

National Newspaper Association celebrates big wins: More PPP loans, allowable expenses and deductions

National Newspaper Association celebrated the outcome of extended negotiations by Congress last month that wrapped many of NNA's requests into the next stimulus bill of more than \$900 billion.

The deal passed Dec. 21 includes:

Fair recognition of the deductibility of business expenses for Paycheck Protection Program borrowers under the first CARES Act and in new loans;

Access to a second PPP loan for businesses that lost more than 25% of revenues in any quarter of 2020, compared to the same quarter of 2019;

The ability to cover printing and supply costs with loan proceeds;

A \$10 billion appropriation for the US Postal Ser-

vice to help pay for COVID-19 costs; and

Access to PPP loans for group newspapers with fewer than 500 employees per location.

The list touches on all of NNA's requests to Congress in the latter half of 2020.

NNA Chair Brett Wesner, publisher of Wesner Publications, Cordell, Okla., said the concerns of community newspapers had been heard on Capitol Hill, though NNA had hoped the second PPP loans would reach more businesses and enable greater loan packages.

"It has been a very tense week for our Congressional Action Team, as we watched our issues put on the table and taken off again," he said. "But in the end, most of our requests were included in some

way. What's more, we learn again and again that members of Congress value the contributions of our newspapers to local communities. We take the recognition of our requests as an encouraging indication that Congress wants to see local newspapers survive and thrive as we get through this painful coronavirus disaster."

Mark Thomas, Oklahoma Press Association executive vice president, expressed his appreciation for NNA's accomplishments.

"If there was any doubt about financially supporting the extraordinary legislative achievements of NNA, this should make it plain that every paper benefits from the efforts of their congressional action team," Thomas said.

Wesner said NNA appreciated the test of endurance that the Congressional negotiators experienced.

"There were numerous disputes over this final package, most of which had no direct application to our newspapers. We know the members of Congress and their staffs were burning the midnight oil all weekend as we anxiously awaited news. The promise of help to come was in tune with the spirit of the season. We look forward to the next Congress and the opportunity to discuss the importance of community newspapers to America," Wesner said.

The National Newspaper Association represents 1,600 community newspapers across the United States.

Entry fee **WAIVED** in 2020 contests!

*Don't miss this opportunity to enter the
OPA Better Newspaper Contest and Magazine Contest for free!*

All entries due by Feb. 8

Entries for ONF Ray Lokey Award for Excellence in Reporting, ONF Joseph H. Edwards Writer of the Year and nominations for ONF Beachy Musselman Award and OPA Quarter and Half Century Club also due by Monday, Feb. 8.

Visit okpress.com/awards for more information or call 405-499-0020.



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11 Department of Labor issues new regulations to clarify independent contractor rules.

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14 Worth Mentioning is ideas we find in your newspapers. Get an idea or share one with us. Send your ideas to news@okpress.com.

From the President

By Mike Strain, Tulsa World
OPA President 2020-2021



OPA CALENDAR OF EVENTS

THURSDAY, JAN. 21 – 1:00 PM

OMC Webinar: 10 Ways for Newsrooms to Get the Most Out of Their Digital Products
Penny Riordan, an independent media consultant will offer 10 practical tips on how to get the most out of the digital or SaaS products your newsroom uses. \$35.

FRIDAY, FEB. 5 – 10:00 AM

Academy Webinar: Advanced InDesign for Newspaper Designers and Editors

Don't miss this opportunity to learn from Kevin Slimp ... 100 minutes of intense training just in time for the (hopefully) post-covid rush! \$69.

MONDAY, FEB. 8

OPA Contests & Awards deadline.

Submit entries in the OPA Better Newspaper Contest, Magazine Contest, ONF Ray Lokey Award for Excellence in Reporting and ONF Joseph H. Edwards Writer of the Year by Feb. 8. Nominations for ONF Beachy Musselman Award and OPA Quarter and Half Century Club also due by Feb. 8.

FRIDAY, FEB. 12 – 1:00 PM

OMC Webinar: The (In)Boxing Match: Why is everyone talking about email?

Tyson Bird covers best practices for email marketing, providing examples of emails done well. \$35

MONDAY, FEB. 22

Student Internship Application Deadline

Applications for the 2021 paid summer internship program are now available. The deadline for student applications is Feb. 22. The program is made possible by a grant from the Inasmuch Foundation.

For more information and links to register for webinars, visit

OkPress.com/events

January is a time of resolutions. Here are a few of mine:

1) I resolve to build productive relationships with lawmakers in my area.

So, what is a “productive relationship?” In my view, it’s a relationship in which my lawmaker hears from me often enough that he or she recognizes my name and doesn’t dread hearing it because I always want something or always have a complaint.

That means contacting them when they’ve made a tough vote that I respect; or when they’ve written legislation that can help solve an issue; or when I respectfully explain why I might disagree with their stance on an issue.

My goal is that the day I might have a concern, they will pause when they see my name and take my concern seriously.

The legislative session is almost here. No better time than now to start on this one.

2) I resolve to be a better listener.

It seems like a lot of people want to be heard right now, but it feels like few want to listen. I resolve to listen more carefully to people who have a different point of view and will do my best to understand why they feel the way they do.

3) I resolve to put my phone down when people are talking to me.

I have a great many flaws, but I’m not sure any are ruder than this one. (At least I hope not.) I apologize to all those who have been trying to talk to me and half my attention is focused on my phone. My mother would be embarrassed, and she would assure you: “I didn’t raise him that way!” She would be right. She didn’t. I will do better.

4) I resolve to represent my father well.

My dad died recently. He was 87, and we used to joke that he was well into “bonus time” in this long life of his. Unfortunately, it still feels like he’s gone too soon. He was a farmer and rancher with leathery skin and fingers that turned the wrong direction. (They only heal right so many times after being mashed repeatedly by cattle.)

I will remember a lot about him, and one of those things is the newspaper. He was a Duncan Banner subscriber for as long as I can remember. Was still subscribing at his death. (His obituary was in a Sunday paper this month.) He read the paper closely and once told me that a public notice helped start the process of an eventual land purchase he made.

I don’t know of a time that he contacted the paper. He was simply a loyal subscriber, and I think there are a great many people we serve who are just like him. We don’t hear from them, but the paper is part of their life.

The Oklahoman now putting name on editorials

Editorials in The Oklahoman now carry Owen Canfield’s byline.

Canfield, opinion editor for The Oklahoman, said the change is a nod to the ever-evolving industry.

