

OPA Legislative Summit set for February 8



The Oklahoma Press Association's annual Legislative Summit is set for February 8 at the State Capitol in Oklahoma City.

OPA members are encouraged to attend this important event to learn about the many bills affecting news organizations and their interests, and for an opportunity to meet personally with their legislators.

There will be a short group meeting on the first floor before attendees have the opportunity to visit and meet with their legislators. State legislative leaders will speak after lunch.

The meeting is free and includes a BBQ lunch, but registration is required. To register, go to okpress.com/legislative-summit.

Visiting legislators at their Capitol offices makes an impact. Legislators listen to people that come to the capitol to express their concerns. Every organization, including those that oppose our interests, go to the capitol to demonstrate commitment to their legislative goals and desires.

"Legislators notice when folks from back home come to

the Capitol even if they don't get much time to spend with you," said OPA Executive Vice President Mark Thomas. "Your presence sets the stage for future conversations back home. It lets legislators know that you intend to be legislatively active on issues important to the news media industry."

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From the President

By Sheila Gay

Publisher of the Woodward News • OPA President 2023-2024



2024 Here We Go!

I believe this is the year for our industry to be at the forefront.

This year will be a highly charged political year coming in from all directions.

To jump on the coat tails of Taylor Swift, or stiletto boots in this case, it will be an era of shorts for our country.

Are we prepared to stand strong and guide our communities with the truth?

I love this quote and have it hanging in our office; it resonates so much truth.

"The future depends on what you do today."

— Walt Disney

Whether that be a diet, finances or just simply getting out of bed with the right mindset for the day.

What energy we bring to work does matter and our leadership will show it.

While beginning the annual cleaning, planning and organization for 2024, I came across this gem:

Lessons on Leadership:

1. Great leaders are almost always great simplifiers who can cut through argument, debate and doubt to offer a solution every-

body can understand, while also working alongside them.

2. If you are going to achieve excellence in big things, you develop the habit in little matters. Excellence is not an exception, it is a prevailing attitude.
3. Have a vision and communicate that to your staff.
4. Never neglect details. When everyone's mind is dulled or distracted, the leader must be doubly vigilant.
5. Get mad, then get over it.
6. Leadership is solving problems. The day people stop bringing you their problems is the day you have stopped leading them. They have either lost confidence that you can help or concluded you do not care. Either case is a failure of leadership.
7. Experts often possess more data than judgment.
8. Perpetual optimism is a force multiplier.
9. The healthiest competition occurs when average people win by putting in above-average effort.
10. There are no secrets to success. It is the result of preparation, hard work, learning from failure and a willingness to push forward to the end goal together

Unfortunately, there was no name or resource on the paper I had, so if it's yours then BRAVO and I hope its OK that I shared.

I may have added a few insights that I wanted to share as well.

Let's make 2024 our best year yet!

40TH ANNIVERSARY

Appreciation of our staff is also a form of leadership and telling them how much we value their loyalty, work ethic, dedication and a multitude of other things they do is vital to our success.

Jennifer Gilliland, you are the epitome of this.

Your dedication to the OPA is top notch!

The 1,000s of things you do to help make the office run smoothly along with making the office and events fun is a remarkable trait that we all get to enjoy even as members!

HAPPY 40 YEAR ANNIVERSARY at the OPA, Jennifer Gilliland!

We are so lucky to have you!

OPA CALENDAR OF EVENTS

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

Thur., February 8, 2024 LEGISLATIVE SUMMIT AT STATE CAPITOL

Publishers and editors are encouraged to join us at the State Capitol on February 8 for the annual Legislative Summit.

Mon., February 12, 2024 CONTEST & AWARDS DEADLINE

OPA's Better Newspaper Contest deadline is February 12. That deadline also applies to the Magazine Contest, ONF Ray Lokey Memorial Award for Excellence in Reporting, the ONF Joseph H. Edwards Outdoor Writer of the Year Award, the ONF Beachy Musselman Award and the OPA's Quarter and Half Century Clubs.

Thur., February 15, 2024 ONF HOST NEWSPAPER INTERNSHIP APPLICATION DEADLINE

Applications for the 2023 paid summer internship program are now available. The deadline for host newspaper applications was Jan. 15 and student applications are due Feb. 15. The program is made possible by a grant from the Inasmuch Foundation.

Fri. & Sat., June 7-8, 2024 2024 OPA ANNUAL CONVENTION

Mark your calendar and plan to attend OPA's convention.

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Got News?

Share news about your newspaper with other OPA members! Send your news or story ideas to

aanderson@okpress.com
or call 405-499-0020

Submit entries for OPA contests, awards



The Oklahoma Press Association wants to recognize your news organization and individuals on your staff for the work that was done in 2023.

