

# The Oklahoma Publisher

Official Publication of the Oklahoma Press Association

[www.OkPress.com](http://www.OkPress.com)  
[www.Facebook.com/okpress](http://www.Facebook.com/okpress)

Vol. 88, No. 11  
12 Pages • November 2017

## INSIDE

**NEW RULES:** The Copyright Office has proposed rules for changing from microfilm to PDF format for newspaper copyright registration.

**PAGE 2**

**NOMINATIONS:** Nominations for induction into the Oklahoma Journalism Hall of Fame are due by Dec. 15.

**PAGE 5**

**SHORTEN PARAGRAPHS.** You can retain more readers by keeping your paragraphs short.

**PAGE 8**

**DONATE TO ONF** to receive this Will Rogers print. Details at [OkPress.com/will-rogers](http://OkPress.com/will-rogers).



## New laws of interest to newspapers

Among the 228 new laws passed last session were four of particular interest to the newspaper industry.

Following are those four laws, which took effect Nov. 1, 2017:

**RECORDS DELAYS PROHIBITED SENATE BILL 191**, by Sen. Roger Thompson and Rep. David Brumbaugh, amends Section 24A.5 of the Oklahoma Open Records Act.

The amendment addresses delays in providing access to records. The new law states the time required for preparing the requested documents, while avoiding excessive disruptions of the public body, is the amount of time it should take to fulfill a records request. Delaying records requests due to other pending records requests that will take longer to fulfill is prohibited.

Recently, records custodians have been fulfilling records requests in the order in which they were received. Oftentimes the first-come, first-serve process put a simple records request behind a complex request that might take months or years to compile. SB 191 guides records custodians in how to address this problem.

**AGENDA POSTING ALTERNATIVE SENATE BILL 403**, by Sen. David Holt and Rep. Elise Hall, amends some provisions on how public bodies can post meeting notices and agendas, amending Section 311 of the Open Meeting Act.

The bill was requested by the City of Oklahoma City because it posts dozens of agendas on its door each day and has limited space for posting paper copies.

Current statute already requires public bodies with a website to post agendas on their website. Additionally, public bodies must post a copy in prominent public view 24 hours in advance of the meeting, excluding Saturdays, Sundays, and legal holidays in Oklahoma.

The new law does not change the statute requiring agendas on websites. The new law gives public bodies an alternative to posting paper copies on the door or bulletin board. If the public body does not want to post a paper agenda, they are allowed to offer and maintain a free email distribution system and send agendas to any person desiring to be sent agendas at least 24 hours prior to the meeting, excluding Saturday, Sundays and legal holidays.

The law also requires public bodies to



follow requirements of posting meeting notices and agendas on their website for special meetings, and to send a free email to any person on the list, with 48-hour notice excluding weekends and holidays.

**TENTATIVE MINUTES CLARIFICATION HOUSE BILL 2181**, by Rep. Charles Ortega and Sen. Mike Schulz, amends Section 115 of Title 25.

The amendment changes the time frame legal newspapers in the city or school district can get tentative minutes from school and city clerks to four business days, excluding the day of the meeting and Saturdays, Sundays and Oklahoma legal holidays.

The previous law said tentative minutes must be provided in "five days," which often fell on weekends or legal holidays in Oklahoma. The amendment makes it clear that city and school board minutes clerks don't have to work on weekends and holidays to get tentative minutes completed if the five day period ended on one of those days.

**AUTOPSY REPORTS SENATE BILL 207**, sponsored by Sen. Stephanie Bice and Rep. Leslie Osborn, creates conditions and a few exceptions regarding the Office of the Chief Medical Examiner and the release copies of full and complete autopsy reports. The new law is in Title 63 O.S. Section 945.

For years there have been conflicts regarding the immediate release of full autopsy reports. Law enforcement agencies contend the release of full details could compromise an ongoing criminal investigation. Recently there have been instances where family members learned details of a deceased family member's death in a media report before they had received a copy of the autopsy report. SB 207 tries to balance

the interests of law enforcement, family members and transparency.

Under the new law, the full and complete autopsy report is immediately available to three groups. District attorneys and law enforcement agencies making a criminal investigation in connection with the death have immediate access to all information. The spouse or any person related within two degrees have immediate access, unless the district attorney or law enforcement

agency objects. There are instances where law enforcement suspects a family member of a crime and wants to withhold full details until they are cleared. Finally, any insurance company conducting an investigation arising from the death of the individual has immediate access.

A summary report, prepared and released at the same time as the full and complete report, will be made available immediately to any person requesting the summary report. SB 207 lists details required to be in the summary report, including details currently contained in the cover sheet now provided by the Office of the Medical Examiner such as information about the deceased, if known, and the time, place and manner of death.

While the summary report is immediately available to the public, the full and complete autopsy report will be withheld from public inspection and copying for 10 business days after the report is generated.

At the conclusion of the 10-day period, the full report will be made available as a public record, unless a district attorney or law enforcement agency states that it contains information that would compromise an ongoing criminal investigation. Such a declaration must be made in writing to the Office of the Medical Examiner and be an open record.

The district attorney or law enforcement agency would then request a hearing for an extension of time the full autopsy report would remain closed. If the extension were granted by the court, initially it would be for six months. A court could order subsequent extensions for an additional year. Cumulative time extensions could not exceed more than four years and six months.



## Pausing to reflect on a milestone birthday

I recently had one of those milestone birthdays that compel a guy to look backward and forward at the same time while trying to put a career into context. Here is what I saw.

### LOOKING BACKWARD:

- I am happy I got to work for a newspaper in the 1970s, which I think qualifies as the glory days of journalism. Woodward and Bernstein had exposed corruption and wrong-doing at the highest levels of American government and there was a belief that there were no crimes and no evil-doers that couldn't be brought down by courageous investigative reporting. It was a heady time and I'm glad I got to be there.
- During the 1990s, our paper in Waco was a finalist for the Pulitzer Prize in investigative reporting for a series on the Branch Davidians. I was proud to be associated with the fine journalists who produced it, but I came away with a soul made cynical by the realization that excesses and abuse in the name of religion and law enforcement led to dozens of needless deaths. I no longer think of either institution as I did before.
- I got to cover a coon hunting convention, which, to this day, is my all-time favorite story. You haven't seen passion, you haven't seen pride, you haven't seen competitiveness, you haven't seen pandemonium until you have seen a treeing contest with 50 baying coondogs and 50 coondog owners shouting and baying along with their dogs while making side bets on which hound barks the most times in a minute. I never got to coon hunt as a kid because I held the national record for poison ivy allergies and couldn't go crashing around the woods at night, but I was born with enough redneck DNA to appreciate the smoky sound of a baying hound.
- I got to see a Linotype and a computer-to-plate system in operation.
- Kevin Harrison and I found some fedoras on sale at a store in Ada in about 1980 and bought a bunch for the newsroom. We'd stick our press cards in the hats, sit around with our feet on the desks and prank-call the operator downstairs and say: "Sweetheart, gimme rewrite." Doesn't seem quite so funny as I read it now, but it was hilarious 37 years ago.

### LOOKING AHEAD:

- I think journalism has a lot of life left. It's my observation that the smaller the market – to a point – the better the future looks. In small towns, the newspaper still matters. A lot. I got a call this week from a high school sophomore letting me know about an event and asking if I would be there to take pictures. That's a good omen.
- The two biggest threats to journalism as we know it are a., newspaper corporations more focused on quarterly profits than the role they should fill in their communities and b., giving our content away for free on websites. The sooner those don't exist, the better the industry will be.
- I may never retire. I tried it for seven months and wasn't very good at it, so, I think I'll stick with journalism for as long as I'm able to get up and go to work in the mornings. There's no better way to spend my life.

