

How to obtain an ISSN number for your newspaper

The National Newspaper Association recently reported that the Journalism Competition and Preservation Act (JCPA) now being considered before Congress may define eligible newspaper participants as those with an ISSN number.

The JCPA would allow news organizations to jointly negotiate fair terms for access to their content by Google, Facebook and other dominant platforms.

These numbers, issued by the Library of Congress

U.S. ISSN Center, differentiate between print ISSN numbers and online ISSN numbers. ISSN staff will issue both unless your publication already has one or more valid ISSNs.

APPLY FOR ISSN

To obtain an ISSN number, go to www.loc.gov/issn/ and create an ISSN Uplink account. The account is a web-based system where you apply for ISSN, track the progress of your application and communicate with the

ISSN Center. ISSN Uplink replaces all of the center's previous application processes as of Nov. 23, 2020.

After creating the account you will be ready to begin filling out an application and submitting it to the U.S. ISSN Center.

There is no charge for the assignment of the ISSN, or for the use of it after it's assigned. After the number is issued, it can be used immediately. It should be displayed in a place where information about the publication (frequency, pub-

lisher, etc.) is displayed. The Postal Service has specific information about ISSN in the publishing statement.

DMM 207.4.11.5 (Domestic Mail Manual) states: "If an International Standard Serial Number (ISSN) is assigned, it must appear in the identification statement (for example, 'THE WEEKLY JOURNAL' [ISSN 9876-543X]). ... The publication number may be on the front or cover page instead of in the identification statement."

Sapulpa Herald relocates after building torn down

The building that housed the Sapulpa Herald for more than a century was recently torn down to make way for a pedestrian alleyway called "Alley District."

The Herald had continually operated the newspaper at the at the same location for more than 100 years.

The historic signage was preserved by Herald staff and friends, said Johnny Brock, news editor, and will soon be donated to the Sapulpa Historical Society.

Newspaper operations continue as the Sapulpa Herald maintains staff at a temporary office space in Sapulpa.

Herald Publisher Darren Sumner said the Herald will soon be maintaining a smaller office space on East Dewey Avenue sharing with the Sapulpa Times online.

The newspaper will continue to publish the local news in its bi-weekly format.

The newspaper's printing plant has been relocated to Kiefer, Oklahoma, where a structure was built to accommodate the Herald's newly acquired vertical Goss Press.

The new press will ease and streamline newspaper production for the Herald as well as other newspapers it prints and job printing orders.



Signage is removed from the Sapulpa Herald (top) before the building is demolished (below).

Photos from Sapulpa Herald. Reprinted with permission.

INSIDE THIS ISSUE

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From the President

By Zonelle Rainbolt

Executive Editor, Wesner Publications • OPA President 2022-2023



WHEN I WAS YOUNGER, I was puzzled by older people commenting on how fast time seemed to be going. Literalist that I was, I couldn't understand how their time could move at a different pace than mine. After all, 24 hours should be the same for everyone – at least that is how it seemed to me. Now, however, I confess to knowing what they meant. I have heard you know you are over the hill when time begins speeding up – and I've recently come to realize time is zooming right along!

My awareness of time passing more quickly began with the birth of my children and had more to do with how they were growing than with events in my own life. (How is it that tiny baby turned into a 6'2" man in just a matter of weeks?) That time-awareness changed again when I began working at The Cordell Beacon. With deadlines came an enhanced focus on time passing! Where were the stringer articles? Had the coach called back with the corrected stats? That legal has to run THIS week? And that was all for one weekly paper. Papers that publish multiple issues every week have exponentially more deadlines, which probably means an even sharper focus on deadlines – and time passing.

WHICH BRINGS ME TO MY POINT. (Aren't you glad I finally got there?) As you are making plans for impressive holiday issues, big end-of-the-year sales campaigns and coverage of all the events that are scheduled between now and December 31, don't forget to begin thinking about entries for the Better Newspaper Contest. Although the entry deadline is in February, the time between now and then will fly by and now is the time to give some thought to your favorite articles, sales promotions, photographs and community involvement. Encourage staff members to make notes about their favorite ideas for entries and put them away to find when they have a few spare minutes.

Contest entry information and deadline(!) will be arriving at your office in the coming weeks – and you will be so glad you made plans in advance.

AND AS A CLOSING THOUGHT – I hope you have a wonderful Thanksgiving. Fall is my absolute favorite season and Thanksgiving is by far my favorite holiday. It has everything – family, food, fun and football! My wish for you is a happy, peaceful holiday!

OPA CALENDAR OF EVENTS

For more information on upcoming events, visit okpress.com/events

Thurs., January 12, 2023, 2:00 PM THE BASICS OF ADOBE ILLUSTRATOR

Newspaper Academy Webinar, \$69.
Kevin Slimp shows why you and your staff need to learn how to use Illustrator. For more information or to register, see newspaperacademy.com/webinar/illustrator23

Mon., January 16, 2023 ONF HOST NEWSPAPER INTERNSHIP APPLICATION DEADLINE

For more information or to apply visit okpress.com/internships. The program is made possible by a grant from the Inasmuch Foundation.

Thurs., February 9, 2023, 9:30 AM OPA LEGISLATIVE SUMMIT

Oklahoma State Capitol, Oklahoma City. For more information or to register, see okpress.com/legislative-summit

Wed., February 15, 2023 ONF STUDENT INTERNSHIP APPLICATION DEADLINE

For more information visit okpress.com/internships. The program is made possible by a grant from the Inasmuch Foundation.

Fri. & Sat., June 9-10, 2023 OPA ANNUAL CONVENTION

Mark your calendar to attend the 2023 Convention at the Grand Casino Hotel & Resort in Shawnee, Oklahoma.

Heavener Ledger ends print product

After 118 years, The Heavener Ledger printed its final issue October 20, 2022.