Writers, designers, photographers and advertising designers will find a contest category to enter in the Better Newspaper Contest. Also consider nominating deserving staff members for one of our special awards.

The deadline to submit contest entries and to make nominations is February 12.

The Better Newspaper Contest is open to current OPA Legal Newspapers, General News Media members and all college news media organizations. The compe-

tition is organized into nine divisions — two for daily and online-only members, five for weekly members, one for semi- and tri-weekly members and one for colleges — with 25 categories.

The first nine categories — News Content, Layout and Design, Advertising, Editorial Writing, Photography, Sports Coverage, Sales Promotion, Community Leadership and Digital Media — recognize publications. The remaining categories, which includes two new categories (Video Journalism or Marketing, and Online Project) recognize staff members for writing, reporting, advertising, photography and design.

Member publications are

also eligible to enter the OPA Magazine Contest and the contests for the ONF Ray Lokey Memorial Award for Excellence in Reporting and the ONF Joseph H. Edwards Outdoor Writer of the Year.

In addition, nominations may be made for the ONF Beachy Musselman Award and induction into the OPA's Quarter Century Club and Half Century Club.

For information on any of the awards and to download complete contest rules, see okpress.com/awards.

All awards will be presented June 7-8 during the OPA Annual Convention in Oklahoma City.

You've Got Questions!

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

These are questions answered by the attorneys for the OPA Legal Services Plan members in recent months. 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!



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OGE PHOTO CONTEST



The Choctaw Nation had its annual Powwow at the Choctaw Event Center. All ages participated in the grand entry and there were Native Americans from across the U.S. and Canada attending the three-day event.

Photo by MATT SWEARENGIN, Durant Democrat, November, 10, 2023



In what is expected to be the final regular-season meeting between the University of Oklahoma and Oklahoma State for the foreseeable future, the Cowboys prevailed 27-24 to remain tied for the Big 12 lead. OSU wideout Rashod Owens (10) leaps horizontally as he tries to pull in a pass in the win over Oklahoma. Sooners quarterback Dillon Gabriel throws a pass in the pocket.

Photo by GLEN MILLER, El Reno Tribune, November 8, 2023

NOVEMBER 2023
DAILY, SEMI- AND
TRI-WEEKLY WINNER:

**GLEN
MILLER**
El Reno Tribune

NOVEMBER 2023
WEEKLY WINNER:

**MATT
SWEARENGIN**
Durant Democrat

*The OGE Photo Contest
was judged by a member of the
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Hall of Fame.*

View all winning photos
and contest rules at
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Weekend printing updates for Enid News and Alva Review

ENID NEWS & EAGLE

The Enid News & Eagle merged its Saturday and Sunday editions into a single publication this month.

The Weekender will be published on Saturday mornings of each weekend.

"We are taking the best of Saturdays and best of Sundays and merging it into a single, larger publication," said Jeff Funk, publisher of the News & Eagle.

Funk said that rather than reacting to inflation pressures by significantly increasing subscription prices, they opted to find internal efficiencies.

"The obvious choice was to combine editions," he said.

The Weekender will have popular features of both the Saturday and Sunday newspapers.

"We will continue to put readers first for many decades to come, but our business model must change," said Funk. "This weekend change will allow us to continue reporting the important news and the interesting features vital to Enid and Northwest Oklahoma."

Saturday was the clear winner of which day to distribute the combined weekend issue.

Funk said advertisers get the benefit of having their message in front of readers for the full weekend. On the news side, more news is typically generated Mondays through Fridays.

"We are not laying off employees as a result of this publication change," said Funk. "Instead, we will be refocusing our efforts to do a better job of bringing meaningful local and area news to readers."

ALVA REVIEW-COURIER

Also reducing its publications days beginning in January is the Alva Review-Courier.

Marione Martin, publisher of the Review-Courier, said the newspaper will no longer publish the Sunday edition.

Martin cited the price increases for newsprint and ink, as well as postal price increases, as reasons for the decision.

"We believe we play a vital role in the area by keeping people informed about local events and providing needed information," said Martin. "We hope to continue for many years to come."

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Variety of topics covered at OPA board meeting

The Oklahoma Press Association Board of Directors met by video conference call on December 7, 2023.

Officers attending were President Sheila Gay, Woodward News; Vice President Shauna Belyeu, Eufaula Indian Journal and Treasurer David Stringer, The Lawton Constitution.

