

New OPA contest recognizes importance of public notices

At the end of last year, the Oklahoma Press Association announced a new monthly contest to recognize members' efforts to emphasize the importance of public notices.

The Public Notice Journalism Contest, sponsored by Oklahoma Press Service, is open to staff at all OPA legal newspapers and general news media member publications as well as individual members.

Each monthly winner will receive a Certificate of Achievement, a \$100 check and recognition in The Oklahoma Publisher. Annual Sweepstakes winners will receive a plaque, a \$200 check and recognition in The Oklahoma Publisher.

Jim Lockwood, an award-winning city government reporter for the Scranton (Penn.) Times-Tribune, shared some tips on how to get started in an article for the National Newspaper Association.

Lockwood's three Rs of public notice journalism are:

- **Read them.** They are right under your nose, in your own newspaper, and there is really no excuse not to read them.
- **Report on them:** You will see something in public notices that will spark your curiosity. When that happens, dig a little deeper and report on what you find.
- **Reference them:** Don't be afraid to attribute information in your article to the public notice you are reporting on. Just treat it like any other source and write, "according to a public notice published in this newspaper." This type of attribution adds transparency to your reporting and helps readers understand the importance of publishing notices in newspapers. Articles submitted for the OPA Public Notice Journalism Contest are required to reference the specific notice in the article.



Lockwood is a consistent winner in the PNRC's Michael Kramer Public Notice Journalism Award. The award, which honors the best reporting that uses public notice as a primary source of information, is part of the National Newspaper Association Foundation's Better Newspaper Contest.

"When you read public notices, ask yourself 'what is going on here? What is the real story?'" said Lockwood.

"Keep pulling away layers, like an onion, and keep those layers stored away for reference."

Lockwood said that with practice, any reporter can become an expert in discovering important news articles from public notice advertising.

For more information on how to enter the OPA's monthly Public Notice Journalism Contest, see okpress.com/public-notice-contest.

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OPA CONVENTION

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From the President

By Shauna Belyeu

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



Popcorn, papers and plot twists

When I first started at the newspaper, I worked at our Checotah office.

We had a landlord who was the vice president for Sharpe's Department Stores. He came from humble beginnings and worked his way up in the company.

He was a dedicated newspaper advocate. He would drop by the paper office daily, say hello and see what the news was for the day. He was also a member of the breakfast club down at the local diner where all the farmers and businessmen converged at the large table over a cup of coffee and solved the world's problems.

Flash forward over 20 years. Bob had long retired from his job and, at the age of 80, he was still our landlord. He continued to drop by with a bag of popcorn (from the local bank) and bring us his copy of the Wall Street Journal, which he still read from cover to cover, just like our newspaper.

Bob felt that newspapers were better shared, so we were honored to get his copy of the WSJ when he was finished with it. He always said

that you need to learn something new every day and that is what kept him young.

Several months ago, we received our last hand-delivered copy of the WSJ. No bags of popcorn were left on the desk. No conversations.

We said goodbye to Bob at the age of 96.

It made us sad to say goodbye to such a dear friend. It also makes me sad when we lose a longtime newspaper advocate. They are the cheerleaders that support and promote the hard work that we do to cover and preserve local history.

If he were here today, we would most certainly discuss the evolution of newspapers. We would probably talk about the work that the Oklahoma Press Association has put into the formation of our two House bills that just passed the Government Oversight Committee. He would be happy to see the support that we had for these bills and would say that it is well overdue.

We would probably discuss how the past few months have been a whirlwind of shifts that have kept

many businesses on their toes, including BOI Transparency Reporting – an exercise in regulatory whiplash. One moment, we're bracing for compliance deadlines; the next, we're told enforcement is on hold.

The execution has left many scratching our heads and wondering if we need a scorecard to keep up with the plot twists.

Newspapers are pivoting – upgrading their digital platforms, optimizing print operations and finding innovative ways to reach audiences without compromising quality.

Each challenge has pushed us to innovate, adapt and reaffirm our commitment to the essential role we play as community leaders.

I believe that Bob would have been there every step of the way, cheering on these changes.

Today, I received a very unexpected copy of the WSJ in our mailbox.

I think this calls for a bag of popcorn as I pause and read it in honor of Bob.

