

OPA members make changes to pricing

Some Oklahoma Press Association (OPA) members have announced, or are looking at making changes to single-copy and subscription pricing.

One of these is The Carnegie Herald, which announced plans to increase single-copy purchase price of the paper to \$1 last month.

Herald Publisher Tommy Wells said the increase was necessary to help offset the recent increase in printing costs, as well as skyrocketing gas prices.

"Like many small businesses, the newspaper has felt

the impact of the increases in paper and fuel prices," he said.

The increase will not apply to yearly subscription prices, Wells said. Those will remain unchanged.

Although The Lawton Constitution is not among those who have increased single-copy pricing, publisher David Stringer said the newspaper has adjusted subscription rates.

"While the increase in newsprint played a factor, our decision was based more on the fact that we've been underpricing our product,"

Stringer said. "Local news has value and the sooner we quit apologizing for things like adjusting rates, the better we'll be."

Others are preparing to make changes in the near future.

Venus Dobson, publisher of The County Times in Lawton, said they will be raising subscription prices by \$5, starting May 1.

"The amount of increases from the post office in just the last five years is the main reason. I just can't absorb them any longer. I have also not had

a subscription increase for 15 years," Dobson said.

Dayna Robinson, who along with her husband Bill, own The Allen Advocate, Holdenville News, Coalgate-Record-Register and the Hughes County Tribune, said they are not planning to increase their pricing, but anticipates that it will happen sooner rather than later.

Additionally, The Hooker Advance and Freedom Call raised subscription rates last fall. The Stigler News Sentinel increased its single-copy price from \$0.75 to \$1.00 in January.

PACER bill advances through Senate Judiciary Committee

Legislation is making its way through the United States Congress that would make the Public Access to Court Electronic Records (PACER) service free for most users.

The PACER bill, known as the Open Courts Act of 2021, would give users a new version of the PACER system within three years of the bill becoming law. Currently, users are required to pay 10 cents to view a page, and it is capped at \$3 for larger filings. The bill passed through committee in December, and has been placed on the full Senate calendar.

Reporters, particularly those covering the crime and courts beat, are likely familiar with the electronic service that provides access to court records.

Under the proposed legislation, PACER "power users" who spend more than \$25,000 a quarter on court filings will continue to pay fees, as will federal agencies who use the system, with the hope that future operational costs for the system will be covered by annual agency fees and funding from Congress.

The legislation has garnered bipartisan support.

"PACER was intended to create a level playing field for small-time litigants, small business, civil society, journalists, and citizens who care about transparency in government," said Sen. Rob Portman, R-OH, the bill's main sponsor.

"However, with its frustrating interface and fees, PACER has done the opposite. The American people should have easy access to the court records of their country, and this bipartisan, consensus legislation will fix the problem once and for all by putting in place a free, streamlined sys-

tem with an emphasis on security, accessibility, affordability, and performance."

Similarly, Sen. Ron Wyden, D-OR, voiced his support for the legislation.

"For far too long, unnecessary pay walls have kept the American people from freely accessing public court records," he said. "The Open Courts Act will deliver a long-overdue upgrade to PACER, totaling a savings of more than a hundred million dollars a year in operating costs. Federal courts will then be able to remove burdensome

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From the President

By John Denny Montgomery

Co-Publisher, The Purcell Register • OPA President 2021-2022



Kevin Perry named chairman of OCCC board

Kevin Perry, the president of Perry Publishing and Broadcasting Company, was recently appointed chairman of the Board of Regents for Oklahoma City Community College (OCCC).

Perry has served on the OCCC board since 2016. He will make history as the first African American chairman. Perry also serves as the chief operating officer and vice-president for the National Association of Broadcasters Leadership Foundation.

"I am honored to serve in this capacity. I have been part of this distinguished board for the last six years and am proud of the achievements we have accomplished for a great institution of higher education," Perry said.

Perry Publishing and Broadcasting is comprised of 16 radio stations throughout the United States and a state-wide Oklahoma newspaper, The Black Chronicle.

Perry is an alumnus of Morehouse College in Atlanta.

OCCC offers an accredited college education with associate degrees, certifications, non-credit classes and leadership opportunities to more than 17,000 students annually.

PACER

Continued from Page 1

pay walls and provide the public, including researchers and journalists, with free access to public court documents."

There is an identical bill on the House side. It was referred to the House Judiciary Committee. Currently, there are no Oklahoma members of Congress sponsoring or co-sponsoring either measure.

I welcomed the news on April 6 that President Joe Biden signed into law the Postal Reform Act of 2022.

First and foremost, let's celebrate that this was a bi-partisan bill. It passed in the House of Representatives last month 342-92 and passed in the Senate 79-19.

Oklahoma's own Brett Wesner, publisher of Wesner Publications, was instrumental in getting this bill over the finish line.

Wesner is the chairman of the National Newspaper Association (NNA) Board of Directors and has worked hard over many months to lobby on our behalf. I do believe that, collectively, the newspaper industry will see the benefits of the bill's passage.

