

May 2006

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**OAPB
Awards
Luncheon**

Oklahoma Broadcasters:
Make plans now to attend the annual Oklahoma Associated Press Broadcast awards luncheon June 14 in Oklahoma City. This will be at noon at the Deep Fork Grill at 5418 N. Western. The luncheon is \$25 per person.



We would appreciate a call or e-mail to AP's Cara Robertson (crobertson@ap.org; 800-522-3522 or locally 525-2121) so we can get an idea of how many from your station will attend.

**NABJ
Regional
Convention**



Corey Young of the Tulsa World talks with AP's Ashley Gibson (center) and Rochelle Hines (right) at the Oklahoma City regional convention of the National Association of Black Journalists. The conference included a job fair and focused on salient issues facing journalists today.

**Oklahoma
AP Staffer
of the
Year**

Oklahoma City Administrative Assistant Cara Robertson has been named the Oklahoma AP Staffer of the year for 2005. Robertson has worked for AP since 1992. The staffer of the year is picked by the AP/Oklahoma News Executives (APME) organization. She was presented a plaque at the AP/ONE convention in Tulsa in April.



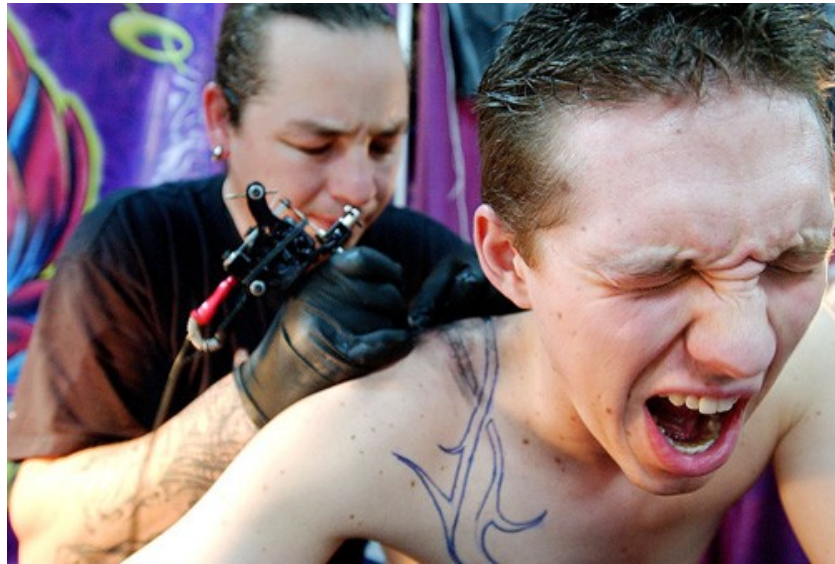
Training Session

John Dowling, who heads AP's training effort from Chicago, recently came to Oklahoma City to work with AP staff individually on writing skills. Here he visits with AP's night supervisor Rochelle Hines.



Photo of the Month...

March



Jeff Caldwell of Yukon, Okla., right, gets a tattoo on his shoulder from Rikky Joe of Dallas during the Tulsa Tattoo Convention at the Hive, March 30, 2006. Despite a statewide ban on tattooing in Oklahoma, people are giving and receiving tattoos at a festival in downtown Tulsa. Organizers say the event shows the popularity of tattooing in the state and the need to bring it out from the underground so it can be monitored by health officials. (AP Photo/Tulsa World, Kelly Kerr)

A tornado touches down near El Reno, Okla., Monday, April, 24, 2006. At least two tornadoes moved through central Oklahoma Monday night, causing some damage to an airport near El Reno, authorities said. There were no immediate reports of injuries with the twisters, which developed ahead of a strong storm system making its way through the region. (AP Photo/The Oklahoman, Paul Hellstern)



April



A tornado touching down in El Reno, Okla., is seen from Interstate-40 in Yukon, Okla., Monday, April 24, 2006. The tornado caused damage to the El Reno Regional Airport. There were no immediate reports of injuries with the twisters, which developed ahead of a strong storm system making its way through the region. (AP Photo/The Oklahoman, Chris Landsberger)

Member Contributions

The Journal Record in Oklahoma City provided The Associated Press with a story about the Oklahoma Tourism & Recreation Department expanding its marketing efforts to reach Hispanics in the Dallas-Fort Worth area.