OPA CALENDAR OF EVENTS

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

Thu., April 10, 2025

OMC Webinar: Metrics You Need to be Measuring

From editorial to sales, these are the metrics that you should be and should not be using when it comes to measuring the effectiveness of content, newsletters, social media and branded content. Presented by David Arkin, David Arkin Consulting.

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. Induction ceremony begins at 6 p.m. Friday, May 9, in the Grand Ballroom of the Nigh University Center at the University of Central Oklahoma. Reception toasting honorees at 5 p.m. in the Heritage Room. Dedication of the Oklahoma Journalism Hall of Fame Museum at 4 p.m. in the Liberal Arts Building.

Fri., June 6, 2025

ANNUAL CONVENTION

Join us for our annual OPA Convention at the Grand Casino Hotel & Resort, 777 Grand Casino Blvd., Shawnee, Oklahoma.

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.

OPA Board to consider application

The OPA Board of Directors will consider the application of Garver for OPA Strategic Partner membership during its next meeting on April 10.

Garver is an employee-owned engineering, planning, and environmental services firm focused on aviation, transportation, buildings, federal, water and wastewater services; surveying; advisory services; and construction engineering and

inspection. It has four offices in Oklahoma and its website is garverusa.com. The application was submitted by Mia Waddell, a public relations specialist, based in Little Rock, Ark.

Written protests to the membership application must be received at the OPA by March 31, 2025. 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 its next scheduled 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.

Muskogee Library receives Heritage Grant

An Oklahoma Heritage Grant for the Muskogee Public Library to begin a newspaper digitization project will preserve local history and make the Muskogee Phoenix accessible to future generations.

CNHI, Inc., owner of the Muskogee Phoenix, with assistance from Phoenix Publisher Ed Choate, gave the library and historical society

permission to scan the library's collection of Phoenix microfilm from 1964 to 2004.

"This digitization project will convert our microfilm records into digital formats, protecting the fragile film from further degradation and making the digital collection available online for broader accessibility," said MPL Genealogy and History Librarian

Leslie Young-Holland, who will oversee the project.

The initial phase will begin with January 1964 and include 183 rolls. It is projected to be completed in 12 months.

The digital files will be published on the Gateway to Oklahoma History's Oklahoma Digital Newspaper Program website at gateway.okhistory.org.

The Oklahoma Publisher

ISSN 1526-811X

Official Publication of the
OKLAHOMA PRESS ASSOCIATION

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You've Got Questions!

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- Can police deny access to records by issuing a press release?
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- 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 OkPress.com/LSP or contact Mark Thomas
at (405) 499-0033 or toll-free in Oklahoma at 1-888-815-2672 today!

Oklahoman features political news team

The Oklahoman recently introduced its political team, which features a group of dedicated journalists committed to covering political news and developments, to its readers.

The team is led by Molly Young, who serves as the political editor. Joining her are reporters Alexia Aston, M. Scott Carter, Murray Evans, and Jordan Gerard.

Young became politics and investigations editor in 2024 after joining The Oklahoman in 2021 as a regional Indigenous affairs reporter. Managing Editor Ryan Sharp is serving as the acting political editor while Young is on leave.

The team, stationed at the state Capitol in Oklahoma City, covers state and federal affairs and holds the governor, lawmakers and agency heads accountable for their decisions. The team also covers the courts, writes about the impact of policy and spends a great deal of time reviewing campaign filings.

"We want to be where the stories are, and then tell those stories to our readers," said Carter. "Our goal is to help our

readers understand what their government is doing and, further, know how those decisions will affect them."

Aston, a native of Clinton, is a graduate of the University of Oklahoma, where she worked at the student newspaper, the OU Daily. She also completed reporting internships at the Tulsa World and The Oklahoman. Aston joined The Oklahoman full-time in January 2024.

Carter is a sixth-generation Oklahoman. The award-winning journalist and author graduated from Northern Oklahoma College and the University of Oklahoma. Carter is also an adjunct professor of journalism at the University of Oklahoma and Oklahoma City University. His novels and short stories have earned state and national awards. Carter is a member of the Board of Directors of the Oklahoma Society of Professional Journalists.

