



*Wishing you a  
peaceful and joyful  
holiday season.*

*Happy Holidays  
from your friends  
at Oklahoma Press!*

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# From the President

By **Suzie Campbell**

Publisher of the Countywide & Sun • OPA President 2025-2026



## Tips to streamline production time

What are some of the tips and tricks you use when laying out the paper or when completing other tasks, to keep the paper running smoothly?

Here are a few that I will share with you to adopt, modify or ignore. The choice is yours.

The first one I'll share has been a game-changer.

It's a common scenario when rushing to meet a deadline: you quickly pull a photo and drop it on the page, but you're unsure what's happening or who the people are. Then you spend time you don't have searching for the information to write the outline.

We don't do that anymore. Whoever takes the photo is responsible for writing the outline. Before the photojournalist places the photo in the file to be used, they open it in Photoshop, then go to "image, file info," and in the description area, they type in the photo credit information and outline.

If you have never done this, here is a quick setup for you. Place a photo on your InDesign page. Then right-click on the photo and scroll down to comments. There will be a

tab to set up comments. Click on it. A box will appear where you decide if you want the outline to appear to the side or below your photo. You will also decide which box to use under "file info" to add your outline information. I use the description box.

Now, when I pull that picture into InDesign and place it on the page, all I have to do is right-click, scroll down to comments and click "create static captions." A outline appears under the photo. I might do a little editing, but usually it just needs to be formatted.

That's another quick click of the mouse. The outline formatting style is set up under paragraph styles. In fact, text styles for bylines, body, headlines, classifieds, photo credits – just about anything you can think of – can be pre-set in the paragraph styles.

Another time saver, if you use InDesign, is the Creative Cloud (CC) library. In this area, I have multiple libraries for things like filler ads, standing ads, column headers or some line art that you like to use for various things.

If you have something you want to save, click on the CC library tab and then just click

on it and drag it over. It will save it for later use. When you want to use it, open the CC library, scroll to the ad, art or column header you want to use, and click and hold while you drag it to your page.

I have mine saved in multiple folders just to make it easier to find what I'm looking for. For example, I have a folder for standing ads, one for column headers and one for filler ads.

Do you use QuickBooks? Do you have invoices that are the same every month? Memorize that invoice. A box will pop up asking you how often you want this transaction to occur, and for the next date it will be used. I place all of my memorized transactions in a group file. Then, at the end of the month, open the memorized list, click on the group, scroll down to the bottom and find the gear-looking icon. Click on that and then click use.

Voila!

If you have some tips you find helpful, share them. We are all trying to save time and streamline our work.

## OPA CALENDAR OF EVENTS

For more information on upcoming events visit [okpress.com/events](http://okpress.com/events)

### JANUARY 15

2:00 – 3:00 PM

#### NA WEBINAR: DEEP DIVE INTO COLOR:

Join Kevin Slimp for this intense color class that explains how color works and how to greatly improve your photos. Start off 2026 with a bang by getting inside your color settings and making those photos pop off the page!

### JANUARY 19, 2026

1:00 – 2:00 PM

#### OMC WEBINAR: CREATING SIGNIFICANT NEW OBITUARY REVENUE

Find out the secrets to improving your obituaries, selling more of them and increasing both this vital revenue as well as a major readership feature.

### JANUARY 22, 2026

#### ONF HOST NEWSPAPER INTERNSHIP DEADLINE

Applications for the 2026 paid summer internship program are now available. The deadline for host newspaper applications is Jan. 16 and student applications are due Feb. 18. The program is made possible by a grant from the Inasmuch Foundation.

### FEBRUARY 19, 2026

#### OPA LEGISLATIVE SUMMIT

Join us at the State Capitol for the annual Legislative Summit.

### JUNE 5 & 6, 2026

#### OPA ANNUAL CONVENTION

Mark your calendar and make plans to attend the annual convention at the Norman Embassy Suites Hotel & Conference Center.