Directors attending were Past President Zonelle Rainbolt, Wesner Publications; Suzie Campbell, Countywide & Sun; Erin Dyer Thompson, El Reno Tribune; Ed Choate, Muskogee Phoenix; Brett Wesner, Wesner Publications; Shaun Witt, Oklahoma Watch, and Connor Choate, Marietta Monitor

Guests attending were BOK Financial representatives Evan

Walter, Ronnie Jobe and Sean Chitwood.

Staff attending were Mark Thomas, Executive Vice President/Secretary, and Lisa Sutliff, Member Services Director.

Minutes of the September 21, 2023, meeting were reviewed and approved as presented.

The board reviewed and acknowledged receipt of OPA and LSP financial statements for the period ending October 31, 2023. The statements show OPA and LSP are in a fiscally sound position. Also reviewed were the OPA and LSP investment reports as of October 31, 2023.

Walter, Jobe and Chitwood from BOK Financial were welcomed to the meeting. Chitwood reviewed the invest-

ment performance of OPA and LSP as of November 30, 2023. Jobe said there were significant gains in November, which helped recovery of losses in the OPA and LSP portfolios in the month of November.

Board members also discussed qualifications for Individual Professional membership and updated the benefits to Individual Professional members.

MEMBERSHIP APPLICATIONS

Several memberships were accepted pending a 20-day protest period after publication in the December issue of The Oklahoma Publisher. Memberships accepted were:

- Akeya Barre (Individual Professional Membership).
- Investigate Midwest (Affiliate News Media Membership).
- The Edmond Way (General News Media Membership).
- Mental Health Association Oklahoma (Strategic Partner Membership).
- Phillips Theological Seminary (Strategic Partner Membership).

OPA ACTIVITY REPORTS

The Awards Committee presented several committee recommendations for the OPA Better Newspaper Contest and one monthly contest recommendation for board consideration, Campbell reported. The board accepted the following committee recommendations:

- 1) Add individual category: Video Journalism or Marketing. Single video that impacts storytelling in journalism or marketing efforts. Video must have been posted on the publication's website or the publication's social media. (A play-by-play sports game video may not be entered.) The entry may not include copyrighted material, including audio, from another source without written permission from the copyright

holder. Judges will consider production quality, content, creativity and impact/effectiveness. All entries will compete together in one division. Submit URL(s). One video per entry. Limit two entries per member.

- 2) Add individual category: Online Project. Creation of engaging digital content through storytelling and multimedia features. Multimedia options include, but is not limited to, video, audio, podcast, webcast, photo galleries or animation as is appropriate for the content. The project may have appeared on the web only, and must include the use of multimedia. If the content also appeared in print, the project on the website must go beyond what appeared in the print edition. Judges will consider presentation, production quality, relevance of topic, content, design, creativity and impact/effectiveness. All entries will compete together in one division. Submit URL(s). A short letter explaining your project may be submitted. One project per entry. Limit two entries per member.
- Add the following statement to the Digital Media category description: If you have a corporate-designed or third-party website, upload a written statement describing how you make it unique and interesting to your readers and advertisers.

- Add the following statement to the Divisions description: 2 divisions for Daily and Online-Only members: Publications producing print editions and/or e-editions (digital replicas) four or more times per week will compete as dailies.
- Sales Promotion category: Members have varying degrees of technology, and some are unable to create digital files of their large sales promotions. To not limit member participation in the sales promotion category, the committee agreed that entries in this category may be uploaded digitally or mailed to OPA.
- ONG and OGE Monthly Contests: A few members have asked if online-only content may be submitted in the monthly OGE Photo and ONG Column

Continued on Page 7

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OPA BOARD STORY

Continued from Page 6

and Editorial contests. To be more inclusive of all eligible members that are creating digital content, the committee voted to change the OPA monthly contest language to allow online-only entries from all eligible members.

Thompson said the Education Committee made preliminary plans for the 2024 convention, which will be held June 7-8, 2024, at the Sheraton Hotel in downtown Oklahoma City. Speakers include Bruce Willingham, publisher of the *McCurain Gazette-News*, and J.C. Watts, who will speak on the importance of print journalism. The committee is also planning a Q&A session with state legislative leaders. The event theme will feature a summer beach luau with a fun musical Singo activity at the Welcome Dinner. Also discussed were concurrent session topics and speakers.

The Government Relations Committee reviewed a list of legislative issues in the three important areas of public notice, open meeting and open records, said Wesner. The committee recommended preparation of several legislative proposals.

OPA's Legal Services Plan is not currently defending any lawsuits under Plan B, Choate reported. Staff and the LSP Committee are continuing to work on a poster with procedures in case a member's office is served with a warrant or if law enforcement demands seizure of computers, phones, information, etc. as well as a template for unpaid content contributors to sign when submitting their materials to make them responsible for any copyright infringement that may occur.