Evans has reported in Oklahoma for about 35 years. He worked for The Oklahoman and The Associated Press for much of that time, traveling the state to tell the stories of



The Oklahoman has four journalists covering Oklahoma government and politics full time. They are Jordan Gerard, Alexia Aston, M. Scott Carter and Murray Evans. (Political Editor Molly Young not pictured). Photo by DOUG HOKE/ THE OKLAHOMAN. Reprinted with permission.

Oklahomans. Evans spent three years in Kentucky with the AP. He also worked in Oklahoma small-college athletics for more than a decade.

Gerard holds a master's degree in investigative journalism from the Walter Cronkite

School of Journalism and Mass Communication at Arizona State University. Originally from Minnesota, Gerard worked as a weekly newspaper editor for six years. She has covered a variety of topics at The Oklahoman.



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Oklahoma Watch vs. Ponca City: landmark case for public records and accountability

■ By **EMILY VESPA**

*for the Reporters Committee
for Freedom of the Press*

A public records lawsuit brought by Oklahoma Watch and one of its former reporters has forced a city in Oklahoma to concede that it wrongfully withheld law enforcement records in a settlement that could discourage the practice in other municipalities across the state.

The nonprofit news outlet and reporter Whitney Bryen, represented by attorneys at the Reporters Committee for Freedom of the Press and local attorney Doug Dodd, sued Ponca City in January 2024 after its police department refused to release arrest information that Bryen requested under the Oklahoma Open Records Act.

In a settlement finalized last month, the city acknowledged that the information at issue – a basic summary of the arrest in the narrative section of the arrest report – was public under the law and “should have been produced to the Plaintiffs without the need for litigation.” The city agreed to pay \$12,250 in attorney’s fees and costs.

“This is a big win for

transparency and accountability in Oklahoma,” said Beth Soja, a senior staff attorney at the Reporters Committee who worked on the case. “Thanks to this settlement, law enforcement agencies in the state are going to think twice before deciding to withhold arrest information from the public.”

Bryen, who is now a reporter at InvestigateWest, originally filed her public records request in July 2023. As part of an investigation into jail deaths in Oklahoma, she specifically asked the Ponca City Police Department for the arrest report of Patrick Hansen. Hansen had been arrested a year earlier on allegations of child abuse and domestic violence. He later died inside the Kay County Detention Center, just weeks after another inmate died at the facility.

The police department turned over the seven-page arrest report but removed the narrative section. That section generally includes key details to help contextualize the arrest circumstances, such as what led to the arrest and how officers responded, according to Oklahoma Watch.

City officials claimed that

the narrative section of the report was exempt from the state’s open records law. Oklahoma Watch reported that the Ponca City attorney told Bryen several cities in Oklahoma are claiming the same exemption.

The concern was that “this was a practice that was going to spread,” Soja said.

With the help of Reporters Committee attorneys, Bryen and Oklahoma Watch sued Ponca City, alleging that it violated the law by withholding the information. The lawsuit noted that the state’s open records law lists an array of arrest information that is public, including a “brief summary of what occurred.”

“The records belong to the public; they’re not private documents to be secreted away by an agency with police powers that wants to operate in the dark,” Ted Streuli, executive director of Oklahoma Watch, said at the time.

Disclosure of the narrative would allow Oklahoma Watch and Bryen “to evaluate whether those entrusted with the law are honestly, faithfully, and competently performing their duties as public servants,” the lawsuit argued.

Soja said that a few months after Ponca City hired a new attorney in September 2024, the parties reached a settlement. According to the settlement, the city released the narrative section of the arrest report and agreed that “if this lawsuit were completed, Oklahoma Watch would prevail in its claims for the Documents and would be entitled to reasonable attorney’s fees.”

Soja said she’s grateful for the efforts of Bryen and Oklahoma Watch to challenge the denial because it will likely lead to greater transparency across the state.

“This case shows the tremendous importance of local news in holding public officials accountable,” added Leslie Briggs, the Reporters Committee’s new Local Legal Initiative attorney for Oklahoma. “It means other members of the press and public won’t have to spend their limited time and resources to sue for the same information – information that belongs to the public.”

(This article reprinted with permission of Reporters Committee for Freedom of the Press.)