## Copyright Office plans to allow PDFs for copyright registration

BY DANIELLE COFFEY  
Vice President of Public Policy  
at News Media Alliance  
Reprinted with permission

We are very pleased that the Copyright Office has published its proposed rules for the transition from microfilm to PDF format for newspaper copyright registrations. These rules will also guide mandatory deposits for preservation with the Library of Congress. Transitioning to PDF submissions will save newspapers valuable resources, and create efficiencies across industry and government. The proposal will be put out for comments to be received within 30 days, until Dec. 6, 2017. We then expect a final rule to be adopted shortly thereafter.

The Copyright Office accepts voluntary submissions of periodicals (in most cases simultaneously with deposits with the Library) for registration of the content to be protected under copyright law. News organizations invest significant capital in reporters and newsgathering operations, and as a result, have an interest in protecting their content against unauthorized misappropriation. A necessary first step is registration with the Copyright Office. The transition from microfilm to PDF will facilitate registration, making it easier for newspapers to protect their work and receive increased return on investments.

After years of developing a specification with the Library, it has been determined that the PDF format is a future-proof technology that will allow for history to be captured and preserved. The Notice of Proposed Rulemaking (NPRM) published in the

Federal Register applies to certain types of Copyright Office group registrations. We also expect that these rules will extend to the Library and be acceptable as the "best edition" format permissible under their rules, as well. This proposal represents years-long work with the Library through pilot projects in which a cross-section of newspapers with varying characteristics (large, small, regional, national, etc.) developed the proposed format.

The Library currently identifies over 400 periodicals that must submit copies of their print circulations so that history can be preserved for future generations. Newspapers are currently complying with this mandatory deposit requirement by submitting periodicals in microfilm, the "best edition" as defined by the Library. Microfilm has been far-surpassed by technologies readily available and already in use at most newspapers, including the common PDF format. There will be a phase-in period where both PDF and microfilm will be accepted until Dec. 31, 2019.

The Alliance will work with the Copyright Office and the Library to create a Webinar, guidance documents, and other materials that will help newspapers – particularly those with limited resources – comply with the new requirements. In the long term, we will see increased submissions and less resources dedicated to compliance with this outdated regulation so that newspapers can focus on their expertise, reporting news and information necessary for an informed democracy and a civil society.

## OPA CALENDAR OF EVENTS

### OPEN MEETING AND RECORDS SEMINARS • THURSDAYS, 1-4 PM DEC. 7 - ALTUS, Southwest Technology Center

All workshops are FREE to attend and no registration is required. Attorney General Mike Hunter, 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. Download a flier with addresses of these locations at [www.OkPress.com/seminars](http://www.OkPress.com/seminars).

### FREE AND CHEAP TOOLS YOUR NEWSROOM SHOULD USE WEBINAR: THURSDAY, DEC. 14, 2017

1:00 PM – COST: \$59

Our audience wants to interact with journalism, which can take time and money to develop. This session will introduce you to a host of tools available to help you and your newsroom with mapping, building interactive timelines, producing quick videos, social videos and more. To register, visit [www.onlinemediacampus.com/2017/11/free-and-cheap-tools/](http://www.onlinemediacampus.com/2017/11/free-and-cheap-tools/).

### 2018 OPA ANNUAL CONVENTION FRIDAY & SATURDAY, JUNE 15-16, 2018

It's never too early to start planning. Mark your calendars to join us for OPA's Annual Convention at the Grand Casino Hotel Resort in Shawnee, Okla.

For more information on upcoming events, visit the OPA website at [www.OkPress.com](http://www.OkPress.com) or contact Membership & Meetings Director Christine Frank at (405) 499-0040, 1-888-815-2672 or email [CFrank@okpress.com](mailto:CFrank@okpress.com).

## Hartshorne audit reveals possible meeting violations

A state audit of the City of Hartshorne found more than \$1.7 million in utility payments were not deposited over a seven-year-period.

The audit also found that the former city clerk used the City's credit card to purchase more than \$80,000 of materials and goods, apparently for personal use, said State Auditor and Inspector Gary Jones.

Jones said the audit's review of possible violations of the Open Meeting Act and Open Records Act found the following:

- City Council meeting minutes appeared to have been falsified.
- Discussion and action taken on audit and budget approvals during a council meeting without being previously posted on the agenda as required by law.
- Minutes not written for the Aug. 8, 2016, City Council or PWA meetings; City Council entered into an executive session as an item of "new business" without posting the proposed executive session on the agenda as required by law.
- Meeting agendas posted by the city clerk did not include the date and time of the posting, prohibiting a determination if agendas had been posted in advance of meetings as required by law.
- City officials did not fulfill open records requests timely or completely.

Jones said his office is in the process of sending copies of the audit to law enforcement agencies, including the FBI and the Oklahoma State Attorney General's Office.

"We'll make sure the district attorney's office has a copy," Jones said. The Oklahoma State Bureau of Investigation is expected to receive a copy, too.

## Ferguson joins staff at Wagoner County newspaper office

The Wagoner County American-Tribune has added a longtime Oklahoma journalist to its staff. John Ferguson will serve as a staff writer for the newspaper.

Ferguson's father was a sports writer for the Tulsa World. John followed in his father's footsteps and worked at the Tulsa World for 35 years before retiring in 2009.

In 2013, Ferguson began working at the Broken Arrow Ledger. He stayed there until it closed in February 2017.

When a spot opened at the Wagoner County American-Tribune, Ferguson jumped at the opportunity.

## Russell Perry to serve on OU presidential search committee

Russell M. Perry, chairman of Perry Publishing & Broadcasting and publisher of The Black Chronicle in Oklahoma City, has been named to the search committee that will review candidates for the next president of the University of Oklahoma.

OU President David L. Boren announced his retirement in September.

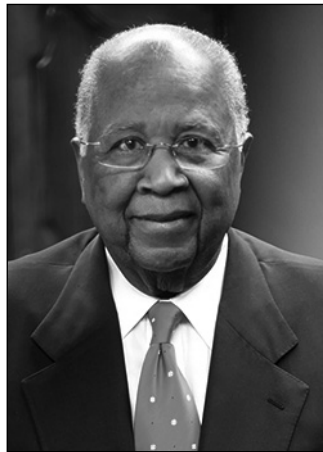
Perry referred to Boren as "a man of academia as well as a tremendous fundraiser for our state and the university."

"I think that we will hopefully and faithfully find a good replacement for him [Boren] when the time presents itself," Perry said.

The committee was selected by the OU Board of Regents, chaired by Clay Bennett.

"We have selected extraordinary individuals who are principled, honest, and whose objective is to recommend to the regents outstanding candidates for the board to consider," Bennett said.

David Rainbolt, executive chairman of BancFirst Corp., will chair the search committee. Vice Chair will be Gregg



Garn, dean of OU's Jeanine Rainbolt College of Education.

Other members of the committee are Robert Ross of Oklahoma City; Barbara Braught of Duncan; R. Marc Nuttle of Norman, and Charles Stephenson Jr. of Tulsa.

Faculty on the committee are Mary Sue Backus, law professor; Sherri Irvin, philosophy professor; George Rich-

ter-Addo, professor of chemistry and biochemistry; Michael Bronze, M.D., chairman of the department of medicine; and Kelly Standifer, chair of pharmaceutical sciences.

OU staff members selected are Matthew Rom, Norman campus facilities management, and Nancy Geiger, department of otolaryngology, head and neck surgery.