Choate also presented one recommendation that amends the LSP plan language Criminal Defense Reimbursement

provision of Plan B benefits. The amendment updates the amount from \$2,500 to \$5,000 and adds reimbursement of defense fees for newspaper and staff arrested or charged with a crime during or regarding news coverage or service of a subpoena or search warrant. The amendment was unanimously approved.

The Revenue and Promotion Committee reviewed members' publication of *Oklahoma Newspaper Week* content, said Witt. Approximately 60 members used some form of the available content. Thomas said he hopes to build on the project in the future.

Witt said the committee also reviewed a new OPA webpage featuring shared sales promotion ideas that will soon be made available to members. Members will be asked to share political ad revenue ideas in early 2024. OPS staff is focusing on selling ads for statewide races for the U.S. House and others as well as State Question 832 for an increase in Oklahoma's minimum wage.

Thomas said OPA business consultant Rod Serfoss is researching the state's press capacity to develop a print disaster plan to help members if a major print provider were to shut down. .

OTHER BUSINESS

The Oklahoma Media Center (OMC) has completed two studies about news and media consumption in Oklahoma.

Those studies revealed several interesting things about how people view media, their local paper, and social media. OMC members were asked to submit grant proposals that focused on "deep listening" projects or new "distribution" methods. Inasmuch Foundation dedicated \$100,000 to fund multiple projects.

The OPA received a \$15,000 grant from the OMC

on November 3 to perform a news content measurement and improvement project. The project includes four phases:

1. Measure all news content in two weekly papers for the past year.

2. Develop a survey instrument and survey readers/non-readers to determine their desires for news coverage.

3. Review reader feedback and past news coverage. Devise a news coverage plan based on their own judgment with feedback from their community.

4. OPA will measure news coverage in the coming year and provide metrics for newspapers to keep track of types of news and content covered in the coming year.

The board also reviewed venue options for the 2025 Annual Conventions. Proposals were submitted by four venues, but only three were available the traditional first weekend in June; a couple also had July dates available. The board asked staff to survey membership on its preference of holding the convention on the first weekend in June or moving it to July. When survey results are available, the board will vote on the venue and dates.

"Earn Your Press Pass," an on-demand video training program, is now available to teach solid journalistic skills to rookie reporters. The program was developed by Joey and Lindsay Young, owners of three community newspapers and a marketing service in southeast Kansas.

The course includes more than 35 short videos for about 8 hours of training and is targeted to new employees with little or no reporting experience. A motion was made and approved to purchase the program at a cost of \$2,000 per year.

The OPA-OSU Print Journalism Endowment Fund trust

was created by donations in 1984 to support print journalism programs at Oklahoma State University. The board reviewed the fund's financial statement for the period ending June 30, 2023, as well as a list of five students that were awarded scholarships while working at The O'Colly student newspaper.

OPS BOARD MEETING

Minutes of the September 21, 2023, meeting was approved as presented.

The board reviewed the OPS financial statements. Thomas said OPS is in a good financial position and is showing a profit. The board acknowledged receipt of the financial statements for the period ending October 31, 2023.

CONVENTION DATE, VENUE FOR 2025

The Oklahoma Press Association Board of Directors also met at 2:00 p.m. January 4 by video conference call to discuss the 2025 Annual Convention.

Staff distributed an online survey in late December to ask the membership which summer weekend would be best to allow them to attend the 2025 Convention. Of 61 responses, almost 40% preferred keeping the date on the first weekend in June. The board passed a motion to hold the Annual Convention on June 6-7, 2025.

The board also reviewed proposals and nearby amenities for two possible venues. After further discussion, the board voted to select the Grand Casino Hotel and Resort in Shawnee as the site of the 2025 convention.

The next regular meeting of the OPA/OPS Board of Directors will be Thursday, February 8, at the State Capitol in Oklahoma City following the OPA Legislative Summit event.

Exploring the concept of common law copyright and trademark protection

By DOUG DODD
Legal Services Plan Attorney

Publishers of Oklahoma newspapers occasionally receive requests from individuals wanting to purchase and have published a "Legal Copyright Notice Under Common Law". These requests are sent by people who want to prevent the use of their name without their permission. At right is an example of such a "legal notice" sent to an OPA/LSP member newspaper. The name which is purportedly claiming common law copyright or trademark protection has been replaced with "[Name]".

This "Legal Notice" appears to have been copied from a private internet website form and is not a form provided or endorsed by the U.S. Copyright or Trademark offices.

Oklahoma newspapers are not required to publish any notice or advertisement, even if the requestor calls the notice a "legal notice". In Oklahoma, certain real estate, court or other documents are required by various statutes to be published in a Legal Newspaper.

