

Oklahoma Publisher

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THIS MONTH:

OPEN MEETINGS

SEMINARS: Oklahoma AG Scott Pruitt, the OPA and ONF are holding six seminars around the state. Find one close to you for a refresher in Open Meeting/Open Records laws.

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PLAYER PROFILE: This new feature takes a look at member publishers and how they deal with the newspaper business in their own unique ways.

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ONF SUMMER INTERNS share their memories from their summers spent at Oklahoma newspapers

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Elk City charter rejected for second time

For the second time, Elk City's charter has been rejected by the governor's office due to a problem with the legal publication of the notice.

For the new charter to become effective, a third election will have to be called, and voters will have to approve the now twice-approved charter once again.

After the Daily Elk Citan began making inquiries into whether or not the charter had been approved by the governor, a meeting was called in the conference room in City Hall to explain the situation.

"This is an embarrassing situation," said Commissioner Tom Mike Johnson. "It's messed up again,

and we're embarrassed, and I really don't know what else to say."

OPA Executive Vice President Mark Thomas expressed surprise and empathy for the city's difficulty.

"We certainly understand when people make honest mistakes," Thomas said. "Changing governing documents like a charter or constitution isn't easy. It shouldn't be.

"We recently worked with the Municipal League to clarify and simplify this legal notice requirement. We are very pleased the city is committed to getting this right on behalf of their citizens.

"This also shows the value of printed public

notice. An error in public notice that was only published digitally on a government website could have easily and conveniently been corrected," said Thomas. "The voters need confidence they are receiving accurate and timely public notice. We commend Governor Fallin and her staff for being so diligent in enforcing these very important and fundamental citizen notices."

Voters first approved amendments to the charter in July 2010. Two months later, a memo from the governor's office stated there was a problem with the legal publication, and that the proposed charter had been nullified.

The commission ap-

proved a resolution to hold another election on April 5, 2011, in conjunction with the municipal election.

Voters once again passed the revised charter and the certification was forwarded to the governor's office for approval on April 26.

In July, Maria Maule, deputy general counsel for Governor Mary Fallin's office, corresponded with City Attorney Steve Holloway about an attorney general's opinion and a section of the Oklahoma Constitution dealing with charter elections.

The documents explained that just publishing a summary of the proposed amendments, as the city had done, is not sufficient,

and that the proposal and announcement of the election must both be published once a week for three consecutive weeks.

The legal notice also requires the date for the charter election to be not less than 20 days nor more than 30 days after the last publication.

In a prepared statement Holloway made to the Daily Elk Citan, he said:

"After reviewing my file I found that I had prepared the charter resolutions and utilized an erroneous publication timeline.

"I had forgotten that the charter had to be published and that there was a unique publication timeline establishing a municipal election to amend a charter."

NATIONAL NEWSPAPER WEEK TO BE CELEBRATED OCT. 2-8

National Newspaper Week will be celebrated October 2-8, the first full week in October. This year, the theme is "NEWSPAPERS – the number one source for local news."

Promotional material will be available beginning Sept. 19 at www.nationalnewspaperweek.com. Material available includes ads, crossword puzzle, editorials and columns.

National Newspaper Week has been sponsored by the Newspaper Association Managers (NAM) since 1940.

Florida Press Association and the Florida Society of News Editors coordinated this year's promotion.



Oklahoma Publishing Company plans to sell to Anschutz Corp.

The Oklahoma Publishing Company (OPUBCO) on Sept. 15 announced on its website that the company will be sold to The Anschutz Corporation in early October.

The Anschutz Company, owned by Denver-based businessman Philip Anschutz, will be acquiring all assets that OPUBCO owns or has an interest in including The Oklahoman, NewsOK.com, the corporate headquarters building and the printing facilities.

Christy Everest, Chairman and CEO of OPUBCO, said Anschutz approached them with a unique offer in early June.

"This transaction will not cause OPUBCO to disappear — rather, only the ownership will change," said Everest.

"Mr. Anschutz's stewardship of OPUBCO's properties will carry the company's 108 year history well into the future."

Closing of the transaction is contingent upon receipt of certain regulatory approvals. Details of the transaction remain private.

Look for more information about this breaking story in next month's issue of The Oklahoma Publisher.

TIME OUT



O P A P R E S I D E N T ' S C O L U M N
BY RUSTY FERGUSON, PUBLISHER OF THE CLEVELAND AMERICAN

It was a Tuesday. Deadline day. As I dropped my children off at school on Sept. 11, 2001, I was mentally sifting through the pile of papers I left next to my computer the night before. My thoughts were interrupted when a news alert came across the radio – I remember questioning if I had accurately heard the announcer. I reached to adjust the volume and the news was clear – a plane had just hit one of the towers of the World Trade Center in New York City. By the time I got to the office my staff was huddled around the TV. The news only got worse. America was under attack. That was a tough day as sifting through that pile of papers next to my computer in search of local news somehow felt rather shallow as I was interrupted with thoughts of those who would be sifting through piles of rubble in search of life.

It's a connection we all have. We clearly remember where we were when we first heard the news. For some it was the local cafe with the television perched over the food counter blaring details that prompted diners to push their breakfast plates away. Many were going about their routines at home with the morning news just a background noise until the sight of the second plane hitting the second tower brought that routine to a sudden halt. For others it was a particular spot on the highway that to this day brings the words of the radio to mind each time they drive by. We all have a place.

Newspapers have been vital in reporting the tragedy of 9/11 – detailing events leading up to and following the attacks, telling stories of personal tragedy and triumph, sharing accolades of so many heroes, celebrating courage and bravery, and educating (how many of us knew much about Jihad 10 years ago?). Newspapers have excelled at reporting the story and recording history.

Today, a decade later, newspapers continue to show impressive teamwork in publishing special editions and series of stories commemorating the tragedy and recognizing the manner in which Americans responded in the face of horror. Effective collaborations are what make newspaper work stand out. Newspapers have helped bring clarity to confusion while a country torn apart came together. Headlines have made it clear that what was meant to divide, instead *united*.



United. Is there any better way to succeed? Recognizing a noble cause, many Americans have been heart-driven to do their part in helping their country recover, rebuild and restore hope since 9/11. Having a noble cause is one of four essential qualities found in standout teams, suggested a study detailed last year in a *Forbes.com* article. The study showed that not only did a noble cause energize a team, but such an understanding gave team members extreme clarity about the cause.

Effective teams drive engagement, the study suggested. Engaged employees care about the organization, are willing to give extra effort, and take ownership of a project. Further, the study asserts that employees are more loyal when they feel like part of a team, not just part of the company. Banding together as teams promotes support and encouragement. Finally, the study says that great teams live by sets of simple rules and hold one another accountable for those rules. One important ingredient of the simplicity suggestion was to “root and cheer” for one another.

With those thoughts in mind, we can ask ourselves... do staff members have clarity about why we do what we do? Are they sold-out on giving it their all? Do they feel like they're part of a team? Are our rules and policies too complicated? Do we cheer about their good work? Are they united in purpose?



What do a machinist, clockmaster, glassblower and mathematician have in common with inventor Thomas Edison? They were part of a united team. It's true. Your elementary teacher may have forgotten to tell you, but Charles Batchelder, John Kruesi, Ludwig Boehm and Francis Upton were on Edison's team and worked together to create the first commercially viable incandescent light bulb. “Edison United” is a good reminder for us that there are no great newspapers without a great team of talent.

THE POINT AFTER

“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

—Andrew Carnegie

Curtin retires from Watonga Republican; Schultz named GM

Since he was eight years old, Tim Curtin spent his life working at the Watonga Republican.

Curtin's father, Gerald ‘Cowboy’ Curtin, bought one-quarter interest in the paper in 1941.

Tim Curtin sold the Republican to Brett Wesner in December 2010, but remained on as general manager until Sept. 1 of this year when advertising manager Carla Schultz took over that position.

Curtin's first job with the paper was to remove trimmings from the moving belts on old newspaper folding machines, a job that required the eight-year-old Curtin to crawl under the machine and risk crushing his fingers in the gears of the folder.

As he got older, Curtin took on other jobs including sweeping the shop, doing wraps for out-of-state papers and delivering sale bills door to door.

By fifth grade Curtin was casting lead pigs and dealing with 700-degree molten lead for stereotype mats.

Curtin's father died in 1965, prompting Tim to transfer from Oklahoma State University in Stillwater to Southwestern Oklahoma State University in Weatherford so he could assist in production of the weekly newspaper when he wasn't in class.

Curtin began his full-time career at the Republican on Sept. 1, 1967. He spent his entire working career at the newspaper.

After Wesner purchased the paper in December 2010, Curtin stayed on as local general manager.

Wesner, who lives in California, also owns newspapers in Cordell, Walters and Hinton, and is owner of a family corporation of newspapers in Texas.

Schultz, who replaces Curtin as general manager, joined the Republican in March as advertising manager.

She previously worked at Diamond-back Correctional Facility for 10 years as a secretary and administrative assistant. She will remain in her capacity as advertising manager as well as general manager, though the paper plans to hire a part-time advertising employee to free up more time for her duties as GM.

Schultz recently spearheaded Pulse, a special section of the Republican, which showcased local medical facilities.

Schultz grew up in Watonga and has lived in Okeene for 31 years.

Pryor Times becomes tri-weekly publication in September

The Pryor Daily Times reduced its publication to three days a week on Sept. 1.

Since the publication is no longer a daily, the newspaper changed its name to The Times. It now publishes on Tuesday, Thursday and Saturday.

Another change for The Times is that the U.S. Postal Service will now deliver the newspaper on the day of publication. With the new postal delivery readers will

get their paper hours earlier than the former delivery schedule.

Ken Jones, publisher of The Times, said many newspapers across the country are moving to mail delivery to cut printing and delivery costs.

The monthly subscription price for The Times has been reduced to \$6.50. The newsstand price will remain the same, 50 cents for the Tuesday and Thursday edi-

tions and \$1 for the Saturday weekend edition.

The paper will also begin to print and package the publication in the Muskogee Phoenix's printing plant in Muskogee.

Jones assured readers that the quality of the paper will not be reduced.

“Please understand we have carefully weighed the options of this move and believe this delivery change is the best way to server our local readers,” he said.

Judge opens Osage County divorce case

A sealed Osage County divorce case was opened after a challenge under open records laws.

The Bigheart Times in Barnsdall obtained information about the sealed divorce in July.

Not only were the names of the divorcing couple sealed, but even the names of the judge and lawyers involved as well as any evidence in the filing, including an order sealing the case.

Attorney Gentner Drummond filed the case on July 22.

In a motion for an order sealing the Osage County case, Drummond wrote that "publication of the name of the parties in this case, either in the public record or through public media, would do irreparable economic harm to the parties, and their related companies."

Osage County District Judge John Kane granted the order "in the interests of justice."

Drummond subsequently unsealed the case after a challenge from the Tulsa World.

The law in Oklahoma generally allows court documents in divorces to be sealed in narrow circumstances involving children and trade secrets.

Six Open Meeting/Records seminars to be held in 2011

Six seminars have been scheduled for the 2011 Open Meeting/Open Records series.

Attorney General Scott Pruitt, the Oklahoma Press Association and Oklahoma Newspaper Foundation invite you to attend any of these free seminars designed to deal directly with your questions and concerns about Oklahoma's Open Meeting and Records Acts.

