

State newspapers face difficulties during winter storms, but rise to the challenge

The arctic blast that swept into Oklahoma in February brought snow and plunging temperatures to the state.

As citizens braced for rolling power blackouts, busted pipes and snow-packed roads, community newspapers made plans on how to get the newspaper out.

We asked OPA member newspapers to tell us how they made it through the record-breaking temperatures. Here are their stories.

THE CARNEGIE HERALD

Faced with the approach of a historic storm and a nearly hour drive to Clinton to print, The Carnegie Herald made the decision to put out a rush edition, said Lori Cooper, co-publisher of the weekly newspaper.

"We printed on Friday instead of our usual Tuesday. We had everything covered except the District Basketball Tournament," Cooper said.

"We were so glad that we did! We stayed open during the winter storm and I

See Snowstorms, Page 4



Photos of the historic snowfall filled pages of Oklahoma newspapers. Above is the Kiowa County Courthouse in Hobart, Okla., during a heavy snow.

*Photo by Todd Hancock,
Hobart Democrat-Chief*



At left, Washita County employees help clear Main Street in Cordell.

*Photo by Donald Cooper,
The Cordell Beacon*

2 OPA President Mike Strain writes about the OPA contest and convention plus review of a book that might help you set priorities.

3 OPA Nominating Committee makes recommendations for 2021-2022 officers and directors.

9 People on the move, including new editor at The Norman Transcript and two new general managers at Reid Newspapers.

11 OPA Computer Consultant Wilma Newby breaks down all the ways for you to sign those PDF documents.

From the President

By Mike Strain, Tulsa World
OPA President 2020-2021



*OU, Arizona State
journalism schools
partner to serve
Native American
communities*

The University of Oklahoma Gaylord College of Journalism and Mass Communication and the Walter Cronkite School of Journalism and Mass Communication at Arizona State University are partnering to expand coverage of Indigenous communities.

Students from Gaylord News and Cronkite News will publish stories on both news organizations' websites, share story ideas and pair up students to cover developing news stories.

Students share a newsroom in ASU's new Ambassador Barbara Barrett and Justice Sandra Day O'Connor Washington Center, located three blocks from the White House, from which they cover national news about Indigenous issues.

Both news organizations will distribute student work to more than 100 partner news organizations across the country. These media outlets will have access to stories from both Cronkite and Gaylord students.

Gaylord College and the Cronkite School each have prioritized coverage of Native American communities and issues through reporting programs and classroom teaching.

"This collaboration between the Gaylord News program and our friends at Cronkite will provide badly needed coverage of Native American communities in Oklahoma and Arizona, as well as nationally," said Ed Kelley, dean of the Gaylord College.

A few thoughts on a windy March day...

Overcoming tough circumstances: I will gladly take windy March days over sub-zero February days. In this edition of the Publisher, you'll find five pages that share experiences from around the state. They show how people overcame problems that come with butt-deep snow drifts and cold so severe it freezes pipes and turns a runny nose into an icicle (both happened to me).

I probably sound like a cheerleader in some of these columns, but I don't think I will ever stop admiring the work at newspapers all over the state. It's not an easy job on the best days. And on the hardest ones, people turn their dedication up even higher.

Contest and convention time: The University of Oklahoma recently announced some big news about football season. In a letter sent by the university, Athletic Director Joe Castiglione wrote: "... for now, we are working under the assumption that the stadium will be full."

The key words in that statement are "for now," and I can relate to that sentiment. Right now, OPA is planning its annual convention, which will be June 11-12 in Oklahoma City. We're working under the assumption we will have an in-person annual convention. The education and awards committees had recent meetings. Several topics were discussed, including convention sessions and contest entries.

As you may remember, the OPA Board recommended making contest entries free this year. Since then, entries have arrived, and the total is the highest in the last three years.

There were 70 papers that entered, and they combined for 1,375 entries this year. The entries eclipsed the number in 2019 (1,345) and 2018 (1,326). The number of papers is comparable to those years. In 2019, there were 74 and in 2018 there were 75.

The number of COVID cases are declining and more and more people are getting vaccinated. My hope is that the trends will keep heading the right direction and the convention will be much like we remember it in a pre-COVID era that seems like a lifetime ago.

Interesting read: A few weeks ago, my wife recommended a book called "Essentialism: The Disciplined Pursuit of Less". The book, she said, might help me do a better job of setting priorities. Maybe she had noticed I scramble from task to task, often meeting myself coming and going. Sound familiar?

My response: I don't have time for a book! (OK, I may have said something like: That sounds pretty good. I will listen to it.) I'm glad I did, because author Greg McKeown has some interesting observations and suggestions.

The short version: Making priorities takes focus and it can be a difficult process. After all, when you prioritize something, it means you might have to stop doing something else. McKeown offers practical advice on how to set priorities and issued a warning that caught my attention: If I don't set my priorities, they will be set for me by someone else or by the universe.

