

Tariffs causing chaos for newspapers

■ By Sacha Biazzo

Columbia Journalism Review
(Reprinted with permission)

Jeff Mayo had been preparing for this for weeks. In February, when President Donald Trump first announced a 25 percent tariff on imports from Mexico and Canada, Mayo, a third-generation newspaper printer in Sallisaw, Oklahoma, put in an order of Canadian paper.

But by the time the tariffs actually went into effect – if only temporarily – his careful planning wasn't of much use. As printers and manufacturers scrambled to secure raw materials before the price went up, trucking shortages delayed shipments for everyone.

"Even if we had the paper ready, we couldn't get it on a truck," Mayo told CJR, before the tariffs were once again suspended, until April 2.

"Everyone's trying to do the same thing."

Canada has long been a



major supplier of American newsprint – it now provides an estimated 80 percent of the paper used by US newspapers.

A tariff would add a significant burden to publishers already struggling with high costs of production and thin margins, and analysts say the mere looming threat of one has complicated life for printers.

"There is no scenario under which this is cost-positive for the media industry," said Brett House, a professor of professional practice at the Columbia Business School. "Almost

anything that is done here is going to be increasing prices for newsprint."

John Galer, the publisher of the Journal-News in Hillsboro, Illinois, said the new tariffs represent more than just a financial setback. He publishes eight newspapers and prints 19 other publications at his press, serving rural communities that often have no other dedicated source of news.

His publications rely entirely on Canadian newsprint, and he estimates a 25 percent tariff

See Newsprint, Page 3

Newsprint tariffs exempt for now

Currently, President Trump's tariffs on goods from many countries does not include newsprint.

Newsprint, which is a USMCA (United States-Mexico-Canada Agreement) compliant good, will continue to be exempt from the 25% tariffs imposed on goods from Canada and Mexico and the additional 10% baseline tariff announced April 2.

The News/Media Alliance and the National Newspaper Association are continuing to monitor the situation.

Newsprint prices have increased over the last year. In February, the Woodward News and the Muskogee Phoenix cited the cost of newsprint as part of the

See Exempt, Page 3

SAVE THE
DATE!



JUNE 6-7
2025



OPA CONVENTION

OKLAHOMA PRESS ASSOCIATION ANNUAL CONVENTION • SHAWNEE, OK

INSIDE THIS ISSUE

- PAGE 2 OPA President talks about finding hidden gems in legalese
- PAGE 5 FOI Oklahoma announces annual award winners
- PAGE 7 Change in venue for Oklahoma Journalism Hall of Fame

From the President

By Shauna Belyeu

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



Veteran's possessions sold at auction without notice

Does that get your attention? It should.

A 79-year-old veteran's storage building contents were sold without notice at a private sale. According to the account, it included his uniform, military accommodations and other possessions.

The owner claimed that they weren't aware that they were required to file a notice.

This story highlights the importance of legal notice.

The legals are where the real news starts, long before the press conference or the Facebook posts.

Our legal departments are busy typing ordinances that passed in the local city council meeting that change zoning rules, a sheriff's sale about to go up for a large parcel of land, or a stream water permit that would affect a lake.

Some of these stories may never make the front page until someone asks a few questions. That's when the real stories emerge: a developer quietly lined up to buy, a county caught off guard by a mining company, a debate that hasn't even started yet.

Guess where it all started? Not a press release. Not a press conference. A legal notice. We need to do a better job of driving our readers to that section.

What if, every week, we pulled out one hidden gem

from the legals and gave it a little room to shine?

Pair it with a directive to the actual legal page, and suddenly, we've made the fine print just a little bolder.

The Oklahoma Press Association wants to recognize your efforts and started a new monthly contest this year to recognize a news story or series that:

- highlights the impact of a public notice or the omission of a public notice,
- helps readers understand a specific public notice, or
- explains the consequences of a public body's failure to publish a notice in a legal newspaper.

A successful entry will usually result from the newsroom having read the public notices and recognizing a

news or feature opportunity coming from the subject of a particular public notice. Stories should reference the notice.

The contest is not intended for editorials advocating for more public notice or opposing changes in public notice law.

One winner per month will receive a \$100 check, a Certificate of Achievement and recognition in The Oklahoma Publisher. Annual Sweepstakes winner will receive a plaque, a \$200 check and recognition in The Publisher.

Your legal department could be your next beat.

Your next best story may be hiding in plain sight right between a zoning variance and a liquor license application.

OPA CALENDAR OF EVENTS

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

Fri., April 25, 2025

OMC Webinar: "Reel Talk": Leveraging Instagram to Boost Engagement and Awareness

A look at some of the current best practices on Instagram to engage with your audience and attract new users to your content. Presented by Tyson Bird, digital product manager for Texas Highways magazine.

Fri., May 9, 2025

Oklahoma Journalism Hall of Fame's 55th Anniversary and 2025 Induction Class

Twenty longtime journalists and a prominent broadcast family will be among those honored at the 55th annual induction ceremony of the Oklahoma Journalism Hall of Fame.

NEW LOCATION: Due to a delay of the renovations in the Nigh University Center, the location of the Oklahoma Journalism Hall of Fame 55th anniversary induction reception, ceremony and dinner has been switched to the **Edmond Conference Center, 2833 Conference Dr, Edmond, OK.** The times remain the same: 5 p.m. reception and 6-8 p.m. dinner. Dedication of the Oklahoma Journalism Hall of Fame Museum has been postponed.

Fri., June 6, 2025

ANNUAL CONVENTION

Join us for our annual OPA Convention at the Grand Casino Hotel & Resort in Shawnee.

