

**October 2006*****In this issue.....***

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**November 7****General  
Election****AP Coverage**

On November 7, with the balance of Congress on the line, the AP will cover more than 6,000 races while America determines the political make-up of the country going into the 2008 presidential campaigns. From the moment the polls close, the AP will be manning every county in the country to report on movements in the battle to control the US House of Representatives and US Senate, as well as statehouses, legislatures and scores of other state and district offices.



The Associated Press provides the most comprehensive election and political reporting available to broadcasters, newspapers and web sites. The AP delivers fast, accurate and detailed information on all state races and a complete view of elections and issues across the nation.

The Online Video Network has been on the campaign trail, covering the key races. We've set up a special section so your visitors can get directly to the election gallery, and provided several display graphics so you can prominently promote campaign and election videos on your home page.

One-minute election updates will post hourly on election night. We'll have packages and sound bites from the key races and reports from Mark Smith at the White House, and analysis from Thomas Mann of the Brookings Institution.



The Associated Press 2006 Election Guide is now accessible to all members for AP special election services. The guide is designed to provide quick access to election-year data for each state as well as information on races for U.S. Senate, U. S. House and governor. The 174 page guide is available on the Internet, and can be easily printed by customers. <http://www.ap.org/elnguide>. The password for the pdf file is apelection.

On election night, AP Radio News will offer four 60-second reports each hour. ElectionWatch reports will air three times each hour with additional reports scheduled if needed. Election results will top regularly scheduled top-of-the-hour newscasts, our bottom-of the hour top-story updates and our one-minute headlines newscasts each hour. Wednesday morning audio feed will include coverage of all of the critical races.





Sean Murphy (left) and Tim Talley

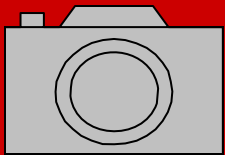
AP Oklahoma is focused on the upcoming election. You can expect fast and accurate vote tabulation as well as comprehensive coverage from our editors, writers and photographers.



Ron Jenkins

AP will provide complete coverage of the governor, lieutenant governor, state questions and the other state office races. Plus, we will have stories on Congress, the state legislature and other significant elections. Veteran campaign watchers Sean Murphy, Tim Talley and Ron Jenkins, along with other AP writers, will provide quick leads on the races during the night and into the next day.

## Photo of the Month...



**October...**Amber Noble, center, is consoled by her cousin Sandra Yeary, right, and neighbor upon seeing the gutted trailer home where Noble's 16-month-old daughter was killed in a fire earlier that day at Ballerina Edgewater Park near Cleveland, Okla., Oct. 25, 2006. (AP Photo/Tulsa World, James Gibbard)



**September...**The Army National Guard 45th Field Artillery Brigade (left) stand at attention after presenting colors as four T6A Talons fly over David Allen Memorial Ballpark during Freedom Walk Monday, Sept. 11, 2006, in Enid, Okla. (AP Photo/Enid News & Eagle, Andy Carpenean)

# AP/ONE Board Meeting



Blake Wade (left) of the Oklahoma Centennial Commission talks to the AP/ONE Board about plans for next year's state centennial celebration. In the foreground is Mike McCormick of the Shawnee News-Star. Below: Members of the AP/ONE board attending the annual mid-year meeting included (from left) Brenda Tollett of The Ada Evening News, Kent Bush of the Chickasha Express-Star, James Beaty and Matt Lane of the McAlester News-Capital, Cara Robertson of AP and John Bridwell of the Daily Ardmoreite.



David Page (left), The Journal Record



For more information on the centennial celebration [www.oklahomacentennial.com](http://www.oklahomacentennial.com)

# OAPB 2nd Contest Day Announced



Friday, October 27, was the second of five contest days in 2006 for competition in the category of Best Early Newscast, Best Evening Newscast and Best Sportscast. Contest rules on submitting your entries will be mailed in December and are posted on the Oklahoma AP Web site: [www.ap.org/oklahoma](http://www.ap.org/oklahoma).

# Member Contributions

Contributing to the coverage of the fire in which three children and their father were found dead at Pauls Valley were **Jeff Shultz** of the **Pauls Valley Daily Democrat** and **Ken Henson** of **Oklahoma City television station KWTW**.