This year's seminars will feature First Assistant Attorney General Rob Hudson and Attorney General Communications Director Diane Clay, who has worked on this topic through media and government for more than 20 years.

"Oklahoma's open meeting and open records laws provide the framework for public access to government," Pruitt said. "The seminars are an excellent opportunity for community residents and public officers to learn more about transparency in government."

Anyone who deals directly with open meetings and records will benefit from this opportunity to discuss those issues.

Oklahoma newspapers are invited as well as city council representatives, county offices and school board representatives. Requirements on access to public records and the conduct of public meetings will be explored in depth, and questions will be welcomed.

The seminars, which run from 1 to 4 p.m., are free of charge and open to the public. No reservations are required.



Attorney General
E. SCOTT PRUITT



1st Ass't. Atty. Gen.
ROB HUDSON

Following are dates and locations of the workshops in six cities around Oklahoma.

SEPT. 26, in Ardmore, at the Southern Oklahoma Technology Center, 2610 Sam Nobel Parkway.

OCT. 17, in Muskogee, at the Bedouin Shrine, 201 6th St.

NOV. 7, in Oklahoma City, at the Metro Technology Center auditorium, 1900 Springlake Drive.

NOV. 14, in Woodward, at the High Plains Technology Center, 3921 34th St.

DEC. 5, in Tulsa, at the Tulsa Technology Center Riverside Campus, 801 E. 91st St.

DEC. 12, in Lawton, at the Great Plains Technology Center, 4500 W. Lee Blvd.

For a downloadable flier of dates and locations, a letter from Attorney General Pruitt, directions to the seminar locations, maps to the venues and more, visit www.okpress.com/seminars.

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Garvin County News Star opens office in Stratford

After being closed more than a year, the Garvin County News Star has opened an office in Stratford.

The new office is located at 101 N. Pine.

"We are very excited to get our Stratford office back up and running and look forward to serving the great people of Stratford," said Jeff Shultz, publisher and owner of the News Star.

Stratford reporter Susan Stone will man the Stratford office.

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MON., SEPT. 26
ARDMORE, OK

OPEN MEETING/OPEN RECORDS ACT SEMINAR

Attorney General Scott Pruitt, the Oklahoma Press Association and Oklahoma Newspaper Foundation invite you to attend this seminar designed to deal directly with your questions and concerns about Oklahoma's Open Meeting and Records Acts. Oklahoma First Attorney General Rob Hudson and Communications Director Diane Clay will present the seminar at the Oklahoma Technology Center in Ardmore. This is the first of six free seminars that will be presented across the state in 2011. See other dates in this calendar or visit www.okpress.com/events-calendar.

SEPT. 22-25
ALBUQUERQUE, NM

NNA 125TH ANNUAL CONVENTION AND TRADE SHOW

Journey to the Land of Enchantment and gather with other community newspaper owners and publishers. For more information or to register, visit www.nnaweb.org.



Complete Listing of Events at
www.OkPress.com

THURS., OCT. 13, ONF WORKSHOP, OKC

CIRCULATION CONFERENCE: RECHARGE READERSHIP

Publishers, editors and circulation managers will learn how to gain and retain subscribers at this event. Bailey Dabney, publisher of the Claremore Daily Progress, will lead the discussions on direct marketing, growing circulation numbers and local newspaper issues. Bill Newell from the OPA will lead sessions on postal issues for circulation, and Jaime Schultheis from Marketing Solutions will discuss demographics and social media. Registration \$35.

MON., OCT. 17, MUSKOGEE, OK

OPEN MEETING/OPEN RECORDS ACT SEMINAR

THURS., OCT. 27, ONF WORKSHOP, OKC

AD SALES SUCCESS

Carol Richer Gammell's "Ad Sales Success" workshop can help ad reps sell against competition, find new clients and build loyal customer relationships. For the first time in the ONF advertising training series, you can learn cold calling techniques! Richer Gammell will train attendees in closing sales, making cold calls and negotiation techniques. Her interactive trainings will help attendees develop new business. Registration \$35.

MON., NOV. 7, OKLAHOMA CITY, OK

MON., NOV. 14, WOODWARD, OK

MON., DEC. 5, TULSA, OK

MON., DEC. 12, LAWTON, OK

OPEN MEETING/OPEN RECORDS ACT SEMINAR

For more information on upcoming events, visit the website as noted in the calendar, go to the OPA website at www.OkPress.com or contact Member Services Director Lisa Potts at (405) 499-0026, 1-888-815-2672 or e-mail LPotts@okpress.com.

State newspapers bring home top honors

The National Newspaper Association recognized three Oklahoma newspapers in its 2011 Better Newspaper Contest.

Tecumseh's Countywide & Sun received third place in the non-daily division of newspapers with a circulation of 3,000-5,999. The Countywide & Sun was also notified that it has received a General Excellence award, which will be announced during the NNA Convention.

The McAlester News-Capital placed second in Best Performing Arts category in the daily division, and received third place honors for the Best Investigative or In-Depth Story or Series in the daily division.

The Mustang Times placed third in Best Investigative or In-Depth Story or Series in the non-daily division of newspapers with a circulation of 3,000-5,999.

"Winners reflect the high quality of publications represented by the association," said NNA Contest Chair Jeff Farren, publisher of the Kendall County Record in Yorkville, Ill.

There were 2,042 entries in this year's contest.

Winners will be recognized during the award reception at the NNA convention on Saturday, Sept. 24, at the Hotel Albuquerque in Albuquerque, N.M.

Shawnee News-Star implements paywall

Fourteen years after the initial launch of its website, the Shawnee News-Star on Aug. 17 began placing some online content behind a paywall, joining the ranks of several local and national papers that offer a mixture of free and paid content on their websites.

The News-Star is owned by the Fairport, N.Y.-based Gatehouse Media Inc. and is one of the first owned by Gatehouse to switch to a subscription-based website.

Users have unlimited access to the News-Star's homepage at New-Star.com, as well as obituaries, blogs, breaking news and multimedia stories.

Most other articles on the site, including entertainment, lifestyle, in-depth sports

and general local news, are in the paid category.

Like many other subscription-based newspaper sites, the News-Star is offering all of its content free until the reader reaches a certain amount of stories. In the case of the News-Star, readers can access 20 pay-category articles before being prompted to sign up for a monthly subscription.

Six-day home delivery subscribers can get full access to the site for \$1.50 per month. Non-subscribers can sign up for \$4.95 per month.

The News-Star's website garnered more than five million page views last year. It also offers a mobile site for users with smartphones and other portable devices.

Learn new ways to reach sales goals at ONF's Ad Sales Success workshop

Ad reps are always looking for methods to gain client trust or beat their competition at cold calling or sales.

The Oklahoma Newspaper Foundation workshop "Ad Sales Success," part of the ONF Advertising Training Series, is designed to help you find the techniques that work for your sales goals.

"Ad Sales Success" will be held Thursday, Oct. 27, from 10 a.m. to 4 p.m. at the Meridian Convention Center at 737 S. Meridian Ave. in Oklahoma City. Registration is \$35 per person.

Workshop presenter Carol Richer Gammell started Sales Training Plus, based in Tulsa, Okla., after being associate publisher for MacDonald Classified Services

for 16 years. She also teaches newspaper advertising at Tulsa Community College.

The workshop will cover ways to develop new business as well as how to overcome client objections, close sales and gain loyal customers from relationship building.

Online registration is available at www.OkPres.com/events-calendar. A registration form is also available for those who prefer to mail or fax in the form.

For more information or questions, contact Member Services Coordinator Eli Nichols at (405) 499-0040 (toll-free in Oklahoma at 1-888-815-2672) or email enichols@okpress.com.

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Journalism foundation gives grants to 21 organizations

The Oklahoma-based Ethics and Excellence in Journalism Foundation has distributed more than \$1.6 million in grants to 21 journalism organizations around the country.

The mission of the foundation, founded by Edith Kinney Gaylord, is to invest in the future of journalism by building the ethics, skills and opportunities needed to advance principled, probing news and information.

The grants to Oklahoma based schools and enterprises are:

- **\$150,000 NEWS21 FELLOWSHIPS** for advanced journalism students at University of Oklahoma's Gaylord College and ASU's Cronkite School. News21 is a collaborative newsroom experience under the guidance of top journalism professionals.
- **\$90,000 TO THE INSTITUTE FOR JUSTICE AND JOURNALISM** in partnership with the University of Oklahoma's Gaylord College of Journalism and Mass Communication for the week-long fellowship program, Immigration in the Heartland.

- **\$50,000 TO THE OKLAHOMA NEWSPAPER FOUNDATION** for the college journalism internship program, to provide student salaries for the summer 2012 internship period for community newspapers with limited budgets.

Other grants include:

- \$100,000 to Centro de Periodismo Investigativo, a Puerto Rico and U.S. news organization, for permanent core staff to produce high impact investigations and in-depth reporting.
- \$100,000 to the Florida Center for Investigative Reporting, a digital bilingual investigative news organization, for investigative journalism in the public interest.
- \$100,000 to Maine Center for Public Interest Reporting for website expansion, to make effective use of new technology and social networking tools.
- \$100,000 to the Online Journalism Project for the Connecticut Health Investigative Team, an online news service that produces investigative stories on health and safety and provides searchable databases on health care providers from state regulatory agencies.
- \$100,000 to The Iowa Center for Public Affairs Journalism for startup support of IowaWatch.org, a website emphasizing investigative reporting,

transparency, high ethics, collaboration with new outlets and mentoring student journalists.

- \$100,000 to Watchdog Institute for data-driven investigative journalism in Southern California and the development of a financial model that relies on diverse revenue streams.
- \$75,000 to Boston University's New England Center for Investigative Reporting to expand the capacity of Public Eye, a subscription service that offers investigative stories and training to small news outlets in Massachusetts.
- \$50,000 to MarylandReporter.com for in-depth coverage of Maryland state government and politics and to give future journalists real-world experience in investigative reporting supervised by veteran journalists.
- \$50,000 to Capitol News Connection to provide localized and interactive issue-focused investigative reporting from Congress to community public radio stations.

PROFESSIONAL DEVELOPMENT

- \$75,000 to American University for J-Lab, an incubator for hyper local news entrepreneurs, to train journalists and citizens to use digital technologies and to convene a summit for new journalism school news initiatives.
- \$70,000 to the University of California, Berkeley, for a multimedia training program teaching journalists how to produce high-quality, in-depth and engaging multimedia projects.

- \$25,000 to The Associated Press Managing Editors Association Foundation for the expansion of NewsTrain, a traveling training program designed for front-line editors and reporters.
- \$25,000 to the Wisconsin Center for Investigative Journalism to assist other centers through advising on ethics, transparency and business practices.

YOUTH EDUCATION

- \$60,000 to Youth News Service Los Angeles Bureau to support a series of articles written by student staff on California's budget and its impact on schools, libraries, parks, police departments and youth-serving organizations.

SPECIAL OPPORTUNITIES

- \$134,000 to George Washington University for Kalb Report, an educational series that explores evolving roles and responsibilities of the media.
- \$84,000 to the Student Press Law Center for the Attorney Advocate program, enabling high school and college students and educators to obtain free legal help with issues about censorship, copyright and other media law questions.
- \$75,000 to iFOCOS for the PitchIt Challenge, a competition that provides early support for innovative ideas in media and technology.
- \$70,000 to the Reporters Committee for Freedom of the Press for a legal fellowship to assist reporters with issues involving libel, privacy and reporter's privilege issues.