Traditionally, Canfield wrote, commentaries are unsigned because they reflect the view of the newspaper’s editorial board.

However, The Oklahoman has not had a “true editorial board” since fall 2018 when the paper was sold to Gatehouse Media.

In the past 20 months, Canfield wrote every house editorial published.

Although the views expressed on The Oklahoman’s opinion page are in line with the traditional

conservative bent of the newspaper, “they ultimately have been mine, and they will be going forward,” Canfield wrote.

“Placing my name with the editorial will make it clear to readers, I hope, that if they have a problem with what is written, they should point the finger at me and not at the newspaper – and

certainly not at our reporters,” Canfield wrote.

He said all views are welcome on the editorial page, “provided they are offered respectfully and they adhere to longstanding guidelines.”

Canfield has been writing editorials for The Oklahoman for nearly 17 years, and has been opinion editor for six years.

Civil lawsuit alleges violations of Open Meeting Act at Big Cabin

A civil lawsuit alleging that the Big Cabin town board violated the Open Meeting Act during the COVID-19 shutdown can proceed, a district judge has ruled.

Vinita attorney Josh Lee, who is representing the 12 plaintiffs, filed the lawsuit July 16. It alleges that the Big Cabin mayor and four trustees held four public meetings during the months of March, April,

May and June where citizens were denied access due to COVID-19 social distancing restrictions.

The lawsuit asks the court to declare all actions taken during those meetings to be declared unlawful and invalidated. The plaintiffs are also asking the court to provide the written records audio recording of all businesses discussed during the two executive sessions to be made public.

District Judge Shawn Taylor ruled against a motion filed by attorneys representing Big Cabin to dismiss the lawsuit.

The lawsuit against Big Cabin alleges that the town board did not provide video conferencing or other remote attendance options when the meetings were closed to the public in the early months of the pandemic.

Ardmore pressman saves family from fire

A pressman from Ardmore recently helped a Madill family escape a house fire after kicking down their front door and waking them from their sleep.

The man, who wished to remain anonymous, noticed smoke coming from the house while on a newspaper delivery route.

After trying to wake the

residents by beating on the windows, he called 911 and jumped into action.

Madill Fire Chief Mike Idleman said firefighters learned that the man and a local police officer who was on night duty had kicked open the door and entered the home to warn the family of the fire.

Inside were an elderly couple in their late 80s, a

female in her 50s and her daughter in her mid-20s.

Idleman said the fire had already reached the attic when the man entered the home and smoke was beginning to fill the house.

Idleman referred to the man who helped the family escape as "the hero of this night."

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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.

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See www.OkPress.com/LSP or contact Mark Thomas at (405) 499-0033 or toll-free in Oklahoma 1-888-815-2672 today!



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Newspaper readers donate items for local food pantry

During the holidays, the Midwest City Beacon and Choctaw Times gather food for their communities.

The two newspapers donate all food items to the Mid-Del Food Pantry.

This year, Midwest City Beacon readers and community partners raised about 530 pounds of non-perishable food items during its sixth annual holiday food drive.

The donations, delivered to the Mid-Del Food Pantry, were valued at \$769.20 and provided 385 meals for families.

"This has been a challenging year for many people and we're thrilled to see this type of support from our readers and community partners," said Jeff Harrison, managing editor of the Beacon.

Newspaper employees

started the food drive in 2015 after learning of the pantry's needs for the holiday season.

Since 2015, the food drive has provided more than 1,300 meals.

The Choctaw Times delivered more than 300 pounds of food to the pantry, which will provide 235 meals at a value of \$469.

Ryan Horton, managing editor, thanked newspaper readers for their support.

"We are blessed to have such generous readers and community partners, especially during the holiday season," Horton said.

The Mid-Del Food Pantry helps fight hunger in the area by providing food to more than 150 families per week. The majority of those families are from Midwest City, Del City and Choctaw.

Christmas card promotion fills backpacks with food for kids

The Enid News & Eagle's annual Community Christmas Card, published on Christmas Day in the newspaper, raised \$11,353 for the Regional Food Bank of Oklahoma's Food for Kids backpack program.

The program provides backpacks full of food for weekends and school breaks to elementary school students who are chronically hungry.

The News & Eagle solicits donations from readers, and all the money raised goes to the Food for Kids program. For \$1 per name, those who donate get their names published on the



Community Christmas Card.

More than 250 separate donations ranging from \$2 to almost \$2,000, were made from churches and organizations.

It takes about \$250 to provide for one entire school year, so the Community Christmas Card donations will provide food for more than 45 children, and it all stays in the county.

Oklahoman announces new leadership

The Oklahoman has named Ray Rivera as its executive editor.

Also named to The Oklahoman's leadership team was Teresa Hicks, who was named market leader.

Rivera, a veteran journalist who has spent his career exposing injustices and holding the powerful accountable, will also serve as the regional editor for the USA TODAY Network's Sunbelt region, which includes Texas, Oklahoma, Colorado and New Mexico.

Rivera is leaving his position as managing editor for the Seattle Times to move to Oklahoma City. He begins his new role Feb. 22.

"I'm thrilled to return to a region I'm passionate about," Rivera said. "Local news is more important than ever, and I am immensely proud to join the hundreds of journalists across Oklahoma, Texas, New Mexico and Colorado who are committed to giving readers what they need to know to navigate their lives, educate their children and hold the powerful accountable."

Rivera joins a team at The Oklahoman focused on digital transformation, reaching underserved readers and reporting on such critical issues as COVID-19 in the state. Among The Oklahoman leaders is Clytie Bunyan, who is currently serving as the interim editor.

Rivera was born in El Paso, Texas, and grew up in Raton, New Mexico, just across the border from Colorado. He began his journalism career as a part-time sports writer at the Carlsbad Current Argus, which



RAY RIVERA
Executive Editor

— like The Oklahoman — is part of the USA TODAY Network. Since then, he's worked as a reporter at the Santa Fe New Mexican, the Salt Lake Tribune, the Seattle Times, the Washington Post and the New York Times.

In 2013, he returned to New Mexico to take over as executive editor of The New Mexican. Under his leadership, the publication won several national awards for investigative reporting and was named Newspaper of the Year by the Local Media Association, a national organization of television, radio and newspaper companies. While in New Mexico, he also founded Searchlight New Mexico, a nonprofit news organization dedicated to investigative reporting.