## Download New Guidelines for Public Notices

On November 1, 2025, new rates for legal notices and important reforms to improve accessibility and readability of notices went into effect. Download new guidelines at

[okpress.com/public-notice-training](http://okpress.com/public-notice-training)



# OPA Board of Directors will consider four membership applications in January

The OPA Board of Directors will consider four applications for membership at its next meeting on January 15, 2026.

## ELLIS COUNTY STAR

Ellis County Star, a weekly publication serving the Arnett and Ellis County communities, has applied for legal newspaper membership in OPA. The owner is Last Refuge Media and publisher is Walter Wagon.

The Ellis County Star maintains its office at 193001 E. County Road 68 in Arnett and operates an online presence at elliscountystar.com.

Its first issue was on Sept. 22, 2022, and it became a General News Media member of OPA in early 2024.

## LAWTON TOWN CRIER

Lawton Town Crier has applied for Affiliate News Media membership. The online-only publication covering Lawton is updated weekly at lawton-towncrier.com. The owner is

Garrett Jackson; he started the website in June 2025.

## THE INDEPENDENT VIEW

The Independent View has applied for Affiliate News Media membership. It is an independent student-run news outlet that serves the University of Central Oklahoma campus. The owner is listed as The Independent View Board with Joe Hight as financial adviser. Its mailing address is P.O. Box 44, Edmond, OK 73083 and website is theindependentviewuco.com. Its first newspaper publication was on Oct. 28, 2025, and is currently published bi-weekly with plans to move to a weekly publication schedule in the spring 2026 semester.

## THE TREND

The Trend at the University of Science and Arts has applied for Affiliate News Media membership. The Trend is an online-only student media website led by adviser JC

Casey, a USAO professor of communication. The Trend's website is trend.usao.edu, and the mailing address is 1727 W. Alabama in Chickasha, OK 73018.

## OBJECTIONS

Written protests to a membership application must be received at the OPA by Jan. 5, 2026. Protests may be emailed to OPA Executive Vice President Mark Thomas at mthomas@okpress.com or mailed to Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105.

Any current member filing a written protest will be entitled to be heard by the Board of Directors at the Jan. 15 meeting.

Information and application forms for OPA's membership classifications may be found at okpress.com/join. Lists of current members may be found at okpress.com/members.

# The Oklahoma Publisher

ISSN 1526-811X

Official Publication of the  
OKLAHOMA PRESS ASSOCIATION

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*Countywide & Sun*

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THE OKLAHOMA PUBLISHER  
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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](http://www.OkPress.com/LSP) or contact Mark Thomas at (405) 499-0033 or toll-free in Oklahoma 1-888-815-2672 today!





# PUBLIC NOTICE JOURNALISM CONTEST

OCTOBER 2025 WINNER

## DEANNA MADDOX

*Cushing Citizen*

Monthly  
Public Notice Journalism Contest  
*sponsored by*  
**Oklahoma Press Service**

The contest recognizes a  
news story or series that:

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

### PUBLIC NOTICE CONTEST RULES

#### ELIGIBILITY:

Staff at all OPA legal newspaper and general news media member publications as well as Individual members are eligible to compete. Entries must have been previously published in print or on the publication's website. All entries will compete together. One entry per writer per month will be accepted.

#### HOW TO SUBMIT ENTRIES:

Each month, submit your entry at [okpress.com/public-notice-contest](http://okpress.com/public-notice-contest). Attachments should be in PDF format. Entries may also be emailed (full-page tearsheet) to [amarshall@okpress.com](mailto:amarshall@okpress.com). Include the author's name, name of publication and date of publication.

#### ENTRY DEADLINE:

All entries published in the previous month must be received by OPA by the 15th of the current month.

#### AWARDS:

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

**ENTER ONLINE AT:**  
[okpress.com/public-notice-contest](http://okpress.com/public-notice-contest)

### Propositions to be revisited due to procedural error

PAGE 1

October 22, 2025

DEANNA MADDOX, Reporter

Cushing voters will be seeing three propositions that were previously approved on an upcoming ballot after a procedural error was made during the initial process.