If you're someone like me, it could be a helpful book... if you have the time.

Enid News & Eagle forms community advisory board

The Enid News & Eagle is establishing a community advisory board and asking its readers and community members to become a part of what they do.

Cindy Allen, publisher

of the News & Eagle, said the community advisory board will add a layer of individuals who can help them with good story ideas and perspectives on issues

that matter to Enid and Northwest Oklahoma.

"This board will not be a large one," Allen said. "However, we will occasionally seek new members as time goes by."

OPA Nominating Committee recommends slate of officers, directors for 2021-2022

The OPA Nominating Committee met at the OPA Building on March 4 to discuss the slate of officers and directors for 2021-2022.

The seven-member committee is composed of the six most recent OPA past presidents who are still active as newspaper executives and the current OPA president.

Committee members in attendance were OPA President Mike Strain, Tulsa World; Nominating Committee Chairman Ray Dyer, El Reno Tribune; Jeff Mayo, Sequoyah County Times, and Rod Serfoss, Clinton Daily News.

Rusty Ferguson, Jeff Shultz and Brian Blansett were unable to attend.

The committee reviewed the OPA By-Laws, Nominating Committee structure, board policies regarding board service, and the

board positions to be filled by the committee.

After discussing possible candidates, the committee recommended the following slate of officers and directors for the year beginning July 1, 2021.

John Denny Montgomery, co-publisher of The Purcell Register, was recommended to serve as president. Mark Millsap, publisher of The Norman Transcript, was recommended to serve as vice president. Jeff Mayo, publisher of the Sequoyah County Times, was recommended to serve a second one-year term as treasurer.

The committee also recommended the renewal of a three-year director term for Shauna Belyeu, general manager of The Eufaula Indian Journal.

Recommended as a new director for a three-year



Misti Rinehart

term is Misti Rinehart.

Rinehart has been with the Tulsa World for five years, and holds the position of Sales Manager.

Prior to her employment at the World, she worked at the Claremore Progress for nearly eight years.

Rinehart graduated from Rogers State University in 2006.

Her work experience also includes serving as program director for RSU Radio for five years.

A general election for new officers and directors will be held at the annual convention, tentatively scheduled for June 11-12, at the Sheraton Hotel in downtown Oklahoma City.

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 Mark Thomas at (405) 499-0033 or toll-free in Oklahoma 1-888-815-2672 today!



The Oklahoma Publisher

ISSN 1526-811X

Official Publication of the OKLAHOMA PRESS ASSOCIATION

OPA OFFICERS

President

MIKE STRAIN
Tulsa World

Vice President

JOHN DENNY MONTGOMERY
The Purcell Register

Treasurer

JEFF MAYO
Sequoyah County Times

Executive Vice President

MARK THOMAS

OPA DIRECTORS

RAY DYER, Past President
El Reno Tribune

MARK MILLSAP
The Norman Transcript

ZONELLE RAINBOLT
Wesner Publications

DON MECOY
The Oklahoman

SHAUNA BELYEU
The Eufaula Indian Journal

SHEILA GAY
Woodward News

SUZIE CAMPBELL
Countywide & Sun

OKLAHOMA PRESS ASSOCIATION

3601 N. Lincoln Blvd.,
Oklahoma City, OK 73105-5499
(405) 499-0020

Toll-Free in Oklahoma: (888) 815-2672

www.OkPress.com

news@OkPress.com

[www.Facebook.com/OKPress](https://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.

FEBRUARY 2021 WINTER STORM

Continued from Page 1

might add that we were one of a few open in town,” she said. “Fortunately, we never lost power, however we were prepared with a generator if we needed to work under those conditions.”

COMANCHE TIMES

The Comanche Times was able to print as normal, for the most part, said Todd Brooks, publisher of the weekly newspaper.

“We went to press as normal on Tuesday around noon. We got the paper from the printer in Lindsay that afternoon and brought it to our home in rural Stephens County where we did the insertion and labeling,” said Brooks.

“Meanwhile, we were getting about 10 inches of snow overnight and woke up to about 14 inches total on the ground.

“One of my sons and I dug an area in front of the carport for me to back up my four-wheel drive truck in order to get some momentum toward the roadway,” Brooks said.

“In addition, I had to drop off my daughter for work in Marlow, which added to the trip. Stores got their single-copy newspapers a few hours late. We also got the bags to the post office a few hours later than usual, but still in enough time for subscribers to get their newspapers on time.”

COUNTYWIDE & SUN

The staff at the Countywide & Sun managed to get a paper printed, picked up and mailed to their subscribers, but “it was not the best publication produced since I took the position



Lone Grove resident Merle Callis created this detailed dragon. The ground was covered in several inches of snow until the melt began on Friday, February 19.

Photo submitted by Linda Hicks, Lone Grove Ledger

of publisher,” said Suzie Campbell.

Campbell said although this round of weather was challenging, the October ice storm is the one she will always remember.

