

Shauna Belyeu elected as president

Shauna Belyeu, publisher of The Eufaula Indian Journal and McIntosh County Democrat, took office as president of the Oklahoma Press Association on July 1.

She was elected by OPA members during the annual business meeting at the June 7-8 OPA Convention in Oklahoma City. Belyeu succeeds Sheila Gay as president and will serve a one-year term.

"I am so proud of our extremely proactive association and that I have the privilege to serve alongside such a great board and staff," she said.

Belyeu graduated from Northeastern State University with a bachelor's degree in criminal justice pre-law with an associate degree in journalism and business administration.

She began her newspaper career at the McIntosh County Democrat and The Eufaula Indian Journal in 1999. She was promoted to advertising manager of the two publications in 2002 and to general manager in 2006.

In 2009, Jack and Jeff Mayo purchased the two McIntosh County newspapers. Today the Mayos publish nine newspapers in southeast Oklahoma under the company name Cookson Hills Publishers, Inc.



SHAUNA BELYEU

At the two newspapers, Belyeu is responsible for day-to-day operations, sales, promotions and filling in as needed.

Belyeu was elected to the OPA board in 2018. Since then she has chaired multiple committees including Strategic Planning; Government Relations; Revenue and Promotion; and Education. She is also a board representative for the Oklahoma Newspaper Foundation.

"During my time on the board, I have had the opportunity to meet so many great publishers from across the state and learn from some wonderful mentors," said Belyeu.

Belyeu is also active in her

community. She has served as secretary on the board of the Eufaula Chamber of Commerce for four years; as a member of the Eufaula Economic Development Planning Committee; and is currently serving on the Eufaula Area Museum board.

Belyeu is a third-generation small business owner in Eufaula. Her daughter, Lauren, is also a small business owner in Tulsa.

Other officers elected for one-year terms at the business meeting were Suzie Campbell, publisher of the Countywide & Sun, as vice president, and Brian Blansett, publisher of The Lincoln County News, as treasurer. Gay will serve a one-year term as immediate past president.

The membership renewed a three-year board term for Shaun Witt, audience development director at Oklahoma Watch, and Dee Ann Patterson, editor of The Lawton Constitution, was elected to a three-year term as a new board member.

Also on the board are Erin Dyer Thompson, El Reno Tribune; Ed Choate, Muskogee Phoenix; Brett Wesner, Wesner Publications; and Connor Choate, Marietta Monitor.

NNA files complaints with PRC

The National Newspaper Association recently delivered letters from more than 200 newspaper titles to the Postal Regulatory Commission, complaining about inadequate mail delivery and escalating postage rates.

The comments were part of a review by the PRC of its postal rate regulations, which it is required by Congress to do periodically. The Commission last completed a rate review in 2021 at which time it gave the US Postal Service authority to raise postage rates beyond inflation levels. The result for community newspapers has been an increase by 35-50% in postage costs in the past four years.

The PRC announced earlier this year, following widespread complaints by mail users, that it would initiate a new inquiry on its regulations. Its determination will set USPS's legal authority to increase rates for at least five years.

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From the President

By Shauna Belyeu

Publisher of the Eufaula Indian Journal • OPA President 2024-2025



Waxing nostalgic

We are in the final stages of moving to a new office. The thought of packing up a historical newspaper building might seem daunting, having to arbitrarily choose what stays and what goes. It is much like a competitive sport. You stretch, crack your knuckles and dive in.

I have moved homes a time or two and have helped clean out my grandmother's 1920s house, which was quite a feat. I found so many things that gave me pause and took me down memory lane.

Packing up a newspaper is like looking backward on a speeding train. You are looking back at decades of news while speeding toward the next deadline.

You must touch and evaluate every item. That also means one thing, you are digging up the proverbial time capsule that hides in the

morgue and in the old desks of a newspaper office.

Sometimes (many times) you get caught up with items that spark memories that take you down the rabbit hole. As I packed up items from my office, I found myself reflecting on my journey. I still have an old rolodex filled with business cards from over 20 years ago along with a welcome note from the town historian on my first day of work.

There are photos of employee's newborn babies along with invitations to their college graduations 22 years later.

I found many things that have become obsolete through the years. The process is like a march through the decades filled with pica poles, PMTs and PageMaker. Time has a way of making things slowly fade away before you even realize it. The next thing you

know, the only time that you use that pica pole is for a back scratcher.

One thing that is non-negotiable is the decision to keep the many boxes of photos that sit in the old darkroom. They are full of photos that chronicle civic events, historical moments such as the Lake Eufaula Dam dedication and the demolition of a 100-year-old building that collapsed. The photos will be sorted for historical importance and scanned. Until that day, they will stay tucked away in a newly organized office.

As we shut the door for the last time to the old office, it feels a bit like uploading the final proof page to a commemorative edition and sending it to print. Now it is time to put this edition to bed and march on to the next issue.

I'm keeping the pica pole.

