Gloria Trotter, *Countywide & Sun*, under a headline deck that says "... council decides to purchase beetle bug credits (you read that right)": "This is the tale of how a beetle that eats dead things almost buried a road project that has been on life support for two decades."

Jocelyn Pedersen at *The Norman Transcript* makes you hungry: "NOBLE — Glasses of iced tea clinked, the scent of cinnamon rolls wafted through the air and platter after platter of chicken fried steak, mashed potatoes and gravy emerged from the kitchen when members of the Fat Guy Club ate at Kendall's recently."

Kim Ross at the *Poteau Daily News*: "Lying inside a rotten coffin and for the most part still intact, a human skeleton was found by property owners Wednesday."

HEAD'EM UP AWARDS.

First place, *The Bigheart Times*, on Lenzy Krehbiel-Burton's story about Skiatook High Schools academic team:

SPORKS, BITS AND BYTES.

Her lead: "Buzz. Marie Antoinette./ "Buzz. Eight bits to a byte./ "Buzz. Spork"

Second place, tie, *Owasso Reporter*, on Shawn Hein's story about a bicyclist:

OFF THE BEATEN PATH

and, *Skiatook Journal*, on Robert Smith's story about a high school girl, last name of Seal and football team place kicker getting an ORU soccer scholarship:

SARA SEALS THE DEAL

Third place, tie, *Cushing Citizen* on Jim Perry's story about trying to sterilize feral cats:

NIP CAT

and *The Thomas Tribune*, on Jamie King's story about teens and a phone app:

DO YOUR KIDS YIK YAK? (DECK) TIME FOR A CHAT

Honorable mentions: *Yukon Review* on Dudderar's story, "Say 'Aagghh'"; *The Shawnee News-Star*, "Stuck in a drought"; *The Norman Transcript* on Pedersen's story, "Fat Guy pride"; *Tulsa World*, on Andrea Eger story about new school superintendent, "First day in class"; *Bristow News & Record Citizen* on Caleb Brabham's spelling bee story, "Spell bound"; *Pauls Valley Democrat*, on Barry Porterfield's story about a charitable woman, "'Angel' just wants to help."

1 + 1 = 70



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THE *OGE* PHOTO CONTEST



Enid firefighters work a house fire on south Leona Mitchell Blvd.

Photo by Billy Hefton, Enid News & Eagle, December 2, 2014



The sun goes down over the second turbine fully erected at the east edge of the Osage Wind project.

Photo by Louise Red Corn, The Bigheart Times, December 4, 2014

DECEMBER 2014 DAILY WINNER:

BILLY HEFTON

Enid News & Eagle

DECEMBER 2014 WEEKLY WINNER:

LOUISE RED CORN

The Bigheart Times

The December 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

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

CONTEST RULES

1. To be eligible for the contest, photographers must be staff members of an OPA member newspaper and photos must have been published in print.
2. Send your photo in electronic format (TIF or JPG, 200 dpi or higher) to Photos@OkPress.com.
3. Photographers may enter one photo per month.
4. Include name of photographer, name of newspaper, photo cutline and date photo was published.
5. 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.

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O K L A H O M A P R E S S A S S O C I A T I O N

LEGISLATIVE SUMMIT

FEB. 12, 2015 • OKLAHOMA STATE CAPITOL



Willis Choate, publisher of the Marietta Monitor, Dist. 49 Rep. Tommy Hardin and Mark Codner, publisher of The Madill Record, meet at the Oklahoma State Capitol during the Oklahoma Press Association's Legislative Summit on Feb. 12.