Henson provided early word that three children were found dead in their burning home. They were killed by their father, who then set the fire and committed suicide. Shultz provided photos and helped AP with coverage of the tragedy.

**The Oklahoman** contributed a story on the preliminary report from the National Transportation Safety Board showing that the airplane that crashed near Antlers, killing four people, made a U-turn and a quick descent before disappearing from radar. The newspaper also contributed a story about a \$200-million beef processing plant to be built in the Oklahoma Panhandle could be financially harmful to the beef industry, an industry analyst said.

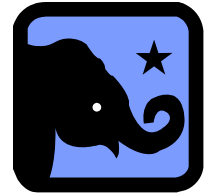


From Ardmore, **The Daily Ardmoreite** provided a story that a judge ordered a man to stand trial on charges that he strangled his wife.



The **Tulsa World's** Oklahoma Poll, in conjunction with Tulsa TV station **KOTV**, showed Gov. Brad Henry with a lead of more than 40 percentage points over Republican challenger Ernest Istook. Another World story was about a new poll casting doubt on Republican hopes of winning control of the Oklahoma Senate for the first time in state history.

**Dave Koester** of **Oklahoma City's KOCO** had the story when Republican school superintendent candidate Bill Crozier said old textbooks should be placed under students' desks for use as protection in case of a school shooting. Koester also provided information when classes were dismissed early at Mustang High School after threatening messages were found two days in a row in a restroom.



Also from **KOCO**: Jesse Hamilton and Jason Oden provide first word when Dayton Tire Plant workers were told they'll be laid off at the end of October as the plant prepares to shut down.

**The Norman Transcript** had the story about a couple of local residents who launched an imaginary political campaign to emphasize how superficial many campaigns are.

A story from the **Enid News & Eagle** detailed the investigation into whether drugs were involved in a traffic accident that killed six people.

**Chris Russell** of **Tulsa television station KOTV** provided details when a triple shooting in Sapulpa left one dead and two critically injured. He also had early word of misdemeanor negligent homicide charges being filed against the drivers of two boats involved in a collision on Grand Lake in July that killed a Georgia man.

Russell also had the story of a man who was arrested after shooting at his roommate following an argument over their pit bull puppy.

**The McAlester News-Capital** provided a story about prosecutors filing an embezzlement charge against former city manager Randy Green, who is already serving time after a federal embezzlement conviction.

**Kevin King** of **Tulsa's KTUL TV** had the information when Broken Arrow schools were placed on lock down as police chased two men suspected of stealing knives from the Bass Pro Shops through the neighborhood.



King also provided first word on a Tulsa McLain High School student arrested for having a handgun on campus. King also shared information about two men who tried to kidnap a 10-year-old from a school bus stop in east Tulsa and the boy's escape.



From **Lawton, the Constitution** had a story about the setting of a court martial for a Fort Sill soldier accused of attempted murder and aggravated assault, among other charges.

**Beth Myers of Oklahoma City radio station KTOK** had the story of a Shawnee police officer returning to work after possibly being given tainted food at a local Taco Bell.

Also from **KTOK, News Director Jerry Bohnen** provided quick reports when Oklahoma County Commissioner Brent Rinehart asked the FBI to investigate Sheriff John Whetsel on allegations of mistreatment of county jail inmates.

When law enforcement officers arrested a Louisiana woman after she allegedly took her two sons from their father's car, **The Shawnee News-Star** provided a story to AP.

## From the Staff:

In his first days on the job, new **Tulsa correspondent Justin Juozapavicius** made the national wires with a takeout on the lone holdout resident refusing to sell his home to make way for a major athletic village planned at Oklahoma State University with a \$165 million gift from oil baron alum T. Boone Pickens.

Juozapavicus also did a report on the double-fatal traffic crash caused when a state trooper performed a U-turn on the busy Will Rogers Turnpike near Claremore.



**Christina Good Voice** had the story when descendants of black slaves who have lived with the Cherokee Indian tribe for more than a century said they were outraged at an attempt to exclude all non-Indians from the tribe.