An upcoming ballot may look familiar to Cushing residents who voted in June of 2024 — three propositions centered on Cushing charter changes in particular. According to city legal counsel, the state requires a public notice of proposed charter changes to be published in a newspaper before such measures can be finalized. This process was either not completed or not properly submitted to the governor's office resulting in a key legal step being missed.

"There's a newspaper publication requirement that's required for notice. The governor will not, should not sign those documents... Unless we have all of the required items — one of those is publication notice and that's the one that's in question," said Daniel McClure, a legal representative for the City of Cushing. "So we'll have to go through the process again and make sure the publication notice is turned in."

The three propositions involve raising the city manager's purchasing cap, adjusting procedures for the sale of city-owned property, and updating election filing dates.

*Read entire winning entry at*  
[okpress.com/public-notice-contest](http://okpress.com/public-notice-contest)

# OPA assumes management of OCMA

The Oklahoma Press Association recently assumed management of the Oklahoma Collegiate Media Association (OCMA) from Oklahoma State University with the support and cooperation of OCMA's long-standing director, Oklahoma State University's School of Media & Strategic Communications.

OCMA's mission is to empower student journalists, faculty advisers, and campus media organizations by providing professional development, networking opportunities and recognition of outstanding student media efforts.

Founded in 1975 by former OSU journalism school Director Harry Heath under the name Oklahoma Collegiate Press Association, the organization changed its name to Oklahoma Collegiate Media Association in fall 2010 to include recognition of websites and multimedia created by students.

Dr. Jared Johnson, director



of the OSU School of Media & Strategic Communication, continues to serve as OCMA's ex officio executive director.

"The Oklahoma Press Association is proud to partner with the Oklahoma Collegiate Media Association as both organizations are committed to protecting the future of journalism and media programs in our state. We look forward to helping the next generation of journalists thrive while creating more opportunities for connection between student journalists and professional newsrooms around the state," said Lisa Sutliff, OPA Assistant Executive Director.

OSU faculty member Brooks Garner guided the student association from fall 1984 until his retirement in spring 2010. Associate Professor Joey Senat continued the work from 2010 through 2018.

OCMA will host its annual conference on April 1 at OSU in conjunction with the Paul Miller Lecture Series.

"We look forward to working with college advisers and students to provide resources, professional development and a collaborative community," said Sutliff.

For more information about OCMA, see [okcma.org](http://okcma.org).

## Rodd Duff joins Mangum Star News as columnist

The Mangum Star-News has a new columnist.

Rodd Duff, who recently made Mangum his home, is writing a column called "A Corner of Insights."

Prior to moving to Mangum, Duff lived in Chicago and southern California for more than 30 years, where he built a machinery company.

He made the decision to relocate to Southwest Oklahoma to be closer to his children and granddaughters.

"I've traveled to all 50 states and much of the world, but small towns like Mangum are where the American story still feels real," Duff said.

In addition to writing a weekly column for the Star-News, Duff also writes a weekly Substack newsletter under the INsights banner.



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# Secondhand Smoke Doesn't Stay Next Door



The smoke from one cigarette affects everyone in multiunit housing — especially kids. Exposure to secondhand smoke can lead to health issues, including:

- Asthma attacks & ear infections
- Absences from school & work
- Lung disease & multiple cancers
- Increased risk of addiction as adults

Learn more at

## TOBACCO STOPS WITH ME.com

A Program of



The Lincoln County News office window features a personalized Christmas scene painted by Chandler High School art student Lexi Martzall, who gave Santa a Hawaiian shirt and surrounded him with elves taking photos and notes. The cheerful Santa bears a striking resemblance to News Publisher Brian Blansett, known for his frequent choice of Hawaiian shirts.