During that storm power was out at the office and everyone was working remotely on the last publication before the November election.

Campbell was working at home until the power went out early Tuesday morning.

“Still, I was not worried. The crews would surely have it back on soon.

Around 3:00 that afternoon we still had no power. I was now beginning to panic. The hot Congressional District 5 race along with other local elections needed to get out before the vote and we needed to keep the revenue

it produced,” Campbell said.

Campbell called her brother, who has a business in Shawnee, to see if he had power and if she could work there. He told her to come on over so she packed up and set up shop at his business.

“The staff at his business came by to wish me luck and to tell me all the ghost stories related to the building. The one comment that worried me all night was the one about all the hiding places in the warehouse,” Campbell said.

“Every strange noise I heard made my heart race. And let’s be honest, all the noises were strange since this was not by normal working space.”

But the paper made it to the printer and by Wednesday

day afternoon the power to the office was restored.

ENID NEWS & EAGLE

It was Cindy Allen’s first day as publisher of the Enid News & Eagle when the arctic blast hit.

“We handled the weather situation over the last two weeks by adjusting our deadlines earlier and trying to get carriers out on delivery earlier,” Allen said.

When the weather was at its worst, Allen wrote a blurb every day for the print and online edition telling print subscribers that they should expect delivery delays. Allen said this effort cut down on the number of calls the newspaper typically receives from delivery disruption.

“We did make the decision to not do a print edition Tuesday, February 16,

FEBRUARY 2021 WINTER STORM

for the safety of our carriers due to hazardous roads and dangerous low temperatures," Allen said. "We still did a digital edition and an E-Paper for that Tuesday."

Customers mostly understood, Allen said.

"Our print customers also have total access to our digital product; however, many of them have not activated their digital accounts. We were able to get a number of these customers to go ahead and activate their digital accounts," she said.

"In total, we had about 12 inches of snow over the week."

Allen said although they never lost power, she had conversations with OGE about trying to avoid rolling blackouts during press times.

HEALDTON HERALD/ WILSON POST-DEMOCRAT

Christi Blakemore, publisher of The Healdton Herald and Wilson Post-Democrat, made the decision to work Sunday, February 14, in order to upload completed pages to her new printer, Lindsay Web Press, on Monday.

"We weren't sure how long power would be able to stay on or if we would continue to have internet service," Blakemore said.

Delivery of the newspapers was a team effort. Mark Gilliam, one of the owners of the Lindsay Web Press, delivered the printed newspapers to Lone Grove on Wednesday morning where Blakemore's husband, Mark, picked up the Herald and Post-Democrat along with The Ringling Eagle's papers. After meeting Melissa Grace in Ring-

ling to drop off her papers, he headed to Healdton.

"We were able to process postal reports and deliver newspapers to the post office Wednesday afternoon," Christi Blakemore said.

She waited until Thursday to deliver in town and to Wilson and finished that week's deliveries to Fox, Ratliff City and Velma on Friday.

"We had printed and delivered newspapers despite almost a foot of snow dumped on us from two storm systems and 13 consecutive days of bone-chilling, sub-freezing temperatures," she said.

"In our 14 1/2 years of news reporting, we have never seen conditions that bad. We sincerely hope our readers enjoy all of our editions of The Healdton Herald and The Wilson Post-Democrat, but especially that one!"

HEAVENER LEDGER

Nearly all of the staff at the Heavener Ledger worked from home during the arctic blast, with the exception of the circulation director, said Craig Hall, publisher of the Ledger.

With the paper printed at Stigler, Hall picked up the copies. But when he started to deliver, he found the roads were in bad shape.

Although highways were clear, the side roads were a disaster.

"We deliver papers in town and half of our deliveries are on roads with hills. I carefully plotted out my route and delivered all the papers to the homes," Hall said. "Only problem was I couldn't get my car



Kids in Coalgate, Okla., make snow caves in drifts that came up to their chests.

Photo submitted by Dayna Robinson, Holdenville News

going up a hill after having to stop and put a paper in a mail box.

"I had to back up to the next house, pull up in the driveway and go the opposite direction.

"I was extremely proud of our staff. We got the paper out and delivered almost on our usual schedule, just a little later than normal," Hall said.

HOBART DEMOCRAT-CHIEF

Hobart had a total of 16 inches from the two storms, but was fortunate in that there weren't any major power outages, said Todd Hancock, publisher of the Hobart Democrat-Chief.

Hancock said he usually sends PDFs to the Clinton Daily News late Tuesday afternoons for printing but on Monday, Feb. 15, he moved everything ahead by one day and sent PDFs to Clinton late that afternoon.

"We basically did everything a day ahead of schedule and it turned out very well," Hancock said.

"All of our employees live inside Hobart city limits so everybody was able to get to work every day.

"We also have the local tag agency and we were able to keep it open every day, but on Wednesday, Feb. 17 we had zero customers and on Thursday, Feb. 18 we had one customer for a driver's license. I guess we were open those days as a public service," he said.