OPA CALENDAR OF EVENTS

For more information on upcoming events visit

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Thur., July 25

ADVANCED INDESIGN FOR DESIGNERS AND EDITORS – SCRIPTS, DATA MERGE & TABLES

During this 60-minute session, Kevin Slimp will be teaching skills to increase the speed of your productivity and quality of your design.

Thur., August 22

ARTIFICIAL INTELLIGENCE – WHAT NEWSPAPERS NEED TO KNOW

Don't miss this chance to understand what AI is, how it works, and other issues surrounding its use. Presented by Kevin Slimp.

Thur., October 31

OKLAHOMA JOURNALISM HALL OF FAME NOMINATIONS DUE

The Oklahoma Journalism Hall of Fame honors 9 to 12 individuals each year in the areas of print, broadcast and online journalism. Nominations must be submitted for consideration by the Hall of Fame's selection committee. Letters of support from members of the community and industry provide additional weight to nominations.

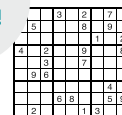
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Cordova new sports editor

Davis Cordova is the new sports editor for The Express-Star in Chickasha.

Cordova attended the School of Media and Strategic Communications at Oklahoma State University, graduating in May with a degree in Sports Media.

While in college, he worked for The O'Colly, OSU's student newspaper, where he covered OSU football, women's basketball and baseball.

Oklahoma Supreme Court invalidates McCurtain County lodging tax election

In a unanimous decision, the Oklahoma Supreme Court invalidated the results of a November 2022 lodging tax election in McCurtain County for failure to follow statutory publication requirements.

Statute Title 19 O.S. 2021 §383 requires questions to the people “to be published at least four (4) weeks in some newspaper published in the county” if there is such a newspaper.

“The Legislature has mandated what constitutes notice by publication. Here, the statutorily required notice was not given. Anything less than strict compliance requires us to invalidate the election,” Justice Yvonne Kauger wrote.

In November 2022, voters of McCurtain County approved a ballot proposal of a lodging tax increase to fund a new county hospital. After the measure was approved, a lodging renter and property owner

filed a lawsuit seeking to have the election declared null and void due to lack of newspaper publication.

The hospital and McCurtain County Board of County Commissioners sought to have the election upheld, citing numerous other measures of informing voters including social media, billboards and radio advertisements. The trial court judged in favor of the board and hospital.

The renter and owner appealed and filed a motion for oral argument. The Supreme Court retained the cause, denied the motion for oral argument and held that because the county commissioners neglected to follow the statutory publication requirements, the voter-approved lodging tax increase is invalid.

The court also suggested the legislature update publication requirements.

In response to this judicial

editorial statement, OPA Executive Vice President Mark Thomas said, “While we agree with the court the election be overturned because the county failed to do the one thing the statute requires, we are dismayed the court hints that Facebook posts governed by secret algorithms, billboards encouraging a yes vote and civic club speeches could be the equivalent of a printed notice in the local newspaper.

“OPA is working on modernization methods as several other states have done,” said Thomas. “However, fundamental principles of public notice, including publication by an independent non-government third-party, proof of publication, court verification and unaltered archives are paramount.”

(See Supreme Court opinion on OSCN.net: <https://tinyurl.com/3sw6w69j>)

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NNA Files

Continued from Page 1

NNA Chair John Galer, publisher of the Journal-News, Hillsboro, Illinois, asked NNA members and newspapers in state newspaper organizations to send him their thoughts on the impact of the past few years of postage increases.

Responses registered a state of alarm on the future of the industry, specific complaints about delivery failures, losses of subscribers and unresponsive local postal authorities when delivery was not properly executed. Galer included the letters in NNA's comments to the Commission.

NNA is also working with mailing partners on more detailed comments on the mechanisms involved in the rate regulation, including one provision that allows USPS to increase rates more when mail volume declines, which many in the industry consider a reward for poor performance.

"NNA has met with the Commission recently to explain our situation," Galer said. "We needed the Commissioners to understand that this situation cannot continue. The PRC is inclined to blame the Postmaster General for using every inch of rate authority that the Commission extended.

"But it was the Commission that laid the table for this disaster. With proper rate regulation, we would not be in the situation we now find ourselves in. Now, we have to be concerned not only for the future of our own newspapers but for the plummeting of mail volumes that threatens the very basis of universal mail service.

"It was not unusual this year to see complaints not only about late newspaper delivery but also about checks in the mail arriving slowly or not at all. Even first-class mail has become unreliable in many areas."

Midwest City community thanks longtime reporter



Midwest City Mayor Matt Dukes presents Maxine Wheelan with a proclamation declaring June 18, 2024, as "Maxine Wheelan Day" in Midwest City. (Photo by JEFF HARRISON, Midwest City Beacon, reprinted with permission.)

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The Midwest City community celebrated longtime staff writer Maxine Wheelan with a surprise celebration at the Nick Harroz Community Center on June 18.

Wheelan recently celebrated her 94th birthday and has been writing for local newspapers for nearly 20 years, including at the Midwest City Beacon since 2014 and Choctaw Times since 2010.

