

Media Guide for Federal Agencies

Discussing the traditional forms
of Media Interaction



AND addressing the topic of Social Media!



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INTRODUCTION

Federal agencies have a responsibility to provide accurate and timely information to the general public and the media.

In many cases, however, agencies do not have a person designated and trained as a Public Affairs Officer (PAO). In such instances, the CEO or a front-line employee must act as the agency's representative to the public.

Many times, the intended message may be lost during the interview; often lack of planning or an inability to relay the message in succinct, easy to understand terms is the cause. Dealing with the media can be a daunting, nerve-wracking experience, whether it is in a face-to-face interview, phone interview or on camera. It is important to be at your best when communicating your message.

This guide has been developed to assist those individuals called upon to speak on behalf of their agency to the press, both managerial and non-managerial employees. Whether you are responding to inquiries, arranging or participating in an interview, or simply providing information for print or broadcast, it is hoped that this media guide will provide you with useful information and some important tips to assist you.

The purpose of this Media Guide is informational in nature for public employees. As in the past, the guidance is based on the principle that the business of Government is vital to serving the public everywhere. No provision of these guidelines may be applied in contravention of contractual agreements; agency instructions or guidelines; Comptroller General Rulings; or other pertinent controlling policies, authorities and instructions governing your organization. Application of this guidance must be consistent with the provisions of applicable collective bargaining agreements or other controlling policies, authorities, and instructions. The purpose of this strategy is to provide **information** when an emergency situation arises. ***In all cases, the final decision as to who will interact with the media will be made by the head of each agency and installation in the local area.***

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General Media Information

THE GATEKEEPERS

In order to be effective in getting your message out, you should have a basic knowledge of each medium and how it is organized. Be sensitive to deadlines which will be different for each media type; address each media type in the order of their deadlines to increase the distribution of your message.

Daily Newspapers: The newsroom structure is fairly standard. Local news is the responsibility of editors at newspapers. They assign reporters and photographers to cover stories. Each editor covers a specific part of the newspaper, such as a city editor, state editor, fashion editor, or wire editor. At small newspapers, there may only be one editor who carries the title of managing editor. At large newspapers, all editors work for the managing editor. A publisher is in charge of the entire operation. In smaller newspapers, the publisher is often the owner. Reporters will take your information, but generally, if you don't know whom to talk with, see an editor. If your newspaper is in a large metropolitan area, it may have a reporter specifically assigned to cover federal government. In this case, you should ask to speak with the federal beat reporter. If the reporter is not available, ask to speak with his/her editor.

Weekly Newspapers: Newspapers published weekly, or bi-weekly, generally work under the same structure as daily newspapers, but with some important differences. Weekly newspapers' deadlines are usually at the beginning of the week: Monday, Tuesday, or Wednesday. Since most weekly newspapers are small operations, they tend to run news releases with little or no change. You may find that several weekly newspapers in an area are owned and operated by the same publishing company. Visiting the main office could mean getting your story in all their publications. Studies have found that weekly newspapers are read more thoroughly than dailies.

Television: In television newsrooms, the person who assigns news stories to reporters is the assignment editor. The assignment editor coordinates what news stories will be covered during the day. He or she coordinates which reporter and/or photographer will cover a story. The news director is in charge of the station's news operation, and may supervise reporters as well. If you do not have a working relationship with a specific reporter, it is generally best to contact the assignment editor about a story or information. If it is a story for the day of an event, try to call the assignment editor before 9:30 a.m. If you call with information on a story to be done one or more days in advance, call after 9:30 a.m. and before 4 p.m. Before 9:30 a.m., the assignment editor is deciding which stories to cover for the day and making assignments to reporters who begin work at 9 a.m. Usually a TV station has one or two reporters assigned for their 10 p.m. newscasts. They come in around 1:30 p.m. and are usually looking for a new story or a new angle on the 5 and 6 o'clock leads. However, if your story is really important, deadlines are not an issue. They'll cover it.

Radio: Large-market radio stations often have assignment editors. In most cases, the person who assigns stories to radio reporters is the news director. Generally, any reporter can take your information over the telephone. But, try not to call a radio station before 9 a.m. The anchor/reporter in the newsroom is especially busy during the mornings - a radio station newsroom's busiest time of day. At many small stations, the reporters also anchor so try not to call

these stations at the top or bottom of the hour; they are on the air. Call at 5 minutes before the hour or 5 minutes after.

Monthly Publications: Monthly publications are generally magazines or trade journals that cater to a specific audience or deal with specific topical materials. They assign reporters and photographers to cover stories or develop articles much the same as a newspaper. Since articles are usually very thorough, consider this medium when you need to provide detailed coverage. Also, many monthly publications have unusually large distributions, but be cautious about rates. These informational vehicles can be pricey. Save this choice for really important articles and ask to speak with the federal reporter. You may get special pricing for being a government agency. If there isn't a federal reporter, ask who would be the appropriate contact for the subject matter. Also, check deadlines. Most monthlies publish mid-month (to be dated the following month) with deadlines two weeks prior. Deadlines are firm.

Wire Services: This medium relies heavily on telephone contacts. Wire services are mostly interested in "hard news" that may have a statewide interest. A wire service telephone clerk or reporter may answer the telephone to take your information or transfer you to a reporter or editor who will take your information.

Social Media: Social media tools and technologies, such as Facebook, YouTube and Twitter, offer powerful channels to deliver relevant and targeted marketing and outreach messages, often facilitated through trusted sources, when, where, and how users want information. Sites like Twitter, Facebook, YouTube, Flickr, and others are the first media that make it easy for anyone to reach large numbers of people without having great resources. On social media, information spreads not by broadcast, but through sharing.

GETTING YOUR MESSAGE OUT



Several common methods get messages to the media:

Press Releases & Media Alerts: Press releases and media alerts are designed to notify print and broadcast outlets of an upcoming event (alert), program, or policy change (press release). They are usually one page and inform editors and broadcasters about the "five Ws" of the event: who, what, when, where, why. They should be mailed/faxed in advance of the event to allow the media to plan to attend. Alerts should be used sparingly and only for important or newsworthy happenings. Follow up calls provide an opportunity to tell the reporter what visuals will be available either at the press conference or any visuals you can arrange for them.

News advisories work in partnership with news releases. The advisories alert the media to news conferences and other events and are designed to attract reporters to attend. Once they arrive at your event, the reporters get your news release. Think of a release as a movie—it tells a complete story. Think of an advisory as a movie preview that you see on television or in a theater—it gives the audience enough information to make them want to see the film, but doesn't give away the whole story. A news advisory should generally be limited to a single page. The advisory concludes with a recap of WHO, WHAT, WHEN, and WHERE, quickly summarizing the event. If the event is in a location unfamiliar to the media, give directions. Always list everyone speaking at the news conference (if known).

Marketing: Brochures, publications, etc., can be marketed by contacting appropriate persons at media outlets. Share information and obtain specific details on how to incorporate into their format. For TV, it must be visual. Another important aspect of the marketing process is to be quickly responsive to any media requests.

Public Service Announcements: Most stations carry Public Service Announcements (PSA's) and are happy to air them, if they receive the audio or videotapes.

Personal Media Visits: *Personal visits to media representatives can pay huge dividends.* Public perception of your agency and the federal government as a whole can be improved when you are recognized as a pleasant member of the community. The visits also provide "face to face" connection.

Wire Services: Wire services are interested in "hard news" that may have a statewide interest. A wire service telephone clerk or reporter may answer the telephone to either take your

information or transfer you to a reporter or editor who will take your information. Later, it will be edited and possibly added to the electronic wire.

Satellite Distribution: Satellite transmission is used to provide one-on-one interviews, news conferences or Video News Releases (VNR) to media markets across the United States. The stories or video can be transmitted simultaneously across the nation and can reach millions of people with one program.

What Do Reporters Look For?

Here are some key questions reporters ask themselves in determining newsworthiness:

Impact and Significance: “Will this news affect many of my readers (or viewers or listeners) or only a few? How big of an impact will it have? Will it have lasting significance?”

Visuals: Be sure to include visuals.

The Unusual: “Is this news really something out of the ordinary? Is the program being announced the first of its kind, or is the statistic being released a record high?”

Controversy and Conflict:

“Is the news likely to spark debate and disagreement? Does it deal with a hot issue that is already in the news?”

Human Interest: “Does this release include an example of an individual or family dealing with a problem that your agency is working to solve? Will this example touch readers, viewers or listeners emotionally and draw them into the story?”

Local Angle: “Is there anything about the information being announced in this release that has special interest for people in my circulation/viewing/listening area?”

Overall Interest: “Would a story about this announcement be something people would find interesting enough to read, or watch, or listen to?”

Do Your Homework

Have significant developments in my area made my organization more newsworthy?

Keep a “Pitch File”

One way to keep track of the many interesting programs and developments in your area that would make good stories is to create a pitch file, which includes the names, and telephone numbers of key contact persons, important dates, and unusual facts about particular programs and efforts.

Select the Right Media

Once you have a good story idea, identify the media outlets you think would be most interested in writing about the subject. Begin with the most obvious—the major daily, weeklies, and news services in the area—but don’t forget about the special market publications.

- ★ Remember: Reporters have an obligation to be fair, and to get both sides of the story.
- ★ Visit the media when you don’t have news: build relationships.
- ★ Provide background information on what you are working on. Provide a context on things that will be happening in the future.

MEDIA EVENTS

Meetings with Editorial Boards:

In many large newspapers and magazines, an editorial board meets to set editorial policy. Editorial policy dictates the direction a news organization will take on various issues and the slant of its coverage. **In planning for an editorial board, preparation is important!**

Pointers for people who will be meeting with the editorial board:

- * *Arrive at the meeting on time*
- * *Have an agenda prepared. Do not go with the intention of just responding to questions. You are there to sell and persuade your point of view.*
- * *Prepare press kits in advance*

The press kits should contain: biographies, news releases, sample infographics, questions and answers, and photographs (if necessary). Participants should be briefed and prepared for possible questions they may be asked.

The major benefit of an editorial board comes with creating a working relationship with community gatekeepers, having an impact on editorial policy, and fostering a positive image of your agency. Often, in smaller newspapers, a managing editor will meet with you, or a reporter may be assigned to interview you.

Remember, good publicity helps to establish credibility. You should generate good news situations as a track record to offset instances of undesired news. Do not simply wait defensively for bad news.

Rules for establishing a good relationship with news people:

1. Know your organization; really know it.
2. Do the publicity job efficiently, reliably and credibly.
3. Make the reporter's or the editor's job as easy as possible.

News/Press Conferences:

A news conference is the best method of disseminating news simultaneously to the media. It is a tool that should be rarely used, reserved only for important newsworthy announcements. A great deal of planning goes into hosting a news conference. Reporters will need kits, which contain background material, such as: news releases, questions and answers, photographs (if necessary), biographies, etc. Agency spokespeople should be given talking points, briefed in advance of the event, and go over possible questions that they may be asked. If conducting a press conference, 10:15 or 10:30 a.m. is best and it will make the noon news. If the material is good, it will carry over into the evening news.

Space requirements will need to be considered also. Be flexible with television cameramen. They will set up lighting and may need to move chairs around.

Other tips include:

1. *Carefully schedule the event so it does not conflict with other major news events. Mondays are usually not good.*
2. *Give proper advance notification*
3. *Start on time*
4. *Keep on schedule*

Media Tours:

The media tour can be a valuable method of showing gatekeepers what we do and to increase understanding of our operations. It can give the media an interesting story and allows the stations to get fresh video (B-roll) for their respective libraries to cover future news stories. On-site is the perfect way to demonstrate and make your points clear by directly showing the media a certain situation or environment.

Comprehensive planning is vital to having a successful tour. It will include:

- * **Welcome and introduction**
- * **Briefings from agency official(s)**
- * **Questions and answers sessions**
- * **Tour of the facility**

The tools needed to conduct a tour are the same as needed for a news conference. Be organized, keep on schedule, and make sure the information shared is timely and useful. Be sure to arrange for hassle-free parking, badges, and clearing photographic equipment ahead of time. A good tip to remember is to make the event easy for the media to cover.

- ☞ What is said about you and your organization in newspapers, television, radio, magazines, and the Internet, will reach more people, and have a greater impact than all other PR elements combined.
- ☞ Quote from Herb Baus, late PR counsel and publicity director: “What is believed about your organization can be more important than what is true about an organization.”

Dos and Don'ts

- Never send a story to an editor unless it is newsworthy. Be Positive and - Above All - Be Honest
- Always show your release to at least one program person or to your other sources of information before submitting it for editing. If significant changes are made in editing, your information source needs to see the release again before it goes out.
- Read your release **carefully** for typos and factual errors before submitting it for editing. Careless and embarrassing errors can make the agency look foolish if they are not caught.
- **Nothing is more important than accuracy.** If your releases are not accurate, they are worthless. In fact, an inaccurate release can often do more harm than good.
- Use common sense and good taste in your news stories and in your relationships with news-media representatives
- Look at what you're getting and think: "Do I really understand this material?" If you don't understand your source material, you won't understand what you are writing – and no one else will. **Never write something you don't understand yourself.**
- In your initial dealings with the press, arrange a convenient time with the editor to hand-deliver your news release, but after the first meeting, don't waste the editor's time with personal visits.
- Don't play favorites when distributing news releases. If there are several media outlets in your area, make sure each has the information at the same time.
- If an editor uses your story, he or she has done so because it contained newsworthy material. There is no need for thanks, unless you know the editor well enough that he or she will not misunderstand your motive. It is, however, a gracious gesture to compliment a reporter on expert handling of a story.
- Never ask an editor to run a story as a favor to you.
- If a reporter contacts you for a story, don't provide, or "leak," the same story to other media.
- Treat the media fairly. If you promised an editor a story by a certain time, have it ready as promised.
- Don't make off-the-cuff statements to reporters because these will often result with inaccurate information. Giving a reporter wrong information is worse than asking if you can get back with them after obtaining the facts.
- Never respond to hypothetical questions, asking you to address something that isn't factual, which could result in an erroneous story.
- If an editor calls you after he or she has your release, provide the answers to his or her questions quickly and completely so he or she can complete the story.
- Don't ask to see—or hear—the reporter's story before it is printed. Reporters generally reject the notion of showing anyone outside the newsroom their stories before they appear. However, a good reporter will welcome an invitation to check back with you if the information gathered is not as clear as he or she would like it to be.
- Don't call the editor to complain if your story is not used in its entirety or if it is not used at all. Sometimes space and time limitations or reshuffled feature schedules can cause this. And, as a general rule, news people object to such questions as, "When will this appear?" or "Will you give us a break on this story?" or any similar suggestion that special favors are being solicited.
- If a serious error appears in your published or broadcasted story, call the appropriate reporter immediately. He or she usually will correct it. Complaining to the reporter's superior seldom produces anything except ill will for the future, without helping the present. Errors emphasize the desirability of being unmistakably clear in the first place.

