

Oil & Gas

Drilling Permits:

Terry County

9 miles NE. of Tokio, Texas
Sunflower (San Andres) Field

Texland Petroleum LP has a new drill permit for its Pool-Hannes 36-A Lease, Well No. 24 (API No. 42-445-32358), a vertical well --- 850' FNL & 850' FEL of Section 36, Block D11, SK&K Survey, Abstract 833, 5,400' total depth, 40 acre lease

Oil Well Completions:

Terry County

16.3 miles NW. of Brownfield, Texas
Prentice NW (San Andres) Field

Merit Energy Company has recompleted its Muldrow Unit Lease, Well No 8H (API No. 42-445-31072), a horizontal recompletion on 9-1-2012 within the San Andres Reservoir

--- 2,174' FWL & 2,147' FSL of Section 26, Block D14, C&M RR Co Survey, Abstract 1179, 7,324' total depth, 5,083'-7,322' producing interval, 640 acre lease
***** 24 HR. POTENTIAL TEST *****

DATE OF TEST 10-24-2012

141 barrels of oil per day, 27,000 cubic feet of gas per day, 533 barrels of water per day, 1" choke, pumping, 26.4 degree API oil, stimulated with 516 barrels of 15% HCL

Oil inches up as US 'fiscal cliff' talks stall

NEW YORK (AP) — Oil closed above \$90 a barrel for the first time in two months Thursday as it tracked an upward move in U.S. stock markets.

Benchmark crude for February delivery ended the day at \$90.13 per barrel, up 15 cents, on the New York Mercantile Exchange.

Brent crude, used to price international varieties of oil, dropped 16 cents to finish at \$110.20 per barrel in London.

Meanwhile, gasoline prices continued to drop, while natural gas prices surged more than 4 percent.

Hopes faded for a pre-Christmas deal to avert the so-called "fiscal cliff" as budget talks in Washington reached a partisan standoff.

Without a deal, the hundreds of billions of dollars in spending cuts and tax hikes that will take effect could throw the U.S. economy back into recession, economists believe.

Such a prospect would likely mean decreasing energy demand.

Oil was lower for most of the morning then moved higher as U.S. stocks pushed into positive territory in the afternoon.

Natural gas prices gained 14 cents, or 4.2 percent, to end at \$3.46 per 1,000 cubic feet after the government reported that the nation's supplies fell last week.

Natural gas had dropped 10 percent in the two weeks ended Wednesday as some regions in the U.S. experienced warmer than normal temperatures, which meant less gas was used for heating.

The U.S. national average for gasoline reached its lowest point of the year on Thursday, falling almost a penny to \$3.22 a gallon (85 cents a liter).

The average was \$3.28 on Jan. 1, and was as high as \$3.87 in mid-September.

In other energy futures trading on the New York Mercantile Exchange:

- Heating oil rose 2 cents to finish at \$3.06 a gallon.
- Wholesale gasoline gained a penny to end at \$2.75 a gallon.



Brownfield High School senior Angela Sanchez was named December's Senior Girl of the Month for the local chapter of the American Association of University Women. Angela, the daughter of Maria Sanchez, is active in the National Honor Society, art club and other extracurricular activities.



Brownfield High School senior Cade Powell was recently honored with a scholarship for dual-credit coursework from the local chapter of the American Association of University Women. Cade is the son of Rusty and Jennifer Powell.

Changes in law aim to protect kids' online data

by RICHARD LARDNER,
Associated Press

WASHINGTON (AP) — Aiming to prevent companies from exploiting online information about children under 13, the Obama administration on Wednesday imposed sweeping changes in regulations designed to protect a young generation with easy access to the Internet.

Two years in the making, the amended rules to the decade-old Children's Online Privacy Protection Act go into effect in July. Privacy advocates said the changes were long overdue in an era of cellphones, tablets, social networking services and online stores with cellphone apps aimed at kids for as little as 99 cents.

Siphoning details of children's personal lives — their physical location, contact information, names of friends and more — from their Internet activities can be highly valuable to advertisers, marketers and data brokers.

The Obama administration has largely refrained from issuing regulations that might stifle growth in the technology industry, one of the U.S. economy's brightest spots. Yet the Federal Trade Commission pressed ahead with the new kids' privacy guidelines despite loud complaints — particularly from small businesses and software apps developers — that the revisions would be too costly to comply with and cause responsible companies to abandon the children's marketplace.

As evidence of online risks, the FTC last week said it was investigating an unspecified number of software developers that may have illegally gathered information without the consent of parents.

Under the changes to the law, known as COPPA, information about children that cannot be collected unless a parent first gives permission now includes the location data that a cellphone generates, as well as photos, videos and audio files containing a human image or voice.