Postal Service tells postmasters not to sell against newspapers

The U.S. Postal Service headquarters recently told its marketing and management team to back off comments critical of newspapers as they promote the new Every Door Direct Mail advertising option.

A spate of complaints from newspapers about postmasters and marketing reps who were "trashing" newspaper advertising when they introduced local businesses to the new EDDM saturation mail program led the National Newspaper Association to urgently seek a correction from USPS. Postal Service headquarters advised Max Heath, NNA Postal Committee chair, that a new directive was issued.

Postal employees are being directed to position direct mail as an option to be used in addition to other media, not as a replacement. USPS says:

"EDDM should be positioned as an option that can be blended or used in addition to other media resources (newspaper, television, etc.). It is not our intent to position EDDM 'against' other media choices. Remember when speaking that

you will have newspapers and printers in your audience – and they are our friends and partners."

Heath expressed appreciation for the rapid response from USPS headquarters.

"Every Door Direct Mail's pledge has been that it is seeking new mail volume, not trying to divert business from one type of mail to another. Our concern has been that the way this program is presented seemed to urge a migration out of newspapers' Periodicals and Standard mail issues into a direct advertising stream. That was not our understanding of this program. Now we are glad to know that USPS headquarters is trying to keep the program on track," Heath said.

Every Door Direct Mail allows a small mailer to present direct mail pieces to saturate mailing routes with fewer than 5,000 pieces. They are permitted to bring the mail into a retail center without purchasing a bulk mail permit, and have the pieces delivered as saturation mail, paying the

minimum 14.2 cents per piece for DDU entry.

EDDM was made possible by a Jan. 2 rule change to permit simplified addressing on postal city routes. NNA has fought for many years to extend simplified addressing from rural routes, where it has long permitted newspapers to saturate routes without purchasing mailing lists, at the request of members.

Newspapers are encouraged to use or sell EDDM themselves and to offer their printing, design and mailing services to

customers to help them use EDDM. Periodicals technically are permitted to use the EDDM rule change for sampling, but they must be careful not to jeopardize their mailing privilege eligibility by repeatedly sending sample copies in excess of annual allowances. Periodicals using EDDM may not enter the mail at retail counters. They are required to bring that mail to Business Mail Entry units. And Periodicals cannot be mailed at Standard Mail rates under this program, as some have misunderstood.

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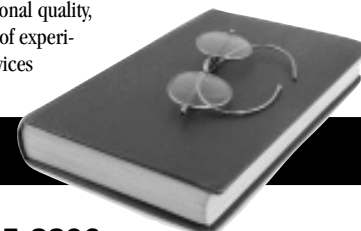
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DEATHS

CHARLES M. 'CHUCK' ERVIN, longtime Capitol bureau chief for the Tulsa World and award-winning journalist, died at his home in McAlester on Sept. 1, 2011. He was 74.

Ervin was born Aug. 18, 1937, in McAlester. He graduated from McAlester High School, earned an associates degree at Eastern Oklahoma State College in Wilburton in 1957, and earned a bachelors of arts from the University of Oklahoma in 1959. It was at OU where Ervin discovered his passion for journalism.

He began his career as the managing editor of the weekly McAlester Democrat. When that paper sold, he joined the Tulsa World staff where he worked for 37 years.

After joining the World staff, Ervin became Capitol bureau chief for the paper in Oklahoma City in 1969. His tenure spanned the administration of seven governors. He retired in 2003.

Ervin's coverage of the 1973 riot at the Oklahoma State Penitentiary in McAlester

earned him Reporter of the Year honor from the Oklahoma Chapter of the Society of Professional Journalists.

Ervin is remembered as a dogged reporter, unafraid to ask difficult, pointed questions.

"He knew what the government was doing on and off the job, and he knew more than was fit to print about the Legislature," said World Executive Editor Joe Worley.

Former Gov. George Nigh had known Ervin growing up in McAlester and said that Ervin made clear to him "that he was a reporter first...and that I shouldn't expect any freebies because of our prior relationship. I appreciated that about him."

Ervin was inducted into the Oklahoma Journalism Hall of Fame in 1985 and was presented the Lifetime Achievement Award from the Oklahoma Chapter of the Society of Professional Journalists in 2003.

He is survived by his brother, Bill Ervin, and several nieces and nephews.

JARRELL 'J.L.' JENNINGS, former Bartlesville Examiner-Enterprise editor and a past president of the Oklahoma Press Association, died Aug. 11, 2011, in Scottsdale, Ariz. He was 95.

Jennings was born in Cordell, Okla., on Sept. 14, 1915.

He joined the Donrey Media Group (now Stephens Media LLC) in 1950 and became general manager of the Examiner-Enterprise in 1951. Shortly after that, he took over the editor's duty from Robert Getty.

Jennings retired more than 30 years later as executive vice president of the Donrey Media Group.

In addition to his duties with the Bartlesville newspaper, Jennings occupied several key positions within Donrey. He was vice president of the central division, which included Bartlesville and 11 other newspapers in Oklahoma. He was a member of Donrey's Board of Directors and was in charge of the Donrey Washington, D.C., and Oklahoma City News Bureaus.

Throughout his career Jennings won several prestigious awards, served as president of the Oklahoma Press Association in 1971 and was inducted into the Oklahoma Journalism Hall of Fame in 1983.

Jennings was preceded in death by his wife of 62 years, Mary Ellen, and one son, Jarrell Jennings, Jr.

He is survived by two sons, John L. Jennings of Hot Springs Village, Ark., and Edgar L. Jennings of Dallas, Texas; one daughter, Georgia Kathaleen Walker of Tulsa; one sister, Lily Griffin Henderson, of Lawton, Okla.; eight grandsons; three granddaughters; 14 great-grandchildren and six great-great-grandchildren

RICHARD 'DICK' WHEELER MAYO, JR., former newspaper publisher, columnist and part owner of the Sequoyah County Times, died Aug. 13, 2011, in Sallisaw. He was 81.

Mayo was born on Nov. 19, 1929, in Fort Smith, Ark. He graduated from Sallisaw High School in 1947 and from the University of Oklahoma with a bachelor's degree in journalism in 1951.

Mayo's parents founded The Times in 1932. Dick began his work in the newspaper business as a child, delivering The Times and other newspapers in the area. He also worked for The Times' production department through his school years.

Mayo was in the U.S. Naval Reserve and was on active duty in San Diego after college. He was stationed aboard the USS Curtis, which was the flagship of the task force that conducted the first H-bomb tests in the South Pacific in 1952, and was on board when the very first H-bomb exploded at Eniwetok Atoll.

Mayo married Barbara Ann Bradford in 1953. They two had two daughters and one son. The couple divorced in 1973.

In 1954, Mayo moved to Clarksville, Ark., to manage the Johnson County Graphic, a position he held until the Graphic sold in 1961.

Mayo returned to Sallisaw and managed the Mayo and Company store until it closed in 1964.

He then moved to construction work, eventually building a manufacturing company in both Sallisaw and Fort Smith, Ark. He sold his interest in the companies and retired from that business in the early 1980s.

In 1976, he started a column in the Sequoyah County Times that was published until April of this year. The column was originally titled "From the Cookson Hills Boar's Nest" but Mayo later changed it to "My Two Scents Worth."

In 1986, Mayo married Grace Cowan Chastain.

That same year he became president of Cookson Hills Publishers Inc., the family corporation that publishes The Times. He held that position until selling his interest to his brother Jim in 2004.

Mayo served as interim editor of The Times for a brief period while the paper sought a permanent editor. He also occasionally reported for the paper. In 2002 he produced an award-winning, four-part series about people from Sequoyah County who ventured to California during the Great Depression and how they prospered later in life. The story won an Oklahoma Society of Professional Journalists award for in-depth enterprise in individual reporting and a National Newspaper Association innovation award, among others.

He was inducted the Oklahoma Press Association's Half Century Club in 2009.

Mayo is survived by his wife, Grace, of the home; two daughters and sons-in-law, Allyn and Charles Wilson of Edmond, and Shannon and Dennis Bishop of Sallisaw; one son and daughter-in-law, Richard and Melanie Mayo of Sallisaw; one brother; one sister and four grandchildren.

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Collaboration software for staffs on the go

computer notes from the road

by WILMA MELOT

Trying to keep up with all those appointments can be a real headache for most publishers and their staff.

New software and devices that make it easier are available, but true database software is harder to find.

Now FileMaker Pro has entered the iPad and iPhone market with a release of its own apps that sync back to server software at the office.

The home use version, Bento, retails for \$50 for the computer and \$4.99 for iPhone or iPad. This well thought out software tracks most anything on your computer. The software also works closely with Mac applications like Calendar and Address Book.

FileMaker Pro's version of iPad or iPhone software works with server soft-

ware back at the office so data is updated live. A ticket or spreadsheet updates on the server at the same time it is updated on your phone or tablet so everyone looking at the data sees the same info.

The server software, which makes everything easy to sync live, retails for \$1,000; the regular version of FileMaker Pro retails for \$300.

Syncing without the server software is possible but it is more time consuming. For more information about this product, see www.filemaker.com/products/filemaker-go.

HandBase, a starter type of database program, is another choice. However, there is no live sync. To sync, users have to connect with a computer back at the office or email data to a database file such as FileMaker Pro.

HandBase Plus for Mac iOS and PC retails for \$9.99. There's also an iPhone app, HandBase Database Manager, for \$9.99. This app also syncs with FileMaker Pro and many other types of databases.

HandBase for the iPad is also available

at \$15 per iPad. For more information see <http://ddhsoftware.com/index.html>

Google is working with Microsoft on a program called Google Cloud Connect for Microsoft Office. Google Doc files can be accessed from anywhere and synchronized on the fly with control over revisions. This plug-in for the Office suite is free and allows you to upload files from anywhere for real-time collaboration. All that is needed is a Google user name and password.

Google Docs include spreadsheets, word processing and forms based on HTML. Once created, the files are easy to use and update. The best part is that all this info is kept for free on Google's servers.

Apple has a free version of the cloud called iCloud that syncs apps on the fly. Standard apps, such as Contacts and Calendar, can be synced to a computer.

A good collaboration software for small groups is Evernotes. It lets you share libraries with others as well as private notes and synchronizes on several devices such as iPhones, iPads, or computers.

Store steps to making creative visuals in Libraries

Here's an easy tutorial to show you how to place a photo in type for a cool banner or headline.

1. Type the copy in a bold and thick font with tight kerning. For multiple lines, make three separate type blocks that slightly touch, then group them: **Object > Group**

2. Select the art and go to **Type menu > Create Outlines**. Now the type is an object that can be treated like an object and edited with the white pointer tool.

3. To make sure the image will be placed behind both lines of type, make the two objects a compound path – select both lines of type with the white arrow and then **Object > Paths > Make Compound Path**.

4. With the black pointer tool select the type, go to the **Swatches** palette and fill with none. For a small line around your art go to the **Stroke** palette and select something like 0.25 pt.

4. Select the type with the black pointer tool and then go to **File > Place** to find a photo to place in the type. Move and resize the photo with the white pointer tool.

Most InDesign users have been shown this trick at one time or another but it can be hard to remember all the steps so this might not be used very often.

But we shouldn't have to look up the procedure every time we want to use it.

Why not build Libraries with creative examples, tricks and instructions for design and art and place them on the desktop of all the designers at your newspaper? Instead of searching the internet for the "how to's," they could just pull it out of the libraries and get to work.