BASIC POINTERS

- Be Open & Cooperative; *Never, Never Lie*
- Personalize the Organization; *Tell the public who you are and what you do. Public knowledge of your organization is vital to its success.*
- Treat Reporters & Photographers Courteously and Diplomatically; *Their impression of you becomes their impression of the entire organization and that is reflected in their stories.*
- Develop Media Contacts; *Always fax news releases and advisories to every news organization in your local area — including the nearest Associated Press bureau. If possible call to confirm the news releases or advisories were received and use this call as an opportunity to reinforce your pitch for attendance at the event or the information you are announcing.*
- Respond Quickly; *If you would give public information to a customer or client that the reporter is requesting, give it without hesitation to the reporter.*
- Never Say “No Comment”; *It sounds like you are hiding something.*
- It is Okay to Say “I Don’t Know” (But I’ll find out) If you need to do this, gather the facts needed to respond to reporters as quickly as possible with accurate information. Reporters and your story are not well-served if you give an instant response that turns out to be erroneous.
- If Your Pulse Races, Pause; *You won’t think well in the fight-or-flee mode. You need a little time to get back to normal-get your thoughts together.*
- Repeat the Central Idea; *Always go into an interview with one central idea you want to get across - and repeat it often. Your number one priority is to focus on the message of the event. No matter how many times the reporter asks the question, or rephrases it in an attempt to get you to say more, DON’T. Stay on your message!*
- Nothing is ever off the record. *If you don’t want to see it in print or hear it on the air, don’t say it.*
- Never use Technical or Agency Jargon or Acronyms; *Use plain everyday language and illustrate with examples when possible.*
- Be Logical, Factual & Calm; *Don’t ever appear defensive or be critical of third parties.*
- Using quotable quotes - *The exact wording you choose for the quotes in your release is very important. Reporters can paraphrase everything else in your release, but if they use your quote they must use your language. News writing requires reporters to use at least one quote in all but the shortest of their stories. As a result, they are eager to use a quote that you offer – if it is quotable. Avoid clichés.*
- Don’t waste time crafting long quotes. *Usually a reporter will use anywhere from one to four sentences of a person’s quote. Two sentences is the most common. Remember, you’re writing a news release – not a speech. Provide information that can be used in the form of “sound bites” –15 seconds –.*
- Give Yourself Time to Think Before You Talk; *The statements people regret are usually said reflexively, in the traumatic surge of anger or shock that follows a rude surprise or sudden loss. If you can stall for even five minutes, you will do a better job of speaking for yourself or your organization. Do not feel pressured by reporters stressing their deadline, a well-developed message is more important.*
- Prepare, Prepare, Prepare

PREPARING A NEWS RELEASE/NEWS STORY

Evaluation test for a news release:

1. Is it of interest to at least 10 percent of the publication's readers or to the readers of a particular section to which you would direct it?
2. Is it timely? Past events are history, not news.
3. Does it include the names of people? Better still, does it include names of well-known people?
4. Does it have a local angle?
5. Does it have a human interest angle?

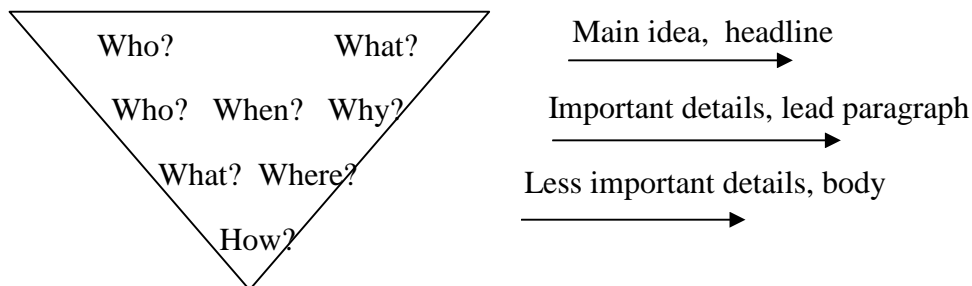
Basics of a news story: A news story should be all of the following:

1. Factual
2. Timely
3. Interesting
4. Objective
5. State important facts first
6. Have a visual aspect

Good news writing uses:

- the inverted pyramid style, begins with a strong lead and a features quotable quotes, and
- active verbs rather than passive ones. It avoids long and convoluted sentences. It is written in short paragraphs, usually of one, two or three sentences.

Your goal is to produce easily understood releases that look so much like news stories they become the outline for stories reporters produce.



In a longer news story, elaboration and supporting details would go after the lead paragraph and into the body to flesh it out a little more.

Conclusion

The most important thing to remember when writing a news release or an advisory is to produce an accurate, interesting and easily understood account of what your agency is doing. This will get out the message you want in a way most likely to generate news stories.

Telephone Calls from Reporters

Working with the media is a two-way street. A reporter may contact you in response to a news release or for information regarding an unrelated story. When you do get such a call, find out who is calling and what news organization the individual represents. Find out what the specific questions are and how the information is being used. This will help you frame an answer to best suit the reporter's (and your) purpose. Find out the reporter's deadline. Tell the reporter you will get back to him or her as soon as possible, and do it before the deadline.

Prepare your message. Always have a point of view and a message to sell. Decide after the questioning if you want to go beyond the information that was asked for. There might be an opportunity to make the story more positive from your standpoint. If you do not have the information at hand, tell the reporter you will call back. Find out when the reporter's deadline is and get back to him or her before that time.

Message Development

Area of Expertise/Topic of interview _____

What are the three most important points that you want readers/ listeners/viewers to know about your issue? (If you were writing an article about your issue, what three things would you be sure to include?) After you write them, go back and add an example or illustration for each point.

1. _____
Example: _____
2. _____
Example: _____
3. _____
Example: _____

What are the three most often-asked questions about your issue or area of expertise?

1. _____
2. _____
3. _____

What are three questions you like to get or hope you get from reporters about your issue or area of expertise? Three you know the answers to and make you look good.

1. _____
2. _____
3. _____

What are or would be the three worst questions reporters could ask you about your issue/area of expertise – three questions you hope you never get, three you're afraid of? Use this to prepare!

1. _____
2. _____
3. _____

INTERVIEWS

INTERVIEWS

Imprudent or Evasive Answers

Never participate in an interview without a message to promote. The interview is not about answering questions; it is about selling your message. Know well the answers you wish to give—or ask for time to get them. Answering questions you are not equipped to answer only leads to trouble. Don't guess; call back. Conversely, to avoid answering a question that a reporter knows you are capable of answering also leads to trouble. It is damaging to claim ignorance. Never say, "No comment". If you wish to avoid a question, simply say that you believe a response at this time would be inappropriate.

It is as simple as the fact that reporters and their bosses don't like red tape, evasive answers, or standoff treatment. If they get it, what might have been a favorable story may never be written.

Most news people declare that the more unnecessary obstacles are placed in their way, the harder they will work to get their story, for getting it becomes a point of honor. They will almost always manage to print something on it, although such stories are bound to contain a high ratio of inaccuracies if the very persons who are in a position to know the facts deny the actual facts to reporters.

Periodical Interviews

You should tape record all interviews. The tape will serve as a record to be shared with your staff and to help you learn and improve. It will also put the interviewer on notice that you will have a record of what is said. Put the recorder in full view of the interviewer and say, "I hope you don't mind that I tape this". For telephone interviews, you must get permission to tape record conversations.

The reporter may bring a tape recorder as a backup for note-taking. This is standard procedure. If the reporter asks whether it is all right to tape the interview, of course you should say yes. Realize, though, that the interview begins when you meet the reporter, not when the tape recorder is turned on or the notebook is at the ready.

You should also be clear in advance whether a photographer is coming or whether the reporter plans to take pictures. If a photographer arrives with the reporter the picture taking will most likely occur first so the photographer can go on to another assignment. If the reporter carries a camera, the photo schedule may be more flexible.

Radio Interviews

Most radio interviews are done by phone. Sitting at the desk, you can become much too comfortable. It is too easy to get off message. In setting up a telephone interview, arrange to use a speaker phone. In the privacy of your office or the conference room, STAND UP for the radio interview. This will literally keep you “on your toes” and on message. It will also free your hands so that you can gesture. Even over the telephone, gestures make a big difference in your voice delivery and energy. This will help the reporter understand the importance of your key points.

If you go to the studio, do not make assumptions. Often there are several microphones at the desk. Ask where you are to sit. Locate your “cough button” (the button you press to cut off the mike if you feel an overwhelming urge to cough or to clear your throat). Double-check for jangling jewelry, loose papers, clanking buttons, or anything that might rattle against the microphone. In anticipation of call-ins, you may need a headphone set. Since you may be on the air for long periods of time, you will want a glass of room-temperature water. Because of the fear of accidents, studios often do not permit coffee, tea, or food near the equipment.

The profile of a desirable radio guest is much the same as for television. But radio requires much more of your energy. It requires you to titillate the imagination of the listeners; they have no pictures on which to rely. You provide those pictures with your words. As you prepare your notes for a radio appearance, consider speaking with a bit more punch than you would for television. Make your descriptions more vivid.

Radio guests are often expected to interact with listeners who call in, so prepare yourself for a range of logical, strange, and irrational questions. Call-ins can hamper your effort to get your main points across if you have not outlined your points in advance. A long-winded caller who is prepared to debate the hour away can be a menace to your game plan. If the host is professional, he or she will not allow this to happen. If the host does not intercede, firmly but politely turn the caller into a fan by answering the questions directly and briefly.

Keep a note pad at your side to jot down points to which you must respond. Write down key words that form bridges to the points you have come to present.

Although newcomers tend to be more at ease on radio because they are heard but not seen, do not underestimate the skill it takes to maintain an informative, upbeat, and energetic dialogue. In a way, you have to give more of yourself on radio. You must convince an audience of your value and integrity with your words and the sound of your voice.

Above all else, you have a right to preserve your dignity, to be treated fairly and with respect. Never sit still for a situation that violates your self-esteem. Remember, you are valuable. No promotional opportunity is worth letting someone insult or mistreat you. The fact is, you have a unique gift that you are sharing. If your gifts are not welcomed and honored, they should be withdrawn. If you ever face one of those rare but extremely unpleasant situations in which you are being taken advantage of or mistreated, walk away. There is always life beyond the hot seat.

PROVEN INTERVIEW TIPS

There are few things in life that strike more fear into people than having a TV camera and microphone shoved in their face. For many, this experience can cause significant anxiety and poor performance. For both the prepared and the unprepared, it can also be a defining moment in their careers. The following suggestions may provide some help for preparation, and may even help with print or radio interviews.

PREPARATION:

One of the best ways to succeed in an interview is to *question the reporter*. Why are they interested in your agency? Who else will be interviewed? Do they want to do the interview live in the studio, or can it be taped at the agency? What are some questions they will ask? Who will do the interview and when is it likely to air?

Consider risks versus advantages of doing the interview. If the story is important, it is going to air with or without your input. Most of the time, it is better to be part of the story than appear to stonewall or give the impression that your agency is an impersonal, uncaring bureaucracy. However, in those rare instances where you determine nothing positive can result, or if some legality prohibits you from making comments right now, then it is perfectly acceptable to decline.

Once you have decided to do an interview, set some ground rules with the reporter. You can usually determine where the interview will take place: select a location where you will feel most comfortable. Set a time limit. The longer the interview, the more likely you will say something you wish you hadn't.

Make sure you are prepared. Do your homework. Whoever is conducting the interview will most likely know the subject inside and out. Above all...**PRACTICE**. Make your point up front, and then explain and give examples. What is likely to survive in this fast-paced medium (and actually air) is your initial key message. Keep the key message short and take every opportunity to drive it home. Should you be asked about a negative issue, acknowledge the problem without repeating the reporter's words, then bridge to your own positive point. *Stay away from hypothetical questions.* Use that opportunity to bridge to one of your important points.

APPEARANCE:

Since TV is a visual medium, it is important to look your best. Many people believe how you look on camera is actually more important than what you say. *Conservative clothing is a must.* Don't distract the audience from your message by wearing a loud tie or flashy jewelry. If the interview is outside, be sure to remove sunglasses. If the interview is indoors or in the studio, do not wear tinted glasses. The viewers must be able to see your eyes. If you have the time, rehearse in the clothing you plan to wear and make a videotape. This can be very helpful in making corrections to clothes, posture, and jewelry. It will also help you relax and feel more comfortable when the "real" interview occurs.