Example of Legal Copyright Notice Under Common Law
"Legal Copyright Notice Under Common Law: The trade name/trademark, [Name]®, and all its derivatives or variations in spelling are fully reserved under common-law copyright. This copyright belongs to [Name], who must provide prior, express, written consent and acknowledgment for any use or reproduction, in part or in whole, of said trade-names/trademarks. ...Any juristic person, including their agents, agrees to this Copyright Notice. They consent that they won't display or use the trade name/trademark or any derivatives or variations of it, without the prior, express, written consent and acknowledgment from [Name], also referred to as the 'Secured Party'. Unauthorized use of [Name]® is strictly prohibited without the explicit consent from the Secured Party. ...The user agrees to the following: 1. Grants a security interest of \$500,000.00 per each trade name/trademark used, per each occurrence of use, plus triple damages, 2. Pledges all their property as collateral for securing the contractual obligation in favor of the Secured Party. 3. Agrees to the filing of a UCC Financing Statement wherein User is the debtor and [Name] is the Secured Party. 4. Authorizes the continuous filing of the UCC Financing Statement until the contractual obligation is fully satisfied. 5. Consents to the appointment of the Secured Party as the Authorized Representative for the User in case of default. 6. Consents to the terms of self-executing contract/security agreement in the event of unauthorized use. Failure to pay in full within the twenty-day period authorizes the Secured Party's immediate non-judicial strict foreclosure on any remaining property formerly pledged as collateral by User,...The record owner of this copyright is [Name], secured party/creditor, with an autograph common law copyright since [date]."

However, the requirement for publication is on the person or entity needing or seeking publication, not the newspaper. What about a request for publication of a "Legal Copyright Notice Under Common Law"? First, a person's name is not subject to federal copyright registration. A person's name cannot receive federal copyright registration or protection.

Under certain circumstances, a name can receive trademark protection, but even

successful trademark registration with the state or federal government would not expose a newspaper to liability for using or printing the person's name in a news story or editorial.

What should you do if someone orders or requests publication of a "legal notice"? Don't panic! You can ignore these types of requests and you don't have to publish them. If you receive one of these orders or requests, call your OPA/LSP attorneys to discuss.

Contact a LSP Attorney (for LSP Members Only)

When calling the LSP Attorney phone number, it is important for LSP members to announce, "This is an OPA LSP call," to efficiently expedite each call and maintain accurate record-keeping.

LSP calls can be made during regular business hours (9:00 a.m. to 4:00 p.m.) Monday through Friday, except legal holidays.

LSP Attorney Doug Dodd (Tulsa)

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The Vinita Journal does it right every time



Looking Them Over

by Rod Serfoss
rserfoss@okpress.com

Print quality can make the first impression of a newspaper. One that does it right every time is the *Vinita Journal*.

It starts with pictures with spot-on color alignment, followed by an even laydown of black and color ink on every page of every copy they distribute.

Its print quality lures readers to the *Journal* where they will find page after page of news, photographs and advertising in every edition.

One of my pet peeves is pressrooms that start keeping newspapers before the proper color balance or registration is reached. And when an advertiser complains about how bad its ad looks, the typical response is, "It must have been one of the first copies off the press."

A reasonable response from the advertiser should be, "I thought I was paying for my ad to look good in every paper, not in just some of them!"

I can honestly say I have never seen anything but A+ print quality in the *Vinita Journal* or any of the other newspapers printed there.

The Hobart Democrat-Chief consistently does a superb job covering local news and sports with great stories and pictures.

Each week there are also timely personal columns about local issues and sports.

A recent column by Publisher Todd Hancock addressed variations in local sales tax receipts. One reason he pointed out was that in small towns when a large business is late paying its sales tax, it results in a very noticeable decline the month it was due

and then a noticeable increase the next month.

He also tried to make sense of why the sales tax received in Hobart was nearly double compared to the larger neighboring town of Frederick.

"Hobart has a Walmart, but Frederick doesn't. Could that be the difference?" wrote Hancock. "Hard to say because they don't provide that information. Maybe Hobart simply has more businesses."

In December he shared his mother's chili recipe that everyone loves. (FYI, it was cut out of the paper and is now a part of our family recipe book.)



Another was about his mom's recipe for blueberry pie. Written on the spot where it says how many people it will feed, the recipe read: "Feeds Todd."

Simply put, the *Democrat-Chief* does a great job of understanding and connecting with the community.

Staff Writer Sharon Bishop-Baldwin did an excellent job in the Dec. 6 edition of the *Sand Springs Leader*.