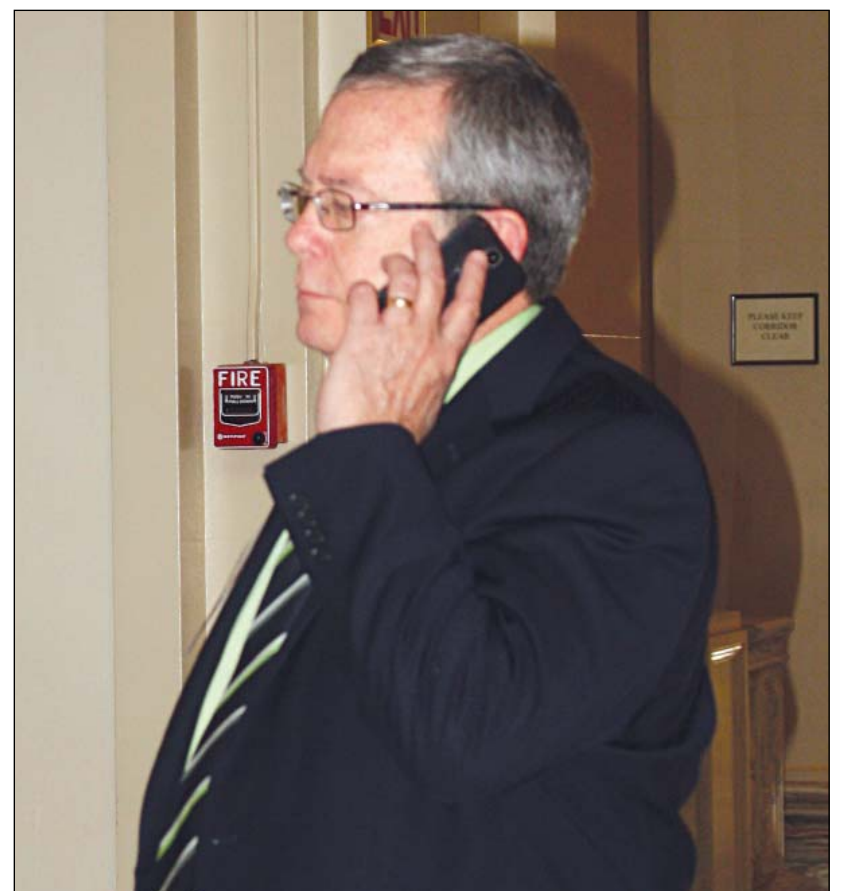
Oklahoma Governor Mary Fallin and Oklahoma Press Association Executive Vice President Mark Thomas at the Oklahoma State Capitol.



Ralph Schaefer and Lesa Jones, Tulsa Business and Legal News.



OPA President Jeff Funk, publisher of the Enid News & Eagle, discussing legislative issues with William 'Bill' Howell from the Pawnee Chief at the Oklahoma State Capitol.



Lóne Beasley, publisher of the Ada News.

O K L A H O M A P R E S S A S S O C I A T I O N

LEGISLATIVE SUMMIT

FEB. 12, 2015 • OKLAHOMA STATE CAPITOL



Rep. Jerry McPeak, Dist. 13, visits with Jeff Mayo, publisher of the Sequoyah County Times; Marilyn Leader, from the McIntosh County Democrat; and Shauna Belyeu, Eufaula Indian Journal, outside the House of Representatives Chamber at the Oklahoma State Capitol.



Dist. 8 Senator Roger Thompson, who is also owner of the Okemah News Leader, visits with Brian Blansett.



Bill Bickerstaff, Charles Biggs and Tom McCloud, all from the Tulsa Beacon, in the halls at the Oklahoma State Capitol.



John Denny Montgomery, The Purcell Register.

Advanced tips for creating tables in InDesign



Computer Notes

from the road
by Wilma (Melot) Newby
wnewby@okpress.com

How to build tables in InDesign is something I'm often asked about.

Although it can be frustrating, tables are useful. Following are some advanced tips on how to create them.

If reporters are typing the data in Word or Open Office, the options dialogue box is useful. It gives you the ability to completely match or strip styles.

Once it's set up, the choices become the default until they're changed again. This eliminates the need to check the "Show Import Options" box in the future.

Depending on the type of file chosen to be imported, you'll see different options.

It's easy to set up a table from text that has tabs. Simply select it with the text tool then go to **Table > Convert Text to Table**.

The hard part is controlling the formatting, which is done under the **Table Options > Table Setup**.

When you're trying to gain control over cells and rows, the important thing to remember is to carefully select a row, then move the cursor to the side of the row to turn it into a black arrow when you're using your text tool. To select a column go to the top edge.

Once you've selected a column or row within the table, the table option bar appears at the top of the screen. Now it's easy to apply color to the table row by row or just one cell at a time.