The Ledger will continue to publish its website, newsletter and e-edition, said Craig Hall, publisher.

Hall said the newspaper has gone through two world wars, the great depression and many other things.

"The pandemic is what finally stuck a fork in us," Hall said. "We lost several long-time advertisers and have not gotten replacements."

Last year, The Ledger sold its building in downtown Heavener to help reduce expenses.

"I hate this is happening," Hall said, "but we have tried to do everything possible and nothing seemed to work."

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. OPA members always need timely legal advice on issues related to 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!



Newspapers' Periodical postage rates to rise in 2023

FROM THE NATIONAL NEWSPAPER ASSOCIATION

Local newspaper publishers entering their subscribers' newspapers at local post offices will see an average 7.6% increase in postage rates in January 2023. The increase was announced today by the U.S. Postal Service. Newspapers mailed outside the county will increase by an average of about 4%.

The increase comes as USPS is experiencing inflation pressures and also raising prices to improve revenue for its operation, where a new Delivering for America plan will roll out major changes in the way mail is handled and transported.

In speaking to an assembly of community newspaper publishers gathered at the National Newspaper Association Foundation Annual Convention & Trade Show in San Francisco last month, Postmaster General Louis DeJoy said USPS had been hurt by pricing limitations in a 2006 law and that more postage increases were ahead.

NNA incoming chair John Galer, publisher of the Hillsboro (Illinois) Journal-News, said the proposed increases

were daunting. The January increase added to a price hike of around 7% from July 2022. The total impact of increased mailing cost has risen into the range of 15% in a single year.

"We understand the damage that inflation inflicts upon the U.S. economy and, as loyal customers of the Postal Service in our industry for more than 200 years, we try to take actions to help USPS control its own expenses," Galer said. "But price increases of this magnitude will hurt newspapers as well as the Postal Service. This is not the time to drive business away if the Postmaster General's goal is to fill his mail trucks and his mailbags, as he told us."

There were some silver linings in the USPS price announcement, building upon NNA initiatives of recent years:

- Although Periodicals in sacks will no longer be accepted at many USPS facilities, local newspapers entering at their delivery units or a nearby Sectional Center facility will still be able to use sacks.

- NNA has long encouraged publishers to use white flats trays instead of sacks.

In the January rate schedule, the differential price between sacks and trays continues to spread. Publishers can save about 20 cents per container by using the flats trays.

- The Postal Service has increased the amount of savings from worksharing for certain types of mail to encourage more efficient preparation. In its "passthroughs" where USPS passes along a percentage of its own savings from publishers' efficient preparation, the most commonly used prices for Within County mail will gain back about 20% more of USPS' own savings. However, even at the new rates, USPS will still keep more than half of the savings in Carrier Route and 5-Digit presort categories earned by publishers' presorting initiatives.

USPS has provided no explanation for increasing Within County Prices at a higher rate than Outside County mail. Galer said NNA would seek explanations.

Also in this week's price increase announcement, USPS said it would raise the price of the First-Class Forever Stamp by 3 cents.

Enid News & Eagle updates TV guide

The Enid News & Eagle recently updated its TV guide to better reflect the viewing needs of readers.

The TV Guide is now called Screentime Arts & Entertainment Weekly, said News & Eagle Publisher Cindy Allen.

The guide focuses more on what is streaming during the week, and also breaks out the sports listings on a separate page for the week.

"We are also providing

more puzzles and games in the weekly section," said Allen. "We know our readers love crosswords and other puzzles, and this gives them more to spend time with."

The new guide also contains a weekly local calendar of events.

"The News & Eagle provides many calendars for our readers to use," Allen said.

"This addition will allow readers to have another timely calendar on hand every week."

Allen said the TV guide is one of the most popular features provided by the newspaper.

"The TV magazine has a long and storied history and is still a staple of the American household," said Allen.

"Readers keep this guide handy during the week and refer to it often."

The guide is also included in the Friday E-Edition.

The Oklahoma Publisher

ISSN 1526-811X

Official Publication of the
OKLAHOMA PRESS ASSOCIATION

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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.

Worth Mentioning

B | SPORTS

Bayliner Mills leads league through stormy season

by David Smith

PAT

Amber Smith, 20, is a member of the Bayliner Mills basketball team. She is shown in a photo with a pink ribbon, a symbol for breast cancer awareness.

THE NORMAN TRANSCRIPT

Volume 10, Number 10, October 15, 2022

Subscription: \$15.00

THE NORMAN TRANSCRIPT

Visit www.normantranscript.com for breaking news

Thursday, October 13, 2022 NORMAN, OKLAHOMA \$15.00

New city ward boundaries in effect

Norman City Council

Norman City Council members, including Mayor David Smith, are shown in a photo. They are seated around a table in a meeting room.

Upstream Counseling Services hosts mental health open house event Friday

Upstream Counseling Services, a mental health organization, is hosting an open house event on Friday, October 14, from 10 a.m. to 2 p.m. at the Norman Public Library. The event is free and open to the public. It will feature a variety of mental health services, including individual and group counseling, and a mental health fair. The event is a great opportunity for the community to learn more about mental health services and how to access them.

Hearing set

Justice Dept. takes 7th OK lawsuit

The U.S. Department of Justice has filed a lawsuit against the state of Oklahoma, claiming that the state's new election law is unconstitutional. The lawsuit is the seventh one filed by the Justice Department against the state. The state has argued that the law is a valid exercise of its power to regulate elections. The case is set for a hearing in federal court on October 20.

Clemency denied for death row inmate Richard Fairchild

By Robert Jones

Richard Fairchild, a death row inmate, has been denied clemency by the Oklahoma Board of Pardons and Paroles. The board voted 10-2 to deny his request for a reprieve. Fairchild has been on death row since 1993. He has been sentenced to death for the murder of a woman. The board's decision is final.