Anything that someone comes up with that is useful or creative could be added to this library with all the steps to make it happen.

This would be a great training tool for new employees and make life easier for current employees.

To create a library go to **File > New > Library**. This creates a file on your

desktop. Just like any other file, it can be copied to the server and each designer can get a copy for his desktop.

If working in a multi-user environment, the file on the server should be consoli-

dated every so often with new info.

Note: if art is to be added to the Library the link should always be embedded. After placing the art, go to the **Links** palette and in the flyout menu go to **Embed**. Now the art is a part of the InDesign document and stays with the Library no matter what desktop it lands on.

A little extra time to type or copy instructions could save lots of time down the road and make your pages look better with more creative visuals.

plugged IN

Picture perfect cameras

I took a fresh look at the low end camera market lately and found some good choices. The one that came out the winner was the Canon PowerShot SXT301. This 12.1 MP with 12x optical zoom and 4x digital zoom has most of the features of the bigger SLR cameras. It can also make movies at 720P and has image stabilization with facial detection. There is no viewfinder, but there's a three-inch display on the back of the camera as well as a good internal flash (no external flash options). Retails for around \$192 on Amazon.

Data recovery software

Recover My Files is a data recovery software program that recovers deleted files emptied from the Windows recycle bin or lost due to the format or corruption of a hard drive. It even works if a Virus or Trojan infection got the system, and sometimes even after software failure. Works with Macs as well and retails for \$100.

Draw me a picture

How often would it be easier for you to draw something to illustrate a story in progress? There are many ways to do this without scanning the art in and trying to edit it in Photoshop later.

Wacom has been making tablets to draw on for years but they have a few new devices that warrant a fresh look at this company's products.

Bamboo Stylus for \$29.95 is an input device that works with the iPad. It makes note-taking, drawing and sketching easy. It interfaces with many apps with more coming every day.

Wacom's tablets range from \$99 to \$200 and work with PCs or Macs. Bamboo is the brand name. Art from these devices input to vector art programs like InDesign and Illustrator so it's easy to clean up the art once in the computer.

Wacom has many cool products in several price ranges.

Students test their skills with pre-computer technology

Clark's Critique

BY TERRY CLARK, Journalism Professor,
University of Central Oklahoma
TClark@uco.edu

Anyone got an old Justewriter in the back room somewhere?

What about that Varityper – the one with the big plastic toothed disks you turned one letter at a time to expose your headlines on a strip of paper?

How about a hot wax machine?

A Compugraphic 1? A 7200? And those font strips?

Or a non-reproducing blue pen for marking errors on the expensive Compugraphic paper?

And the blue lined layout sheets, along with either red or black paper for blackouts for the photos?

Don't forget all those rolls of tape in 1-point, 2-point and on up sizes, along with the fancy ones, and corners?

No, I don't want them.

Remember how advanced we thought we were, even though we all knew the printing wasn't as sharp as letterpress. We had to use primarily that ugly Futura font, gradually replacing the overused Bodoni. But the photos were better.

I went through three hot metal to offset conversions. The first was in Iowa, where they still set the classifieds on a Linotype, because it was faster changing out lines than with offset. Then I was at the *Duncan Banner* when it switched from hot metal to cold type. Harry Wimberly kept one old Linotype operator named Leon as proofreader.

I bought into the *Waurika News-Democrat* right after the conversion – one small air-conditioned office with old type tray cabinets converted to layout benches. The back shop still sweltered – the Compugraphic had to have air conditioning; the job shop didn't. And there were still Linotypes and a Heidelberg back there. We were glad to have a cool place for our electric typewriters.

Some of that old hot type equipment is still around, gathering dust, or on display in museums like the State Capitol one in Guthrie, or at newspapers, like the Linotype in the hall of *The Oklahoman*.

But what about the cold type stuff? What got me to wondering was an article in the digital Boingboing:



News coverage in Oklahoma newspapers ranges from remembering 9/11 to a soldier's homecoming to raging wildfires.

"Students in the Florida Atlantic University J-school produced a newspaper using (mostly) pre-computer technologies, composing on manual typewriters, pasting up with X-Acto blades and rubber cement, shooting on film and developing in a darkroom.

"While archeologists try to recreate what life was like 10,000 years ago, and historians try to recreate what life was like 1,000 years ago, journalists can't even recreate how they published a newspaper 20 years ago. No one documented the details or saved the old equipment. (I had to buy

some of it from creepy old men through Craigslist.)

"Journalists may write history's first draft, but when it comes to covering their own history, they don't even take notes.

Continued on Page 9

Clark's Critique Continued from Page 8



I can imagine college students 20 years from now asking their aged adviser...

"Your digital cameras didn't just beam images to the cloud as you shot them? What's a 'memory card'? And you had different programs for writing, design, and photo editing? Does anyone still have 'Word,' 'InDesign,' and 'Photoshop'? It'd be fun publishing an issue that way – maybe we can buy copies from some creepy old men on Craigslist."

Check the video at <http://boingboing.net/2011/08/20/journalism-school-teaches-students-pre-digital-newspaper-production-techniques.html>

Also of interest: <http://journalterrorist.com/2011/08/02/paperball2/>

No nostalgia here. I know my late partner Don Morrison would have just drooled over the typography and production of even the early Macs.

LOOKIN'EM OVER: The 10th anniversary of 9/11 got plenty of coverage ahead of time in our papers. Interesting silhouette treatment in the *Piedmont-Surrey Gazette* on an article by Greg Evans and Ben Felder. Headline: "10 years later... remember in the heartland." Dayva Spitzer at the *Sayre Record & Beckham County Democrat* asked, "Has America changed since 9/11?"

At the *Marlow Review*, Jason McPherson talked to 10-year-old fourth graders. *Mangum Star-News* asked: "What do you remember?" Most impressive was the *Perry Daily Journal* with huge picture of Oklahoma soldiers in the Mideast. Emily Ann Holman and Nour Habib at the *Broken Arrow Ledger* covered how teachers make the event real, under "Morning of 9/11 looms."

It's good to see a front page editorial in the *Mooreland Leader* for a school bond issue, and the *Pawhuska Journal Capital's* Lucinda Bray reporting on "The Great Courthouse Debate."

On a very serious note – Barb Walter at the *Hennessey Clipper* shows how to cover a horrendous crime. Doing what only newspapers can do.

Strong writing department: At *The Oklahoman*, Sonya Colberg writes and Chris Landsberger photographs a story on "Cutting Addiction leaves deep scars." Her lead: "Almost instinctively, she grabbed the orange-handled scissors on the counter. Kirsten Steadman softly opened the dull blades and began sawing into the soft, ivory skin of her leg. Bright red blood jolted her back to painful reality. She jumped away from the counter and flung the scissors."

Kory Oswald at the *Shawnee News-Star* about a school grant: "Asher public schools are neck deep in the 21st century and they have the iPads to prove it."

JoAnn Jennings, of the *Bixby Bulletin*, under "God spoke to her in a comic strip." Her lead: "When Deb Marshall was executive director of the Bixby Chamber of Commerce in years past, she was known for spiked heels, sparkles, zebra-striped outfits and decor and great chamber parties. She was a lady with laughter and Elizabeth Taylor eyes who seemed to be

headed successfully into the land of business success. She had the confidence of a CEO written all over her. / And then Marshall says God spoke to her."

Cindy Sheets in the *Perkins Journal*, "They wag their tails instead of tossing their caps in the air, but the pride and sense of accomplishment is apparent among graduates from the Parole A Pet program at Cushing Correctional Facility."

Jeff Mullen at the *Enid News & Eagle* interviewed four members of the Air Force. Headline, "I am an American airman."

Jon Dohrer at the *Madill Record* tells the story of an old school, "Dark Corner," covered by Lake Texhoma under "Shedding Light on Dark Corner."

Important trends you should consider doing. Nick DeMoss at the *Wagoner Tribune* reports a four-part series – "Hunger in schools."

Derrick Miller at the *Duncan Banner* writes about the technology problems as schools try to keep up with the times under "Learning to live in a wired world." The *Atoka County Times* details the tornado relief costs of the year.

The *Clinton Daily News* reported: "91 degree average temperature, \$2 billion ag loss sum up summer."

On the non-serious side, the *Altus Times'* Paula Peterson reported on the change of seasons indicated by the appearance of scarecrows.

Personal note: Congratulations to Donna Pearce, retiring from the *Eufaula Indian Journal*. I first met her years ago when she worked for Joyce Carney at the *Eakly Country Connection*. We'll miss her fine journalism.

HEAD'EM UP AWARDS: First place, *Pauls Valley Democrat*, on a Barry Porter-field story about a Marine:

My Daddy's Home!

Second place, *The Journal Record*, on a Brian Brus story:

No check please / Dine and dash give restaurants indigestion.

Third place, *Perkins Journal*, on Cindy Sheets' story:

Graduates fetch their diplomas

Honorable mention: *Southeast Times*, "They Just Keep Coming After Our Water, Sen. Ellis Says"; *The Oklahoma Daily*, on Chris Miller photos of the work on the football field, "Having a Field Day"; *Newkirk Herald Journal*, on a Karen Dye story about pioneers, "From Sod to Stone"; *Country Connection* on the fire in the Wichitas, "Fire on the Mountain/Where is major TV new coverage? Newspapers care"; *Cherokee Messenger & Republican*, "Whew...67 days over 100 degrees! Rain gauge shows dusty 5.28 inches"; *Catoosa Times* on a Vickie Albright story about painting the famous blue whale, "Whale of a facelift"; *El Reno Tribune*, on a Traci Chapman story, "Stompin' the grape"; *Sequoyah County Times*, "Fires rekindle burn ban"; *Claremore Daily Progress* on a Tom Fink story about a court order on police dash cams, "Open records, shut case"; *Daily Ardmoreite*, on a Michael Pineda story about rounding up meth dealers, "Early morning wake up call"; *Marietta Monitor*, "In the zone" about school zones; *Tulsa World*, "Ozone Roadblock" on a Jim Myers story and Stephen Pingry photo.

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PLAYER PROFILE



Name: **AMY JOHNS, PUBLISHER**

Newspaper(s): **McALESTER NEWS-CAPITAL**

Educational Background: **BS-Mass Communications**

Spouse/Children:

**Daughter: Lauren Strain, freshman
at Southwestern College, Winfield, KS**

Newspaper Background:

**Ad Manager, McAlester News-Capital
– 2000-2004**

Publisher, Pryor Daily Times – 2004 – 2008

Publisher, McAlester News-Capital – 2008-present.

*Each month, The Publisher will profile a newspaper executive in this space.
Learn more about your peers from all corners of the state.*



Q: *What's something most people don't know about you?*

A: I love to cook!

Q: *What's the most unusual/best/remarkable part of your job?*

A: Celebrating each and every success. Especially when people never thought they could do something and then they do.

Q: *What civic activities are you involved in?*

A: Annual Pink Ribbon Luncheon, United Way Board Member, Hospital Foundation Board Member, Casa Board Member, Eastern Oklahoma State College Foundation Board Member.

Q: *Who's had the biggest influence on your career?*

A: Those people I have trained that are now ad managers and publishers..

Q: *What would you describe as the three most important responsibilities of your job?*

A: Leading people, supporting the community in which I live and serve, and providing results to our customers.