She covers many community events, especially those involving veterans, law enforcement and senior citizens.

Midwest City Mayor Matt Dukes presented her with a citation proclaiming June 18

as "Maxine Wheelan Day" in Midwest City.

"It's about time we recognized Maxine," Dukes said. "She's at more events than I am."

Members of the Midwest City Police Department, Citizens Police Academy Alumni Association, Midwest City Senior Center and realtor groups presented her with special plaques and spoke about her dedicated service.

"Anytime we need publicity for donations for any type of charitable cause, she's our first call. She's there to support everyone there and get it in the paper," said Midwest City Police Lt. Laura Henry.

OG+E[®] PHOTO CONTEST



El Reno sophomore Mason Fulton leaps out horizontally as he tries to catch a fly ball in the second inning of the Indians home game against Carl Albert. Fulton caught the ball but El Reno dropped the game.

Photo by GLEN MILLER, *El Reno Tribune*, April 13, 2024



North Rock Creek's Maddox Motley, left, the defending Class 4A state champion, and Chandler's J. Duncan, the defending Class 3A state champion, clear the final hurdle in the 110-meter event at the Chandler track meeting. Motley won.

Photo by BRIAN BLANSETT, *The Lincoln County News*, April 18, 2024



Cade Winter walks off the stage after his closing remarks.

Photo by ANDY DOSSETT, *Bartlesville Examiner-Enterprise*, May 24, 2024

APRIL 2024 WEEKLY WINNER:

BRIAN BLANSETT, *The Lincoln County News*

APRIL 2024 DAILY, SEMI- AND TRI-WEEKLY WINNER:

GLEN MILLER, *El Reno Tribune*

MAY 2024 WEEKLY WINNER:

BOONE CLEMMONS, *The Country Connection News*

MAY 2024 DAILY, SEMI- AND TRI-WEEKLY WINNER:

ANDY DOSSETT, *Bartlesville Examiner-Enterprise*

The April and May 2024 contests were judged by members of the Oklahoma Journalism Hall of Fame.

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Before the reopening of the iconic Rt. 66 Pony Bridge to the vehicle, the longest truss bridge in Oklahoma and on Rt. 66, visitors and locals could walk the length of the historic structure.

Photo by BOONE CLEMMONS, *The Country Connection News*, May 15, 2024



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DEATHS

ALEX K. ADWAN, retired senior editor of the Tulsa World, died June 15, 2024. He was 94.

Adwan was born April 14, 1930, in Maud. He attended both high school and junior college at the Oklahoma Military Academy in Claremore. After graduating from junior college in 1948, he continued his education at the University of Oklahoma where he earned his journalism degree in 1950.

Adwan then joined the Army and was commissioned as a second lieutenant. He served in Korea for more than two years. During his time

there, Adwan was promoted to captain and was awarded a Bronze Star with a "V" for leading his company across enemy lines.

After returning from Korea in 1952, Adwan worked for several newspapers, including the Wewoka Times, the Pauls Valley Daily Democrat and the Seminole Producer, where he became co-publisher and managing editor. In 1960, he joined United Press International as bureau manager in Tulsa and was later promoted to bureau manager of Houston and Oklahoma City.

Adwan joined the Tulsa World as Washington corre-

spondent in 1967 and reported on several major events during the late 1960s and early 1970s.

In 1972, Adwan relocated to Tulsa when he was named as associate editor of the Tulsa World. He became editor of the editorial pages for the World in 1981 and held that position until his retirement in 1994. In 1994, he was named senior editor.

Adwan was inducted into the Oklahoma Journalism Hall of Fame in 1991; in 1995, he received the Oklahoma Press Association's Beachy Musselman Award. Adwan was also honored as a distinguished graduate of the University of

Oklahoma School of Journalism and the Oklahoma Military Academy. He received the Oklahoma Education Association's Marshall Gregory Award for Educational Media Excellence and was the 2001 recipient of the RSU Constitution Award for his exemplary commitment to perpetuating the principles of the United States Constitution.

Adwan is survived by his wife, Teresa, of Edmond; his sister, Elizabeth Robertson, and nephews Rob Robertson and Bruce Robertson, all of Edmond; and several great nieces and nephews.

HARRISON 'LYLE' BECKER, former publisher of the Tonkawa News, died June 14, 2024. He was 75.

Becker was born July 6, 1948, in Enid. He attended college at Northwestern Oklahoma State University and then pursued a career in

journalism. His first job was at the Claremore Daily Progress.

He was married to Diana in 1970 and had two daughters. The family moved to Cordell in 1978 where Lyle worked at The Cordell Beacon and eventually became the owner.

In 1991, he sold the Beacon and moved back to Claremore. A year later, he became editor

and publisher of the Bonham Daily Favorite in Texas.

In 1993, he bought The Tonkawa News and returned to Oklahoma. He owned the Tonkawa newspaper for 17 years before selling it and moving to Fairview to be closer to his parents.

He later returned to Tonkawa to once again work at the

Tonkawa News where he stayed until March 2024.