*Photo by Emily Kaika, The Lincoln County News*

### STATEMENT OF OWNERSHIP, MANAGEMENT, & CIRCULATION

- Publication Title:  
THE OKLAHOMA PUBLISHER
- Publication Number: 406-920
- Filing Date: SEPT. 22, 2025
- Issue Frequency: Quarterly
- Number of Issues Published Annually: 4
- Annual Subscription Price: \$12.00
- Complete Mailing Address of Known Office of Publication:  
Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105
- Complete Mailing Address of Headquarters or General Business Office of Publisher:  
Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105
- Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor:  
Publisher: Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105  
Editor: Mark Thomas;  
Mg. Ed.: Jennifer Gilliland
- Owner: Oklahoma Press Association, 3601 N. Lincoln Blvd., Oklahoma City, OK 73105
- Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None
- Tax Status: Has not changed during preceding 12 months.
- Publication Title: The Oklahoma Publisher
- Issue Date for Circulation Data Below:  
September 15, 2025
- Extent and Nature of Circulation: Monthly
  - Total Number of Copies (Net Press Run) AVERAGE No. Copies Each Issue During Preceding 12 Months: 250  
No. Copies of SINGLE ISSUE Published Nearest to Filing Date: 250
  - Paid Circulation (by Mail and Outside Mail)
    - Mailed Outside-County Paid Subscriptions Stated on PS Form 3541)  
Average: 172; Single Issue: 173
- Mailed In-County Paid Subscriptions Stated on PS Form 3541  
Average: 35; Single Issue: 35
- Paid Distribution Outside the Mails Including Sales Through Street Vendors, Counter Sales and Other Paid Distribution  
Average: 0; Single Issue: 0
- Paid Distribution by Other Classes of Mail Through the USPS  
Average: 0; Single Issue: 0
- Total Paid Distribution (Sum of 15b (1), (2), (3), and (4))  
Average: 207; Single Issue: 208
- Free or Nominal Rate Distribution (By Mail and Outside the Mail)
  - Free or Nominal Rate Outside-County Copies Included on PS Form 3541)  
Average: 0; Single Issue: 0
  - Free or Nominal Rate In-County Copies Included on PS Form 3541  
Average: 0; Single Issue: 0
  - Free or Nominal Rate Copies Mailed at Other Classes Through the USPS  
Average: 20; Single Issue: 4
  - Free or Nominal Rate Distribution Outside the Mail  
Average: 8; Single Issue: 0
- Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4))  
Average: 28; Single Issue: 4
- Total Distribution (Sum of 15c and 15e)  
Average: 235; Single Issue: 212
- Copies Not Distributed  
Average: 15; Single Issue: 38
- Total (Sum of 15f and g)  
Average: 250; Single Issue: 250
- Percent Paid  
Average: 88%; Single Issue: 98%
- Publication of Statement of Ownership Printed in the December 2025 issue of publication.
- JENNIFER GILLILAND, EDITOR  
Date: 09/22/2025

## Holiday gift guide boosts local business

Reid Newspapers officially kicked off the holiday shopping season on Nov. 19 with the launch of its “Oklahoma’s Grand Holiday Gift Guide,” an online and print showcase featuring local deals, gift ideas and seasonal favorites. The guide appeared digitally and in two special print editions, offering readers a convenient roundup of holiday shopping opportunities.

Designed to boost visibility for local businesses during the year’s busiest retail period, the guide provided participating merchants with a variety of advertising options. Each promotional package included digital media placement as well as weekly print advertising across Reid Newspapers’ many publications.

The promotion saw strong participation across the network of Oklahoma newspapers owned by Phillip and Jeanne Ann Reid, including OPA members Weatherford Daily News, The Delaware County Journal, Nowata Star, Miami News-Record, The Grove Sun, Oologah Lake Leader, Perry Journal, The American in Afton and the Vinita Daily Journal.

Adding to the excitement, the guide featured a QR code that readers could scan to enter for a chance to win \$4,000 in Christmas cash, encouraging engagement and offering an added incentive for holiday shoppers.

The digital version of “Oklahoma’s Grand Holiday Gift Guide” can be viewed at [reidnewspapers.com/xmas](http://reidnewspapers.com/xmas).

# OKLAHOMA SUPREME COURT: Jail trusts not law enforcement

The Oklahoma Supreme Court recently determined that county jail trusts are not law enforcement agencies under the state’s Open Records Act.

This 6-3 decision, issued on November 25, 2025, means these trusts cannot use law enforcement exemptions to deny public access to financial and operational records.