Paulsenite performance

Paulsenite performance

A group of children and adults performed a dance or play on a stage. The performance was well-received by the audience.

Norman Transcript

Volume 10, Number 10, October 15, 2022

Subscription: \$15.00

WORD of the day

Paulsenite

A person who is a member of the Paulsenite group. The group is a social organization that focuses on community service and social activities.

Inside

Norman Transcript

Volume 10, Number 10, October 15, 2022

Subscription: \$15.00

WAGGONERS

The Norman Transcript

There's no doubt it's fall – leaves are changing, temps are cooler and it's football time.

Oklahoma newspapers are feeling the change in the season, too.

Pages turned pink in October for Breast Cancer Awareness.

We also spotted lots of football contests and coverage, and Veterans' Day promotions.

We even ran across the first

FIGHTING FOR A CURE

October is Breast Cancer Awareness Month. These local sponsors join in raising awareness of the importance of early detection in the fight against breast cancer and the importance of continued support for breast cancer research.

**NEDHeath
BancFirst
Angel's Care Home Health
Robbins Wrecker
Tahlequah Daily Press**

**TAHLEQUAH
DAILY
PRESS**

National **Breast Cancer Awareness** Month

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WRECKER SERVICE**
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Muskogee, OK 74403
Phone: 918-685-2222
www.robbswrecker.com

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Local in Oklahoma & Texas

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130 S Muskogee Ave | 1004 S Ross St
2020 S Muskogee Ave (Walmart)

☎ BANCFIRST.BANK 📺

PROTECT AGAINST BREAST CANCER

Be sure to drink for alcohol for cancer?

If you are female and over the age of 15, then the answer is YES.

CAUTION: Because the use of alcohol can be related to breast cancer, the study didn't

COMMON MYTHS

- Drinking alcohol can prevent breast cancer
- Drinking alcohol can prevent breast cancer
- Drinking alcohol can prevent breast cancer
- Drinking alcohol can prevent breast cancer

PREVENTION

- Get a mammogram
- Exercise for 30 minutes a day
- Limit alcohol to one drink a week
- Limit your weight to 150 pounds
- Limit your exposure to radiation
- Limit your exposure to radiation

©2010/2011

Tahlequah Daily Press

of what will be many Christmas campaigns starting this month.

First, let's take a look at some of the pink pages. The Norman Transcript showed up with the entire front page in pink. The Henryetta Free-Lance went pink in a full-page ad featuring business card sponsors while the Tahlequah Daily Press ran a large ad with a graphic depicting Rosie the Riveter headlined "Fighting

National BREAST CANCER AWARENESS Month

Medical experts agree that early detection is a woman's best defense in preventing breast cancer. In fact, the National Breast Cancer Foundation reports that when breast cancer is detected in its early, localized stage, the one-year survival rate is 99 percent.

The organization encourages every woman to develop an early detection plan consisting of breast self exams, clinical breast exams and mammograms based on age and health history.

To help to perform a monthly breast self-exam, visit the National Breast Cancer Foundation online at nbcf.org for information on breast self-exams.

A family physician should perform a clinical breast exam as part of an annual visit and can advise women on the frequency of mammography scheduling.

In honor of National Breast Cancer Awareness Month, these businesses have joined together to support this breast cancer research and initiatives with the *Am I that woman* campaign and look forward to a healthy future.

ABLE
Health
918-735-2242

ADVANCED AUTO COLLISION
918-622-8888

ALMAZ PRIMA
918-622-8888

SHONEY'S
918-622-8888

Advanced Heating & Recovery
918-622-8888

Fountain View Manor
918-622-8888

GREEN COUNTRY INSURANCE
918-622-8888

HENRYETTA DRUG
918-622-8888

HOMELAND
918-622-8888

Lake Drive
918-622-8888

QuickMed Mobility
918-622-8888

Rainbow Liquor
918-622-8888

ROGERS FURNACE HOME
918-622-8888

Henryetta Free-Lance

for a Cure.” The Elk City News headlined its sponsorship page “Powerfully Pink.” The Stillwater News Press and Enid News & Eagle promoted Breast Cancer Awareness in tabloid sections. These are just a few of the many newspapers showing support for everyone affected by breast cancer.

Football is a popular sport in Oklahoma, giving newspapers an opportunity to sponsor contests. After looking at

2012-2013 City Give
POWERFUL PINK
 Breast cancer touches us all in one way or another.
 A family member, friend or yourself. We along with multiple
 local businesses would like to show our support by
 being **Powerfully Pink** during the month of October.

Roger Mills Memorial Hospital 351 E. Main Street Okemaw 580-487-3338	Endicence FCU 1000 S. 1st Street Okemaw 580-225-5559	We Finance "We make any day a good day" 1000 S. 1st Street Okemaw 580-225-1525	Big City Powerports 502 E. 7th St. Okemaw 580-433-6668
Reckman Family Farmery 225-225-2003 225-225-2003	S&S Quality Carpet 1000 S. 1st Street Okemaw 580-433-1112	Terry's Furniture 580-225-4206 580-225-4206	
Great Plains 1024 N. 2nd Street Okemaw 580-225-5600	Kim's Butcher Shop 580-230-4481 580-230-4481	P&M Auto Service Center 580-225-0014 580-225-0014	Swaim's Roundy Shop 580-225-0905 580-225-0905
Main Street Cakes & Cafe 101 S. 3rd St. Okemaw 580-339-8252	Country Store 580 N. 3rd St. Okemaw 580-225-7025	ER City 101 East Main Street Okemaw 580-225-1936	
Kilhofer Flooring South Main Street Okemaw 580-225-7291	United Supermarket 2100 N. 2nd Street Okemaw 580-225-2288	Haines Woodner 1012 S. 1st Street Okemaw 580-225-4181	Great Plains Regional Medical Center 580-225-2011 580-225-2011
Jeaning Wedding 615 E. 1st St. Okemaw 580-225-6954	Farmer's Union Coop 1000 S. 1st Street Okemaw 580-225-6181	Carter Electric 580-225-2547 580-225-2547	
Full Bros Brewin 111 S. Main Street Okemaw 405-48-7905	Whitney Family Machine 580-230-4390 580-230-4390	Sonic America's Drive-Ins 1000 S. 1st Street Okemaw 580-225-2432	Amesbury Door 1000 S. 1st Street Okemaw 580-233-6665