Apparel tips for men and women:

- * For Caucasian-like skin tones, blues and reds (burgundy, crimson) work best; also consider purple, charcoal, and turquoise. Avoid brown, orange, green, and yellow. Men should wear neckties of blue or red. Avoid patterns, unless they are small, conservative patterns.
- * For dark skin tones and people with deep color, avoid light colors (i.e. white, yellow, bright pink, light green). Under television lights, these colors will cause darker skin to appear much darker than it is. Instead, consider wearing: olive, gold, tan, and medium grade blues or grays.

Men should ideally wear a suit, a solid colored long sleeve shirt (pastels work best), with a silk necktie, small conservative patterns are acceptable. Jackets should be buttoned for stand-up interviews and for sit-down interviews to maintain a professional appearance. ***Women should wear a conservative-length dress suit.*** Avoid overly bright colors and patterns. Both men and women should have well-groomed hairstyles; clean, trimmed fingernails; remember to empty your pockets—no bulges or tinkling coins; no gum, candy or cigarettes; and avoid any visible body piercing. Accept any offer for light studio makeup (even if the women are already wearing makeup, a little extra is helpful under studio lights). However, most TV stations won't do makeup anymore, so if you feel you need some, bring your own along. Remove nametags, lapel pins, and extraneous items from your pockets and lapels (except agency monograms).

If the interview takes place at your facility, pick a location, which is visually appealing, germane to the issue if possible, and without background activity, which could distract the audience from your message.

TELEVISION STUDIOS:

There is nothing you really need to know about studio microphones, since the studio staff will do all the work for you. The only thing you need to remember is anytime you are near a microphone, even when the cameras are off, your mike may be on. *Do not say anything you may regret!* Usually the audio engineer will run test for voice levels before the interview. If he says, "can we get a level," he simply wants to hear your speaking voice at the level and pitch you plan to use during the interview. He doesn't care what you say, so use this time to rehearse your main message. Introduce yourself; give your title, agency, etc. ***Speak in a normal tone of voice and maintain that level at interview time.***

You will probably get a chance to visit with your interviewer at this time. Practice concentrating on conversing with him/her and forgetting about the camera so when the time comes, you can be relaxed and be yourself.

IT'S SHOW TIME:

Well, the time has arrived to see if all of your preparation will pay off.

When the interview begins, remember to concentrate on the interviewer and his questions - *Not The Camera!* Relax and smile when, and if, appropriate. Sometimes the topic of your message may be of a serious nature and smiling is not appropriate. Gesture naturally. Keep your head up. Lean slightly toward the interviewer (if seated) and keep away from the chair back. Stand up straight (if standing). Look interested and alert.

Remember to start with your lead message and closely follow with other main points. This way, if your interview is “cut” for airing, you will have said what was most important at the onset. Keep your hands at your sides if standing, or in a relaxed position on your lap if sitting except for occasional gestures. Do not make nervous gestures like playing with your jewelry, your watch, jacket, tie, etc. Do not swivel in a swivel chair, except to initially make eye contact with the interviewer. Then maintain that position except when gesturing. If you are on a panel it is appropriate to glance toward other panel members as they speak. If there are distractions in the studio or the reporter does not maintain focus on you, continue with your point anyway and don't stop or you'll look foolish if you react to this distractive behavior.

A common technique reporters use is to pause after you respond to a question in hopes you may say more than you intended. ***Do not “feed the mic.”*** It is the reporter's job to keep the interview going, so ***when you have finished your answer - STOP.*** Also, be sure to keep your hands off of the microphone and do not lean toward a freestanding mic every time you speak.

When the interview is over, the reporter may ask you to stay in place while the cameraman shoots a “*reverse angle,*” which will be spliced into the interview later. The reporter will likely keep the conversation going; so do not let your guard down. ***Remember, you are still “on record” and the tape is still rolling.*** It is quite common for emergency responders and others in unique career fields to visit among themselves to ‘catch up on old times’ during time spent waiting at the scene of an emergency. A camera can and HAS caught individuals laughing and telling stories at the scene of an emergency; ***be acutely aware that viewers will not understand.***

One final thought: ***A reporter will often ask at the end of an interview if you have anything else you would like to add.*** Take that opportunity to reinforce your primary message, or make a point you were not able to make during the interview. Ending on a high note will help boost your confidence and may raise your comfort level for the next time a TV “opportunity” comes your way.

Before leaving the set, be sure to thank the interviewer, the cameraman, and the sound engineer. DO NOT ask for a tape or an early viewing.

Appearances on Hosted Shows

What if:	Option 1:	Option 2:
You get a miserable cold that hits moments before you are due at the station. Gagging and coughing, you can hardly speak.	Call the host and decline to appear. Offer a substitute who is prepared to speak on the same topic, someone who can do a good job. Offer to reschedule at their convenience.	Call the host. Explain your problem. Let the host handle getting a new person.
The talk-show host alters the topic at the last moment.	Convince the host to reverse the decision, or if you are prepared to discuss it, forge ahead. Use specific points to tunnel your way back to your own topic whenever appropriate.	If the suggested topic is ludicrous and you will feel like an idiot discussing it, leave! Say you are not prepared for the change. While you would love to participate, you don't want to embarrass anyone. You wish to reschedule.
The host mispronounces your name badly as you are introduced.	Correct the person immediately. Be polite. Perhaps you can find a way to use it to make a point.	Wait until the commercial break and tell the host how to pronounce it.
The host talks too much. You can't get a word in edgewise.	Politely but firmly step on his or her lines. Unless it will result in the eruption of World War III, break into the conversation.	Wait until the commercial break. Remind the person that you have a few points you need to get across.
You are on the air with a panel. You cannot get a word in.	Go for it. Seize your time. Do it with dignity, but do it.	At the break, ask the moderator to clarify ground rules. Explain that not much is being accomplished with the free-for-all.
Your time is running out and you have not yet said what you came to say because the moderator hasn't asked the right question.	Ask and answer your own question. "People most often want to know" or "I am so often asked" or "You haven't asked the most-often-asked question yet."	Interject, "One fact the audience might find interesting is..."
You are on, but your time is reduced by the talkativeness of a flamboyant guest on the air before you.	Get to the heart of your material. Pick the most important point and stick to it.	After the show, ask to be rescheduled.

What if:	Option 1:	Option 2:
You have uncontrollable sneezing on the air.	Take your leave. Apologize and return later, if possible. The host will cover for you.	
The host alters the topic midway through an on-the-air interview.	Tread water. Gently turn the conversation back to your topic.	Be direct. Say “You’ve changed the topic and I am unprepared. I don’t want to give misinformation.”
You have a hostile call-in while on the radio.	Try to reason with the person, but only for an instant. “I don’t think this discussion is going to resolve anything” is a good exit line. Do not offer your services or try to heal this person of anger or dementia on the air.	Let the host handle it.
You are asked a question you are unable to answer.	Say “I don’t know the answer to that one.”	Say “That’s a good question and I’ll have to look up the latest information. A related question that I’ve just researched is …”
The moderator suddenly runs out of time. You are not going to be on the show after all. You have waited in the green room. Friends and family are viewing and listening.	Show disappointment, but turn major effort toward rescheduling. Be polite.	

LETS TALK, SOCIAL MEDIA!

An Employee Guide to Twittering, Facebooking, and Whatever Comes Next

(the information in this section was contributed by various federal agencies and federal sources)



Reminder: ALWAYS check your agency's policies regarding Social Media

Social Media and the Federal Government

Information blended from GSA's Social Media Navigator and info on www.usa.gov

“Social media”, also known as “Web 2.0” or “Gov 2.0” in the case of the Federal Government use, are web-based, interactive tools and media, oriented primarily to create a rich and engaging user experience. In social media, users add value to the content and data online. Their interactions with the information (both collectively and individually) can significantly alter the experience of subsequent users.

Sites like Twitter, Facebook, YouTube, Flickr, and others are the first media that make it easy for anyone to reach large numbers of people without having great resources. Anyone can use the Internet to reach millions of people just by posting a blog, sharing a video, or posting a question on Twitter. With social media, anyone who can consume information can produce it too. On social media, information spreads not by broadcast, but through sharing.

The choice to use a social media tool should be carefully considered. Think about the target audience and the ultimate goal of your organization. Use caution to avoid accepting the standard “Click through” user agreement on most websites as they contain provisions that the Federal Government cannot legally accept. Office of Management and Budget (OMB) [OMB Memorandum M-05-04](#) advises when information must be on a “.gov”, “.mil”, or “Fed.us” website.

Social media tools and technologies, such as Facebook, YouTube and Twitter, offer powerful channels to deliver relevant and targeted marketing and outreach messages, often facilitated through trusted sources, when, where, and how users want information. The use of social media for Federal services and interactions is growing tremendously, supported by initiatives from the Administration, directives from Government leaders, and demands from the public.

Public social networking sites can be used to further promote government information and services. This could include setting up a LinkedIn group, a Facebook group, or a Ning community. By setting up a group in Facebook, for example, government can bring people together who are employees with those who are interested in a facet of an agency's work and information. Doing so expands the government's outreach capabilities and ability to interact.

Public social networking sites can also be used for recruitment. Agencies could advertise jobs and answer questions about jobs on sites such as LinkedIn to attract students and professionals, provided they have already listed their federal jobs on the federal government's official jobs site USAjobs.gov.

Interagency and intergovernmental social networking sites can promote cooperation across government. Internal social networking sites can establish connections across traditionally stovepiped and geographically dispersed organizations. Employees could form groups on social networking sites to overcome stovepipes within organizations.

Examples of Government Using Social Networks

NASA built [its own community building, collaborative workspace site](#). NASA's CoLab program develops and supports online and offline communities collaborating with NASA. With the involvement of many NASA centers, CoLab provides frameworks for partnership projects between the nation's space program and talented, creative, tech-savvy communities. In addition to getting people more interested and involved with the space program, CoLab provides a way for individuals to actually contribute to NASA.

Many government agency networks and groups have sprung up on sites like Facebook. [EPA's facebook network](#), for example, has over 750 members—anyone with an EPA email address can become a member of the group. There are similar examples for most agencies.

USA.gov started a [Facebook USAgov page](#) in March 2008, for RSS feeds, videos, photos, and other news. The public is invited to become a "fan" of that page.

The CIA has used Facebook to invite students to apply to work at the agency.

The [Library of Congress' Photostream in Flickr](#) is a good example of posting the government's public domain photos on a social networking site where the public can comment on the photos.

Restrictions

Various laws and regulations may prohibit the disclosure of certain information. Provisions in the Privacy Act, Procurement Integrity Act, Freedom of Information Act (FOIA), National Defense Authorization Act of 1997, and Executive Order 13526 are examples of authorities that limit what can be shared with unauthorized individuals. These laws and order, for example, contain prohibitions on disclosure of items like certain privacy related information, source selection information, contractor proposal information, and classified information. Employees should not disclose nonpublic information through social media activities.

Employees are reminded that they cannot use or allow the use of their Government position, title or any authority associated with their public office to endorse any product, service or enterprise. This restriction applies to employees using social media in their official capacity as well as personal use of social media. Employees must avoid endorsing or appearing to endorse any private interests or non-Federal groups.

Section 508 of the Rehabilitation Act of 1973, as amended, requires that electronic and information technologies purchased, maintained, or used by the Federal Government meet certain accessibility standards. These standards are designed to make online information and services fully available to the 54 million Americans who have disabilities, many of whom cannot possibly access information that does not comply with the [Section 508 standards](#).

When using electronic media, whether it is a blog, a website, a wiki, email, or any other type of electronic communications, the regulations that govern proper management, archival, and release of records still apply. The National Archives and Records Administration (NARA) offers resources and guidance to agencies to ensure proper records management.

[NARA Guidance on Managing Records in Web 2.0/Social Media Platforms](#)

Even though social media is widely used in politics, the general rules that apply to Government communications haven't changed. Take caution to avoid any topics that may violate the Hatch Act. Employees are reminded that the Hatch Act prohibits them from engaging in certain political activity. Specifically, the Hatch Act prohibits employees from being politically active while on duty; while in any room or building occupied in the discharge of official duties by an individual employed or holding office in the Government of the United States, or any Agency or instrumentality thereof; while wearing a uniform or similar item that identifies their employing Agency; or while using a government vehicle. Political activity is defined as any activity directed towards the success or failure of a political party, candidate for partisan political office, or partisan political group. In addition, employees may not use their official title while participating in political activity, may not use their authority to coerce any person to participate in political activity, and may not solicit or receive political contributions. Likewise, the same rules apply to using social media to engage in political activity while you are on duty. For more information on the Hatch Act, please visit the [Office of Special Council's website](#), and look [here](#) for specific answers to frequently asked questions on this topic. Employees are also encouraged to seek guidance from their Office of General Counsel.

Advice for Online Conversations

(This section is extracted from Buddy Media's Strategies and GSA's Social Media Navigator)

Research shows that there is a strong correlation between post length and engagement, indicating the shorter the post length, the more engaging people find it. This supports the traditional best practice that concise copy increases readability and consumption. Posts between 1-80 characters, had on average, a 27% higher engagement rate, yet only accounts for 19% of all posts. (Information taken from BuddyMedia's Strategies for Effective Facebook Wall Posts: A Statistical Review)

It's a Smart Idea to Engage Regularly and Respond Quickly: In social media, conversations take place over minutes or hours, not weeks or months. If you decide to engage in conversation using social media, be sure that you are able to respond quickly and with all the facts. Even if your reaction is "we can't provide an answer yet," providing some response quickly is part of the excellent customer service all citizens should receive when talking to a Federal employee. If you host a blog, be sure you dedicate the resources needed to provide new content on a regular basis.

Don't Be Afraid to Ask For Input When You Need It: It's great to involve citizens in the governing process by asking for ideas or input. Before you do, make sure you're asking about an issue where you can actually be responsive to outside suggestions. For example, you may want to ask whether your visitors would find a new website feature helpful, but you would avoid asking whether another Agency's website should be redesigned. Citizens expect us to operate Government effectively, and part of doing that is asking for feedback when appropriate.