Rivera returned to the Seattle Times in 2017 as deputy managing editor over investigations and enterprise, and was later promoted to managing editor. He helped lead the Times' coverage of systemic problems with Boeing's 737 MAX that led to two crashes and 346 deaths. The coverage won the 2020



TERESA 'TEE' HICKS
Market Leader

Pulitzer Prize for national reporting along with the George Polk, Gerald Loeb and other awards.

"We're thrilled to bring someone of Ray's journalistic caliber and passion for local news to The Oklahoman and region," said Amalie Nash, senior vice president of local news for the USA TODAY Network. "Journalists often say our mission is to comfort the afflicted and afflict the comfortable, and Ray has spent his career uncovering wrongdoing and finding solutions to the issues impacting the communities he's served."

Bunyan joined The Oklahoman staff in 1989, and most recently has served as director of diversity and engagement since August, focusing on increasing diversity in coverage and audience, and growing digital subscriptions.

She has held a variety of other leadership roles at The Oklahoman, including director of business and lifestyles, and business editor. She was inducted into the Oklahoma Journalism Hall of Fame earlier this year.



CLYTIE BUNYAN
Interim Editor

As market leader, Hicks is responsible for ensuring strong local teamwork and culture.

Known to most as "Tee," Hicks joined The Oklahoman in August 2018 as vice president of sales and marketing. She has worked in media since 1985 and held sales and leadership positions at The Dallas Morning News, Milwaukee Journal Sentinel, Denver Newspaper Agency, Freedom Newspapers and the Las Vegas Review Journal.

Before coming to Oklahoma, she served as senior group publisher for Southeast Arkansas with Gatehouse Media.

Hicks is a native Californian who grew up in Colorado and graduated from Wiley College, a historically Black college in Marshall, Texas. She also holds an MBA from the University of Texas, Dallas.

"My passion is for community and people," Hicks said. "I am ready to roll up my sleeves and get to work to help elevate the goals and ambitions of Greater Oklahoma City and its surrounding communities."

Funk retires as Enid News & Eagle publisher

Jeff Funk, publisher of the Enid News & Eagle, retired Dec. 31.

"After 45-plus years in the daily newspaper business, it's time to wrap up what has been a great career," Funk said.

In addition to leading the News & Eagle and Enid-News.com, Funk has been a senior publisher for the Woodward News and Duncan Banner, publications also owned by CNHI.

Funk joined the staff at the News & Eagle in 2001 as executive editor. He was then promoted to general manager and publisher. Prior to moving to Enid, he worked at the Hutchinson News and Parsons Sun in Kansas, and for three papers in Nebraska: the Grand Island Independent, North Platte Telegraph and Beatrice Daily Sun.

"Journalism has been and continues to be a



JEFF FUNK

great career," Funk said. "In 2020 more than ever before, what we do has been critical. In a year filled with social media misinformation and insults against 'the media,' our 127-year-old news organization has been trusted for reliable, accurate information. People need that."

Funk said that despite the financial challenges faced by newspapers, readership of Enid News &

Eagle products has grown – more than it was pre-pandemic or last year.

"It used to be we'd have one deadline each day, about an hour before the newspaper's midnight press time," Funk said. "Today, with round-the-clock updates online, the news deadline is now, immediately, as soon as we can confirm the facts or post a photo or video," Funk said.

Funk is also active in community activities, serving as a board member or officer of the Greater Enid Chamber of Commerce, Cherokee Strip Community Foundation and Enid United Way.

He has been a board member and president of the Oklahoma Press Association, and also served on the Journalism National Advisory Council at Kansas State University, where he earned a degree in 1975.

Funk said he was proud of the ways the newspaper's about 100 employees and contractors support the community.

"In addition to the volunteer each of us do, the newspaper raises more than \$10,000 each year for local charities," he said.

Funk and his wife, Lynn-De, will continue to live in Enid.

"We will continue to be involved in church and community activities," Funk said, "now with a little more time."

Funk was recently appointed to a five-month term as interim City Commissioner for Ward 6.

"It was something I couldn't really contemplate while I was employed, but after retirement, it looked like it'd be a good fit to devote a little bit of public service," he said.

Get more eyes on your ads with these design tips

BY JOHN FOUST
Raleigh, NC

Want to get more eyes on your ads? Let's take a quick look at some ad design tips:

1. Keep things simple and uncluttered. The four basic elements of a print ad are (1) headline, (2) illustrative element, (3) body copy and (4) logo. When they are arranged in a way that is easy to follow – and when there are no unnecessary images – the ad is more likely to be noticed.

2. Use easy-to-read line breaks in headlines. A line break is where one

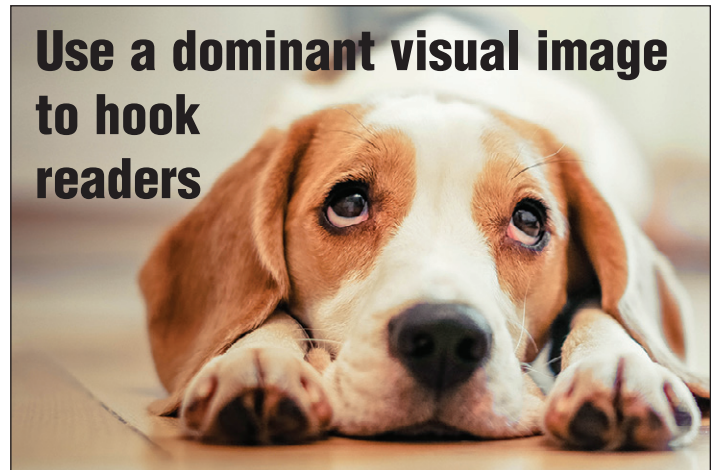
line ends and the next line begins. Since readers naturally pause for a split second at the end of a line, the break should be placed to look visually correct – and sound right in the mind. Here are two headlines. The second one works better.

**Save
big on ceiling
fans**

**Save big
on ceiling fans**

3. Use a graphic hook. A dominant visual element stands out on the page or on the screen. If an ad fea-

**Use a dominant visual image
to hook
readers**



tures a number of illustrations or photos, make one considerably larger than the others. Don't hesitate to make the image so large that it bleeds off the edge.

4. Use white space. Like a room with furniture which is placed too close together, a crowded ad

See Design Tips, Page 7

Lawton Constitution photographer retires

Long-time Lawton Constitution photographer Michael Pope has retired. His last day at the newspaper was Dec. 18, 2020.