Elk City News

more than 120 pages promoting football contests, we settled on showcasing these three — El Reno Tribune, Nowata Star and Hugo News. Football contests are a great way to engage your community and for your newspaper to earn some extra revenue.

Other fun ideas we saw this month include the Duncan Banner's Cutest Pet Contest, The Eufaula Indian Journal's

Continued on Page 5

I didn't know you had this!

- PRINT & DIGITAL SPEC ADS
- ARTICLES & RECIPES
- PUZZLES & HOROSCOPES
- SOCIAL MEDIA POSTS
- CUSTOMER REQUESTS
- FREE WEBINARS

& so much more

**FREE
TRIAL
OFFER!**

	5	3	2	7					
			8	9					
4	2	9	1	2					
	3	7		8					
9	6								
		9	8		4				
2				1	3	5	9		

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metrocreativeconnection.com

Visit metrocreativeconnection.com to see all we offer!

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.

Send your news or story ideas to

news@okpress.com
or call 405-499-0028

Worth Mentioning

Continued from Page 4

annual Treasure Hunt, and the Vici Vision's house ad requesting information on veterans for its annual Veterans' Tribute.

As for the Christmas campaign we noted earlier, that was in the Enid News & Eagle kicking off its 19th annual Candy Cane Cash promotion.

With more than 30 local businesses participating, the local, shop-at-home promotion gives away \$15,000 in total cash prizes.

Later this month, newspapers will be talking turkey and then Christmas takes over.

If you have time, send your promotion ideas to news@okpress.com. We'd love to hear from you.



Stillwater News Press



Enid News & Eagle



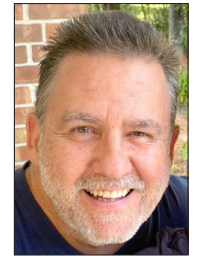
The Eufaula Indian Journal



El Reno Tribune

Willert named Transcript editor

Tim Willert, a seasoned editor and journalist, has been appointed managing editor of



The Norman Transcript.

Willert has worked in editorial for the last 28 years. He is currently an adjunct professor of communications and journalism at Oklahoma University.

Jeff Hayden, Transcript regional publisher, made the announcement.

"Tim Willert is a consummate journalistic professional, and we are fortunate to have him joining our team. He brings a great degree of journalistic integrity and commitment to The Transcript," Hayden said.

"I am thrilled to be named the managing editor of The Norman Transcript and excited to begin leading a talented group of editors and reporters," Willert said. "I am well aware of the role The Transcript plays in keeping readers informed and entertained, and I am committed to delivering fair and accurate reporting and storytelling that focuses on issues and events important to Norman."

Willert, 61, is a native of La Jolla, California. He attended the University of Oklahoma and graduated from California State University, Northridge, with a bachelor's degree in journalism. He lives in Norman with his wife, Jennifer, and their children Chris, 12, and Lacey, 10.

71st Annual Hugo News Football Contest!

Contest Rules:

1. Register on the Hugo News website by the deadline of October 15, 2022.

2. Complete the registration form and pay the entry fee of \$10.00.

3. Complete the registration form and pay the entry fee of \$10.00.

4. Complete the registration form and pay the entry fee of \$10.00.

5. Complete the registration form and pay the entry fee of \$10.00.

6. Complete the registration form and pay the entry fee of \$10.00.

7. Complete the registration form and pay the entry fee of \$10.00.

8. Complete the registration form and pay the entry fee of \$10.00.

9. Complete the registration form and pay the entry fee of \$10.00.

10. Complete the registration form and pay the entry fee of \$10.00.

First Place Wins \$5000

Weekly

Hugo Pharmacy

1000 S. Main St. Enid, OK 73701

Phone: (580) 244-1111

Go Team!

Enid News & Eagle

Pratt's Foods

1000 S. Main St. Enid, OK 73701

Phone: (580) 244-1111

Hugo Lake Station & Cabins

1000 S. Main St. Enid, OK 73701

Phone: (580) 244-1111

Vapod Amusing Flavors

1000 S. Main St. Enid, OK 73701

Phone: (580) 244-1111

Hugo News

Cutest Pet Contest

Vote Early ★ Vote Often!

Only \$1 per vote. NO LIMIT!!

1st Place Wins \$5000

2nd Place Wins \$2500

3rd Place Wins \$1000

4th Place Wins \$500

5th Place Wins \$250

6th Place Wins \$100

7th Place Wins \$50

8th Place Wins \$25

9th Place Wins \$10

10th Place Wins \$5

Deadline is Fri., Oct. 28th and the winner will be announced Nov. 5th.

Name: _____

Phone: _____ Email: _____

Pet Name: _____ # Vote: _____ Amount Enclosed: _____

The Duncan Banner

Promotion for Candy Cane Cash kicks off on Monday

By Kelei McKendrick
Enid News & Eagle

The 19th annual Candy Cane Cash will kick off Monday at more than 30 local businesses.

The local, shop-at-home promotion gives away \$15,000 in total cash prizes to people who have shopped in Enid during the holiday season.