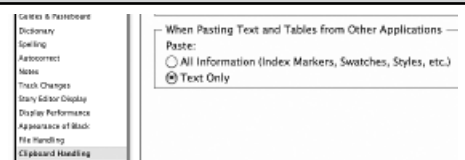
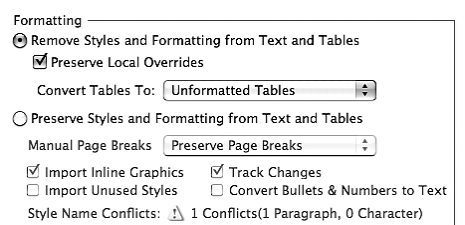
Another tip is to be careful when selecting text within a cell to move to another text block. You should only select the text within the block, not the block itself. You can tell the difference by watching the options bar. If it turns to table command, go back and try selecting just the text again, then cut it to move it to another cell.

When you select a row, you can right click on it to get to the table options such as Insert a Row or Merge Cells.

You also need to make sure the surrounding frame is large enough to handle the table it contains.

Like any frame in InDesign, some of the content can be cropped and the entire table won't show up. When converting the text to table make sure the text frame is large enough to handle the table or it will seem like the copy all disappeared. If this happens just make the frame bigger with the black pointer tool.

With the black pointer tool hold down the **Command Key + Shift Key** to shrink or enlarge the table, even if it has graphics embedded in it. Also, choose the whole table with the black pointer,

To Copy and Paste tables from other programs	Desired results	Command to Select
 <p>Under the InDesign menu > Preferences choose Clipboard Handling</p>	To strip the text of the table formatting, check the box that says when pasting text and table from other Applications	Text Only
	Use to copy and paste a table from Word/Open Office or the Internet.	All information (Index Marker, Swatches, Styles, etc.)
To control how tables come into InDesign's Place command		
 <p>Go to File > Place > Show Import Options as you bring in the file. By checking this box you get an extra dialog box that gives more control over the import.</p>	Keeps the formatting of the tables coming in from Word. Leave the default command.	Preserve Styles and Formatting from Text and Tables
	Removes the table formatting from the Word document.	Remove Styles and Formatting from Text and Tables

then apply the text wrap to it if you're trying to embed it in the text.

AUTO NUMBER SOFTWARE

Someone recently suggested an easy-to-use software program to me. Auto-Number is easy to use and retails for \$29.95. It auto numbers any file that is being sent to the printer. For more information or to purchase, go to www.auto-number.com.

VOICE RECORDERS

Another subject that came up several times this month is voice recorders. Many reporters use their iPhone for interviews with the help of some good apps, such as iTalk or Voice Recorder HD.

Voice Recorder costs \$1.99, but can handle long interviews and converts files to different formats. It also gives you good control with play back.

I also looked at Sony's line of voice recorders, which start at around \$50. Many newsrooms use this for a simple, functional recorder. It comes with 4GB memory and records in MP3 format. The Sony voice recorder has built-in speakers and 45 hours of recording battery life.

Another recorder suggested by a reporter is the Livescribe pen. Not only can it record an interview, it will even record what is written by the pen on one of their special notepads. The notepad has micro dots embedded into the paper so it can record exactly what is written or drawn on the pad.

It syncs all the handwritten notes to a tablet or computer. Livescribe also works with Evernote. It records audio with the handwritten product so everything is recorded. For more information visit www.livescribe.com.

Another good, simple note taking pen to put in your reporter's hands is one of

the Jot pens. The company can be found at www.adonit.net/jot.

Their pens have received the highest ratings ever since the first ones were released. They have a much finer point and work with Bluetooth on the iPad. It's a cheaper version of the Adobe Ink & Slide products.

These also work with Evernote, which means drawings can be accessed by any device that is logged into the account.

Pens start as low as \$30 and go up from there. The pricier ones draw the fine lines needed for good note taking.

AUTOMATIC UPDATES

And now a word about automatic updates. While it's nice for a computer to take care of automatic updates, it can sometimes cause problems.

We've had a few people who had this feature turned on and ended up with a new operating system one morning. Of course it was Tuesday morning, and one of the updates failed.

It's worth looking at the setting on the computer to be sure that auto updates are turned off. That gives you control over when new updates are installed.

To change this preference on Apple 10.6 and up operating systems, go to the **System Preferences** under the **Apple**. Choose **Software Update**. Make sure

"Download Updates Automatically" is not checked.

It's easy to say "yes" without fully reading it when some message pops up early in the morning, but you might end up with something you didn't want.