Q: *What about newspaper publishing gets you out of bed in the morning?*

A: Every day is a new day in this business. There is always a challenge. What makes me want to stay in bed? Especially during this tough economic environment, your staff is hurting, your customers are hurting and the

community is hurting – it's challenging to find the energy and the strength to support and find a way to ease the hurt.

Q: *What's the biggest obstacle you've overcome in your career?*

A: I had total mutiny when I stepped into my first publisher role. I thought they would all love me. It turned out – not so much! However, I wouldn't change a thing.

Q: *What are you most proud of?*

A: My daughter, Lauren. She is my greatest legacy.

Q: *What are your hobbies?*

A: I love to cook and decorate. Now that Lauren has moved off to college I am nesting like crazy!

Q: *Does your newspaper have a website? How do you differentiate between the two products?*

A: We do have a website – mcalesternews.com. There is a difference in delivery. The delivery is quick and staccato. The print product is bravado.

Q: *How does your newspaper play an important part in the community?*

A: We support anything and everything that is good for the community. Protecting children and the elderly. Stimulating economic growth. We shine the light on the truth and put it out into the community. We force transparency in municipal government.

Q: *What type of annual events is your newspaper involved in?*

A: Pink Ribbon Luncheon, which supports breast cancer awareness and support to women in our community; CASA Taste of Southeastern Oklahoma, which supports court advocates for neglected and abused children; the annual community Thanksgiving dinner, for any and all who are in need or want to help those in need.

Q: *In what ways has the newspaper positively impacted your community?*

A: We bring truth in information to the forefront. We let the community know what is going on and then empower them to decide for themselves. We empower thought.

Q: *What challenges are facing your newspaper today and in the future?*

A: The economic climate is challenging. Businesses are holding on tighter to their budgets, cutting where they can and trying to make wise decisions. Generating revenue is challenging – but certainly not impossible.

Q: *What are some area attractions in your community visitors shouldn't miss?*

A: Lake Eufaula, the State Penitentiary, the best Italian restaurants in the state, the Italian Festival – just to name a few.

THE *OGE* PHOTO CONTEST

Looking for signs of life at Great Salt Plains Lake July 21 is 12-year-old Christian Fonseca of Nescatunga. Fonseca walked the shoreline from dusk 'til dawn last week in an attempt to rescue any fish that washed up on dry land. Once again, a fish kill - brought about by hot, dry weather - has made it more difficult to promote improvements at the lake.

Photo by KORINA DOVE, Cherokee Messenger & Republican, July 28, 2011



JULY 2011 DAILY WINNER:
WENDY BURTON
Muskogee Phoenix

JULY 2011 WEEKLY WINNER:
KORINA DOVE
Cherokee Messenger & Republican

Enter and Win a \$100 Check from OGE Energy Corp.!

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3. Photographers may enter one photo per month.
4. Include name of photographer, name of newspaper, photo cutline and date photo was published.
5. All entries for the previous month must arrive at the OPA office by the 15th of the month. Winners receive a \$100 check from OGE Energy Corp., a Certificate of Achievement and the photo will be published in The Oklahoma Publisher.

VIEW ALL WINNING PHOTOS AT
WWW.OKPRESS.COM/OGE-PHOTO-CONTEST

Family and friends of Wayne Edward Lawler, 20, stand behind crime scene tape as they watch Lawler's body being wheeled away Monday, July 11, 2011, in Boynton. Lawler was shot and killed, and Josh D. Penn, 22, was shot and injured. Penn was flown to a Tulsa hospital.

Photo by WENDY BURTON, Muskogee Phoenix, July 12, 2011



WITH ALL YOUR POWER



WHAT WOULD YOU DO?

Summer interns share their experiences

JACKIE BARBER

Jackie, an Oklahoma State University junior, interned at The Cleveland American



“You know, that road used to be the road to Tulsa,” my host said, gesturing toward a narrow dead-end residential street with his pipe.

Working for The Cleveland American has given me a taste of what a community newspaper is all about – people. My summer hosts, Don and Randi Fowler, are perfect representatives of Cleveland residents. The Fowlers live in a house Don’s family built in the early 1900s, when dairy cows sauntered across what is now the backyard and the family planted a garden to survive the Great Depression.

They’ve been married for over 60 years. The Fowlers show the sort of history and permanence that so many cities just don’t have any more.

I didn’t have to talk to Don Fowler for long to know I was speaking to an intelligent, worldly man with dyed-in-the-wool loyalties to Cleveland, Okla., and the Oklahoma State Cowboys (or Oklahoma A&M, as it was called when he was on the Cotton Bowl-winning football team.)

Randi is a perfect hostess and made sure I wouldn’t feel unmothered over the summer. She always looked out for me, even giving me an angel charm for my car (to put some extra power behind Don’s advice to “D.C.” or drive carefully.)

The flavor of the town was what The American was all about. I wrote about the places and people that are the lifeblood of Cleveland. Two weeks in, I could recognize people’s names and name virtually every advertiser we have. When people here send letters to the editor, they aren’t sending a letter to a newspaper – they address their

letters “Dear Rusty” and aren’t afraid to let him know how they feel. The paper has a relationship with the people in town – my coworkers know the good, bad and ugly about every mover and shaker, concerned parent and exacting customer.

Before the internship, I knew next to nothing about page design, news photography, advertising, classifieds, inserts or special sections. Those skills will serve me in my career, but I could have learned them anywhere. The lesson from my experience at The American is a newspaper must interact with the community it serves.

I would like to thank Rusty Ferguson for letting me do more than make coffee and the Oklahoma Newspaper Foundation for sponsoring the internship program. I am also thankful to Jennifer Short, Nick Dooling and Sheila McBroom for the teasing, guidance and friendship. I am eternally grateful to Don and Randi Fowler for generously putting up with me all summer and making me feel like family.

COURTNEY BASS

Courtney, a University of Central Oklahoma senior, interned at Edmond Life and Leisure.



When reminiscing on my time spent at Edmond Life and Leisure, I think about all the articles I wrote and everything I learned about working with people to reach one goal: produce a successful publication.

Edmond Life and Leisure is a locally run Edmond newspaper. When I walked in the office my first day, I was surprised by the newsroom’s open setup. It was nothing like what I expected.

I have never worked in a newsroom, so the entire experience was new to me. I had to learn how to work near my coworkers and become less distracted by little things. My first week I kept quiet and worked on my assigned articles, but soon I started to warm up to the other workers. I started to build relationships with people who taught me more than I imagined about advertising, design, editing, writing and photography. They helped me elevate my learning curve and mature as a journalist.

I first worked on the summer edition of the magazine At Home in Edmond. From cupcakes to geothermal heat, articles were about almost everything. This let me have a wide variety of pieces and understand what I enjoy writing about most. The magazine published eight of my articles and six photos.

After writing for the magazine, I wrote for the newspaper’s Back to School section. This was fun because the

deadlines were shorter and I enjoyed writing about kids’ fashion, school supplies and social networks. I also started taking more photos. I assisted with three fashion photo shoots, and this helped me learn how to work with people of all ages when taking photos.

The last publication I worked on was the fall/winter edition of At Home in Edmond Lifestyles. I composed stories on fashion and decorating for the holidays. This was a fun way to wrap up all my work done at my internship.

This internship not only has provided me with good opportunities, friendships and memories, but it has also supplied me with some awesome examples of my writing and has helped me build more confidence in my career.

Thank you to everyone at the paper who made me feel welcome and comfortable. You made my internship experience special and I won’t ever forget my time spent at Edmond Life and Leisure.

LINDSEY BUIE

Lindsey, a junior at Oral Roberts University, interned with the Sapulpa Daily Herald.



Nervous wreck does not even begin to describe the feelings I harbored the night before starting my internship at the Sapulpa Daily Herald.

Feeling almost physically sick that night, I became painfully aware of my inexperience since I had only been a convergence journalism major for two semesters. It was safe to say my journalism career was in its infancy and stepping into something completely new and out of my comfort zone was terrifying.

However, the first day came anyway and to my astonishment, it was fantastic. From the beginning, I was treated by the Herald staff as a valued member with ideas and not just a mule for getting coffee. They trusted me with going to county commissioner meetings, writing crime stories and even my own column, making memorable suggestions and corrections along the way.

As much as I would like to say I was the perfect intern, mistakes were made. For instance, I called county booking once and asked for a mug shot of an officer instead of the actual defendant; the office received a laugh out of that one. Another memorable lesson is to use the word allegedly when writing crime stories and to remember details like checking the fax machine for obituaries to avoid missing deadline.

Although I made rookie mistakes along the way, the experienced staff did not make me feel ridiculous. In fact, they helped me laugh at myself and learn from the blunder.

For this opportunity this summer, I am ever so grateful. Spending the summer any other way would be unimaginable now. My comfort zone was shattered this summer and surprisingly, I am glad that bubble burst. Otherwise, I would have missed out on an incredible journey of discovering new things about myself and others.

I feel appreciation toward the seasoned journalists who were willing to invest time in me to become a better writer. I will always remember my summer at the Herald. The staff, the writing, the new people I met, and the general environment made this one of the best summers I have ever had. The experience gained this summer will be used as I finish up my college career and go out into the real world of journalism.

Not all education comes from books, and I know this now. Sometimes it takes being thrown out into the unknown to experience a true education.

REBEKAH BYLAND

Rebekah, an Oklahoma Baptist University junior, interned at the Sulphur Times-Democrat.



On my first day driving to Sulphur, I had no idea what to expect. I kept going over in my head what Jamie John, the editor at the newspaper, had said to me.

He told me, "I love teaching interns. You're going to learn how to write and take pictures."

I was so nervous on this first day because I am a

photographer, not a writer. I've had the normal freshman composition classes, but nothing on newswriting.

My nerves were soon calmed when I walked in the door and heard the bell ring that first morning. No sooner was I in the door than Jamie sent me to take pictures of the new hotel. I had no idea then how big a deal the new hotel really is.

As the weeks went on, the photo assignments kept coming. I got to drive around a lot and in that way I came to know Sulphur. Living in Shawnee, I never knew Sulphur was a big tourist attraction. After weeks of working here, and taking pictures of people who have come all the way from Louisiana to enjoy the cool lazy rivers and springs of the park, I now know exactly how popular Sulphur is.

My favorite assignment was when Kathy John told me to go out and get some pictures. She didn't tell me what she wanted or where to go. I definitely did not want

to come back empty-handed, so I drove all around town looking for the perfect picture. Eventually I found myself in Flower Park, exhausted from the heat and frustrated. I parked the car, got out, and started walking around hoping that something would turn up.

Walking across the bridge, I saw a group of little girls splashing in the water, totally unfazed by the heat. I asked their mother if I could take their picture. She was excited her daughters would be in the paper and agreed immediately. These pictures were so fun to take, and I ended up with what is probably my best picture of the summer.

I've learned being a small town newspaper photographer is not easy, but with the subtle help and guidance of Jamie, Kathy and Keith John, I am learning.

I have enjoyed working with everyone at the Sulphur Times-Democrat and I will never forget my summer here.

MJ CASIANO

MJ, a senior at the University of Oklahoma, interned with The Norman Transcript.



Back in March, I got a call from the editor of The Norman Transcript, Deb Parker. She enjoyed reading the clips I sent her and offered me a summer internship, through the Oklahoma Newspaper Foundation, with her paper.

It couldn't have worked out better.

The whole spring semester I was hoping to stay in

Norman, under my lease and with friends, and be able to further my journalistic experiences at the same time.

As you can see, I accepted. It was my second internship through ONF, and I couldn't be more grateful to the foundation.