HOLDENVILLE NEWS

Bill and Dayna Robinson, owners and publishers of the Holdenville News, Hughes County Tribune, Coalgate Record-Register and The Allen Advocate, have been working from home since March 2020 due to the COVID-19 pandemic.

"I'm at high risk for pneumonia, so we thought it best to take the precaution," said Dayna Robinson.

She credits the many staff members at the four newspapers for their dedi-

Continued on Page 6

FEBRUARY 2021 WINTER STORM

Continued from Page 5

cation in getting the papers out during the winter weather.

The Holdenville News and Coalgate Record-Register were both closed due to the winter weather. At the Allen office, Diane Brannan caught a ride to the newspaper so she could help get it out on time.

"Everyone else was snowed in, but Bill and I were able to get the papers that we put together done from our home, which was a huge blessing," Robinson said.

"It's the first time we haven't been able to open one of our offices since we started in the newspaper and printing business in 1982.

"God has truly blessed us with good employees/family/friends who have helped to make our journey in the newspaper business a much smoother and worry-free road than we could have ever hoped for. We are very thankful," Robinson said.

HOMINY NEWS-PROGRESS

At the Hominy News-Progress, Chris Maxwell camped out at the office to make sure the newspaper went out.

"While I only live four miles from the office, I am out of range for Wi-Fi at home," Maxwell said.

"The first week I was only here Monday and Tuesday nights and slept on an old couch in our back room," she said.

The next week she was more prepared.

"Listening to the weather forecast and knowing that my drive is steep, much like a luge track, I knew I had to make a decision. So



Several inches of snow kept drivers off the roads and gave workers a chance to plow in Holdenville.

Photo by Bill Robinson, Holdenville News

I moved to the office on Saturday evening with five days worth of food, an air mattress and clothes.

"My co-worker was unable to make it in so it got a little tense getting it together for our print deadline as we were caught in the rolling blackouts. We lost power for an hour but we got the paper out," Maxwell said.

But the problems didn't end there. Maxwell said their printer had mechanical issues and had to drive to Sallisaw to have the print plates made.

"When they weren't ready by three o'clock, the executive decision was made to finish on Thursday morning," Maxwell said. "I called our retail outlets and let them know, posting on all our social media sites as well."

On Thursday the paper was delivered and Maxwell tried to make it home but was unable to. She stayed at the newspaper office until Saturday when she managed to make it to her house.

"You know the old saying 'if you don't like the weather in Oklahoma, wait 5

minutes,' well last Monday I was working on the front page and it was -4 degrees with a wind chill of -27. Today it's 46 degrees and beautiful and we are here working on the News-Progress again," Maxwell said.

LAWTON CONSTITUTION

There were only minimal difficulties at The Lawton Constitution, said David Stringer, publisher of the daily newspaper.

"We lost power the morning of the 16th but only for about 90 minutes," Stringer said.

The next day, only five staff members were able to make it to the office.

"We had lots of missed deliveries, beginning the 14th and running through the 19th but customers were overwhelmingly understanding and saying they wanted their carriers to be safe," Stringer said. "Lawton still porches HD customers in the city, so carriers had to get out of their vehicles and walk up sidewalks or driveways that, in most cases, hadn't been cleared."

Stringer said staff communicated with customers

by email and social media to keep them informed and directed those missing issues to the website or e-edition.

"We received a lot of positive feedback," Stringer said.

LONE GROVE LEDGER

Linda Hicks, publisher of The Lone Grove Ledger, said she began preparing when she heard the weather forecast.

"Because of the forecast, we prepared a newspaper and uploaded the issue to the printer the day before the storm hit our area," Hicks said.

But when it came time to get the paper out, the water was frozen and it was snowing heavily, she said. The newspaper was put in the mail and delivered to the stores that were open.

"We were able to uncover the water meter so the city could shut the water off to the building," Hicks said.

Lone Grove had issues with its water wells and ended up with only two functioning. The two wells couldn't keep up with demand and the water tower was drained from

FEBRUARY 2021 WINTER STORM

dripping faucets and people at home because they couldn't get to work.

REID NEWSPAPERS

"With 11 newspapers to print and 18 editions per 'snow week' it takes a lot of teamwork to keep newspapers in readers hands," said Phillip Reid, owner and publisher of Reid Newspapers.

"We did it, while continuing to print for other newspaper owners and it could have only happened with a strong team like we have put together," Reid said. "Employees dug themselves out of snow drifts, hitched rides with passers-by and ran presses while standing in 6 inches of water from a broken pipe. This is the kind of dedication we have from our team."

Knowing that power was out for some readers across the state and that the newspaper would be their only link to the outside world, Reid held leadership meetings each morning to see what could be done to get the newspapers out.

"We shared stories of food and water services, warming centers, rolling outage maps and in the midst, stories of continuing COVID vaccinations," Reid said.