Chris Russell, KOTV, first reported the abduction of Garth Brooks' ex-wife, Sandy Brooks.

The **Muskogee Phoenix** provided a story about the Muskogee Regional Medical Center decision to ban one of the newspaper's reporter from calling or visiting the hospital after she wrote a story about a proposed group contract between the hospital and anesthesiologists.

The Oklahoman provided a story about how dry weather stands to make this the worst wheat crop in decades.

The **Tulsa World** provided a story about the drunken driving arrest of Assistant Oklahoma State University wrestling coach Pat Smith.

From **KTUL**, **Kevin King** provided first word on an Okmulgee County house fire that killed a man and his 8-year-old son and injured the wife and a 3-year-old son.

The Shawnee News-Star provided a story about a raid on a dog breeding operation on a city manager's land.

Jerry Bohnen, KTOK, reported Congressman John Sullivan sent a letter to EPA asking the agency to intervene in poultry flap between Oklahoma and Arkansas.

The **McAlester News-Capital** provided a story about the City Council voting unanimously to suspend new City Manager Susan Monroe over a \$2,500 pay raise she received.

Product News

Have you seen ...

AP's new Online Video Network?



The AP Online Video Network is an ad-supported news video service that draws on the global news gathering of The Associated Press, powered by Microsoft's MSN video player. The service features about 40 clips a day -- national, international, business and entertainment.

asap

Edgy. Spirited. These are some of the things Iowa newspapers are saying about asap, AP's 18-to-34-year-old news wire now available to all newspaper members. To date, approximately 230 members have signed up and are making use of asap in print and online. Since launch, asap readers have told us they want more multimedia. In response, we've doubled the video and audio reporting. The asap world news map continues to be one of the most popular features. It allows readers to access news geographically rather than via a list of headlines. Now is a great time to sign up for asap. In addition to a 2006 fee reduction (since we're part way into the year), asap is also filing exclusively from SXSW, one of the biggest and most important music and film festivals and a key event for the 18-to-34 demographic. Members who sign up for asap are licensed to use the material in print and online and even over the air through local wireless. In addition, subscribers will receive reports from younger reader focus groups we'll be conducting three times this year.

Play Ball!

Baseball's 2006 season is underway and AP's offering two baseball services to both inform readers and make your sports agate production easier night after night. Our Expanded Baseball Stats offer deeper data to keep baseball fans glued to your pages. You can take a full league or just one team. Fans want more than the basic data and Expanded Baseball has become the solution for scores of papers. If pulling baseball agate together nightly is a costly production problem, AP's Page Ready Base is the solution. In Quark or InDesign, Page Ready delivers hassle free pagination customized to your time zone and update throughout the evening to catch all deadlines.

Special Editions

The latest Special Edition, "Health and Fitness," moved April 4 on the advance wire for use anytime. Stories cover exercise for children during the summer recess; yoga for seniors; lifestyle changes to improve memory loss in aging; marathon training for amateur athletes; energy therapies at spas; online calorie counters; and dieting obsessions. Photos, graphics and glances are also included.

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Here are dates of other AP Special Editions coming in 2006. Please note changes from some earlier schedules to reflect that Special Editions move on the first Tuesday of the month, except on holidays:

May 2 - Careers

June 6 - Outdoors

July 11 - Back to School

Aug. 1 - Parenting

Sept. 12 - Cars

Oct. 3 - Philanthropy/Volunteering

Nov. 7 - Holidays

Dec. 5 - Weddings

For information about AP products or services, please contact Oklahoma COB Lindel Hutson.

Contact us!

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