Over the last two years, I applied to many newspapers for internships. Some responded and some didn't, although none of them would give me an opportunity without some professional experience.

It always blew my mind how I would get this first professional experience if everyone demanded it for hiring. Because of ONF, so many students have the ability to get that first professional experience – or in my case first and second – so that future employers will take us seriously.

Without them, my future wouldn't look as promising.

As for The Norman Transcript, it has been a great ride.

It started with hard news and fun features and moved to sports as I gained confidence throughout the summer.

Some of the highlights were covering the Westwood Invitational golf tournament and the End of Season high school baseball tournament.

That showed me the life of a sports writer, and I have to say I loved it. Even though you won't always impress everyone with your coverage, and believe me I got a good taste of that, it was worth it.

I will think back to all the jokes and good times I shared with several co-workers back in the office and the people I met outside the office.

Now, sitting here with two professional internships, I can say I'm confident with where I'm headed.

So thanks, ONF and The Norman Transcript, for caring and helping further my future.

VANESSA CICORA

Vanessa, a junior at Oklahoma State University, interned with the Cushing Citizen & OKJailbirds.



"Do what you love or else you will never be happy." We were all told this as children, right? If you love your job and your employer, you won't care how hard you have to work. I wouldn't care if my boss gave me a billion things to do, I would still do it happily. Why? Because I'm not only learning, I'm also doing work I love for supportive people.

The Cushing Citizen staff welcomed me and never gave me an opportunity to fail. My boss, Mr. [David] Reid, always said to start off doing exceptionally well

because accepting failure will bring lack of confidence. This motivation made me feel like I could do anything. The Cushing Citizen gave me the confidence I need to aspire to be even more successful.

For my first internship, I couldn't have asked for anything better. I learned to sell ads nearly as well as my boss, how to turn tedious phone calls into conversational relationships, how to collaborate with co-workers to get the job done and how to build healthy relationships with many business owners.

My first week, I sold sponsors for a few hundred graduating seniors by sales call. At first, I thought the task was daunting due to the public perception of the dreaded telemarketer, but after selling 100% in a matter of days I learned how critical the trusting relationship is between a seller and a buyer.

You know that feeling you got when you first started driving your new car? Or when you first took off your

training wheels? Or even that feeling you got when your boss told you that you got the job? That feeling of success is the feeling I got whenever I sold an ad for Mr. David Reid.

David gave me many projects to sell and he stayed positive even when I made mistakes because he knew it was all a learning process. I sold ads for the Cushing Citizen, the Cimarron Valley People, the graduation tab, OKJailbirds and the BBQ and Blues festival. While that seems like a lot of selling, it is just a start to the endless learning opportunities I had.

I feel blessed to have gotten such an incredible opportunity. I wish it didn't have to end. I appreciate the Cushing Citizen for letting me be part of their team and for having a huge impact on my future.

I wish to thank the Oklahoma Press Association for working with me to ensure my internship was an unforgettable educational experience.

Summer Intern Experiences continued on Page 14

THE OKLAHOMA NEWSPAPER FOUNDATION'S INTERNSHIP PROGRAM, made possible by a grant from the **ETHICS AND EXCELLENCE IN JOURNALISM FOUNDATION**, promotes the value of working at Oklahoma newspapers and benefits students as they begin their professional careers.

Summer interns, CONTINUED FROM PAGE 13

CHRISTINA CUMMO

Christina, a Northeastern Oklahoma A&M sophomore, interned at the Grove Sun.

Godhi should have said, “The reality of life makes up a man’s thoughts and in turn becomes what he writes.”

The raw reality of experience is unfiltered, unedited and uncut. Our job as writers is to see things clearly.

My first day on the job was May 23, a day still vivid in my mind. Pouring rains, thunder rumbling in the distance and a blend of debris.



May 23 was the day after the Joplin tornado. That same storm also hit close to home, in Zena, Jay and Butler, Oklahoma. I will never forget the faces of the people who were affected.

In Joplin the day after the storm hit, I stopped and got out of my car to take a photo.

A man to my side in his mid-30s searched through the rubble of his home only to find his wife’s remains.

The cry that came from that man’s mouth was a sound I had never heard and never care to hear again. It can only be described with tears.

Asking a question. Why is it so hard in the beginning of every learning experience to ask one? I firmly believe that a person can learn to listen, talk, and even write a better story. As high school and college students we have learned to do this, but out of the classroom and in the realm where real people roam, questions seem to place shadowy doubts in

the far reaches of our minds. Asking your peers anything other than, “How was your weekend?” is a feat!

Whoever said life was easy was a complete liar. Pure and simple, life, like writing, is not as easy as pie.

Rewriting something seven times is. Having flexibility as you write is one of the quickest lessons that I have learned – learning to hold your personal pride on the back burner as it scorches like chocolate mousse.

It doesn’t matter how much you know. What matters is how much you’re willing to learn.

I have learned this while rewriting, building pages, answering phones, finding humor in “Letters to the Editor” and climbing barbed wire fences to get a better picture.

I know without a shadow of a doubt I am doing what I love. No matter where I go, what I do or what I become, I will always have a passion to write.

LANEY ELISOR

Laney, a University of Oklahoma junior, interned at the The Journal Record.

In two years of J-school I learned the rules of journalism; in eight weeks at The Journal Record I learned how to break them.

Journal Record editor Ted Streuli asked me in my interview AP Style for email, and I was so proud I knew it was no longer e-mail.



I thought myself a journalist.

One day on the job taught me Journal Record reporters were serious journalists. (The business journal won 13 of 24 Associated Press awards in 2010.) These reporters were too busy as Oklahoma’s Woodward and Bernsteins to worry about copy-editing hyphens.

Ted hired me to do the same. So I researched real companies and interviewed real people and wrote real stories. Dozens of them. In eight weeks, I have written about everything from sod farms to DUI laws and every business imaginable, becoming a miniature expert on each of those subjects in the process.

I also uncovered a false advertising campaign led by – enjoy this irony – Oklahoma Christian University.

So I will return to The Oklahoma Daily this fall as a senior reporter on the news desk. I will probably ignore AP Style and neglect attributions, but I won’t be afraid to ask the important questions, circumvent PR professionals or even anger President Boren himself if I have to.

I will be a journalist.

Textbooks and lectures taught me the concepts – free and self-governing and all that – but interning allowed me to put those ideas into practice. For that I have to thank the Oklahoma Newspaper Foundation for the opportunity and Ted Streuli for his ever-high expectations.

Oh, and Capitol reporter Scott Carter for taking me to prison.

JESSICA FINDLEY

Jessica, an Oklahoma Christian University junior, interned at The City Sentinel.

My experience as an intern for The City Sentinel was educating, exciting and interesting, to say the least.

Going into the internship, the editors showed a lot of confidence in my natural writing abilities and my potential to become an effective journalist. And so it began.

One of the biggest issues I faced as a new journalist was interviewing. I had never done anything like it. Editor Stacy Martin offered me a lot of advice to get the conversations flowing. Soon enough, I was a pro. And by pro, I mean an amateur who was getting better.



In the beginning weeks, I wrote my articles based primarily on press releases. It was through these press releases and interviews that I had the opportunity to learn many new things about my own community. There are multiple programs, people, organizations and events that fly under the radar in the metro that deserve recognition. At this point, I really began to understand what The City Sentinel was all about: embracing and encouraging every facet of the Oklahoma City community.

Mid-way through my internship, I was given the leeway to compose an article about tobacco and its health effects. I was allowed to take the story in the direction I thought best. A true test of the journalism abilities I had been developing, I thought. I was uncertain that I had what it took to create a respectable article with so much freedom, but they were pleased.

With my successes also came failures, or near failures, I should say. I was asked to cover a CircusFit program

taking place at the downtown YMCA. My plans were to attend the event, take photos and speak with people to gain insight on the excitement. Thinking ahead, I made a few phone calls to the YMCA to speak with them about CircusFit and their involvement with it.

Due to a miscommunication, I was given the incorrect time for the CircusFit performance. Although I was unable to gather information at the scene, thinking ahead helped me salvage what turned out to be a fun and informative article.

Along with attending local events and writing articles, I learned how to post stories on the paper’s website. This internship has truly been an eye-opening experience for me. Journalism was not a path I had given much consideration. However, with the confidence that editors Pat and Stacy have given me, I feel as if it is a field I could succeed in.

APPLICATIONS TO HOST A SUMMER INTERN IN 2012 are due JANUARY 13, 2012.

Download application forms at **www.OKPRESS.COM**

SCOUTING REPORT 3

Join OPA President Rusty Ferguson on his visits to OPA member newspapers

By RUSTY FERGUSON, OPA PRESIDENT

It's not unusual for a newspaper publisher to hear it suggested that he or she must "live at the office" due to the multitude of odd hours that the job often requires. Well, during my most recent "road trip," I discovered two Oklahoma publishers who do, indeed, call the office "home."

Carving a day out of our schedules to make our third road trip to visit Oklahoma newspapers, OPA Executive Vice President Mark Thomas and I had an enjoyable journey Thursday, Sept. 8. We started the day bright and early in Drumright and wrapped up a full day of visitation well past quittin' time in Okmulgee – the last ones to leave the building, except for Larry the sports guy who had just returned from a softball tournament, and Phyllis, the front office lady, who, like many dedicated Oklahoma newspaper employees, commented she still had a few things to do before she could call it a day.

It was in Prague and Okemah where we were surprised to learn that the publishers have a very short walk to work.

The town's original hospital building had already been revamped to hold the offices of the *Prague Times-Herald*, but when Andrew and Sharon Lee took over in 2007, a complete renovation not only improved the newspaper offices, but half of the building, along with a sizable addition, became home for the Lees and their three children.

"One morning I was walking down the hall and the door to my son's room was open and I could hear him stirring, so I leaned in and said, 'Good morning, son, I'm off to work,' and he replied, 'Okay, Mom, be careful!' then three steps later I opened the office door, leaned out in the hallway and hollered back at him, 'I made it just fine, son!'," Sharon Lee quipped regarding the convenient set-up she and her family enjoy. "The camera's always handy, so when we get a call, we can grab it and go!"

Sharon's artistic knack is on display throughout the spacious dwelling. A wrap-around deck highlights the family quarters,

located in the back of the building, and a privacy fence provides a safe place for grandchildren to play between their home and the next business on the block.

In Okemah exists one of the most unique set-ups I've yet to encounter on our road trips. In the heart of downtown is an attractive storefront that houses Pamela's Flowers...and the newspaper office. The sprawling retail establishment has bountiful retail displays of flowers, gifts, jewelry and an abundance of antiques, but the first counter inside the front door to greet the customers belongs to the *Okemah News Leader*. If the customer isn't there to buy the most recent edition, drop off a news item, place a classified ad or pick up a printing order from the *News Leader's* expanding print shop, then the clerk offers a friendly invitation to browse.

Orchestrating the ins-and-outs of the family operation is Publisher Roger Thompson; creating the custom floral designs is his wife, Pamela.

Upstairs is where the Thompsons call home. A row of windows offers a bird's eye view of downtown Okemah, but it would take a visitor's eyes awhile to pay attention to the view outside those windows as the interior scenes look as if they jumped of the pages of *Better Homes and Gardens*. The Thompsons' haven runs the entire length and width of their building, with one corner enclosed for a master suite, bath and family chapel, and a corner on the opposite end completed with a modern kitchen, bath and storage closet. The remainder of the wide open space is cleverly designed with conversation areas furnished with antiques and attractive decor as well as a few play zones including a pool table, ping pong table and a couple of television viewing areas. The walls still have the original brick, the ceiling the original tin ceiling and the wood floors have been refinished to perfection.