The ruling stems from the case *Lawson v. LeFlore County Detention Center Public Trust*. Bail bondsman James Lawson requested specific records, including video footage and employee names, after his

ex-wife had a confrontation with a jailer while attempting to bond out two inmates in August 2023. The jail trust denied the request, arguing it had the same discretion to withhold records as a police department or sheriff’s office.

The majority opinion, written by Justice Douglas Combs, defined a “law enforcement agency” as a body involved in enforcing criminal laws and initiating prosecutions. The Court concluded that jail trusts primarily house prisoners, rather than actively investigate crimes or file charges, classi-

fying them as general public bodies subject to broader disclosure rules. This affects counties using trusts for jail management, promoting accountability.

Three justices dissented, arguing for consistency between police-run and trust-run facilities.

The full opinion is available on the Oklahoma Supreme Court network site, <https://tinyurl.com/mrxv52jx>; for PDF see <https://tinyurl.com/8y7hp42j>

## All About Network names Noak as marketing director



Michael Noak has joined The All About Network, headquartered in Hennessey, Oklahoma,

as Director of Marketing and Sales.

Noak will guide the All About Network into new op-

portunities that expand what it can offer local advertisers.

The full-scale company, a production of KJ FilmWorks Inc., owned by Jack Quirk, reaches communities across northern Oklahoma.

This year alone, the company’s combined platforms are on track to surpass 50 million views.

A native of Enid, Noak graduated from Waukomis

High School and is a graduate of Oklahoma State University with a degree in Journalism, Broadcasting and Advertising.

Prior to joining the All About Network team, Noak served as marketing director for Advance Food Company for 14 years and spent another 11 years as marketing director for Atwoods Ranch and Home Corporation.

## 2026 OPA PHOTO ID CARDS ARE NOW AVAILABLE!!

Make sure you add a photo ID press card to your toolkit.

These press cards help identify reporters, photographers and other staff members at events they are covering.

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\*plus \$7 shipping per order

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# InDesign tips and a tiny thermal printer that delivers



## Computer Notes

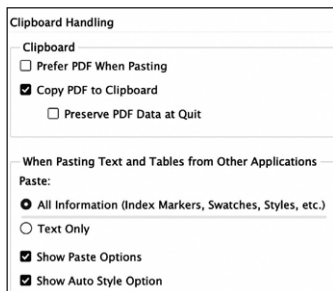
from the road  
by Wilma Newby  
wnewby@okpress.com

Just in time for the holidays are some of the tips that I've learned from you during my road trips this past month.

First up are some InDesign preferences to use when copying and pasting from one InDesign document to another. This also works in a Word processing program.

If you're trying to bring over information as it was created with all the formatting, try this:

On an Apple computer, go to **InDesign menu > Preferences;** for Windows computers, go to the **Edit menu**. Once there, look for **Clipboard handling**, then **When Pasting Text and Tables for other Applications**.



Check the **All information** (Index Markers, Swatches, Style, etc.) **box**. This brings in all formatting with the copy when pasting text instead of text only.

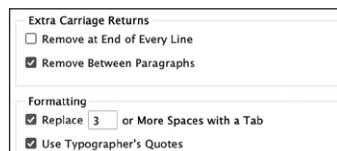
This is a double-edged sword as all the styles that

were used in the copy are brought in and may create conflicts. But it helps in most cases.

Another way to import text into InDesign is to **Place** text documents. Go to **File > Place... In the next window** check the box that says **Show import options**. Select the file you want to import and click **Open**. The next window gives you several options. If you're placing a PDF, you can choose what page to import. If it's text you're placing, you can select whether to remove or preserve the styles when the document is placed.

The "place command" with plain text documents is extremely useful. If the text file you're importing is full of spaces instead of tabs, try these next steps. Just remember that the file must have the extension **.txt**.

Make sure **Show Import Options** is checked and look for the box that says **Formatting**. Under that, check **Replace 3 or more Spaces with a Tab and Remove Between Paragraphs** to get rid of extra returns between paragraphs.