Becker is survived by two daughters, Kelli Hacker of Tonkawa and Kristin Estes of McKinney, Texas; seven grandchildren; 11 great-grandchildren; a brother, Lynn Becker of Owasso; and a sister, Lana Miles of Oklahoma City.

CHARLES 'CHUCK' SIDNEY LAKE, former publisher of the Sapulpa Daily Herald, died July 11, 2024. He was 89.

Lake was born February 22, 1935, in Claremore. The family moved to Muskogee in 1945.

After graduating from high

school, Lake attended Muskogee Junior College, graduating with an associate in arts degree in 1955.

After graduation, he worked for the Muskogee Phoenix in advertising.

He went to work at the Sapulpa Daily Herald in 1956. When the paper sold to Park

Newspapers, Lake was named general manager. He worked his way up to division manager overseeing close to 50 other newspapers across the country.

In total, he worked at the Sapulpa Daily Herald for 41 years.

Lake was a supporter of civic and community groups

and received many honors. He was active in the Oklahoma National Guard from 1955-1964.

Lake is survived by daughters Beverly Susan and Carol; three grandchildren; and five great-grandchildren.

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*Remembering our friends
& colleagues who died the previous year.*

Darlene Howard

July 19, 2023

Haskell Lee Gaither

July 30, 2023

DEATHS

DARRELL DION SUMNER, former owner and publisher of the Sapulpa Daily Herald, died July 1, 2024. He was 79.

Sumner was born April 29, 1945, in Bartlesville. After graduating from high school, he attended Coffeyville Junior College in Kansas.

He began his 50-year career in the newspaper industry in 1970 at the Coffeyville Journal. Sumner also worked for newspapers in southern Arkansas before becoming publisher of the Poteau Daily News & Sun.

In 1993, Sumner graduated

from Arkansas Tech University and followed in his father's footsteps working at the Spiro Graphic. He later purchased several newspapers in Missouri and worked with his sons, Darren and Derek, and his brother, Don.

After selling several of

their Missouri newspapers, the Sumner family purchased seven newspapers in Oklahoma including the Sapulpa Daily Herald.

Darrell is survived by his wife Patty Sumner; sons Darren and Derek; brother Steve Nye, and two grandchildren.

JOHN LOUIS SPIRE SR., a former sales representative for the Cushing Citizen, died June 4, 2024. He was 87.

Spire was born June 6,

1936. He attended Oklahoma State University and Central State University, receiving a master's degree.

He served as a vocational

minister in Arkansas, Kansas and Oklahoma.

Spire was a talented salesman with the Cushing Daily Citizen.

He is survived by his wife, Emma; son Doug Spire of Cushing; two grandsons; and four great-grandchildren.

There's nothing wrong with saying 'I don't know'

By John Foust
Greensboro, NC

I remember talking about sales presentations with Edwin, who is the marketing director of a regional advertiser. "I've heard all kinds of presentations from media salespeople and I've asked plenty of questions during those conversations," he said. "One of the best answers I've ever heard is, I don't know. I'm not talking about I don't know with a nonchalant shrug that says, 'I don't know and I don't care' or 'That's not my job.' I'm talking about a sincere I don't know that expresses regret that they honestly don't know the answer to the question. That kind of response is usually followed by a commitment to find the answer. They're not trying to fool me with information that may be incorrect and they're not trying to gloss over the

question in order to move on to another sales point."

When said with unquestioned sincerity, I don't know sends important messages. Let's take a closer look.

1. Respect. First of all, I don't know shows respect for everyone involved – the prospect, the prospect's company, the salesperson's company and the salesperson.

You may remember the famous song "Respect." Otis Redding wrote and recorded it in 1965, and Aretha Franklin recorded it two years later. Aretha added these lyrics, which have rocked through the ages: "R-E-S-P-E-C-T. Find out what it means to me. R-E-S-P-E-C-T. Take care of it. TCB."

TCB means, "Take care of business." Believe me, there's no better way to take care of business than to show genuine

respect when meeting with prospects and clients.

2. Honesty. We all appreciate honesty. In fact, it's safe to say that we require honesty in a relationship, whether it's in our personal or professional lives. When a salesperson readily admits that they don't know the answer to every question that could possibly be asked, it establishes a new level of trust between the two people. Along the way, the prospect is more likely to take the salesperson's words more seriously.

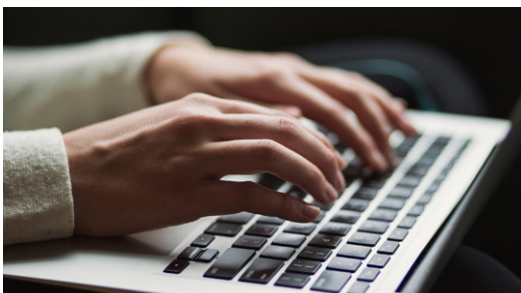
3. Opportunity. I don't know is not a sign of weakness. In reality, it represents a wide range of opportunities and puts the salesperson in position to be a hero. They can say, "I don't know right now, but I'll find out," or "I can't answer your question, but I'll refer you to someone who can help," or "I don't know, but

give me a minute to call my manager and see if there is some special information on that."