Our industry has been working on this legislation for about 15 years and it's nice to see the job finally finished.

The new bill lifts the absurd requirement to pre-fund retiree health costs to the tune of \$5 billion per year. Whoa.

It also shifts about 40,000 postal workers onto Medicare parts B and D for their primary health care benefit.

So, what does this mean for us?

It will hopefully mean fewer large postage cost increases for us going forward.

It's no secret that continuous incremental postal increases cut us off at the knees. We rely on the United States Postal Service to deliver our product in a timely manner. However, over the last several years, we've all noticed that increase in price and decrease in service.

And I'm not condemning the entire United States Postal Service. There are many USPS employees who bend over backwards to help us as newspaper people to achieve our goal of getting the news to subscribers in a timely fashion.

I'd bet most of us have pretty good relationships with the people at our local post offices.

I've also found the postal folks in Oklahoma City are easy to work with and will do everything in their power to give us the service we need.

But there's a disconnect somewhere and I hope we can get it repaired.

The passage of the reform bill also means we can do more sampling to hopefully gain subscribers. We can now sample 50% of a newspaper's paid within-county distribution. That's up from 10% under the previous law.

Sampling like this has been popular in other parts of the country and to be honest, I haven't tried sampling in years.

It seems like a great time to give it another shot.

We appreciate Wesner and all those at NNA and throughout the industry who worked so tirelessly to get this legislation signed into law.

It takes all of us doing our part to help shape public policy. Thank you to all of our membership who answer the call to help.

For those who are interested in these kinds of efforts, there is always the chance to volunteer for the Oklahoma Press Association's Government Relations Committee.

— JDM —

AS WE BEGIN TO ENTER THE SEVERE WEATHER SEASON, now would be a good time to review plans for if something catastrophic were to hit your town or office.

What if your newspaper was directly hit? What if you lost power? What if your printer had any of these same problems?

It never hurts to do a little preparation and it is sure a lot easier to think when you're not in the midst of a disaster.

And while you're at it, make sure you have a list of all your office equipment. Or at least the equipment you use regularly to get your product out.

We had an out-of-control wild fire threaten our town recently and I realized it had been a couple years since I'd visited our asset list.

Things change in a couple years.

Postal Service plans to increase postage for newspaper mailers

The U.S. Postal Service announced its intention to increase periodical postage rates by 8.5% on average, beginning July 10.

The announcement was made April 6, disappointing publishers who expected passage of the Postal Service Reform Act to moderate the price increases.

“Our industry that worked for more than a decade to help USPS have received very bad news this week,” said Brett Wesner, National Newspaper Association Chair and president of Wesner Publications.

“It is hard to find good news in a pricing release like this, but there are some small bright spots. One is that USPS is finally recognizing the

value of our use of flats trays for newspaper containers by passing along a 3.7% increase instead of the nearly 11% for mailing sacks. Increases are never welcomed, but recognition that we are doing a lot to be more efficient is some small relief.”

Postmaster General Louis DeJoy said the reason for the big increases was USPS’ continued need for cash.

The price increase was announced the same day President Biden signed the Postal Service Reform Act of 2022, which took more than \$50 billion of debt off the USPS balance sheet.

“We recognize USPS is facing inflation problems — including fuel cost — but it

also has not only the relief from PSRA but also \$10 billion in CARES Act money,” Wesner said. “Right now USPS has a much stronger cash flow than many in the industry. The governors could have recognized this situation in such a perilous economy. Unhappily, they did not. Now we look forward to a recalibration of the plans to increase rates again in January. Hopefully, the USPS’ new plans for improving operations will begin to show up by then.”

Wesner said NNA has requested a major change in how newspaper mail is handled in mail processing, which he hopes will be reflected in the planned USPS January 2023 price increases.

Cindy Allen named Oklahoma sorority Woman of the Year



CINDY ALLEN

Cindy Allen, editor and publisher of the Enid News & Eagle, was recently honored by the Oklahoma City Panhellenic Association as the Delta Gamma Woman of the Year.

The recognition ceremony was held April 6 at the Oklahoma City Golf and Country Club and honored alumnae women from 17 sororities on college campuses in Oklahoma.

During her journalism career, Allen has served as an

editor or publisher at newspapers in Oklahoma, Kansas and Arkansas. She was named editor and publisher at the News & Eagle in January 2021.

She is a 1978 graduate of Shawnee High School and a 1982 graduate of the University of Oklahoma.

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3601 N. Lincoln Blvd.,

Oklahoma City, OK 73105-5499

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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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Roger Thompson inducted into Okemah Hall of Fame

State Sen. Roger Thompson, R-Okemah, has been inducted into the Okemah Hall of Fame.

Thompson is owner of the weekly Okemah News Leader where his wife, Kay Thompson, serves as publisher.

Surrounded by friends, family and constituents, Thompson was recognized last month. The special event, hosted by Okemah Community Improvement Association (CIA), recognized Thompson for his “enthusiasm and efforts to improve the community of Okemah.”