Try to Be as Transparent as Possible: It's great to share as much useful information as you reasonably can, so that citizens understand what their Government is doing and why. However, every day, Federal employees are trusted with information that isn't appropriate for sharing with the public. If you're unsure whether something can be shared, talk to your supervisor or security manager.

Remember to Engage for Accuracy, not Argument: Because of the many important issues your agency handles, there are many conversations about us online. (For example, head to Twitter.com and search for your agency to see what people are saying about you right now!) If you see misrepresentations made about your agency in social media, you can certainly use your social media site or someone else's to point out the error and provide correct facts. Make sure your position is factual, and not disparaging or argumentative in tone.

Don't Hesitate to Admit Mistakes Quickly: Part of honestly engaging with citizens is admitting when you've made an error. If you make an error, be upfront about the mistake and correct it quickly. If you choose to modify something you said earlier, make clear what you are modifying, and make it clear that you have done so (e.g. by using strikethrough text). Nobody expects you to never make a mistake; we do expect you to be honest and upfront about it when you do.

A Good Rule of Thumb About Social Media Communication: Say to citizens on social media only that which you would say on the phone or in other official communications. There are always consequences to what you write. If you're unsure about something, discuss your proposed post with your supervisor.

URL Shorteners: Think Twice before Using them: Despite the popularity of URL shorteners, research shows that engagement rates are three times higher for Posts that used a full-length URL. This indicates that the use of URL shorteners negatively affect user experience. Why? It's likely because the "indicators" a user normally gets from reading the text in a full-length URL are missing with a shortened URL. If you do need to shorten a URL, try a brand-specific shortener. (Information taken from BuddyMedia's Strategies for Effective Facebook Wall Posts: A Statistical Review)

Social Media Venues & Tips

Information in this section was taken from a Veterans Administration Guide (thank you VAMC-OKC for sharing the info so useful to this portion of our guide)

If your job requires you to interact with the public on your agency's social media sites, here are some guidelines to keep in mind:

Facebook

1. Same general rules as Twitter. It's just easier to get your point across, as well as to post links and videos.
2. We don't delete comments with which we disagree or which make the Department look bad. All we do is provide correct, factual information to refute.
3. Don't delete any offensive or inappropriate comments or messages before consulting the appropriate authorities within your agency. Always save a screen shot and forward the image.
4. Feel free to post photos and video of your administration's events.

Twitter

1. Tweets should be conversational in tone. They should be witty if possible, and always exude character. We don't want boring tweets that sound like a robot wrote them. People want to know they're communicating with a real person. This is harder than it sounds.
 2. That said, disseminating factual, relevant information which helps your customers and their family members remains the priority and is of utmost importance. It is understood that not everything posted will have panache. Often, boring stuff needs to go out.
 3. When choosing what to tweet, consider not only what the big story of the day is, but also try to anticipate what tomorrow's story will be. Try to get out in front. Don't wait for the Office of Public Affairs to tell you what to tweet.
 4. General rule: "More than six tweets a day, you'll drive your readers away." Because many readers won't distinguish between your agency and its other administrations on Twitter, this means that each administration should, well, . . . just not overdo it. Readers don't want to be blasted just because they choose to follow other agency Twitter feeds. So make 'em count. (However, this rule isn't set in stone. First of all, @replies don't count toward this number. Secondly, if something important is going on, more tweets are certainly okay.)
 5. Engage your followers. When someone sends you a direct message, try to address them. When someone re-tweets one of your posts, thank them if you have time. It's okay to get to know people.
 6. If a follower or commenter presents you with an issue or question you can't handle (like suicidal ideation, a physical threat, or just a question for which you don't have an answer), you're responsible for pointing them in the right direction and/or notifying the appropriate personnel.
 - Don't leave people hanging.
 7. Don't delete any direct messages.
 8. Include relevant, shortened links in your tweets. And if it's not too much trouble, use the new government URL shortener for .gov links: <http://go.usa.gov/> (VHA note: *Hootsuite.com is recommended for Twitter management, including URL shortening.*)
 9. Follow people or organizations who tweet about things that are relevant to your administration.
 10. The quickest path to losing your position as an agency's twitterer is by consistently posting typos, poor grammar, misspellings, etc. Please keep that in mind. (Okay, maybe saying racist or otherwise offensive things would be quicker, but you get the point.)
 11. Fortune favors the bold: Don't be afraid to take the initiative when tweeting. Learning organizations accept mistakes.
- * = On the topic of a follower threatening suicide or suggesting ideation, don't try to talk him or her out of it. Don't give medical or legal advice. Just notify the appropriate staff. When it comes to physical threats, don't engage. Simply make a screen shot, save the link, and send both through your office to the Director of New Media or Security (follow the policies set within your agency).

Background Info on Social Media Efforts

This section of the handbook is contributed by the Veterans Administration

INTRODUCTION: Some agencies employ social media to make related information easy for customers, users, and partners to find, access, and use, as well as allow interactive communication. The following portion of this guide outlines the principles useful to engage people through social media, and is intended to be quick to absorb and easy to remember – exactly like social media environments and tools.

SOCIAL MEDIA GOAL (to add value): To provide relevant, worthwhile information and perspective that are useful, thought provoking, and build a sense of community between the agency and the public. If your content helps people enhance their knowledge or skills, do their jobs, solve problems, make decisions, or understand the agency better, then you have achieved that goal.

ESSENTIALS TO ACHIEVING THE SOCIAL MEDIA GOAL: Social media enables you to instantly communicate, in an official voice, to large numbers of people, within and outside of your agency; and to those with and without a vested interest in the agency. It is therefore essential to assure the value of the information and the perspective you provide is not wiped out by careless or clumsy delivery.

1. **Talk “To” People, Not “At” Them.** Speak in the first person in your own voice, flavored by your personality. Avoid “official” or robotic tones, as people do not respond well to that.
2. **Be transparent.** Honesty—or dishonesty—is quickly noticed in the social media environment. If officially speaking for the Administration, use your real name, state that you work for (agency) and be clear about your role.
3. **Write what you know.** Write and post about your areas of expertise. When writing about topics you are not an expert on, make this clear to your readers.
4. **Separate opinions from facts.** And make sure your audience can tell the difference.
5. **Think before you speak.** Be yourself but do so respectfully. Your agency’s audience and employees represent diverse customs, values and viewpoints so be mindful of the obvious (no ethnic slurs, personal insults, obscenity, or any behavior that would unacceptable in the workplace) but also give proper consideration to privacy and topics that may be considered objectionable or inflammatory—such as politics and religion.
6. **When in doubt, err on the side of caution.** Once your words are out there, you can't get them back and what seems innocuous to you may be offensive to someone else. (It is awkward to pass a remark that winds up on a Congressman’s desk.)
7. **Use plain language,** proper grammar, and spell check. Avoid acronyms, initialisms and technical/social media jargon, since many people will not know what they mean.
8. **Correct your own mistakes.** If you make an error, be up front about it and correct it quickly to preserve your credibility and trust. If you modify content that was previously posted make it clear that you have done so.
9. **When linking to external content** be considerate of people with slow Internet connections. Avoid linking to flash sites or directly to PDF, audio, or video files. If you must do that, warn users by noting the file format after the link. For example: “Federal Benefits for Veterans http://www.va.gov/opa/publications/benefits_book/federal_benefits.pdf (PDF).”

10. **Respect copyright laws.** For your agency's protection, and your own, show proper respect for the laws governing copyright and fair use of copyrighted material. Never quote more than short excerpts of someone else's work. It is also good general practice to link to others' work.
11. **Protect confidential information.** Make sure you do not disclose or use confidential information or that of any other entity in any online social media forum.

MODERATING CONTENT: If an audience member participating in a discussion submits content that is positive or negative and in context to the conversation, then approve it, regardless of whether it's favorable or unfavorable to your agency. If the content is offensive, denigrating and out of context, reject it if it falls outside of your agency's standard disclaimer guidelines.

GOVERNMENT - SPECIFIC GUIDELINES: By identifying yourself as a federal employee you create perceptions about yourself and your agency; be certain that all content associated with you is consistent with your agency's values and professional standards.

You Carry A Big Stick...

Be aware, however, that your gravity with our audience is much greater than you may realize. In their minds you are "The Government," armed with vast knowledge, resources and influence over their lives; and the good and bad symbolism associated with that. Therefore, your interaction with them will often be duplicitous:

- Your relationship is based on trust yet many of your audience members are distrustful of government.
- Your audience members need the services you offer but many of them oppose your providing those services (at their/taxpayer expense).
- Your audience members expect you to help them but perceive the requirements essential to receive that help as interference in their personal lives.

...But Are Not Allowed To Wield It.

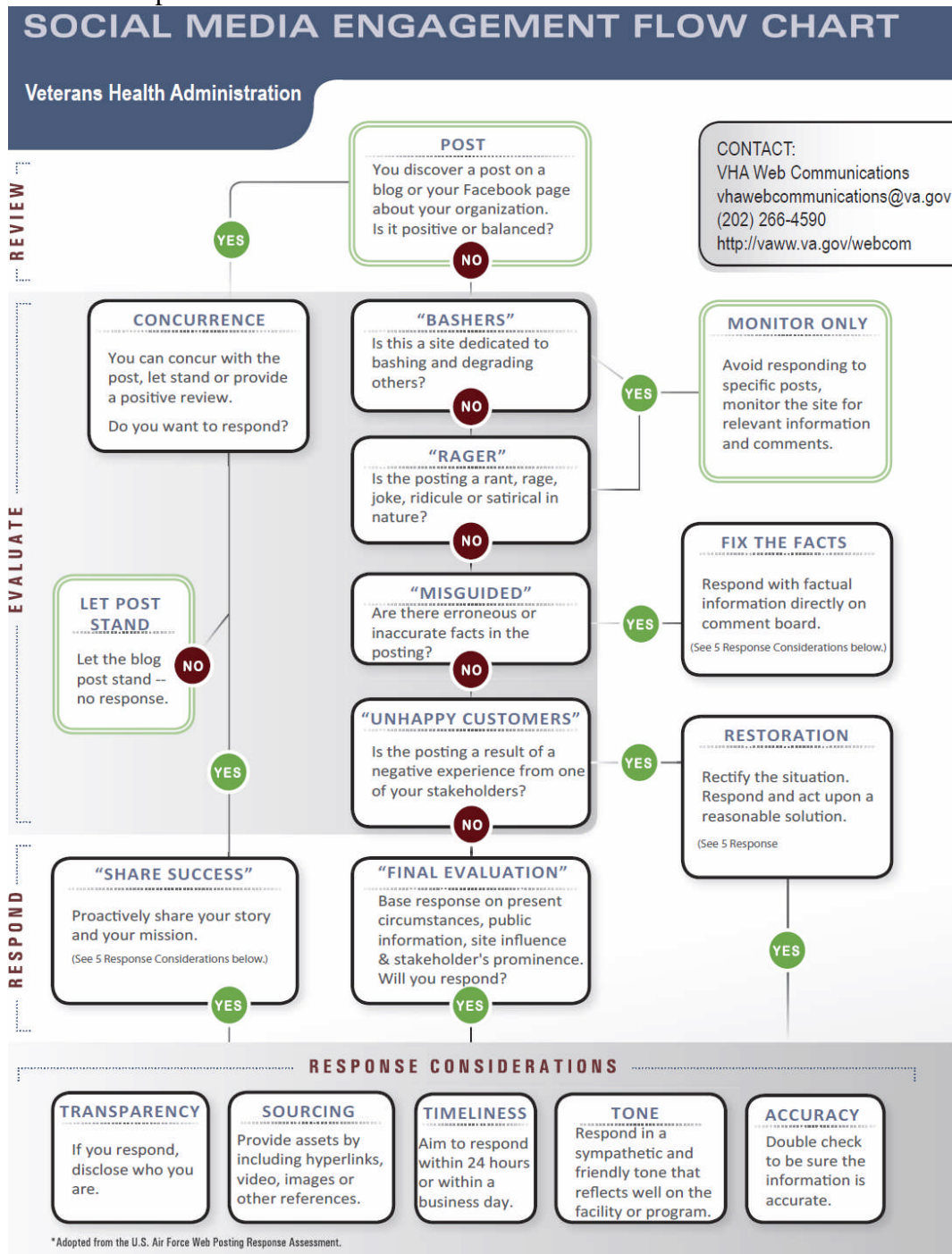
Private entities are afforded considerable flexibility in expression, and forgiveness of error, in the social media environment, government – especially Federal Government – is not. No matter how snarky, critical and belligerent your audience may be, you are not allowed to aggressively defend yourself, lest you be branded "abusive," "oppressive" or accused of throwing your weight at the "little guy." *VHA Web Communications – February 2011 – Social Media Goals & Objectives*
Even if you cleverly or covertly respond to aggression in kind, in a way that most people would not even realize was a counterattack, there will always be someone who sees through your subterfuge and your retort may up on a congressman's desk. Or YouTube. Therefore, when confronted by online belligerence, just keep to items 2 through 6 under "Essentials" and roll with the punches.

Therefore, Know Your Audience...

To genuinely understand and come to terms with your audience it is helpful to understand what motivates them. Understand what drives their remarks and you will be better able to communicate in an objective, friendly manner that hopefully contributes to resolving their problems, or at least assuages some of their frustration.

...To Relate Most Effectively and Genuinely With Them

It has been established that you must communicate factually. But those facts must be presented within a useful, logical, and relevant context or they will be interpreted as evasive or nonsensical. This can be confounding and frustrating as you must always guard and neutralize your words to avoid offending and provoking your detractors which, unfortunately, may come at the expense of providing clear, useful information. Your challenge is to communicate factually, within a context relevant to the topic or question at hand; which satisfies the needs of your audience; and which cannot be disputed.