4. Confidence. It takes inner strength to say I don't know. "When you express yourself with that kind of honesty and commitment to help," Edwin said, "it's an impressive thing. As an advertiser, I want to deal with media representatives who believe in their products and in themselves. And I want them to have confidence in the people around them."

The point is simple: There's nothing wrong with saying I don't know. It can be an open door to better client relationships.

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

Worth Mentioning

TULSA WORLD RECOGNIZES ALL-AWARDS WINNERS



The Tulsa World's annual All-Awards recognizes and honors some of the best in Tulsa-area high school sports.

Selections for the Athlete of the Year in high school varsity sports, along with other awards, were announced at the All-Awards Banquet on June 20 in the Cox Business Convention Center in downtown Tulsa.

Since 2017, the Tulsa World has awarded more than \$170,000 in scholarships to student-athletes at the event, and for the fifth year in a row, the All-World Awards were sponsored by Bill Knight Automotive.

Winners of the awards were featured in the Tulsa World.

The elite group of athletes is hand-selected by a panel of Tulsa World sportswriters. Athletes who qualify for nomination for an award are within 60 miles of downtown Tulsa, as well as athletes from a town of at least 5,000 people and located within 75 miles of Tulsa.

OKMULGEE TIMES HELPS COMMUNITY REPLACE FLAGS



After 22 American flags used to decorate a street were taken, the Okmulgee Times kicked off a drive to help replace them.

An anonymous donor dropped off a check for \$200 at the newspaper office, which was presented to VFW Post 1189 Commander Guy Duckworth. "I have renewed faith in people," Duckworth said.

A box was placed at the Okmulgee Times' office to accept new flags as well as monetary donations.

The drive also sought to obtain small flags that are placed on the markers at the Okmulgee Cemetery during Memorial Day.

SEQUOYAH COUNTY TIMES ANNUAL RETIREMENT FAIR



The Sequoyah County Times' annual Retirement Fair was held June 15 at the Sallisaw Middle School Cafeteria.

The travel-themed day of fun included door prizes, games, freebies and handouts, a free lunch and numerous vendors.

A 44-page tabloid chock-full of advertising included articles about local businesses and people along with photos.

In addition to vendors, prizes, food and fun, the Sequoyah County Times gave away a total of \$500 in Bingo cash prizes.

THE COUNTRY CONNECTION NEWS IS ON THE MOVE

The Country Connection News will soon be moving to Hinton.

The new space, which will include a podcast studio and an archives room, will be located at 107 E. Main.

Beginning in August, the weekly newspaper plans to expand its 42-year history of covering school news with the help of a student journalism program.

Each school the newspaper covers will name one or more student journalists, said Publisher Cory D. Cart.

The schools will have one to two full pages of news each week during the school year with content produced by the students.



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Mangum Star News changes for its readers



Looking Them Over

by Rod Serfoss
rserfoss@okpress.com

Several months ago, the *Mangum Star News* asked Greer County residents what they wanted to see in their hometown newspaper. Now, Editor Mike Bush is delivering what they asked for.



On the front page of a recent edition there were four pictures and eight stories covering a wide range of local topics including:

- A meeting of county commissioners and the Mangum City Council to work on details for a new county detention center.
- Greer County and Oklahoma election results.
- A chamber of commerce ribbon cutting at a local bed & breakfast.
- Two individuals being arrested after trying to make an illegal drop of tobacco, marijuana vapes and other items at the state reformatory in Granite.
- The American Legion Post hosting a flag retirement ceremony.
- Independence Day celebrations planned in Mangum and Granite.
- The annual town of Lone Wolf celebration event schedule.

- Free performances by the most advanced Oklahoma high school artists at nearby Quartz Mountain State Park.

Bush gets an A+ for doing what the paper's readers want, and reporting about what has happened, what is coming up and about the local people and businesses it serves.

Austin Litterell provided excellent coverage in *The Express-Star* in Chickasha of the University of Science & Arts of Oklahoma's trek to the NAIA Softball World Series.

Litterell's combination of reporting the playoff games leading up to the World Series, feature stories on individual team players and exceptional photography made readers feel like they were part of the excitement when USAO advanced to the national tournament.



Even though they didn't come home with the title, Litterell did a superb job of recapping the stellar season by making sure *Express-Star* readers understood what the USAO Drovers accomplished.

"The Drovers have shown the ability to fight back," wrote Litterell. "To make it through a season as long as the college softball season, resiliency is an intangible that can take teams a long way.

And that has been the case for the University of Science & Arts of Oklahoma softball team this season. The Drovers have faced adversity and have shown resiliency during the season, especially during the team's run in the NAIA Softball World Series loss to top-seeded Our Lady of the Lake University."

Last month the *Stigler News Sentinel* helped build excitement for the 57th Annual Reunion Days.