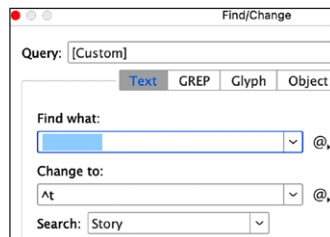
This feature can remove extra paragraph returns in a document eliminating the need for **Find /Change** after the copy

is brought in. Just remember that the document must be a plain text (**.txt**) file for this to work in InDesign. If the file is a **.docx** or **.doc** file try opening it in a word processor program such as **LibraOffice** or **Microsoft Word**. In those programs go to **Save as** and under **File Type** choose **Text** or **Plain text** with **.txt** as the file extension.

Now you can place the file in InDesign without the extra spaces and returns.

If you find the file has a lot of extra characters that you don't want, try this trick.

Select one of the characters you want to delete and go to **Edit > Copy**. Now go to the **Edit menu > Find/Change** and paste the character into the **Find what** box. In the **Change to** box choose what you want the item to be replaced with – it can be nothing, a tab, space or another character. To find special functions, look under the **"@"** at the end of the line.



In the **Search** box select **Story** or **Document** depending on what the file needs.

If your document has inconsistent spaces where there should be one tab, choose the longest string of spaces and copy them to the **Find What**

box. Replace that with a tab (**^t**). After that, eliminate one space in the **Find What** box and replace again. Keep going until it gets down to three spaces.

## THERMAL PRINTER

A publisher at a member newspaper has been experimenting with a thermal printer to print labels for their small circulation publication.

Jiose shipping label printers are direct thermal printers capable of printing barcode labels. As of this writing, it retails for \$39.99 on Amazon.

The **1" X 4"** labels cost \$36 for six rolls of labels. This is less expensive than the three-up Avery labels the newspaper was using. A metal label holder for \$8 has been useful in holding the rolls.

These inexpensive thermal label printers were intended for home use to print off packing labels. At this price it could be replaced four times for what a dot matrix printer would cost. For example, the **Epson FX-890II** dot matrix printer retails for \$400, but the paper labels it uses are cheaper than thermal. And, **Epson** printers have proven to last for many years.

If you're interested in trying a thermal printer, the initial cost would run around \$94, which includes the **Jiose** printer with **1"X4"** labels and label holder. After that the only cost would be the labels since no ink or ribbons are needed. A side benefit of this printer is that it's a lot quieter than the dot matrix printer.

However, I'm not sure how this little printer would hold up for large circulation publications.

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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*Stillwater News Press*



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Column Winner:  
**DEANNA MADDOX**  
*Cushing Citizen*

## The Value of a Staycation

As some may know, I took a vacation last week. One of the main things people wanted to know was where I was going and what I would be doing for the vacation. The assumption is always that a vacation means packed suitcases, a full itinerary, and perhaps a boarding pass. While I took a brief trip, the majority of my vacation was spent at home having a staycation.

I didn't have the funds or time for a grandiose experience – kids still had to get to school, doctor appointments had to be scheduled, and everything had to be cleaned. However, I never needed grandeur to relax, in fact, I prefer the opposite. The mundane task of everyday life feels completely different when you don't have to squeeze it in between workdays. Even folding clothes is relaxing when there's no deadline to chase.

So I slowed down. I leaned into the rhythm of the week instead of rushing through it. I took the time to simply enjoy all the things that had to be done. I re-watched movies, undistracted, giving me fresh eyes.

Editorial Winner:  
**M. SCOTT CARTER**  
*Southwest Ledger*

## Under the Dome: For the record, Senator Jett is wrong

Even before its birth as a state, Oklahoma has been home to what can only be described as robust political debate.

Through the years, the issues have been lofty and the emotions intense.

And still, the debate over issues and the ideas that impacted state government helped shape and mold many state laws and policies. In addition, whether or not you disagree with those involved, by and large our debate has been civil.

Until now.

For the past couple of weeks state Sen. Shane Jett has spent a great deal of time – and social media bandwidth – trying to convince his fellow Oklahomans that the Department of Human Services is an evil entity with the sole purpose of taking people's children.

Jett has moved debates about policy to threats, lies and an invitation to violence.