Pope took his first photograph for The Constitution on Dec. 7, 1989. Since then he has been a regular at Lawton Public School sporting events shooting basketball, football and baseball games. He has photographed countless parades, festivals, graduations and everything in between. The thousands of photographs he has taken all share a common theme – the people of Southwest Oklahoma.

His first published photo, of a soldier catching his breath after physical training, appeared in the Fort Sill Canoneer in 1975 when he was stationed at Fort Sill. His time in the military was when he received his first training in photography.

In his more than 40 years on the job, Pope has seen a lot of changes in the newspaper industry and photography. One thing he said hasn't changed, even with the transition from film to digital photography, is telling a story with the images he takes.

"Keeping it simple, and letting things happen in front of you is key," he said. "There's no substitute for the simplicity of truth and if you make things complicated, you get lost in what you're trying to do, as opposed to just letting the moment happen."

Pope said he plans to travel and may start a lawn care business with his grandson, but as far as putting up his cameras for good, he's not sure about that.

"I want to get to the point where I don't stop what I'm doing when I hear a siren going off and won-



Longtime Constitution photographer Michael D. Pope holds up his retirement gift from The Constitution staff. Pope retired after more than 30 years at The Constitution.

Photo by Chris Wilson, The Lawton Constitution

der where they're going or if I should get my camera and follow them," he said. "I want to watch life pass by me through my own eyes rather than a viewfinder."

Pope is a Vietnam-era veteran with more than 40 years in photojournalism.

He graduated from East Central University in 1981 with a Bachelor of Arts in Communications. He began his career at the Ada Evening News in 1979 as a photographer before joining The Lawton Constitution in 1989.

Design Tips *Continued from Page 6*

doesn't provide enough room to navigate. In addition to giving readers some walking room, white space can be a powerful graphic hook.

5. Don't use distracting borders. It's what's inside the border that counts. The border shouldn't become an extra element.

6. Use all-caps sparingly. There are two times to use all upper-case characters: (1) in short words in a short headline or (2) in a proper name, like IBM, BMW or NHL.

7. Use readable fonts. Trendy styles can be diffi-

cult to read. It's best to stick with traditional fonts. Generally speaking, serif fonts are more legible in lengthy body copy and bolder sans serif fonts are fine for headlines.

8. Put the logo at the bottom right or bottom center. Resist the temptation to place the logo at the top. Because we read from top to bottom and from left to right, an ad's logical ending point – the spot for the logo – is at the bottom right or center.

9. Use relevant illustrations and photos. Pictures must be meaningful and

should clarify the headline. The best illustrations show the advertised product in use or demonstrate a benefit.

10. Set body copy flush left. Ragged left text is nearly impossible to read, because readers are accustomed to starting each line at a consistent left margin. Justified copy blocks are problematic, as well, because they create wide spaces between some words.

11. Use color with restraint. Research shows that color helps ads stand out. But don't overdo it. Too

much color creates clutter. You've probably seen ads that look like an accident in a crayon factory. That's no way to appeal to readers.

12. Stay away from reverses. It's not a good idea to use white images and words on a dark background. Readers are accustomed to dark print on a light background. Make it easy for them.

© 2020 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. E-mail for information: john@johnfoust.com.

OG&E PHOTO CONTEST



Chandler Lion Jarin Greenfield exults after a play in the Lions' win over Bridge Creek.

Photo by CHELSEA WEEKS, Lincoln County News, Nov. 5, 2020

NOVEMBER 2020 DAILY WINNER:

KYLE PHILLIPS
The Norman Transcript

NOVEMBER 2020 WEEKLY WINNER:

CHELSEA WEEKS
Lincoln County News

The November 2020 contest was judged by a member of the Oklahoma Journalism Hall of Fame.

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OU's Shane Whitter (35) stops Kansas quarterback Jalon Daniels as he tries to leap over the OU defense during the Sooners' game against Kansas, Saturday, Nov. 7, 2020, at Oklahoma Memorial Stadium.

Photo by KYLE PHILLIPS,
The Norman Transcript,
Nov. 8, 2020



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Sports writer takes first dose of vaccine

Joey Goodman, longtime sports writer and former sports editor for The Lawton Constitution, had no reservations when it came to taking the COVID-19 vaccine.

On January 4, Goodman rolled up his sleeve to receive his first vaccine from the Comanche County Health Department.

Goodman's life was changed by the polio epidemic. As a child, he spent 85 days in the polio ward at Comanche County Memorial Hospital. Although he has no memory of the experience, it taught him never to neglect the protection of a vaccine.

Goodman said he had no reservations about the Moderna vaccine he received. His son, Russell, is a hospital pharmacist and has complete confidence in the science, Goodman said.

As Goodman waited in line, he thought of those he knew whose lives have been shattered by the virus.

A friend who spent 88 days on a ventilator before eventually passing.



Longtime Constitution sports writer and former editor Joey Goodman gets his first dose of the COVID-19 vaccine from Caddo-Kiowa Technology Center nursing student Aubrey Sandt at a vaccine clinic for 65 and older.

Photo by Chris Wilson, The Lawton Constitution

A basketball coach who caught COVID-19 and spent months recovering. Goodman's all-time favorite teacher and fellow church member who he learned

died just before entering the building for his shot.

"I did my part, now it's time for others to do the same," Goodman wrote in a column about getting the

vaccine. "... take the simple steps to sign up and then go pull up your sleeve and take a big step toward a brighter future for all of us."

ATTENTION

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DEATHS

CLAY W. ALLEN, longtime sports writer and photographer for the Wagoner County-American Tribune, died Dec. 30, 2020, of COVID-19.

Allen, 74, was born in Goldsboro, N.C., on Feb. 29, 1944. He married his wife, Marilyn Kathleen Pogue, on March 21, 1964.

Allen began his career with the Bartlesville Exam-

iner-Enterprise in 1966, and then went to work at Oklahoma State University-Okmulgee Technical Institute as a technical writer and photographer, where he created a degreed photography program. During that time, he also operated a photography studio business in Okmulgee and covered high school sports across Okmulgee County.

After more than 34 years at OSU, he retired and moved his professional photography business to Broken Arrow. Allen began teaching photography at Tulsa Technology Center in 2003. He retired from TTC a few years ago but remained active as a substitute instructor while continuing his work for the Coweta American and Wag-

oner County American-Tribune.

In 2015, Allen was honored during a halftime ceremony at Coweta's Tiger Field in recognition of his 50th year of covering Oklahoma high school sports.