Dr. Glen D. Johnson served as Master of Ceremonies for the event, and in his introductory speech, spoke glowingly of Thompson and their friendship of 40 years.

“His word is always his bond,” Johnson said. “[He] sets the bar very high for everyone else.”

Thompson served in many roles in the Okemah community, including president of the Lions Club, Okemah Chamber of Commerce and Agriculture and the CIA. He was instrumental in helping to bring a paper tube company to Okemah.

Thompson was elected to the Oklahoma State Senate in 2014, and currently serves as the chair of the Appropriations and Budget committee.

During his acceptance speech, Thompson affirmed

his love for small town America.

“We still have some of the best schools in the state, some of the best services in the state,” he said.

Congresswoman Stephanie Bice, state Senate President Pro Tempore Greg Treat, Senate Minority Leader Kay Floyd, Oklahoma State University President Kayse Shrum, Adjutant General Tommy Mancino and Muskogee Nation Surgeon General Dr. Lance Frye were among those in attendance, along with several other senators, military and senate staff.

Thompson graduated from Muskogee High School, but moved to Okemah in 1985. Thompson was the pastor of the Okemah Church of Christ for many years. During that time, he earned a Bachelor and Master of Arts in Theology, and a Doctorate of Theology.

In addition to his pastoral duties, Thompson helped organize relief efforts during Hurricane Katrina, traveling to deliver supplies to the devastated area. He started an outreach ministry in Ukraine called Good News International Foundation. Since its inception, this ministry has served over 3,000 orphans and widows and has maintained its outreach efforts to this day, despite the Russian invasion of Ukraine.



Dr. Glen D. Johnson (center) served as Master of Ceremonies for the induction of Sen. Roger Thompson into the Okemah Hall of Fame. Pictured are Okemah Community Improvement Association President Carl Alls, Johnson and Thompson.



Members of Sen. Roger Thompson's family celebrated his induction into the Okemah Hall of Fame last month. Pictured are Graham Gallamore, Kay Thompson, Mike Thompson, Pam Thompson, Roger Thompson, Kevin Thompson, Racee Thompson, Alex Thompson, Jessica Thompson, Lynn Thompson and Trace Thompson.

Learn the best practices for Public Notices at
okpress.com/public-notice-training

The Oklahoma Press Association offers three videos that describe and illustrate the standards and best practices for publication of notices along with downloadable material.

Enid News & Eagle names Becker as sports editor

The Enid News & Eagle has named Reese Becker as sports editor.

"We are glad to have Reese join our team," said Cindy Allen, Enid News & Eagle publisher. "He has a lot of ideas about covering our local schools and providing interesting sports stories for our readers."

Becker is a seven-year veteran sports writer from Norfolk, Va. He covered asphalt Late Model racing in the Mid-Atlantic for three years before making the transition



Reese Becker

to high school and college sports.

Becker has covered college football bowl games, Virginia state championships and the NCAA basketball tournament.

In 2022, he won third place in the Football Writers Association of America best writing contest for a column on Liberty University for FifthQuarter.net.

He has appeared on ESPN radio talking about Old Dominion and high school sports.

Becker also has a passion for recruiting and helping high school kids get to the next level.

New book details life of Watonga-born newsman

A recently released book explores the life of Earnest Hoberecht, an accomplished novelist and former writer for the Watonga Republican.

The biography titled "Asia Ernie," was written by Patrick Killen, a longtime foreign correspondent who worked under Hoberecht for seven years.

"It was easy to like Ernie," Killen writes. "Usually cheerful with a good sense of humor. I always thought of him as a friend."

Hoberecht was a globe-trotting reporter and bureau chief who got his journalism in Watonga. He earned a degree in journalism from the University of Oklahoma, where he was voted the Outstanding Journalism Graduate of the Year.

After graduating from college, Hoberecht went to Pearl Harbor as a laborer during World War II, but shortly

made the transition to serving as editor of the Pearl Harbor Bulletin, the Navy yard newspaper. Following his service, he spent two decades as Asia bureau chief for United Press International, a now-defunct news agency that competed with the Associated Press for stories and scoops across the globe.

Hoberecht's achievements eventually earned him induction into the Oklahoma Journalism Hall of Fame and the Oklahoma Hall of Fame.

Hoberecht never abandoned his childhood home, returning to visit throughout his career and then moving back for good in 1966. He even contributed a weekly humor column to the Watonga Republican.

"Asia Ernie" is available on Amazon and through Xlibris. It's also available as an e-book on Kindle and Apple devices.

The Oklahoman makes changes to Saturday edition

In a note to readers published in its March 20 edition, The Oklahoman announced a transition from delivering Saturday print editions to providing subscribers with access to full Saturday e-editions and unlimited access to its digital platform.

The newspaper added some new features to its e-edition, including offering bonus national, world and sports news and access to

more than 200 newspapers throughout the USA TODAY Network in cities across the country.

Subscribers can access the e-edition by clicking "E-edition" in the menu at the top of the website, oklahoman.com. The Oklahoman also created a new, daily "entertainment center" in its print and e-editions featuring puzzles, advice and horoscopes in an easy-to-read format.