The 17-member committee has 14 votes. Faculty and at-large members have one vote each, staff members and students have one-half vote each.

Regents approved an initial budget of \$250,000 for the presidential search.

Applications and nominations to become Boren's successor must be submitted by Dec. 6.

## 1.9% postal rate increase expected

The United States Postal Service has filed notice with the Postal Regulatory Commission (PRC) of price changes to take effect Jan. 21, 2018.

If approved, the new prices include a one-cent increase in the price of a First-Class Mail Forever stamp from 49 cents to 50 cents. Postcard stamps and

metered letters would also have a one cent increase.

The proposed prices would raise Mailing Services product prices approximately 1.9 percent.

The PRC will review the prices before they are scheduled to take effect on Jan. 21, 2018.

## Looking for an acquisition?



### W.B. Grimes & Company

has sold more than 1,500 newspapers over the years and appraised thousands of others.

Gary Borders covers Oklahoma, Texas, Louisiana, New Mexico and Arizona.

garyb@mediamergers.com • 903-237-8863

**What's Your Paper Worth? Find Out Today.**

**A free confidential consultation awaits via our website.**

[www.MediaMergers.com](http://www.MediaMergers.com)

## The Oklahoma Publisher



ISSN 1526-811X

Official Publication of the

**Oklahoma Press Association**

### PUBLISHER

Mark Thomas  
mthomas@okpress.com

### EDITOR

Jennifer Gilliland  
jgilliland@okpress.com

### OPA OFFICERS

Brian Blansett, President  
*Tri-County Herald*  
Ted Streuli, Vice President  
*The Journal Record*  
Rusty Ferguson, Treasurer  
*The Cleveland American*  
Mark Thomas,  
Executive Vice President

### OPA DIRECTORS

Dayva Spitzer, Past President  
*The Beckham County Record*  
Ray Dyer, *El Reno Tribune*  
Mike Strain, *Tulsa World*  
John Denny Montgomery,  
*The Purcell Register*  
Mark Millsap,  
*The Norman Transcript*  
Zonelle Rainbolt,  
*The Cordell Beacon*  
Alan Herzberger,  
*The Oklahoman*

3601 N. Lincoln Blvd.  
Oklahoma City, OK 73105-5499  
(405) 499-0020  
Toll-Free in Oklahoma:  
(888) 815-2672  
[www.OkPress.com](http://www.OkPress.com)  
[news@OkPress.com](mailto:news@OkPress.com)  
[www.Facebook.com/OKPress](http://www.Facebook.com/OKPress)

**SUBSCRIBE TO  
THE OKLAHOMA PUBLISHER  
\$12 PER YEAR**

THE OKLAHOMA PUBLISHER (USPS 406-920) is published monthly for \$12 per year by the Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499. Periodicals postage paid at Oklahoma City, OK.

**POSTMASTER:** Send address changes to THE OKLAHOMA PUBLISHER, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499.



## Tobacco companies are making a killing off you.

A grave reminder: More than half of current smokers will die from smoking. To stay profitable, Big Tobacco is stalking our kids because they know if kids don't start smoking by 18, they probably never will.

Join the fight against Big Tobacco at

**TOBACCO STOPS WITH ME.com**

A Program of



## Black Chronicle to receive full-page anti-smoking ads

The Black Chronicle in Oklahoma City is one of 45 newspapers nationwide receiving full-page ads warning people about the dangers of tobacco.

Russell M. Perry, chairman of Perry Publishing & Broadcasting and publisher of The Black Chronicle, said he learned his newspaper would receive the ads about three years ago.

The prestigious list of newspapers receiving the ads includes media giants such as the New York Times, Atlanta Constitution, Chicago Sun, Chicago Tribune, Dallas Morning News, Houston Chronicle, Los Angeles Times and Miami Herald, to name a few.

"It just floored me," said Perry. "These are major newspapers."

The ads, scheduled to begin this month, will feature one of five court-mandated corrective statements about the dangers of tobacco.

"Smoking kills, on average, 1,200 Americans. Every day," one ad will read. "Cigarette companies intentionally designed cigarettes with enough nicotine to create and sustain addiction," says another. "More people die every year from smoking than

from murder, AIDS, suicide, drugs, car crashes, and alcohol, combined," reads another.

Perry thinks the messages in important to his readers.

"This is an effort to retract some of the messages that were sent out by the tobacco companies in the early years," he said. "I think my readers will benefit greatly from it."

The court-ordered ads are the result of a 1999 lawsuit filed by the Justice Department against major cigarette manufacturers. In 2006, a federal court sided with the DOJ and the defendants were ordered to produce corrective statements. Tobacco companies appealed several times but in May, a federal appeals panel said it saw no reason for further delays. In October, the tobacco companies said they were ready to start the advertising campaign.

Perry is pleased that his newspaper was selected to run the ads.

"In this day and time, especially with the challenges we all have, it's very rewarding," he said. "I look forward to receiving this reward, as I would call it."

## Altus Times gets redesign; moves to three days a week

There are lots of changes going on at The Altus Times.

The new owners, Graystone Media Group, moved publication from five days a week to three days a week – Tuesday, Thursday and Saturday.

"We realized our advertising revenue didn't support five issues a week," said Rick Carpenter, president of Graystone Media Group and publisher of The Altus Times.

Carpenter said news coverage will focus on the local community.

"That's the new role of small newspapers: local, local, local," said Carpenter.

Another major change is the decision to use the U.S. Postal Service to deliver the newspaper with the daily mail.

"It's the most cost-efficient method for us to deliver the newspaper," said Carpenter.

The newspaper has been redesigned and now sports a more modern look and layout, along with improved quality of color ads and photographs.

A new website will be available soon with a subscription to the newspaper.

There will also be an internet-only subscription.

Carpenter said he expects to make some minor changes from time to time but thinks readers will like what they see in the coming weeks.



The Altus Times is sporting a new, modern look and going to three days a week.

# Hall of Fame seeks nominations

Nominations are being sought for the 48th annual induction ceremony for the Oklahoma Journalism Hall of Fame.

The deadline for nominations will be Dec. 15. Selections will be made in January or early February. The induction of nine new Hall of Fame members will be May 3.

Journalists or journalism educators are chosen for recognition each year from among those who have made outstanding contributions to the field for at least 10 years. They must either be Oklahoma natives or have worked in Oklahoma journalism for 10 years. Each year, a selection committee of past honorees reviews all nominations, including those made in the past.

Joe Hight succeeds Dr. Terry Clark as director. Clark retired after heading the Hall of Fame for 20 years. The Hall of Fame is based at the University of Central Oklahoma.

“As we approach the 50th anniversary, we want to continue to improve and enrich the Oklahoma Journalism Hall of Fame as Dr. Clark did when he was director,” Hight said. “Our role now becomes even more important as we also seek to educate the public about the importance of journalism and the First Amendment. We will be considering new initiatives that will bring the Hall of Fame into more of a spotlight that emphasizes not only the honorees but this role.”

Nominations for the 2018 class can be submitted by downloading the “Nomination Form” at <http://okjournalism.uco.edu>. Nominations can be sent to Hight through the mail at the Oklahoma Journalism Hall of Fame, 100 N. University Ave., Edmond, OK 73034. They also can be sent via email to [hof@uco.edu](mailto:hof@uco.edu). All nominations must include a date of birth, place of birth,

phone, email address and regular address, nearest living relatives and a date of death if the nominee is deceased. The nomination must include a detailed list of accomplishments that qualify the nominee for the Hall of Fame as well as a biography or resume of the nominee. The nominator’s phone number and email address also must be included.

A nomination is required before an honoree can be selected.