EMERGENCIES AND PUBLIC RELATIONS

EMERGENCIES AND PUBLIC RELATIONS

Emergencies make bad news. Any bad news may have a disastrous impact on how the public perceives your agency. Crises come in many shapes and forms: accidents, earthquakes, fires, floods, murders, protest demonstrations, robberies, strikes, suicides, and others too numerous to mention. Chances are, nobody is going to insist that you outline a crisis public-relations plan before any emergency occurs. However, any one of the emergencies listed is also a public relations emergency.

This is so important that it could well be your first step in devising your own PR plan for dealing with emergencies. You or whomever you appoint to serve as your contact with the news media should get to know the media right now—before any crisis erupts.

The event phase of an emergency is often characterized by uncertainty, rapid rate of change, and intense media interest. Usually, disseminated information and facts are incomplete. It is important to recognize that information coming to you from the media, your own organization, and other organizations may not be accurate. Simplicity, credibility, verifiability and speed count when communicating during this phase.

Try to put a positive slant on the news:

Try, where appropriate, to focus the attention of reporters on the diligent efforts of management or employees to cope with the emergency, for example, rescue or care of the injured and reduced damages.

You might give the names of the employees who helped by:

- Alerting employees to the danger
- Leading employees to safety
- Rescuing or caring for the injured
- Reducing damage or loss of life in any other way.

Questions the media might ask concerning explosions, fires, or natural disasters are slightly different. For example:

1. What caused the explosion or fire? This question should be referred to the fire department spokesperson.
2. How much damage was done? Avoid any dollar estimate, even a “ball park figure.” If you’re wrong, you’ll regret seeing this number in print or hearing it on the news. The extent of damage may be indicated only in a general way.

Suicides, bombings, and irrational actions of people may happen on rare occasions. Should any of these take place at your property, after you have tended to people injured or in need, contact your legal counsel to prepare statements for release to the press.

Dealing with Group Disturbances

Problems of this type might include picketing or aggressive activity. Bad news such as this can be aggravated when the group sponsoring the activity informs the media ahead of time of its intentions. This means reporters, television cameras, and photographers may be on the scene before you're even aware of what is happening.

Once you learn of the situation, you should prepare a media statement. It should be approved by legal counsel, if possible, and should be brief, factual, and as objective as possible.

If the group disturbance is well organized and members have contacted the media in advance, you can be certain that they have prepared their own written information for release to the media. You are justified in asking for a copy of this material—either from the media or the group itself. This will help you in preparing your own statement. If you cannot obtain this information in written form or orally, it is reasonable for you to respond to media questions by saying you cannot comment on something about which you know nothing.

Handling the Emergency

1. You should always have a single spokesperson for the press in these emergency situations. Direct all other employees to refrain from commenting publicly in a crisis. **EXPRESS EMPATHY AND CARING IN YOUR FIRST STATEMENT.**
2. Maintain close contact with individual members of the media. They might be able to tell you things you do not already know. This also prevents the flow of false information.
3. Log all facts released, including the times. This will avoid duplication and conflicting reports should new developments change facts.
4. There's seldom a reason why you should not be quoted by name.
5. Never argue with a reporter about the value of a story.
6. Any information given to one source should be given to all. Do not play favorites; equal access to information is imperative. With that said, you should provide for the local media first. Do not discard them in favor of the national media and the well-known names. You will continue to need local media support even when the event has ceased to be of national attention or when future events do not draw national attention.
7. Never refuse to reveal information without an explanation.
8. Always know to whom you are talking.
9. Never falsify, color or slant you answers. A reporter can see it coming and nothing sets the journalist off faster than this.
10. Be sure there is the least possible delay between the time you get information and when you give it to the media.
11. Have safety, labor, and employee records available for your reference.
12. If damage must be estimated for the press, confine your statement to a general description of what was destroyed.
13. Always accentuate the positive if you possibly can. As facts become known, clear them and give them to the news media.
14. **DO NOT** release the names of victims until you know for certain that the families involved have been notified. Tell reporters the name(s) of victim(s) will not be released pending notification of next of kin. Then follow up to see that they get these names as soon as possible.
15. Don't repeat negative or inflammatory words used by a reporter. It could end up as part of your quote.
16. Don't demonstrate a great deal of emotion during interviews, which might convey panic, particularly on TV. It is preferable to do TV interviews off camera. However, if taped, remember that you are being taped. All of your remarks, gestures, and facial expressions will forever be captured on video. So collect your wits about you, and stay calm and focused.
17. Don't attempt to blame anyone for anything.
18. Set a time for updates.

Questions often asked:

1. What happened? When? Where? Why?
 - Known # of injured or killed? (current)
 - Total # affected?
 - Extent of property damage?
 - What was the cause?
 - Is there danger now?
2. Names of dead and injured, following notification of relatives. Never release this information prior to notification of families.
3. Their resident city, age, how long with the agency, and their position.
4. What do you have to say to the victims or victims' families?
5. What effect will it have on the community, production or employment?
6. How much will it cost the organization?
7. When will we find out more?

Depending on the nature of the emergency, possible topics include:

1. What has been done to prevent recurrence of this type of emergency?
2. What are the plans for reconstruction?
3. What has been done to express gratitude to the community for its help?
4. What has been done to help employees?
5. Who is responsible, when appropriate, for recognizing employees for their help in saving lives, deterring the spread of fire, etc.?
6. Make sure to recognize other agencies that have assisted during the emergency.

Poor or sloppy handling of any emergency can seriously affect how the public perceives your agency. We have advised you to get the news out fast. But don't jump the gun. It's a good idea to withhold comment until all the facts are in. Remember to stay focused, and don't lose your cool. The calmer and more educated your response, the greater likelihood your message will be "on-point" and heard by the reporter and the audience.

If the media is "at your door" and you need time to assemble the facts for the initial press release statement, consider using the following pre-scripted responses. Getting the facts is a priority. It is important that your organization not give in to pressure to confirm or release information before you have confirmation from your scientists, emergency operations center, etc. The following are responses which give you the necessary time to collect the facts:

IF ON PHONE TO MEDIA:

“We’ve just learned about the situation and are trying to get more complete information now. How can I reach you when I have more information?”

- “All our efforts are directed at bringing the situation under control, so I’m not going to speculate about the cause of the incident. How can I reach you when I have more information?”
- “I’m not the authority on this subject. Let me have (name) call you right back”
- “We’re preparing a statement on that now. Can I fax it to you in about two hours?”
- “You may check our web site for agency/company background information and I will fax/email you with the time of our next update.”

IF IN PERSON AT INCIDENT SITE OR IN FRONT OF PRESS MEETING:

“This is an evolving emergency and I know that, just like we do, you want as much information as possible right now. While we work to get your questions answered as quickly as possible, I want to tell you what we can confirm right now:

- At approximately (time), a (brief description of what happened).
- At this point, we do not know the number of (persons ill, persons exposed, injuries, deaths, etc.)
- We have a (system, plan, procedure, operation) in place for just such an emergency and we are being assisted by (Police, FBI, Emergency Coordinating Office) as part of that plan.
- The situation is (under)(not under) control and we are working with (local, State, Federal) authorities to (contain this situation, determine how this happened, determine what actions may be needed by individuals and the community to prevent this from happening again)
- We will continue to gather information and release it to you as soon as possible. I will be back to you within (amount of time, 2 hours or less) to give you an update. As soon as we have more confirmed information, it will be provided.
- We ask for your patience as we respond to this emergency.

One final piece of advice: During an emergency, if you do not manage your own news event, someone else is sure to mismanage it for you.

The best reaction to criticism is to consider it. It may be valuable. If you are tempted to get into battle with the media, remember, they always fire the last shot. Continue working with them in the spirit of a free press.

GLOSSARY

GLOSSARY

Actuality: A radio news interview usually tape-recorded.

Assignment Director/Editor: The assignment director coordinates what news stories will be covered during the day. He/she coordinates which reporter and/or photographer will cover a story. Assignment directors are most commonly found in television and radio news departments.

AP: Associated Press.

Beat: An area or specialized topic assigned to a reporter such as the Federal beat or the City Hall beat.

B-Roll: The video you see while a television reporter tells the story.

Background: This term varies in definition based upon media:

- Music or sound effects used at a low level behind presentation, or
- Information provided that is not used for specific quotations.

Board: The piece of equipment operated by a radio announcer. It controls the microphones, volume, tape decks, cart machines, CD's (compact discs), etc.

b/w: Black and white (advertisement).

Cart: A tape cartridge used in radio control rooms for playing commercials, public service announcements, news actualities, station identification, etc. It has a continuous loop or tape, which automatically cues itself to the beginning.

Circulation: Indicates the number of regular subscribers.

Contact: The person listed on a news release as originator of information and source for news or PSA for further information.

Controlled: Free circulation decided by publisher (not a paid subscription).

Cue: Signal to begin or stop for people, music, or video. An engineer or producer will nod or point at you, or you may be told to wait for the "on air" light to go on.

Deadline: Last possible moment that a news story or advertisement can be accepted.

Director: Person who directs the performer, studio technicians, and production workers for a particular show (usually television); may also select material and performers, plan sets, and determine the sequence and angles of camera shots.

GLOSSARY -continued-

Editor: The editor is usually the newspaper counterpart of the assignment director. An editor in electronic broadcasting electronically edits videotape in the news department.

Embargoed: The term utilized to indicate the information you provide in a news release should not be used until a specified time (date and time should be included).

Floor Manager: TV production staff member who remains in the studio to relay cues from the control room to performers and technical staff.

Format: General style of music/ on-music broadcast by station).

Frequency: (Print media) monthly, weekly, daily, etc.

Glossy: (1) Photograph with a shiny finish. (2) Quality of paper used for newsletters, infographics, or art.

Level: The volume of your voice. A radio interviewer or television floor crew-person will ask you to say a few words so they can "set the level" or "check the level" of your microphone. By doing so, they will be able to properly position the microphone and volume control for your voice.

Localize: To emphasize the local angle of a story.

News Director: This person is the manager of the news department. He or she usually has the authority to hire/fire and dictates the news format.

Producer: Person who plans and supervises production of a show or series of shows or spots.

PSA: This is an acronym for Public Service Announcement. It is basically a commercial presented by a non-profit, tax exempt organization. Stations do not charge a fee to play PSA's.

SAU: Standard Advertising Unit (equals 2 1/8 inches wide, 1 inch deep).

Simulcast: Same content broadcast on two stations.

SOT: Sound On Tape or "Sound bite"

TMC: Total Market Coverage (newspapers distributed to all homes free).

Voice-over: The voice of a television narrator who does not appear on camera.

Wire: News services, such as the AP (Associated Press), provide customers with written copy for news, features, weather, etc. The "wire" services provide copy for electronic media, such as radio and television and for print media.

TEMPLATES AND OTHER USEFUL EXAMPLES

PRE-SCRIPTED EMERGENCY MEDIA RESPONSES

IF ON PHONE TO MEDIA:

- “We’ve just learned about the situation and are trying to get more complete information now. How can I reach you when I have more information?”
- “All our efforts are directed at bringing the situation under control, so I’m not going to speculate about the cause of the incident. How can I reach you when I have more information?”
- “I’m not the authority on this subject. Let me have (name) call you right back”
- “We’re preparing a statement on that now. Can I fax it to you in about two hours?”
- “You may check our web site for agency/company background information and I will fax/email you with the time of our next update.”

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- We have a (system, plan, procedure, operation) in place for just such an emergency and we are being assisted by (Police, FBI, Emergency Coordinating Office) as part of that plan.
- The situation is (under)(not under) control and we are working with (local, State, Federal) authorities to (contain this situation, determine how this happened, determine what actions may be needed by individuals and the community to prevent this from happening again)
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- We ask for your patience as we respond to this emergency.

EMERGENCY CRISIS RISK COMMUNICATION +

Build Trust and Credibility by Expressing:

- + Empathy and caring
- + Competence and expertise
- + Honesty and openness
- + Commitment and dedication

Top Tips

- + Don't over reassure.
- + Acknowledge uncertainty.
- + Express wishes ("I wish I had answers").
- + Explain the process in place to find answers.
- + Acknowledge people's fear.
- + Give people things to do.
- + Ask more of people (share risk).

As a Spokesman

- + Know your organization's policies.
- + Stay within the scope of responsibilities.
- + Tell the truth. Be transparent.
- + Embody your agency's identity.

BE FIRST. BE RIGHT. BE CREDIBLE.

Prepare to Answer These Questions:

- + Are my family and I safe?
- + What can I do to protect myself and my family?
- + Who is in charge here?
- + What can we expect?
- + Why did this happen?
- + Were you forewarned?
- + Why wasn't this prevented?
- + What else can go wrong?
- + When did you begin working on this?
- + What does this information mean?

Stay on Message

- + "What's important is to remember..."
- + "I can't answer that question, but I can tell you..."
- + "Before I forget, I want to tell your viewers..."
- + "Let me put that in perspective..."