While I'm talking about this, I might add that several people have asked me how to turn off the notifications that pop up about updates. This is found under **Software Update, System Preferences**. To stop the notifications, just unclick the **Check for Updates**. Look under the notification to turn off other unwanted popups.

In Windows 8 and up open **Windows Update** by swiping in from the right edge of the screen (or, if you're using a mouse, pointing to the lower right corner of the screen and moving the mouse pointer up), click **Settings**, then **Change PC Settings** and then **Update and Recovery**.

Now click **Choose How Updates Get Installed**. Turn it off in this window. Next, check out **Important Updates** and apply the settings to the recommended updates. Finally, click the **Apply** button.

OPA Computer Consultant Wilma Newby'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.

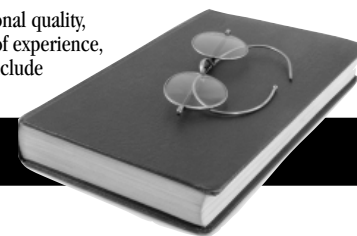
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Labeling machines and other memories



News Roots

by Steve Booher
sbooher@okpress.com

My trek around the state takes me into newspapers utilizing the latest technology – most of it far beyond my limited technological skills – but it's the visits to many of the smaller weekly publications that remind me of my roots in the industry.

At each stop, I ask what software is being used for maintaining that paper's subscription list and, if I think about it, what kind of address labeling device is being used. Trying to keep track of the software allows me to create a base of users who might be able to help each other in emergencies. As for the labeling, I'm just being nosy.

My first job in Oklahoma was as the editor at the Fairview Republican. I won't bore you with many of my editorial skills, or lack thereof as a mostly

self-educated 24-year-old would-be journalist.

It was the introduction to the newspaper's so-called back shop during those "hot-type" days that rekindle my memories of Fairview when I visit some of the smaller periodicals around the state.

From learning to read lines of type upside down to building page one my second week on the job, it was a challenge that the two-man crew in the back shop probably thought I'd never conquer; not that I ever became accomplished at any of it.

I'll never forget my first mailing at Fairview. Publisher Larry Hammer came through the back door about three o'clock in the morning carrying a grocery sack. He spread its contents – a loaf of bread, a large white onion, a jar of mayonnaise and a knife – across a sheet of newsprint.

We all – the three of us trying desperately to get pages on the old eight-page maximum flatbed press in time to meet the post office's deadline, and Hammer

– stopped everything to eat an onion sandwich.

"How will we ever get a newspaper out on time stopping to eat anything as ridiculous as an onion sandwich at three o'clock in the morning?" I asked myself. I didn't dare ask outloud, because it was obvious this wasn't the first onion sandwich picnic at Fairview.

But a few minutes later, rejuvenated no doubt by the invigorating onion, we were all (including Hammer) back at work. All of which brings me to the addressing of that week's publication.

With one man operating the press and a second taking them from the press, I began inserting and Hammer sat down at a strange looking piece of machinery labeled an Addressograph-Multigraph. It was the forerunner of today's Interlink, AccuZip or Satori mailing software.

Patented in 1896, by the 1960s the Addressograph was essentially a steel frame with an integrated keyboard for stamping out address plates, a cassette-style plate feeder, a heavy-duty, rapidly moving inked ribbon, a platen for hand-feeding the mail piece and a foot pedal for stamping the address.

The first Addressograph we used at Fairview used stencils framed in cardboard, with the addresses applied with a simple typewriter. We later switched to steel address plates inserted into card-sized frames that had a series of slots along the top where colored metal flags could also be inserted for sorting purposes. A large, heavy duty typewriter-like device at the top of the machine was used to stamp out the addresses on the metal plates.

Plate assemblies were placed in steel cassettes resembling library card catalogue drawers, which were manually inserted into the machine. At the press of the foot pedal the plate assemblies were swapped in sequence in a similar fashion to a slide projector, placing an impression of the raised type onto the mail piece.

Subscriber lists were kept manually and sorted by zones within a ledger.

It was a mental and physical pain

spending hours making sure subscribers were sorted accurately into the various USPS zones.

If you're not already using one of the computer software mailing systems, consider the expense of moving into the 21st century. It will save you hours of bookkeeping and keep you out of a mental hospital.

