

Oklahoma Publisher

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THIS MONTH:

WEEKLY TO DAILY learn more about a community paper's decision to jump from weekly to daily publication

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LION TAMING Apple released its newest OS, Lion, in July. Our computer specialist Wilma Melot guides you through some of the growing pains you can experience if and when you upgrade.

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ON THE ROAD AGAIN. OPA President Rusty Ferguson and OPA Executive Vice President Mark Thomas continue their statewide visits to member newspapers

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Oologah Lake Leader Revamps Website

By MORGAN BROWNE,
OPA STAFF

Updating your newspaper's website doesn't have to be a costly or time consuming process. There are numerous platforms and tools that you can use to make a quality site on budget.

On July 28, the Oologah Lake Leader launched its new website, Oologah.net.

The Leader had been planning to launch its new site for a year, said Faith Wylie, co-publisher of the Lake Leader. But it wasn't until earlier this summer that an extra pair of hands in the form of a summer intern made it possible to start and complete the project.

"We started the third week of June and were pretty much done by the middle of July," said Wylie.

One of the bigger changes on the site is the variety of ad sizes that appear on the pages.

"Before, we had just one standard size and everyone did the same thing," Wylie said. "We went to standard Internet ad sizes and now people have choices."

'The first week we launched, the staff had their stories up before I even had pictures ready to put up.' Faith Wylie

Wylie said she only had two weeks to introduce the site to advertisers and do some upselling.

Oologah.net is designed on a WordPress publishing platform. WordPress is a free content management system (CMS) that allows those with little or no experience

The screenshot shows the homepage of the Oologah Lake Leader website. At the top left is the logo for 'Oologah Lake Leader'. To the right is a banner for 'Lakeside State Bank' with the tagline 'Banking as it should be!'. Below the logo is a navigation menu with links for 'Complete Online Edition', 'Classified Ads', '7 Day Forecast', and 'Lake Level'. There are also social media icons for Facebook and Twitter, and a search bar. The main content area features a large image of a water tower with a text overlay: 'Do you know these six mystery photos? Enter the Mystery Photo Contest by commenting on this post before midnight Friday. We'll post all the entries and the correct answers then. Prizes are a \$25 Gift Certificate from Pete's or a \$20 Gift Certificate from Mid America Farm and Ranch.' Below this is a weather widget showing 'Light rain' and '68°F' for the next three days. There are also several smaller article teasers, including one for 'PSO: Rolling blackouts possible if customers don't cut power use' and another for 'MALSBERGER Family Social'.

A screen capture of The Oologah Lake Leader's new website, Oologah.net.

in web design and programming to update content on a website.

There are hundreds of templates and themes that can be customized, with little knowledge of programming, until the look and feel of the site is right for you.

There are multiple CMS programs on the market and many, like WordPress, are free. Joomla! is another popular, free and open source web platform.

Designing the site in-house on a free platform is a great way to skirt costs, but Wylie was also able to find less expensive hosting (the service that stores your content so that it is accessible when people visit your site) than her previous providers.

In addition to Oologah.net, Wylie purchased other domain names such as OologahLakeLeader.com and OologahNews.com, which all redirect back to the Oologah.net site. This ensures that people typing in URLs to find the news in Oologah will find the Lake Leader's site.

Domains can be purchased at a reasonable cost on sites like GoDaddy.com. Buying multiple, related domains is a common practice.

The only other large cost beyond hosting and domain names was a \$79 premium theme from WordPress that was tweaked and changed to fit the design that Wylie wanted.

Upgrading or creating a new website can also save you or your web person valuable time. On the Lake Leader's previous site, Wylie was the only person on the staff who could update the website.

"We were doing it the old fashioned way with an HTML editing program," Wylie said. "I was the only one putting up news stories. I had to add in the HTML returns after every paragraph and all that stuff."

On the new platform, Lake Leader reporters are able to easily and quickly upload their stories to the site using the WordPress content management system.

The Lake Leader's summer intern was able to train the entire staff on the system in the course of two afternoons, said Wylie.

"The first week we launched the site, the staff had their stories up before I even had pictures ready to put up," said Wylie. "Normally I'm sitting there at midnight on Wednesday putting up stories."

Oologah.net and the Lake Leader's Facebook page have become vehicles for several Lake Leader promotions, such as mystery photo contest. In this contest, regional landmarks are photographed and whoever guesses it right gets a prize provided by a local business.

There are many websites and YouTube videos that provide tutorials on how to create a website on a platform like WordPress or Joomla!.

With some research, a bit of know how and some trial and error, a new website can be an easily attainable and affordable piece of your news operation.

TIME OUT

OPA PRESIDENT'S COLUMN

BY RUSTY FERGUSON, PUBLISHER OF THE CLEVELAND AMERICAN

It was Babe Ruth who said, "You may have the greatest bunch of individual stars in the world, but if they don't play together, the club won't be worth a dime."

Thoughts and opinions certainly run the gamut when attempting to identify teams that worked together for great success.

A Sooner, such as myself, might think of OU's 1975 national championship team. Top-ranked Ohio State had lost to UCLA in the Rose Bowl, so if the Sooners could knock off Michigan, they would be national champs. Thanks to teamwork, OU earned a 14-6 Orange Bowl victory and its second national crown under Barry Switzer. OSU Cowboy fans might think of the 2001 bedlam football shocker in Norman when a touchdown pass in the fourth quarter led the Cowboys to a 16-13 win over my Sooners. (Ugh! That still smarts!)

Then, there's always the excitement of "Team USA!" Who can forget the 1992 Olympic Dream Team lead by co-captains Magic Johnson and Larry Bird? Of the 12 players on the team, ten were later named among the 50 greatest players of the NBA's first 50 years. It was seven years later when the U.S. women's soccer team beat China to win the Women's World Cup title. It proved to be a dramatic made-for-TV spectacle as a penalty kick won the trophy and capped off a game for the history books. And who could forget the Miracle on Ice that had the nation shouting in unison in 1980? Team USA's Olympic victory over the Soviet Union is considered by many as more than just the greatest moment in American hockey, but the greatest moment in sports history.

The debates over who's the best will rage on forever. But there should be no argument when it comes to determining how these great teams succeed. It's the way a team plays as a whole that determines its success.

Obviously, such success can be seen in many places besides the sports arena as leaders in all fields hope to get everyone to pull together and function as a team instead of going in separate directions.

Consider the world of business. Industrialist Henry Ford, the founder of the Ford Motor Company knew something about

teamwork. Credited with the development of the assembly line technique of mass production Ford said, "Coming together is a beginning. Keeping together is progress. Working together is success."

The result of similar success smiles out at many of us each morning when we fire up our Macs. The team at Apple computers knows all about the importance of working together and drawing from one another's strengths. Their ultimate goal was to unleash, in themselves and others, unlimited individual creativity. In 1983, when the first Mac allowed non-geeks to take the little machine out of the box and use it almost instantly, it was clear that the product captured the collective expression of the team players who poured long hours and abilities into it. That friendly little icon is a smile of success.

And speaking of smiling, consider the comedy teams that have shared laughter with us over the years. One of my all time favorite ensembles consists of the Ricardos and the Mertzes. Yep, I Love Lucy... always have. Watching her react to a never-ending loaf of bread that pops out of her kitchen oven makes me laugh as much today as it did when I first viewed it as a kid. I Love Lucy, which debuted in 1951, continues to play worldwide all these years later. The remarkable chemistry — teamwork — between Lucy, Ricky, Fred and Ethel not only succeeded, but has endured. My family actually enjoyed an "I Love Lucy" evening meal on Aug. 7 — Lucy's 100th birthday. I'll spare you the details, but just know it was a jovial occasion. As you take a look at your team, is there an effort being made to work together toward a common vision? If you're the "coach" are you working to lead the individually talented members of your team toward the goals and objectives of your newspaper? And have you considered allowing a little laughter to drive ordinary people to obtain the uncommon? Just some things to consider. Go team!

THE POINT AFTER

"Individual commitment to a group effort — that is what makes a team work, a company work, a society work, a civilization work." —Vince Lombardi

New publisher at Chickasha Express-Star



Mark Millsap was recently named publisher of the Chickasha Express-Star.

Millsap was born and raised in Oklahoma, but his career path in the newspaper industry led him through Wisconsin, Alabama and Louisiana before returning him to his home state.

"We are really pleased to have Mark leading the Express-Star team," said Terry Connor, Community Newspaper Holdings Inc. senior vice president and Great Plains Division manager.

"The experience that Mark brings to the newspaper will help move us forward in serving our readers and advertisers better every day through both our print and digital products."

Millsap is ready to become involved in the community.

"I want to get out and start meeting people. I want our newspaper to continue to be the No. 1 news source for Grady County," he said.

"The biggest message I would like to convey is that newspapers are not dead. They are not dying. They are growing. We want to get people the information when they want it and need it. I believe in delivering value to our advertisers," he said. "Newspapers are alive and growing."

Millsap graduated from Northeastern State University in Tahlequah in 1996 with a degree in mass communication and advertising.

He began his newspaper career as an advertising sales rep and was then offered his first advertising director position in Fond du Lac, Wis.

Millsap most recently served as advertising director for The Times in Shreveport, La.

"Two goals in my career were to be an ad director by the time I was 30 and a publisher by the time I was 40. I became an ad director at 29 and now a publisher at 39," Millsap said. "It's just a bonus for me to be in Oklahoma. I just couldn't ask for a better opportunity."

Knoll named Transcript's advertising director

Veteran multi-media sales executive Debbi Knoll is The Norman Transcript's new advertising director.

Knoll comes to The Transcript from the Enid News & Eagle, where she served as advertising director for the last three years. Both The Transcript and News & Eagle are owned by Community Newspaper Holdings Inc., based in Birmingham, Ala.

"We are very pleased that Debbi will be leading our advertising sales team," Transcript Publisher Terry Connor said. "Debbi brings a wealth of experience and knowledge to The Transcript that will allow us to better serve advertisers and readers with all of our print and digital products."