**Newsman Tim Talley** produced a story about two wrongly convicted men whose tale forms the basis of a new book by John Grisham. One of the men came within days of being executed for a murder he did not commit.

Talley developed a nice, quirky story for the national wire about an unusual safety suggestion from a school superintendent's candidate: children should be given thick textbooks to shield themselves in the event of a school shooting.



**Sean Murphy** had the story on a study by the University of Oklahoma indicating improved lung function in smokers who take cholesterol-lowering statin drugs.

**Judi Boland** wrote about a small band of women who compete professionally in the ultimate male dominated sport - bull riding.



**Ron Jenkins** was busy during October with stories leading up to the general election. He spent time on the road with the gubernatorial candidates, going to Duncan with Gov. Brad Henry and to Skiatook and other northeast Oklahoma locations with Republican Rep. Ernest Istook.

Jenkins also had the story that Democratic and Republican state Senate leaders may follow the lead of their counterparts in other states and share power if the chamber has a tie in membership after the Nov. 7 election.

**Murray Evans** took a look at the first anniversary of the Oklahoma Lottery.

Just in time for Halloween, Evans reported on an interesting Oklahoma City business that sells skulls and skeletons.



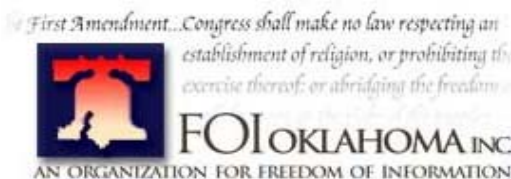
Among the many sports stories followed by **Jeff Lutzke** during October was word that Oklahoma has endowed a scholarship honoring Prentice Gautt, the first black football player for the Sooners.

## **N<sup>2</sup>NEWSPAPERNEXT:** **THE TRANSFORMATION PROJECT**

**Newspaper Next** is coming to **Dallas** Friday, **December 1** at Southern Methodist University. SMU's Division of Journalism is co-sponsoring this program. Tuition: \$195. In this one-day regional workshop, you can learn positive and practical solutions to address the newspaper industry's challenges. This powerful new approach will help you grow your franchise and create a successful future.

Questions? Please contact Carol Ann Riordan at [criordan@americanpressinstitute.org](mailto:criordan@americanpressinstitute.org) or 703-715-3315.

Please check the Newspaper Next Web site – [www.newspapernext.org](http://www.newspapernext.org) – for announcements about workshops in 2007.



### **[Eighth Annual 1st Amendment Congress](#)**

**November 16 - 17, 2006**

**Student Union Building**

**Oklahoma State University, Stillwater**

**Who is Freedom of Information Oklahoma?** *"Knowledge will forever govern ignorance; and a people who mean to be their own governors must arm themselves with the power which knowledge gives." James Madison, Father of the U.S. Constitution*

**FOI Oklahoma was founded on the same belief Madison described in supporting the First Amendment. The organization was formed in 1990 to educate the public and elected officials about rights guaranteed by the First Amendment and to promote openness in government.**

# AP Product News

## AP Money & Markets – Thinking Outside the Stocks

The Associated Press is working with beta subscribers as we move closer to full rollout of AP Money & Markets, a new service designed to offer print and online markets information.

We are offering customizable solutions that are easy to implement and flexible – you can use the print modules throughout the paper and online you can link to a hosted page or embed modules as you would like.

To learn more about Money & Markets and see examples or prototypes, visit <http://www.ap.org/markets>



## AP Exchange

Web-based view of AP content, AP Exchange, begins rolling out to members. Dozens of Associated Press members have begun using AP Exchange, the new web-based view of AP stories, photos and graphics. AP Exchange officially launched in September and will become available to all members, free of charge, between now and the end of the year.

Some of the features of this powerful new tool include:

- Manual and automated searching to locate stories, create feeds of relevant news or to

automatically gather content for special sections, projects and planning.

- Fast, secure and personalized online access to AP from any browser, anywhere, anytime.

- Ability to send saved searches to email and wireless devices, allowing journalists to track the news while away from their computers.

If you would like to learn more about AP Exchange, talk to your bureau chief about setting up a demonstration. Your chief can also give you more information about the timeline for Exchange's rollout and get you signed up as soon as it

## New Online Video Network promotional tools available

New Online Video Network promotional tools have been designed to attract more users to the videos on your site and directly increase streams and revenue for everyone. Best of all, they require only minor code updates on your part to implement them.