For more information about the Hall of Fame, call 405-974-5122 or send an email to [hof@uco.edu](mailto:hof@uco.edu).

The Oklahoma Journalism Hall of Fame is also accepting tax-exempt donations for the 50th anniversary celebration and other initiatives. Checks made payable to the UCO Foundation can be sent 100 N. University Drive, Box 133, Edmond, OK 73034. Be sure to put Oklahoma Journalism Hall of Fame in the memo or notes.

## 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:

**OKLAHOMA  
NEWSPAPER  
FOUNDATION**  
3601 N. Lincoln Blvd.  
Oklahoma City, OK 73105

## DEATHS

**JOHN RAIFORD “RAY” LOKEY**, long-time publisher of the Johnston County Capital-Democrat in Tishomingo and a past president of the Oklahoma Press Association, died Nov. 11, 2017. He was 63.

He was born Dec. 15, 1953, in Ada, into a newspaper family. Lokey was a third generation publisher, following in the steps of his grandfather, E.R. Lokey, and father John Lokey, who also served as OPA president.

Ray Lokey worked at the newspaper while growing up and served as editor of his high school newspaper during his senior year.

As a youth, Lokey was active in the Boy Scouts, earning the rank of Eagle Scout. He also was a Vigil Honor member of the Order of the Arrow and served as Lodge Chief of Wisawanik Lodge No. 190.

Lokey attended the University of Oklahoma on a McMahan Scholarship,

graduating with a bachelor’s degree in journalism in 1977.

After declining an offer to buy his father’s newspaper, Lokey worked at various positions and remained active with the Boy Scouts. Last week he was named the recipient of the Arbuckle Area Council’s Golden Eagle Award.

Lokey received a master’s degree in education at Southeastern State University and then taught language arts at Marietta High School. He later served as the public information officer for Murray State College in Tishomingo, and also worked as a part-time journalism instructor and advisor for the college newspaper.

In 1990, Lokey purchased John D. and Gracie Montgomery’s interest in the Johnston County Capital-Democrat and became publisher and editor. He later purchased the remaining interest and was joined by his wife, Jenny, as co-publisher in 2006.

He served as president of the OPA in 2003-2004 and in 2007 received the Beachy Musselman Award from the Oklahoma Newspaper Foundation. In 2014, he was elected president of ONF and that same year received the Milt Phillips Award, OPA’s highest honor.

An active member of his community, Lokey served on numerous boards in Tishomingo and was presented the 2002 “Citizen of the Year” award by the Johnston County Chamber of Commerce.

He is survived by his wife Jenny of the home; two brothers, Rex Lokey and wife Rita, and Tom Lokey and wife Mary, all of Tishomingo; three sisters, Margaret Overstreet and husband Jimmy of Jefferson, La., Susan Kiser and husband Frank of Ada, and Leigh Hurst and husband Brian of Greenwood, Ind.; several nieces and nephews; and the staff of the Capital-Democrat, whom he considered his “second family.”

Texas and then another five years in Oklahoma.

She is survived by three daughters: Michelle Larkin of Dewey, Shauna J. Smith of Moore, and Jodi G. Berry of Hugo; and several grandchildren and siblings.

**GLORIA McAFEE-CARVER**, former reporter for the Hugo News, died Nov. 3, 2017. She was 72.

McAfee-Carver was born July 21, 1945, in Kansas but lived in the Hugo area for the last 20 years. She worked as a reporter, columnist and photographer

for the Hugo News. Her photography skills also landed her the position as the official photographer for the Bill Grant Bluegrass Festival.

Prior to her newspaper experience, McAfee-Carver was a special education and journalism teacher for ten years in

## In Memory of Our Friends & Colleagues

Erma Dean Briley  
Oct. 7, 2016

Ed Blochowiak  
Oct. 24, 2016

Kathleen McComb Goudge  
Nov. 17, 2016

Coni Houghtling  
Nov. 22, 2016

Barbara Bayless England  
Nov. 29, 2016

# THE OGE PHOTO CONTEST



OU quarterback Baker Mayfield plants an OU flag on the 50-yardline after the Sooners' win over Ohio State, on Sept. 9, 2017.

Photo by KYLE PHILLIPS, The Norman Transcript, Sept. 10, 2017



John "The Ice Box" Culver cradles the Delaware County Bowl trophy at the end of the game. Culver's final play, a touchdown from five yards out, brought home the win for the Bulldogs.

Photo by KAYLEA HUTSON-MILLER, The Delaware County Journal, Sept. 13, 2017

SEPTEMBER 2017 DAILY WINNER:

## KYLE PHILLIPS

*The Norman Transcript*

SEPTEMBER 2017 WEEKLY WINNER:

## KAYLEA HUTSON-MILLER

*The Delaware County Journal*

*The September 2017 contest was judged by a member of the Oklahoma Journalism Hall of Fame.*

*View all winning photos at [www.OkPress.com/OGE-Photo-Contest](http://www.OkPress.com/OGE-Photo-Contest)*

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

*For more information about the photo contest, visit [www.okpress.com/oge-photo-contest](http://www.okpress.com/oge-photo-contest)*

It's time ... for **OG&E's** new **SmartHours™ Price Plans.**

1-877-898-3834 **OGE.COM**



MIDNIGHT												NOON												MIDNIGHT											
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											
MONEY-SAVING OFF PEAK												PEAK TIME, WATCH YOUR USE												PEAK OVER. START SAVING ...											

# Bobcat captured at Sapulpa Daily Herald



Darren Sumner, publisher of the Sapulpa Daily Herald, certainly wasn't expecting to find a bobcat in the newspaper office's restroom.

But that's what he found when he opened the door.

Staff contacted the Sapulpa Police Department, Sapulpa Animal Control and state game officials.

Officials called Reginald Murray of Oklahoma Wildlife Control LLC. Murray, who is state licensed, was able to lasso the cat, cage it and remove it.

"Bobcats coming into a town is more common than what you might think," said Murray. "You just don't see them. This is happening more and more."

Sumner told a news station in Tulsa that the bobcat probably came in through the loading garage at the newspaper.

"We leave it up most of the time," Sumner said. "We bring inserts and stuff in the back of the newspaper."

Sumner thinks the bobcat crept in through the garage door and found refuge in the back bathroom.

"The bobcat story got a lot of coverage statewide and even beyond," said Sumner. "Usually local newspapers have to go out and get the stories, but this one came to us."

"I am very thankful no one got hurt and the bobcat got released in Pawnee County safely."

## Annual Candy Cane Cash keeps people shopping locally in Enid

The 14th annual Candy Cane Cash in Enid is underway.

Candy Cane Cash is a cooperative effort of the Greater Enid Chamber of Commerce and the Enid News & Eagle. Also partnering in the event are Security National Bank and Enid Regional Development Alliance.

Shoppers earn tickets from participating merchants for each \$10 they spend, with a limit of 40 tickets earned per transaction. Participants must be present at the Dec. 9 drawing in Enid to win.

"Although a lot of the attention goes to the big drawing, where we give out \$15,000 on a Saturday morning on the Courthouse Square, the promotion really is all about people shopping locally, shopping in Enid and supporting Northwest Oklahoma businesses this way," Enid News & Eagle Publisher Jeff Funk said.

Each ticket in the drawing hopper represents dollars spent at participating merchants.

"If there are 400,000 tickets in that hopper, it represents at least \$4 million in dollars spent at Enid cash registers," Funk said.

"At this time, when more attention is going toward online shopping, we want to do this promotion to reinforce the importance of looking at shopping and buying locally."

Every day during the promotion, names of the participating merchants will be in the newspaper and online at enidnews.com.