Allen is survived by his wife of 56 years, Mary Kay Allen; daughter Melissa Adam; son Scott Allen; and four grandchildren.

HALL FRANKLIN DUNCAN, a former professor at the University of Oklahoma, died Nov. 30, 2020. He was 96.

Duncan taught advertising, design and cartooning for 17 years at UCO. He was also a children's author and illustrator.

Born Jan. 27, 1924, in Oklahoma City, Duncan joined the Army and fought in WWII, receiving a Purple Heart, Bronze Star and the Combat Infantryman's Badge.

In 1950, he married Margaret Louise Sherk. They had four sons.

His publications in the U.S. include 14 illustrated books for children and retirees.

Duncan received the Governor of Oklahoma's Arts Award for his lifetime dedication to educating and entertaining children. He also was awarded a PhD by

the University of Witwatersrand in Johannesburg.

Duncan is survived by his sons: Daniel, Franklin, Bruce and Douglas; business partner Victor Driver, Sr.; and many grandchildren and great-grandchildren.

ROBERT LYLE HOLDING, who once worked at The Daily Oklahoman, died Dec. 22, 2020. He was 90.

Holding was born Aug. 9, 1929. He grew up in

Tipton, where his parents owned the local newspaper.

Holding graduated from The University of Oklahoma with a degree in journalism. After a stint in the

Air Force, he worked for The Daily Oklahoman until he was offered a job in sales at KWTW. He retired from KWTW after 30 years as sales manager.

He is survived by his wife of 56 years, Jolene; son Scott; daughter Kristyn Lyle Hullender; and four grandchildren.

JOHN BENNETT PICKENS, who had a career in advertising at The Oklahoman, died Jan. 3, 2021, due to complications from COVID-19. He was 73.

Born Feb. 10, 1947, in

Ardmore, Pickens attended The University of Oklahoma and Oklahoma City University, earning a degree in journalism.

He began his advertising career at The Journal

Record and Oklahoman, and then went to work for a magazine and radio station. He then returned to The Oklahoman as an account executive in the classified advertising department.

During his career he won several top sales awards.

Pickens is survived by his partner John Skinner; two daughters, Jennifer Wright and Katie Kite; and five grandchildren.

Remembering our friends & colleagues who died the previous year

Wayne L. Caldwell
Dec. 12, 2019

Jerry Ray Pogue
Dec. 11, 2019

Chelsea C. Cook
Jan. 20, 2020

George Edgar Gurley
Jan. 18, 2020

Thank you for donating to the OKLAHOMA NEWSPAPER FOUNDATION

Fritz & Karen Wirt in memory of Jack Lancaster and Charlie Engleman

Dotty Oelkers in memory of Jim Mayo

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

Oklahoma Newspaper Foundation, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499

US Department of Labor Final Rule clarifies independent contractor rules

In its final days the Trump Administration Labor Department has issued new regulations for determining when individuals are considered independent contractors rather than employees.

Under the Fair Labor Standards Act (FLSA) employers are required to pay at least minimum wage to employees and provide overtime pay for work done on the employer's behalf in excess of 40 hours each week.

Independent contractors are in business for themselves and not eligible for the FLSA compensations. The distinctions between the two have been blurred by many years of regulations and court interpretations.

The Final Rule considers whether a worker is in business for himself or herself (independent contractor) or is instead economically dependent on an employer for work (employee).

The rule identifies two "core factors":

- The nature and degree of the worker's control over the work.
- The worker's opportunity for profit or loss based on initiative, investment or both.

The Department of Labor says it is emphasizing these factors "because they are the most probative of whether workers are economically dependent on someone else's business or are in business for themselves."

Three additional factors also were identified, though they are less probative than the core factors:

- The amount of skill required for the work.
- The degree of permanence of the working relationship between the individual and the potential employer.
- Whether the work is part of an integrated unit of production.

A legal update published

by Seyfarth Shaw says that it remains to be seen whether President-Elect Joe Biden's administration will permit the final rule to take effect on March 8, 2021, whether it could be rejected under the Congressional Review Act and whether certain state attorneys general might seek an injunction against the rule.

Camille Olson of Seyfarth Shaw, who also serves on the America's Newspapers board of directors, said that newspaper newsroom relationships with freelancers are cited as indicative of the independence of the worker on the last two pages.

The new guidance cites examples, including two from the newspaper industry:

- An editor who works part time from home reviewing articles and laying them out, making assignments and coordinating with other editors, is likely an employee

because she is integrated into the operation and does work similar to that of employees;

- A writer who also works from home, does 2-3 stories a week, which the newspaper may accept or reject, never makes assignments to others and is segregated from the rest of the operation, is likely a contractor.

The guidance points out that working from home is not relevant to the classification.

Olson noted that the Final Rule will not affect newspaper carriers, as there is a special exemption in this law for anyone who delivers newspapers or shopping news to the ultimate consumer.

The Labor Department's new rules are available to review at <https://tinyurl.com/y4p6x6qy> (www.federalregister.gov/documents/2021/01/07/2020-29274/independent-contractor-status-under-the-fair-labor-standards-act)

Newspapers celebrate anniversaries, receive honor

CHELSEA REPORTER

The Chelsea Reporter began its 125th year of publication with the Dec. 31, 2020, edition.

The Reporter has had several owners during its 125 years. In the late 1930s the A.J. Herring family moved from Muskogee to Chelsea and purchased the weekly newspaper. When A.J. died, his son, Robert Herring, took over the

newspaper and continued at its helm until his death in 2004. John and Linda Lord now own The Chelsea Reporter.

OKEMAH NEWS-LEADER

The Okemah News Leader is celebrating 100 years of publication.

To celebrate 100 years of service, the paper will be featuring history and memorable moments over

the years and decades from those who have played an integral role in bringing the community important news.

The News Leader is owned by Roger and Pamela Thompson, who purchased the paper from Guy and Joyce Mason in September 2008.

HARPER COUNTY JOURNAL

The Laverne Area Cham-

ber of Commerce recognized the Harper County Leader as the Business of the Month for December.

Owners Steve and Kayla Williams purchased the newspaper on Jan. 2, 2020.

"We are very grateful to Steve and Kayla Williams and their dedication to providing Laverne with a great source of news," the chamber wrote in a release.