On the front page she had

three by-line stories covering everything from a railroad project in Sand Springs that will snarl traffic and how the city has little to say about it, to a feature story about a former child actor who did the voice-over of Lucy in the animated television show 'Peanuts,' who was taking part in the "Peanuts Wonderland: A Merry Sand Springs Christmas Parade."

She also produced a strong story titled "OJA plan for teen driver is blasted" about a Sand Springs student that admitted being high on marijuana when he was involved in a car accident in 2022 that killed three students and is now being able to complete his sentence at home.



On top of that, the *Leader* also included several quality pictures produced by Bishop-Baldwin.

The Vici Vision, published in a northwest Oklahoma town with fewer than 600 residents, is proof that small towns can have great newspapers.

Printed in a large tabloid format, readers enjoy from 16- to 24-pages each week that are filled with news, sports,

pictures and a large volume of advertising.

If you want to know what is happening in Vici, Camargo, Leedey, Putnam, Sharon, Mutual or Taloga, grab a copy of *The Vici Vision*.

A recent edition included nearly 50 display ads (including a three-quarter page local grocery store ad), more than two pages of easy-to-read legal notices, 30 pictures and a lot of news about local people and things that are important to the area.

It included everything from a picture page featuring the junior high girls' basketball team that was sponsored by a local bank to a story about how the area schools fared when the state's school report cards came out.

The Vision's Meals on Wheels and school lunch menus are part of a well-designed easy to read page that includes a Community Calendar that lists everything from area grade school basketball game dates and time to an 80th birthday party and potluck meal in Camargo.

The Vici Vision is another example that hard work pays off – even if it is in a small, very rural Oklahoma town.

TOP FIVE HEADLINES:

5. Looking For More
– Tahlequah Daily Press
4. 'I'm a ham'
– Stillwater News Press
3. Blessings are bare ...
– Vian Tenkiller News
2. Gourdness gracious
– Sequoyah County Times
1. My gun is better than your gun
– Kingfisher Times & Free Press

Rod Serfoss, OPA Business Consultant, looks over OPA member publications for a monthly column, "Looking Them Over." To contact Serfoss, email rserfoss@okpress.com.

New computers are a great way to start the year



Computer Notes

from the road
by Wilma Newby
wnewby@okpress.com

It's a new year and a new opportunity for new beginnings. Several publishers took the leap and purchased new computers.

They recognize the value of their employees and are putting them in front of new, fast computers, which creates employee satisfaction.

Others might follow if they really knew how many hours a year are spent watching the computer do simple things like load programs and print.

While you might consider Adobe Creative Cloud's monthly payments as a hit to the budget, there are other ways it can impact you.

Making the leap to the cloud enables your employees to work from anywhere and having those programs work really well could make it easier to find and keep good employees.

Old computers can be cleaned and sent home with employees to remote into the office or check email and look up information at home.

As we look ahead to winter and spring storms, having computers set up like this is important.

Some things that make the transitions go faster have been programs like Carbon Copy Cloner, a backup and restore

program for Macintosh computers. It reliably moves files, even over a network. This makes it easy to move files to a server from individual hard drives.

Time Machine backup is invaluable in bringing over settings from older computers but it is not always the best idea to use it.

If the computer is very old, it might be best just to start over. And with programs like Google and Firefox letting us sync our settings with free accounts, it's easy to get all the bookmarks and passwords to the new computer.

If you're on the Windows side, look at Retrospect Solo, an older program that still gets high ratings. Now on Version 18.5, it's great for moving files.

Another highly rated backup tool is EaseUS Todo Backup. It has a free backup to all kinds of servers such as Google Drive, One Drive and Dropbox. It also works on an external network drive or USB drive plugged into the computer.

Microsoft has their own backup program called Files. Carefully read about all the settings before starting. It can be complicated to restore to a new computer but it backs up well.

Finding fonts on new systems can be a sticky point. Look at the research Jeremiah Shoaf has done to find font

replacements for older Type 1 fonts no longer available to us. His site is typewolf.com/free-fonts.

Shoaf has some good options to replace old fonts with new ones for free or less expensive. If you can't afford to buy big foundry fonts, Shoaf sells PDFs of complete sets for \$39 that are matched using Google fonts and other free sites.

Often the holdup to buying a new computer is upgrading to new software such as QuickBooks. They're pushing us to use the online version. It's convenient but there's definitely a learning curve. These slow months of winter might be a good time to update it.

Adobe, Quark and Microsoft give discounts for buying by the year instead of monthly.

You can save money on Adobe by not putting all the software on every computer. If an employee doesn't do layout work, she probably doesn't need InDesign. She can probably get by with Office 365. If she's just viewing photos for final selection, consider Preview or even a Chrome web browser.

