

December 2006

# Merry Christmas



Let it snow....

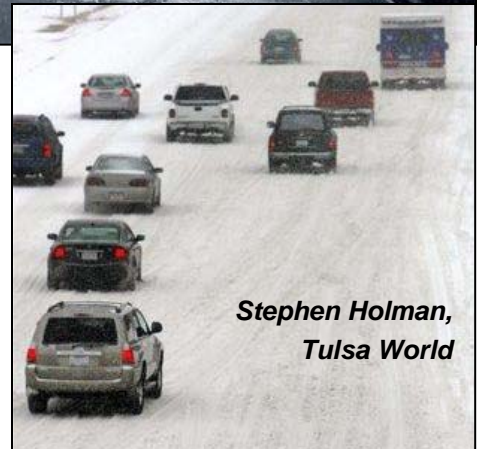


*Andy Carpenean, The Enid News & Eagle*

Let it snow...



*Brandi Simons, AP Stringer*



*Stephen Holman, Tulsa World*

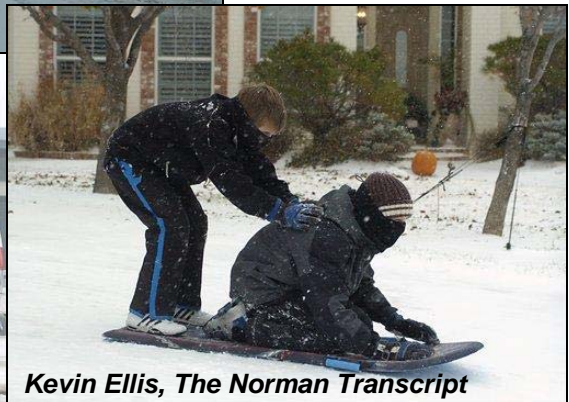
Let it snow...



*Rolf Clements, The Ponca City News*



*Michael Wyke, Tulsa World*



*Kevin Ellis, The Norman Transcript*

# AP/ONE Contest Entries Due

2006 AP/ONE Carl Rogan Awards Program contest rules and labels are available on the Oklahoma AP Web site: <http://www.ap.org/oklahoma>. All entries must be received by 4:00 p.m. Jan. 8, 2007. 2006 contest dates for the General Excellence category were Nov. 8, 9 and 10. Winners will be announced and awards presented at the annual AP/ONE awards banquet March 31, 2007 in Oklahoma City.

## Top Ten OK Stories

*Here's a preview of the 2006 top ten Oklahoma stories as voted by members. The complete list will run on the wire 12/28/06 for release 12/30/06.*



**1.** Grass fires consume thousands of acres despite statewide burn ban.



**2.** Drought conditions cause sell off of cattle and reduced wheat harvest.



**3.** Kelvin Sampson leaves Oklahoma to coach basketball at Indiana and Jeff Capel is hired.



**4.** Increased gas and oil drilling in state causes economic boom.

**5.** Special session needed due to legislators not passing appropriation's bills.

**6.** Biggest tax cut in Oklahoma history is passed by state Legislators.

**7.** Tulsan Jennifer Berry is named Miss America.

**8.** Announcement of the closing of the Dayton Tire plant in Oklahoma City.

**9.** Billionaire alumnus Boone Pickens donates \$165 million to help Oklahoma State toward its goal of creating an athletic village north of the football stadium that already bears his name.



**10.** Governor Brad Henry re-elected to a second term.



# OAPB Contest Dates



Tuesday, Dec. 19, and Friday, Dec. 22, are the final 2006 OAPB contest days. Record your newscasts on these days for competition in the categories of Best Early Newscast, Best Evening Newscast and Best Sportscast. The first three contest days for 2006 were Sep. 21, Oct. 27 and Nov. 15.

Contest rules and forms will be mailed December 27 and posted on the Oklahoma AP Web site: [www.ap.org/oklahoma](http://www.ap.org/oklahoma). Any station in Oklahoma that receives the Oklahoma AP broadcast wire is eligible to enter. All entries must be received no later than Monday, February 5, 2007, 4:00 p.m.

## From the Staff:



Staff members enjoyed a chili luncheon for Christmas and gave donations to a local family.

