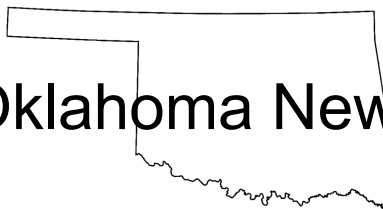




## Oklahoma Newsletter



### AP revises crediting policy to include member links

Last year, the AP introduced a new policy for the crediting of member newspapers in our reporting, including member attribution in stories picked up from a single newspaper — no matter how small the story.

Starting next week, that practice moves one step further. In addition to offering a link to the contributing member's home page at the end of a text story in the "Information From" tag, we will also provide a direct link to the actual story from which the pick-up originated in the text of the AP version.

This new policy applies when the entirety of the story is derived from a single member's contribution. These stories move most often on state wires but occasionally are transmitted on national or global wires.

AP managing editor Mike Oreskes points out that nothing about this change alters our existing policy on attributing to other organizations information that we haven't independently reported. Nor does it change our policy to give credit to members that broke a story first, even when we match it or advance it through our own reporting.

For members with pay walls, the link will generally direct a reader to a page informing them the story they seek is behind a pay wall and explaining how they can purchase access to that content.

Providing direct links to member stories has been under consideration by the AP and its members for some time, but technical issues prevented its implementation. Those technical matters have now been overcome.

### June Member Photo of the Month



Lightning strikes the ground near Guymon, Oklahoma, June 28, as a storm brought much-needed rain but sparked numerous grass fires. Photo by Shawn Yorks, The Guymon Daily Herald

## Juozapavicius tells story of troubled Weleetka

Tulsa Correspondent Justin Juozapavicius visited Weleetka in June to tell the story of a tiny town with big-city problems.

A 2009 fire tore through seven downtown buildings in the town of barely 900 people. A year before, two little girls were killed in a case that remains unsolved. And a house fire in 2010 killed six people.

What the downtown fire didn't destroy has been wrecked by the re-



cession, and many shops along Main Street have closed.

As one former business owner la-

mented, "There's nothing here to say this was a place."

Several of those interviewed told Juozapavicius that they think the town is cursed, and one minister said, "The devil has a foothold here, and it's our job to run him out."

A memorial now stands at the site where the girls' bodies were found. They had been shot to death, and their bodies were found in a ditch.

## AP expands Hometown Leads to include college football, NFL coverage



Hometown Leads, which offered a more local approach to the AP's coverage of Major League Baseball, has been expanded to include major college football and the NFL.

On college games, Hometown Leads will move on Top 25 teams and those from the six major BCS conferences, including the Southeastern Conference. All NFL games will carry the Hometown Leads.

As in baseball, these leads will be filed in addition to the regular optional top that focuses on the winning team. They will move after the breaking and optional leads have appeared on the wire.

The new Hometown Leads will also pick up into the material in the breaking lead; stories will be approximately 12-15 inches in length. The football leads will carry a featurized top and quotes from at least one player and/or the coach.

## AP Exchange Search of the Month

Q: How can I find Lifestyles content?

A: In the left navigational pane on the homepage of AP Exchange, there is a "Lifestyles" link. The command: `category=L` also will segregate lifestyle content. You also can search within a Lifestyles search for various subject areas.

1. After clicking the "Lifestyles" link or entering and searching for `category=L`, click the "Search Within" box.

2. Type in the general search box one of the following:

Food	Travel	Fashion	Parenting
Homes	Gardening	Crafts	Pets

You also can use the "Pinpoint" feature to categorize Lifestyle content. After clicking on the "Lifestyles" link, click the dropdown arrow under "Pinpoint" above the left navigational pane of the homepage.

## National APME Conference to recognize innovation

Denver plays host to this year's national APME conference, Sept. 14-16.

An action-packed program provides the support, training and ideas newsroom leaders need. The conference will be held at the new Embassy Suites Denver-Downtown Convention Center,

Visit [www.apme.com](http://www.apme.com) to learn more and to register.