"For the worst week of snow and ice, I responded to 30 emails and an equal number of texts each hour coordinating everything from frozen news racks to closed roadways," he said.

As temperatures finally began to rise, Reid said, "We've never appreciated 40 degrees so much in our lives!"

SEMINOLE PRODUCER

"It's been said that the key to success is 'planning your work and working your plan,' and that's exactly what we did," said Ken Childers, editor of the Seminole Producer.

"Our 'snowmageddon' editions were the result of the culmination of extremely accurate weather forecasts and strategic planning on our part," Childers said.

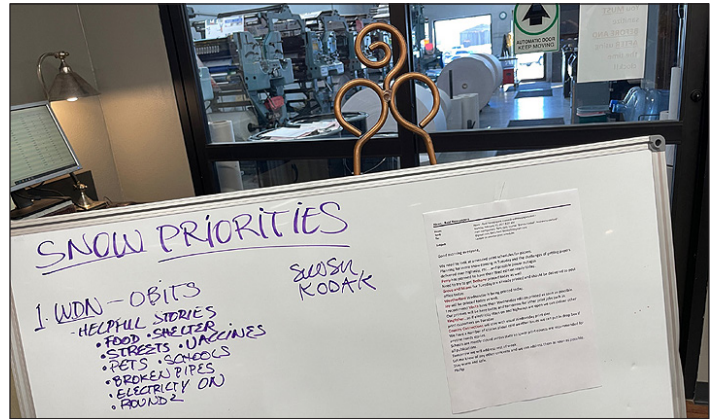
The Seminole Producer publishes seven newspapers per week, including five editions of the Seminole Producer and two weeklies, The Wewoka Times and Konawa Leader. All seven papers are written, designed and printed on site by the same crew. A team of carriers delivers the papers, and many customers live on rural routes, said Childers.

"Our goal was to not miss a single edition while keeping all employees as safe as possible, and that goal was met," Childers said. "We knew from the weather forecasts that the crew would likely be unable to make it to the office on Monday, Feb. 15, which is when we normally put the Tuesday Producer out. We got ahead of the curve by doing the Tuesday edition on Feb. 12.

"It's a bit risky printing that far in advance, but we were careful to use non-time sensitive stories for that run."

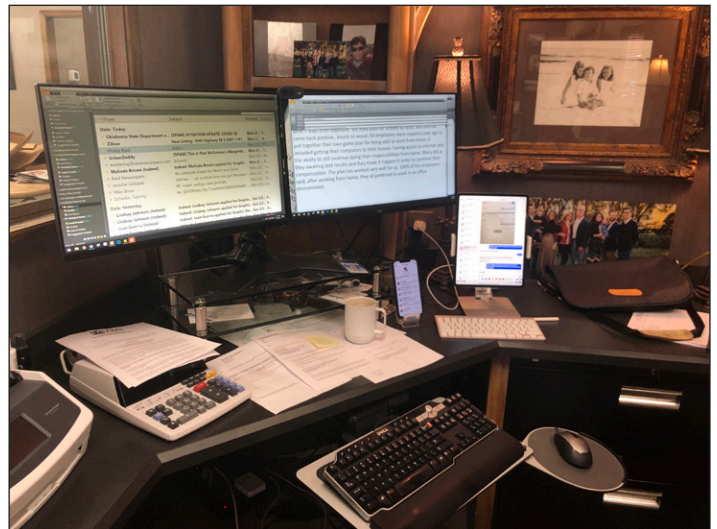
With more snow in the forecast for Wednesday, Feb. 17, the staff put out four papers on Tuesday – the two weeklies plus the Wednesday and Thursday editions of the Producer.

The payroll was also



As shown above, Reid Newspapers prepared an agenda each day during the winter storm. Below, Phillip Reid's workspace allowed him to respond to 30 emails per hour about schedules.

Photos submitted by Phillip Reid, owner and publisher of Reid Newspapers



removed from the website so anyone could see the current edition for free in case a subscriber's carrier was unable to get to them.

"Thanks to an amazing crew, we were able to do all of that on schedule and on budget," Childers said.

TULSA BEACON

Charles Biggs, publisher of the Tulsa Beacon, said the Beacon made it to the Tulsa Postal Center during both of the ice and snowstorms in February.

"We normally go to press on Tuesday afternoon but we went a day early on February 15 as a snowstorm

was expected on Tuesday night," Biggs said.

"The (Muskogee) Phoenix printed us on Monday night and we got our papers to the Postal Center on Tuesday afternoon. Most local subscribers got their Tulsa Beacon on Thursday, the normal delivery day," he said.

Biggs said Tulsa had more than 10 inches of snow but he didn't lose power or water service.

"Tulsa had to issue a voluntary boil water order due to the number of waterline breaks and trouble with equipment at water treatment plants," he said.

OG+E PHOTO CONTEST



Kyle Dillingham plays the violin as he skateboards on the new Enid Skate Park following a ribbon cutting Friday, January 8, 2021.