Consolidate devices with gadgets; don't forget virus protection



Computer Notes

from the road
by Wilma Newby
wnewby@okpress.com

With workloads at newspapers changing so much in the last year it's time to look for more efficient ways to organize the work environment.

One suggestion is to utilize unused monitors. Move the largest ones to workstations where layout is being done. Even more efficient is a double monitor workstation. Run email and notifications on the smaller monitor and do layout work on the larger one.

If one person is now doing two jobs on two different computers, why not set up one keyboard and mouse, and even one monitor to run both machines? By simply pushing a button that person can be on the other computer.

Most Macs support a dual monitor setup with an adapter. Many newer Windows computers work this way if they have an independent graphics card.

Look on the computer for ports such as a mini display, HDMI or VGA port. We now have very fast USB-3 type A and C ports on many laptops. These more powerful ports can run adapters for extra monitors, keyboards and mice.

To find out what ports are available on the computer, take a photo of the ports and any identifying information on the back or side of the computer. If it's a PC, do an internet search with the information you found. Look for the manufacturer's website for information about what ports are on the computer and if the graphics card will support another monitor.



On a Mac, go to the "Go" menu on the desktop, pull down to "Utilities" and look for "System Information." Look for information on USB on the left. Is it USB3 or Thunderbolt? If there is a port like that on your Mac it will run an external monitor. Some Mac Minis even have an HDMI port for an extra monitor.

Once you know the machine will work with an extra monitor, look on the back of the monitor and see what ports are available.

VGA and HDMI are the most common. Now it's off to the internet to look for a cable to make it all happen.

A single cable is the cheapest way to go but if the computer has a limited amount of ports, like a laptop, look for a USB3 hub that will let you do more – like add a fast Ethernet port, card reader or just extra USB ports to plug in extra devices. Multi port hubs start at \$20 and go up from there. Look at self-powered hubs because they don't use the computer's power to work.

If you're using Amazon for comparisons look for thousands of reviews, not just a few. Also look at BestBuy, Other World Computing and Newegg sites; they have good descriptions of the products. Bigger name brands will have more reviews and a better track record. Some good names are Belkin, AUKEY, j5create, Iogear and Anker. Use words like docking stations, switches or hubs in the searches while researching.

Switches and hubs are names that are interchangeable. KVM switches will switch both the mon-

itors and the keyboard/mouse but so will many of the bigger hubs. Read the descriptions carefully for exactly what the device is capable of.

VIRUS PROTECTION

This is an important year to look at having full virus protection on all the computers in your office.

I understand that money is tight so my choices this year are all based on budget and best coverage.

I have read on many sites that ransomware will become a much worse problem in 2021. Most free anti virus solutions do not cover it.

Look at these top anti-virus solutions to cover your computers.

There is general agreement that Bitdefender Premium Security is perhaps the best coverage for all devices at your office.

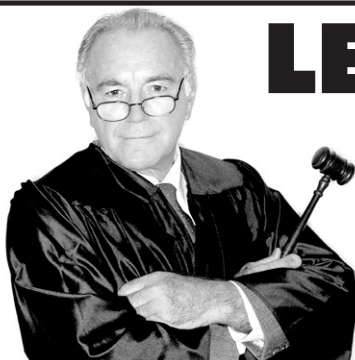
For \$59.99 a year, it covers 10 devices – Mac, Windows, Android and iPhone. Great ransomware protection with some of the best antivirus around.

Kaspersky Total Security comes up as a winner on almost all sites. Covers 10 devices for \$74.99, five for \$49.99.

It covers what we need with banking security and its own VPN that encrypts everything sent and received over it.

Norton is wonderful software but more expensive. Five devices can be covered for \$99.49 per year. Norton is now a part of LifeLock identity protection.

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.



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

Five students receive OPA-OSU scholarships; ONF's Breeden OU scholarship recipient named

The Oklahoma State University College of Arts and Sciences recently announced the recipients of the 2021 OPA-OSU Endowment Fund scholarships.

The OPA-OSU Print Journalism Endowment Fund trust was created on Nov. 21, 1984, to support print journalism programs associated with Oklahoma State University's School of Media & Strategic Communications. Seed money for the fund came from a \$100,000 donation to the OSU journalism school from Paul Miller and was matched by members of the Oklahoma Press Association.

Recipients of the OPA-OSU scholarships are Benjamin Hutchens, Samuel Hutchens, Jennifer Maupin, Ryan Novozinsky and Sudeep Tuma.

The five OSU students have all worked at the O'Colly, OSU's student publication.

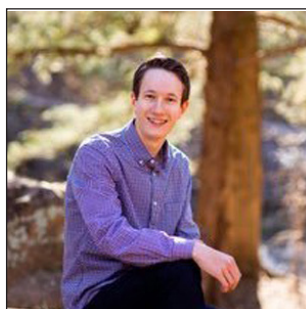
Benjamin Hutchens is a sophomore from Guthrie, Okla., majoring in Sports Media. The scholarship has enabled him to continue his goal to graduate college debt free, he said.

"The scholarship money will allow me to pursue my dream job of becoming a sports broadcaster without having to get a second job in order to pay off debt from college," said Hutchens.

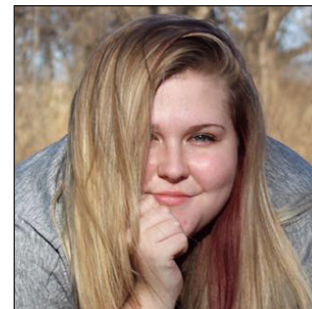
Samuel Hutchens is also a sophomore from Guthrie majoring in Sports Media. He said he chose to attend OSU because he knew it



BENJAMIN HUTCHENS
OPA-OSU Scholarship



SAMUEL HUTCHENS
OPA-OSU Scholarship



JENNIFER MAUPIN
OPA-OSU Scholarship



RYAN NOVOZINSKY
OPA-OSU Scholarship



SUDEEP TUMA
OPA-OSU Scholarship



ARIANI FIFE
ONF Breeden OU Scholarship

was the best college to pursue a Sports Media degree.

The scholarship has enabled him to get "an amazing opportunity to pursue my goals at the perfect university for me," he said.

Jennifer Maupin is a senior from Tulsa majoring in Multimedia Journalism who said she became interested in journalism through her experience in debate in high school.

"This scholarship has lifted a great weight off of my shoulders," Maupin said. "Because of you, I am able to breathe a little bit easier this year and I wish I could articulate how grateful I am for that," Maupin said.