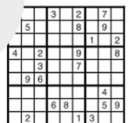
“ I didn't know you had this! ”



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

& so much more

FREE TRIAL OFFER!



METRO
CREATE. SELL. PROFIT.

800-223-1600
service@metro-email.com
metrocreativeconnection.com

Visit metrocreativeconnection.com to see all we offer!

Newsprint

Continued from Page 1

would increase his costs by about twenty thousand dollars a year, forcing him to increase his prices. "I like to stay hopeful," he said. "But right now, we're all just waiting to see what happens next." (Galer learned of the postponement of the tariffs from a text message as we were speaking on the phone. "I don't get it," he muttered.)

The last time the US imposed tariffs on Canadian newsprint, the consequences were severe. In 2018, a single American paper manufacturer petitioned for duties on

Canadian imports, arguing that unfair subsidies gave Canadian mills an advantage.

The resulting tariffs sent newsprint prices soaring, forcing newspapers, especially smaller, independent publishers, to make painful cuts.

Some laid off staff. Others reduced page counts or eliminated print days altogether. A few publications shut down entirely.

The newspaper industry fought back, with the National Newspaper Association and other advocacy groups mobilizing to overturn the tariffs.

Legislators testified before the International Trade Commission, warning that rising costs were accelerating the de-

cline of local journalism. After months of lobbying and legal challenges, the tariffs were lifted. But the damage had already been done. The price hikes never fully reversed, and many of the cuts newspapers made to stay afloat became permanent.

Now newspaper publishers like Mayo, whose company Cookson Hills Publishers prints eight newspapers serving mostly rural communities across eastern Oklahoma, find themselves stuck in limbo, forced to make financial decisions for a future they can't predict.

"Unfortunately, it's a waiting game," Mayo said.

Exempt

Continued from Page 1

reason for a reduction in the number of their print editions.

The Woodward News previously distributed print editions three days a week; it is now produced once a week, on Wednesday. However, said Sheila Gay, publisher of the Woodward News, daily content remains available on the website Woodwardnews.com.

"The cost of doing business is going up dramatically, including a 40 percent increase in newsprint prices alone this year," Gay wrote in an article for the newspaper.

"We must continue to make adjustments to stay viable in a changing world," she wrote.

The increase in newsprint prices was also mentioned as a reason the Muskogee Phoenix decreased the number of its print issues.

Ed Choate, publisher of the Muskogee Phoenix, said they decreased its print editions from five to three per week.

"This move will help us secure the future of the Phoenix so we are here for you and future generations," Choate wrote in an article on February 22.

Choate also urged readers to take advantage of the Phoenix's online presence at muskogeephoenix.com.

The Oklahoma Publisher

ISSN 1526-811X

Official Publication of the
OKLAHOMA PRESS ASSOCIATION

OPA OFFICERS

President

SHAUNA BELYEU
The Eufaula Indian Journal

Vice President

SUZIE CAMPBELL
Countywide & Sun

Treasurer

BRIAN BLANSETT
The Lincoln County News

Executive Vice President

MARK THOMAS

OPA DIRECTORS

SHEILA GAY
Past President, *Woodward News*

ERIN DYER THOMPSON
El Reno Tribune

ED CHOATE
Muskogee Phoenix

BRETT WESNER
Wesner Publications

SHAUN WITT
Oklahoma Watch

CONNOR CHOATE
Marietta Monitor

JASON COLLINGTON
Tulsa World

OKLAHOMA PRESS ASSOCIATION
3601 N. Lincoln Blvd.
Oklahoma City OK 73105-5499
(405) 499-0020
Toll-Free in Oklahoma: (888) 815-2672
www.OkPress.com
news@OkPress.com
www.Facebook.com/OKPress

**SUBSCRIBE TO
THE OKLAHOMA PUBLISHER
\$12 PER YEAR**

THE OKLAHOMA PUBLISHER (USPS Pub 406-920), is printed Quarterly for \$12 per year by the Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499. Call (405) 499-0020 to subscribe. Periodicals postage is paid at Oklahoma City, OK.

POSTMASTER: Send address changes to The Oklahoma Publisher, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105-5499.

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!



Strapping equipment may be needed to comply with new postal bundling rule

As we reported last month, new USPS bundling rules take effect July 1, 2025.

The Postal Service is eliminating the use of rubber bands and twine/string for securing bundles of flats for Periodical mailings.

New standards require all bundles to have two or more cross-strapped bands or to be shrink-wrapped with one or more cross-strapped bands.

Mailings of 500 flat-sized pieces or fewer entered at the BMEU (Business Mail Entry Unit) are exempt from bundle preparation. Those mailings may be prepared loose in flat trays instead of bundles.

Standards in sections 203.4.5, 203.4.8 and 203.4.9 have been revised to require all bundles of flats to have two or more cross-strapped bands or be shrink-wrapped with one or more cross-strapped bands **except for newspapers that are placed in a flat tray and entered as exceptional dispatch.** These exceptional dispatch news-

papers can use only one strap around the middle to prevent damage.

Publications with larger mailings should start searching for some type of plastic strapping device.

Strapping devices range from fully automatic to semi-automatic to hand-operated.

A Google search for "mail strapping equipment" shows a variety of devices.

One of the least expensive options is mail tray strapping from Uline, available for \$55 per carton. No tools are required with this option, the user simply tightens and cuts the strap.

Uline also offers a poly strapping kit that includes strapping, a tensioner/cutter tool and plastic buckles for \$77.

Prices for fully automatic and semi-automatic devices begin at around \$600 and go up from there.

Mail Tray Strapping - 9/16" x 500'



MEETS POSTAL REQUIREMENTS

Quick and easy - No tools required.