The Congressional Bipartisan Privacy Caucus commended the FTC for writing the new rules. "Keeping kids safe on the Internet is as important as ensuring their safety in schools, in homes, in cars," caucus co-chairman Rep. Edward Markey, D-Mass., said at a Capitol Hill news conference.

Data known as "persistent identifiers," which allow a person to be tracked over time and across websites, are also considered personal data and covered by the rules, the agency said. But parental consent is not required when a website operator collects this data solely to support its internal operations, which can include advertising, site analysis and network communications.

The rules offer several new methods for verifying a parent's consent, including electronically scanned consent forms, video conferencing and email.

The FTC sought to achieve a balance between protecting kids and spurring innovation in the technology industry, said Jon Leibowitz, the agency's chairman.

The final rules expand the definition of a website or online

service directed at children to include plug-ins and advertising networks that collect personal information from kids.

But the rules were also tightened in a way favorable to some Internet heavyweights, Google and Apple. Their online apps stores, which dominate the marketplace for mobile applications, won't be held liable for violations because they "merely offer the public access to child-directed apps," the FTC said.

Google and Apple had warned that if the rule were written to include their stores, they would jettison many apps specifically intended for kids. They said that would hurt the nation's classrooms, where new and interactive apps are used by teachers and students.

A Washington trade group that represents independent apps developers criticized the agency for addressing the concerns of large businesses while doing too little for the startups that make educational apps parents and teachers want. The FTC's belief that the apps industry will figure out how to thrive under the new rules is akin to jumping off a cliff then building a parachute, said Morgan Reed, executive director of the Association for Competitive Technology.

"While that may work for big companies, small companies lack the silk and line to build that parachute before they hit the ground," Reed said.

Companies are not excluded from advertising on websites directed at children, allowing business models that rely on advertising to continue, Leibowitz said. But behavioral marketing techniques that target children are prohibited unless a parent agrees. "You may not track children to build massive profiles," he said.

The agency included in the rules new methods for securing verifiable consent after the software industry and Internet companies raised concerns over how to confirm that the permission actually came from a parent. Electronic scans of signed consent forms are acceptable, as is video-conferencing between the website operator or online service and the parent, according to the agency.

The FTC also said it is encouraging technology companies to recommend additional verification methods. Leibowitz said he expects that this will "unleash innovation around consent mechanisms."

Emailed consent is also acceptable as long as the business confirms it by sending an email back to the parent or calling or sending a letter. In cases of email confirmation, the information collected can only be used for internal use by that company and not shared with third parties, the agency said.

The FTC's investigation of apps developers came after the agency examined 400 kids' apps that it purchased from Apple's iTunes store and Google's apps store, Google Play. It determined that 60 percent of them transmitted the user's unique device identification to the software maker or, more frequently, to advertising networks and companies that compile, analyze and sell consumer information for marketing campaigns.

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SEARCHING FOR THE MISSING LINK



Your advertising strategy should form a strong chain....

1. Have a goal/plan: Yogi Berra once said that if you don't know where you are going, any road will take you there. Knowing what you want to accomplish may be half the battle in creating good advertising.
2. See your advertising from the customer perspective: Sometimes we are too close to our business to understand how customers see our offerings. Are we making the point they want us to make? Do they understand our language?
3. Include benefits, not features in your advertising: What is in it for me? Only \$499.99 is not as meaningful as save \$50.
4. Sweat the details: Hours, locations, credit cards, are little things we too often take for granted. Did we describe things right, include a picture, all the details make an ad effective.
5. Time your ad properly: When do you want action to be taken as a result of your ad? When do people in your market get paid? When do your customers read the paper? When do people most likely want you to be advertising?
6. Balance frequency with your budget: Very few people are in the market for your goods and services at any particular moment in time. The more often and wider you cast your net, balanced against fishing where the fish are and your budget, the better off you are.
7. Be consistent: Remember that you will get tired of your advertising way sooner than your customers will. Try to be consistent with your sizes, your templates, your type style, your format, the day you run and your brand. By doing so, people will see your ads as even more effective.
8. Be strategic with your ads: If readers eyes move from top to bottom and left to right, consider that flow and what you place in every segment of your ad to optimize effectiveness.
9. Consider the use of attention getters: Creative use of white space, illustration/art, color all tend to draw attention to your ad. Remember that readers make the decision to read your ad very quickly. Often in a second or two. What will make them stop and read your ad?
10. Track what works for you: The more you measure results of your ads the more likely you are to repeat successfully what has worked for you in the past. Measure sales, measure coupons, measure image, but try to do more than anecdotal get a gut feel for how your ads are working

The Brownfield News

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