CONSISTENT MESSAGES ARE VITAL



Message Development for Emergency Communication

First Consider the Following:

<ul style="list-style-type: none"> ➤ Relationship to event ➤ Demographics (age, language, education, culture) ➤ Level of outrage (based on risk principles) 	<ul style="list-style-type: none"> ➤ Give facts/update Rally to action ➤ Clarify event status ➤ Address rumors ➤ Satisfy media requests 	<ul style="list-style-type: none"> ➤ Print media release Web release ➤ Through spokesperson (TV or in-person appearance) ➤ Radio
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Basic Emergency Message Components:

1. Expression of empathy: _____

2. Clarifying facts/Call for Action:

<ul style="list-style-type: none"> • Who _____ • What _____ • Where _____ • When _____ • Why _____ • How _____

3. What we don't know:

4. Process to get answers:

5. Statement of commitment:

6. Referrals:

For more information _____

Next scheduled update _____

Finally, check your message for the following:

Positive action steps Honest/open tone Applied risk communication principles Test for clarity Use simple words, short sentences	Avoid jargon Avoid judgmental phrases Avoid humor Avoid extreme speculation
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Taken from the Crisis and Emergency Risk Communications developed by CDC

Incident Media Call Triage Sheet

Deadline: 2 hrs Today am Today pm ASAP Other

Media outlet:

- Local TV Daily/Wire Radio Magazine Other
 Regional
 National

Caller's name: _____

Caller's contact info:	Phone(s): _____
	Fax: _____
	Email: _____

Request: <input type="checkbox"/> SME questions <input type="checkbox"/> Interview (name request) _____ <input type="checkbox"/> Background/B-roll _____ <input type="checkbox"/> Fact check <input type="checkbox"/> Update <input type="checkbox"/> Return call to press officer	Topic: <input type="checkbox"/> Numbers _____ <input type="checkbox"/> Response/Investigation _____ <input type="checkbox"/> Health/disease issue _____ <input type="checkbox"/> Hot issue 1 _____ <input type="checkbox"/> Hot issue 2 _____ <input type="checkbox"/> Other
------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Action needed: _____ Comments: _____

- Return call expected from press officer
 Return call expected from SME

PA**suggested triage priority:

- Level A Level B Level C

No action needed; call closed by:

- PA answered question PA referred to Internet
 PA referred to CIO PA referred to outside agency
 PA other _____

Taken by: _____ *SME=subject matter expert

Time: a.m. _____ p.m. _____ **PA=press assistant

Date: S M T W T F S _____

Taken from the Crisis and Emergency Risk Communications developed by CDC

Agency Logo	<h1>Situational Update</h1> <p>Oklahoma Department of Emergency Management</p>
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FOR IMMEDIATE RELEASE: June 5, 2001 3 p.m.
FOR MORE INFORMATION CONTACT: Michelann Ooten,
Public Information Officer
Phone: 405-590-0115

The Oklahoma Department of Civil Emergency Management (ODCEM) continues to receive a damage reports regarding the severe storms that struck the state Sunday night, May 27 and Tuesday night, May 29. Throughout a large portion of the state of emergency managers and other local government officials are busy completing preliminary damage assessments. ODCEM staff continue to evaluate these damage reports and are working to identify the amount of uninsured and under-insured losses is tallied, options for financial assistance may be considered.

It is important to note, agricultural losses and damage to federal property including military bases, are not included in the report. Such damages are normally covered under respective federal assistance programs. Tree damage does not qualify for state or federal assistance, except in the case of U.S. National Parks.

ODCEM will provide further situation updates as additional damage reports are received.

POWER OUTAGES

At the height of the electric service outages, approximately 168,000 homes and businesses were without power.

OG&E—121,000 (Includes 81,000 in the Oklahoma City metro area. Heavy outages also reported in the Ardmore area).

American Electric Power (formerly PSO)—44,500 (Majority of outages in Lawton area. 4,500 in Tulsa area)

Rural Electric Cooperatives—2,500 (Including 1,100 in Rural Electric service area, anchored in Lindsay).

FATALITIES

One (1) person was killed in a motorcycle accident in Lawton on Sunday, May 27.

REPORTS BY COUNTY

Beaver County

Power outages reported. Two (2) businesses sustained damage; one with roof damage.

Blaine County

-END-

The sample report continues, but in the interest of space, we will discontinue here.

SUBJECT: Press Kit (“Emergency Preparedness for Public Education” Program)

1. The following information concerning the State of Oklahoma program of “Emergency Preparedness for Public Education”, is approved for use and release to the media.
2. **INTRODUCTION:** For the past three years, beginning with the 1999-2000 school year, the State Department of Emergency Management has been providing to requesting school districts, an emergency preparedness program that is unique in the country in both scope and effectiveness. The program is designed to provide Oklahoma Schools with the capability to

effectively protect their students from both natural and manmade threats. The goal of the program is to insure that Oklahoma schools are as safe and secure as possible without resorting to extreme or costly measures which more often than not, provide little or no real improvement.

3. **HISTORY:** The program began as a result of the bombing of the Oklahoma City Murrah Federal building, which pointed out just how unprepared we were for disaster situations. State employees occupying buildings across the street from the Murrah building were also victims of the bombing, and because the state government offices had no plans or programs to prepare and protect it's employees from this and other disaster situations, the Department was tasked with developing and implementing a comprehensive program of emergency preparedness for all government employees. Following the fielding of the program for government, the program was modified to meet the needs of the educational community. (Note: The government version of this program was also reviewed by the Federal Government and adopted for their use.) As of the beginning of the 2002-2003 school year over 160 of the State's 542 public school districts have elected to join the program to include the largest school district in the sate, Tulsa, 47,000 students and the smallest Plainview, in Cimarron County with just 16 students.
4. **THE PROGRAM:** The program is an all hazard, all disaster, fully integrated program which combines community awareness and participation with their school district, a comprehensive hazard analysis of the school district, development of planning documents tailored to that school district and community, comprehensive staff and faculty training for school personnel together with local emergency management, law enforcement, fire service and other community leaders, specialized training materials to assist teachers in educating students in disaster preparedness, improved and more realistic exercise program which incorporates the communities response agencies, and an expanded system of oversight and support to the school district from both governmental and non-governmental agencies to insure the program remains strong and vital.

Because the program is voluntary, the state's Department of Emergency Management cannot provide the program to a school unless requested by school officials. It is the desire of the State that all schools, both public and private, technology centers and institutions of higher education participate in the program. (As of 1 January 2003, the program became fully funded. This funding provides funds to cover the costs of the printed planning documents, as well as NOAA Weather radios for each school within the school district and supplementary materials for classroom and student use. Other materials provided by the program include; a comprehensive bus driver training program, a community awareness program and computer training programs developed by the Federal Emergency Management Agency and the American Red Cross for elementary education.)

5. **SUMMARY:** The "Emergency Preparedness for Public Education Program" is the most comprehensive program of its type in the country today. If fully implemented within a school district, it will provide a dramatic improvement in the safety and security of a community's schools.

Media Reminder

Oklahoma Emergency Management Association

NOT FOR PUBLICATION OR BROADCAST

February 9, 2003

FOR MORE INFORMATION: Michelann Ooten, Public Information Officer
405-205-1879

OKLAHOMA EMERGENCY MANAGERS TO TAKE CONCERNS, ISSUES TO CAPITAL TOMORROW

On Monday, Feb. 10, emergency managers from across the state will take their message of disaster preparedness to the State Capitol. The Oklahoma Emergency Management Association is hosting the event designed to deliver discussion on the response, recovery, preparedness and mitigation efforts of emergency managers.

Emergency managers will be at the Capitol from 1 to 4 p.m.

A legislative reception is scheduled from 2 to 4 p.m. in the fourth floor Rotunda

Emergency managers support response and recovery efforts during disaster times by working behind the scenes to coordinate the identification, deployment and use of needed resources by police, fire and other emergency responders. In the last couple of years alone, emergency managers helped Oklahomans during a bridge collapse, ice storms, wildfires, floods, tornadoes, hazardous materials incidents, a school shooting and drought conditions.

###



News Release

Oklahoma Department of Emergency Management

FOR IMMEDIATE RELEASE: February XX, 2004

FOR MORE INFORMATION: Michelann Ooten,
Public Information Officer
405-521-2481 office

Oklahoma Emergency Management Week is February 22-28

Soon communities all across Oklahoma will join in recognizing emergency managers at the city, county and state level. Gov. Brad Henry has proclaimed February 22-28 Emergency Management Week and similar proclamations have been issued locally.

As recently as the May 8th and 9th tornadoes, Oklahomans were reminded of the trying conditions that can be delivered by natural disasters, said Albert Ashwood, director, Oklahoma Department of Civil Emergency Management (ODEM). "Once again, Oklahoma's emergency managers worked around the clock doing what they do best – supporting response and recovery efforts by coordinating the delivery of vital resources," said Ashwood.

On Monday, Feb. 23, emergency managers will take their message of disaster preparedness to the State Capitol. The Oklahoma Emergency Management Association is hosting the event designed to deliver discussion on the response, recovery, preparedness and mitigation efforts of emergency managers. A Legislative Reception will be held from 2 to 4 p.m. in the fourth floor Rotunda.

Emergency managers exist at the federal level through the Federal Emergency Management Agency (FEMA), at the state level through ODEM and at the local level representing municipalities and counties. Many of today's emergency managers are yesterday's civil defense workers. Emergency managers support response and recovery efforts during disaster times by working behind the scenes to coordinate the identification, deployment and use of needed resources by police, fire and other emergency responders.

In the last few years alone, emergency managers helped Oklahomans during tornadoes, ice storms, wildfires, floods, hazardous materials incidents, a school shooting, drought conditions, and the I-40 bridge collapse. They helped get drinking water, food and shelter to those who had none, additional law enforcement and fire suppression where the flames threatened lives and homes, and hay to livestock where the ground was left barren.

Emergency managers also work year round to prevent and decrease the effects of disasters through mitigation projects like repetitive flood buy-out programs, disaster exercises and training activities.

###

CONTACT: Keli Tarp, (405) 366-0451 **FOR IMMEDIATE RELEASE**
keli.tarp@noaa.gov October 14, 2003
Michelann Ooten, (405) 521-2481
Michelann.Ooten@DEM.STATE.OK.US

MEDIA ADVISORY

New Program Provides Weather Information via Alphanumeric Pagers to Deaf and Hard-of-Hearing Oklahomans

WHAT: Officials will announce a new program to provide weather information directly from the National Weather Service via alphanumeric pagers to deaf and hard-of-hearing individuals throughout the state. Details about how to sign up for the program will be provided.

WHEN: Wednesday, October 15, 2003 2 p.m.

WHERE: Governor's Large Conference Room, State Capitol (formerly the Green Room)

WHO: Albert Ashwood, Director, Oklahoma Department of Emergency Management
Richard Smith, Warning Coordination
Meteorologist, NOAA National
Weather Service Norman Forecast Office
Susan Nelson, Specialist on Deafness, Oklahoma Department of Rehabilitation
Services

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News Release

Oklahoma Department of Emergency Management

FOR IMMEDIATE RELEASE:

January 20, 2004

FOR MORE INFORMATION:

Michelann Ooten,
Public Information Officer
405-521-2481 office

Maple School celebrates safe room grand opening *Event features student tornado drill*

CALUMET, OK -- Maple School set a new standard in preparedness with the opening of its new Safe Room today. The room measures 920-square-feet and provides more than enough space for the 132 students and faculty to shelter in place in the event of severe weather.

Superintendent and Principal Richard Flurry, Sen. Bruce Price (D-Hinton) and Rep. Jack Bonny (D-Burns Flat) were on hand to celebrate and observe as students completed their first tornado drill in the new Safe Room.

The project represents a partnership between local, state and federal officials. The Safe Room was built with the aid of the Hazard Mitigation Grant Program, which assists states and local governments in implementing long-term hazard mitigation measures. The program is funded through major disaster declarations.

“Every time we have a presidentially-declared disaster in Oklahoma, a special fund is set aside to help pay for projects designed to prevent and/or at least limit the effects of future disasters,” explained Connie Dill, Hazard Mitigation Officer, with the Oklahoma Department of Emergency Management (OEM). Since 2000 alone, Oklahoma has experienced six presidentially-declared disasters.

Although the grants are federally funded, the program is administered by OEM. In addition to Safe Rooms, the grants have been used to fund drainage projects, NOAA weather radios, Reverse 911 systems, the OEM Safe School Program, development of local natural hazard mitigation plans and the acquisition of properties that repeatedly flood.

“This is an important step in keeping Oklahoma children safe from severe weather,” said Dill. “We hope one day every school in the state will have a Safe Room.”

An advantage of large Safe Rooms is the opportunity for them to serve multiple functions; otherwise they often end up as storage space. While not being used as an active storm shelter, the new Safe Room will act as the school library. Stackable chairs and folding tables make it easy for teachers or students to clear the room during an emergency.

“We know the Safe Room will succeed as a storm shelter, but we’re very excited to have a new library as well,” said Flurry.

Construction costs totaled \$70,200 with the grant covering \$52,650 and the remaining \$17,550 paid by local officials. Maple School applied for the grant in September 2002 and was approved six months later. The school is one of 88 across the state that has applied for similar grants.

###

(Example of a Situational Report)
MEMORANDUM

MEMORANDUM FOR: Honorable Brad Henry, Governor

FROM: Fred W. Liebe, Deputy Director

VALID: March 5, 2004, 2:00 P.M

SUBJECT: Situation Report - Storm Update

Situation Description: On Thursday, March 4, 2004, severe storms originally developed as a squall line across southwest Texas which moved east-northeast through southwest Oklahoma. Counties most affected are Tillman, Jefferson, Cotton and Comanche. The storms, packed with high winds and torrential rains continued east-northeast through Stephens, Carter and Pontotoc counties before slowly weakening. National Weather Service reports the peak intensity of the storms occurred in an area from Altus to Lawton. The state EOC has received numerous reports of structural damage. At this time the National Weather Service reports damage was due to high winds and that no tornadoes occurred in Oklahoma. Highest reported wind speed during Thursday afternoon's storms was 70 mph in Jefferson County.