Representing nearly \$5 million in holiday sales every year and more than \$80 million since the very beginning, Candy Cane Cash has incentivized residents, for the past 18 years to stay in Enid to do their holiday shopping, said Cindy Allen, publisher of the Enid News and business community are important to Enid's economic success and quality of life," Allen said. "The annual Candy Cane Cash holiday promotion is a big part of Enid's retail success during the holidays, and we're proud of that."

From Oct. 24 through Dec. 12, merchants will give customers

Enid News & Eagle

HONOR A VETERAN

★★★★★
DEADLINE NOVEMBER 3

The Vici Vision Veterans' tribute is soon approaching. If you know of a veteran we have missed in the past or new veterans, please contact us with their name and picture. You may also submit their years of service, military branch, or other information.

We need any new or updated veteran's information by Friday, November 3, 2022. You may mail, email, drop the information off at The Vici Vision office or scan the QR code to fill out a form online.

Mail: P.O. Box 2, Vici, OK 73859
Email: editor@thevicivision.com
Office: 105 E. Broadway St, Vici
Phone: (580) 995-3425

Vici Vision

Nowata Star 2022 FOOTBALL CONTEST

First Prize: \$25
Second Prize: \$15
Third Prize: \$10

1st Place Wins \$5000

2nd Place Wins \$2500

3rd Place Wins \$1000

4th Place Wins \$500

5th Place Wins \$250

6th Place Wins \$100

7th Place Wins \$50

8th Place Wins \$25

9th Place Wins \$10

10th Place Wins \$5

Deadline is Fri., Oct. 28th and the winner will be announced Nov. 5th.

Name: _____

Phone: _____ Email: _____

Pet Name: _____ # Vote: _____ Amount Enclosed: _____

Nowata Star

OG&E[®] PHOTO CONTEST



Singaporean 3rd Sgt. Ynghan Shao passes from his HIMARS unit after finishing a round of training exercises.

Photo by SCOTT W. RAINS, *The Lawton Constitution*, September 18, 2022



Chandler's Ty Garver (11) keeps his concentration on the ball and fights through contact during first half action at Kellyville.

Photo by BRIAN BLANSETT, *The Lincoln County News*, September 29, 2022

SEPTEMBER 2022 DAILY,
SEMI- AND TRI-WEEKLY WINNER:

SCOTT W. RAINS

The Lawton Constitution

SEPTEMBER 2022
WEEKLY WINNER:

**BRIAN
BLANSETT**

The Lincoln County News

The OGE Photo Contest

*was judged by a member of the
Oklahoma Journalism Hall of Fame.*

View all winning photos
and contest rules 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/oqe-photo-contest



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energize a power grid.

We honor our commitment to **strengthen our communities.**

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SPJ Oklahoma honors award winners at banquet



The Society of Professional Journalists, Oklahoma Pro Chapter, presented its annual awards Oct. 15 at the Apache Casino Hotel in Lawton.

Recipients of the Big 3 awards were Gary Fife, Lifetime Achievement Award; Darcy Delaney-Nelson, Teacher of the Year; and OU Daily, Carter Bradley First Amendment Award.

Awards also were presented for outstanding work in Public Relations, Radio, Television, Online, Magazine, and Newspaper.

GARY FIFE

Fife, an enrolled citizen of the Muscogee (Creek) Nation and of Cherokee heritage, received the Lifetime Achievement Award. He has almost 50 years of experience in print, radio and television.

Currently with the Okmulgee-based Mvskoke Media, Fife has specialized in national Indigenous and governmental affairs, including spending more than a decade reporting from Washington, D.C.

After attending Northeastern State University in Tahlequah and an affiliate campus of Missouri's Westminster College, Fife moved to Alaska in the 1970s for the prospect of founding an Indigenous-focused radio program. That program became the first Native weekday radio news service, "National Native News."

Fife, who has won numerous awards, was the first Native American recipient of a

Ford Fellowship in education journalism.

In addition to his regular column in Mvskoke Media's newspaper, Fife hosts a weekly radio show.

DARCY DELANEY-NELSON

Delaney-Nelson, the 2022 Teacher of the Year, is head of the mass communication program at Rose State College in Midwest City.

In addition to teaching, she advises student publications, The 15th Street News and 6420 magazine."

Delaney-Nelson completed the master's program at the Gaylord College of Journalism and Mass Communication in 2010.

OU DAILY

The 2022 Carter Bradley First Amendment Award recipient was the staff of the OU Daily.

The staff spent 2021 finding ways to hold community and campus officials accountable.

In February, they broke down data from the Norman Police Department that showed on a per capita basis, the city's Black residents were three times more likely than their white neighbors to be contacted, arrested or have force used against them by the police.

In October, the staff published a magazine-length feature that was distributed to every mailbox on campus, examining how university handles records requests, including the response times in comparison to other universities and resources available to the school's records office.

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Brett Wesner believes in the future of newspapers

By ZONELLE RAINBOLT,
Wesner Publications

"We are 1,600 papers working together and are committed to what we believe is important," said former National Newspaper Association (NNA) Chair Brett Wesner as he reflected on his two-year term of office, which concluded last month.

"Established in 1885, NNA continues its mission to support community newspapers and it was a great experience to be actively involved in that process for two years."

“ People want newspapers and they are important to the country ... We just have to find a good business model.

Wesner, owner of Wesner Publications, currently publishes 12 newspapers in Oklahoma, Texas and New Mexico.

After graduating Magna Cum Laude from Brown University in 1984 with a degree in Abstract Mathematics, Wesner went to work for David Boren during his Senate campaign in May 1984 and stayed through the election.

After taking a planned break to travel, Wesner returned to work on the Senator's staff in July 1985, becoming press secretary in 1986. He stayed on the staff until December 1989.