Photo by BILLY HEFTON, Enid News & Eagle, Jan. 9, 2021



Jaden Harrell drives by Del City's Damarius Vealy.

Photo by JEFF HARRISON, Midwest City Beacon, Jan. 27, 2021

JANUARY 2021
DAILY WINNER:
**BILLY
HEFTON**
Enid News & Eagle

JANUARY 2021
WEEKLY WINNER:
**JEFF
HARRISON**
Midwest City Beacon

The January 2021 contest
was judged by a member
of the Oklahoma
Journalism Hall of Fame.

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

**Enter and Win
a \$100 Check from
OGE ENERGY CORP.**

For more information
about the photo contest, visit
**okpress.com/
oge-photo-contest**



AT OG+E, WE **DO MORE** THAN ENERGIZE A POWER GRID.

We energize the economy by attracting new
businesses, creating thousands of new jobs and
more than \$1.2 billion of new investment.

OG+E
We Energize Life

© 2020 OGE Energy Corp.

New sports editor at Enid News & Eagle

The Enid News & Eagle has named Tarik Masri as sports editor.



Tarik Masri

Masri grew up and attended high school in Grove. He is a graduate of the University of Oklahoma with a bachelor's degree in multi-disciplinary studies.

While in school, Masri worked in the OU Athletics communication department. He also posted game highlights for social media and served as a senior sports writer for the OU Daily.

Before being named sports editor, Masri worked as a freelance reporter for the News & Eagle.

"We're excited to have Tarik join us at the News & Eagle," said Publisher Cindy Allen. "He is a talented sports reporter and writer, and we know he will be an engaging storyteller for our athletes and sports teams."

Norman Transcript names Tim Epperson as news editor

Tim Epperson has been named news editor of The Norman Transcript.



Tim Epperson

Epperson has worked at newspapers in California, Florida, Georgia, Missouri and Oregon for close to three decades.

Originally from Bakersfield, Calif., Epperson graduated in 1992 with a bach-

elor's degree in journalism from Humboldt State University in Arcata, Calif.

He has worked in a number of markets as a print and digital editor, including 10 years as assistant news editor at the Los Angeles Daily News.

Epperson moved to Norman from Oregon where he was executive editor of The World of Coos Bay for more than three years.

"I'm looking forward to this new opportunity," said Epperson. "While there's still much more for me to learn about The Transcript, Norman and Cleveland County, in this new position, I will be able to utilize the knowledge I've formed as an editor in a variety of markets across the country."

General managers named at two Reid newspapers

Reid Newspapers recently appointed two new general managers.



Andrew Crawford

Andrew Crawford has been named general manager of Grove Sun and Delaware County Journal.

Crawford and his wife Megan moved to Grove from Kansas City to open a restaurant in 2018. Due to the pandemic, they closed the cafe in 2020.

Crawford said he is excit-

ed to begin this new venture managing the newspapers.

"I am excited to instill positive change into these community newspapers and serve the communities of Grove and Jay," said Crawford.

Brenda Haskell has been named general manager of the Miami News-Record.

Haskell has lived in northeastern Oklahoma all of



Brenda Haskell

her life. She is a 1987 graduate of Vinita High School and attended college at Northeastern A&M College in Miami.

Haskell began working for the Vinita Daily Journal in 1993 in the circulation department and became lifestyles editor about a year later.

"I am so excited to be working for the Miami News-Record and I look forward to meeting business owners and residents," Haskell said.

ATTENTION

OPA BUSINESS MEMBERS

ORDER YOUR 2021 PHOTO ID PRESS CARD

These press cards are perfect for reporters, photographers and any other staff members at your newspaper. Only \$7 each!



ORDER ONLINE AT okpress.Com/press-cards

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 and see the magic for yourself!

METRO 800.223.1600
CREATE. SELL. PROFIT.

service@metro-email.com
www.metrocreativeconnection.com
miadwizard.com



There are several ways to sign an Adobe Acrobat PDF



Computer Notes

from the road
by Wilma Newby
wnewby@okpress.com

It's becoming more common for businesses to ask you to sign documents in Adobe Acrobat. Here's what you need to know to sign a PDF in Acrobat Reader and Pro.

On a Windows 10 computer go to the **Sign** menu, click the **Sign & Fill**, choose the **Pen** in the tool bar, then **Add a Signature**. Now you can either type in your name or draw your signature with the mouse.

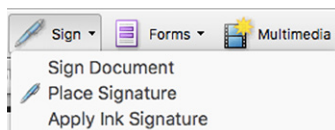
The signature can be placed anywhere on the PDF. When finished do a **Save As** and give the document a new name.

On a Mac with CreativeCloud, first open Acrobat. Look for **Fill and Sign** in the options at the top of the screen or under **Tools > Fill and Sign**. Once selected it brings up a smaller menu in the options bar where it's possible to sign your name with the mouse.

Mac computers using Acrobat Pro and Reader follow a similar process. Look for **Tools > Fill & Sign** to get the same menu if it's not showing on the screen.