Left to right: ...Chief of Bureau Lindel Hutson, broadcast editor Ken Miller (partially hidden), editorial assistant Judi Boland, photographer Sue Ogrocki and technician Larry Hamlin.



# AP Product News



## AP Exchange

### AP Exchange trainings offered to help users make the most of this new tool

As AP Exchange rolls out, AP offers several opportunities to learn how to make the most of the new web-based view of AP content.

Site administrators can benefit from a special 60-minute online course every Monday at 2 p.m. ET. We walk through the account set-up process and go on a guided tour of AP Exchange, a service some members say is the best thing AP's done in a long time.

For your staff, we offer the AP Exchange School of Search every Thursday. Two sessions are held, one at 11 a.m. and one at 4:30 p.m. ET. The sessions are brief, 30 minutes, and are designed to introduce editors and reporters to the tips, tricks and shortcuts to find locally relevant content in AP Exchange. The 30-minute investment could save hours every week.

In addition, private sessions are also possible. Simply speak to your bureau chief and we'll set up an online class just for your newsroom.

To RSVP for the Monday or Thursday sessions, simply email [talkback@ap.org](mailto:talkback@ap.org).

AP Exchange offers editors and reporters access to the extensive AP database of content, from any browser, anywhere, anytime. Find news that suits your beat, market and reader interest. Automatically see all related content, get one-click access to main wires and your favorite AP features, send alerts, set saved searches, edit, download and see content all in one place.

AP Exchange is free of charge and is being very well received by editors and reporters across the country. Besides finding news that matters to your readers, AP Exchange can also be used to auto publish niche AP news of local interest to your Web site. For more about AP Exchange, check out [www.ap.org/apexchange](http://www.ap.org/apexchange).



## Newspapers Online

### State News Online keeps your Web site local and fresh

AP State News Online gives your Web site the full range of AP's state news reports: politics, legislative and government news, business, sports, features and more.

With State News Online, breaking news from your state appears as it happens, and is updated quickly and accurately 24/7. Headline packages with up to 10 top items linked to a state's top stories are updated six times an hour to provide readers with the most up-to-date news at a glance.

For more information, see [www.ap.org/newspapers](http://www.ap.org/newspapers).

# asap

Connect with the Next News Generation



## asap revised 2007 pricing

AP's asap multimedia news service, targeted for 18- to 34-year-olds, has had a very successful fall season. A finalist for the AP Chairman's Award for innovation, asap also recorded impressive online traffic through the fall and was the buzz on a number of blogs through the election season.

asap continues to win recognition for innovative news stories and innovative packaging, style and delivery.

Now, there's even better news for newspapers -- rates for 2007 have been reduced, effective Dec. 1 and in some cases the rate reduction is substantial. If budgets put asap out of reach for you in 2007, take a second look at our new rates.

## AP Money & Markets



## AP Money & Markets offers daily digest, FAQ

The Money & Markets team has begun sending a daily digest describing the key enterprise modules for that day. It generally moves before 1 p.m. ET. Find it by searching for BC-AP Money & Markets Digest.

With Money & Markets, you can use individual modules anywhere in the paper, as well as any package you choose to run on your Markets pages, so watch the digest for items that may be useful to your coverage.

We also have an FAQ you can publish when making changes to your stocks pages and telling readers about M&M as you add it in print or online. To get a copy, contact your local chief of bureau.

For more information about AP Money & Markets print and online, check out [www.ap.org/markets](http://www.ap.org/markets).

Contact us!

The Associated Press, 525 Central Park Drive, #202, Oklahoma City, OK 73105

405-525-2121 800-522-3522 Newsletter comments/suggestions: [crobertson@ap.org](mailto:crobertson@ap.org)



# 2007 AP Special Editions Calendar

Jan. 9  
Love  
and Romance



Jan. 30  
Taxes



March 6

Home



April 10

Mother's and  
Father's Day



May 2 - Summer



June 5



Weddings

July 10  
Back to School



and  
Garden

Aug. 7

Sept. 11—Cars



Oct. 2



Parenting



Nov. 6 - Holidays



Dec. 4