- Wrap around tray, tighten and cut.
- Specially designed dispenser box keeps coils from unraveling.

This mail strapping tape requires no tools and is available from Uline. For more information see <https://tinyurl.com/msvzkc76>

Uline Polypropylene Strapping Kit - Postal Approved, 1/2" x 3,000'



400 LB. BREAK STRENGTH

Easy-to-use, portable polypropylene strapping kits w/ secure skids, boxes and tubing anywhere in the warehouse.

- Each kit includes 1/2" poly strapping, a tensioner/cutter tool and 300 plastic buckles.
- Extra Buckles for strapping kits available.

A strapping kit, which includes strapping, tension cutter and buckles, is also available from Uline. For more information see <https://tinyurl.com/yh95bjby>

For more options, use Google with search terms such as "Mail Strapping Equipment" or "Poly Strapping."



STRATEGIC PARTNERS

CHICKASAW NATION MEDIA RELATIONS

Loné Beasley
580-559-0921
lone.beasley@chickasaw.net
chickasaw.net

ETYPE SERVICES

Thad Swiderski
512-687-9055
thad@etypeservices.com
etypeservices.com

FEED THE CHILDREN

Carrie Snodgrass
(405) 213-9757
carrie.snodgrass@feedthechildren.org
feedthechildren.org

GARVER

Mia Waddell
mewaddell@garverusa.com
garverusa.com

GRAND RIVER DAM AUTHORITY

Justin Alberty
918-256-5545
justin.alberty@grda.com
grda.com

MENTAL HEALTH ASSOCIATION OKLAHOMA

Adi McCasland
405-250-6331
amccasland@mhaok.org
mhaok.org

METRO CREATIVE GRAPHICS

Jennifer Steiner
800-223-1600
jsteiner@metro-email.com
metrocreativeconnection.com

OGE ENERGY CORP.

Christi Woodworth
405-553-3698
woodwoco@oge.com
oge.com

OKLAHOMA ASSOCIATION OF ELECTRIC COOPERATIVES, INC.

Chris Meyers
405-478-1455
cmeyers@oaec.coop
oaec.coop

OKLAHOMA BAR ASSOCIATION

Lori Rasmussen
405-416-7016
lorir@okbar.org
okbar.org

OKLAHOMA DEPARTMENT OF REHABILITATION SERVICES

Jody Harlan, Comm. Director
405-203-1318
jharlan@okdrs.gov
oklahoma.gov/okdrs.html

OKLAHOMA MEDIA CENTER

Rob Collins, Executive Director
405-205-9421
rob@oklahomamediacenter.com
oklahomamediacenter.com

OKLAHOMA NATURAL GAS

Chad Previch
405-501-9509
Chad.Previch@onegas.com
oklahomanaturalgas.com

OKLAHOMA STATE SCHOOL BOARDS ASSOCIATION

Christy Watson, Comm. Director
405-528-3571
christyw@ossba.org
ossba.org

PHILLIPS THEOLOGICAL SEMINARY

Kurt Gwartney
918-270-6470
kurt.gwartney@ptstulsa.edu
ptstulsa.edu

FOI Oklahoma announces 2024-2025 award winners

An Oklahoma City television station, two longtime hall-of-fame journalists, the retired Edmond school superintendent and the school board, and the Wagoner County clerk are among the honorees of Freedom of Information (FOI) Oklahoma's 2024-25 awards.

"This year's honorees epitomize the need for vigilance in defending access to government records and meetings," said Kurt Gwartney, FOI Oklahoma's executive director.

The awards will be officially presented during the annual First Amendment Congress Oct. 8 at the First Amendment Center on the University of Central Oklahoma campus in Edmond.

The Awards Committee that selected the awards consisted of FOI President Brianna Bailey, and board members Paul Monies, Bill Hickman and Joe Hight, who served as committee chair.

Here are this year's recipients:

Marion Opala First Amendment Award: JOE CARTER

Joseph Carter has been consistent in his writing and talks about the need for journalistic ethics and their importance for this democracy and the First Amendment. He has written that we are facing "a very dangerous period (in) American democracy."

The 92-year-old has spent a lifetime as a journalist and writer and continues to be active in issues that face our country and journalism. He is also one of the leading experts on Will Rogers and continues to spread Rogers'

words of humor and wisdom about the United States.

Carter, an Oklahoma Journalism Hall of Fame member, is an author and former reporter for United Press International. He is one of only two surviving reporters who covered the assassination of President John F. Kennedy in Dallas.

Ben Blackstock Award: KFOR-TV

FOI Oklahoma noted that KFOR is worthy of recognition for successfully fighting to protect the rights of journalists to attend open meetings and hold public officials accountable.

With the help of the Institute for Free Speech, KFOR filed a federal lawsuit after their journalists were excluded from Oklahoma State Board of Education meetings and relegated to an overflow room. KFOR journalists were also barred from news conferences with State Superintendent Ryan Walters' press conferences following the meetings.

A U.S. District Court judge approved an agreement in the lawsuit in December, ensuring KFOR will have access to meetings and news conferences. KFOR sought \$17.91 from the Oklahoma State Board of Education, symbolic of the year 1791, when the First Amendment to the U.S. Constitution was ratified. The defendants also agreed to pay KFOR's attorney's fees.

Sunshine Award: LORI HENDRICKS, WAGONER COUNTY CLERK

Wagoner County Clerk Lori Hendricks will be recognized for her proactive

approach to public records access. Hendricks was first elected county clerk in Wagoner County in 2012 and ran unopposed in the 2024 election to secure her fourth term in office.

"Hendricks is very responsive to open records requests and provides a large amount of public information on the county web site, allowing citizens to access information easily," according to the nomination.