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MONTHLY CONTEST WINNERS



# Community papers shine with heartfelt features



## Looking Them Over

by Rod Serfoss  
rserfoss@okpress.com

For its Thanksgiving edition, *The Purcell Register* asked local second graders what they thought it was like for the Pilgrims at the very first Thanksgiving celebration, what they ate, who was there, if they played any games and what is the student's favorite part of the holiday.



Several agreed there was turkey, mashed potatoes and pumpkin pie at the gathering, but one said they had bread and fish to eat, and another listed pancakes and eggs.

One student imagined, "It was exciting! It was mostly women and men" but she didn't know if they had any visitors ...

Another said, "There were no visitors, just pilgrims."

One second grader responded, "Yes, they had some Indians that were visitors and it lasted forever."

When asked what games were played, responses ranged from there being no games to playing soccer, tag, Candy Land, checkers, board games and UNO.

According to the *Register*, in general, the favorite part of

the holiday for most of today's elementary students is spending time with family, though one added "making deviled eggs with her family."

No matter how old you are or where you live, this is good reading – and good reading sells newspapers.

*Lincoln County News* writer Emily Kalka pinned an excellent feature story about a local school student that was injured during the wildfires that swept through Lincoln County on March 14. That fire also claimed the life of his father.



Kalka's lead for the story was excellent.

"Will Conley is determined that nothing is going to stop him.

"Despite severe burns over 60 percent of his body and losing his left hand and all the fingers on his right, he still shows up at wrestling – both for the high school team and for the local youth league, eager to cheer on his teammates and younger brothers, as well as step in as a mentor."

"If I can still be a part of the team and just be with them, then I'll do whatever it takes to just be with the team whenever I can," he said, sitting in the wrestling room at the high school on Nov. 6.

While the story goes into detail of the many hardships

he deals with on a daily basis, those are quickly overshadowed by his positive attitude and willpower to move forward and get back on the mat for his junior or senior year.

A regular column in the *Coalgate Record-Register*, titled "Around Town....." by John Bill Martin," always leaves a smile on readers' faces.



Recently Martin published "The New Alphabet," a spinoff from the grade school days when youngsters were asked to come up with words for each letter in the alphabet.

"Don't think the kids would appreciate this NEW alphabet, but those of us in a certain age group can certainly identify," wrote Martin.

His list contains an "is for" for all 26 letters of the alphabet. Here are a few examples:

- "A is for arthritis
- "B is for the bad back
- "C is for the chest pains
- "G is for gas
- "H is for high blood pressure
- "K is for knees that crack when they bend
- "Q is for queasy
- "U is for urinary troubles"

He concludes the column with, "I've survived all the symptoms, my body's deployed And I'm keeping 26 doctors fully employed!!!"

When *The Healdton Herald* goes to high school sporting events it covers the entire event and not just the game.

*The Herald's* Nov. 20, 2025, edition included numerous pictures of the Healdton High School football players in action but readers were also



treated to so much more. They got to see pictures of the "loud and proud" student section, adults showing off their streamers and greeting players as the team took the field, the band playing the fight song after a touchdown, cheerleaders keeping the excitement going, students celebrating with the school mascot, coaches interacting with players and so much more.

*The Herald's* coverage is a good example on how to grow circulation. By reporting about the event – and not just the game – readers who are not interested in the play-by-play are lured to buy a newspaper to see names and pictures of fans, family and friends.

### TOP FIVE HEADLINES:

5. **Hunt Turns into Unforgettable Experience** – *Stigler News-Sentinel*
4. **Masked man threatens to shoot if victim doesn't buy him booze** – *Broken Bow News*
3. **Who says you can't come home?** – *The Ardmoreite*
2. **City roadway renamed for Gypsy** – *Yukon Progress*
1. **Who done it?** – *Cherokee Messenger & Republican*

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

# Member Visits

Last month OPA President Suzie Campbell, publisher of the Countywide & Sun, and OPA Executive Vice President Mark Thomas hit the road to visit a few member publications.