Knoll will lead a 13-person team responsible for advertising sales, design



and customer service of The Transcript, the new Norman magazine, normantranscript.com and several other print and digital products.

Knoll has an extensive background in media sales, with experience in sales and sales management at five newspapers. She also brings experience in radio promotion, television sales, event planning and magazine publishing.

An Oklahoma native, Knoll's early newspaper career began in her hometown of Frederick and later for the Stillwater NewsPress. Knoll was also on the staff of the Boulder (Colo.) Daily Camera. From Colorado, she moved to Alaska where she was a senior account executive for the CBS affiliate, KTVA-TV in Anchorage.

Prior to Enid, Knoll led an 18-member sales team for the Dallas Morning News, was national new business development manager for six years at the Wall Street Journal and associate publisher for two national medical magazines.

Experts to give advice on meeting coverage

Your editor just gave you an assignment: Cover the city council meeting.

Your palms get a little sweaty and you wish there was someone you could talk to before heading to the meeting – someone with experience.

Don't wait until you find yourself in this situation. Take advantage of a workshop being offered by the Oklahoma Newspaper Foundation on Thursday, Sept. 15.

"Making Meeting Stories Matter" will be held from 10 a.m. to 3 p.m. at the Meridian Convention Center (formerly the Clarion) at 737 S. Meridian Ave. in Oklahoma City.

Whether workshop attendees are new to reporting in general, new to a beat involving public meetings or just need a reminder of how to keep meetings stories lively and relevant, this workshop can help.

In the morning, Tulsa World city reporter Brian Barber will cover the basics of starting out on a beat that involves public meetings.

Ziva Branstetter, the World's enterprise editor, will discuss finding and following project story ideas from routine meeting stories.

Joey Senat, Oklahoma State University professor, will speak on Open Meeting Act basics for reporters.

"We will examine what public bodies should and shouldn't do under the Oklahoma Open Meeting Act," Senat said.

Senat will use real examples to demonstrate some of the most common violations involving agendas and executive sessions.

"We'll also look at statutory loopholes and at how public bodies use the letter of the law to defeat the spirit of the law," he said.

"And we'll discuss what reporters should do in these situations."

Afternoon speakers include Bryan Dean, The Oklahoman's breaking news reporter and current FOI president, who will cover issues reporters may face in meeting stories.

Wayne Trotter, publisher of the award-winning Countywide & Sun in Tecumseh, will explain how to spot good meeting stories, edit meeting stories and decide which meetings to cover.

After the sessions, you can get your questions on meeting coverage answered by this panel of speakers with decades of journalism experience.

Questions from registrants may be answered during this panel discussion. If you have a question and plan on attending, email it to enichols@okpress.com.

Registration is just \$35 per person.

For more information, go to www.okpress.com/events-calendar to register online or print a PDF of the registration form.

If you have questions, contact Member Services Coordinator Eli Nichols at (405) 499-0040 (1-888-815-2672 toll-free calls in Oklahoma) or by email at enichols@okpress.com.

New staff members at Duncan Banner

Three new employees have joined the staff at The Duncan Banner – news reporter Rebeka Rutledge, advertising representative Steve Sutton and telemarketer/classified ad clerk Denise Baxter.

Rutledge moved to Duncan from Whitharral, Texas. After receiving an associate's degree from South Plains College, Rutledge attended West Texas A&M University in Canyon, Texas, majoring in mass communication-print media.

"I pursued journalism because I have always enjoyed reading and writing," said Rutledge.

Prior to his new position as advertising rep at The Banner, Sutton served as a marketing manager with CableOne for 10 years.

"I've dealt with the people at The Banner for years and I already knew everybody," Sutton said. "I like the opportunity to go out and visit with business owners and the people in town."

Baxter was employed in the retail industry prior to joining The Banner staff. She finds her new position at the paper refreshing.

Elk City native now working for Elk Citian

Tim Locklear recently joined the staff at the Elk Citian in print and Web production.

Locklear will be undertaking the task of maintaining and revamping the Elk Citian's online media assets.

"Tim comes from a long line of newspaper people," said D.W. Manning, publisher of the Elk Citian. "His background and innate understanding of what a community newspaper should provide fit well with our philosophy here at the Elk Citian."

Locklear, who studied communications at Oklahoma State University, most recent-

ly served as marketing director of an Oklahoma City area construction company.

He has served in various positions at newspapers in Oklahoma and Texas, and has produced a wide variety of media products.

"I'm ecstatic to be returning to the newspaper business," Locklear said. "Having grown up in the industry, I understand the importance of community media. I look forward to helping provide Elk City with a fresh, cutting-edge newspaper product."

Locklear, 28, was born and raised in Elk City.

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Mustang Times teams up to air live football



Mustang Times Publisher Steve Coulter (left) with Kevin Christopher, operations manager for Tyler Media, at Mustang's Bronco Stadium. The Times and Tyler Media reached a deal to broadcast Bronco football games live on King Country 97.3 FM beginning this season.

Photo by Jeff Harrison, Mustang Times. Reprinted with permission.

The Mustang Times and King Country 97.3 FM KKNG have teamed up to air Mustang High School Bronco football live every game night.

Starting with the season opener against Yukon on Sept. 2, King Country will be the home for Bronco football, with all regular and postseason games broadcast live on 97.3 FM.

Mustang Times Publisher Steve Coulter is thrilled with the partnership that he says will add another dimension to the paper's coverage of Mustang athletics.

Coulter said the broadcast deal has been

well received by the business community and that several partnerships with local businesses have been landed.

"We are so excited for the live radio broadcasts," Coulter said. "The response has been terrific and our advertising spots are already sold out."

The Times is selling radio spots for the games and keeping 100 percent of the sales, Coulter said. In return, the newspaper pays the radio station a set fee to do the broadcast.

"It's a win-win situation for both of us," said Coulter.

Hartshorne Sun merges with McAlester

The final, full edition of the Hartshorne Sun was distributed July 7.

The paper merged with its "parent" paper, the McAlester News-Capital, beginning July 14. The News-Capital now features a special, weekly page dedicated to the Hartshorne and Haileyville communities.

"It just makes good business sense to merge the two properties together," said Amy Johns, publisher for both the Hartshorne Sun and McAlester News-Capital. "Both are owned by the same parent company, Community Newspaper Hold-

ings, Inc., and merging resources will help operations become more efficient."

Hartshorne Sun subscribers received notices detailing how they would be able to continue receiving their community news.

"We will continue to provide news and information every Thursday about Hartshorne and Haileyville," Johns said.

"The only difference is we will no longer print a full edition.

"It is a privilege to serve these communities and we will continue to do so," she said.

New circulation director at Neighbor Newspapers

Robert Robertson has been named circulation director for Community Publishers Inc.'s Oklahoma division of Neighbor Newspapers.

His responsibilities will include overseeing and coordinating the circulation of Neighbor Newspapers' print publications from the corporate offices in Broken Arrow.

Robertson has seven years of experience in management positions at the Enid News & Eagle and his last position at The Eagle in Bryan, Texas.

"I am driven to sell newspapers," Robertson said. "At this point, many of our

publications are well-established, but my focus is on promoting our products such that we increase readership.

"I think the community-based publications will retain their foothold and thrive as long as we consistently service local needs."

The 14 publications in Neighbor Newspapers are the Broken Arrow Ledger, Bixby Bulletin, Catoosa Times, Collinsville News, Coweta American, Glenpool Post, Jenks Journal, Mannford Eagle, Owasso Reporter, Sand Springs Leader, Skiatook Journal, Tulsa Business Journal, Tulsa Daily Commerce, and Wagoner Tribune.

Sand Springs Leader adds new reporter to staff

Nick DeMoss, a recent University of Arkansas graduate, has joined the staff of the Sand Springs Leader as a reporter.

DeMoss was hired to cover the city beat, said managing editor Dustin Hughes.

DeMoss majored in journalism and French at the University of Arkansas.

"I heard about the opportunity and thought it would be an excellent way to experience community journalism firsthand," DeMoss said.

**OPA CALENDAR
OF EVENTS
GAME
PLAN**

Complete Listing of Events at
www.OkPress.com

THURS., SEPT. 15 ONF WORKSHOP, OKC **MAKE MEETING STORIES MATTER**

From crafting the story lead to research to how to start on a beat, there's a lot to know about covering that city council meeting. Don't you wish you could ask a group of experienced reporters and editors what to do before you grab a fresh notebook and head out to the meeting room? Now you can. Local newspaper reporters and publishers will speak on Open Meetings law and the best way to cover and write stories about public meetings at this workshop. Registration \$35.

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.

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.

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.

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.

Elk Citian transitions to daily publication

What once was a weekly is now a daily. The Elk Citian ended its distribution as a weekly publication on Aug. 10, 2011, and emerged as a daily on Aug. 15.

The name of the publication also changed – from the Elk Citian to The Daily Elk Citian, now published Monday through Friday.

“We have been working on going to daily publishing for about two years now,” said Derek Manning, co-publisher of The Daily Elk Citian.

“We felt like we had reached the limit of what we could do with a weekly in this market and we wanted to take this step to see if we can produce as good of quality and as successful of a product as we did with our weekly.”

Coinciding with the publishing change, the print product has been redesigned with the help of Ed Henninger, a nationally known newspaper design consultant. Henninger teaches workshops for individual newspapers and press associations around the country that focus on news design and advertising.

The Elk Citian invited Henninger to teach a week long workshop at the paper in May to help achieve a forward thinking and more readable design.

Since The Daily Elk Citian's weekend edition publishes Friday evenings, the paper will turn to Twitter, Facebook and its website for up-to-date weekend sports

coverage. The paper's reporters will be tweeting live updates on the sidelines of games, posting on The Daily Elk Citian's Facebook page and updating the website with scores and news. The Monday print edition will feature in-depth coverage and game recaps.