Tickets will be drawn for seven different awards of \$7,500, \$2,500, \$2,000, two at the \$1,000 level and two at the \$500 level.

## NNA creates promotional ads

The National Newspaper Association has created promotional and marketing materials based on the findings of its nationwide newspaper readership survey.

The material includes four print ads, four digital ads, three ad sales fliers and a website as a landing place for the digital ads. All materials are available to NNA members.

One of the key takeaways of the readership survey is that community newspapers remain the No. 1 source for local news and information as well as local advertising and shopping information.

NNA's survey was conducted by Susquehanna Polling and Research of Harrisburg, Penn., in early 2017. The company completed telephone surveys with 1,000 households across the country.

Below is one of the ads NNA created for the promotion. The ads are available for NNA members at <http://www.nnaweb.org/article?articleTitle=promotion-marketing-materials-available-for-nna-members-1508188859-1695-1top-story>.

community newspapers

#knowlocal



## All things local

When it comes to knowing what's happening locally, the community newspaper is the primary source, according to respondents in a nationwide survey. The community newspaper beats TV, radio and the internet as the No. 1 source for local news as well as local shopping and advertising information.



[www.knowlocal.news](http://www.knowlocal.news)

2017 NNA Community Newspaper Readership Survey

# Short paragraphs keep readers' attention



**Clark's Critique**  
by Terry M. Clark  
Journalist  
tmclark44@gmail.com  
@okieprof

Paragraphs – keep them short, to one subject.

Nothing new for us journalists, but I've been reminded of this as I agreed, in a weak moment, to teach a section of English composition I this semester.

As an old English teacher coming full circle in life, I faced freshmen for the first time in years. I'm not sure who is getting more education – them or me.

But I know this – most of them don't know how to write a topic sentence and keep a paragraph to one subject, without dropping in sentences that don't fit.

It's not all their fault – our “teach to the test” school systems don't have time to actually teach writing, other than requiring a 1,000 word “paper.” All that does is teach padding with “filler” words. There is a lack of teaching about the structure of building a sentence and a paragraph.

I've had to adjust, because they do need to be able to write longer papers (I call them “essays”) to survive in college. But they've never had an English teacher like me who demands short sentences and getting to the point. I consider 500-600 words enough to do the job.

While other academics may scoff or even deride how we journalists paragraph, the class has reinforced to me the necessity of how we do it in our business.

So, here's Clark's guide to short paragraphs – keeping your readers' attention.

- Remember, your paragraphs look longer when crunched up in narrow column widths. (Look at the fourth and fifth paragraphs in this article.)
- Stephen King wrote that a paragraph is as important for how it looks on a page as to what it includes.
- Most people won't read a long paragraph but just scan it or skip it. Our attention spans are shorter than ever.
- My advice: Usually no more than two sentences per paragraph. If a long sentence, make it a single paragraph.
- No sentence longer than 25 words. Use short words. Use “said,” not some other attribution.
- “When quoting someone, start a new paragraph – it breaks up the gray space and draws attention,” Clark said.

**LOOKIN'EM OVER** – Oklahoma is a sick state, financially and literally, judging from a multitude of newspaper stories

**INSIDE** Pawhuska Journal-Capital 50¢

**Water divides Osage Nation, state**

**Deadline nears to register to vote on Nov. 14**

**Bison return to Bluestem Ranch**

**Woodland Homecoming**

**23 votes down Slidder school bond**

**County Calendar**

**Today's Scripture**

**ARK CITY, KS**

**Thanking Our Veterans**

**Blessing new Bluestem bison**

**Woodland Homecoming**

**23 votes down Slidder school bond**

**County Calendar**

**Today's Scripture**

**ARK CITY, KS**

**The Beckham County Record**

**Eric teen arrested for threats against school principal**

**Sayre City Council approves street overlay grant, hears chamber report**

**County Calendar**

**Today's Scripture**

**ARK CITY, KS**

increasingly using blunt headlines. A sampling:

- Most dramatic was a page one package in *The Norman Transcript*, “State of Despair,” with stories by Caleb Slinkard, Sidney Lee and Mack Burke.
- Carol Conner at *The Fairfax Chief*, “Hey legislators – talk to each other.”
- Catherine Sweeney at *The Journal Record*, “Special session: One month, one bill, one failure.”
- Linda Provost, *The Duncan Banner* about health cuts, “Cutting the most vulnerable.”
- Shasta Herman, *The Altlers American*, agency hopes to use emergency transfers to fill budget “hole.”
- Brianna Bailey, *The Oklahoman*, health department gap hits \$30 million.
- Sheila Robinson, *The Lawton Constitution*, health department employees forced into furloughs.
- Eric Swanson, *The Ada News*, trying to cope as junior high has lost 13 staff in three years.
- “Budget bad for kids, women” headlines this gem of fine writing by Lenzy Krebbiel-Burton in *The Bigheart Times* about the effects on the tribes. Her lead: “With a drum circle song echoing off of Lake Ponca and an empty lavender and purple shawl fluttering the breeze, dozens of domestic violence victims, survivors and supporters took to the streets Thursday afternoon to show that love should not hurt.”

Notable:

- Excellent article by Tina Firquain in *The Madill Record* to raise awareness

Featured this month are the Pawhuska Journal-Capital, the Fairfax Chief, The Beckham County Record, Yale News, The Morris News, Holdenville Tribune, The Lincoln County News, The Norman Transcript and the Muskogee Phoenix.

- of autism, showing what a typical day is like for parents, and interviewing a local couple. Headline: “We shall be Compassionate and Humble” – 1 Peter 3:8.
- Solid series of people stories for breast cancer awareness month in *The Beckham County Record* by Shonda Little.
- Barry Thompson of *The Morris News* provides exclusive on the set coverage of a horror movie with a local actor.
- Great to see Mike W. Ray back in print in the *Yale News*, writing about his folks' car accident, “The rest of the story.”
- How to cover Halloween? *Holdenville Tribune* has the answer.
- Good to see a columnist in *The Journal Record* credit *The Kingfisher Times & Free Press* for in-depth energy reporting.
- Didja know there's a “Dead Dog Road”? Austin Farley of the *Catoosa Independent* reports on repair work.

Ideas for stories you need to write.

- Denton Thomason, *Vinita Daily Journal*, arrest reports that 300 warrants have been issued for people with unpaid court costs.
- D.E. Smoot, *Muskogee Phoenix*, on the county going after unpaid taxes.
- Mindy Ragan Wood, *Yukon Progress*, on child predators using technology, “Savvy predators”.

Newspapers doing what they're supposed to – voices for the readers:

- Grant D. Crawford, *Tahlequah Daily Press*, “Behind the Wheel,” about long lines for a driver's license and a closed office.
- Liz Golliver, *The Lincoln County News*, about a three-year delay by the city, “What is going on with the bowling alley?”

Bison are back.

- Both *The Fairfax Chief's* Carol Conner, “Blessing new Bluestem bison,” and the *Pawhuska Journal-Capital's* Nathan Thompson, “Bison return to Bluestem ranch,” write of the Osage Nation's first bison in a century.
- Tulsa World's* Kelly Bostian and Mike Simons cover the annual bison roundup on the Tallgrass Prairie, “Herding the herd.”