Ryan Novozinsky is also majoring in Sports Media at OSU. He is a junior from Stillwater.

Novozinsky said he

"loves contributing for the O'Colly as the Editor in Chief."

"I was overwhelmed with joy after finding out I got this scholarship," Novozinsky said.

Also majoring in Sports Media is Sudeep Tuma, a junior from Princeton, New Jersey. Tuma said he got into this major not only for his love for sports, but also his analytical knowledge for the game.

"This scholarship will keep me motivated to work hard while making my life a little bit easier," Tuma said.

Also announced was the recipient of the ONF-OU Breeden Scholarship.

The Bob and Marion Breeden University of Oklahoma Journalism Student Aid Fund Scholarship was created in 2006

by a memorial donation from the Breeden family to the Oklahoma Newspaper Foundation. Each year the foundation awards one \$1,000 scholarship to an upper-class student enrolled at The University of Oklahoma. This year's recipient is Ariani Fife.

Fife is a junior journalism student at the University of Oklahoma.

As summer editor-in-chief of the OU Daily, she managed a staff of about 25 reporters, photographers, designers, copy editors and a videographer.

Fife said the Daily staff "work to stay on top of news that affects OU and our state, and we also produce three feature publications."

This fall she will serve as the assistant news managing editor at the Daily.

WORTH MENTIONING

Cordell Beacon face mask winners, pet selfie contest

The Cordell Beacon is asking readers to take a selfie with their pet for an opportunity to win a prize.

Beacon editor and general manager Thomas R. Martinez said everyone at the Beacon office loves their pet so much that they decided their January photo contest should be about pets.

Whether the pet is a cat, dog, horse, bird or something else, The Beacon wants to see those selfies. Bonus points will be given for creativity and group photos are allowed.

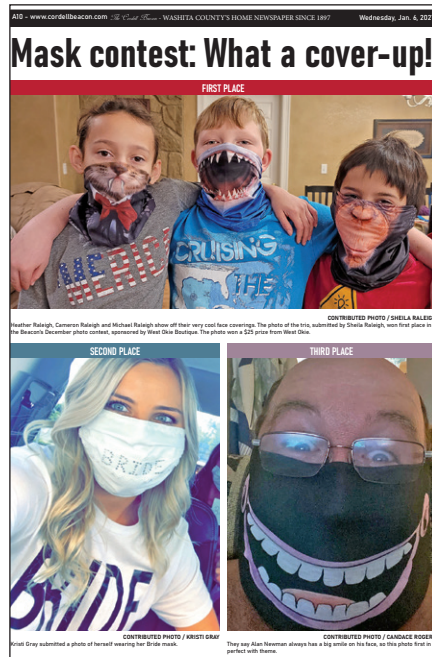
The best photos will be published in The Beacon in February.

The photo contest is sponsored by a local boutique, which will present the winner with a \$25 gift card.

Last month, The Cordell Beacon's photo contest was all about masks. Readers were asked to send in a photo of their most colorful or creative face mask.

Martinez featured the photos on a full page in the January 6 edition.

The results were so much fun we thought you would like to see them.



Enid News & Eagle asks students to Design an Ad

The Enid News & Eagle is promoting its annual Design an Ad Contest.

Students are encouraged to pick their favorite local business and create an advertisement in a template provided in the newspaper.

Winners will be featured in a special section on January 31, 2021. Prizes will be awarded to all winners in various grades.

Calling all future advertising executives and future graphic designers! Grades 2nd- 5th!

Announcing the Enid News & Eagle's annual Design an Ad Contest. Students are encouraged to pick their favorite local business and create an advertisement for them in the template below. They should draw the ad in pencil first and then go over it with a black felt tip marker. Selected ads will be published in a special section on Sunday, January 31, 2021. Winners will be chosen from each grade and prizes will be awarded!

Submissions will be due Tuesday, January 5, 2021 by 5:00 p.m.

Name: _____

Age: _____

School: _____

Teacher: _____

Business Name: _____

Grade: _____

Contact Number: _____

Here are a few example category businesses that you may choose from. You are certainly not limited to this list. You may design an ad for any business of your choosing!

Auto Repair Shop, Bank, Car Dealership, Carpet & Tile Store, Chamber of Commerce, Clothing Store, Coffee Shop, Doctor's Office, Electrician Company, Electronics Store, Eye Doctor, Farm Supply Store, Florist Restaurant, Floral Shop, Hardware Store, Hospital, Insurance Company, Jewelry Store, Museum, Music Store, Nursing/Retirement Home, Pet Store, Pharmacy, Plumbing Company, Radio Station, Supermarkets, Tire Store, Toy Store, Veterinarian's Office, Video Game Store, Wrecker Service... and more!

January 7, 2021 5:46 pm /

Seminole Producer offers free funeral service to those who plan to drink and drive on New Year's Eve

The Seminole Producer recently celebrated the 34th anniversary of its annual contest offering a free funeral observance. The premise is that anyone who plans to drink and drive on New Year's Eve can fill out the contest form. If they die in a drunken accident, they get a free no-frills funeral.

Former Publisher Ted Phillips started the promotion in 1986. The dark, humorous campaign has produced international attention and has been published in newspa-



pers from Florida to Sweden. Both former publishers Ted and Stu Phillips were interviewed on television and radio nationwide.

The Producer has never had to pay for a funeral and only a few application forms have ever been received.

Publisher Mike Gifford said the free

funeral promotion continues to be timely.

"There may be kids drinking and driving today that weren't even born when this started 34 years ago," Gifford said.

Newspapers share content

Glen Miller, sports editor for the El Reno Tribune, wrote in a recent column that community newspapers have been sharing content at a greater level due to the COVID-19 pandemic.

Miller said there have been front-page stories in the Tribune from both the Yukon Review and Yukon Progress.

It's not only the front page, said Miller. For more than a year the Tribune has been sharing sports stories with the Yukon Review.

"It's the spirit of sharing, as long as everyone in our industry is willing to jump on board, that will carry community newspapers past the pitfalls of this pandemic," said Miller.

Readers asked to identify masked medical workers

Here's a fun way to showcase medical heroes in your community.

The idea for this one came from the Cordell Christian Home, said Thomas Martinez, editor of The Cordell Beacon.

The full-page ad encourages readers to identify the heroes behind the masks.

"It's a good idea and we want to use it in other applications, where it applies," said Martinez. "We've heard nothing but positivity about the ad!"

WHO'S THE HERO BEHIND THE MASK?