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New USPS bundling rule starts July 1, 2025

The USPS published its final bundling rule, which modifies requirements for securing bundles of flats, in the General Register on March 12, 2025, with an effective date of July 1, 2025.

The National Newspaper Association noted these key requirements of the new rule:

- Standards in DMM section 203.4.4 includes an exemption for mailings of 500 flat-sized pieces or fewer entered at the BMEU from bundle preparation. Applicable mailings may be

prepared loose in flat trays instead of in bundles.

- Standards in sections 203.4.5, 203.4.8 and 203.4.9 were also 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 newspapers can use only one strap around the middle to prevent damage.

- Use of rubber bands and twine/string for securing bundles of flats is eliminated except for bundles of First-Class Mail flats placed in flat trays.

- Section 245.9.5(d) is revised to reflect that shrink-wrapped multi carrier route bundles require two or more cross-strapped bands.

NNA filed comments seeking an exception to the rule for newspapers.

NNA's Mailers Technical Advisory Committee representative Matt Paxton, publisher

of the News-Gazette in Lexington, Virginia, said, "We're disappointed USPS chose not to allow an exception to the new rule for DDU and Exceptional dispatch mailings."

Those who can't comply by July 1 may submit a letter (on letterhead) to the PCFC asking for an extension.

The letter should detail why you need the extension. Mail the letter to PCFC, 90 Church St., Ste. 3100, New York, NY 10007-2951. Phone is 212-330-5300 and fax is 212-330-5320.

INDUSTRY UPDATES

Tariffs on newsprint expected to go into effect in April

The National Newspaper Association and News Media Alliance are keeping a close eye on tariffs for imports from Canada and Mexico, which include newsprint.

President Trump agreed to tariff exemptions on March 6 for imports that are compliant with the United States-Mexico-Canada Agreement (USMCA), negotiated in the first Trump Administration. These products, including newsprint, will not be subject to the 25% tariffs until April 2.

In addition to tariffs, there are reports of U.S. manufacturers announcing price increases.

Corporate Transparency Act won't be enforced

The Treasury Department announced on March 2, 2025, that, with respect to the Corporate Transparency Act, "not only will it not enforce any penalties or fines associated with the beneficial ownership information reporting rule under the existing regulatory deadlines, but it will further not enforce any penalties or fines against U.S. citizens or domestic reporting companies or their beneficial owners after the forthcoming rule changes take effect either."

The Treasury Department also added that it "will further be issuing a proposed rulemaking that will narrow the scope of the rule to foreign reporting companies only."

"Treasury takes this step in the interest of supporting hard-working American taxpayers and small businesses and ensuring that the rule is appropriately tailored to advance the public interest," a press release from the U.S. Treasury Department stated.

However, FinCEN is continuing to accept filings on a voluntary basis.

Postmaster General DeJoy plans to step down

Postmaster General Louis DeJoy announced in February plans to step down from his role and asked the USPS Board of Governors to identify a replacement.

It is unknown how long it may take for a replacement to be named, and the USPS is likely to continue with its Delivering for America Plan, which includes seeking a large increase in July.

RCFP Tipsheet for immigration and deportation

The Reporters Committee for Freedom of the Press (RCFP) has published a new tip sheet (in English and Spanish) to help journalists access public records while reporting on immigration and deportation.

It is available at rcfp.org/wp-content/uploads/2025/01/RCFP-Tipsheet-on-Immigration-System-Records-Access.pdf. The two-page tip sheet helps journalists navigate federal, state and private entities that make up the American immigration system. RCFP soon plans to publish a more extensive legal guide focused on helping journalists and newsrooms cover immigration and deportation.

CNHI awards two Oklahoma reporters

Two staff members of Oklahoma newspapers received honors in the annual Best of CNHI Journalism Awards.

In Division 2 competition, Emmet Jamieson from the Claremore Daily Progress was named Reporter of the Year.

Marcus Trevino from the Stillwater News Press received the Sports Reporter of the Year honor, also in Division 2.

Jamieson is a graduate of the University of Missouri-Columbia.

He joined the Daily Progress staff in June 2024. At college, he served as part-time news editor of The Maneater, a student publication.