Thompson said when they purchased the three-level building, it just made sense to cut back on overhead and blend the businesses and transform the upstairs into a place to call home.

"Just the other night I finished watch-



Roger Thompson, publisher of the Okemah News Leader, shares retail space with his wife, Pamela, who runs a successful floral and gift shop. The Thompson's home is above the retail space.

ing the news, and since Pam was working on flowers for a wedding, I went downstairs and started a printing job – and we never had to leave home," he said. "Oh, and during bad weather...we have no problem getting to work." The basement of the building is utilized for newspaper circulation, storage of retail displays and antiques, and Thompson's workshop.

FAMILY AFFAIR

While most newspaper operations are separate from the publisher's home, it's not at all unusual for the operation of the newspaper to be a family affair.

In the same office renovated by her father years ago for her mother's accounting firm, Barbara Vice publishes the *Drumright Gusher*. The fourth generation of her family to grow up in Drumright, it was in 1996 when Vice moved back home and offered to help pick up the slack at the *Gusher*, a newspaper her mom had started in 1989 when she realized the town was about to be without a newspaper.

"It really seems like I walked in the door to help out with proofreading and they [parents Darla and Robert Graves] walked out the back door," Vice said. "I've been here ever since...and my parents do drop by occasionally," noting a former office that her mom now uses for personal storage. And evidence that her own children spent time at the news office is clearly seen on Vice's office door. As a youth, her son Matt neatly lettered across the outside of the door, "Love you Mom..."

found chalk...Matt." She has never erased the message.

Two members of the *Gusher* family do call the office home – two long-haired cats who have become an attraction of sorts. "They often hang out in the front window and people stop in just to see them," Vice said. "Since they're black, white and gray, they seemed perfect newspaper mascots."

In Stroud, husband-and-wife team Mike and Alicia Brown work hard to provide their community with a week's worth of news in the *Stroud American*. With his wife taking care of the front office and bookkeeping, Brown tackles just about everything else. For many years he worked side-by-side with his father, Bill Brown, who clearly, was also his hero. Bill Brown died in April 2010 and left a son who proudly shares details of a father's life well lived. Memories of his father are found throughout the large news office located in downtown Stroud, especially in the print shop area where the last front page the *Stroud American* printed on its old letter press is on display, keyed in its case just as it was "way back then." Brown recalls going to work at the newspaper at the age of 12 and learning to kill out hot type and pour lead pigs for the Linotype. In addition to producing a quality newspaper, Brown also follows his father's example in community involvement and let it slip that he felt bad when an especially hectic Tuesday forced him to miss the weekly Lion's Club meeting.

The Sumner family owns newspapers

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SCOUTING REPORT 3

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Okmulgee, Henryetta, Sapulpa and Coffeyville, Kan. Dad Darrell and sons Darren and Derek work to keep them all community grounded. In Okmulgee, Derek Sumner publishes the *Daily Times* as well as oversees the *Henryetta Free-Lance*. While discussing the time required to handle the never-ending “things to do today” list, it becomes clear that businesses operated by a family know where the strengths from within are best served.

“Dad is tied up in Coffeyville right now, but I would love for him to come to Okmulgee,” Derek Sumner said. “He’s great working with people and being involved with community groups.” While Sumner does not shy away from such responsibilities (in fact, he told of a recent success story he’d been involved with as part of the Okmulgee’s Oklahoma Area Development Corporation in recruiting new industry), he says he’d much rather be crunching numbers and developing new ideas and new streams of revenue and allowing his dad to run with public relations.

Although they had never been in the newspaper business, Andrew Lee had long suggested to wife Sharon that he would like to return to Prague and that he’d like to buy the newspaper if it ever became available. Sharon grew up in Prague and Andrew grew up a short distance away in Paden.

It was during that time of contemplation that the *Prague Times-Herald* was bought and sold twice without the Lees realizing the opportunities. They did end up returning home and Andrew, a sports enthusiast, agreed to cover the local sports scene for the newspaper.

“One game I was juggling my notebook, stat sheet and camera and suddenly put the camera in Sharon’s hands and said, ‘Here, you do this!’...and that’s how it all started,” he said. Soon thereafter, the Lees did have the opportunity to purchase the newspaper. As part of the arrangement, Sharon was invited in to shadow the previous owners and learn what she could in a matter of weeks. Soon it was in their hands...and to this day, Sharon still takes the game pictures while Andrew does the story.

In Okemah, the Thompsons not only work side-by-side as husband and wife, but their children hang out with them as well. Daughter Kay Watson is the *News Leader’s* managing editor and son Lynn Thompson is the news editor. They’ve



When Andrew and Sharon Lee, publishers of the Prague Times-Herald, renovated their newspaper office, they added an addition that became home to them and their three children.



Dawson hangs out with his dad, Derek Sumner, at the Okmulgee Daily Times. Derek is publisher of the Daily Times and oversees the Henryetta Free-Lance. The Sumner family also owns newspapers in Sapulpa and Coffeyville, Kan.

learned the business together and are there to support each other on a daily basis. The family camaraderie allows staff meetings to be much like the dinner table was when the children were young and at home – full of conversation and openly sharing ideas and suggestions.

WHY WE DO THE THINGS WE DO

The ways in which Oklahoma publishers find purpose and job fulfillment are the same, yet different as the news operations themselves.

“I like running a small business. I like being self-employed,” said Drumright’s Barbara Vice. “And the newspaper also fulfills my other interests. I love working with words and being creative. I like the political aspect of the business. I think it’s important to share information with a community in hopes of making it better and I love the ability a newspaper has to affect positive change.”

Mike Brown still likes being “delivery boy” and personally takes stacks of newspapers to the community’s newsstands each week. “People ask me why I don’t get someone else to do it,” Brown said.

“It’s just that I get a lot of satisfaction being the one dropping off the news. It’s fulfilling to know that, yes, I was at the meeting... yes, I was at the game... yes, I was taking pictures at the accident... and now, here it is! At the end of the day, knowing I was there, doing my job from start to finish offers much satisfaction.”

Still crazy about that camera her husband placed in her hands, Sharon Lee said working with the Prague schools and getting pictures of the students in the newspaper provides a lot of satisfaction. “We’re big on the schools,” said Andrew Lee. “And the kids and their families let us know how much they appreciate it,” Sharon added.

In Henryetta, publisher and editor Valerie Rice likes that feeling she gets when she knows she did the right thing and when the feedback substantiates that decision, it’s even better. “Plus, I consider myself a historical source. Newspapers are a scrapbook every day...with each publication. What we do goes down in history,” Rice said.

“This is more than a job,” said Thompson of Okemah. “We want to be a partner



Husband and wife team Mike and Alicia Brown work side-by-side putting out the weekly Stroud American. The family business was formerly owned by Mike’s father, Bill Brown, who passed away in April 2010.



Valerie Rice at her desk at the Henryetta Free-Lance. Rice is general manager of the twice weekly publication.



Barbara Vice, publisher of the Drumright Gusher, and Tera Boswell, the Gusher’s advertising director, at the newspaper office.

with our community and our county. We want to feel like we’ve made a difference. We know it’s important to report the crime, but we also want to be bold with good news that helps promote our community.”

And sometimes an unexpected pat-on-

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SCOUTING REPORT 3

(continued from Page 16)

the-back goes a long way to encourage an overworked, underpaid and vacation-starved journalist.

Near the front desk at the *Drumright Gusher* is a framed copy of Vice's personal column that was given to her, along with a "thank you" written by a city council person. "What's great about this, to me, is that the column was not necessarily very flattering towards the council, yet she saw it as fair and enjoyed reading it...enough to frame it for me." No doubt like other writers, Vice says she also appreciates the unexpected, non-solicited compliments she receives in the grocery store or while out and about regarding a recent column or story.

And as much as loyal readership is enjoyed, newspaper advertisers are also among the most appreciated.

"There are still some businesses who understand the newspaper's importance to a community," said Stroud's Brown. "They get that the newspaper is the thread that holds a community together. There are times when a store's traffic may not justify their advertising, but they know that we need advertising income to survive."

YEA FOR OPA!

It has been encouraging while on these road trips to hear how the Oklahoma Press Association has impacted newspapers across the state. At every stop it doesn't take long to locate the OPA logo on a desk, wall or bulletin board. On this trip, one computer had a memory stick given out at an ad clinic years ago, one publisher's desk had three recent flyers hanging nearby about upcoming ONF seminars and clinics, almost every front counter has the colorful chart provided by OPA regarding fair housing advertising word and phrase list close at hand, and the names and numbers of OPA's computer and postal road warriors, Wilma Melot and Bill Newell, are always easily accessible.

"OPA taught me everything I know about the newspaper business," Drumright's Vice said. "I've been like a sponge and absorbed so much information from workshops, classes, conventions and by reading *The Publisher*."

"We try to have someone at all the OPA training sessions," said Okemah's Thompson, who told of success stories he is experiencing following a recent Peter Wagner advertising course. "We're trying to have an extra publication each month

to supplement our regular editions." The *News Leader* publishes on Wednesdays and Saturdays. To encourage tourism, the Thompsons are publishing a "Travelzine" tabloid to various markets and will soon be sending another special product, "Heart and Soul" monthly to every address in Okfuskee County. Those are all ideas he brought back home from OPA/ONF workshops.

"I've also learned that we need to do some marketing and help our struggling businesses," Thompson said. As a follow-up to a Peter Wagner workshop, Thompson offered a grocer a unique advertising location to test market a sale item. A grocer cooperated, selecting one item, a gallon of milk, to advertise in that particular spot. He sold six times the gallons he normally sells over a weekend.

In Henryetta, Rice also wants to find ways to help businesses be recognized and reports that starting the "Readers' Choice Awards" that she has seen other newspapers utilize has been a positive move. "The promotion helps us, but it also helps the businesses," she said.

In Okmulgee, Sumner told of a recent promotion that gave him some extra income...and extra exercise. Advertising slots were sold on a door hanger (he made sure he included the *Daily Times* in one of those ads for a discounted subscription). His original plan to distribute the door hangers door-to-door didn't work out, so he did the placement himself...door to door in Okmulgee. It took him four days, but he says the profit was worth it. "Sometimes it's good for the publisher to go back to being a delivery boy," he said.

INCIDENTALLY...

Visiting Oklahoma newspapers energizes the socks off of me! I have been so impressed with how small newspapers produce big results with few people and how big newspapers are thinking more and more outside of the box to offer the public creative sources of news and advertising.

As for this last trip to Drumright, Stroud, Prague, Okemah, Henryetta and Okmulgee, here are just a few other interesting tidbits about our fellow journalists:

- In Okmulgee, Sumner is concerned about the city's declining population. He says a newspaper must feel a responsibility to help a town grow – to work with others to give a community a shot in the arm it needs.
- In Henryetta, publisher Rice has convenient access to the Okmulgee County Sheriff – she's married to him. The five-member

staff recently moved across the street to new offices when their home of many years faced continuous flooding issues. Before working in Henryetta, Rice worked for the *Daily Times* in Okmulgee and also operated her own newspaper, *Oklahoma News Weekly*, which covered Beggs, Mounds and Kiefer. The Henryetta Free-Lance publishes each Wednesday and also produces a weekend edition that is combined with Okmulgee's weekend edition and carrier-delivered to local and area subscribers of both newspapers.