The daily publication also launched a new website at TheDailyElkCitian.com.

“One of our new employees, Tim Locklear, has done an extremely good job with the website,” said Manning.

“It's an impressive new design, even better than the design we had before, which we won an award for last year.”

Due to the increased coverage, the new daily increased its staff to better handle the added publishing days and web coverage.

“We have about doubled our staff,” said Manning.

“Originally we had four to five full-time staff, depending on the time of year. We now have eight full-time employees and two close enough to full-time that I call them full-time.”

The staff of the new Daily Elk Citian is excited for what the future holds for the paper and so is Manning.

“We've been able to put together an exceptional staff and we're looking forward to better serving our customers and community,” he said.

Rates for The Daily Elk Citian have also increased.

A year of in-town delivery is now \$58, and a year of mail delivery is now \$70. The weekly rates were \$29 for in-town and \$35 for mail. Current weekly subscribers have already been switched to a daily subscription.

Daily Elk Citian
MONDAY, AUGUST 15, 2011
50 CENTS

Supporters of bond begin publicity push
Educational video to be released

School's in session
Students begin a new school year in the Elk Citian area.

New school previewed
Superintendent previewed the new school building to the community.

Police: Domestic dispute ends after man hit by car
A man was injured in a car accident during a domestic dispute.

Subscription rates set
Current subscribers rewarded with smooth transition

Nine high school newspapers receive \$7,500 grants

The Ethics and Excellence in Journalism Foundation has, for the fourth year in a row, funded a grant for the Oklahoma Scholastic Media Initiative, administered by Oklahoma Scholastic Media at OU's Gaylord College of Journalism and Mass Communication.

The grant, totaling \$85,000, allowed OSM to award \$7,500 newspaper start-up or improvement grants to each of nine schools, which will be used to start five newspapers and improve four existing newspapers.

For the first time this year, OSMI organizers reached out to the Oklahoma Press Association, which yielded great results, OSM Executive Director Kathryn Jenson White said.

Oklahoma schools receiving grants were Cleveland High School, Community Christian School (Norman), Coweta High School, Harding Fine Arts Academy (Oklahoma City), Kingfisher High School, Mercy School (Edmond), Pawnee High School, Take Two Alternative Academy (Ardmore) and Vinita High School.

Post Office looks at 'village post office' concept for communities where closure possible

Postal Notes

by BILL NEWELL, OPA POSTAL CONSULTANT

Last month the US Postal Service (USPS) released a list of post offices under study for possible closure. In Oklahoma, the study shows that of the current 590 post offices, 113 are under review, or 19 percent. Of the 31,980 post offices nationwide, 4,404 are being reviewed for possible closure.

In communities partially affected by post office closure, the USPS is looking into the village post office concept. This is a program where the USPS contracts with a private business, i.e. convenience store, grocery store, etc., to provide some postal services.

If you wonder what Oklahoma's standing is compared to across the nation, here

are some examples. None of the 60 post offices in the state of Delaware are being considered. In Texas, 284 of 1,680 post offices are being considered. I will keep you up to date on possible post office closings as more information becomes available.

For more information about post offices expanded access strategies, visit usps.com/news. Information includes areas the post office is looking into to try to improve business stature and to streamline operations. You can also learn more about their retail/replacement option referred to as village post offices.

EXCEPTIONAL DISPATCH

With the implementation of the Delivery Unit Optimization program, many of you may want to look at the Exceptional Dispatch option to insure delivery of car-

rier routed mail to a zip code whose carriers work out of a different facility than before.

Exceptional Dispatch is where a mailer takes mail to the post office of delivery (or delivery unit) that will perform the delivery – the unit the carriers work. By taking carrier routed mail that is in delivery order to the facility the carriers work from, you are entitled to a Destinating Delivery Unit (DDU) discount. Following are the guidelines used to request this option:

1. Determine the office where you want to take the mail.
2. Visit with the postmaster of that office and make him aware that you wish to bring your newspapers to the carriers that work out of his office using the Exceptional Dispatch option.
3. Make him aware of the day(s) of the

week and time of day you will bring the mail to his post office.

4. Write a letter to your postmaster requesting permission for Exceptional Dispatch to the office you have selected. You may wish to copy the postmaster of the office where you will be taking the mail. In the letter you should state:

- day(s) of the week you will be taking the papers to the destinating delivery office,
- the time of day you will be bringing the papers, giving a two hour window, and
- itemize by separation the number of address pieces, i.e. RR 01, 55 pieces, RR 03, 57 pieces, etc.

Keep a copy of the letter on file and review the number of pieces periodically and submit an amended letter should the number of pieces change +/- two percent.

OPA/OPS board of directors review Facebook Rules of Engagement

The Oklahoma Press Association Board of Directors met July 28, 2011, in Oklahoma City. See list at right for those attending.

Ferguson called the meeting to order and asked the board to review minutes of the June 9, 2011, meeting. The minutes were unanimously approved as presented.

Financial reviews included OPA and LSP financial statements, and OPA and LSP investment reports for the period ending June 30, 2011. The board acknowledged receipt of the statements and reports.

The board also reviewed OPA, OPS and LSP contracts for the legal services of Michael Minnis of Doerner, Saunders, Daniel and Anderson for FY 2011-12. The proposed contracts did not include a rate increase from the previous year's contracts. A motion was made and unanimous-

ly approved to accept the new contract and existing rates for Minnis.

In other business, Dyer reported on the status of the Mutual Employee Benefit Trust. After the presentation, Dyer answered questions from the board and also educated the board on some of the financial issues surrounding insurance trusts. Thomas asked to be made aware of changes in the plan administration and any other issues that MEBT thought might affect OPA. Ferguson noted he had served on the MEBT for several years and appreciated the work of the trustees and the challenges facing all insurance companies at this time.

Changes to the OPA policy manual to reflect recent changes to the dues structure and convention schedule also were reviewed. Mayo said amendment dates should be added to each policy change to

reflect the dates of the board's votes and decisions. The board accepted the revisions and staff said they would try to locate the exact dates of all policy amendment decisions.

On July 6, OPA launched a Facebook page, which acquired more than 200 followers in two days. Board members reviewed the Rules of Engagement posted on OPA's page as well as the process for removal and documentation of posts or comments that violate the rules. The board approved the rules of engagement and procedures as presented.

Board members also received a copy of the 2011-12 committee and conference call schedule at the meeting.

At the OPS board meeting, minutes of the June 9, 2011, meeting were approved as presented. Board members also reviewed financial statements for the period ending June 30, 2011. After discussion, the board acknowledged receipt of the statements.

Board members also discussed advertising DNRs for May and June 2011. Staff discussed the DNR situation when ads are placed at a net rate to the paper with only a fee paid by the advertiser to OPS. The board decided the newspaper, if at fault, should pay a DNR fee of \$15 to OPS. That

OPA/S BOARD ATTENDANCE

OFFICERS: President Rusty Ferguson, The Cleveland American; Vice President Jeff Shultz, The Garvin County News Star; Treasurer Gracie Montgomery, The Purcell Register

DIRECTORS: Jeff Mayo, Sequoyah County Times; Jeff Funk, Enid News & Eagle; Robby Trammell, The Oklahoman; Dayva Spitzer, Sayre Record & Beckham County Democrat

GUESTS: Sean Dyer, MEBT Administrator, El Reno Tribune

OPA STAFF: Executive Vice President/Treasurer Mark Thomas; Member Services Director Lisa Potts

ABSENT: Past President Rod Serfoss, Clinton Daily News; Brian Blansett, Shawnee News-Star; Mike Brown, Neighbor Newspapers

fee is equivalent to the fee that would have been paid by the advertiser if the ad had run properly.

Thomas said staff is working on a procedure for handling problems with ad downloads after office hours as well as working on a new promotional idea for the 2x2 program targeted to Made in Oklahoma vendors.

In other business, Thomas said he would be attending the annual Newspaper Association Managers Conference.

Clinton Daily News' carrier retires

After 37 years as a carrier for the Clinton Daily News, Janet Sawatzky has retired.

Mrs. Sawatzky recently was driving more than 20 miles per day to serve the newspaper vendors in Clinton. For many years, she delivered papers six and seven days a week.

Over the years, her route grew with additional vendors including both in-store counter vendors and coin-operated racks.

Although she may be retiring, Mrs. Sawatzky said, "I still love the job."

Through the years, she's had the opportunity to get acquainted with all of her vendors, and they're always willing to tell her a new story, she said.

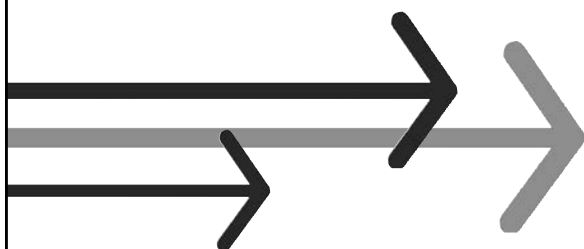
Now that she has retired, Mrs. Sawatzky and her husband, Ray, plan to travel. In fact, later this summer, they have planned a trip with all their children and grandchildren to the Smoky Mountains in Tennessee.

Never miss a sales opportunity

AGAIN.

Get the co-op info you need to sell your advertiser **through your smartphone.**

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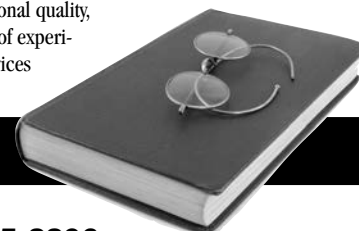
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DEATHS

JULIANNA 'JULIE' (GUY) ARROWOOD, publisher of the Haskell News, died July 29, 2011, in Tulsa. She was 50.

Arrowood was born Aug. 13, 1960, to Bill and Purna Guy. She graduated from Haskell High School and attended Oklahoma Baptist University and Oklahoma State University.