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ABOVE: El Reno's Gavin Bowdre catches some serious air time after flying off a ramp made of snow on the north side of the Lake El Reno dam after the city was blanketed with several inches of the powder-type snow.

Photo by GLEN MILLER, El Reno Tribune, February 9, 2022

LEFT: Kim Chura exults as he wins first in the heavyweight squat with a bar-bending 655 pounds at the Chandler power-lifting meet. His coach is as happy as he is.

Photo by BRIAN BLANSETT, The Lincoln County News, February 3, 2022

FEBRUARY 2022 WEEKLY WINNER:
BRIAN BLANSETT
The Lincoln County News

FEBRUARY 2022 DAILY, SEMI- AND TRI-WEEKLY WINNER:
GLEN MILLER
El Reno Tribune

The February 2022 contest was judged by a member of the Oklahoma Journalism Hall of Fame.

View all winning photos and contest rules at [OkPress.com/OG-E-Photo-Contest](https://okpress.com/OG-E-Photo-Contest)

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



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Enid News & Eagle provides bridge between Vance Air Force Base and Enid community

Vance Air Force Base is a staple in the Enid community – having legacy of helping pilot trainees and new instructors feel connected to the community and northwest Oklahoma – and the Enid News & Eagle is part of that endeavor.

The News & Eagle publishes the Vance Airscoop, a tabloid-sized, free publication. The publication provides information about Vance Air Force Base in Enid, in particular, and the United States Air Force in general, as well as local coverage of events in Northwest Oklahoma.

“We work cooperatively with the public affairs office at Vance to provide news and information of interest to our military members,” said Cindy Allen, Enid News & Eagle publisher.

Although the Vance Airscoop has undergone a number of changes throughout the years as the news and information industry has evolved, the News & Eagle has published the weekly newspaper separately, with the

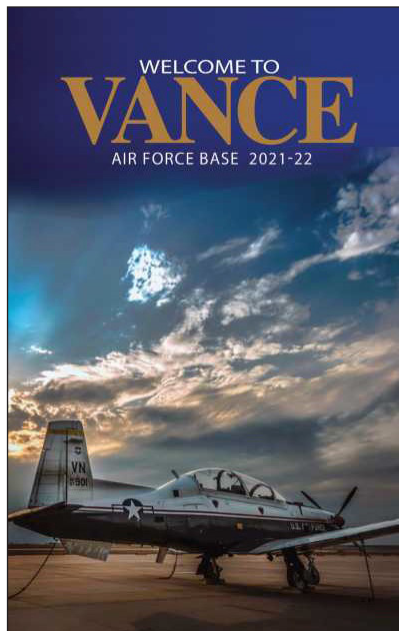
cooperation of the Vance public affairs office, for over 50 years.

“The Airscoop is a communications bridge between the base and the community,” Allen said. “Each week, the Airscoop

provides a glimpse of what is going on in the community.”

Each Friday, 2,000 Airscoop publications are delivered on base. Vance Airscoop also includes a website, Facebook page and a Twitter account.

“It’s amazing how many veterans who have come through Vance Air Force Base eventually decide to make Enid and Northwest Oklahoma their permanent home



when they retire from the military,” Allen said. “The Airscoop is their connection to their history on the base as well.”

In addition to the weekly Airscoop, the Enid News & Eagle partners with the Greater

Enid Chamber of Commerce to provide a Vance Relocation Guide.

Allen said the guide is published annually with updated information from both the public affairs office at Vance, the Enid Chamber and other community organizations in Enid. The guide includes demographic information about Enid, important phone numbers, health care options, finding a home, church list-

ings, sports and fitness facilities, arts and historic sites and attractions, a restaurant listing and much more.

Additionally, there is a list of military discounts available from local businesses, which also benefits military retirees, Allen said.

Airscoop is one of the products the News & Eagle recently added to its e-edition. Also added was the News & Eagle’s weekly Neighbor section.

Airscoop is included in Friday’s e-edition and The Neighbor is included in Saturday’s e-edition.

The e-edition is the Enid News & Eagle’s digital newspaper that is available every day to digital and Total Access subscribers.

“We’ve been adding content to our e-editions over the last year,” said Allen. “Our e-editions include Parade and Spry magazines as well as additional content that we don’t have room for in the printed edition.”

Got News?

Share news about your newspaper with other OPA members!

If you have a new hire, sales promotion, contest, or have received an award or honor tell us about it so we can put it in The Oklahoma Publisher.