Trevino is a graduate of Oklahoma State University. Prior to joining the News Press staff in 2022, he worked as a sports reporter for the Laredo (Texas) Morning Times.

This year, 19 states submitted work from 2024 to compete in the Best of CNHI journalism award competition.



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The Black Chronicle launches TBC Magazine



The Black Chronicle in Oklahoma City presented its inaugural issue of TBC Magazine last month.

In honor of Black History Month, the first issue of the magazine featured a list of the 75 Most Influential Black Oklahomans from all over the state.

"This isn't just a magazine; it's a testament to the power of diversity and the strength found in unity," said Black Chronicle Director of Sales Kevin S. Perry.

"We're thrilled to shine a spotlight on these remarkable figures who are creating waves in their fields."

The list highlighted leaders in education, government, business and nonprofit organizations.

The cover story featured five Black women – all in the

Top 10 – who are leading some of the state's largest and most prominent education systems and schools: Dr. Ruth Ray Jackson, President of Langston University; Dr. Mautra Staley Jones, President of Oklahoma City Community College; Dr. Ebony Johnson, Superintendent of Tulsa Public Schools; Dr. Jamie C. Polk, Superintendent of Oklahoma City Public Schools; and Dr. Cecilia J. Robinson Woods, Superintendent of Millwood Public Schools.

TBC Magazine will be published quarterly, with upcoming issues planned to focus on Juneteenth, Back to School and a holiday issue.

The magazine will be included in an edition of The Black Chronicle and available to purchase throughout the year for \$5.

DEATHS

PHYLLIS MAE ARGYLE, who worked for the Okmulgee Times newspaper for many years, died February 1, 2025. She was 88.

Argyle was born August 14,

1936, in Chelsea. She married George Argyle in 1963 and embraced the life of a military spouse.

Later, Phyllis moved to Okmulgee where she worked

in finance and co-ran a lumber company with her son. She later joined the Okmulgee Times newspaper, where she worked for many years until her retirement.

Argyle is survived by her son Ronald Dayle Argyle of Okmulgee; two grandsons; three great-grandchildren; and her brother, Dan Simmons.

MARILYN JOYCE CARNEY, former publisher of The Country Connection News in Eakly, died February 18, 2025. She was 80.

Joyce was born in Hinton on May 27, 1944. She attended college at Southwestern Oklahoma State University in Weatherford where, in her own words, she was a perpetual student. Although she attended

college for 13 years, she never took a journalism class but went on to make a career of it.

Her first newspaper job was at the Hydro Review. She also worked at the Weatherford Daily News as society editor.

In 1974, Joyce married Rusty Carney. After a couple of years at home, she returned to the Hydro Review as editor, working there until 1981.

Joyce and Rusty started The

Country Connection News in 1982 with a \$4,000 loan, some used equipment and a rented house. The weekly publication covered all of Northern Caddo County. The Carneys published the paper for 43 years, selling it in 2024.

Joyce was inducted into OPA's Half Century Club in 2023 and was a great advocate for western Oklahoma small towns.

She volunteered at the Ghost Mound Boys Home as a mentor and also was a director of the Judicial District #6 Child Advocacy Team for 14 years.

Joyce is survived by her husband, Rusty, son Steve Carney; daughters Amanda Stockton and Carrie Silvo; eight grandchildren and seven great-grandchildren.

PATSY SUE REEDER, long-time Claremore Daily Progress reporter and editor, and public relations director of the Will Rogers Memorial, died March 5, 2025. She was 88.

'Pat' Reeder was born June 22, 1936, in Nowata County. She graduated from Coffeyville (Kansas) Community College with an associate degree and attended classes from Pittsburg State University on the Coffeyville campus.

After being turned down for a job at the Coffeyville Journal, Pat helped produce radio safety broadcasts.

She and her family moved to Claremore in 1965. After living there for two years, she approached the publisher of the Claremore Progress.

That was the beginning of a 37-year career at the newspaper.

As a reporter and editor, Pat served as an advocate for

people in northeast Oklahoma, especially Rogers County.

The day she retired from the Progress in 2004, Pat was offered a job as Will Rogers Memorial Museums public relations director. She held that position until again retiring in August 2023.

Pat had served on the first three-member editorial board of the Cherokee Phoenix after the tribal free press legislation, and on the board and as

president of Associated Press Oklahoma News Executives.