The main features of the new promo tools include:

New, redesigned tools to fix the requirement that users click twice on an image or headline to follow a link from within the promotional tools. The new tools allow us to get back to the single-click links that users know and expect on the web.

The release of an animated, scrolling tool that has already been implemented by hundreds of OVN subscribers with great results. During the test period alone, the scrolling promo tools drew more than twice the user clicks than our control group. The new "Scrolling Small Three Thumb" tool comes in both vertical and horizontal versions and are listed as option #1 and #3 on this site: <http://www.ap.org/ovn/promotoolssupport.html>

Based on the increase in traffic to the OVN videos through the many OVN subscribers' sites that are already using this scrolling promo tool, we strongly recommend that you take advantage of this new, animated version of the tool on your site.

You will find all the newly designed tools as well as new code and instructions (as .doc and PDF files) for implementing them on your site at: <http://www.ap.org/ovn/promotoolssupport.html>



## Top 25 College Football feature free to Hosted

A newly created Top 25 College Football front is available at no additional cost to Hosted Custom News subscribers this year. The section offers AP's Top 25 College Football poll interactive - with team information and game schedules; at least 10 stories at all times throughout the season; a scrolling ticker featuring game schedules that convert to scores as games are completed; photo gallery and podcasts.

You can see the offering live on member sites here:

[http://hosted.ap.org/dynamic/fronts/COLLEGEFOOTBALL\\_25?SITE=RANDOM](http://hosted.ap.org/dynamic/fronts/COLLEGEFOOTBALL_25?SITE=RANDOM)

## AP prepares for November elections, and it's not too late to sign up for service

The primary season proved to be very lively with some candidates moving to the Independent label to stay in races and some others whose legal and financial troubles have forced their national parties to consider alternative candidates weeks before the big day. With both the U.S. House and the U.S. Senate in play, Nov. 7 will be a very a lively evening.

It is not too late to get on board with AP Elections. Two of our online and web-delivered services can be added without any heavy lifting or large time constraints.

These two election services offer a turnkey service and a customizable solution. The hosted product allows members to post results without involving load issues on their web sites and in-house development staff, while the FTP product supplies the election materials for members to build their own presentation of results.



## What is RSS?

AP Hosted Online offers frequently asked questions to help you get up to speed on RSS.

Click <http://hosted.ap.org/dynamic/fronts/RSS?SITE=AP&SECTION=HOME> to see the list of AP RSS feeds, and to read our FAQ.














RSS, or Real Simple Syndication, is a fast-growing Internet format that allows news and other content providers to supply continuously updated information in a way that can be easily used within personal web journals and by RSS news reader programs and some Web browsers.

By itself, an RSS feed is nothing more than text surrounded by computer code. But combined with an RSS news reader or similar software, RSS becomes a powerful tool allowing readers to easily keep abreast of the latest news and information from multiple web sites.

News readers commonly display headlines in a small application that appears on a reader's computer desktop. RSS news readers differ from Web browsers in that headlines are updated continuously, without any need for the reader to refresh the page. A single news reader can display headlines from dozens of different Web sites.

Clicking on a headline in an RSS news reader opens that story in the reader's preferred browser. RSS can also be used to add content to a personal Web journal, or Web log (blog).

## 2007 AP Special Editions Calendar

<p>Jan. 9 <i>Love and Romance</i></p>  <p>Jan. 30 <i>Taxes</i></p> 	<p>March 6</p>  <p><i>Home</i></p> 	<p>April 10 <i>Mother's and Father's Day</i></p> 	 <p>May 2 <i>Summer</i></p>	 <p>June 5 <i>Weddings</i></p> 	
<p>July 10 <i>Back to School</i></p> 	<p><i>and Garden</i></p> <p>Aug. 7</p>	<p>Sept. 11 <i>Cars</i></p> 	<p>Oct. 2 <i>Parenting</i></p> 	 <p>Nov. 6 <i>Holidays</i></p>	<p>Dec. 4</p> 

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# Happy Halloween