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Norman Transcript starts new podcast

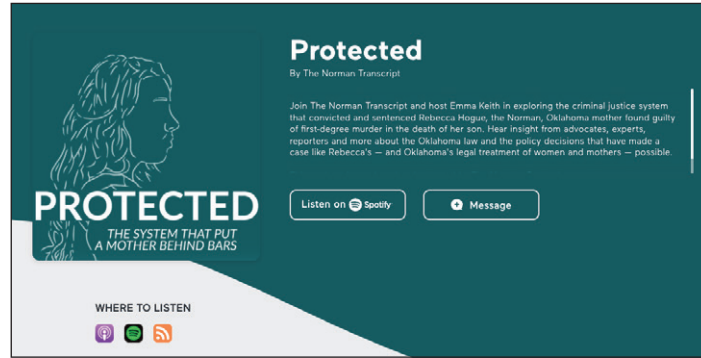
In a new podcast released March 30, The Norman Transcript is diving into questions about female incarceration in Oklahoma, a law that disproportionately punishes women, and the case of a local mother held responsible for her son's death.

The podcast, titled "Protected," explores the case of Rebecca Hogue, a Norman mother convicted of first-degree murder in fall 2021 in the abuse death of her two-year-old son.

Despite her conviction, prosecution and defense both agreed that Hogue did not kill her son — her former boyfriend, Christopher Trent, did. But after he killed Hogue's son, Trent fled her home and died by suicide. With no one left to prosecute, the Cleveland County District Attorney turned to Hogue — who had maintained she never knew that Trent was abusing her son or that he was dangerous — and charged her.

"After Rebecca's conviction in November, I could not get her case out of my head — I felt we had to continue to expose the details of what she went through and the legal system that got us to this point," said Emma Keith, editor of The Norman Transcript.

"We've discovered through our reporting that Rebecca's



Protected is The Norman Transcript's new podcast that looks at female incarceration in Oklahoma.

case is sadly not an anomaly in Oklahoma, and that the state uses legal power to disproportionately punish and incarcerate women in cases of Failure to Protect. The mothers punished under this law are often not the abuser and are, in some cases, being abused themselves."

"Protected" delves into both Hogue's case and the wider issue of Failure to Protect, the Oklahoma statute that means that even if a person didn't abuse a child, they can be held responsible in the child's death if they knew or reasonably should have known about abuse.

Transcript news editor Max Bryan and Keith look at the unintended consequences of Failure to Protect, the disproportionate effect it has on women and mothers, the state of Oklahoma's incarceration

of women and the details of Hogue's case and trial. The podcast builds on significant reporting in 2020, 2021 and 2022 by former Transcript reporter Reese Gorman, who covered Rebecca's case from charging to sentencing.

Bryan and Keith speak with experts — an ACLU lawyer, a scholar on female incarceration — reporters, advocates and more on the way to understanding more about Oklahoma's criminal justice system and its treatment of women.

Interested listeners can hear "Protected," created by Keith and Bryan, on Spotify, Apple and Google Podcasts, or at anchor.fm/thenormantranscript. The five-part podcast will release episodes biweekly; the next episode is slated for release April 13.

Tahlequah Daily Press named CNHI Newspaper of the Year

The Tahlequah Daily Press was recently recognized as the 2021 CNHI Division III Newspaper of the Year.

The newspaper was recognized for its comprehensive reporting on the consequences and complexities of the landmark U.S. Supreme Court decision (McGirt vs. Oklahoma).

"I'm so proud of our team at TDP, and we're honored to be named the Newspaper of the Year in Division III for the third year in a row," said TDP executive editor Kim Poindexter.

Poindexter was also named the Division III editorial writer of the year for the second year in a row.

Other OPA members also brought home some hardware including D.E. Smoot, Muskogee Phoenix, Division II editorial writer of the year; Chelsea Weeks, Claremore Daily Progress, Division III columnist of the year; and, Chris Peters, Michelle Charles and Beau Simmons, all from the Stillwater News-Press, for digital storytelling.

SAVE THE DATE!

June 10-11, 2022

OPA CONVENTION

Sheraton OKC Downtown Hotel

OSSAA honors Swisher



Kingfisher Times & Free Press managing editor Michael Swisher is presented a Media Excellence Award at State Fair Arena by Oklahoma Secondary Schools Activities Association Assistant Director David Glover. The award is in recognition of Swisher's "many years of outstanding media coverage at OSSAA activities. Swisher was recently recognized as Kingfisher's Citizen of the Year by the chamber of commerce. Christine Reid, senior editor of the Times & Free Press, said Swisher will soon be receiving another honor. He was named a 2022 Editor Extraordinaire by Editor & Publisher magazine. Swisher will be profiled in E&P's May issue.

*Photo by Russell Stitt, Kingfisher Times & Free Press
Reprinted with permission*

Shawnee News-Star makes changes to Weekender edition

The Shawnee News-Star has made delivery changes to its Weekender edition.

Instead of home deliveries on Saturday morning, the Weekender edition will be delivered on Sunday morning. Newspapers sold in local retail locations will be available Sunday morning. Changes began with its March 26-27 edition.

Managing Editor Kim Morava said the delivery change is necessary at this time to align with the availability of distribution and news carriers who currently deliver the News-Star.

While News-Star custom-

ers with current home carrier delivery will get the Weekender on Sunday, for some customers who get their newspapers by U.S. mail, that delivery will be in Monday's mail since there is no postal service on Sundays. The Weekender e-edition will continue to post online at www.news-star.com as usual on Saturday.