On May 31, 1980, Julie married Steven Arrowood. The couple had three children.

Julie Arrowood's parents began publishing the Haskell News in 1951. Julie worked at the paper with her mother and father for many years. After her mother passed away, Julie worked with her father until his death, when she became publisher.

"Her role at the paper meant that, even in a small town, she traveled in wide circles," wrote Steven Arrowood in a tribute to his wife. "At times, it seemed she knew everyone... Anywhere, any time someone might stop her and comment on something that appeared in these pages."

In addition to running the newspaper, Arrowood was active in Haskell school and community activities. She enjoyed sewing, cooking and participating in outdoor activities such as camping and swimming with her family.

She is survived by her husband, Steven, of the home; two sons, Jason Arrowood of Claremore and Josh Arrowood of Tulsa; a daughter, Sabra Tillman of Stillwater; two brothers, Ricky Guy of Independence, Kan., and Scott Guy of Tulsa; and one granddaughter, Laynie Anne Arrowood.

DANIEL DANA BLACKSTOCK, son of retired Oklahoma Press Association executive director Ben Blackstock, died Aug. 7, 2011, at his home in Oklahoma City. He was 56.

Blackstock was born July 15, 1955, to Ben and Bonnie Blackstock. He graduated from the University of Central Oklahoma in 1976 and enjoyed a career as an oil and gas accountant.

He is survived by his parents, Ben and Bonnie; brother Sam; sister Melissa; and son Brian Daniel Blackstock.

OSCAR TOLLIVER 'O.T.' BROOKS, former publisher of the Marlow Review, Stratford Star, Maysville News and the Kiowa County Democrat, died July 26, 2011, at his home in Blanchard. He was 73.

Brooks was born in Blanchard on Jan. 30, 1938. He graduated from Alex High School in 1956 and shortly thereafter began his newspaper career in Lindsay.

He married Linda Schroeder on Aug. 26, 1956. The two were married for 55 years.

He was hired as a Linotype operator at the Marlow Review in 1964 and leased the paper in 1966. He ran the Marlow Review until 1978. While working in Marlow, Brooks and his wife purchased the Chickasha Star, The Maysville News and the Stratford Star. The couple took over the Kiowa County Democrat in 1986, running it until Brooks retired in August of 2008.

Brooks spent 52 years of his life in the newspaper industry. He was inducted into the Oklahoma Press Association's Half Century Club in 2006.

He is survived by his wife Linda of Blanchard; sons, Rick Brooks and wife Judy of Blanchard, Robin Brooks and wife Lorie of Blanchard, Randy Brooks and wife Caren of Elk City; five grandchildren; six great-grandchildren; brother Joe Brooks and wife Katherine of Blanchard; and sisters, Carolyn Terrell and husband Marvin of Marlow, and Wynona Driskell of Duncan.

ALLAN CROMLEY, longtime Washington D.C. correspondent for The Oklahoman, died Aug. 8, 2011, at his home in Falls Church, Va. He was 89.

For 34 years, beginning in 1953, Cromley was The Oklahoman's bureau chief, and then reported for another nine years in a part-time role, finally retiring in early 1996.

Cromley witnessed some of the most consequential events of the 20th century. In November 1963, he accompanied President John F. Kennedy on his political trip to Dallas. After the president was shot, Cromley and other reporters arrived at Parkland Hospital, where the president had been taken.

"Only when we looked into the rear seat of the convertible did the magnitude of it all hit us," Cromley wrote in 1988, on the 25th anniversary of the assassination. "I remember bloodstained upholstery and red roses scattered over the seat and carpet."

Years later, Cromley said the Kennedy assassination always would surpass other big moments in his life.

He is a member of the Oklahoma Journalism Hall of Fame and the Society of Professional Journalists Hall of Fame in Washington.

Cromley was born April 11, 1922, and grew up in Minneapolis, Kan. After high school he attended the University of Kansas, and then left for military duty during World War II. After the war, he returned to

KU. His first job out of college was at the Kansas City Kansan. A short time later he joined The Oklahoman and Times.

Survivors include his wife, Marian, of the home; two daughters, Kathleen Cromley, of suburban Washington, and Janet Cromley, of Long Beach, Calif.; a son, Carter Cromley, of suburban Washington; and two grandsons.

JAMES LITTLETON 'JIM' PATE, former publisher of The Madill Record, died Aug. 11, 2011, in Dallas, Texas. He was 78.

Pate, a native of Madill, Okla., was born Nov. 23, 1932, to Herbert J. and Mary Gardner Pate.

He graduated from the University of Oklahoma in 1954. He and Mary Elizabeth (Maribeth) Ford were married on June 10, 1954, in Norman.

Since the early 1900s, the Pate family was active in the newspaper industry – first in Tennessee and then when the family moved to Oklahoma. Jim and his father were involved in the ownership of several "country weeklies" in Oklahoma, Texas and Kansas.

Jim was the third generation to be involved in Oklahoma newspaper publishing. He worked for his father at The Madill Record while growing up and returned to the family business after graduating from OU and a stint in the U.S. Army.

Pate served as president of the Oklahoma Press Association in 1975, exactly 25 years after his father served as president of the association. In 1985, Jim became the third Oklahoman to serve the National Newspaper Association as its president. In 1987, he was honored by the OPA when he was presented the H. Milt Phillips award.

Jim and his father were inducted into the Oklahoma Newspaper Hall of Fame just months before his father died.

Jim retired in 1989, leaving management of The Madill Record and The Texoman to his son, Herb. After Herb died in a tragic plane crash in early 1990, Jim resumed an active role with the newspapers. Congressman Bill Brewster, who lost two children in the same plane accident, named Jim his press secretary in December 1990. Pate sold the Madill Record to John D. Montgomery in 1994.

Pate is survived by his wife, Maribeth, of the home; three children, Marti Pate Gallardo of Chappaqua, N.Y., Lauri Pate Kimball of Dallas, Texas, and Bill Pate of Chicago, Ill.; nine grandchildren and four great-grandchildren.

DAVE SCLAIR, who purchased the Edmond Sun and Edmond Booster with Ed Livermore Sr. in 1965, died July 26, 2011.

Sclair operated the two Edmond papers for the partnership until 1970 when Ed Livermore Jr. bought out Sclair's interest.

Sclair then purchased the Northwest Flyer and moved to Tacoma, Wash. The Sclair family grew the publication and changed its name to Western Flyer and then later, with the acquisition of other smaller tabloids and additional growth, renamed it General Aviation News. For the past decade, Sclair's son, Ben, has served as publisher.

Survivors include his wife, Mary Lou; son Ben and daughter Robyn.

DELMER DURWOOD 'JACK' STONE, former executive editor The Anadarko Daily News and Oklahoma Journalism Hall of Fame member, died July 16, 2011, in Anadarko. He was 73.

Stone was born July 18, 1937, to Delmer and Minnie Stone in Byars. He graduated from Capitol Hill High School in Oklahoma City and earned a bachelor's degree in journalism at Oklahoma Baptist University in 1959.

He married his wife, Margaret Jean 'Peggy' Gunn, in 1959 in Oklahoma City.

He began his career at The Anadarko Daily News as an intern in the advertising department and returned to the paper after graduating college. He moved to Tulsa and covered the police beat at the Tulsa Tribune for seven months before once again returning to Anadarko.

Stone worked at The Daily News for 38 years. His column, "The Cornerstone," appeared in more than 7,000 editions of The Daily News. He retired as executive editor in 1996.

He was inducted into the Oklahoma Journalism Hall of Fame in 2010. Stone was presented the Oklahoma Newspaper Foundation's Beachy Musselman Award in 1973. He also received the Oklahoma Department of Public Safety's Jerry Marx Memorial Award.

Stone is survived by his wife Peggy, of the home; two sons and two daughters-in-law, Jeff and Debbie Stone of Catoosa, and Greg and Teresa Stone of Anadarko, one daughter and son-in-law, Laura and Scott Wilson of Stillwater; four granddaughters and two brothers.

Autumn ideas for newspapers abound

Just as a Thanksgiving dinner takes a lot of planning, so do fall promotions in your newspaper. Although it seems that this hot summer will never end, before

Talkin' Turkey

long cooler autumn weather will be in the forecast.

With that in mind, go ahead and start planning your promotions. The two major fall holidays, Thanksgiving and Hallow-

een, provide a cornucopia of opportunities to provide readers with informative information – from recipes to decorating as well as fun ways to connect and engage with your community.

Fall holidays are also a great opportunity for your advertisers to bolster their holiday sales with inventive and fun advertising methods.

Turkey Tumble
Sponsored by: **CV's Family Foods** & **The Stilwell Democrat-Journal**

Unscramble these words relating to the season. Fill out your name and phone number then drop it to the business sponsoring the word for a chance to win a Thanksgiving Turkey! Entries must be hand delivered to respective businesses. Mail entries and copies will not be accepted. Entries must be dropped off weekly. Final entries due Friday, November 22, 2010 by Noon. Businesses will be notified of the winners immediately. Winners names will be published in the Wednesday, November 24 Edition if the DJ.

<p>KYLCOURTMOH</p> <p>Name _____ Phone _____ Address _____</p> <p>Correct Spelling: H & H PAWN GUN & TOOLS Rt. 3, Box 322 (Hwy. 51 West) • Stilwell, OK 918-696-5363</p>	<p>QUASMITIN</p> <p>Name _____ Phone _____ Address _____</p> <p>Correct Spelling: STILWELL PHARMACY 202 S. 2nd St. • Stilwell, OK 918-696-2500</p>	<p>WINWARDLOWSED</p> <p>Name _____ Phone _____ Address _____</p> <p>Correct Spelling: CV's Family Foods 610 North 2nd • Stilwell 918-696-3350</p>
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PAGE 12B Woodward News WEDNESDAY, NOVEMBER 17, 2010

YOUR Thanksgiving Table IS ALL SET!