Thursday's severe storms came on the heels of two previous days of excessive rainfall in many areas, causing flooding for some. Rainfall totals of 4-6 inches were reported in a west-central portion stretching from southwest of Weatherford to Enid and Perry. A broader surrounding area from Hollis and Hobart northeast to Medford and Ponca City received 3-4 inches of rain. An area from Oklahoma City to Norman also received 3-4 inches. Oklahoma Mesonet data indicates the highest rainfall amounts received were 5.9 inches in Hinton and 5.56 inches in Kingfisher.

Preliminary damage assessments will be conducted once the water levels recede.

Reports received at the State EOC from local jurisdictions:

- Damage totals reported by Emergency Managers and the American Red Cross:
- Single Family Homes – 3 destroyed, 1 with major damage, 11 with minor damage - Velma
- Apartments – 23 units with major damage, 80 units with minor damage – Oklahoma City area
- Mobile Homes – 1 destroyed, 1 with major damage - Cache
- Businesses – 1 with major damage, 1 with minor damage - Grandfield
- Schools – 1 with minor damage - Lawton
- Oklahoma Highway Patrol reports high winds knocked a tractor-trailer rig off Interstate 44 south of Walters in Cotton County. The driver had minor injuries and declined medical treatment.....

Telephone Outages: None reported.

Injuries: 7: 5 in Kingfisher Co; 1 in Lawton; and, one in Cotton Co.

Next situation update: Monday, March 8, 2004 at 4:00 p.m.



DISASTER NEWS RELEASE

Contact: Janienne Bella
 Phone: 405-228-9500
 Pager: 405-523-0477

FOR IMMEDIATE RELEASE
 March 6, 2004

American Red Cross Seeks Donations for Flood Relief

The American Red Cross has moved swiftly to the aid of those in our community who were affected by this week's flood waters as they begin to recover. Working with government agencies and community groups, the American Red Cross of Central Oklahoma has put their resources and years of experience in disaster relief to work in south Oklahoma City, Del City and Kingfisher.

On Sunday, March 7 the Red Cross will assist flood victims at the following locations:

American Red Cross of Central Oklahoma 601 N.E. 6 th Street Oklahoma City, OK 73104 1:00 – 6:00pm	First Baptist Church of Kingfisher 1340 S. 13 th Street Kingfisher, OK 73750 1:00 – 6:00pm
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*FREE Disaster Clean-up Kits available at both locations.

It takes more than willing hands and hearts and trained specialists to help our community and families recover from this disaster. It takes funds to underwrite the Red Cross services.

There is absolutely no charge for any Red Cross disaster relief assistance. All assistance is free -- a gift from the Oklahoma community. No repayment is required or expected. The Red Cross relies on voluntary financial contributions so it can provide these emergency services, and help our friends and neighbors recover from the impact of this disaster.

To do this, the Red Cross has launched a disaster relief fundraising campaign. All of us should support the helping hands of the Red Cross by making a generous financial contribution to the Red Cross Disaster Relief Fund. Your financial contributions enable the Red Cross to provide assistance to individuals and families regardless of the type of disaster or where it occurs.

Send your financial contributions to the American Red Cross of Central Oklahoma, earmarked for the "Disaster Relief Fund" to: 601 N.E. 6th Street, Oklahoma City, 73104.

The American Red Cross of Central Oklahoma is a proud partner agency of the United Way of Metro Oklahoma City.

###

DIRECTORY

Daily Newspapers

<p>Ada Evening News 116 N. Broadway Ada 74820 (580) 332-4433 www.adaeveningnews.com</p>	<p>The Altus Times 218 W. Commerce Altus 73521 (580) 482-1221 www.altustimes.com</p>
<p>The Anadarko Daily News 115 NE 1st St. Anadarko 73005 (405) 247-3331</p>	<p>The Ardmoreite 117 W. Broadway Ardmore 73401 (580) 223-2200 www.ardmoreite.com</p>
<p>Bartlesville Examiner-Enterprise 4125 Nowata Rd. Bartlesville 74006 (918) 335-8200 www.examiner-enterprise.com</p>	<p>The Express-Star 302 N. Third Chickasha 73018 (405) 224-2600 www.chickashanews.com</p>
<p>Claremore Daily Progress 315 W. Will Rogers Blvd. Claremore 74017 (918) 341-1101 www.claremoreprogress.com</p>	<p>The Clinton Daily News 522 Avant Ave. Clinton 73601 (580) 323-5151 www.clintondailynews.com</p>
<p>The Duncan Banner 1001 Elm St. Duncan 73533 (580) 255-5354 www.duncanbanner.com</p>	<p>Durant Daily Democrat 200 W. Beech Durant 74701 (580) 924-4388 www.durantdemocrat.com</p>
<p>The Elk City Daily News 206 W. Broadway Elk City 73644 (580) 225-3000</p>	<p>Enid News & Eagle 227 W. Broadway Enid 73701 (580) 233-6600 www.enidnews.com</p>
<p>Guymon Daily Herald 515 N. Ellison Guymon 73942 (580) 338-3355 www.guymondailyherald.com</p>	<p>Hugo Daily News 128 E. Jackson St. Hugo 74743 (580) 326-3311 www.hugonews.com</p>
<p>McCurtain Daily Gazette 107 S. Central Idabel 74745 (580) 286-3321 www.mccurtain.com</p>	<p>The Lawton Constitution 102 SW Third St. Lawton 73501 (580) 353-0620 www.swoknews.com</p>

Daily Newspapers cont'd

<p>McAlester News-Capital 500 S. Second St. McAlester 74501 (918) 423-1700 www.mcalesternews.com</p>	<p>The Miami News-Record 14 First Ave. NW Miami 74354 (918) 542-5533 www.miaminewsrecord.com</p>
<p>Muskogee Phoenix 214 Wall St. Muskogee 74401 (918) 684-2828 www.muskogee phoenix.com</p>	<p>The Norman Transcript 215 E. Comanche St. Norman 73069 (405) 321-1800 www.normantranscript.com</p>
<p>The Oklahoman 9000 N. Broadway Oklahoma City 73114 (405) 475-3311 www.newsok.com</p>	<p>The Journal Record 101 N. Robinson, Ste. 101 Oklahoma City 73102 (405) 235-3100 www.journalrecord.com</p>
<p>Okmulgee Daily Times 114 E. 7th Okmulgee 74447 (918) 756-3600</p>	<p>Pauls Valley Daily Democrat 108 S. Willow Pauls Valley 73075 (405) 238-6464 www.paulsvalleydailydemocrat.com</p>
<p>Perry Daily Journal 714 Delaware St. Perry 73077 (580) 336-2222</p>	<p>The Ponca City News 300 N. Third Ponca City 74601 (580) 765-3311 www.poncacitynews.com</p>
<p>Poteau Daily News 804 N. Broadway Poteau 74953 (918) 647-3188 www.poteaudailynews.com</p>	<p>The Daily Times 105 S. Adair Pryor 74361 (918) 825-3292 www.pryordailytimes.com</p>
<p>Sapulpa Daily Herald 16 S. Park St. Sapulpa 74066 (918) 224-5185 www.sapulpaheraldonline.com</p>	<p>The Seminole Producer 121 N. Main Seminole 74868 (405) 382-1100 www.seminoleproducer.com</p>
<p>The Shawnee News-Star 215 N. Bell St. Shawnee 74801 (405) 273-4200 www.news-star.com</p>	<p>Stillwater NewsPress 211 W. Ninth Stillwater 74074 (405) 372-5000 www.stwnewspress.com</p>
<p>Tahlequah Daily Press 106 W. Second St. Tahlequah 74464 (918) 456-8833 www.tahlequahdailypress.com</p>	<p>Tulsa World 315 S. Boulder Ave. Tulsa 74103 (918) 583-2161 www.tulsaworld.com</p>

Daily Newspapers cont'd

<p>Tulsa Daily Commerce & Legal News 20 E. 5th, Ste. 105 Tulsa 74103 (918) 585-6655 www.commerceandlegal.com</p>	<p>Vinita Daily Journal 140 S. Wilson Vinita 74301 (918) 256-6422</p>
<p>Weatherford Daily News 118 S. Broadway Weatherford 73096 (580) 772-3301 www.wdnonline.com</p>	<p>Woodward News 904 Oklahoma Ave. Woodward 73801 (580) 256-2200 www.woodwardnews.net</p>

Weekly Newspapers

<p>The American 7 N. Main St. Fairland 74343 (918) 676-3484</p>	<p>The Allen Advocate 201 S. Easton Allen 74825 (580) 857-2687 www.allennewspaper.com</p>
<p>Alva Review-Courier 620 Choctaw Alva 73717 (580) 327-2200 www.alvareviewcourier.com</p>	<p>The Antlers American 110 E. Main Antlers 74523 (580) 298-3314 http://theantlersamerican.com/</p>
<p>The Apache News 120 E. Evans Apache 73006 (580) 588-3862</p>	<p>The Ellis County Capital 323 E. Renfrow Arnett 73832 (580) 885-7788</p>
<p>Atoka County Times 1004 W. 13th St. Atoka 74525 (580) 889-3319 http://atokacountytimes.com</p>	<p>The Bigheart Times 116 N. 5th Barnsdall 74002 (918) 847-2916 www.bighearttimes.com</p>
<p>The Herald-Democrat 108 Douglas Beaver 73932 (580) 625-3241 www.beavercowchipnews.com; www.bvrcowchipnews.com</p>	<p>The Tribune 7407 NW 23 Bethany 73008 (405) 789-1962 www.bethanytribune.net</p>
<p>Bixby Bulletin 103 N. Cabanis Bixby 74008 (918) 366-4655 www.bixbybulletin.com</p>	<p>Blackwell Journal-Tribune 113 E. Blackwell Ave. Blackwell 74631 (580) 363-3370 www.blackwelljournaltribune.net</p>

Weekly Newspapers cont'd

<p>The Blanchard News 220 N. Main Blanchard 73010 (405) 485-2311</p>	<p>The Boise City News, Inc. 105 W. Main St. Boise City 73933 (580) 544-2222 www.boisecitynews.org</p>
<p>Bristow News & Record-Citizen 112 W. Sixth Ave. Bristow 74010 (918) 367-2282</p>	<p>Broken Bow News 107 S. Central Idabel 74745 (580) 286-3321 www.mccurtain.com</p>
<p>Harper County Journal 3 W. Turner Buffalo 73834 (580) 735-2526</p>	<p>The Canton Times 211 N. Main Canton 73724 (580) 822-4401</p>
<p>The Carnegie Herald 14 W. Main Carnegie 73015 (580) 654-1443 www.carnegieherald.com</p>	<p>Catoosa Times 650 S. Cherokee, Ste. C Catoosa 74015 (918) 272-0327 www.catoosatimes.com</p>
<p>The Lincoln County News 718 Manvel Ave. Chandler 74834 (405) 258-1818</p>	<p>McIntosh County Democrat 300 S. Broadway, Ste. A Checotah 74426 (918) 473-2313</p>
<p>The Chelsea Reporter 245 W. Sixth Chelsea 74016 (918) 789-2331</p>	<p>Cherokee Messenger & Republican 216 S. Grand Cherokee 73728 (580) 596-3344 www.cherokeemessengerrepublican.com</p>
<p>The Cheyenne Star 422 E. Broadway Cheyenne 73628 (580) 497-3324 www.thecheyennestar.com</p>	<p>Clayton Today Hwy. 271 South Clayton 74536 (918) 569-4741</p>
<p>The Cleveland American 210-212 S. Broadway Cleveland 74020 (918) 358-2553 www.clevelandamerican.com</p>	<p>Coalgate Record-Register 602 E. Lafayette Ave. Coalgate 74538 (580) 927-2355 www.coalgaterecordregister.com</p>
<p>Collinsville News 1113 W. Main Collinsville 74021 (918) 371-9666 www.thecollinsvillenews.com</p>	<p>The Comanche Times 404 North Rodeo Dr. Comanche 73529 (580) 439-6500 www.comanchetimesonline.com</p>
<p>The Cordell Beacon 115 E. Main St. Cordell 73632 (580) 832-3333 www.cordellbeacon.com</p>	<p>Coweta American 109 S. Broadway Coweta 74429 (918) 486-4444 www.cowetaamerican.com</p>

Weekly Newspapers cont'd

<p>The Logan County Courier 2130 Lakeview Dr. Crescent 73028 (405) 969-2215</p>	<p>Cushing Citizen 202 N. Harrison Cushing 74023 (918) 285-5555 www.cushingcitizen.com</p>
<p>The Cyril News 120 W. Main Cyril 73029 (580) 464-2410; (405) 933-0510</p>	<p>The Davis News 400 E. Main Davis 73030 (580) 369-2807</p>
<p>Drumright Gusher 129 E. Broadway Drumright 74030 (918) 352-2284</p>	<p>The Country Connection News Inc. 317 W. Main Eakly 73033 (405) 797-3648; (405) 797-3645 www.countryconnectionnews.com</p>
<p>The Edmond Sun 123 S. Broadway Edmond 73034 (405) 341-2121 www.edmondsun.com</p>	<p>El Reno Tribune 201 N. Rock Island Ave. El Reno 73036 (405) 262-5180 www.elrenotribune.com</p>
<p>The Eldorado Courier 819 W. C Street Eldorado 73537 (940) 329-1540</p>	<p>The Comanche County Chronicle 8247 SH 17 Elgin 73538 (580) 492-6397 www.comanchecountychronicle.com</p>
<p>Elk Citian 120 S. Main Elk City 73644 (580) 225-9400 www.elkcitian.com</p>	<p>The Eufaula Indian Journal 109 S. Main Eufaula 74432 (918) 689-2191</p>
<p>The Fairfax Chief 153 E. Elm St. Fairfax 74637 (918) 642-3814</p>	<p>The Fletcher Herald 203 W. Cole Ave. Fletcher 73541 (580) 704-4644</p>
<p>Fort Gibson Times (918) 684-2875</p>	<p>The Frederick Leader 304 W. Grand Ave. Frederick 73542 (580) 335-2188</p>
<p>The Frederick Press 117 N. 9th Frederick 73542 (580) 335-3893 www.frederickpress.net</p>	<p>The Freedom Call 1575 Greer Rd. Freedom 73842 (580) 621-3578</p>
<p>The Gage Record 323 E. Renfrow Arnett 73832 (580) 885-7788</p>	<p>Garber-Billings News 516 Main St. Garber 73738 (580) 863-2240</p>
<p>The Geary Star 114 W. Main St. Geary 73040 (405) 884-2424</p>	<p>Glenpool Post 116B East Main Jenks 74037 (918) 322-5678 www.glenpoolpost.com</p>