The News-Star, formerly owned by Gannett, was sold to CherryRoad Media Feb. 1.

The News-Star is in a transition phase with new ownership and improvement of operations, so there will be exciting changes coming and announced soon, Morava said.

The importance of proofreading

BY JOHN FOUST

Proofreading is one of the most important skills in the advertising world. While anybody with a sense of humor can appreciate a harmless blooper (one of my favorites is the sign that read, "Ears pierced while you wait"), no advertiser wants to run an ad with a mistake. Many an ad campaign has been damaged by typographical errors inappropriate illustrations and inaccurate information.

I remember receiving an email promoting a Zoom meeting that seemed interesting. However, the copy put a stop to any thoughts I had of registering. The date of the event was listed as March 9 in the headline, and as March 2 in the body copy. To make matters even more confusing, the email was sent during the first week of April. What are the chances that anyone made the effort to contact the advertiser to find out the real date? Slim and none. (And like the old saying, Slim just left town.)

Proofreading would have prevented that problem.

Early in my ad agency days, I designed a logo for a development company. When the printing was completed, I enthusiastically drove to their out-of-town office, my backseat loaded with boxes of letterheads, envelopes and business cards. My excitement faded as soon as my client pointed out that one digit in their address was incorrect; what appeared as a 9 should have been a 7. The only way to handle the mistake was to offer to reprint everything at my expense.

Proofreading would have prevented that costly lesson.

Then there was the half-page furniture ad with "Store Name Here" at the bottom. Obviously, a manufacturer had provided the ad to local merchants who were sup-

posed to insert their individual logos. In addition to being a glaring error, that probably cost that particular dealer some co-op money. Proofreading would have prevented that, too.

Typos can be sneaky. For example, take a look at this four-line headline.

DON'T MISS
OUR BIGGEST
SALE OF
OF THE YEAR

The word "of" appears twice. Because we read at a glance and jump to conclusions in a fraction of a second, it's easy to miss important details.

Proofreading shouldn't end with typography. Consider the photo of the fashion model who posed in a national ad, wearing a baseball glove on the wrong hand. Or what about the photo that was flopped so it would face in the opposite direction? The problem was that the subjects ended up with t-shirts featuring backwards letters.

Advertisers may have approved each one of those ideas. But that doesn't mean they happily accepted responsibility for the mistakes. It would have been better to present them with proofing copies that were as close to perfect as possible.

The point of all this is simple: (1) Proofread everything before it is published. (2) If possible, ask someone else to proofread it. (3) Then check it one more time for good measure.

Speaking of measuring, this seems like a good time to quote carpentry's famous slogan: "Measure twice, cut once."

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Printers to consider; Photoshop hot folders



Computer Notes

from the road
by Wilma Newby
wnewby@okpress.com

Several OPA members have been on the hunt for a quality laser printer. And I think we have found a winner.

The Brother HL-L6200DW prints using built-in wireless, Gigabit Ethernet networking, or locally via USB interface. It has a 520-sheet capacity tray with a 12,000-page cartridge.

It duplexes and prints fast – has proven to be a solid performer at newspapers – all for \$250.

The Lexmark 4-series black-and-white printers are built for business workloads, and have run for years at several papers.

Specifically look at the B3442dw, which prints letter and legal for \$350.

If the aim is a black-and-white tabloid printer look at these; they seem to start at \$6,000 new:



- XEROX VersaLink B7100
- Kyocera Taskalfa 3011i/3511i
- Canon iR ADVANCE 4500 series
- Ricoh MP 2555 series
- Xanté en/press series

The Canon iR series and Xanté printers are often used at newspapers.

Several papers are leasing to own these type of printers. They typically start at \$1,200 to \$2,000. It is important to get a warranty on used ones, if possible. Keep up with the maintenance, as a little upkeep goes a long way with printer longevity.

Make sure to download and print the manual for any new printer. Keep it with the printer so all employees can look up how to use it.

If the newspaper has a good Ethernet setup, use that for the printer's interface; it's much faster than the Wi-Fi. Also look for printers with Gigabit Ethernet.

Most publishers know to look at the cost of replacement cartridges. They can run more than the cost of the printer so do plenty of research.

Look for high capacity cartridges, as they are cheaper in the long run.

Using a refillable ink tank printer like the Epson Eco-

Tank is also an option – the ET-M2170 runs \$330.

Stick with cartridge-free refilling because it is cheaper and easier.

Ultimately, it could save up to 75% compared to the cost of cartridges on other laser printers.

PHOTOSHOP HOT FOLDERS

Adobe Photoshop has long been able to create hot folders. These folders can automatically perform different commands, including instantly saving photos.

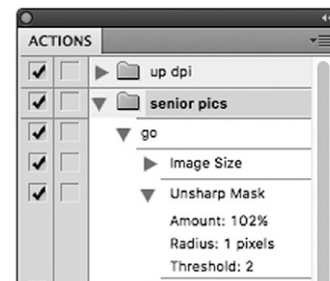
I suggest having two folders: one for turning photos to a standard horizontal image size, and one for turning photos to standard vertical image size. You'll also want a hot button Droplet for converting to CMYK.