Easy, Speedy Recipes To Make Your Holiday Meals Delicious & Stress Free

<p>CHEESE BALL 1 lb. cream cheese 16 oz. shaved ham, finely cut 4 green onions, chopped 2 1/2 MSG 2 1/2 Worcestershire sauce</p> <p>HOLIDAY LOANS YES FINANCE 1100 1/2 TEXAS-117-84441 • OKLAHOMA Open Fridays 9AM-6PM. We Love To Say, "Yes!"</p> <p>Directions: Mix ingredients & chill several hours. Serve with garlic & wheat crackers.</p>	<p>HAM ROLLS shaved ham ranch dressing mix whipped cream cheese flour tortillas</p> <p>Clayton Homes where \$\$\$ and a dream to what you need! LOWEST PRICES IN THE STATE! www.claytonhomes.com 866-488-2825</p> <p>Directions: Mix ranch dressing with cream cheese, spread pork layer on tortilla. Place ham on top. Cut into small serving sizes.</p>	<p>DEVILED EGGS 6 Hardboiled eggs 1 1/2 c. mayonnaise 1/2 T. mustard 1/2 T. mustard 1 T. finely shredded dash salt cheddar cheese 1 1/2. black pepper</p> <p>SURE FINANCE Has Holiday Cash for you! 1100 1/2 Texas-Woodward 900-256-4000 877-844-0043</p> <p>Directions: Turnover egg yolks. In a bowl mash egg yolks. Add ingredients. Mix well. Fill egg white shell with yolk filling. Sprinkle with paprika.</p>
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The Stilwell Democrat-Journal (left) invites readers to unscramble words for a chance to win a turkey. After filling out the sponsored coupon, readers hand deliver it to a local business to be entered in the drawing for a free turkey. The Woodward News (right) features recipes sponsored by local businesses.

Kids' Contests

Calling All Ghosts & Goblins!
Color these pages any "witch" way, and you could win something sweet from our Prize Candy!



And now for something different...

How to cook a turkey
Area students explain how to prepare Thanksgiving dinner

Remember When...
Remember those old time halloweens?
Some may remember their halloweens as a little fun activity...
Remember those old time halloweens?
Some may remember their halloweens as a little fun activity...
Remember those old time halloweens?
Some may remember their halloweens as a little fun activity...

Life
Muskoogee Christmas Home Tour approaches

One-of-a-kind decor is as close as your back yard

Just in time for Thanksgiving – decorating ideas that use back yard stuff

Happy Thanksgiving

THANKSGIVING COLORING CONTEST

Name _____
Address _____
City _____

DAILY HERALD
1111 Main St. • Norman, OK 73069
918-261-2222 • FAX 918-261-2222

The Shawnee News-Star (above) asks local elementary school students how to cook a turkey. The results are hilarious and adorable. Several newspapers feature this idea, but don't forget to take a photo to break up the type on those pages. A Halloween page from the Altus Times (center) showcases pictures from past Halloweens in Altus. The Muskogee Phoenix (left) shows ways to decorate using items you find in your yard.

Lots of coloring contests, all sponsored by local businesses. A jack-o'-lantern contest in the Nowata Star (top), and a turkey contest in the Guymon Daily Herald (bottom) are full of local advertising and are a fun way to engage children in the community.

THE OGE[®] PHOTO CONTEST

JUNE 2011 DAILY WINNER:

**BRANDON
NERRIS**

The Lawton Constitution

JUNE 2011 WEEKLY WINNER:

**WANDA
UTTERBACK**
Coalgate Record-Register

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

1. To be eligible for the contest, photographers must be staff members of an OPA member newspaper and photos must have been published.
2. Send your photo in electronic format (TIF or JPG, 200 dpi or higher) to Photos@OkPress.com.
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



A Comanche County deputy sheriff watches as flames burn along a ridgeline in the Wichita Mountains. The fire burned throughout the night and into the next day as firefighters struggled to get it under control.

Photo by BRANDON NERRIS, *The Lawton Constitution*, June 25, 2011



John Cerney's cutouts are located on the south side of S.H. 3 near Centrahoma. The bull is 12-feet tall and the rancher, who is 'building' his cattle using jigsaw puzzle pieces, is 10 feet tall. The cutouts are located on the Deward and Kim Strong ranch. In the background are a 10-foot tall cow and a 6-foot tall calf. Since this picture was taken, the cow and calf have been separated.

Photo by WANDA UTTERBACK, *Coalgate Record-Register*, June 22, 2011

WITH ALL YOUR POWER



WHAT WOULD YOU DO?

Professor preaches value of verbs in writing

Clark's Critique

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

“A red blotch, denoting the severest drought conditions, swallows more than half of Oklahoma and most of Texas on the U.S. Drought Monitor map.”—Dyrinda Tyson, *The Oklahoman*.

“State bakes in 100 degree temps.”—*Ponca City News* headline.

“July heat burns state record.”—*Oologah Lake Leader* headline.

It is verb season. In fact, it ought to always be verb season for journalists. Notice the power of these examples comes from their verbs – “swallows,” “bakes,” “burns.”

You guessed it – another sermon on verbs, the most important words in every sentence you write. Good writers focus attention to verbs, seek strong verbs, cringe when they find too many passive verbs (including is, was, were) in their writing, shudder at Latinizing and verb-ing nouns (Good and bad examples in that sentence).

It takes practice and forethought. It actually helps you write a story more easily if you think of possible verbs ahead of time.

You will be writing more weather stories. What verbs might you use? Parch, burn, scorch, evaporate, wither, deplete, exhaust, drain, etc.

Even if it isn't as dramatic as weather, try it for a city council story. Possible verbs: tabled, voted, discussed, argued, passed, considered, heard, approved, praised.

But especially with dramatic stories – verbs make our writing jump. Scripture backs this up. Jesus said: “Seek, and you shall find, knock, and it shall be opened....” Much better than “Finding is easy if you are seeking....”

Another way – think before you start the story what the headline might be, since it usually includes a short, action verb. Include that in your first sentence. Headline writing is skeleton writing – no fat – just bones – nouns and verbs. Headline for this article could be “Clark rants about verbs, again.”

Speaking of Scripture: John 1:1: “In the beginning was the Verb, and the Verb was God and the Verb was with God.” The

Elk Citizen Wednesday August 3, 2011
Your community. Your newspaper.

Welcome Elk City Alumni

State declared disaster area
Drought expected to persist or intensify through October

Half of Oklahoma facing 'exceptional drought'
Drought expected to persist or intensify through October

USDA assistance welcomed, but may just be a 'band-aid'

Man arrested in Elk City on suspicion of fifth DUI

Commission approves purchase of police, municipal vehicles
Commissioner Gambill questions need to buy all vehicles at once

Tim Locklear joins the Elk Citizen staff as graphic and web designer

The Cleveland American Wednesday, July 27, 2011
A Multi-Media Award Winner by the National Association of Broadcasters

Triple Digit Heat Plus Lack Of Rain Equals Tough Choices For Farmers

After Seven Months, Dr. Scarlett Custer, Leaves B.C. Memorial for Capton, Okla.

Conger, Bear, Blamed for recent animal deaths

New Farm Truck Rules Planned

The Boise City News Thursday, July 14, 2011

Celebrate REMEMBER FIGHT BACK 2011

After Seven Months, Dr. Scarlett Custer, Leaves B.C. Memorial for Capton, Okla.

Conger, Bear, Blamed for recent animal deaths

New Farm Truck Rules Planned

Coweta American 75¢
A Neighbor Newspaper
Wednesday, July 27, 2011

It's oh so hot!
Coweta's scorching heat continues to tear down on Oklahoma, leaving many communities in high buildings.

Investigation finds no wrongdoing in District 1 road project

Urgent Care Walk-in Family Practice By Appointment
918-486-SICK

Mustang News THURSDAY, AUGUST 4, 2011 • MUSTANGNEWS.INFO • 50 CENTS

HOMES SAVED BY FIREFIGHTERS BURN BAN IN EFFECT

Fires rage around city

Barns, out-buildings burn as 120 acres ignite in four days

Fighting the heat

Faith in action
Church puts words into deeds to help others

Sulphur Times-Democrat Thursday, July 28, 2011

Oppressive Heat, Drought Continues Unabated

Services Held For Sulphur Civic Leader James Rae Howe

School Enrollment Begins Next Week

Landmark Bank Wins Coin Toss

Employees Hired At School Board Meeting

As record heat continues to bake Oklahoma, community newspapers find new ways to cover this prolonged natural disaster.

theology behind that statement is clear – The Verb, the pre-existent Christ – was the enacting power behind the creation (read the rest of the passage).

The verb in your sentences is...no, avoid that passive, and write, “empowers” – your sentences, like a locomotive, or the accelerator on your car.

For a journalist, the verb is the news. To quote me: “No verbs, no news.” Go through the last story you wrote and take

out all the verbs: “Five people yesterday at the corner of Fifth and Broadway.” Huh?

All successful writers pay attention to verbs because they enliven writing. Don't weigh them down and weaken them with fat (extra words). Simplify – get rid of the “had been decided” or “having been voted on” or “would be missed” and write “decided,” “voted” and “missed.” Journal-

ism is supposed to be lean writing. It starts with the verb.

That's also why we use “said” for all attribution. No other words needed, no “repeated,” “laughed” (technically impossible), “remembered,” etc.