Hendricks is a past president of the County Clerks and Deputies Association of Oklahoma.

Special Commendation: Retired Edmond School Superintendent ANGELA GRUNEWALD and the EDMOND SCHOOL BOARD

When threatened with an accreditation downgrade and public challenges to its administration, Edmond Superintendent Angela Grunewald and the school board refused to bow to demands from the state school superintendent to remove two best-selling books from their high school libraries.

After the school district filed a lawsuit, the Oklahoma Supreme Court ruled unanimously in favor of Edmond, saying the state education department and its superintendent had overstepped their authority in seeking to ban the two books. The Edmond superintendent has since retired; however, she and the school board's public stand was important against those who want to ban books and other materials. Since this ruling, efforts to ban books have been curtailed.

Bickham-Hale Service Award: LINDEL HUTSON

Lindel Hutson is a founder of FOI Oklahoma, a former president and continues to serve on its board.

Hutson is a longtime journalist who served as bureau chief of The Associated Press in Oklahoma and now serves on the Journalism Hall of Fame's executive committee. He is also a member of the Oklahoma Journalism Hall of Fame. Hutson served as a United States Army journalist with NATO in Europe and in the U.S. He is also an accomplished artist.

"Lindel is the epitome of what it means to serve an organization such as FOI Oklahoma," said the nomination. "He is consistent in being active in the organization as a board member and on its committees. His wise counsel and understanding of FOI issues have helped guide this organization through difficult times. He has remained a steadfast supporter and leader of this organization for many years."

Hutson received FOI Oklahoma's Opala Award in 2010.

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

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

Perry recognized for contributions to the state

Russell M. Perry, founder and owner of Perry Publishing and Broadcasting, was recently recognized by the Oklahoma State Senate for his significant contributions to the state.

The Senate adopted Resolution 13, authored by Senator Shane Jett, R-Shawnee, on April 7.

Jett highlighted Perry's groundbreaking role as the founder of The Black Chronicle and the founder and owner of Perry Publishing & Broadcasting, now Oklahoma's largest independent radio group.

Perry's impact extends beyond media to his service on key state boards, including the Oklahoma Development Finance Authority, the Oklahoma Industrial Finance Authority, and the Oklahoma City Urban Renewal Authority, as well as numerous business and banking councils.

Perry was nominated in 1999 by Governor Frank Keating to serve as the Oklahoma Secretary of Commerce, making him the first African American in the state's history to serve in this prestigious position.

However, his cabinet



Senator Shane Jett, right, reads a resolution officially confirming Russell M. Perry (seated), owner and publisher of The Black Chronicle, as a former Secretary of Commerce. Also present for the adoption of the resolution were family members, senators, Gov. Frank Keating and other guests. Photo courtesy of LSB (Legislative Service Bureau) Photography.

position was never officially confirmed by the Senate.

"By passing Senate Resolution 13 today, we are not only honoring Russell Perry's immense contributions to Oklahoma but also affirming that he was more than qualified, capable and deserving

of the role of Secretary of Commerce," Jett said. "Today we declare that Russell M. Perry is, indeed, an Oklahoma Secretary of Commerce and we thank him for his unwavering dedication, tireless service and profound impact on our state's growth and success."

Secretary Russell M. Perry was present for the Senate's adoption of the resolution, along with family members, friends, Gov. Frank Keating and other distinguished guests.

New Edition of Tour of Lawton Murals available

The latest edition of the Tour of Lawton Murals 2025 maps/booklet, sponsored in part by The Lawton Constitution, is now available.

Now in its fifth edition, the booklet has grown from 44 art pieces to 79.

Produced by The Lawton Constitution, other sponsors include the Lawton Economic Development Corporation and the Lawton/Fort Sill Chamber of Commerce.

The 2025 tour book features the work of artists Darry and Terry Shaw, Robert Peterson, Justin Hackney, Shaila Ramos (Red Elk), Danny Niedo and Dallas Morgandale. The booklet also includes a fold-out map in the center.

A mural trivia game, sponsored by The Constitution and Chamber of Commerce, offers players a chance to win a \$50 gift card to area businesses.



The Tour of Lawton Murals 2025 booklet, produced by The Lawton Constitution, is available at the newspaper office as well as Lawton's Chamber of Commerce offices.

New Location for Oklahoma Journalism Hall of Fame banquet

The location of the Oklahoma Journalism Hall of Fame 55th anniversary induction reception, ceremony and dinner has been switched to the Edmond Conference Center at 2833 Conference Dr., in Edmond due to a delay of the renovations in the Nigh University Center.

The times remain the same: 5 p.m. reception and 6-8 p.m. dinner on May 9. The change of venue also postpones the dedication of the Oklahoma Journalism Hall of Fame Museum. That time and date will be announced later.

USPS announces plans to increase rate of Periodical mailings by 9.4%

The U.S. Postal Service filed notice on April 9 of mailing services price increases.

The proposed increase for Periodicals averages 9.4%. First-Class Forever stamps would increase by five cents, from 73 to 78 cents.

If approved by the governors of the Postal Service, the new rates would take effect July 13.

The National Newspaper Association, along with the entire mailing industry, has called for the USPS Board of Governors to pause the 'Delivering for America' plan, especially with regard to the large rate

increase that has been under development.

NNA said that over the last month thousands of messages have been sent to the Chair of the Board of Governors and leaders of House and Senate oversight committees calling for a pause.

A notice filed with the Postal Regulatory Commission (PRC) said the Postal Service has approximately 9.4 percentage points of pricing authority for the Periodicals class.

"The Governors have determined to use virtually all of this authority," the notice states.