WESNER'S FIRST NEWSPAPER

Wesner purchased his first paper, The Walters Herald, in 1988 while working on Senator Boren's staff.

"I got word the paper in Walters was going to be on the market," Wesner remembered. "I called the owners and, over the course of a few weeks, we reached an agreement and I was able to purchase the paper. Jerry Pinkerton, one of the owners, stayed on and ran the

paper for several years. That gave me the opportunity to continue working with Senator Boren and learn the newspaper business from a seasoned professional."

A CAREER CHANGING MOVE

Wesner said working on the Senator's staff was a very stressful job, especially during the months of the Iran-Contra hearings (in 1987) and by the end of 1989 he was ready for a break.

"I took six months off to study piano at the Peabody Conservatory and decompressed," he recalled. "Then it was time to get a job and I considered lots of things, but the pull of the press was strong. By then I had acquired a couple of other papers, so in the fall of 1991 I began actively running the newspapers and it has been my life ever since."

During the years Wesner worked as the Senator's press secretary he learned a great deal about the importance of local and national press.

"People want newspapers and they are important to the country," he said. "We just have to find a good business model."

BECOMING NNA CHAIR

That was part of the inspiration to take on the responsibility of being the NNA Chair.

"This was the first time in NNA history the position of Chair was for a two-year term," Wesner stated. "We were making a couple of important changes to the NNA and the NNA Foundation and felt we needed some consistency in organizational structure during that process. Now we have governmental affairs as part of the NNA and the educational arm is now with the NNA Foundation. It has helped both entities focus on specialized thinking and improved our outcomes."

SPEARHEADING EFFORTS

Wesner specifically mentioned the formation by the NNA Foundation of the Max Heath Postal Institute which will focus on educating newspapers and print-

ers on the best practices within the United States postal system.

"We also focused on expanding our lobbying efforts," Wesner said. "For over 30 years Tonda Rush, NNA General Counsel, has been our 'go-to' person for information and lobbying for community newspapers. She has mentioned a desire to begin to retire and we wanted to get a team together to learn from her."

Another effort spearheaded by the NNA is to increase federal advertising dollars spent with community newspapers.

"The 'We can do this' ad campaign by Health and Human Services to encourage COVID vaccinations spent \$250 million tax dollars," said an exasperated Wesner.

"Do you know how much of that went to community newspapers? Zero! We needed those ads to be in small, rural communities where vaccination rates were at their lowest, where people get their news and information from community newspapers, and there was not one ad placed there. Not one."

Wesner said U.S. Rep. Tom Cole (R, Moore) is a big fan of community newspapers and is working with NNA to get some of those advertising dollars used in local papers.

“ The question is, how do we fund that. With the explosion of the Internet, our advertising dollars are being diluted to online news sources...

The NNA is also working to educate other agencies, including Agriculture and Defense, about the importance of communicating with people living in smaller, often rural, communities through local newspapers.

"People want what we have to offer,"

Continued on Page 9

Brett Wesner

Continued from Page 8

Wesner said. "The question is, how do we fund that. With the explosion of the Internet, our advertising dollars are being diluted to online news sources. We have to use our print product to steer those dollars to our social media platforms, our websites, our newsletters. The people want our product and it is important to the country. We just have to find a good business model and make it work."

PROUD OF HIS ROOTS

Though he now lives in California, Wesner is proud of his Oklahoma roots, which stretch back generations.

"Three of my four grandparents were born in Washita County, and the other moved there when she was 2 years old," Wesner said.

"Both my parents, Ken Wesner and Sandy Fleming Wesner, graduated from Cordell High School, as did I in 1980, my brother Blaine in 1982 and my brother Scott in 1986."

Wesner has a great deal of experience with newspapers across the country, including as an owner of papers in three states, and he was particularly complimentary of the Oklahoma Press Association.

"I applaud OPA," Wesner stated emphatically. "After these two years I have doubled down on my admiration of Mark Thomas and the staff at OPA. The work they do is incredible. You can't mention a paper in the state that they don't know the current owner, previous owner and how long they have been in business. They are the first in line to offer help, design new ways to attract advertisers and keep an eye on what is happening at the capitol that may affect newspapers. OPA is one of the best press associations in the country."

When asked what he would like every paper to hear him say, Wesner had an immediate answer.

"What we do is important and is desired by the people. We need to find a funding model to keep publishing newspapers – and we will!"



Brett Wesner, who served as Chair of the National Newspaper Association for two years, turns the gavel over to John Galer at the NNA's 136th annual meeting in San Francisco. Galer is publisher of The Journal-News in Hillsboro, Illinois. Wesner is president of Wesner Publications in Cordell, Oklahoma.

NNA elects officers at annual convention

John Galer, publisher of The Journal-News in Hillsboro, Illinois, was elected chair of the National Newspaper Association during its 136th annual meeting in San Francisco.

Galer succeeds Brett Wesner, president of Wesner Publications in Cordell, Oklahoma, who became immediate past

chair and will serve on the ex-officio board.

Jeff Mayo, publisher/president of Cookson Hills Publishers in Sallisaw, Oklahoma, was elected vice chair. He had been treasurer.

Martha Diaz Aszkenazy, publisher of the San Fernando (California) Valley Sun and El Sol Newspapers, was named treasurer.

Elected to the board as directors for two-year terms were CherryRoad Technologies' Jeremy Gulban and APG's Jeff Patterson.

Re-elected to the board as directors were Reed Anfinson, president of the Swift County Monitor-News in Benson, Minnesota; Beth Bennett, executive director of the Wisconsin Newspaper Association; William (Bill) Jacobs, Jacobs Properties, Brookhaven, Mississippi; J. Louis "Louie" Mullen, Blackbird LLC, Buffalo, Wyoming; and Bradley Thompson II, Detroit Legal News.