Verbs carry energy, and keep readers' attention. Consider Dyrinda's sentence if it

Clark's Critique Continued from Page 10

THE Delaware County JOURNAL
The Newspaper of Jay, KANSAS, COLORADO & OAKS
The Newspaper of Southern Delaware County since 1903
A Member of The Oklahoma Press Association

Town water wells dry at Oaks
By Clark Barber
Delaware County
Delaware County

Burn ban stays in effect
Restricting will be back on the agenda during the August 1 meeting
Delaware County

CN runoff election decides deputy chief, council races
Delaware County

Weekend wrecks injure three
Delaware County

Absentee voters need to apply now for West Siloam election
Delaware County

Record Citizen
50¢
Vol. XXXI No. 39
Friday, July 29, 2011
Covering Bristow and Creek County Oklahoma

You're right; it is HOT
Fire Chief suspects several grass fires intentionally set

DATE	WALK	TEMP	WIND	REL. HUM.
2011-7-27	103	88	10	65
2011-7-28	104	92	10	60
2011-7-29	104	92	10	60
2011-7-30	104	92	10	60
2011-7-31	104	92	10	60
2011-8-1	104	92	10	60
2011-8-2	104	92	10	60
2011-8-3	104	92	10	60
2011-8-4	104	92	10	60
2011-8-5	104	92	10	60
2011-8-6	104	92	10	60
2011-8-7	104	92	10	60
2011-8-8	104	92	10	60
2011-8-9	104	92	10	60
2011-8-10	104	92	10	60
2011-8-11	104	92	10	60
2011-8-12	104	92	10	60
2011-8-13	104	92	10	60
2011-8-14	104	92	10	60
2011-8-15	104	92	10	60
2011-8-16	104	92	10	60
2011-8-17	104	92	10	60
2011-8-18	104	92	10	60
2011-8-19	104	92	10	60
2011-8-20	104	92	10	60
2011-8-21	104	92	10	60
2011-8-22	104	92	10	60
2011-8-23	104	92	10	60
2011-8-24	104	92	10	60
2011-8-25	104	92	10	60
2011-8-26	104	92	10	60
2011-8-27	104	92	10	60
2011-8-28	104	92	10	60
2011-8-29	104	92	10	60
2011-8-30	104	92	10	60

Brown Thumb
Main Street water line improvement marching on despite heat

from all over the state as community journalism shines.

Jackie Barber in *The Cleveland American*: "The sound of rain woke a hopeful Jerry Brady up Sunday afternoon. / Brady got half an inch of much needed precipitation at his cow-calf operation near Cleveland, not nearly enough to combat a drought that has brought only 32% of the typical rainfall, according to Oklahoma Mesonet. / 'I'm just hoping the Gulf Coast gets hammered by hurricanes this year,' Brady said, only half joking."

I call this "you are there" writing, putting people in the news.

The Dust Bowl references abound. The *Rush Springs Gazette* asks, "Can it happen again?" David Laughlin of the *Waurika News-Democrat* writes "Drought compared to Dust Bowl." And Dyrinda's story features a picture from the Dust Bowl, and brings another angle to consider, "Heat and drought rattle houses to foundation."

Consider the homeless. Mike Averill of the *Tulsa World* writes about the extra demand on homeless centers, "Help for the homeless." The *Tulsa Beacon* reports, "Homeless suffer in heat."

Water dominates the headlines and stories. Victoria Middleton of *The Newcastle Pacer* reports, "Water plant struggling despite rationing." Justin Lofton at the *Ada Evening News* asks, "Ada close to water rationing?" Steve Biehn at *The Daily Ardmoreite* reports water use too high. Robert Barron at the *Enid News & Eagle* reports on low water pressure. Josh Newton at the *Tahlequah Daily Press* reports water usage up 16 percent. Gerald Green at *The Clinton Daily News* reports the city considering water rate hikes. The *McAlester News-Capital* reports, "Water Crisis," in all caps. *The Wilson Post-Democrat* reports "Oil patch in dire need of moisture." *The Hennessey Clipper* sums it up with "Water worries."

Salesha Wilken at the *Claremore Daily Progress* reports on the danger of water shortages for firefighters. Conrad Duderer at the *Yukon Review* writes of the heat challenges to the fire department.

Photos tell the story, too. Jerry Benson of *The Lone Grove Ledger* plunges a line gauge (pica pole to you young'uns), halfway into a crack in a dried up pond. *Chelsea Reporter* carries a story about the city's snow plow going down main street in 100-plus heat. *Mooreland Leader* carries photos of dried up ponds. *The Westville Reporter* shows the dried up "Barren Fork River" living up to its name. At the

Boise City News, a photo of a snake on a wire fence to get off the parched ground tells the story.

Sports? *McIntosh County Democrat's* Tony Downing writes of how coaches and football practice is affected, as have others. *Shawnee News Star's* Jason Smith reports about the effects on golf courses. Nick DeMoss at the *Sands Springs Leader* covers the dangers of heat to pets.

Leslie Boyd of the *Durant Daily Democrat* writes "Cattle sales up, prices down." At the *Sayre Record & Beckham County Democrat*, Dayva Spitzer writes "Cattle flood Elk City market," with main head, "To market they must go," complete with photo of the cattle trailers lined up.

The *Johnston County Capital-Democrat* tells the story, "No end in sight." But at least Ray Lokey in his front page column, "Footprints," puts humor in it, with diary entries from a fictional new resident to Oklahoma. Ray Dyer at the *El Reno Tribune* writes, "No relief in sight." At the *Lawton Constitution*, Steve Metzger asks the question everyone has, "When will it end?" Here's his timely lead: "Unfortunately, there's no negotiating the drought ceiling."

Tip of the prof's chalk, to the following. Marsha Miller at the *Ardmoreite* writes about open meeting laws, "What it means to all of us." Derrick Conner of the *Konawa Leader* writes about teen suicide in Oklahoma, "Some subjects are still taboo." The *Walters Herald* devotes most of the page to the community helping a child with cancer. *The Guymon Daily Herald* carries a series by Melvyn Johnson of Main Street on WWII vets getting ready for a celebration this month. Harold Gleason at the *Thomas Tribune* writes a front page column, "Chat with the Publisher." *Boise City News* chides the governor for ignoring Cimarron County under, "Have you seen this woman?" and asking her to get her "boots on the ground."

HEAD'EM UP AWARDS. First Place, *The Elk Citian*,

All Drought, No Cattle.

Second place, *The Hennessey Clipper*, on a Bill Water photo,

On shrinking pond.

Third place, tie, *Hooker Advance*:

June was hot, July was hotter, August could be hottest

Oologah Lake Leader, on a Chris Edens' story

Water plant under pressure.

Texas adopts anti-SLAPP law

By MICHAEL MINNIS, OPA ATTORNEY



To diminish the economic burden on those exercising First Amendment rights, states have adopted anti-SLAPP laws.

SLAPP is an acronym for Strategic Law Suits Against Public Participation.

Texas joined 25 other states that have an anti-SLAPP law. Although anti-SLAPP laws in the 26 states are not the same, all attempt to lessen the chill on First Amendment rights created by frivolous lawsuits.

The "Texas Citizens Participation Act" that became effective June 17, 2011, provides that:

- **DISMISS** – A party sued for exercising a First Amendment right can move to dismiss within 60 days of service.
- **DISCOVERY** – Once a motion to dismiss is filed, only limited discovery is allowed.
- **HEARING** – No later than 30 days after filing, a hearing is held on the motion.
- **RULING** – the Court must rule within 30 days of the hearing.
- **COSTS** – If the action is dismissed, the defendant is entitled to costs including reasonable attorneys fees, and possibly sanctions.
- **PRIMA FACIE** – If a plaintiff establishes by clear and specific evidence a prima facie case for each essential element of a claim, the motion to dismiss is denied.
- **APPEAL** – An appeal may be taken within 60 days after the decision.

As these elements of the Texas law indicate, anti-SLAPP legislation can be a powerful tool for eliminating frivolous lawsuits that either directly or indirectly intimidate the exercise of a person's First Amendment rights.

When will Oklahoma take up anti-SLAPP legislation?

she had written, "More than half of Oklahoma is in severe drought conditions, according to..." Yawn.

Verb workshop. Take your last story. Highlight all the verbs. How could you improve them? How many passive? (More than 25 percent – my principle – and you're wordy and weak.)

LOOKIN'EM OVER: How to cover the heat, the story of the year in Oklahoma? Consider these ideas from your neighbors

What to watch out for when upgrading to Lion

computer notes
from the road
by WILMA MELOT

Someone always has to be the guinea pig when new products come out and computers are no exception. Those who bought a computer last month have taught us a lot about what not to do. Let's look at some of those lessons.

1. The new computers I've unboxed this month come with Snow Leopard installed. The upgrade to Lion is free, which means they have install disks.

2. After installing Lion Mac OSX 10.7, the Mac can no longer run Rosetta – the software that lets PowerPC software, like InDesign CS2/CS, work on an Intel Mac.

3. The update of Snow Leopard to 10.6.8 also makes InDesign CS2, Quark 6 and other PowerPC programs unstable on Intel Macs. If you intend to stay with older software, don't do this update.

4. An Add/Remove install of the original disk will restore the computer to a working state. To do this, go to the Apple menu > Preferences > Soft-

ware Update and uncheck "Download Updates Automatically". Have it look for updates once a month and just say no to 10.6.8.

6. At some point the only new computers we will be able to buy will have Lion installed. For now, Apple is still selling Snow Leopard. On Aug. 8, Apple came out with the Lion Recovery Disk Assistant that lets you create a small partition on the drive (or to install on a USB flash drive) to recover a crashed computer. It will not show up as a partition in disk utility or the finder, but if you boot up with the option key down it shows up as an option to do the reinstall.

7. Customers who purchased a qualifying new Mac computer or an Apple Certified Refurbished computer from the Apple online store between June 6 and July 20, 2011, that does not include OS X Lion can upgrade to Lion for free. Macs purchased at an Apple retail store or an Apple authorized reseller also qualify.

However, orders must be entered by Aug. 19, 2011.

8. Watch out for lost printers. Printers that only use Apple Talk will not work with 10.6 or 10.7. If you're ready to push your last PowerPC out the door, consider turning it into a print server for that Apple Talk printer you want to keep. Just turn on file sharing and print through it.

If you're not planning on upgrading your software any time soon, the best advice is to get the most recent copy of your computer's OS – 10.4 for Classic, 10.5 for PowerPCs (or 10.6 with Rosetta) – to run Internet browsers and Flash.