Good writing. *McIntosh County Democrat's* Leilani Roberts Ott, “Marshall doesn't play around.” Her lead: “Bringing in the bucks for Marshall Elementary School's second annual Walk-a-thon isn't child's play.” (They raised \$17,000+)

**HEAD 'EM UP AWARDS**

First place, *The Oklahoman*, on Steve Lackmeyer story about historic church building, headline by Don Mecoi:

**CHURCH NEEDS A SAVIOR**

Second place, three-way tie, *The Fairfax Chief* on Carol Conner story:

**HEY LEGISLATORS – TALK TO EACH OTHER**

Continued on Page 9

# Clark's Critique Continued from Page 8

**YALE NEWS**  
THURSDAY, OCTOBER 26, 2017

**3rd Annual Chet Baker Jazz Fest now a memory**

By Nancy L. Gorman

The Chet Baker Jazz Fest was a great success for all those who attended the festival. The event was held at the Yale Club and was a great success for all those who attended the festival. The event was held at the Yale Club and was a great success for all those who attended the festival.

**Yale PTO Fall Carnival set for Friday**

The Yale PTO Fall Carnival is scheduled for Friday, Oct. 27, from 5 p.m. to 8 p.m. at the Yale Club. The event will feature a variety of activities, including a raffle, a silent auction, and a live performance by the Yale PTO band.

**Probation given in Yale animal cruelty case**

A Yale student has been given a 90-day probation for animal cruelty. The student was found guilty of mistreating a dog on the Yale campus. The court ordered the student to complete a course on animal care and to provide care for the dog for the next 90 days.

**Fellowship Fun**

The Yale Fellowship Fund is holding a raffle to raise money for the fund. The raffle will be held on Friday, Oct. 27, at the Yale Club. The fund provides financial support for Yale students who are in need of financial assistance.

**Here's 'The Rest of the Story'**

(with apologies to the late Paul Harvey)

The story of the Yale PTO Fall Carnival is a tale of triumph and adversity. It was a day of great excitement and joy for all those who attended the festival. The event was held at the Yale Club and was a great success for all those who attended the festival.

**50¢ The Morris News**

**Coming Undone**  
Independent Horror Movie With Local Ties Films in Morris, OK

**Autumn Gaidry**

**Coming Undone**  
A woman named Anne is deeply in love with her husband Jack. Anne is a beautiful woman with long dark hair and a warm smile. Jack is a handsome man with short brown hair and a kind personality. They have been married for several years and have a young daughter named Sophie. Anne is a devoted mother and a loving wife. Jack is a hardworking man who provides for the family. They live in a small town in Oklahoma. One day, Jack goes missing. Anne searches for him for weeks but finds nothing. She becomes convinced that Jack has been kidnapped. She hires a private investigator to find him. The investigator discovers that Jack has been taken to a remote location. Anne goes to the location and finds Jack. He is in a state of shock and does not remember anything that happened to him. Anne is devastated. She tries to help him but he does not respond. She eventually gives up and moves on with her life. Years later, Anne is still haunted by the memory of Jack. She wonders what happened to him and why he did not remember anything. She decides to write a book about her experience. The book is titled "Coming Undone". It is a horror story about a woman who loses her husband and tries to find him. The book is a success and Anne becomes a famous author. She is happy and content with her life. She has a new husband and a new daughter. She has moved on and is no longer haunted by the memory of Jack. She is a successful woman and a loving mother. She is happy and content with her life.

**Holdenville Tribune**  
VOLUME 17, NUMBER 43, HUGHES COUNTY, OKLAHOMA 1 SECTION 50¢ WEDNESDAY, NOVEMBER 1, 2017

**Holdenville Halloween Highlights**

**Autumn Gaidry**

**Lincoln County Emergency Manager assists with Hurricane Irma relief effort**

**Commissioners' meeting postponed**

**County going after unpaid taxes**

**Proud of community service**

**House now considering pay raise for teachers**

**Former MPS coach receives 10-year suspended sentence**

**County going after unpaid taxes**

**Proud of community service**

**House now considering pay raise for teachers**

**Former MPS coach receives 10-year suspended sentence**

**The Lincoln County News**  
Serving Lincoln County Since 1891

**What is going on with the bowling alley?**

**Lincoln County Emergency Manager assists with Hurricane Irma relief effort**

**Commissioners' meeting postponed**

**County going after unpaid taxes**

**Proud of community service**

**House now considering pay raise for teachers**

**Former MPS coach receives 10-year suspended sentence**

**THE NORMAN TRANSCRIPT**  
Visit www.normantranscript.com for breaking news

**Indigenous Peoples' Day**

**Celebrating culture**

**Stalled session: Monday meeting won't happen**

**County moving forward after Lester retires**

**House now considering pay raise for teachers**

**Former MPS coach receives 10-year suspended sentence**

**2017 ULTIMATE GOLF CARD**  
A \$290 Value NOW ONLY \$19.99!!

**Phoenix**  
muskogee phoenix.com

**County going after unpaid taxes**

**Proud of community service**

**House now considering pay raise for teachers**

**Former MPS coach receives 10-year suspended sentence**

**You've Got Questions!**

- Can I photograph minors without consent?
- Can police deny access to records by issuing a press release?
- Should I alter my archives when a person demands it?
- Can I report inaccurate testimony given in open court?
- What are the laws about liquor advertising?

These are questions answered by the attorneys for the OPA Legal Services Plan members in recent months. Newspapers always need timely legal advice on issues related to newspaper publishing.

**You should join OPA'S LEGAL SERVICES PLAN!**

See www.OkPress.com/LSP or contact Lisa Sutliff at (405) 499-0026 or toll-free in Oklahoma 1-888-815-2672

# Good computer deals on Black Friday plus other gift ideas



## Computer Notes

from the road

by Wilma (Melot) Newby  
wnewby@okpress.com

Many newspapers have computers living on borrowed time. Loud fans and other sounds coming from them lend fear into the heart of a tech's ears.

And then there's the newspapers that have all the drives in the building full without a good backup plan. Drives with full directories run slower and slower.

So this year, while you're out shopping for the kids and grandkids on Black Friday, spend a few minutes looking at backup hard drives that can handle your entire office and maybe a new computer or two.

I know money is tight at many places, so let's take a look at how to get the best bang for your bucks by specing out a few new computers.

On the Windows side, you need speed – such as an i3, i5, i7 – a great video card and lots of RAM. The low end of RAM is now 8GB.

This type of computer lets you run Creative Cloud software without freezing and crashing.

However, if the computer is just going to be a work station for a reporter, you can get by with around 4GB of RAM on an i3 or i5 with an average video card.

You might be wondering what makes a great video card. You're looking for a computer with a built-in card. That way, the power supply and fans will keep the bigger video card cool.

The performance indicator of any graphics card is its model number, which represents a combination of graphics processor (GPU), clock rates and memory bandwidth. The format is brand name plus model number, such as Radeon R9 290X, or GeForce GTX 780 Ti.

GDDR5 is the memory on video cards. It provides twice the bandwidth of DDR3 at the same clock rate. DDR3 is the type of memory found on circuit boards. Since memory bandwidth is a significant performance bottleneck, 1 GB of GDDR5 is infinitely preferable to 4 GB of DDR3

Following is a list of the approved video boards put out by Adobe:

1. nVidia GeForce: 400, 500, 600, 700 series
2. nVidia GeForce GTX 965M & 980M
3. nVidia Quadro: 2000, 4000 (Windows® and Mac OS), CX, 5000, 6000, K600, K2000, K4000, K5000 (Windows® and Mac OS), M4000, M5000, P2000, P4000, P5000
4. nVidia GRID K1, K2
5. AMD/ATI Radeon: 5000, 6000, 7000, R7, R9 series, 7950 Mac OS
6. AMD/ATI FirePro: 3800, 4800, 5800, 7800, 8800, 9800, 3900, 4900, 5900, 7900, W8100, W9100, D300, D500, D700
7. AMD/ATI FireGL: W5000, W7000, W8000
8. AMD RX 480
9. nVidia GeForce 1080 GTX
10. Intel® HD Graphics: P530, P630, 5000
11. Intel® Iris Pro Graphics: P5200, P6300, P580

Newer video boards may be much faster than the last year's model, even if it's less expensive. Make sure to do a quick search for the model year of the card.