These folders can be run on any computer that has Photoshop.

The process to build them is simple.



First, open a photo in the Actions menu found under the Window menu. Go to the flyout button and choose New Set. Call the first one Vertical and click OK. From the flyout button choose New Action, then click the record button



to perform the steps that are done standard to all vertical photos. This will not be the final corrections, just the normal things that they all need. Then press stop recording (the first button at the bottom of the palette).

In the Actions menu there will be a folder called "vertical" and under it a set called "go" followed by the names of the action steps.

Create a folder, label it "vertical folder" and another named "processed photos."

Under the **File menu > Automate > Batch** window choose the folder you just made on the desktop (Vertical folder) as the source folder and the (Processed photos) folder as the Destination folder.

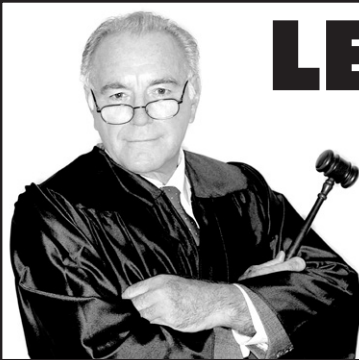
As the photos come in put all the vertical photos in the vertical folder when they are ready to process, then open Photoshop and run the batch.

Repeat the process for the horizontal folder.

Droplets can be created as well. They are just files that tell Photoshop to do commands when a file is pulled on top of it.

They're created in the same way under the **File menu > Automate > Create Droplet**.

OPA Computer Consultant Wilma Newby's column is brought to you by the Oklahoma Advertising Network (OAN). For more information on the OAN program, contact Oklahoma Press Service at (405) 499-0020.



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DEATHS

JOE WORLEY, former Tulsa World executive editor and one of the most revered and respected figures in Oklahoma journalism, died April 13, 2022, after a long battle with pancreatic cancer. He was 74.

Worley, who was also a retired lieutenant colonel for the Oklahoma National Guard, led the World newsroom as executive editor for 19 years. He retired in 2014 after 27 years overall at the World, and 45 years in journalism.

A Tennessee native, Worley served as managing editor of

the Nashville Banner before joining the staff at the Tulsa World in 1987. After serving in several editor roles, he was named executive editor in 1995.

He was inducted into the Oklahoma Journalism Hall of Fame in 2007 and received numerous awards and honors for his leadership in the industry.

Worley served as president of the Oklahoma Press Association in 2004. He received the Oklahoma Newspaper Foundation's Beachy Mussel-

man Award for Outstanding Contribution to Journalism in 2009 and the OPA's Milt Phillips Award, the highest honor given by the OPA, in 2015. He had also been recognized by the Society of Professional Journalists, the Associated Press and as an official Tulsa Press Club Tulsa Media Icon.

In addition to journalism, Worley was also well known in the state's military community for his dedication to the National Guard. He served 34 years between Tennessee and Oklahoma units starting as a

private before moving to the commissioned ranks with a direct appointment to captain.

Worley was active in the community over the years, serving as a board member for Mental Health Association Oklahoma. He and his late wife Myra also had a longtime passion for the work of Pets Helping People.

Worley is survived by his wife, Lis Exon; son Bo Worley; daughter Allison Conley; two grandchildren; and brother Paul Worley and sister Providence Worley.

DONALD RAY BEENE, a former Oklahoma newspaper publisher, died March 25, 2022. He was 86.

Beene was born May 23, 1935, in Stillwater. He began his career in the newspaper business at the Cushing Daily

Citizen and later was publisher of the Drumright News Derrick Journal in 1978 as well as manager of the New Art Prints in Cushing and Drumright. He was also publisher for the Lake Keystone News.

He married Donna Kautz Niccum on June 13, 1983, in Hot Springs, Arkansas. They moved to Bristow and started D&D office supply in 1984, before retiring in 2010 and moving back to Cushing.

Beene is survived by his

wife, Donna, of the home; one son, David Ray Beene; one daughter, LeaAnn Ladd of Cushing; two stepdaughters, Toni McEntire of Cushing, and Teri Akins of Perkins; 10 grandchildren and 11 great-grandchildren.

CLOYCE WILEY, a former publisher of The Tecumseh Countywide News, died March 30, 2022. He was 90.

Wiley was born the last of nine children on a farm in Osage County, Kansas. His

passion for recounting stories led him to pursue a degree in journalism at Kansas University, graduating in 1958.

Wiley met the love of his life, Orinne, at the age of 11 when seated behind her at his new school when the family

moved to Lyndon after leaving the farm.

In 1978, the Wileys purchased the The Countywide News. Cloyce went on to start a small publishing company that put out the Quiviran newspaper and handled the

monthly communications of numerous companies.

Wiley is survived by his three children, Elizabeth, Mark and Sue, and five grandchildren.

Remembering our friends & colleagues who died the previous year.