A 16-page special section lets readers know about the upcoming events including a weekend with class reunions, food, arts and crafts, games, music and even terrapin races.

It also featured many well-designed ads, class pictures from high school yearbooks for each 10-year interval from 1964 to 2014, hometown pride stories, pictures of new construction projects that are underway and a picture page from last year's reunion.

The *News Sentinel* also did a good job with its 2024 Primary Election Voter's Guide.

Whether it was candidates running for county commissioner, county clerk, state corporation commissioner or their state representative, it delivered a concise easy-to-read and understandable format that compared the views of each candidate.

The *Watonga Republican* also did excellent educational reporting on its local elections. In the edition that carried the "Meet the candidates for sheriff" story, it also did a separate story titled, "Why is the election for sheriff important?"

Connie Burcham's column, "A Bubble Off Plumb" about the time she was in Hell made me chuckle.

"I spent three weeks in Hell once," wrote Burcham. "You

might wonder how one gets to Hell. I rode in atop an 18-hand red mule named Moe. Let me elaborate. I had been hired as camp cook for an outfitter in Hell's Canyon, Idaho."

She goes on to detail her experience in Hell and the wonderful people she met there.

"I even made a little money, and it gave me the perfect answer if someone should tell me to go to Hell. I'll just say, 'When can we leave?'"

The *Buffalo Weekly News* does an excellent job in getting the news to the town of less than 1,000 residents in far northwest Oklahoma.

Printed in-house in full color on book paper, the *News* regularly has 20 pages, on an 8.5 X 11 inch format, that are filled with news, columns, feature stories, sports, legal notices, calendar of events – and dozens of ads in every edition.

While it may not be printed in a traditional manner, it is truly a newspaper that serves its community well.

TOP FIVE HEADLINES:

5. "We Are Broke And Broken" – *Sulphur Times-Democrat*
4. Naked Lady Dons Her Duds Before Valliant Police Arrive – *The Valliant Leader*
3. Everybody is going to jail – *Atoka County Times*
2. WHO's sorry now? – *Sequoyah County Times*
1. Pryor High-jinks: 60 seniors detained – *The Paper*

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

Tips for new designers creating ads with InDesign

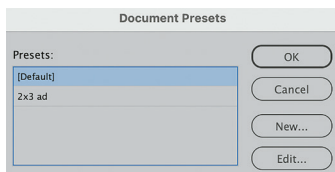


Computer Notes

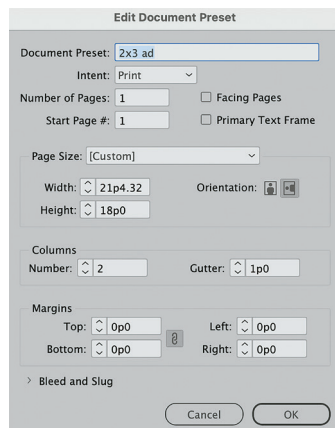
from the road
by Wilma Newby
wnewby@okpress.com

With a lot of new ad designers in the state, here's some tips for creating ads in InDesign.

To start, go to **File > Document Preset** to create standard ad sizes. Use the new or edit buttons to create new ad sizes or edit existing sizes if your column width changes.



In the next box, uncheck **Facing pages** and put in the width and height of the ad you're building. Add the number of columns and make sure there is no margin around the ad; set all margins to **0**.



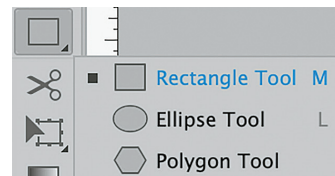
After making sure the ad sizes are correct, click OK. Make as many templates

as you need, putting them in order. For example, place all the two column ads, then the three column and so on. This makes the new list of ad sizes easy to navigate.

Now when you're ready to start a new ad, just go to **File > Document Preset** and select an ad size from the menu.

Next, draw a border on the ad, if you want one, making sure it stays inside the ad's exterior lines.

If you need to make a polygon, elliptical or starburst, look under the Rectangle tool flyout menu.



When the Polygon tool is double-clicked, it gives you a menu that lets you choose the number of points and inset of a starburst.

If your ad needs rounded or fancy corners, look under **Object > Corner Options...** You can pick from several styles in the menu. By unchecking the lock in the middle of the dialog box, you can make just one or two corners different.

The Stroke palette is a good place to explore for different types of creative border options. It's even possible to create a new line style for the ad you're working on. Arrows and such are under the **Start/end** dropdown button. The line

must be highlighted on the page to see these effects.

Keep the ad neat. Try to keep all text boxes in the ad area and not hanging over on the pasteup board. This can cause printing errors.

If the ad is designed by more than one person, avoid use of white boxes without borders. They, too, can cause problems.

Another tip is to try using gradients to fill the background. Gradients can be created in the Swatches palette with the flyout menu **> New Gradient Swatch**. Select the sliders under the gradient to change the color. And always work in CMYK mode.

Use Object Effects to stylize the type or boxes. For art that is a picture go to **Objects > Effects > Transparency**. Here the art can be lightened so any type over it is readable. Use larger type for this kind of work.