With five vacancies on the USPS Board of Governors and the resignation of Postmaster General Louise DeJoy, NNA said it believes these type of decisions should not be made until the Board of Governors is at full strength and new leadership has been installed.

DeJoy resigned March 24 after nearly five years in the position.

Deputy Postmaster General Doug Tulino has taken over the position until the Postal Service Board of Governors names a permanent replacement.

Brand loyalty is a powerful force

By John Foust
Greensboro, NC

My grandmother Martha lived in Wilson, which is in eastern North Carolina. As a widow, she remarried later in life to a widower named Herman. I was in my twenties then, and it was a special privilege to see those sweet lovebirds spend their final years together.

A few years after they married, they moved to a retirement community in Durham, about thirty minutes away from Raleigh, where I was living.

Being so close, I visited them as often as I could. I remember calling before one visit to ask if there was anything they needed. Herman said he needed a can of Barbasol shaving cream from a particular drug store in Wilson. I was happy to do that and, although I mentioned that Barbasol was sold everywhere, he insisted that it had to come from that favorite drugstore.

I ended up buying the shaving cream in Raleigh and took it to him, never letting on that it came from a different store. Everything worked out fine.

How can you deal with an advertiser who doesn't consider your newspaper because of a strong loyalty to another advertising choice?

Brand loyalty is a powerful force. For years, Herman was loyal to Barbasol shaving cream and that drug store. He wasn't unpleasant about it at all; that was simply his choice.

Like Herman, we all have loyalties to specific brands. Some of us wouldn't think of driving anything but a Toyota. Some always have Cheerios in their kitchen cabinet. And others will drive past two grocery stores to get to the store they like best.

Branding is a big topic that has inspired countless books, articles, seminars and lectures. But for our purposes today, let's narrow it down to one

question: How can you deal with an advertiser who doesn't consider your newspaper because of a strong loyalty to another advertising choice?

Franklin, who has been a sales manager for many years, told me about his team's approach. "We acknowledge that loyalty runs deep in the advertising industry. We have plenty of advertisers who are loyal to us, so we understand how some people are loyal to others. Maybe a business has had good results running ads somewhere else. Maybe they have a long-term relationship with the other ad department. Or maybe it's a comfortable habit or a resistance to the perceived difficulty of setting a new course.

"When we hit that brick wall with a potential advertis-

er, we do two things," Franklin explained. "First, we develop a plan to stay in touch. We don't become a pest, we just reach out to them every now and then to keep ourselves top-of-mind. We might send information about a relevant special section or even an interesting article about their favorite team.

"The second thing is to watch carefully for signs of change in their business, because change may indicate a willingness to consider new ideas. Is there new ownership or management? Is there a new ad manager? Are they planning to open a new home office or store location? Big or small, a hint of change may open the door for a sales appointment."

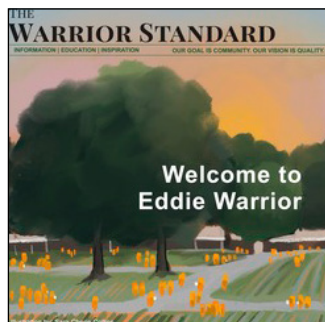
©Copyright 2024 by John Foust. All rights reserved. John Foust has conducted training programs for thousands of newspaper advertising professionals. Many ad departments are using his training videos to save time and get quick results from in-house training. Email for information: john@johnfoust.com

Two ODOC prison publications named finalists for national journalism award

The Oklahoma Department of Corrections proudly announces that The Warrior Standard and The Mabel Bassett Balance have been nominated as 2025 Stillwater Award recipients in the New Prison Publication category.

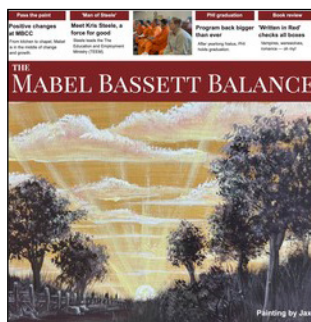
The Stillwater Awards, now in their second year, are presented by the Society of Professional Journalists and the Prison Journalism Project to recognize outstanding journalism created within the incarcerated community. Finalists are selected from across the country, and placements for each category – first, second, and third – will be revealed during a live virtual ceremony.

“This nomination is a tremendous honor for the writers, editors and staff who dedicate their time and talent to these publications,” said Nicole Flemming, chief of Offender Advocacy. “It’s a powerful



reminder that storytelling can inspire change, even from behind the walls of a correctional facility.”

The Warrior Standard is produced at Eddie Warrior Correctional Center in Taft, Okla., while The Mabel Bassett Balance originates from Mabel Bassett Correctional Center in McCloud, Okla. Both publications emerged from an 11-week journalism workshop initiated in June 2024 through a partnership between Poetic Justice and the national nonprofit Prison Journalism Project. This initiative provided participants



with training and support to create community newspapers within their facilities.

The 2025 Stillwater Awards virtual ceremony will take place at 7 p.m. Thursday, May 8. Family members, supporters and the public are invited to attend via Zoom. For more information and to register to attend the award ceremony, visit <https://www.spj.org/stillwater-awards-2024-winners/>.

To view all editions of the EWCC and MBCC newspapers, visit <https://www.poetic-justice.org/prison-journalism>.

Tribune hires new reporter



The Thomas Tribune recently welcomed Rylee Chamberlain to the staff as reporter, composition and other duties.

After graduating from high school in 2020, Chamberlain attended Southwestern Oklahoma State University in Weatherford, graduating in May 2024.

During her time in college, she worked as a resident advisor.