Chrome can OCR PDFs and Google Docs is a good program to type a story.

Edge is doing the same thing with an Office 365 account. It has Word, Excel, Outlook and PowerPoint within the web browser for doing

work on the fly. The files save to OneDrive but can be saved to a desktop as well.

Much of the work for the paper can be done from any computer with just a Google or Microsoft account, eliminating the additional need for Adobe software.

Even if you're going that route, don't go out and buy the cheapest computer you can find. Look for at least an M1 Mac; even better is the M2 or M3 if you can afford it. They will last more years before manufactures of software and hardware make them obsolete. Apple and Microsoft are going for three-year cycles.

On the Windows side look at i5, i7 or i9 computers of this year's release. It's easy to get tricked into an older i7 computer so make sure you know the year the computer was released to know if it's a new model. The new computers are very fast and commands seem to be executed immediately.

Look around the office for things that can speed up the workflow or things that seem to cause problems. Are SD cards worn out and need to be replaced? Do you need surge protectors or battery backups at the work stations? I'm always taken aback when called in to work on a computer that's plugged straight into the wall. Operating without a surge protector just isn't safe.

Would a central server help with the work flow? Then all that history of the paper could be accessed in one place. Or setup a cloud space that is easily accessible by all employees.

The point is to plan ahead before something happens.

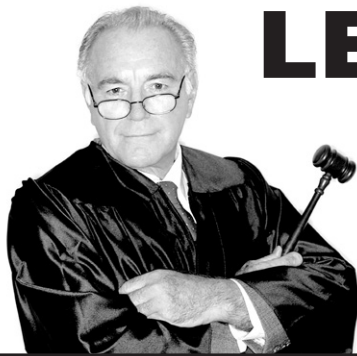
OPA Computer Consultant Wilma Newby's column is brought to you by the Oklahoma Advertising Network (OAN). For more information on the OAN program, contact Oklahoma Press Service at (405) 499-0020.

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ISWNE accepting entries for Golden Quill contest

The International Society of Weekly Newspaper Editors (ISWNE) is accepting entries for its annual Golden Quill editorial writing contest. The deadline is Feb. 1, 2024.

Entries should reflect the purpose of the ISWNE: Encouraging the writing of editorials or staff-written opinion pieces that identify local issues that are or should be of concern to the community, offer an

opinion, and support a course of action.

All newspapers of less than daily frequency (published fewer than four days per week) are eligible to enter. Online-only newspapers must be considered community news sites. Syndicated columnists are not eligible.

Entries must have been published between Jan. 1 and Dec. 31, 2023.

Cost is \$15 per entry (each editorial or column) for ISWNE members, \$20 per entry for non-members, and \$5 per entry for students. There is a separate division for student entries. Three entries are allowed per person.

Grassroots Editor, ISWNE's biannual journal, will reprint the 12 best editorials in the Summer 2024 issue. The Golden Quill winner will be invited

to attend ISWNE's annual conference in Toronto, Ontario, June 18-23. The winner will receive a conference scholarship and travel expenses up to \$500.

Information on how to prepare and send entries can be found at www.iswne.org. For specific questions, please contact ISWNE Executive Director Chad Stebbins at stebbins-c@mssu.edu.

DEATHS

LARRY LYNN SMITH, a former advertising representative and advertising agency owner, died December 30, 2023. He was 81.

Smith was born June 22, 1941, in Duncan. He attended and graduated from Central State College in Edmond in 1963.

After graduating, Smith started his career as an advertising salesman for The Altus Times-Democrat. He later sold advertising for The Oklahoman and Times, and then worked six years as an account executive for three different advertising agencies.

In 1974, he and his wife, Brenda Sue Williams, started

the ad agency Larry Smith Advertising. They later changed the name to Smith & Associates. Larry and Brenda retired in 2008 after their son, Tyler, took over the business.

Larry received the American Federation's highest award, the Silver Medal for Distinguished Service. He served as president or board

member of numerous civic and non-profit organizations.

Smith is survived by his wife Robin Smith of Edmond; sister Neva Hendrickson of Chula Vista, Calif.; three children: Shonda Vielbig of Ventura, Calif., Shanda Prescott of Flower Mound, Texas, and Tyler Smith of Edmond; and six grandchildren

C.R. MORRIS, a former employee of the Stillwater News Press, died December 6, 2023. He was 82.

Morris was born February 22, 1941, in Cushing. In high

school he was a pressman and sports editor of The Cushing Oiler high school newspaper.

After graduating, he began working at the Cushing Citizen, where he worked

for about four years. He then moved to Stillwater and began working for the Stillwater News Press, where he enjoyed a 33-year career before retiring in 1998.