John Link, March 24, 2021

Larry Joe Marcy, March 17, 2021

William White, March 9, 2021

Please donate to the OKLAHOMA NEWSPAPER FOUNDATION

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

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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

JACOB MCGUIRE, Publisher Content/Legislative
jmcguire@okpress.com, (405) 499-0031

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

GENERAL INQUIRIES

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

MEMBER SERVICES

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

ALEXIS MARTIN, Member Services
Coordinator
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LONDON COBB, Sales Director
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CINDY SHEA, Advertising Director
cshea@okpress.com, (405) 499-0023

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jbeatley-cates@okpress.com

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

COMPUTER ADVICE

WILMA NEWBY, Computer Consultant
wnewby@okpress.com, (405) 659-0596

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Invasion of Ukraine only 1st shot in wider war

Feb. 24, 2022. File that date away. Mark it on your calendar. It was the day World War III began, or at least World War II and a half.

It was last Thursday that Russian forces invaded the sovereign nation of Ukraine, returning war to Europe for the first time since May 8, 1945.

Ukraine may have fallen by now, I don't know. As of this writing Russian forces attacking from neighboring Belarus had reportedly seized control of the Chernobyl nuclear site, the location of the world's worst nuclear disaster and the scene of a colossal failure by the former Soviet Union.

Remember that term, the former Soviet Union. Russian dictator Vladimir Putin someday wants to remove the word "former."

Ukraine is his first move toward that aim. For weeks he built up his military forces on the borders of Ukraine, daring the West to act, to try and stop him. The West stood by, shook its fists and threatened economic sanctions, some of which were imposed. Then, when Russia finally did invade Ukraine, we shook our fists harder and inflicted more economic sanctions.

None of which stopped the guns, the bombs and the tanks from rolling over the soil of a sovereign nation.

Putin blustered and postured, of course, saying Russia didn't feel safe from the big, bad Ukrainians, who were supposedly persecuting Russian separatists in the east of the country.

Putin's forces staged so-called "false flag" attacks, carrying out a car bombing in Donetsk, attempting to blow up a chlorine tank in the separatist-held area of Donbas, and others, then blaming the Ukrainians for all of it.

Putin also is afraid of big bad NATO gaining a foothold in what he sees as his territory by admitting Ukraine as a member. It is too late now. Soon there will be no independent Ukraine.

Sound familiar? It should. On Sept. 1, 1939, troops from Nazi Germany invaded Poland. The Nazis claimed the Poles had been persecuting ethnic Germans living in Poland and were conspiring with Great Britain and France to encircle and crush Germany. The SS even staged an attack at a German radio station, blaming Polish forces. Thus Hitler called his invasion a "retaliatory" campaign.

The Poles fought back, but their misery became com-

plete on Sept. 17, 1939, when forces from another country invaded from the east. That other country? The Soviet Union. Funny how that works out.

The Soviet Union ceased to exist on the day after Christmas 1991, when the Soviet hammer and sickle flag came down for the last time over the Kremlin, replaced by the new tricolor Russian banner.

Putin wants nothing more than to see the hammer and sickle restored to its former glory.

Putin used to be an officer with the euphemistically named Committee for State Security, more commonly known as the KGB. He reportedly was a relatively low level agent but he served toward the end of his intelligence career in Dresden, then part of East Germany, observing the workings of the Stasi, the brutal East German secret police.

Since leaving the KGB and getting involved in government, first as an adviser to the mayor of his native St. Petersburg and then as deputy to the Kremlin's chief administrator, Putin's rise has been meteoric. He quickly became head of the FSB, the successor to the KGB, and then, in 1999, was appointed prime minister.

And today he is the *vozhhd*, a word literally meaning leader but which has been linked to the personality cult surrounding Joseph Stalin. Ah, there's another disturbing name from the past.

At any rate, to achieve his goal of reuniting the old Soviet Union, Putin will have to invade and conquer independent nations that, unlike Ukraine, are members of NATO, countries like Estonia, Latvia and Lithuania.

And if any country attacks a NATO member nation, the organization's article 5 holds that an attack against one ally is an attack against all, including the United States. That would mean much more than sanctions, it would mean American boots, and blood, on the ground,

For now there isn't much more we can do but watch Ukraine be swallowed up by Russian forces. There will be the normal consequences of any war — civilian casualties, destruction, untold pain, countless refugees and another blow struck against the principle of democracy.

Keep the Ukrainian people in your prayers, and save some for the rest of Europe, too. I fear this is only an opening salvo in Putin's attempt to restore his country to its former evil imperial glory.



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The January 2022 Oklahoma Natural Gas Column and Editorial Contest was judged by a member of the Oklahoma Journalism Hall of Fame.

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2. Include the author's name, name of publication, date of publication and category entered (column or editorial).
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4. All entries for the previous month must be at the OPA office by the 15th of the current month.
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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.

CORRECTION: Last month's column winner's newspaper affiliation was incorrect. BARB WALTER is with the Kingfisher Times & Free Press. We regret the error.