After graduating, she stayed in Weatherford, working at various other publications, before accepting the position at The Thomas Tribune.

“I’m happy to be working toward becoming a part of the lovely community that’s been built in Thomas,” Chamberlain said.

Chamberlain will be helping cover the day-to-day operations of the newspaper when Editor/Publisher Arianna Parkinson is on maternity leave, sometime in May.

OU Daily receives \$100,000 Donation

OU Student Media recently received a \$100,000 pledge to the OU Daily from an anonymous donor to honor Becky Willis.

The Becky Willis Memorial Fund for News Leadership embodies the values of her spouse, Jack Willis.

The endowed fund, launched last year, now will generate a \$1,250 scholarship awarded each fall and spring

to the Daily’s news managing editor.

Jack is a former OU Daily adviser. He worked at the Muskogee Daily Phoenix and Times Democrat for 19 years rising to the role of editor.

Becky worked for several financial institutions and became vice president before the couple moved to Norman in 1993. In Norman, she worked in sales before

finishing her career as head of human resources and office manager.

Jack served as adviser to the OU Daily through his retirement in 2007, after which they moved to Edmond.

He was inducted into the Oklahoma Journalism Hall of Fame in 2001.

Becky died March 18, 2024, at age 71.

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

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

Cub reporter masters art of writing at Yukon Progress



Looking Them Over

by Rod Serfoss
rserfoss@okpress.com

The March 26 edition of the **Yukon Progress** contained the headline in its sports section, “Interviewing a Legend,” that lured readers to learn who the story was about.

While the story was about University of Oklahoma and NFL football superstar “Little Joe” Washington, it was even more intriguing to learn it was written by *Yukon Progress* cub reporter Zachary Jordan.

The questions the 11-year-old reporter asked garnered genuine answers from Washington. Among them were: Why did you pick OU? What do you think about OU joining the SEC? Jordan even got a response when he asked if he was willing to talk about the Washington name change from Redskins (the team he played on that won the Super Bowl in 1982) to the Commanders.

Perhaps the most important exchange came when the young reporter asked “Little Joe” what advice he would give young kids about sports.

The legend’s response proved to be good advice for children and adults.

“When you’re a kid... you should be a kid. Do kid things. Always be considerate of all the other kids that are around you.

“Kids should be protective of other kids. Whenever you see something that isn’t right, take a stand. Cause you know right from wrong. You may not think so, but you really do.

“Enjoy sports and have fun. Learn to play a musical instrument... I didn’t do that and wish I had.

“Help your parents around the house. Take out the trash and clean up after yourself.

“Also, read a lot. Read a lot and play a lot.”

Jordan has been taking pictures and interviewing famous people like U.S. Sen. James Lankford, U.S. Rep. Stephanie Bice, former Gov. Frank Keating, football stars Brian Bosworth, Greg Pruitt, Jason White and Billy Sims for the *Yukon Progress* since he was 9 years old.

At the conclusion of the Joe Washington story was a picture of Jordan with his camera on the sidelines of a football field. The cutline read, “Whether on the field or in the halls of Congress, you can depend on Zachary Jordan asking questions and taking pictures.”

Tom Firme has the unique title of sports/managing editor at the *Poteau Daily News*. With that you will find his byline on everything from hard news and feature stories on the front page, plus lots of pictures throughout the paper and a wide array of sports stories and pictures.

A recent front-page story by Firme titled “Why athletic facilities matter for schools”

did an excellent job of combining both sports and news.

The story pointed out that just like colleges, Oklahoma high schools are now having to compete to keep their athletes from transferring to other schools and attracting those who want to transfer from another high school to come to places like Poteau.

Like at colleges, facilities are a big part of the equation.

Firme quoted a Poteau school official saying, “Facilities are a huge thing. You want students to come to school, and now you’re competing with that level of transfer, you want them to come to a school with pride.”

From its news coverage to advertising content, *The Paper* in Pryor uses every square inch of available space to inform the people in northeast Oklahoma.

It is common for newspapers to have several front-page stories, but the deeper you go inside the more stories appear to only be there to fill space on pages that are void of advertising – but not *The Paper*.

Seldom will readers of *The Paper* see stories on its front page. Instead, it serves as a map to the treasure-trove of local stories on the inside pages.

A typical 28-page tabloid size edition of *The Paper* contains dozens of local stories, excellent use of news briefs and more than 50 display ads!

Joe Lansden has been publishing *The Herald-Democrat*, the only newspaper in Beaver County, for decades. In every edition you will find his personal column, “One Chippers Point of View By Joe.”

The column gets its name because Beaver, Oklahoma, is the Cow Chip Throwing Capital of the World. Each year competitors gather in

the Oklahoma panhandle community to see who can throw a cow chip (dried pile of manure) the farthest.

The **Thomas Tribune** does a great job getting sports page sponsors. Each edition contains around 30 sports sponsors and an invitation for more.

“Support the Thomas Terriers & become a SPORTS PAGE SPONSOR! Sponsorships help send the Tribune sportswriter to the games for coverage & all pictures in print and social media. 580-661-3524.”

TOP FIVE HEADLINES:

5. **Relying on Uncle Sam**
– *The Journal Record*
4. **Where there’s a will, there’s a way**
– *Durant Democrat*
3. **Trapped by flames**
– *Enid News & Eagle*
2. **At The Big House**
– *The Lincoln County News*
1. **Water rate hike: In a pickle over nickel**
– *The Paper (Pryor)*

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

Cookies and cache cleanup for your computer



Computer Notes

from the road
by Wilma Newby
wnewby@okpress.com

A clean web browser is good for the health of your computer.