- It would be an understatement to say that Okemah's Thompson is a people-person. For 30 years he was a Church of Christ minister. He and his wife have also done mission work in Ukraine. Before buying the newspaper, he came close to purchasing a gas station/convenience store, but pulled out at the last minute. He says it was a "God thing" that directed him to the news business, as the financing, which was already set up for the gas station, fit the bill perfectly for his venture into the newspaper industry.
- In Drumright, Vice has found her life's passion. She's a biker chick. No foolin'. She said it was four years ago that she discovered the freedom and excitement that comes with the open road. She's active in the ABATE organization and designs and publishes the group's "Biker Journal" for them each month.
- He can't remember the last time he had a true vacation, but Stroud's Brown said he thinks it's a good idea for newspaper publishers to find somewhere to enjoy some stress-free time. He found such a spot about 12 miles from the office where he bought 40 acres and has transformed it into a hide-away he calls Cross Timbers, based on Washington Irving's travels and writings. He says hunting and fishing provide great therapy.
- Maintaining a dialogue with your state gov-

ernment officials is always a good idea, says Prague's Andrew Lee. He said he has talked at length with his state representative about the importance of legal notices remaining in newspapers. "My representative understands the importance of newspapers in our communities," he said.

THEY SAID WHAT?

Without question, every newspaper in Oklahoma can share some doozy customer service experiences. But here, a couple to wrap-up Road Trip No. 3:

In Prague, Sharon Lee has accepted that a small town newspaper is thought of as "information central." And that's a good thing – even if it means hunting for a phone number in an ad that ran once two months ago. "I know I saw it in your paper," the caller says.

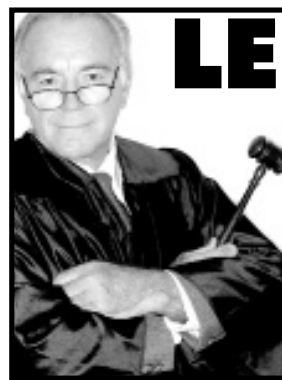
However, one recent caller gave the newspaper more credit than Sharon was willing to carry on her shoulders. Each spring Prague hosts the Kolache Festival, which brings in visitors by the thousands.

"A lady from Missouri called two weeks before the festival and asked, 'Can you tell me if it will be raining at this year's festival?'...that was one answer I wasn't able to provide," she said.

Then there's the Stroud subscriber. Mike Brown recalls when his mother was working at the news office and taking care of the front desk and a subscriber came in explaining that she and her family would be gone for three weeks.

"She asked if she could go ahead and pick up the next three week's editions before leaving town," Brown said. "And she didn't seem to understand the explanation that those issues had not yet been published.

"There are lots of misconceptions about the newspaper business. Some of my oldest friends only recently came to the realization that the 50 cents we get from each throw of the paper does not provide my livelihood."



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Despite the plain language in the Oklahoma Open Records Act, public bodies continue to create agendas lacking essential information required by the law. See 25 O.S. § 307(E); § 311(B).

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PAYROLL RECORDS

The public has access to payroll records, but some information on the payroll records, such as deductions, may lawfully be deleted from the record prior to public access. See 51 O.S. § 24A.5(2).

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For dues and other information about the Legal Services Plan, or to become an LSP member, contact Mark Thomas at the Oklahoma Press Association.

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Oct. 1 deadline to file Statement of Ownership

Postal Notes

by **BILL NEWELL**, OPA POSTAL CONSULTANT

It's that time of year again for the completion and filing of your Statement of Ownership (PS Form 3526).

Periodicals publishers should start gathering information for the annual filing. Since Oct. 1 falls on a Saturday this year, try to file your Statement of Ownership with your postmaster on Sept. 30, but no later than Monday, Oct. 3.

Be sure and complete all items as required, including Item 16, and don't forget to sign and date the form. General publications mailing daily must publish a complete Statement of Ownership no later than Oct. 10. For weekly publications, the form must be included in the publication no later than Oct. 31. Present your postmaster a copy of the issue containing the Statement of Ownership noting on the top of the front page the page number where it's located.

POSTAGE INCREASES

Publishers should plan on a postage rate increase in January as a result of the Consumer Price Index (CPI) increasing. The USPS is expected to file a request for the increase in early October. As more information becomes available, I will let you know.

Russell Perry receives national Shriners award

Russell Perry, publisher of The Black Chronicle and president of Perry Publishing & Broadcasting, received the national Prince Hall Shriners Outstanding African-American Award on Aug. 17 in Cincinnati, Ohio.

Perry founded the Black Chronicle in 1979, and now heads Perry Publishing & Broadcasting, which owns 16 AM and FM radio stations located throughout Oklahoma and in Augusta, Ga.

Perry was nominated for the award by Donald R. Parks, imperial potentate of the Prince Hall Shriners.

Previous recipients of the national award include Gen. Colin Powell, U.S. Rep. John Lewis, William E. 'Bill' Cosby Jr., Erwin 'Magic' Johnson and Eddie G. Robinson.

Test redesign elements in house ads before launch

By ED HENNINGER

You've been working on a redesign for a few months now. Most of your 'i's are dotted and most of your 't's crossed. Only a few details left to work out.

Problem is, though, that you haven't tested many of the items you expect to introduce with the new look. Will the red you've chosen for the nameplate work on your press...or does it need to be tweaked? How about that light italic typeface for the subheads? And those gradient screens... well, they look fine off your color printer but how well will they hold up on the press?

When these questions arise, I recommend to my clients that they run a press prototype so they can see for themselves if the elements are going to print well... or not.

But sometimes a prototype isn't very practical – or it's just too costly.

Then I suggest that the testing be done during regular press runs in the weeks preceding the redesign launch. And the best way I know to test redesign elements – without them actually being used to deliver the news – is in house ads.

Most newspapers run house ads for classifieds, upcoming features and series – some more liberally than others. Why not take advantage of those ads and do them using new elements such as type faces, colors, gradients, logos and the like?

Yes, it may take a bit more effort on the part of your staff to create the test ads, but the payoff is that you get to see the new



Gradient screens and borders, new colors, new type faces, drop shadow specs – all of these can be tested in your house ads as you near the launch of a redesign.

elements in print – off your press and during a regular press run, where they won't get the extra-special attention they may receive during a prototype run.

Here are some ideas:

KEEP IT SIMPLE: Don't try to run every new element in one ad. Keep the number of items low and don't overdo with gradients and colors.

GIVE IT SOME SIZE: If the house ad is too small, it's going to be difficult to see if the elements are working as you had hoped. Pump up the size on these ads to four – or even six – columns wide.

USE ALL OF YOUR COLORS: In various ads throughout the testing process, use all the colors you plan to introduce in the new look. You really don't want any unfortunate surprises. And...

TRY BLACK AND WHITE: This will give you the opportunity to see if the rule weights you've selected will be OK, for example.

And you can determine whether you want to use bold or semibold font for captions.

BE SELECTIVE ON TYPE FACES: If your new type faces include some odd fonts such as "extra condensed italic poster bold," it's probably not necessary to test those. (And you probably should toss those out, anyway!)

RETEST AS NEEDED: If something isn't working quite right – say, that khaki color you want to use in some section labels – rework the color values and retest.

Testing in house ads is a sure-fire method to check out the elements you want in your new design. Take the effort – and give yourself the time – you need to do it right.

ED HENNINGER, an independent newspaper consultant and director of Henninger Consulting, offers comprehensive newspaper design services including redesigns, workshops, design training and design evaluations. Contact Henninger by email at edh@henningerconsulting.com, phone (803) 327-3322 or visit henningerconsulting.com.

First Amendment protects journalists in federal court

By MICHAEL MINNIS, OPA ATTORNEY



A recent Federal District Court decision re-emphasized the protection of journalists' sources arising under the First Amendment.

In this case, the Justice Department was prosecuting a former CIA employee suspected, among other things, of leaking secret information. The Justice Department subpoenaed the author of a book containing reports about CIA activities. The purpose of the subpoena was to force the author to reveal his sources for that story.

The District Court noted that the Fourth

Circuit Court of Appeals had recognized a "qualified First Amendment reporter's privilege" and that this privilege involved a balancing test to decide whether or not the privilege would be a barrier to testimony.

The test is a three-part one: (1) "whether the information is relevant; (2) whether the information can be obtained by alternative means; and (3) whether there is a compelling interest in the information."

In partially granting the reporter's motion to quash, the Court found that the government failed to adequately summarize "the extensive evidence that it already has collected through alternative means"

and failed to establish that the testimony was "necessary or critical to proving" guilt beyond a reasonable doubt.

The Court limited the testimony that could be required of the reporter to four specific topics.

Although Oklahoma has statutorily recognized a Journalist's Privilege (12 O.S. § 2506), this state statutory privilege is not recognized by federal courts except in diversity actions. Thus, First Amendment protection is very important.

Fortunately, the Tenth Circuit does recognize a First Amendment protection for journalists' sources.

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JULY 2011 COLUMN WINNER **GLORIA TROTTER, THE COUNTYWIDE & SUN**

JOURNAL

Two heat-related deaths have been reported at 412 S. Ninth St., Tecumseh.

Pronounced finally, completely and irretrievably dead were a mature rubber tree plant and a juvenile hydrangea bush.

Homeowner Gloria Trotter admitted that the rubber tree's demise is at least partially her fault. Due to a very busy spring schedule and the resulting exhaustion, she was derelict in regularly watering the poor plant even before moving it to the front porch once the frost danger was past.

That, combined with an unjustified faith in the inevitability of spring rains, obviously weakened the tropical plant to the point where it could not survive this summer's scorching heat.

"Honest, I watered it every couple of days after moving it outside," she said. "But I guess it was just too late."

The plant was a treasured member of the family, she said, since it was originally a gift from close friends when Wayne's mother died in 2003. After Wayne's father moved into an assisted living center a few years later, the Trotters brought the plant home with them, where it had resided in relatively good health since.

"I just didn't want to admit it was gone," Gloria said. "For weeks, it remained green and seemed fine. But in the past week or so, the poor thing began to droop alarmingly. Finally, it just gave up."

While the hydrangea bush did not have the sen-

timental history of the rubber tree, its loss is just as painful, she said.

"I've always wanted a hydrangea in the yard," she said. "But spring is always so busy, I just never got around to getting one. This year, when I went to get my annual batch of geraniums, the hydrangeas called out to me. I picked one out and proudly planted it in front of the house.

"And I did not neglect this one. I watered it virtually every day. It hung on bravely for weeks, but the last couple of weeks were just too much. It's completely brown and shriveled. It's gone."

Trotter said she is consoled by the fact that her two pots of mother-in-law tongue, which once belonged to her mother, seem to be doing fine. So are the hens and chickens (plants all), also a legacy of her mother, and the irises. Two-thirds of the geraniums are struggling but so far surviving, while those in a third planter have mysteriously succumbed to whatever.

Since the plants mentioned above are the extent of her gardening (not counting long-established trees and shrubs that flourish with no attention at all), Trotter's reputation as a black thumb is intact.

"Guess I should have mulched that hydrangea like the instructions directed," she admitted. "But, really, I blame the heat and lack of rain."

No effort will be made to replace the lost plants this year or any year until the weather gets back to normal — if it ever does.



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