This is my year:

✔ Starting out fresh, looking at the opportunities the year presents and assessing what those mean to readers.

✔ Volunteering with a number of community and professional organizations, both to keep the paper visible, but also to make sure the paper is connected and aware of changes around us.

✔ Working with staff and managers to address the dozens of situations that crop up daily.

✔ Talking with readers one-on-one, whether it’s a story idea or a general comment about the paper, trying to make sure we’re paying attention.

✔ Talking with advertisers and making sure the product we’re producing can be a viable component of their success.

✔ Addressing the various crises. You can count on at least a couple a year, from weather-related concerns, or one of those incredible news situations that requires us to put all hands on deck to tackle the situation.

✔ Getting my hands dirty on occasion. There’s no better way to understand the various tasks than to do them yourself. It’s not a day-to-day thing, but occasionally it’s the best way to get a handle on certain aspects of the operation.

✔ Look back at the end of the year and assess how we did. A little reflection’s always valuable when we spend so much time caught up in the moment.

I’m proud to work at a newspaper.

David Stringer, Publisher
The Norman Transcript
This is my life:

✔ Grab the camera, hop on an available motorcycle to help round up a stray bull.
✔ Rush to the airport for a ride in a law enforcement helicopter.
✔ Ride in a biplane flown by the author for a story about experiences in the plane.
✔ Ride in a seismographic “shaker” to learn about the oil and gas exploration process.
✔ Crawl on hands and knees through a natural cave for a story on women outdoors.
✔ Drive the back roads, walk across a muddy field to reach the site of a train derailment.
✔ Interview senators, representatives, governors and other state and national politicians.
✔ Go to the dog pound to photograph animals for adoption.
✔ Find work boots that fit to ride in a train engine for a story on railway safety.
✔ Interview a World War II Prisoner of War.
✔ Cover the trial of a mother accused of murdering her child and disposing of his body.
✔ Research how much poop a horse produces annually for a story about a change in the city’s animal ordinance.
✔ Ride in a fire truck, including being lifted on the tip of the ladder.
✔ Stake out a suspected drug house during a police raid.
✔ Remove a small snake from under a co-worker’s desk.
✔ Speak to high school classes about writing for a newspaper.
✔ Photograph a burning gasoline tanker truck.

I’m proud to work at a newspaper.
This is my week:

✔ Maintain and supervise the classified department.
✔ Place, sell and design ads for clients.
✔ Generate reports such as revenue, sales, run sheets, etc.
✔ Reserve placement for Classified Display ads.
✔ Re-program changes and updates to the “Ad Taking” program.
✔ Implement new policies and keep old ones up-to-date.
✔ Work with Advertising Manager on new products, promotions and sales.
✔ Train employees on new products.
✔ Solicit old and new customers to maintain a healthy client base.
✔ Work with other departments in various ways.
✔ Call on past due accounts to remind and collect on payment.
✔ Publish the Classified section at the end of each work day.

I’m proud to work at a newspaper.

Todd Johnson, Classified Supervisor
The Norman Transcript
This is my week:

Answer phones, forward calls and return urgent calls.
Check e-mail for ads, legals and messages and deal with them according to need.
Check fax machine and printer and deliver to recipients.
Log in and prepare legals for publishing.
Record new customer subscriptions, renewals and payments.
Receive new and renewal line ads and payments.
Settle credit cards and clear register daily.
Compute and post charges for legals then prepare paperwork for affidavits and invoicing. Notarize legals when run date is complete.
Save and send ads to our Web site twice a week.
Empty and replenish front rack newspapers and coin twice a week.

Mary Jane Rogers, Receptionist
Sequoyah County Times

I’m proud to work at a newspaper.
This is my week:

✔ Check e-mail and Web site for new online subscriptions.
✔ Print labels for Sequoyah County Times Sunday newspaper, then print bundle tops for weekend rates.
✔ Update Vian Tenkiller News, then close out issue.
✔ Print reports, if correct, print labels and renewals for Vian Tenkiller News.
✔ Post any monies received for accounts receivables, run deposit reports and prepare bank deposit.
✔ Prepare outgoing mail, deliver to post office drop box.
✔ Take affidavits which are done running over to court clerk office.
✔ Weigh newspaper and measure all advertising inserts. Deliver reports to post office.
✔ After post office, set up insert reports and check for any rack changes for each issue.
✔ Close out issue and print labels for the following week’s Times Market Place

I’m proud to work at a newspaper.