A JEFFERSON COUNTY OBITUARY

It hit hard when I learned last week that the Waurika News-Democrat had joined the ranks of deceased Oklahoma publications.

Good friend and colleague Terry Clark, who pens Clark's Critiques for the Oklahoma Publisher, was publisher of the News-Democrat when I worked as a reporter at the Duncan Banner.

Jefferson County was included in my beat and I used it as an excuse to stop by and visit with Terry as often as possible. We both like to say we spent 1975 wandering the sidelines of high school football games at Waurika and neighboring Comanche.

It was during one of those trips to Waurika that I first read a headline with "frog gagger" used to describe a torrential rainstorm. I remember questioning Terry about the head, which he defined as a "toad strangler." I finally got it.

I'm sure Terry is saddened by the death of another newspaper, particularly one that was a prize-winner under his leadership. Just as saddened will be the paper's subscribers, who will surely miss the News-Democrat in their mailbox every Thursday.

For 113 years the Waurika News-Democrat served with distinction in Jefferson County.

R.I.P.

(NOTE: My journey from newspaper to newspaper in Oklahoma continues and I hope to visit your publication soon. I'm available to help with public notice or postal problems, as well as general questions about the newspaper industry. In addition, I'd love to hear about the things that make your newspaper unique to the industry. Call me at (580) 603-1965, or notify me at sbooher1965@suddenlink.net).

Wake up & smell the coffee!

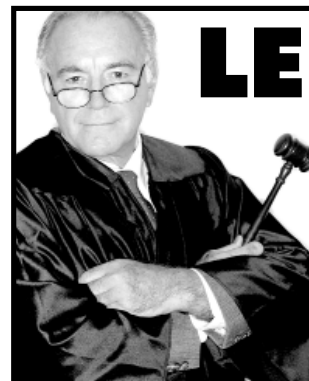
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Oklahoma Press Association recognizes the 152 business member newspapers that successfully ran all ads placed by Oklahoma Press Service for the fourth quarter of 2014 (October through December).

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Coweta American
Cushing Citizen
The Cyril News
The Davis News
The Delaware County Journal
The Dewey County Record
Drumright Gusher
The Duncan Banner
Durant Daily Democrat
The Eakly Country Connection News
Eastern Times Register (Roland)
The Edmond Sun
El Reno Tribune
The Elk City Daily News
The Ellis County Capital
Enid News & Eagle

The Eufaula Indian Journal
The Fairfax Chief
Frederick Press-Leader
The Gage Record
Garfield County Daily Legal News
The Geary Star
The Grove Sun
Guthrie News Leader
The Harper County Leader
The Haskell News
The Healdton Herald
Heavener Ledger
The Hennessey Clipper
Henryetta Free-Lance
The Hinton Record
The Hobart Democrat-Chief
Holdenville News
Holdenville Tribune
The Hominy News-Progress
Hughes County Times
Hugo News
Idabel Southeast Times
Inola Independent
Johnston County Capital-Democrat
The Kingfisher Times & Free Press
Kiowa County Democrat
The Konawa Leader
Latimer County News-Tribune
The Lawton Constitution
The Lawton County Times
The Lincoln County News
The Lindsay News
The Logan County Courier
The Lone Grove Ledger
The Madill Record
Mangum Star-News
Marietta Monitor
The Marlow Review
McAlester News-Capital
Meeker Tri-County Herald
The Miami News-Record
Midwest City Beacon
The Mooreland Leader

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Mountain View News
Muskogee Phoenix
Mustang News
Mustang Times
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The Newkirk Herald Journal
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Woods County Enterprise
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USPS proposes rate increase for April 26

The U.S. Postal Service announced on Jan. 15 that the next price increase will occur on April 26.

The average increase is 1.9666, or about 2 percent.

Max Heath, National Newspaper Association postal committee chair, discussed the rate increase in the February issue of Publishers Auxiliary.

USPS is reworking incentives for Flats Sortation Sequencing machines, which excludes most newspapers, and making new pallet options for magazines.

Heath said newspapers will contend

with lower pound prices mixed with higher bundle prices outside-county.

“The major surprise involves the fact that the U.S. Court of Appeals for the District of Columbia has not yet ruled on the appeals from the 2014 exigent increase of 4.3 percent, one by mailers seeking to limit it, and one by USPS wanting to make it permanent,” Heath wrote in the February article.