A good way to find the model year is by using a website that lets you qualify the search. That means you can choose options to quickly narrow the search. Many computer sites allow you to do this. As you narrow the search, start checking other websites for the computer you're looking at.

Since many stores and websites only have a few of the really good deals on Black Friday, you need to do your research early. The weekend before Black Friday is a good time to start surfing the web since many sales start then. In past years, many publishers have scored a good computer for less than \$300.

### HARD DRIVES

With external hard drives getting larger, it's hard to find a 500GB drive.

We all know external drives don't last as long as internal hard drives because their continuous backup wears them out.

Don't be afraid of an off brand model. In fact, if you find a great sale price, pick up a couple of them. That way you

can trade them out and always have an offsite backup.

Laptop drives seem to have more trouble and it's harder to retrieve data from them than full size drives. If you're wondering why, it's how they're connected to the box that makes them harder to fix if they fail.



### CHRISTMAS WISH LIST

Now let's look at some fun items for your Christmas list.

First off is a whole line of small, portable printers that let you get social. You can now print a photo moments after taking it. The average price for these printers is around \$150, but you can find some less expensive ones.

Some models attach directly to the iPhone while others are Bluetooth.

Prynt Pocket is an instant photo printer for your iPhone that retails for around \$154.

HP Sprocket Portable Photo Printer is available for \$130. It prints over wifi.

Kodak mini portable mobile instant photo printer is the least expensive at \$95. It's a wireless printer.

Polaroid ZIP Mobile Printer is a bit larger and uses Bluetooth technology. It prints your photos onto ZINK photo paper. When subjected to heat from the printer, it activates unique color-forming molecules embedded in the paper's layers. The resulting prints measure 2"x3", are smudge-proof and sport a peel-back sticky paper for even more fun. It's available for around \$130.

### EARPHONES

Where would any roundup of Christmas shopping be without suggesting earphones?

In almost every office I visit, someone in the room has on a set of earphones.

If you're looking for a good set, check out the RHA MA750 Wireless: Noise Isolating Bluetooth In-Ear Headphones for \$169.95.

### WHERE TO PLUG IN

While you're snooping around to see what employees in your office might need for Christmas, make sure that no one has a space heater plugged into the same outlet as the computer.

Space heaters cycle on and off and create an inconsistent pull on the power that wreaks havoc on the computer's power. At this time of year, we lose many hard drives and power supplies.

### KEY FINDER

Is there someone on your list who can never find their keys or phone? Check out Tile, the anything finder. You can get a two-pack for \$60 and never lose your keys again.

With a 200-foot range, the latest versions of the Tile finder rings louder than ever, making it easy to find when it's nearby. Waterproof and impact resilient, it keeps up with what gets dropped down the cracks. Double tap the button on your phone and your Tile will begin to ring – even if it's in the silent mode.

Open the Tile app on your phone for a map that will show you when and where you left your item.

Simply attach the Tile to whatever you don't want to misplace. .

### IPHONE X

The new iPhone is out and the X model is a whopping \$1,000. My question is, "Is it worth that kind of money to have a phone with emojis animated by your facial expression?"

The new X model is all they promised. It unlocks your phone with face recognition, has a beautiful screen and a great camera.

The camera is larger and faster with a 12MP sensor, a new color filter and deeper pixels. The new telephoto camera with OIS produces some of the best photos that can be shot with a phone.

But under the hood, the \$1,000 iPhone doesn't offer a significant boost in performance. Since the iPhone X uses the exact same A11 Bionic chip set as the iPhone 8 and 8 Plus, it's identical in terms of horsepower. Like the 8 Plus, the X also comes with 3GB of RAM.

The iPhone X benchmarks are the same as the iPhone 8 so is it really worth the extra \$200?

What you're really buying is a small computer without a keyboard that also has a great camera. It has a large drive space and many things are faster than your desktop computer.

Compare the new iPhone to the Galaxy 8, which is \$200 less.

It's still possible to get a good cell phone that takes great photos, takes care of digital affairs and communicates with others for under \$500.

These phones are wonderful but are they necessary for the price.



## LEGAL ADVICE

is just one of the benefits of being a member of the Oklahoma Press Association's Legal Services Plan. Remove the worry of needing professional advice by enrolling today. For more information contact:

**OKLAHOMA PRESS ASSOCIATION'S  
LEGAL SERVICES PLAN**

**1-888-815-2672 or 405-499-0020**

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.

# Dominant photo is a basic of sports front design

BY ED HENNINGER  
HENNINGER CONSULTING

MANY COMMUNITY NEWSPAPERS put strong effort into covering high school sports.

They understand that their high school teams are a key ingredient in the glue that holds the community together.

When designing their sports front page, however, many sports editors try to give all sports fair play. By doing so, they often create pages much like the one at left in the illustration.

There's only so much space on their front page (and sometimes less, to allow for ads), and they cram in too many photos. As a result, none of the photos is large enough to be the lead visual.

When too many photos of like size are set on the page, it's difficult for readers to know which of the packages is more important. There's no focus – each package calls for attention with the same “visual volume” as those around it.

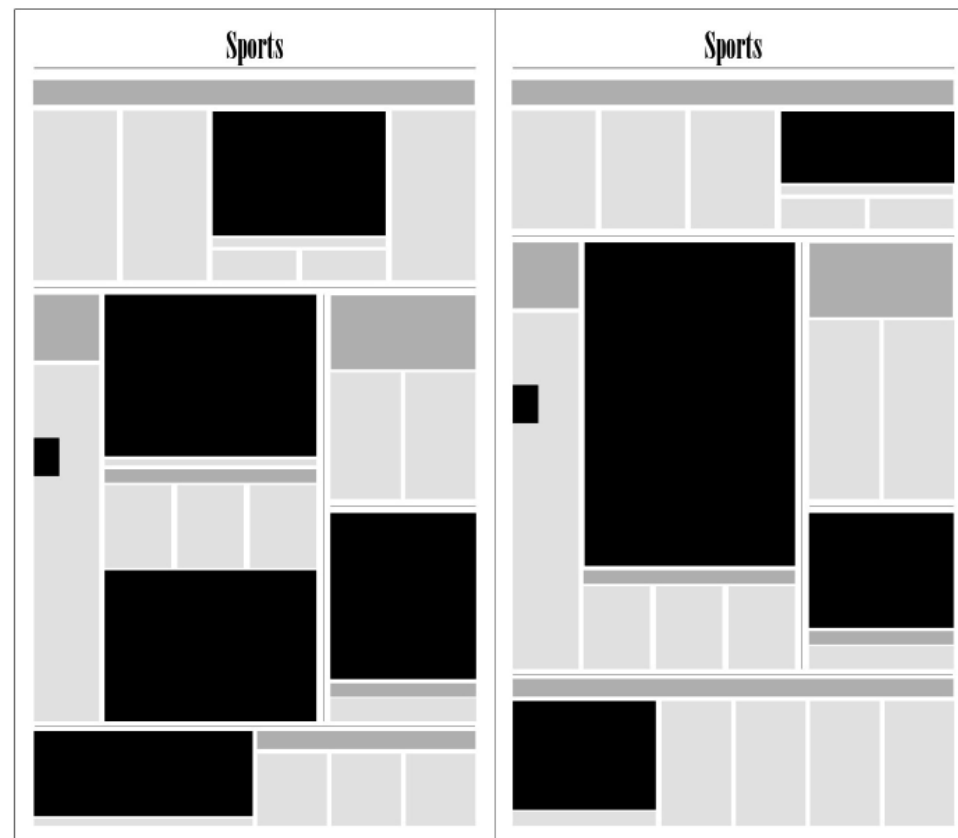
What's the lead? What's the second most important report? What's the third, and so on? Readers get no sense of hierarchy on a page with four or five like-sized photos.