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



Brett Wesner, president of Wesner Publications in Cordell, Oklahoma, and Jeff Mayo, publisher/president of Cookson Hills Publishers in Sallisaw, Oklahoma, at the NNA Convention. Wesner is now immediate past chair of NNA and Mayo was elected as vice chair.

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Pantone colors go behind the paywall this month



Computer Notes

from the road
by Wilma Newby
wnewby@okpress.com

Adobe InDesign 2023 Creative Cloud has arrived on many computers across the state with some unhappy results.

As the program progresses toward Apple's M1 and M2 chips, it's causing older Intel Macs to slow down when running the new software. The best fix so far is to update the computer to 16 GB of RAM and maybe add a new SSD hard drive.

Another problem that has arrived on the Adobe plate is the Pantone color company asking for money to use their licenses. Adobe users will have to pay \$21 per month when the colors go behind a paywall.

If you're using a Pantone color in the newer version, it may print as black unless the user is paying for the plugin. It also carries through to PDFs that you make.

To get the new plugin, subscribe to Pantone Connect. And be aware that Pantone colors will no longer work on older documents in the Creative Cloud. The problem is retroactive to all older designs using Pantone colors. This is going to be a real headache for job printers and may cause some problems for publishers.

To work around the prob-

lem, copy your Pantone colors to a local library and give up on using the new Pantone colors. Or use open source software like Gimp to do Pantone color projects with open source colors.

All of this is in transit with the Adobe and Pantone people and has been on going since 2021. The best advice is to stop using Pantone colors in ads. If you want the color, convert it to a local library with a new name (something like CMYK #3d73f), then use it in the ad.

Newspapers mostly convert colors to CMYK for web printing so there shouldn't be many changes on the newspaper side, but for exact matching of colors it could be a problem.

The paywall went up during the first week in November.

Adobe has a disclaimer on the InDesign 2023 "About Me" page that talks a little bit about it.

This along with Type 1 fonts going away means you need to spend some time looking for good TrueType or Open Source fonts for the newspaper, as well as saving your favorite Pantone colors.

MORE IDEAS

Here are some more ideas for finding older Type 1 font replacements. Many TrueType and OpenType fonts can be

used for both Mac and Windows.

1. Search Google for fonts at fonts.google.com or check out 1001freefonts.com for suitable replacements.

2. Look at older software that comes with lots of TrueType or Open Source fonts. Some boxes were widely sold with 10,000 or 32,000 fonts. MacFonts 4 was one of the brands. Many of these fonts are TrueType. Often you can find the original font names you're trying to replace with some searching – and a willingness to gamble a few dollars on an older box of fonts.

Frustration with Adobe is running high with the price of leasing the programs and the constant changes that come with every annual release. It may be time to look at some alternatives.

In the past, layout software for newspapers was either InDesign or QuarkXPress. QuarkXPress 2022 has been out for a while now and seems to be a stable product. The 2023 version will be released this month and should bring more improvements to the program. Quark has been a solid stable product since 2017 when they fixed many problems. Several newspapers in Oklahoma use it as their primary program for layout and design. It can correct a photo right on the page and there are curves and an

unsharp mask built into the program.

Many older layout artists have had some experience with Quark. It can be used to put out a paper with few problems. The disadvantage is that larger newspapers will need several licenses.

QuarkXPress offers two ways of buying the product: 1) buy for a year and then buy it again the next year or 2) a yearly subscription for \$259 each year per desk. You cannot run Quark on two computers. It can be installed on two computers but one has to be deactivated for the other one to work. It's a simple process but two people cannot run it at the same time without another license.

You can also buy Quark outright for \$489 for one computer. This option lets you use it for as many years as you want.

Another alternative is Affinity Publisher for a one-time buy of \$54.99. This is a great price for a really good program. Even larger newspapers can afford to use it.

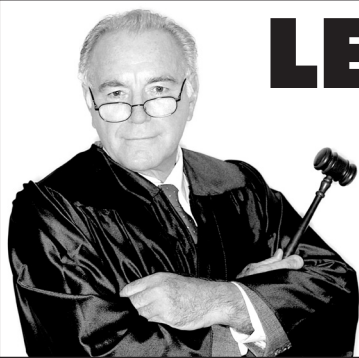
Affinity is more like InDesign than Quark but the ability to somewhat correct photos from within the programs is there. Many of the keyboard commands are the same as InDesign and for the money this program is very hard to beat. Their version of "Photoshop," called Affinity Photo, is already being used by Oklahoma papers. It's a one-time buy of \$59.99.

Gimp is also great free open source software when you can't afford Photoshop.

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:

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DEATHS

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Remembering our friends & colleagues who died the previous year.

James Marion Etter
Oct. 28, 2021

Ron Jenkins
Oct. 5, 2021

Tommy Dean Quinn
Nov. 5, 2021

Harold R. Soles Jr.
Nov. 17, 2021

NINA GAY FLANAGAN FERGUSON, who worked with her husband Larry at The Cleveland American, died October 14, 2022. She was 85.

Ferguson was born November 26, 1936, in Norman. She moved to Pawnee with her family when she was in the 8th grade where she met her neighbor and future husband, Larry.

After high school Nina Gay attended the University of Oklahoma. On June 9, 1957, Larry and Nina Gay were married in Pawnee.

PATRICIA VERNE (NORRIS) CARMACK, former lifestyles editor at the Ponca City News, died October 23, 2022. She was 75.

Carmack was born November 14, 1946, in Cheyenne Wells, Colo.

She began her newspaper career working as a reporter for The Hardin Tribune-Herald in Hardin, Montana,

In 1962, the family moved to Cleveland, Oklahoma, when Larry took over The Cleveland American, the family newspaper business.