She also served on several committees of the Oklahoma Press Association and was inducted into the OPA Quarter Century Club in 1998.

In 2022, Pat was inducted into the Oklahoma Journalism Hall of Fame.

Pat is survived by her sons, Tandy and Tracy Reeder; three grandsons; and sister Jenna Lee Adkins.

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Remembering our friends & colleagues who died the previous year.

Patsy Ann Noland Hammert
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February 3, 2024

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Karen Goodwin
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March 28, 2024

Max Nichols
March 31, 2024

The Kingfisher Times & Free Press upholds reputation



Looking Them Over

by Rod Serfoss
rserfoss@okpress.com

The *Kingfisher Times & Free Press* has a long reputation for producing well written stories with attention grabbing headlines, first-rate photographs, an outstanding layout and an excellent balance of news and advertising.



It is the norm to see more than 20 pictures, complete with cutlines identifying everyone in every picture – including one in a recent edition showing 25 elementary school students that were honored for good BEE-havin’.

It was also enjoyable to read Barb Walter’s column about her and her cat named Tuxedo getting their hearing problems resolved.

The *Times & Free Press*’s roots go back to April 22, 1889, which allows them to proudly boast of being “Oklahoma’s oldest continuously-published newspaper.”

The entire staff earns an A+ for striving to make every edition of the *Kingfisher Times & Free Press* better than the one before.

Located in far northwest Oklahoma, the *Harper County Leader* does an excellent job of informing the people it serves.



The *Leader* understands in small towns like Laverne, population 1,189 in a county of less than 3,200 people, the school and school activities are the nucleus of the community.

Doing the small things right, like printing the high school basketball playoff brackets that were large enough to be easily read and provided adequate room to fill in the bracket as the games played out, is a trademark of the *Leader*.

It does a first-rate job of reporting on “traditional” sports, but it doesn’t stop there.

In recent editions readers saw pictures and stories highlighting the winner and participants in the Harper County Spelling Bee, girls and boys from Laverne competing in powerlifting competition, and local students who participated in the Harper County Junior Livestock Show.

To keep the public informed, the *Leader* publishes a school calendar that includes day-by-day events for the

week so its readers also know when and where things like Junior-Senior play practice, FFA Day at the Oklahoma Capitol and the Tri-State District Band Contest will take place.

All of this, and more, make the *Harper County Leader* the place to find out what is going to happen and what has taken place in Laverne.

The *El Reno Tribune* is known for consistently producing a high-quality newspaper.



Like it does on a regular basis, the Feb. 15 edition also included something special designed to connect with ordinary folks, be talked about throughout the town and make money in the process.

The *Tribune* did an excellent job advertising its Happy Valentine’s Day promotion weeks ahead of time that encouraged people to “Send your sweetie a valentine in the El Reno Tribune.”

The well-designed ads let people know that for only \$35 they could buy a two column by three-inch valentine ad in color and with pictures, \$50 bought two columns by five-

inch, or a three column by five-inch ad for \$75.

And that they did.

Connecting with people, like the *Tribune* does, should be the top priority for every newspaper.

It would be easy to say a town with a population of 1,002 is too small to have a local newspaper – unless they subscribe to *The Apache News*.

The Apache News

"A Newspaper in a House Reflecting the Growth and Progress of a Community"

Located between Anadarko and Lawton, *The News* typically has more local news and advertising than a lot of publications in cities 10 times its size.

On average, each edition of *The News* during the month of February contained more than 30 display ads. Surrounding those ads on every page were local news, sports and photos.

If you are looking for a good example of how to put out a newspaper in small-town America, look no further than *The Apache News*.

TOP FIVE HEADLINES:

5. **No gravy needed**
– *The Independent (Inola)*
4. **No election needed**
– *Marietta Monitor*
3. **The envelope, please**
– *Sulphur Times-Democrat*
2. **In-laws thrown out, try to break back in**
– *McCurrian Gazette*
1. **Creepy man and car thieves keep county lawmen active**
– *The Valliant Leader*

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

How to choose a Chromebook for remote office access



Computer Notes

from the road

by Wilma Newby

wnewby@okpress.com

If you're looking for an inexpensive way to log in to an office work computer from outside the office, consider a Chromebook.