Smith is survived by his wife Sharon; two daughters, Dana Davis and Paige Landreth; three grandchildren; and three great-grandchildren,

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Remembering our friends & colleagues who died the previous year.

John 'Kyle' Goddard
December 10, 2022

Kenneth 'Ken' A. Jaggers
December 20, 2022

William Alvin Oliver
December 22, 2022

James 'Jim'
Gilbert Allen Jr.
January 15, 2023

Meredon Francis Cable
January 17, 2023

James 'Jim' DeSilver
January 1, 2023

Christine Michelle Edens
January 12, 2023

John R. Hokanson
January 21, 2023

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OKLAHOMA NATURAL GAS CONTEST WINNERS

CONGRATULATIONS TO THE NOVEMBER WINNERS

Editorial: **JEFF FUNK**, *Enid News & Eagle*

Column: **BRIAN BLANSETT**, *The Lincoln County News*

NOVEMBER EDITORIAL WINNER (Read all winning editorials at okpress.com/ong-contest)

JEFF FUNK, *Enid News & Eagle*

Focusing on Education: State should pay for teachers and schools, not national image

The Oklahoma State Education Department is seeking a contractor to manage national media appearances in what seems to be an effort to boost State Superintendent Ryan Walters' national profile — and do so at taxpayer expense. That's a horrible idea.

Oklahoma Watch reported last week a company was being sought to provide print and digital opinion pieces to national media outlets, coordinate national events and appearances for executive staff, write speeches and handle communications. What does the Education Department want for its money? A minimum of three op-eds, two speeches and 10 media bookings per month, records show.

Wow! How is that going to benefit Oklahoma students, teachers and schools?

Walters, now in his first year as state schools superintendent, already is a frequent guest on conservative radio and television shows. Last week, Walters announced he was joining Donald Trump's presidential re-election campaign team.

Clearly Walters has political ambitions. He's a great communicator, and education is a topic of great concern for many Oklahomans and many Americans. But Oklahoma taxpayers should not have to pay for Walters' image and visibility on the national stage. Private donors and political action committees can do that.

No, Oklahoma tax money for education needs to be used for education... of Oklahoma students. Oklahoma K-12 schools and teachers are not exactly at the top of the regional list when it comes to overall state funding. Far from it. The idea of boosting the image of state education executives at the expense of local schools, teachers and students is outrageous.

Ryan Walters is free to pursue his national political ambitions using private donations. But, he might first consider what more he could be doing to improve public education here in Oklahoma. There's a lot of work to be done away from the cameras and microphones. That's his real job.

NOVEMBER COLUMN WINNER (Read all winning columns at okpress.com/ong-contest)

BRIAN BLANSETT, *The Lincoln County News*

Veterans Day

When I got out of the service in 1976, there wasn't a lot of fanfare made about veterans.

I came home after five years, enrolled in college a week after my discharge, bought a pickup with money I'd saved and let the GI Bill cover most of my college expenses. I was happy with that and was satisfied I had done my part. No one was ever mean to me or my veteran friends for having served, but there weren't the public displays of patriotism that we see today. Schools didn't have veterans' assemblies, churches didn't have programs for veterans and there certainly were no parades.

There was a lot of cynicism back then, following the Vietnam War, Watergate, the racial struggles in the South and the Jimmy Carter presidency.

I suppose the public needed time to step back, take some deep breaths and try to get a new reading off the collective moral compass.

Things changed about the time of the first Gulf War. I remember sitting in church one Sunday near the Fourth of July when the pastor asked everyone who had served in the military to please stand.

There were eight or 10 of us who stood, nervously glancing at each other and then relaxing when the pastor thanked us for our service and the congregation applauded.

That was the first time in the 15 years since my discharge that I had encountered such an event.

Nowadays they are common, but that wasn't the case 40 or 50 years ago.

I've covered a lot of Veterans Day activities since then and always enjoyed them, but had never gone to one except as a news guy.

Maybe it's the Imposter Syndrome. I was a supply sergeant and have been shot at more covering news stories than I was in the military.

I always felt kind of bogus compared to my cousin Bill, who did two tours as a forward observer in Vietnam and died from exposure to Agent Orange. Or my cousin Ron, who was severely burned in the explosion when the truck he was riding ran over a land mine in Vietnam.

But last week my granddaughter, Ruby, had a speaking part in the Veterans Day program at her school in Choctaw and invited me to come.

It felt odd, being there without a camera or notepad, but I enjoyed it and enjoyed going to her second-grade class afterward and being introduced. And I especially enjoyed having cookies and punch with her afterward.

It was not nearly as awkward as that church service all those years ago. And I think I might go again next year.



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

The November 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.

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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.