“It was widely thought that USPS needed to know that outcome in order to file a case. But this one was filed with two sets of prices, one showing inflation-only and another with inflation plus the

exigency ‘baked in’ to the base before adding inflation.”

The second is being considered for now, but that could change, Heath said.

The Postal Services estimates the increase would bring in \$900 million in new revenue annually, or \$400 million for 2015.

The Postal Regulatory Commission has until March 1 to rule on whether the rate hikes are legal under the federal price cap that limits them to the rate of inflation.

Arson at tribal paper

The Cheyenne and Arapahoe Tribal Tribune office was one of three buildings set on fire on Feb. 3. The fire was contained at the newspaper and courthouse, but the third building, a maintenance barn, was destroyed.

Police believe someone set fire to the buildings sometime after 2 a.m. Several vehicles and some farm equipment were destroyed in the maintenance barn. There were no injuries.

Federal Alcohol, Tobacco and Firearms agents were assisting Bureau of Indian Affairs authorities with the investigation.

government



We all want government to be efficient and effective. We celebrate when government serves its citizens well, and criticize when we believe it can do better. We are both cheerleader and watchdog, just like you.

GOVERNMENT MATTERS IN THE PAPER

Things designers don't want to hear

BY ED HENNINGER

IT HAPPENS all the time at newspapers: Things we don't want to hear:

"We just lost the Hamilton account."

"Now Adobe wants us to pay a monthly subscription price for the software."

"Bob just fell on the loading dock and broke his ankle. We're gonna hafta report it."

"Geez...another computer meltdown?"

It's just what happens.

Another thing that happens – in newsrooms large and small and all across the globe – is poor design thinking on the part of those who don't understand design.

File the following under TDDWH: Things Designers Don't Want to Hear. And...if you've said some of these things yourself, maybe you should wash your mouth out with soap. OK...virtual soap.

Here are Things Designers Don't Want to Hear:

"What can we do to jazz it up?"

"What do you mean we need a photo? Why would we need a photo?"

"What do you mean we need a chart? Who's got the time to create a chart? It's just a budget story."

"What do you mean we need a map? It's just a detour."

"Of course we've been working on this story for three months! But why would you need to know that? You've got all night to scramble some art together."

"I am so tired of hearing that you need a faster computer. None of the writers need a faster computer...why should you?"

"How about using magenta on the headline on that breast cancer story?"

"We're in the business of writing."

"Of course, you can design it however you want...but just remember you can't trim the story."

"What do you mean we need a visual to go with the jump? The jump is only 20 inches."

"Do you really mean you would cut that story to get in a pull quote?"

"I know readers don't like long stories, but this one is only 32 inches and it's a great read."

"Why do you want our reporters to think about photos? They're not photographers. They're writers."

"We have color on that page...can we run the headline in color?"

"It's a story about the environment.

What can
we do to



Can we run a green color block behind it?"

Had enough? There are more...lots more. But you get the idea. If you've ever said anything like this – or even thought it – perhaps you should search for that virtual bar of soap.

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.

FCC and the unfettered flow of cat videos



That InterWeb Thing

by Keith Burgin
kburgin@okpress.com

We're saved... from something. Or nothing. Not sure.

I mean, nothing ever happened. It could have, but it didn't. And it would have been awful. But it wasn't.

All is well, though, now that the Federal government is in control. That didn't sound right.

The FCC has changed its mind again and is siding with President Obama and comedian John Oliver, formerly of the Daily Show, on the issue of Net Neutrality. It's set to create rules to force Internet providers to do what they were already doing voluntarily.

A little history.

Up until 2010, FCC rules were in place that made sure Internet providers had to treat all data the same. They couldn't play favorites, slowing (throttling) one company's content or charging another for a so-called "fast lane" – a higher speed or more bandwidth.

Problem is, these rules weren't exactly legal and Verizon decided to challenge them in court and won... sort of. What Verizon did was open up a can of worms and force feed them to the rest of us. Thanks, Verizon.

Tom Wheeler, Chairman of the FCC, proposed new rules, essentially reinstating the 2010 restrictions in a form that could pass the sniff test in a courtroom. Keep in mind that during this interim, Internet providers had been more or less playing nicely and adhering to the spirit of Net Neutrality if not the letter.