Nina Gay helped out at The American in any job where Larry needed help. She was active with the Catholic church and later the First Christian Church. She eventually became a real estate broker.

She was extremely vocal about how proud she was of her large family and was known as Nonnie to her

11 grandchildren and 16 great-grandchildren (with two more due in March).

Nina Gay is survived by her husband of 65 years, Larry, and her children and their spouses: Lori and Tim Lucas of Guthrie, Rusty and Deana Ferguson of Cleveland, and Kari and Hardy Watkins of Edmond; her grandchildren and great-grandchildren; brother Tom Flanagan of Duncan; sister Kathleen Keeton of Jackson, Miss.; and many nieces, nephews, cousins and life-long friends.

before entering college at Oklahoma State University.

In 1967, she worked at the Ponca City News as an intern. After graduating from OSU in June 1968, she joined the staff of The News as a reporter. Later that year, she was named Society Editor. Carmack retired in 1973 but later returned to serve as Lifestyles Editor.

She was named Business and Professional Women's District Young Career Woman in 1970, and served as president for the Ponca City BPW.

Carmack is survived by her husband, Curtis Reid Carmack; daughter Susie Beth Manning of Ponca City; son Kevin Reid Carmack of Tulsa; and two granddaughters.

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.

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OKLAHOMA NATURAL GAS CONTEST WINNERS

CONGRATULATIONS TO THE SEPTEMBER WINNERS

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

Editorial: **MIKE McCORMICK**, *The Lincoln County News*

SEPT. EDITORIAL WINNER *(Excerpts from editorial. Read entire editorial at okpress.com/ong-contest)*

MIKE McCORMICK, *The Lincoln County News*

Time to appoint a new DA

It's time that Gov. Kevin Stitt makes a decision and appoints a new District Attorney for the 23rd judicial district that includes Lincoln and Pottawatomie Counties.

District Attorney Allan Grubb resigned in August citing major health concerns that have arisen for both him and with family members. He also voluntarily and irrevocably consented to an unqualified suspension from his office shortly after a Multi-County grand jury recommended his removal from office.

Several cases in Lincoln County come to mind that we question whether or not justice was served. That's because those cases were not taken before a jury.

Two major felony cases were set for trial after the defendant in each had been bound over at the conclusion of a preliminary hearing, only to see each case dismissed within days of each other.

One was a first degree murder charge where the defendant not only had been bound over but the local DA's office also had won a stand your ground defense motion.

It was set to go to trial in June and then the DA dismissed the case shortly before trial.

In another case, the defendant faced multiple first degree rape counts.

During his arraignment before District Judge Cindy Ashwood, the defendant entered a plea of not guilty.

Records show that on June 3, during a jury trial call docket before Judge Ashwood, the parties announced they were ready for trial and the judge stated the cause would be first up at 9 a.m. on June 6.

Later that afternoon, again appearing before Judge Ashwood, an Assistant District Attorney moved to dismiss the case with costs, announcing he "didn't think he could prove his case."

Luckily, in both these cases, Judge Ashwood declined to dismiss them with costs and dismissed them without costs meaning both defendants in these cases can be tried by another prosecutor.

Two separate cases involving alleged illegal marijuana grow operations were also dismissed just earlier this month.

And yet in another case, a defendant who was charged with two felonies of assaulting two Stroud police officers, was allowed to plead guilty in May, drew two deferred prison terms and earlier this month was arrested on another felony by Stroud police.

SEPT. COLUMN WINNER *(Excerpts from column. Read entire column at okpress.com/ong-contest)*

DAVID STRINGER, *The Lawton Constitution*

Thank you, Google

Local news is local knowledge. It's a shared understanding. It's a chronicle of the places we live and the people and politics that define them. We know that local news is essential to our communities – and that nationwide, the job of gathering and monetizing news is increasingly difficult."

You may have seen this published in the paper in mid-August. I wish I'd written it. But, no, it was a part of a full page ad purchased by Google. I couldn't have said it better.

News organizations like ours face new challenges on a regular basis, much of it borne by a groundswell of technological innovation. We know we're not alone. Many industries have sailed to the edge of their formerly flat world, wondering what kind of monsters they'll find at the edge of their old realities. Newspapers are a "legacy" media, scrambling to adapt to the 21st Century with a business model that served us well for about a hundred years. Now, it doesn't.

Citizens increasingly seek out their news on digital

platforms. But digital advertising pales to the type that fueled our print operations for decades. Most newspapers have reduced distribution areas, cut pages, pulled back on publication days, and increased rates (probably most of the above), in an effort to rebalance the scales. Some, like one Texas paper we provided printing services for until last month, simply close their doors and walk away.

About weekly someone will comment on the post of a story we've made to social media, flaming us because they can't read the entire story. In the early days of the internet, newspaper moguls made the wrong-headed decision to put all their stories on the web for free. By the time they realized digital pennies wouldn't replace print dollars, the expectation had been set, and many of us have been trying to cram that genie back in the bottle ever since. The people who want it for free fail to realize there's not a giant pot of money with which to pay writers, editors, buy paper, and drive thousands and thousands of miles to drop that paper at the house. Or even upload it to the web.



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

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

1. Each month, submit your entry online at okpress.com/ong-contest. Attachments should be in .pdf format.
2. Entries may also be emailed (full-page tearsheet) to amartin@okpress.com. Include the author's name, name of publication, date of publication and category entered (column or editorial).
3. All entries for the previous month must be at the OPA office by the 15th of the current month.
4. Only ONE editorial and/or ONE column per writer per month will be accepted.
5. Winners will receive a Certificate of Achievement, a \$100 check and the column or editorial may be published in The Oklahoma Publisher. Annual Sweepstakes winners will receive a plaque, a \$200 check and may have the column or editorial published in The Publisher.

Entries must have been previously published in print.

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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.