Webpage browser cache and cookies need to be cleared in all browsers on all computers every now and then. All those files on the web servers use your computer's hard drive space to store that information – and it may not be in the computer's best interest.

The first time you open a page on a browser, files such as images, fonts and code are stored. This local storage helps the page re-appear a little faster next time you visit.

When the page is reloaded the browser first checks the cache for an existing page version, but if the website has been updated since the last visit, it will download and cache whatever new information it discovers as missing or outdated. Websites can also set expiration dates for cached files, forcing the browser to download the latest version and update the cache.

Caching differs from cookies, which are small bits of information created by sites visited. Cookies are what the browser saves to personalize your experience, such as logins, site preferences or shopping carts.

Cache is also different from

browser history, which is simply a record of all the sites visited and when they were visited.

Internet cookies are small text files that identify the computer to the websites servers. They can contain user names and passwords

A computer's data is labeled with an ID unique to that computer. When the cookie is exchanged between the computer and the network server, the server reads the ID and knows what information to specifically serve for that computer. Data collected from your online activity is how advertisers deliver targeted ads to individual users.

Cookies store how many pages were clicked, what was clicked, and user name and passwords used on the page, as well as language preferences. Shopping cart preferences are also stored in case the user wants to reopen the page and still have items in the cart. Cookies also track how long the site is open.

Hackers can sometimes use this information for identity theft and other malicious acts. Depending on where they come from, some cookies may potentially be more of a threat than others.

To maintain your web browser, look for **Settings** in the web browser menu located



under the **three parallel bars** at the upper right corner of the browser window.

Open the settings and look for **Privacy & Security**. Go slow and read the page carefully. Look for **Advanced** buttons that allow more control over what is deleted when clearing cookies. For example, you may be able to clear cookies without losing saved passwords for sites.

To remove persistent tracking cookie infestations and more malicious types created by hackers, enlist the help of a premium antivirus software.

For even more protection try hiding the computer's web use by using a VPN (virtual private network). VPNs tunnel the web connection to a remote server that poses as the local computer. Cookies will then be labeled for that remote server instead of the local computer.

Many browsers can be set to clear cookies – and to block some types of cookies – each time the program is closed.

IMPORTING TEXT

Cleaning text before importing it into any page layout program is good practice.

Apple computers have a great program for this called Text Edit. It renders any email text or website text to a plain text file that can then be placed into a layout program without internet artifacts such as URL active lines and little square

boxes in the text. To use, just copy and paste the text to Text Edit then go to **Format > Make Plain Text**. Now save the file to be imported or copy the text from the text edit file and paste it in the layout file.

Text Edit may not show on the dock so look for it in the **Applications folder**. It can be pinned to the dock by right clicking on it once it's open and choosing **Options > Keep in Dock**.

Windows computers can use WordPad, although Microsoft says it is being removed from all editions of Windows 11. If you're still on Windows 10, look for WordPad with the search bar in the task manager.

To use, copy your text and paste it into WordPad. Then click **File > Save As**. Select where to save the file and name it.

In the **Save as type** drop down menu, choose **Rich Text Format (*.rtf)** and click **Save**. Then import the file into the layout program (in InDesign it is **File > Place**).

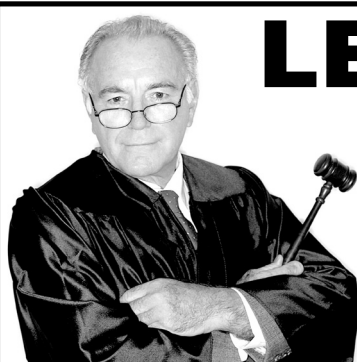
Treating all files that come from Internet web pages or email this way will solve a lot of problems on deadline days.

InDesign bases the format of the text on what defaults are set up for the text tool or text block when it flows onto the page.

Make sure the default for the text tool to place text is Paragraph and Character styles.

To check, click on the text tool without a flashing "I" beam on the page and look at the styles. Highlight the ones to be the default for the program, then bring in the text.

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



LEGAL ADVICE

is just one of the benefits of being a member of the Oklahoma Press Association's Legal Services Plan. Remove the worry of needing professional advice by enrolling today. For more information contact:

**OKLAHOMA PRESS ASSOCIATION'S
LEGAL SERVICES PLAN
1-888-815-2672 or 405-499-0020**

Please donate to the OKLAHOMA NEWSPAPER FOUNDATION

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

Checks may be sent to
**OKLAHOMA
NEWSPAPER
FOUNDATION**

3601 N. Lincoln Blvd.
Oklahoma City, OK 73105-5499

or donate online at
**okpress.com/
donations/**

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

Major General Donald
Forrest Ferrell
March 15, 2024

Dorothy Dell Butler Welsh
March 25, 2024

Carolyn Nell (Meyers)
McBride
March 28, 2024

Max Nichols
March 31, 2024

Larry Paul Adler
April 10, 2024

Jim East
April 16, 2024

Edward 'Edd' Harold Bellatti
April 26, 2024

ANITA FAYE REDING

, general manager and editor of the Stigler News-Sentinel, died March 10, 2025. She was 68.

Reding was born December 8, 1956, in Pryor. She grew up in Oklahoma and Arkansas, graduating from high school in Pryor. She attended Oklahoma Baptist University, graduating in 1979 with a bachelor's degree in journalism.

Reding worked more than

25 years in the newspaper industry with stops at the Southwest Times Record, Pine Bluff Commercial, Skiatook Journal, Muskogee Phoenix, Northwest Arkansas Democrat-Gazette and the Stigler News-Sentinel. She was named Small Business Journalist of the year in 2007 by the Arkansas Division of the Small Business Administration.