The President, along with some consumer groups, objected to Wheeler's proposal. Stricter rules and government control was what we needed. This was the time to put it in place. So the President applied pressure.

And John Oliver took up 13 minutes of his Sunday show, Last Week Tonight, to parrot the talking heads and 100-year-old politicians who have interns check their e-mail, in saying that without government control, the Internet as we know it, would end.

Wheeler caved.

The FCC is set to place Internet providers like Cox, Verizon and AT&T – as well as wireless access providers – under Title II, essentially turning them into public telephone utilities.

Fear not, though.

The FCC says many of the things Title II allows the agency to do to telephone utilities – things like collect fees for the Universal Service Fund, which helps pay for services in rural areas or set rates and prices or force providers to open their networks to competitors – won't happen.

FCC pinky-swears. Really, it does. Stop laughing.

And yes, Internet providers will challenge this in court. It will be years before all of this is in place... unless the President whips out his pen and his phone and either issues an executive order or creates an Internet Czar.

Nah... that's just crazy talk.

During all of the flux, though, I expect broadband providers to play nice and by the unwritten rules unless they're completely stupid and want to give the Feds a reason to swat them hard. That would be a "see, I told you so" moment that no one needs.

So – the good news in all of this is your cat videos will play at the highest possible speed. There shall be no throttling of either traffic or cats. Not meow, not never!

Your Netflix shall flow freely and you shall binge-watch House of Cards. And Pandora will continue to play only the really awful music your favorite artists created when they were drunk.

Yes, it may cost more, new taxes, administrative costs and such. And it's one more step toward a Federally-controlled Internet but it had to be done for our own good.

And the government will make it fair. And that didn't sound right either.

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DECEMBER 2014 COLUMN WINNER

JAMIE BERRY, *The Norman Transcript*

Home is where the heart is, it really is

Home is where the heart is, so the famous phrase says. I've never agreed with this phrase more, especially following my husband's long stay at the Norman Regional Healthplex.

It all started Oct. 4 when we made an ER visit to Norman Regional Hospital and my husband was diagnosed with pneumonia.

A month later, he still wasn't improving, and his general physician ordered that he get an echocardiogram done the next day at the Healthplex.

After the hospital discovered irregularities, he was immediately wheeled down to the ER, then admitted into the hospital with congestive heart failure — at age 30.

All of this on top of problems with his left lung, which doctors now suspect wasn't pneumonia.

And so we began our stay on election day, with his body fighting a battle of its own. For several days, due to his heart doctor's concern and his pain level, he wasn't very active.

Meanwhile, it seemed like we were in an episode of "House." He was the youngest person and most unusual case on the cardiac floor. It seemed like the entire hospital staff was on the case. They did lots of scans and drew tons of blood samples to test for every disease ever created.

Near the end of the first week, they discovered that he had a fungal infection in his lung.

Early the next week, a surgeon did a procedure to drain fluid off his lung.

Afterward, he was in ICU for recovery.

We moved for a third and final time — back into the main wing — that weekend. After more blood work, the doctors discovered that a viral infection

was the main culprit that damaged his heart and created the opportunity for the lung infection.

After one last procedure, an angiogram for diagnostic reasons, he was finally released two and a half weeks later.

Throughout this entire process, I couldn't leave his side — not for very long. I was with him overnight for all but three nights, and only then because my dad took my place.

When I did go back to our place, I felt unsettled.

I kept pacing around because it felt empty. I wasn't home. Home was back at the hospital with my husband.

So I stayed at the hospital, sleeping on a hard pullout bed at night and getting little sleep.

Looking good and getting a daily shower were the furthest things from my mind. I only cared about his well-being and felt crummy when he felt crummy.

I helped him where I could and took notes when his many doctors came by for random visits. I entertained visitors and kept everyone updated. I ate most of my meals in his room and watched "Shark Tank," game shows, sitcoms and court shows.

We have been home for a few weeks now, thanks to the help of countless doctors, respiratory and physical therapists, nurses and others.

Support and prayers from family, friends, church families, coworkers and bosses helped, too.

However, it will be a long road to recovery.

I am so thankful this holiday season for all of these people, but most of all, I am so glad that my husband is back and our home is back on solid ground.

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4. All entries for the previous month must be at the OPA office by the 15th of the current month.
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