

# Area Event Calendar

<b>May 24</b>	Valley Elementary track meet
<b>May 24</b>	Tri-County Meals park dedication, 5pm
<b>May 25</b>	Certified Handgun course, Matador Methodist Church, 8am-5pm, 806-269-3577
<b>May 27</b>	Memorial Day program, Silverton Cemetery, 11am
<b>May 27</b>	RSCV Memorial Day cookout, Mitchell Memorial Park, 11am; lunch following at the Roaring Springs Community Center - vets eat free
<b>May 28</b>	Cathey Weeks Elementary reading at the Silverton Library
<b>May 28</b>	Little League Minors - Valley vs. Silverton at Turkey, 6pm
<b>May 30</b>	Silverton and Valley Junior High Graduations
<b>May 31</b>	Silverton Kindergarten Graduation and Moving Up Ceremony, 9am, school dismissed for summer immediately following assembly, buses run at 12:15
<b>May 31</b>	Silverton and Valley High School Graduations
<b>May 31</b>	Motley County Junior High graduation, 7pm
<b>Jun. 1</b>	Motley County High School graduation, 7pm
<b>Jun. 1</b>	Last day to get discounted rate for summer membership at Seventh St. Pool
<b>Jun. 3</b>	Motley County Library Summer Reading Program kick off party, 10am
<b>Jun. 4</b>	Opening day at Seventh St. Pool, Silverton
<b>Jun. 4-6</b>	Cogdell Clinic giving sports physicals to Silverton and Valley students for a discount of \$20; by appointment only
<b>Jun. 8</b>	Vial of Life sign up, 9am-noon, Silverton EMS building - all Briscoe County residents welcome

*If you would like to post a meeting, event, fundraiser or anything else occurring in Silverton, Quitaque, Turkey, Matador, Flomot, or Roaring Springs on the Area Event Calendar, please email [briscoenews@gmail.com](mailto:briscoenews@gmail.com) or call Sally Threet at 806-847-7803. If it is for a non-profit organization or fundraising event, it is free. If a for-profit business would like a sale/event placed on the calendar, it is free with paid display advertising or it is \$6 per week pre-paid.*

## Caprock Courier acquires Motley Co. Tribune Paper to be printed weekly starting in July

The Caprock Courier is pleased to announce that its recent acquisition of the Motley County Tribune will enable cost and delivery savings per customer that will make it economical to print a weekly newspaper once again.

Beginning in September 2012, the Caprock Courier, previously the Briscoe County News, began printing once per month and posting a newspaper online weekly. This was the newspaper's only option to continue to have a print paper without raising subscription and advertising rates exorbitantly. The newspaper was facing subscription rate increases of nearly 300% and advertising rate increases of 75% to continue printing weekly.

Due to public outcry for a more frequent print

paper, the Briscoe County News expanded to cover a larger area and opened two new newspapers for the Valley and Motley County areas. All three newspapers were printed bi-weekly under one nameplate – the Caprock Courier – starting in March 2013. Despite demand for a more frequent print paper, there was no expansion in the customer base, and the newspaper's ability to operate efficiently at all was threatened.

The Caprock Courier continued to struggle financially, and reached out to the Motley County Tribune, which had been for sale for the past two years. A deal was reached, and the Motley County Tribune will officially become a part of the Caprock Courier family starting in June replacing

the Motley Mash Up section.

After the paper begins printing weekly, the rate for an annual print subscription will be \$40 for residents of Briscoe, Motley, and Hall counties. The subscription rate for subscribers from all other counties and states will be \$50 per year. Online subscriptions will be \$15 per year, effective June 1.

Open display advertising rates will be decrease from \$5 per column inch to \$4 per column inch due to a change in layout. The paper will be printed using a 6-column format versus a 4-column format starting in June. Regular advertisers will still receive their long-term advertising discount and will not see an increase in their monthly advertising bills.

There have been many

changes to the Briscoe County News since February 2010 when it was purchased from long-time owners Charles and Mary Ann Sarchet. The couple did a wonderful job with the paper and adapted to five decades of industry changes without disrupting service to the public. This is not a feat to be ignored, but to be applauded.

The newspaper now faces continual challenges due to the changing face of the news industry and constant technological changes. The Caprock Courier hopes to always face these challenges head on and do whatever it takes to remain a profitable, viable, integral part of the communities it serves, which means evolving its format without changing its purpose or compromising its integrity.

The Caprock Courier is a weekly online and bi-weekly print publication covering Briscoe, Hall and Motley counties. It includes The Briscoe County News, Valley Crier, and Motley Mash Up.

Deadline for ad submissions, announcements, and news is:

Online - Every Tuesday

Print - Saturday before the print date

Print subscriptions are \$30/year for Silverton, Quitaque, Turkey, Matador, Flomot, and Roaring Springs; \$38/year elsewhere; \$5/year for on-line subscriptions. Silverton only: \$10/year for a bi-weekly newsletter published on the weeks the Caprock Courier is not distributed. Go to [www.caprockcourier.com](http://www.caprockcourier.com) to subscribe using Paypal. Or send payment to Briscoe County News, PO Box 130, Silverton, TX 79257. Newsletter subscriptions not available using Paypal.

Ad display rates are \$5/column inch in print, \$3/column inch online. Ad packages for long-term advertising and online/print advertising packages are available upon request.

Below is a list of contacts and their information for each respective department of the Caprock Courier:

### **Sally Threet**

**Publisher/Editor**

**Production, Accounts Receivable, Accounts Payable, Display and Classified Advertising, Print and Online Subscriptions**  
Please send announcements, ads, calendar events, and obituaries to [briscoenews@gmail.com](mailto:briscoenews@gmail.com)  
806/847/7803

### **Brenda Hutson**

**Managing Editor - Briscoe County News Circulation Department**

Please send news tips about Silverton area to [brenda.briscoenews@gmail.com](mailto:brenda.briscoenews@gmail.com)  
806/352/2371

### **Tori Fry**

**Managing Editor- Valley Crier and Motley Mash Up**

Please send news tips about Quitaque, Turkey, Matador, Roaring Springs, and Flomot to [caprockcourier@gmail.com](mailto:caprockcourier@gmail.com)  
806/402/0120

### **Deb Arnold**

**Office Assistant**

Please drop off information and payments locally to Briscoe Marketplace, 404 Main St., Silverton, TX

Any questions about the Caprock Courier, please direct to Sally Threet at 806/847/7803 or [briscoenews@gmail.com](mailto:briscoenews@gmail.com)