She went to work at the Stigler News-Sentinel in 2014. She briefly left in 2018 to

live near her family but, after five months, returned to the Sentinel. She served as the News-Sentinel general manager and editor since October 2023.

Reding is survived by her mother, Juanita Reding of Stigler; brother Danny Reding of Lowell, Arkansas; nephew Brian Reding of Bentonville, Arkansas; niece Laura Gehrke of Elkins, Arkansas; and a great-niece and great-nephew.

SHERRY GAYLE MUCHMORE

, a columnist for the Ponca City News, died April 8, 2025. She was 79.

Sherry was born March 8, 1946, in Winnfield, Louisiana. She graduated from Northwest Classen in Oklahoma City in 1964.

Her career included serving

as office manager for the Derryberry law firm and assistant to Oklahoma Press Association executive secretary Ben Blackstock.

After moving to Ponca City, she wrote a column, The Neighborhood Chef, for The Ponca City News. She was ap-

pointed to the Oklahoma Historical Society for six years.

Sherry is survived by her husband Tom Muchmore, of the home in Ponca City; and her children: Blaine Lewis, Laura McClatchey, Pat Muchmore and Shannon Muchmore; and her sister Tina Fausett of Oklahoma City.

JEFFREY JAY KALEY

, a former reporter at The Duncan Banner, died April 7, 2025. He was 73.

Kaley was born June 7, 1951, in Robinson, Illinois. After graduating from high school he embarked on a career in journalism.

His first job as a writer was as a sports editor for the Robinson (Ill.) Daily News.

In September 1985, Kaley joined the staff of The Duncan Daily Banner. He served there as sports editor for 17 years before transitioning to news.

Kaley became editor and general manager of The Banner's sister newspaper, the Waurika News-Democrat, in 2005. He held that position for nine years.

While working at the Banner and News-Democrat, Kaley received many awards including Columnist of the Year in the Best of CNHI contest. The Banner and News-Democrat each won four OPA Sequoyah Awards while he was on staff.

Kaley also worked at the Stillwater News Press and after

retiring from full-time work in 2015, he continued some freelance work for The Lawton Constitution and Oklahoma Living.

He served for 30 years on the selection committee for the Duncan Athletic Hall of Fame and was inducted into the hall of fame in 1985.

Kaley is survived by his wife Karen of the home; sons Anthony Morris of Portland, Oregon, and Chris Morris of Norman; brother Chris Kaley of Missoula, Montana; and two grandchildren.

OPA STAFF DIRECTORY

ADMINISTRATION

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

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

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

MEMBER SERVICES

LISA SUTLIFF, CAE Member Svcs. Director
lsutliff@okpress.com, (405) 499-0040

ALEXIS MARSHALL, Member Svcs. Coordinator
amarshall@okpress.com, (405) 499-0035

ADVERTISING

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

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

DIGITAL NEWS TRACKING

KEITH BURGIN, Digital News Tracking Mgr.
kburgin@okpress.com, (405) 499-0026

JENNIFER CATES, News Tracking Staff
jbeatley-cates@okpress.com

SHARON BEUCHAW, News Tracking Staff
sbeuchaw@okpress.com

CREATIVE SERVICES

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

AUSTIN ANDERSON, Creative Services Assistant
aanderson@okpress.com, (405) 499-0031

CONSULTATION / ADVICE

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

ROD SERFOSS, Business Consultant
rserfoss@okpress.com, (580) 309-0531

GENERAL INQUIRIES

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



MONTHLY CONTEST WINNERS



FEBRUARY 2025 WINNERS

All entries judged by members of the Oklahoma Journalism Hall of Fame

Daily, Semi- and Tri-Weekly Photo Winner:

BILLY HEFTON

Enid News & Eagle



OGE Energy Corp. provides monthly winners with a \$100 check and certificate. Sweepstakes winners receive \$200 and a plaque from OGE. Contest open to staff at OPA Legal Newspaper and General News Media members, as well as OPA Individual members. Complete contest rules and online submission form available at okpress.com/oge-photo-contest.

View winning photos at okpress.com/oge-photo-contest

Column Winner:

JEFF MULLIN

Enid News & Eagle

Becoming an American never really has been easy

We've all read the words, heard them recited, likely studied them in school.

They were penned by Emma Lazarus in 1883, her tome inspired by the Statue of Liberty, which wasn't even dedicated until three years later.

The most famous lines of her poem, "The New Colossus," are, oh, so familiar: "Give me your tired, your poor, your huddled masses yearning to breathe free, the wretched refuse of your teeming shore. Send these, the homeless, tempest-tossed to me, I lift my lamp beside the golden door."

Weekly Photo Winner:

KATHLEEN GUILL

The Altus Times



Editorial Winner:

KIM POINDEXTER

Tahlequah Daily Press

Stitt correct to speak out against Walters

The honeymoon between Gov. Kevin Stitt and State Superintendent Ryan Walters is apparently over – if "honeymoon" is the correct word to use, when it comes to state-level politicians.

Stitt likely has motives other than the welfare of Oklahoma's school children when he says he's had enough of Walters' drama. But whatever his rationale, Stitt's denouncing of Walters' use of children as "political pawns" is laudable, and everyone with an email account or a phone should let him know that.

Oklahoma Natural Gas provides monthly winners with a \$100 check and certificate. Sweepstakes winners receive \$200 and a plaque from ONG. Contest open to staff at OPA Legal Newspaper and General News Media members, as well as OPA Individual members. Complete contest rules and online submission form available at okpress.com/ong-contest.

Views expressed in winning columns and editorials are those of the writers and don't necessarily reflect the company's opinions.

Read winning columns and editorials at okpress.com/ong-contest