CreativeSuite users need to use the **Apply Ink Signature**

menu to sign on screen with a mouse. A certified signature can also be set up with a certificate in this menu.



With older versions of Acrobat Reader it may be necessary to scan the signature and then place the PDF and scanned signature in a layout program and remake the PDF. You can also print it out, sign the form and then scan it back to the computer.

Another way would be to print it out, sign it, take a picture with a phone and send it back with the phone's email.

Acrobat on a phone will let you create a signature within the program. But you have to have an Adobe account of some sort as well as an email account on the phone.

To use Acrobat on your phone, open the PDF in Acrobat then click the **Pen** and choose **Fill & Sign**. Click the **Pen tool** to create a signature, then add it to the document and save it. Now it can be emailed from the phone.

It's possible to sign a PDF in Microsoft Office on a phone. Open the **Office** icon



on the Home screen and look for **Actions**. This pops up a window that has a menu for **Sign a PDF**. A signature can be made on any PDF with a phone by using your finger to draw the signature.

If the phone doesn't have Office on it, just download the Office App, an all-in-one program that has all standard Office programs within it.

Office **Home screen > Actions** is where you'll be working from so there's no need to open the programs.

It's worth noting that it's possible to skip putting in account information with this app if an account is not already set up for the paper. But some sort of email account has to be on the phone to transfer the PDF. The Microsoft app is cloud based so it will try to save to One Drive but it can also be saved to the phone.

Silver Sparrow

The latest Mac virus is out and much is being made of it online. Macs are known for being virus free and security for the M1 Mac is supposed to be the best. This is the second malware virus to break into M1 computers. No one is sure what it does, except land on any Apple computer it chooses. It piggybacks its way in on

other software you're supposedly updating.

To stop it, download the free trial version of Malwarebytes and run a full scan.

After it runs and scrubs the malware, you may want to uninstall it. To do this first go to the Applications folder, trash the Malwarebytes program and empty the trash. Notice that the program leaves a small app in the menus across the top of the screen (looks like a capital M). Go to that menu, then down to settings. It will ask you to uninstall. Malwarebytes is great at keeping malware and viruses at bay. If you don't have any anti-virus software on your computer, download it and leave it there.

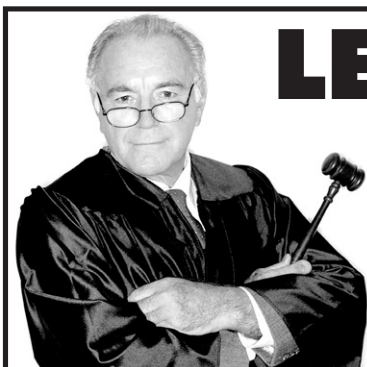
Spring Cleanup

As offices are being cleaned for the spring season, don't forget your computers. Use 70 percent isopropyl alcohol on a cloth or paper towel to clean surfaces of keyboards and mice. This also kills the COVID-19 virus.

A gentle vacuum can be used to clean crumbs (and other debris) from your keyboard. It's also good to clean that long slot on the back of older iMac's as well as the grid area under the monitor. Don't stick anything in the slots.

On PCs, vacuum over the surface of the vents and keyboards using a soft attachment brush. Clean dust from the desk area and floors as it harms the computers.

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

DEATHS

RICHARD "DICK" NEWMAN, who began his career in advertising with the Newspaper Printing Corp. in Tulsa, died Feb. 15, 2021. He was 92.

Newman was born Sept. 4, 1928, in Pueblo, Colo. He began working at the

Newspaper Printing Corp. in 1950 as a salesman and retired as advertising sales director in 1992.

Newman also had a long military career starting with being drafted in 1950 for the Korean War. He attended Officer Candidate School

and later became a Reserve Officer. His last post was Liaison Officer for West Point and area high schools.

Newman is survived by his daughter, Pamela Hogg and her husband Steve; a granddaughter and his beloved Dachshund, Bree.

ANNE MARIE ZIMMERMAN, who spent 35 years in the newspaper business including 19 with The Ada News, died Feb. 11, 2021. She was 74.

Zimmerman was born April 24, 1946, in Faribault, Minn.

She graduated from Kenyon High School in Kenyon, Minn., in 1964. She married Daniel Zimmerman August 18, 1984, in Owatonna, Minn.

She began working at The Ada News in 2001 and

ended her 35-year career in newspaper sales there.

"I personally had the honor of working with Ann for 16 years," said Maurisa Nelson, general manager of The Ada News. "Ann Zimmerman will always be a part of the legacy here at The Ada News."

She had a great love for many friends and family and was very fond of Norwegian jokes. She loved going on cruises and was very well traveled.