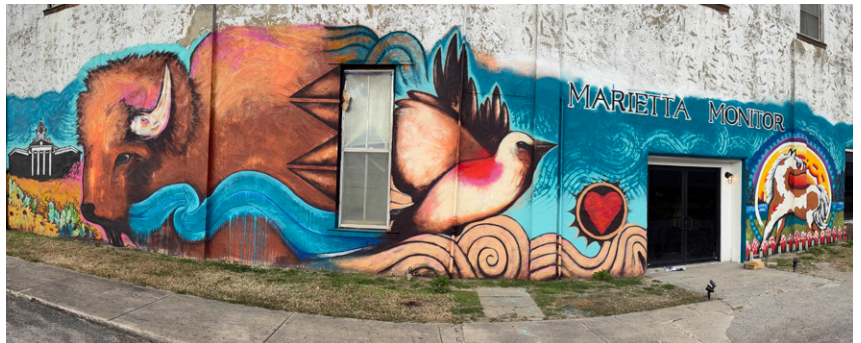
Campbell and Thomas stopped at The Davis News, The Healdton Herald, Johnston County Sentinel, The Madill Record, Marietta Monitor and Sulphur Times-Democrat where they were welcomed by publishers and other staff members.



Standing in front of the mural on the east side of the Marietta Monitor building in downtown Marietta are Co-Publisher Willis Choate, writer Linda Hicks and OPA President Suzie Campbell. The mural was painted by Brent Greenwood, fine arts director for the Chickasaw Nation of Oklahoma, and his team.



Kathy and James John, owners and publishers of the Sulphur Times-Democrat pose with OPA President Suzie Campbell (center).



A panoramic view of the mural on the Marietta Monitor building.



Christi Blakemore, publisher of The Wilson Post-Democrat and The Healdton Herald, displays the latest editions of the weekly newspapers.



Alisha Thompson, owner and publisher of The Davis News, welcomes OPA President Suzie Campbell and OPA Executive Vice President Mark Thomas to her office.

# DEATHS

**EDWIN (EDDIE) LEW MORRIS JR.**, a longtime employee of the Newspaper Printing Corporation, died November 19, 2025. He was 77.

Morris was born July 15, 1948, in Ponca City. He graduated from Ponca City High School and attended Northern

Oklahoma College in Tonkawa.

Morris worked as a District Sales Manager for the Newspaper Printing Corporation in Tulsa for more than 20 years, and as District Sales Manager for Gannett Publishing out of Springfield, Missouri, for more than 17 years.

In 1994, he moved to Springfield and became a realtor.

Morris is survived by his son, Brent Edward Morris of Ozark, Missouri; a sister, Sara Lynn Butler of Ponca City; two grandchildren; and two nephews.

**EMMA ROSE MOORE**, a former editor of the Vinita Daily Journal, died November 9, 2025. She was 98.

Moore was born November 17, 1926, on her father's Cherokee allotment. After graduating from high school, she attended Oklahoma Baptist University in Shawnee and later, the University of Oklahoma.

When she was only 17 years old, she was named as city editor of the Vinita Daily

Journal, which began a lifetime career in journalism that spanned several decades with numerous publications.

Moore was an award-winning civic leader. Two of her most notable awards were induction into the Vinita Chamber of Commerce Hall of Fame and recognition from the Association for Women in Communications.

In the 1960s, Moore received a teaching certificate from Northeastern State in Tahlequah. She taught English

and journalism at Vinita High School.

She moved to Cordell, Oklahoma, in her later years. A hometown send-off when she left Vinita included the mayoral proclamation of "Emma Rose Moore Day."

Moore is survived by three children, Mary Gail Brown of Bessie, Okla., Curtis Moore of Edmond and Glen Moore of Owasso; nine grandchildren; and 23 great-grandchildren.

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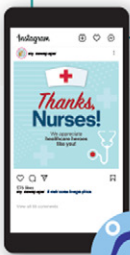
Remembering our friends & colleagues who died the previous year:

James Arthur 'Jim' Perry  
December 25, 2024

Oran C. Redden  
December 12, 2024

Kenneth Owen 'Ken' Reid  
December 9, 2024

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