Chromebooks are available for less than \$300. If you decide to buy one, try to get a new one; it will work longer with Chrome updates. You also want **8GB of RAM** memory, although 4 works well if Chrome is the only thing running on the computer. You don't need a big hard drive but look for one with **WiFi 6 11az** and **Bluetooth 5.6**. A card reader can also be useful. Also look for how many years of updates the Chromebook has left.

Most PC manufacturers make Chromebooks. Lenovo has a 14-inch one for \$248.99. HP, Dell, Asus and many others also make Chromebooks.

Now that you have your new Chromebook, let's look at how you remotely control the office computer.

In the **Chrome browser**, sign into the same Google email account on both computers. Search for the Chrome Remote Desktop app and download both the **Extension** and the **App** on both computers.

The office computer will be set up for remote login and given a pin/password.

This type of remote login also works with an iPad and iPhone, although the remote computer looks very small on an iPhone.

You can hook an external, large monitor to the Chromebook to make it easier to see the remote computer.

Older PC computers with outdated Windows 10 could be re-purposed into ChromeOS Flex. This operating system is lightweight and doesn't require a powerful machine to run well.

Windows 10 will reach the end of its support in October 2025. That doesn't mean that all computers will stop working, but it does mean that they become more vulnerable to viruses. In the next few years programs and web browsers will stop working on them.

Make sure the computer has a **USB-C or HDMI port** for the external monitor. An SC card reader improves the ability to save and move files. Speed of the computer is increased with the small overhead and boot times are 6-10 seconds.

You can even set up old Macs with ChromeOS Flex on them. The website recommends models newer than 2014 that are still running newer versions of MacOSX.

Users of Google Flexbooks need to get used to the cloud-based operating system. Most things can be done on the new Chrome/Flexbook because it is using the Chrome browser to

run the software of the office computer. This also lowers the number of Adobe Creative Cloud or Microsoft Office copies needed for remote workers to use them.

So how far can we push this OS? It will open PDFs and Word documents from email. Lots of web-based programs, such as Canva, can run within the Chrome browser on the Chromebook. You can log into Adobe Express and the Microsoft 365 web version on a Chrome browser just like on a Windows computer, but this is where more RAM memory is useful.

To make sure the internal drive doesn't fill up on the Chromebook, save or move files to the Google Drive and then delete them from the Chromebook.

Although it's very rare, Chromebooks can still get viruses. Download an anti-virus extension for Chrome or something like a safe search add-on from Norton or other anti-virus companies. You can also use a VPN to increase safety.

To see how much drive space is left on the Chromebook go to **My Files** and look for the three dots on the right side of the screen. The drive space will show up at the bottom of the menu. To set up printers, look under the lower right corner for settings **gear symbol > Advanced > Printers and scanners**.

PHOTOSHOP ON IPHONE

Adobe Photoshop arrived on the iPhone this month and is coming soon to Android phones. This is great for editing photos in the field when there's no time for office work.

There's a learning curve to using it. Don't expect a Photoshop-like working space, but wow, it does a lot. There is an **Undo** button at the top of the screen and the generative AI works great in the program.

The gear symbol at the top of the screen is where you change preferences.

You can download it from the App store. Some sort of Adobe account is required to get it, so it's not really free.

POWER TOYS

Microsoft's PowerToys application is now available on Windows 11 in a preview version. This well-loved app has been around since Windows 95. The PowerToys preview can be downloaded from the Microsoft store. It's a small application that works closely with the Windows system software.

This stand-alone app adds tools to the contextual menus. It shows off all its talents in a menu that is helpful in explaining how each command works. Here are just a few of the things it does:

- Keeps a window on top of the others like a calculator.
- A color picker on the fly.
- Can do quick image resizing and text extraction from photos.
- Renames groups of files quickly. A quick way to resize photos then rename the whole group.