Can you guess who OUR masked SUPERHEROES are? Give the office a call and give it your best guess.

PRIZES UP FOR GRABS!

Call today! (580) 832-3371



Help Us Say "Thank You" to Our Frontline Staff. Our patients need us now more than ever, and our frontline workers are stepping up to the challenge. From our nurses, doctors, and entire clinical staff... to the many different operations, facilities, and support staff... they're showing up every day for our patients.

CORDELL CHRISTIAN HOME
1400 N. COLLEGE ST., NEW CORDELL, OK 73632
(580) 832-3371

OPA board meets by conference call

The Oklahoma Press Association Board of Directors met by conference call on Dec. 10, 2020.

Officers attending were President Mike Strain, Tulsa World; Vice President John Denny Montgomery, The Purcell Register; Treasurer Jeff Mayo, Sequoyah County Times, and past president Ray Dyer, El Reno Tribune.

Directors attending were Mark Millsap, The Norman Transcript; Zonelle Rainbolt, Wesner Publications; Don Mecoy, The Oklahoman; Shauna Belyeu, The Eufaula Indian Journal; Sheila Gay, Woodward News, and Suzie Campbell, Countywide & Sun.

Staff attending was Executive Vice President Mark Thomas and Membership and Meetings Director Christine Frank.

After calling the meeting to order, Strain asked the board to review minutes of the Oct. 15, 2020, meeting. The minutes were approved as presented.

Board members reviewed and acknowledged receipt of financial statements for OPA and LSP for the period ending Nov. 30, as well as investments reports.

CONTEST FEES WAIVED

Due to the difficulty of the year for OPA members, Thomas proposed waiving contest entry fees for the 2020 Better Newspaper Contest in an effort to recognize member newspapers' work and to encourage participation in the contest and attendance at the OPA Convention. The motion passed unanimously.

RCFP UPDATE

In an update on the Reporters Committee for Freedom of the Press (RCFP), Thomas said KatieBeth Gardner has been hired as the Oklahoma legal counsel. Gardner is now consulting with partners in the Oklahoma Local Legal Initiative to set priorities for the next two years.

Thomas also reported on the Legal Services Plan, which is going through a transition due to the retirement of Mike Minnis and death of David McCullough. The lead attorney for LSP now is Doug Dodd of the Doerner Saunders Daniel & Anderson law firm's Tulsa office. Michael English and Anna Sanger have also been assigned to the LSP team.

VISION 2025

In a report on the OPA Vision 2025 project update, Thomas said the focus of OPA over the next five years will be lobbying efforts, Legal Services Plan, industry promotion, advertiser relations and advertising sales training. Other priorities include legal notice training, a printed version of the Oklahoma Publisher, assistance on selling digital subscriptions and staff availability to members.

In reporting on the Government Relations Committee activities, Thomas said the deadline to file bills was Dec. 11. Thomas is reviewing all bills by title of law to identify those that will need to be watched as they develop.

OPS BOARD MEETING

During the Oklahoma Press Service conference call, board members approved minutes of the Oct. 15, 2020, meeting.

Financials for OPS were presented and although revenue forecast for the next two months is poor, advertisers have indicated renewal of orders starting in February, Thomas said.

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OKLAHOMA NATURAL GAS CONTEST WINNERS

CONGRATULATIONS TO THE NOVEMBER WINNERS

Column: **ART HADDAWAY**, *Owasso Reporter*

Editorial: **DEE ANN PATTERSON**, *The Lawton Constitution*

NOVEMBER COLUMN WINNER

ART HADDAWAY, *Owasso Reporter*

Taking inspiration from a Black man who befriends white supremacists

I recently watched an inspirational video about a Black man who has devoted his life to breaking down the walls of racial divide by befriending members of the Ku Klux Klan.

Daryl Davis started attending KKK rallies in the mid-1980s, where he would stand and listen to the group's speeches and observe their rituals. After many of the meetings, he would approach different Klansmen, shake their hands and join them for dinner on the grounds of the rallies.

There, they would engage in meaningful conversations about their differences, with Davis asking questions, taking notes and even sharing a laugh or two with the members.

In the video, broadcast by TEDxNaperville, Davis shares his experiences with a large crowd, and highlights the importance of approaching difficult discussions with a mutual regard for other people's worldviews.

"Respect is the key, sitting down and talking, not necessarily agreeing, but respecting each other to air their points of view," he tells attendees. "Take the time to sit down and talk with your adversaries; you will learn something, and they will learn something from you."

Davis' efforts to connect with those who rallied against him led the longtime R&B and blues musician, activist and author to establish a personal relationship with KKK Imperial Wizard Roger Kelly at the time. From there, the two became close friends, and Kelly eventually left the Klan and gave Davis his robe.

Davis claims to have been directly responsible for collecting between 40 and 60 robes from former Klansmen, which came as a result of his willingness to simply listen, ask questions and engage with them.

"When two enemies are talking, they're not fighting," Davis says in the video. "It's when the

talking ceases that the ground becomes fertile for violence, so keep the conversation going."

It goes without saying that the challenges of this year have led to an upheaval of racial and political divide, the likes of which many of us have never seen before. From rioting in the streets to hateful discourse on social media, our nation is growing more polarized with each broken store window and offensive Facebook post after the next.

Our focus has shifted to glaring at someone's mask — or lack thereof — rather than what's in their eyes. We spend our time rebuking others for how they voted instead of asking them why they did. Assuming the worst about our adversaries rather than wishing them the best has become commonplace.

Instead of inciting violence or eliciting an angry response, perhaps our best course of action during this turbulent time is to take a page out of Davis' book and invest in those who don't share our same worldview — especially those we haven't even met.

Davis said it best in his TED talk, referencing the first time he experienced racism at an early age: "It was inconceivable to me that someone who had never laid eyes on me, never spoken to me ... would want to inflict pain upon me for no other reason than the color of my skin."

His lack of understanding at the time could have led him down a path of pain and resentment. However, he chose to embrace a life of compassion and understanding, which he used as a way to later convert the very same people who persecuted him. It's time to listen, ask questions and take notes.

It's time to be willing to hear others' opinions before declaring our own. It's time to learn and grow together. Davis did, and he was faced with insurmountable odds. What's our excuse today?



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

The November 2020 Oklahoma Natural Gas Column and Editorial Contest was judged by a member of the Oklahoma Journalism Hall of Fame.

1. Each month, send a tearsheet 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 news@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.

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.