I want to mention that several customers report losing older typefaces on the new OSX 10.7 so brace for that problem as well.

Lion is a good, solid operating system, but not if it kills your software applications, which can only be replaced by a large amount of money.

MAC OSX 10.4	MAC OSX 10.5	MAC OSX 10.6	MAC OSX 10.7
Last system to run Classic; needs a Power PC	Runs Power PC or Intel; no Classic; uses Rosetta	Only runs on Intel Mac; uses Rosetta up to 10.6.6	Only runs on Intel Mac; no Rosetta
Runs PageMaker, InDesign 2 and Quark 4	Must have all OSX software; nothing runs under Classic	Last system to run native Power PC and Intel native software; Creative Suite 2	Will only run software that is Intel native; must have Creative Suite 3 or later.

Save time by creating object styles in Creative Suite

Object styles is a little used tool that can create better templates, which makes layout of your newspaper a whole lot easier.

Paragraph styles works with Object styles to make text blocks that are easy to use. In Creative Suite 3 and newer, you can change the default object style [basic graphics frame or basic text frame] so any new line created has those settings.

To set it up, go to the Windows menu and right click on Object Styles. Right click on Basic Graphics Frame and choose Edit Basic Graphics Frame. Now set the options you want every time a box is drawn. Generally, only the Fill Stroke and Stroke Corner Options need to be changed. Under the Stroke Corner Options, choose align stroke to the inside or center option. Now when you draw a

box, just click that style to get those settings with one click.

Multiple object styles can be created. Name them something that relates to the tasks they perform. If an object style is selected when no frame on the page is selected, that object style becomes the new default object style for text or graphics.

Object styles are perfect for creating something like a fancy border that's used over and over.

Headers for classifieds can be created using a basic text frame and a good paragraph style combined in the Object styles. All standard column widths should be incorporated into the object styles so it's easy to switch between two- or three-columns while laying out the paper.

The classified header below is a text frame object style.

To make this, I used a Paragraph style with a negative baseline shift offset (under advanced character formats) to center the text in the graphic box. You can



use the Object styles > text frame baseline options to do the same thing.

Now any text frame can become a header with a click of the mouse – and without fishing through the menus for every setting.

After all, time is money – even for the small things.

plugged IN

Installing Lion

Apple now has us downloading our operating systems. Mac OSX 10.7 feels like an update since it's downloaded and installed without a system disk.

Before you upgrade to Lion, first make sure all software installed on the drive works without Rosetta. If it passes that test and you're ready to upgrade, go to www.apple.com/mac/app-store/ to get the App Store application for a computer. This lets users download applications the same way a smart phone does.

After installing and loading the new system, Lion proudly displays as the first icon. Get out your credit card and follow the steps after pushing the install button next to the lion's head.

Get ready for a long download – 30 minutes to an hour depending on your internet speed. If it stops downloading for some reason, it will restart from the dock icon installed for the download.

Apple takes over after it downloads and completes the install.

Now go to <http://support.apple.com/kb/DL1433> to download the Lion Recovery Disk Assistant. This lets the user reinstall the program, if needed. Put this on a jump drive so you always have a startup device to work from. This download also creates a partition on the drive Lion is installed on for recoveries from small problems.

Keep computers cool

It's hot outside and that means we must remember that batteries in our laptops, phones and iPads need to be kept cool.

High heat can damage batteries – not to mention decreasing the charge time.

In extreme heat, internal fans in CPUs run hotter. If it can't keep the internal parts cool, permanent damage can occur.

Don't leave computers and mobile devices in buildings where the temperature is over 95°.

SCOUTING REPORT

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

By RUSTY FERGUSON, OPA PRESIDENT

"How are you telling your story?"

That's the question *Edmond Sun* general manager Karan Ediger likes to pose when approaching a potential advertiser.

"We want to help them analyze what's working and what's not working," Ediger explained.

Oklahoma Press Association Executive Vice President Mark Thomas and I are continuing our visits to Oklahoma newspapers and much like the advertising staff at *The Edmond Sun*, I'm enjoying hearing newspaper publishers and editors *tell their story*. On our most recent road trip we visited *The Journal Record*, *The City Sentinel*, *Yukon Review*, *Mustang News*, *The Tribune* in Bethany, *The Black Chronicle*, and *The Sun*.

In Bethany, new general manager Cindy Roberts shares the same outlook on helping advertisers as Ediger's staff.

"We want to help these people! They're our neighbors," said Roberts. "We aren't going to go in and take some kind of Barbarian approach. We want to get to know them and help them. For some a series of small ads is going to do them more good than blowing their entire budget on one big ad and they need to know that."

Telling the story of Oklahoma businesses is the very essence of *The Journal Record*. In fact, such an opportunity motivates publisher Mary Mélon. "Being a part of telling the stories of Oklahoma

businesses is rewarding. We get to play a small part in what's going on around us. That's one of the best things about coming to work."

In Mustang, Brett Jones likes to remind advertisers that newspaper readers notice the ads. In this age of ever-changing electronics, Jones points out that it is becoming more common for television viewers to DVR their programming and delete the commercials. "I like to remind advertisers that there's a better chance of an ad being seen while reading a newspaper than while watching TV," he said.

NEW OPPORTUNITIES FOR CLIENTS

A growing trend we are seeing as we travel throughout the state is the variety of new advertising opportunities newspapers are offering customers.

"It's important to broaden your base," said Conrad Dudderar, publisher and editor of *Yukon Review*. To this end, the *Review* offers various niche publications including special-focus tabs and a monthly community magazine, *After Dark*, a glossy publication that targets young adults and serves as a Canadian County entertainment guide.

In Edmond, additional printed products include a monthly TMC tab called *Community Connection* and a monthly glossy magazine, *The Business Times*.

"People are always surprised when we suggest their ad might serve them better printed in something besides the newspa-

per," Ediger said. "We want them to see results for their advertising dollar."

ADDITIONAL REVENUE STREAMS

Developing additional revenue streams is something *The Journal Record* takes seriously as well. In addition to monthly, quarterly and annual niche publications, *The Journal Record* has increased its business by staging 11 unique community events with plenty of opportunities to showcase advertisers. The newspaper's signature event is the "Woman of the Year" gala and awards program. Others such as "Tulsa's Fast 50," a ranking of the Tulsa metro area's fastest-growing privately held companies, Oklahoma's Most Admired CEOs and the Tulsa House Beautiful Show continue to grow.

Russel M. Perry, publisher of *The Black Chronicle*, knows a thing or two about broadening the base of a business. He credits his weekly newspaper for the success of his business enterprise that now includes 18 radio stations and an Oklahoma City bank.

"This business is all about credibility... doing the right thing and accepting responsibility," Perry said. "This newspaper has allowed us to have contact with quality people. We simply cannot lose sight of who we are and why we do what we do."

As Perry does so eloquently, espousing the principles and ethics that drive Oklahoma newspapers is certainly a common thread that runs from one newsroom to another. And perhaps none is more vocal about the responsibility of a newspaper's service to a community than *The City Sentinel's* Patrick McGuigan, who wants nothing more than to bring substance to the public think-tankery.

An award-winning journalist with more than three decades of experience in news reporting, policy analysis and commentary, McGuigan now uses other sources besides his weekly newspaper to bring relevant information to public debate. He is also capitol editor for the online news service Tulsa Today and edits CapitolBeat-Ok.com to provide regular coverage of the



OPA President Rusty Ferguson and Karan Ediger, general manager of The Edmond Sun, behind the bronze statue of a Sun carrier that stands in front of the newspaper office. The Sun was one of the Oklahoma City metro area newspapers Ferguson and OPA Executive Vice President Mark Thomas recently visited.

legislature, executive branch, agencies and the judiciary.

STATE PAPERS EMBRACE THE INTERNET

Using the Internet to provide the news is something that many Oklahoma newspapers have embraced.

In Edmond, *The Sun* has gone from printing five days a week to two days (Tuesdays and Saturdays), but continues to provide daily news coverage via a paid digital edition Tuesday through Saturday. Ediger said the change has been a learning process for all involved, but feels it was the right move. She said her twice-a-week printed versions are "healthy" editions and with ongoing reader-education more people are subscribing to the digital edition.

Editor Ted Streuli said *The Journal Record's* digital subscriptions have gone "through the roof" since locking down its

Continued on Page 14

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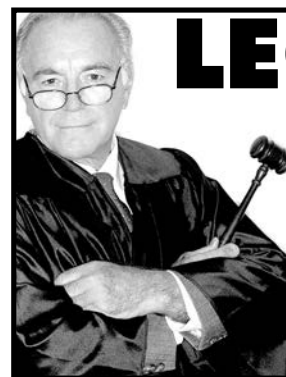
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SCOUTING REPORT

(continued from Page 13)

website over a year ago. He said a limited amount of information, including opinion columns, remain free on the paper's website. He said almost everything that is shown online is also included in the print edition, but the two sources for news and information are never identical.

Yukon Review owner/publisher John Miller said offering a digital version of the newspaper is simply a "need" in today's changing times. He told of a friend who was on a safari in Africa and called home to subscribe just so he could get the latest hometown news from so far away. He said the number of digital subscribers continues to grow.

A "green wall" at the *Mustang News* is evidence of its online presence and creativity. For four years Mustang coaches have followed up their weekly sports action with an online wrap-up show. The programs gave *The News* an innovative source of advertising revenue and reinforced its printed sports coverage.

The Black Chronicle's Perry emphasized the importance of keeping up with the changing times. "Everything I deal with has changed. Keeping up with these changes has allowed us to continue to be one of the key ingredients to bring about significant change in our city and state," he said.

NEWSPAPERS SHARE COMMON GOAL

Making a difference is another shared goal of newspapers we've visited on our road trips.