Learn to use the Eyedropper tool in InDesign to find the values of colors used in the art. Use those values for headlines, boxes or other areas of your ad.

Use the **Object > Clipping Path** to clip backgrounds from art. This works best with simple art. The checkbox for preview is very helpful. Checking **Include Inside Edges** gets rid of white space within the art.

For copy, use the text tool or bring it in from other

sources with the **File > Place** command.

File > Place can bring in external art as well as type. It gives more control over how the image or type is imported into the layout. Check the **Show Import Options** box to bring up lots of options.

After art is imported always go to the Links palette and embed it by right clicking and going to embed in the contextual menu. Flatten all art used to a Tiff or JPG file and convert the art to CMYK.

Several software programs will prepare a photo for press by turning the output color format to CMYK. If you don't have Photoshop, consider using the popular Krita — a basic paint program that converts art from RGB to CMYK. This open source software is free for Windows, Linux or Mac.

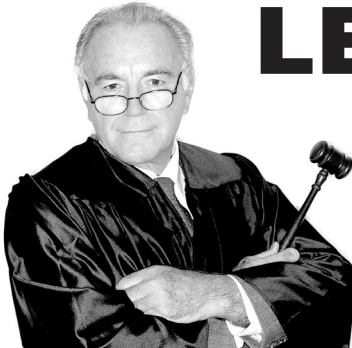
When your ad is completed, select the black pointer tool, then hold down the **Command** key and hit the **(A)** key to see all objects on the page.

Now eliminate any text or art boxes that don't belong. For text boxes, look for little blue dots.

To select all elements, highlight the area. Then, hold down the shift key and deselect everything that should be in the ad. To get rid of all the elements that shouldn't be in the ad, hit the delete key. If you delete something that should be there, use Command Z (undo), to start over.

Before you place the ad on the page, make sure it has the advertiser's contact information — phone and/or email. You'd be surprised how many times those elements are missing and the reader has no way to contact the advertiser.

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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OPA Board of Directors meets in Oklahoma City

The Oklahoma Press Association Board of Directors met at the Sheraton Downtown Hotel in Oklahoma City on June 7.

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

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

Also attending were guests Brian Blansett, The Lincoln County News, and Dee Ann Patterson, The Lawton Constitution.

OPA staff at the meeting were Executive Vice President/Secretary Mark Thomas and Member Services Director Lisa Sutliff.

After calling the meeting to order, Gay asked the board to review the minutes of the April 11, 2024, meeting. The minutes were approved as presented.

The board reviewed OPA and LSP financial statements as of April 30, 2024. Stringer said revenue and expenses were

both higher than budgeted as of April 30. LSP revenue declined slightly, and professional services increased for defense of a current lawsuit.

After reviewing the OPA and LSP investment reports as of April 30, 2024, the board acknowledged receipt of the financial statements and investment reports.

Thomas also presented a review of membership dues for current General News Media, Affiliate News Media, Individual, Retired and Strategic Partner members.

In committee reports, Education Committee Chair Dyer-Thompson asked Sutliff to provide an update on the June 7-8 convention. Sutliff said registration numbers were at about 90 percent of the prior year.

In the Government Relations update, Chair Wesner voiced appreciation for Thomas' diligence in providing a government oversight to protect public notices and other newspaper interests in Oklahoma. Thomas then reviewed a list of important bills from the 2024 legislative session with the board.

In the report for the LSP committee, Thomas said the committee approved new LSP membership for Marietta Monitor and Clinton Daily News.

In other business, Thomas

said the annual meeting of the Newspaper Association Managers (NAM) will meet in Oklahoma City on July 30-Aug. 2, 2024. OPA will be the host association for the first time in the 100-year history of NAM. The board passed a motion to allow OPA/S staff to host a reception and tour of the OPA building for the NAM organization.

Thomas reviewed the business meeting agenda and introduced Dee Ann Patterson from The Lawton Constitution and Brian Blansett of The Lincoln County News as the nominees for director and treasurer.

Thomas and the board thanked outgoing president Sheila Gay, outgoing treasurer David Stringer and outgoing past president Zonelle Rainbolt for their service on the board. Gay thanked board members for their work the past year.

OPS BOARD MEETING

The board reviewed the minutes of the April 11, 2024, meeting and approved them as presented.

OPS financial statements for the period ending April 30, 2024, were reviewed and acknowledged as presented.

Capital expenditure requests included the purchase of two staff computers, which was approved by the executive committee of Gay, Belyeu and

Stringer. The board approved the purchase of two additional staff computers in the 2024-2025 fiscal year, if needed.

Thomas said two additional capital expenditures will likely be needed soon, but cost estimates are not yet available. Several pipes connected to the building's boiler need to be replaced this fall. The office phone system was purchased 20 years ago and is no longer serviced due to its age. A new phone system or other arrangements may soon be needed.

After the management review, Gay said the board was pleased with this year's progress, including financial success and the leadership shown in several areas. The board also expressed appreciation for the great work done by Lisa Sutliff and staff on the convention and many other successful projects throughout the year.