She is survived by her husband, Daniel Zimmer-

man, of the home; son Troy Wobschall and wife Donna of Decatur, Ark.; daughter Jodi Mason and husband Jim, Gladstone, Mo.; two step-daughters, Michelle Westerhoff and husband Jacob of Channahon, Ill., and Elizabeth Hayson of Owatonna, Minn.; brother, Mark Hinderacker, Farmington, Minn.; two sisters, Bonnie Archer and husband Howard, Wabasha, Minn., and Bette Wilhelmi and husband Steve, Duluth, Minn.; 10 grandchildren; and one great-grandson.

Remembering our friends & colleagues who died the previous year

Thomas Blakey,
Feb. 15, 2020

Carol Louise Cole-Frowe,
Feb. 25, 2020

Verldine 'Geri' McClure Huston,
Feb. 5, 2020

Grace Anne Leonhart,
Feb. 5, 2020

Joe W. McBride, Jr.,
Feb. 25, 2020

Mercedes Elizabeth Wheeler,
Feb. 6, 2020

John L. Clabes
March 27, 2020

Sharon Ann Dean
March 16, 2020

Ron Henderson
March 6, 2020

Fred B. Hilton Jr.
March 3, 2020

THANK YOU



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

**In memory of
Janis Hruby and
Becky Mayo**
Richard R. Hefton

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

OPA STAFF DIRECTORY

ADMINISTRATION

MARK THOMAS, Executive Vice President
mthomas@okpress.com, (405) 499-0033

JEANNIE FREEMAN, Accounting Manager
jfreeman@okpress.com, (405) 499-0027

SCOTT WILKERSON, Front Office/Building Mgr.
swilkinson@okpress.com, (405) 499-0020

MEMBER SERVICES

LISA SUTLIFF, Member Services Director
lsutliff@okpress.com, (405) 499-0026

CHRISTINE FRANK, Membership & Meeting Dir.
cfrank@okpress.com, (405) 499-0040

ADVERTISING

LONDON COBB, Sales Director
lcobb@okpress.com, (405) 499-0022

CINDY SHEA, Advertising Director
cshea@okpress.com, (405) 499-0023

DIGITAL CLIPPING

KEITH BURGIN, Clipping Director
kburgin@okpress.com, (405) 499-0024

JENNIFER CATES, Digital Clipping Dept.
jbeatley-cates@okpress.com

SAMANTHA SMITH, Clipping / Advertising
ssmith@okpress.com, (405) 499-0035

CREATIVE SERVICES

JENNIFER GILLILAND, Creative Services Director
jgilliland@okpress.com, (405) 499-0028

COMPUTER ADVICE

WILMA NEWBY, Computer Consultant
wnewby@okpress.com, (405) 499-0031

GENERAL INQUIRIES

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

OKLAHOMA NATURAL GAS CONTEST WINNERS

CONGRATULATIONS TO THE JANUARY WINNERS

Column: **JEFF CALI**, *The Ada News*

Editorial: **DAVID STRINGER**, *The Lawton Constitution*

JANUARY EDITORIAL WINNER

DAVID STRINGER, *The Lawton Constitution*

City should examine rules for murals

A fresh look by the City of Lawton related to some of their zoning rules should be applauded by the citizenry.

A recent kerfuffle related to the Vaska Theater and its “drive-in” movie showings in the parking lot as a violation of city zoning was challenged by the theater operators, noting that their requirements reflected some old style thinking of what a “drive-in” might be and that things change.

To their credit, the city saw value in that argument and have agreed to rewrite city code.

City ordinances, codes and regulations, like any rule can become outdated as society, technology and conditions evolve. The codes should evolve as well. Too often, the rules are seen as a way to keep someone from doing something, and that shouldn't be the goal. Instead, city codes should be more closely aligned with setting a standard that improves the lifestyle of the residents. We had an expert tell us once “My job is to find a way to help you do your job.” If that could be the mindset of city regulation, everyone would be better served.

So, in that light, we'll propose another item for review.

When the Lawton Public Library looked at a mural on the side of the building last year, one of the objections (there were others), was that because the mural had the word “Library” on it that it was a sign, had to comply with the city's sign ordinance and was therefore not allowed.

That's a rule that should be changed.

Lawton has many great examples of public art in its murals. Saying that, because a piece of art has a word in it, it's really a sign, reflects conditions that probably weren't considered when the regulations were passed.

The mural recently completed at Northwest 67th and Cache Road has the stylized word “Eagles” on it, reflecting the name of the band depicted in the artwork. So is it, therefore, a sign? We don't think so. Likewise, if this newspaper wanted to put a mural on our building of the U.S. Constitution, honoring the protection it affords the media through the First Amendment, would it be rejected as a “sign” because it says “We the People” at the outset?

Again, kudos to the city for recognizing their drive-in movie restrictions needed some review. It's our hope that city staff continue to look for opportunities to work with residents. To be fair, the relationship may not be as bad as people think, but we know there are way too many citizens who do believe that.

Cities (not just Lawton) are often seen as adversaries to businesses and citizens. If we can, working together, “flip that script”, it benefits everyone.



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

The January 2021 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.