"We provide a service nobody else does," said Jones of the *Mustang News*. "No blogger goes and sits in a city council meeting or budget meeting. Bloggers need newspapers! They count on what we do every day... we cover our community."

The Black Chronicle's flag boldly proclaims: "The paper that tells the truth." Perry explained, "We're a small community in a big city. It's easy to convolute... to misinform. We want to be precise and direct and tell the truth... let it fall as it may. There may be disputes, but we'll move on and continue to coexist. We're tough, but fair."

The Journal Record's Mélon said she appreciates the "thoughtful approach" editor Streuli takes with the paper's news coverage. "He covers it the right way... and he also gets fired up if we're beaten on the street, but he also gets very excited when we're the one that beats everyone else to the street with a good story!"



Conrad Dudderar and John Miller, owners and co-publishers of the Yukon Review.



Patrick McGuigan, left, editor of The City Sentinel, and Mark Thomas, executive vice president of the Oklahoma Press Association, swap stories.

Covering an area of the Oklahoma City metro that he describes as "the heart of the city," *The City Sentinel's* McGuigan, who spent 12 years of his career as the editorial page chief editor for *The Oklahoman*, feels it's important to let people vent. "People want to have their say," he said. "Make them feel like it's their newspaper. We're here to help them tell their story."

OTHER DISCOVERIES

It continues to be encouraging to travel and meet the people who are the lifeblood of Oklahoma newspapers. In addition to their creative methods of sharing news and selling advertisements, there's always a lot of other discoveries made along the way, such as:

- In Yukon, the 9,000 sq. ft. building that houses *The Review* has been completely refurbished by owner John Miller. The newspaper uses a reduced, but ample section of the building and the remainder, after being cleared of "a lot of useless junk", was remodeled to add rentable professional office space. Among *The Review's* renters are a massage therapist and a family counselor. One of the newspaper's original Linotypes is on display in the building's lobby.

- Edmond's energetic general manager literally stumbled into her new job at *The Sun*. Karan Ediger's advertising career began in the radio business in Kansas. When her husband was transferred to



Ferguson, center with Russell Perry, publisher of The Black Chronicle, and executive editor Al Lindsay.

Oklahoma, Ediger stopped by *The Sun* to place a garage sale ad and began talking to the front desk clerk. One thing led to another and Ediger was soon sending in her resume. The next thing she knew she was the retail manager for *The Sun's* advertising staff, which eventually led to her current position as general manager. Among her many current goals is to increase the paper's commercial printing business.

- In Bethany, Cindy Roberts is "super excited" about the possibilities a Newspaper In Education (NIE) program can bring to a newspaper. With a good deal of NIE experience under her belt from other locations, she plans to utilize the program to reach students and their families in her readership area. "The potential to make community partner-



Brett Jones, general manager of the Mustang News.



Ted Streuli and Mary Mélon, The Journal Record. Streuli is editor; Mélon is publisher.

ships through this program is great," she said. "I don't know why more papers aren't doing this." She emphasized that the program is far more than "dumping off papers" at a school. She's anxious to get the program going in the Bethany area schools and to work with OPA and its NIE expert, Carolyn Estes of Oologah, to continue to promote the potential NIE has for newspapers.

- I enjoyed a refreshing scene when I walked into *The Mustang News*... a young lady was at the front desk. I guessed... and I was right... that she was Brett Jones' daughter. I love seeing younger generations "underfoot" at newspaper offices... just like my four children always were, and just like I was when my dad was running *The American*.

- Patrick McGuigan encourages us to "steal" his stuff. If it's on CapitolBeatOk.com, then we're free to use it, he says. McGuigan holds staff meetings around his dining room table as he publishes *The City Sentinel* from his home computer. Even his staff — and, yes, he says he does employ liberals — submit their work to him from their own home

Continued on Page 15

If it's on the Internet, it must be true

That InterWeb Thing

by KEITH BURGIN, OPA STAFF

Internet Explorer users are less intelligent than folks who use Firefox, Safari or Opera to access the Web – it was on CNN. And it was on NPR and BBC and Fox News and in the LA Times and hundreds of other print publications.

As a former website designer who struggled for years with IE's shoddy support for common scripting languages and standards, my prejudice begged me to believe it. The problem is, the study that the story was based upon was a complete fake.

The company AptiQuant, also a fake, claimed to have administered 100,000 online IQ tests and tied the results to the browser each person used to complete the test.

The result: Internet Explorer users are dumber. That was essentially everyone's headline.

AptiQuant's website was set up only weeks prior. Much of the text describing what the company does was stolen from a French company that actually researches and quantifies human behavior. Heck, even employee pictures – while renamed

– were filched from the other company's website.

BBC readers thought the whole thing smelled. And it didn't take much effort to prove it, which I guess, is the point. Nobody checked the source before running with it ... nobody.

Piers Morgan wasn't fired from CNN two weeks ago either. A single post on Twitter had competing networks' reporters buzzing about it, though. Everyone had to take a step back later.

I've said before, and I believe, that newspapers tend to check sources and facts before printing. Perhaps, in part, it's the very nature of the print business that fosters this; I suspect it's more pride and a tradition of excellence. You still have to be cautious.

Several years ago, I wrote a satire news story claiming that the city of San Francisco used eminent domain to seize a 400-acre walnut farm for use as a publicly-run marijuana farm. The article was posted under one of many aliases on a website I owned; forums, blogs and even lobbyists cut, pasted and linked to it, which was fine with me.

Two or three days later, I answered the phone and a reporter from the San

Francisco Chronicle asked me for phone numbers and names of sources so he could follow up on the story. I swear to you, I spent five minutes convincing him it was bogus and even spelled the word "satire" three times.

The very notion of 400 acres of public pot being grown within the city limits was ridiculous – sounds plausible given that it's San Francisco, but it's ridiculous.

The race to be first and the need to find ever more salacious material for the masses has led more than one eager news outlet to report something that only sounds plausible.

Twitter, Facebook, blogs, website comments and forums are terrific places to pick up leads – but you can't believe anything you read, no matter how tempting that may be. You have to choose between being first and being right. You have to use your nose... the old sniff test.

Perhaps one big advantage that community newspapers have is that in a small room, lots of people notice something that smells. And in a tight community, you'll see it doesn't stink up your neighbor's house when it hits the doorstep.

Continued from Page 14

computers. McGuigan's strong opinions and political expertise take him to all kinds of places, such as the University of California's Hastings College of Law where he participated in a media panel at a conference on initiative and referendum.

• *The Journal Record's* Ted Streuli admits to having "ink in my blood," and even revealed that he started his school's first newspaper in the sixth grade. Ted says he still likes coming to work every day and likens it to a child's excitement of arriving at a playground! He has worked in many areas of the newspaper business and fondly remembers picking border tape from his shoes at the end of the day. Those were the days, weren't they?

• Russel Perry, who served for seven years as Oklahoma's Secretary of Commerce under Gov. Frank Keating, took out a loan to start *The Black Chronicle*. His reputation as a fair and solid businessman played a big role in him getting that loan. Today, he owns that bank. Perry is a much awarded and respected businessman and earlier this month added one more trophy to his shelf when the National Akdar Shrine honored him in Cincinnati, Ohio, with the national Prince Hall Shriners Outstanding African-American Award.

• OPA's battle at the state capitol regarding the importance of public notice in newspapers will likely continue next session. One of the key players in

lobbying state legislators regarding the purpose of public notice was *The Journal Record's* Mary Mélon... and we appreciate those efforts.

Hopefully, it is obvious that this newspaper man could go on and on about the unique and fearless personalities I have met during this second OPA road trip. But, I'll stop here and end with some wise

words *The Tribune's* Cindy Roberts shared about her new position in Bethany: "It's the hardest job I've ever had, but it's also the best job. Every day I utilize the lessons my Mom taught me... help people who need help; if it doesn't feel right, it probably isn't; and treat people like you want to be treated."

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Poteau Daily News

JUNE 2011 COLUMN WINNER **MARISSA CHOATE, THE HENNESSEY CLIPPER**

Murphy could be in your yard today

My dog's name is Murphy, and he's the cutest little white Shih Tzu. Unfortunately, he is more often than not the bane of my existence.

That pooch has been arrested four times, gotten into the grocery store more times than I know about, and has been puppy napped twice.

He waltzes across the street and waits for some poor unsuspecting person to allow him entrance into 4-T's, then runs through the aisles. As far as I know, there have been no casualties due to his hunger, yet I always get my weekly call to retrieve him.

He has been delivered to me at my job at Taggart's with a police escort.

I've had to have others place Facebook ads, and have put up posters around stores myself to find him after a night of his gallivanting.

I've now resorted to locking him in and taking him on many potty walks.

He also has a shiny new collar and tag so that the poor, unknowing people who might get taken in by his big brown eyes, can return him.

You might be asking why I try so hard to find him and continue to put myself through the aggravation. I could say that it's due to the love that my children lavish upon him, but that's only partially the reason.

Throughout Murphy's great escapes, I've discovered that my husband and I are more worried than our children. That little pooch has become another child to us, and we can't sleep unless we know that all our babies are safe.

My husband has gotten a new fence so maybe that will keep the neighborhood pet in the safety of his own backyard. I'm sure that it will only be a temporary fix because he's such a crafty fur ball.

Be on the lookout for Murphy-the-Menace, a wanted fugitive. He stands about 12 inches tall, has brown eyes, and is wearing a white coat.



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4. All entries for the previous month must be at the OPA office by the 15th of the current month.
5. Winning entries will be reproduced on the OPA website at www.OkPress.com.

Entries must have been previously published. Contest open to all OPA member newspapers.

Although Oklahoma Natural Gas Company selects representative contest winners' work for use in this monthly ad, the views expressed in winning columns and editorials are those of the writers and don't necessarily reflect the Company's opinions.

Thank you for continued support of "Share The Warmth"

Read the Winning Columns and Editorials on the OPA website: www.OkPress.com (Under Contests)