Regina Owens, Accounts Receivables/Circulation Dept.
Sequoyah County Times, Vian Tenkiller News
This is my week:

✔ Make a “To Do” list to begin each day.
✔ Return all incoming messages.
✔ Visit with my publisher & boss, Wayne Trotter, every day.
✔ Update Daily Activity Log from the day before.
✔ E-mail prospective advertisers at least 2-3 times per day.
✔ Plan upcoming Taste of Tecumseh special event.
✔ Cold call at least 30 prospective advertisers.
✔ Follow up with interested business owners.
✔ Attend one civic or Chamber meeting each week.
✔ Plan goals for Tecumseh Today and Shawnee Spirit special papers.
✔ Assist in recruiting businesses to our area.
   Work with the City & building owners.
✔ I think it's fun to work for a newspaper!

I’m proud to work at a newspaper.
This is my day:

- Gather information and write articles for the weekly newspaper.
- Sell ads to CASC and EOMC.
- Take photographs of events, breaking news, sports and community.
- Conduct general office business throughout the day.
- Insert local ads into the newspaper.
- Deliver newspapers to the Shady Point and Poteau area.
- Act as an ambassador to promote the community.
- Public record activist to help keep government open.
- Serve on various committees of the Oklahoma Press Association.

I’m proud to work at a newspaper.
This is my day:

- Cover sports and general news stories; write articles for paper.
- Take sports and news photographs.
- Layout pages in Pagemaker on a Macintosh computer.
- Proof read news stories.
- Attend sports events and meetings.
- Sell advertising.
- Research various topics on Internet.
- Pickup papers from printer and deliver to news racks.
- Cover elections – county, municipal, town and state.
- Check court records at courthouse.
- Collect accounts.

I’m proud to work at a newspaper.

John Clark, Editor/General Mgr.
Spiro Graphic
This is my day:

✔ Typeset ads and articles for the newspaper.
✔ Design ads for publication in newspaper.
✔ Take photographs of activities in Spiro.
✔ Scan photos and make ready for publication.
✔ Make copies.
✔ Send and receive faxes.
✔ Insert papers for rack sales.
✔ Take classified and display ads in person and by phone.
✔ Check and respond to daily e-mails.
✔ Answer phones.

I’m proud to work at a newspaper.

Michelle Stokes, Typesetter.
Spiro Graphic
This is my day:

✔ Answer phones and transfer to correct person.
✔ Open and sort mail for office.
✔ Create ad manifest for weekly newspaper.
✔ Make legal publications and proof.
✔ Take ads for display or classified in person or by phone.
✔ Responsible for payable and receivable billing.
✔ Insert papers for rack sales.
✔ Keep track of subscriptions.
✔ Send and receive faxes.
✔ Order printing.

I’m proud to work at a newspaper.
This is my day:

✔ Sell and create display ads.
✔ Typeset legals.
✔ Scan pictures and documents.
✔ Send and receive faxes.
✔ Answer telephone.
✔ Greet and wait on customers.
✔ Layout newspaper pages.
✔ Create and design covers for special sections.
✔ Send and receive e-mail.
✔ Create business cards and flyers.
✔ Insert sale ads from various stores and businesses.
✔ Deliver papers on route in Spiro, Oklahoma

I’m proud to work at a newspaper.

Kris Carlile, Advertising
Spiro Graphic
This is my year:

- ✔ Design and build new Web site
- ✔ Cold call new customers.
- ✔ Meet with new customers.
- ✔ Sell special sections.
- ✔ Create spec ads for new and existing customers.
- ✔ Design ads for print and Web.
- ✔ Send proofs to customers.
- ✔ Dummy Classified pages for print.
- ✔ Upload PDF pages to the printer and OPEN.
- ✔ Shoot and process pictures; shoot and edit video.
- ✔ Upload stories, pictures and video to the Website.
- ✔ Research other sites for new ideas for Web pages.
- ✔ Write a column if I have time.
- ✔ Other duties (hats) as required.

I’m proud to work at a newspaper.

Suzie Campbell, Ad Marketing Director
Countywide & Sun, Tecumseh/Shawnee
This is my week:

✔ Always making sure I get to the office on time because I believe that’s the way it should be.
✔ Turning on everything, feed the office cat, not necessarily in that order.
✔ Checking email – at least 125 new ones over night.
✔ Traveling to local towns to pick up ads and inserts and visiting with customers.
✔ Last minute photos, car wrecks to cover, fires – always at a moments notice.
✔ Putting the paper to bed every Tuesday.
✔ Delivering papers on Wednesday, usually a 120 mile round trip.
✔ Never-ending book work including postal forms, labels, billing, statements, taxes.
✔ Covering town board meetings, school board meetings, athletic events, chamber meetings, etc.
✔ Serving on community boards, fundraisers, charity events etc.
✔ Squeezing in a lunch date with a friend is a real treat.
✔ And finally, when Friday arrives, I prepare the paper and make notes to get ready to do it all over again.

I’m proud to work at a newspaper.

Carol Jenkins, Owner/Publisher
The Meeker News