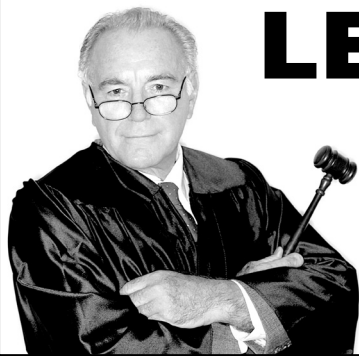
OPA Computer Consultant Wilma Newby's column is brought to you by the Oklahoma Advertising Network (OAN). For more information on the OAN program, contact Oklahoma Press Service at (405) 499-0020.

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Knowing the difference between image and responsive advertising

By John Foust
Greensboro, NC

Karine, who once participated in a Zoom meeting with me, told a story about the impact of response advertising.

A few days earlier, she had seen a billboard that caught her attention. It featured a large photograph of a tall coffee cup which was obviously a latte. Droplets of condensation were visible on the side of the cup and whipped cream towered over the top. The headline read "Iced Latte \$1.99."

The coffee shop's logo appeared on the right side, along with the words "Next Exit." All of the words were large enough to be easily read at highway speed.

"As soon as I saw the sign," she said, "I started thinking about that cool and refreshing drink. So I took the exit and a few minutes later, I was enjoying an iced latte."

I asked Karine what made that billboard's message so effective.

"It proved that strong advertising is specific and communicates clearly. It offered a reason to make a purchase right away," she said.

The two types of advertising have been discussed in these columns before, but it bears repeating. Image

advertising, sometimes called institutional advertising, is designed to portray the advertiser as dependable, caring, safety conscious – or any other description which is called for by the branding strategy. The effect is cumulative. Done properly, it works over time. They're saying, "If we make ourselves (blank) enough, maybe you'll decide to do business with us."

On the other hand, response advertising strives to generate immediate action. There's a sense of urgency. "Buy now," an ad might say, "because we're having a sale"... or "because this offer expires soon"...or "if you miss this exit, you'll miss your chance for a cool, iced latte."

Since our main interest is newspaper advertising, let's look at another example.

Gregory told me about the time he was going through a special section which featured appliances and technology products. His family wanted a new, larger TV anyway, but he admitted that the pro football playoffs were on his mind.

A particular wall-mounted TV caught his attention, so he discussed it with his family, drove to the store, bought it (at a discount) and installed

it before the next day's game. That's response advertising.

Too many advertisers don't understand the difference between these two types of advertising.

You probably know merchants in your town who run one image ad after another – and expect consumers to buy now. The misunderstanding usually works in that direction: They run image ads and expect the results of response ads.

Most consumers are like Karine and Gregory – and you and me. We're ready to buy certain products and services, if someone would just give us relevant information about those things and give us good reasons to buy now.

Maybe it's time to have conversations with your advertisers about the two types of advertising.

And maybe it's time to talk about realistic expectations – especially when they say they want immediate results as they hand you a suggestion for an image campaign.

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

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JANUARY 2025 WINNERS

Daily, Semi- and Tri-Weekly Photo Winner:

BILLY HEFTON

Enid News & Eagle



Column Winner:

JEFF MULLIN

Enid News & Eagle

Jan. 6 pardons are an affront to rule of law

I used to think the United States was a nation of laws, founded on a rock solid principle that right was right, wrong was wrong and never the twain should meet. That no longer seems to be the case. With a sweep of his pernicious presidential pen, Donald Trump earlier this week issued some 1,500 pardons and commuted 14 sentences for those involved in the Jan. 6, 2021, attack on the U.S. Capitol. The president's actions send the clear message that what the Capitol rioters did was not wrong. It couldn't be, in his eyes, since it was in service of his abortive attempt to overturn the 2020 presidential election, which he says was stolen from him.

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

Weekly Photo Winner:

MELANIE EMERSON

Choctaw Times



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

Editorial Winner:

KIM POINDEXTER

Tahlequah Daily Press

Standridge's attack on homeless cruel, hateful

State Sen. Lisa Standridge probably didn't expect the backlash she got from her bill that will prevent any city with a population of less than 300,000 from providing services to the homeless. She is now the object of ire in communities across the state, and some of her detractors are Republicans. Standridge, who inherited Norman's Senate District 15 from her term-limited husband, admitted to The Norman Transcript that the first draft of her bill would have "unintended consequences" if passed as written. She said she plans to rewrite it in committee, mainly because her first version could ban shelters for victims of domestic violence.

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.

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