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
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OKLAHOMA NATURAL GAS CONTEST WINNERS

CONGRATULATIONS TO THE APRIL AND MAY WINNERS

April Column: **SARA ACOSTA**, *Woodward News*

April Editorial: **JAMES BEATY**, *McAlester News-Capital*

May Column: **JULIE TALTON**, *Countywide & Sun*

May Editorial: **KIM POINDEXTER**, *Tahlequah Daily Press*

Excerpts from April and May winning entries. Read entire columns and editorials at okpress.com/ong-contest

APRIL COLUMN WINNER

SARA ACOSTA, WOODWARD NEWS

A moment of darkness sheds light

What is it about the heavens that makes man look up into the sky in wonder?

Last year after the partial eclipse, I began to search out avenues to see the total eclipse in April.

Originally I wanted to make a camping trip of it, but after researching campgrounds in Southeastern Oklahoma, and with my budget and the four day booking requirements – those realities made that option a fantasy for me.

Fast forward a few months, and I decided to at least ask off from work for the day of the eclipse, because you never know when a wild hair might take you.

Eventually my plans settled on driving to a friend's house in Oklahoma City, waking up at 5 AM and driving on I-40 until we hit the center of the path of the eclipse.

We finally arrive to the day of the eclipse – and here we are – loading our sandwiches and drinks in a cooler, ushering my friend's bleary eyed teenage son out the door and into the Jeep.

The drive starts out with normal early morning road trip quietness, as we wake up and become energized by delicious gas station rollerfoods.

MAY COLUMN WINNER

JULIE TALTON, COUNTYWIDE & SUN

Connect the Musical Dots

"So sit back, relax, and strap on your seatbelt. You never been on a ride like this befo'. With a producer who can rap and control the maestro." Dr. Dre may have rapped it, but I will be pulling this duty on our upcoming vacation! We will be playing a musical road trip game to keep everyone engaged and pass the time on our trip to the west coast. Who better to start off our journey than the lyrical genius and west coast rapper, Dr. Dre? Well, not everyone will agree with me here... but everyone in my vehicle will, and that's what matters.

We are a music family. Not a musical family (because that would imply that we have a talent for making music... which we wholeheartedly do not)! However, we have a great appreciation for the art. So much so, that we often challenge each other to "who sings it?" Both daughters and I have a collection of band shirts, most of which we have seen in concert, some we only wish we had. BUT, none of which we don't know the songs credited to them. My daughters have joined in on my pet peeve of people wearing clothing that they don't understand. We aren't jerks about it; if we don't know you, we aren't going to ask you to name a song AC/DC sings...

APRIL EDITORIAL WINNER

JAMES BEATY, McALESTER NEWS-CAPITAL

McAlester Council shouldn't repeal the will of voters

In less than a minute Tuesday night, four McAlester city councilors voted to repeal an eighth-cent sales tax approved six years ago by a vote of the people.

The four city councilors who voted in favor of the motion did more than simply repeal the one-eighth cent sales tax designated for expansion of the McAlester Cancer Treatment Center.

They also voted to repeal the will of the voters who passed the sales tax measure in the first place.

Imagine the outrage among voters if state legislators repealed a state question passed by a vote of the people. That's essentially what the four city councilors did who voted Tuesday night to repeal the one-eighth cent sales tax measure. It's a reckless move that could impact the McAlester Cancer Center for years to come.

On Feb. 13, 2018, city voters approved the one-eighth cent sales tax to provide funding for the McAlester Regional Health Center Authority to construct a modern regional cancer center to provide expanded cancer care and ancillary services for Southeastern Oklahoma.

MAY EDITORIAL WINNER

KIM POINDEXTER, TAHLEQUAH DAILY PRESS

Butker's remarks show he is out of touch

By now, almost everyone has heard about Harrison Butker, the Kansas City Chiefs kicker who put his cleated foot in his mouth during a commencement speech at Benedictine College. He should learn from the outrage his choice of words generated.

Butker's speech – which calls to mind the series "The Handmaid's Tale" – may seem unusual coming from a man of 28. Younger men are assumed to be more enlightened than their older brethren. Butker is an exception, though, and evidently many young men agree with his thought process, and a number of women are striving to impress those men by championing it.

Speaking to a graduating class, Butker may have had good intentions, but one doesn't have to be a "snowflake" to find his words repugnant: "I want to speak directly to you briefly because I think it is you, the women, who have had the most diabolical lies told to you. How many of you are sitting here now... thinking about all the promotions and titles you're going to get in your career? ... I would venture to guess that the majority of you are most excited about your marriage and the children you will bring into this world."



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

The April and May Oklahoma Natural Gas Column and Editorial Contests were judged by members 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.

Contest open to staff at OPA Legal Newspaper and General News Media members, as well as OPA Individual members.

The views expressed in winning columns and editorials are those of the writers and don't necessarily reflect Oklahoma Natural Gas Company's opinions.