The page at right works much better. It immediately gives readers a sense that the larger photo is part of a lead package. The other photos are no more than half the size of the lead photo, helping readers to understand that those packages are not as important as the lead report.

I appreciate that sometimes it's difficult for us to decide which is the lead item.

What if the boys basketball team just lost in overtime to their cross-county rivals, but the girls volleyball team won a squeaker over the same cross-county school? Hmm...which gets the lead? Well, there you may have to rely on the better photo.

If the picture shows the winning spike



Too many photos (left) most the same size, create a cluttered, confusing page. Photo use on the right is much better.

by the girls volleyball team, I'd want to make that the lead.

Another point: You can't make everyone happy.

I recall a sports editor years ago asking me: “I report on three high schools. Can you design me a front page that gives them all equal play?”

I thought that over for a moment and responded: “Yes, I can...but I won't.”

“Why not?” the editor asked. “If I don't try to give them equal coverage, I get calls from upset parents.”

I answered: “You're the sports editor. You're paid to handle those calls. What if one of the teams you cover has a record of 11-1 and the other two are 3-9 and 2-10? Do you really think it's good journalism to give them all the same space?”

When I shared that story with the publisher, he just shook his head, grinned and said: “Yeah. That's Bob.”

Don't be Bob. Make choices on your sports front. And let the photos guide you to making choices that will help your readers.

If we start with how design works, it just makes sense that we'll create a better design.

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](http://www.henningerconsulting.com), email [edh@henningerconsulting.com](mailto:edh@henningerconsulting.com) or phone (803) 327-3322.

## OKLAHOMA PRESS ASSOCIATION STAFF DIRECTORY

### ADMINISTRATION

#### MARK THOMAS

Executive Vice President  
[mthomas@okpress.com](mailto:mthomas@okpress.com) • (405) 499-0033

#### JEANNIE FREEMAN

Accounting Manager  
[jfreeman@okpress.com](mailto:jfreeman@okpress.com) • (405) 499-0027

#### SCOTT WILKERSON

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

### MEMBER SERVICES

#### LISA SUTLIFF

Member Services Director  
[lsutliff@okpress.com](mailto:lsutliff@okpress.com) • (405) 499-0026

#### CHRISTINE FRANK

Membership & Meetings Director  
[cfrank@okpress.com](mailto:cfrank@okpress.com) • (405) 499-0040

### ADVERTISING

#### LONDON COBB

Sales Director  
[lcobb@okpress.com](mailto:lcobb@okpress.com) • (405) 499-0022

#### CINDY SHEA

Advertising Director  
[cshea@okpress.com](mailto:cshea@okpress.com) • (405) 499-0023

#### BRENDA POER

Advertising Assistant  
[bpoer@okpress.com](mailto:bpoer@okpress.com) • (405) 499-0035

### CREATIVE SERVICES

#### JENNIFER GILLILAND

Creative Services Director  
[jgilliland@okpress.com](mailto:jgilliland@okpress.com) • (405) 499-0028

#### ASHLEY NOVACHICH

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

### COMPUTER ADVICE

#### WILMA NEWBY

Computer Consultant  
[wnewby@okpress.com](mailto:wnewby@okpress.com) • (405) 499-0031

### DIGITAL CLIPPING

#### KEITH BURGIN

Clipping Director  
[kburgin@okpress.com](mailto:kburgin@okpress.com) • (405) 499-0024

#### JENNIFER BEATLEY-CATES

Digital Clipping Dept.  
[jbeatley-cates@okpress.com](mailto:jbeatley-cates@okpress.com) • (405) 499-0045

### GENERAL INQUIRIES

(405) 499-0020  
Fax: (405) 499-0048  
Toll-free in OK: 1-888-815-2672

## Make Sales Soar Like Magic

Improve your close ratios to 70% or more with the **New MiAD**

# WIZARD!

It's a fact that spec ads help close more sales—and yet spec ads are used less than 20% of the time. Now, with the real-world magic of MiAD® Wizard, personalizing and presenting spec ads for EVERY prospect is as easy as 1-2-3!

**No training. No time wasted. No more tough sells.**

Go to [miadwizard.com](http://miadwizard.com) and see the magic for yourself!

**METRO** 800.223.1600  
CREATE. SELL. PROFIT.

[service@metro-email.com](mailto:service@metro-email.com)  
[www.metrocreativeconnection.com](http://www.metrocreativeconnection.com)  
[miadwizard.com](http://miadwizard.com)



# OKLAHOMA NATURAL GAS CONTEST WINNERS

## CONGRATULATIONS TO THE SEPTEMBER 2017 WINNERS

September Column: **KINDRA COFFMAN**, *Tri-County Herald*

September Editorial: **KAYLEA HUTSON-MILLER**, *The Delaware County Journal*



**Oklahoma Natural Gas™**

*A Division of ONE Gas*

### SEPTEMBER 2017 COLUMN WINNER

**KINDRA COFFMAN**, *Tri-County Herald*

## Aiming for the splits

I walked in the living room Tuesday evening to find my dear husband Jarred standing behind our sectional couch with his foot propped up on the back of the couch.

He was also closely watching a timer on his phone.

Since he appeared to be in some level of discomfort I asked why he was doing it.

Apparently he's set a new goal. He intends to eventually be able to do the splits.

That seems a rather odd and ambitious goal for a man over thirty, but ok. I chose to be supportive and not laugh. That is, until I realized his entire motivation for this endeavor is simply to show our niece, Chloe, that he could do it.

Chloe is the same age as our daughter Aaliyah and the two girls have been nearly inseparable since they were infants. We see her often.

Some time ago Chloe began gymnastics, and she's good. We're proud of her.

She was telling us about her new skills one day when Jarred jokingly smarted something off to her.

I don't remember what exactly he said. He and Chloe tend to playfully argue fairly often, so it wasn't out of the ordinary.

Chloe is funny, sassy and always has a comeback for a smart remark.

She looked Jarred in the eye, slid down into perfect splits and grinned. "Oh, yeah? Well you can't do this," she told him smugly.

She was right and he didn't have much of a response to that. She won their playful verbal sparring match that day.

Now every time we see Chloe she grins at Jarred and reminds him that he can't do the splits and she can. No matter the topic of conversation, Chloe finds a way to mention the splits.

It's become an ongoing game.

Apparently Jarred has decided now to take it to a new level.

He is determined to stretch in ever-increasing increments and cope with sore muscles for an indefinite amount of time, working to learn a new skill that has little to no use in everyday life.

This is all so he can surprise Chloe someday by dropping down into splits in front of her.

I will never underestimate the motivating power of a sassy 10-year old girl.

## *Enter and Win a \$100 Check from Oklahoma Natural Gas!*

*The September 2017 Oklahoma Natural Gas Column and Editorial Contest was judged by a member of the Oklahoma Journalism Hall of Fame.*

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

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

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



**Oklahoma Natural Gas™**  
*A Division of ONE Gas*

*Thank you for continued support of "Share The Warmth"*

Read the Winning Columns & Editorials on the OPA website:  
[www.OkPress.com](http://www.OkPress.com) (Under Contests)