Weekly Newspapers cont'd

<p>The Granite-Blair Enterprise 422 N. Main St. Granite 73547 (940) 849-0147</p>	<p>The Grove Sun 27 W. Third St., Ste. A Grove 74344 (918) 786-2228 www.grovesun.com</p>
<p>Guthrie News Leader 107 W. Harrison Ave. Guthrie 73044 (405) 282-2222 www.guthrienewsleader.net/</p>	<p>The Hartshorne Sun 1005 Penn Ave. Hartshorne 74547 (918) 297-2577</p>
<p>The Haskell News 108 E. Main Haskell 74436 (918) 482-5619</p>	<p>The Healdton Herald 439 W. Main St. Healdton 73438 (580) 229-0147</p>
<p>Heavener Ledger 507 E. First St. Heavener 74937 (918) 653-2425</p>	<p>The Hennessey Clipper 117 S. Main St. Hennessey 73742 (405) 853-4888 www.hennesseyclipper.com</p>
<p>Henryetta Free-Lance 812 W. Main Henryetta 74437 (918) 652-3311</p>	<p>The Hinton Record 116 W. Main Hinton 73047 (405) 542-6644</p>
<p>The Hobart Democrat-Chief 407 S. Main Hobart 73651 (580) 726-3333</p>	<p>Holdenville Tribune 114 N. Broadway Holdenville 74848 (405) 379-5184 www.holdenvilletribune.com</p>
<p>Holdenville News 112 S. Creek Holdenville 74848 (405) 379-5411</p>	<p>The Hollis News 119 W. Broadway Hollis 73550 (580) 688-3376 www.thehollisnews.com</p>
<p>The Hominy News-Progress 115 W. Main Hominy 74035 (918) 885-2101</p>	<p>The Hooker Advance 108 W. Glaydas Hooker 73945 (580) 652-2476</p>
<p>Choctaw County Times 128 E. Jackson St. Hugo 74743 (580) 326-3311 www.hugonews.com</p>	<p>Southeast Times 110 S. Central Ave. Idabel 74745 (580) 286-2628</p>
<p>Inola Independent 6 East Commercial St. Inola 74036 (918) 543-3134</p>	<p>The Delaware County Journal 254 N. 5th St. Jay 74346 (918) 253-4322</p>
<p>Jenks Journal 116 E. Main St., Ste. B Jenks 74037 (918) 299-6451 www.jenksjournal.com</p>	<p>The Kingfisher Times & Free Press 323 N. Main St. Kingfisher 73750 (405) 375-3220 www.kingfisherpress.net</p>

Weekly Newspapers cont'd

<p>The Konawa Leader 516 Khoury Lane Konawa 74849 (580) 925-3187 www.konawa.net</p>	<p>The Leader Tribune 205 S. Broadway Laverne 73848 (580) 921-3391</p>
<p>The County Times 518 W. C. Ave. Cache 73527 (580) 357-8200</p>	<p>The Lindsay News 117 S. Main Lindsay 73052 (405) 756-4461 www.cableprinting.com</p>
<p>The Lone Grove Ledger Hwy 70 & Ledger Lane Lone Grove 73443 (580) 657-6492</p>	<p>The Madill Record 211 Plaza Madill 73446 (580) 795-3355 www.madillrecord.net</p>
<p>Mangum Star-News 121 S. Oklahoma Mangum 73554 (580) 782-3321 www.mangumstarnews.net</p>	<p>Mannford Eagle 103-B Cimarron St. Mannford 74044 (918) 865-3030 www.mannfordeagle.com</p>
<p>Marietta Monitor 104 W. Main Marietta 73448 (580) 276-3255</p>	<p>The Marlow Review 316 W. Main Marlow 73055 (580) 658-6657 www.marlowreview.com</p>
<p>The Garvin County News Star 402 Williams St. Maysville 73057 (405) 867-4457 www.gcnews-star.com</p>	<p>Medford Patriot-Star & Grant County Journal 116 W. Cherokee Medford 73759 (580) 395-2212 www.grantcountynewspapers.com</p>
<p>The Meeker News 620 W. Carl Hubbell Blvd. Meeker 74855 (405) 279-2363</p>	<p>The Mooreland Leader 202 N. Main Mooreland 73852 (580) 994-5410</p>
<p>Morris News 421 E. Ozark, Ste. A Morris 74445 (918) 733-4898</p>	<p>Mountain View News 319 Main St. Mountain View 73062 (580) 347-2231 www.themountainviewnews.com</p>
<p>Mustang News 290 N. Trade Center Terrace Mustang 73064 (405) 376-4571 www.mustangnews.info; www.mustangsports.info</p>	<p>The Newcastle Pacer 120 NE 2nd, Ste. 102 Newcastle 73065 (405) 387-5277 www.newcastlepacer.com</p>
<p>The Newkirk Herald Journal 121 N. Main Newkirk 74647 (580) 362-2140 www.newkirkherald.com</p>	<p>Nowata Star 126 E. Cherokee Nowata 74048 (918) 273-2446</p>

Weekly Newspapers cont'd

<p>The Okarche Chieftain 109 Monroe NW Piedmont 73078 (405) 373-1616</p>	<p>The Okeene Record 211 N. Main Okeene 73763 (580) 822-4401</p>
<p>Okemah News Leader 115 W. Broadway Okemah 74859 (918) 623-0123 www.okemahnewsleader.com</p>	<p>Capitol Hill Beacon 124 W. Commerce Oklahoma City 73109 (405) 232-4151</p>
<p>Oklahoma City Friday 10801 Quail Plaza Dr. Oklahoma City 73120 (405) 755-3311 www.okcfriday.com</p>	<p>The Black Chronicle 1528 NE 23rd St. Oklahoma City 73111 (405) 424-4695 www.blackchronicle.com</p>
<p>The City Sentinel (405) 605-6062 www.city-sentinel.com</p>	<p>Oologah Lake Leader 109 S. Maple Oologah 74053 (918) 443-2428 www.oologah.net</p>
<p>Owasso Reporter 202 E. 2nd Ave., Ste. 101 Owasso 74055 (918) 272-1155 www.owassoreporter.com</p>	<p>Pawhuska Journal-Capital 700 Kihekah Pawhuska 74056 (918) 287-1590 www.pawhuskajournalcapital.com</p>
<p>The Pawnee Chief 556 Illinois St. Pawnee 74058 (918) 762-2552</p>	<p>The Perkins Journal 222 N. Main Perkins 74059 (405) 547-2411 www.thejournalok.com</p>
<p>The Piedmont-Surrey Gazette 109 Monroe NW Piedmont 73078 (405) 373-1616 www.piedmontsurreygazette.com</p>	<p>The Pond Creek Herald & Valley News 116 1/2 W. Cherokee Medford 73759 (580) 395-2212 www.grantcountynewspapers.com</p>
<p>The Prague Times-Herald 1123 Jim Thorpe Blvd. Prague 74864 (405) 567-3933</p>	<p>The Paper 3 N. Adair., Ste. A Pryor 74361 (918) 825-2860 www.mayescounty.com</p>
<p>The Purcell Register 225 W. Main Purcell 73080 (405) 527-2126 www.purcellregister.com</p>	<p>The Ringling Eagle 103 E. Main St. Ringling 73456 (580) 662-2221 www.ringlingeagle.com</p>
<p>The Rush Springs Gazette 220 W. Blakely Rush Springs 73082 (580) 476-2525</p>	<p>The Ryan Leader 525 Washington St. Ryan 73565 (580) 757-2281 www.theryanleader.com</p>

Weekly Newspapers cont'd

<p>Sequoyah County Times 111 N. Oak St. Sallisaw 74955 (918) 775-4433 www.sequoyahcountytimes.com</p>	<p>Sand Springs Leader 303 N. McKinley Sand Springs 74063 (918) 245-6634 www.sandspringsleader.com</p>
<p>The Sayre Record & Beckham County Democrat 112 E. Main St. Sayre 73662 (580) 928-5540 www.sayrerecord.com</p>	<p>The Dewey County Record 207 N. Main Seiling 73663 (580) 922-4296</p>
<p>The Sentinel Leader 307 E. Main Sentinel 73664 (580) 393-4348</p>	<p>Northwest Oklahoman & Ellis County News 329 S. Main Shattuck 73858 (580) 938-2533</p>
<p>The County Democrat 226 N. Broadway Shawnee 74801 (405) 273-8888</p>	<p>The Review 234 S. Cosden Ave. Shidler 74652 (918) 793-3841</p>
<p>Skiatook Journal 500 W. Rogers Blvd. Skiatook 74070 (918) 396-1616 www.skiatookjournal.com</p>	<p>Kiowa County Democrat 610 E Street Snyder 73566 (580) 569-2684</p>
<p>Spiro Graphic 212 S. Main Spiro 74959 (918) 962-2075</p>	<p>Stigler News-Sentinel 204 S. Broadway Stigler 74462 (918) 967-4655 www.stiglernews.com</p>
<p>Stilwell Democrat Journal 118 N. Second St. Stilwell 74960 (918) 696-2228</p>	<p>Stroud American 315 W. Main Stroud 74079 (918) 968-2581</p>
<p>Sulphur Times-Democrat 115 W. Muskogee Sulphur 73086 (580) 622-2102 www.sulphurtimes.com</p>	<p>Talihina American 205 NW 2nd Talihina 74571 (918) 567-2390</p>
<p>Taloga Times-Advocate 107 S. Broadway Taloga 73667 (580) 328-5619</p>	<p>The Countywide & Sun 101 N. Broadway Tecumseh 74873 (405) 598-3793 www.countywideneews.com</p>
<p>The Thomas Tribune 115 W. Orient Thomas 73669 (580) 661-3524</p>	<p>Johnston County Capital-Democrat 103 N. Neshoba Tishomingo 73460 (580) 371-2356 http://capital-democrat.com/</p>

Weekly Newspapers cont'd

<p>The Tonkawa News 108 N. 7th Street Tonkawa 74653 (580) 628-2532 www.tonkawanews.com</p>	<p>Tulsa County News 3708 Southwest Blvd. Tulsa 74107 (918) 447-8882 www.tulsacountynews.info</p>
<p>Tulsa Beacon 6784 S. 67th East Ave. Tulsa 74133 (918) 523-4425 www.tulsabeacon.com</p>	<p>The Oklahoma Eagle 624 E. Archer Tulsa 74120 (918) 582-7124 www.theoklahomaeagle.net</p>
<p>The Tuttle Times 8 SW 3rd Tuttle 73089 (405) 381-3173 www.tuttletimes.com</p>	<p>The Valliant Leader 119 N. Dalton Valliant 74764 (580) 933-4579</p>
<p>Vian Tenkiller News 205 Thornton St. Vian 74962 (918) 773-8000</p>	<p>The Vici Vision 107 E. Broadway Vici 73859 (580) 995-3425 www.viciok.com</p>
<p>Wagoner Tribune 221 E. Cherokee Wagoner 74467 (918) 485-5505 www.wagonertribune.com</p>	<p>The Walters Herald 112 E. Colorado St. Walters 73572 (580) 875-3326</p>
<p>Watonga Republican 104 E. Main Watonga 73772 (580) 623-4922</p>	<p>Waurika News-Democrat 111 E. Broadway Waurika 73573 (580) 228-2316 www.waurikademocrat.com</p>
<p>Woods County Enterprise 1543 Main St. Waynoka 73860 (580) 824-2171</p>	<p>The Weleetkan 110 W. 9th St. Weleetka 74880 (405) 786-2224</p>
<p>Weekly Express 601 W. Chincapin Westville 74965 (918) 723-4444</p>	<p>The Westville Reporter 122 S. Williams St. Westville 74965 (918) 723-5445</p>
<p>The Hughes County Times 120 S. Main Wetumka 74883 (405) 452-3294</p>	<p>The Wewoka Times 210 S. Wewoka Wewoka 74884 (405) 257-3341 www.wewokatimes.com</p>
<p>Latimer County News-Tribune 111 W. Ada Wilburton 74578 (918) 465-2321</p>	<p>Latimer County Today 134 East Main Wilburton 74578 (918) 465-3851</p>
<p>The Wilson Post-Democrat 439 W. Main Healdton 73438 (580) 229-0147</p>	<p>The Wynnewood Gazette 210 S. Dean A. McGee Wynnewood 73098 (405) 665-4333</p>

Weekly Newspapers cont'd

<p>For the Record 302 E. Chicago Ave. Yale 74085 (918) 387-2220</p>	<p>Yukon Review 110 S. 5th St. Yukon 73099 (405) 354-5264 www.yukonreview.net</p>
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Television Stations

<p>KDOR --Channel 17 2120 N. Yellowwood Broken Arrow 74012 Ph: 918-250-0777 Fax: (918) 461-8817 Email: kdorpr@yahoo.com</p>	<p>KRSC--Channel 35 1701 W. Will Rogers Claremore 74017 Ph: 918-343-7772 Fax: (918) 343-7952 Email: vsmith@rsu.edu</p>
<p>KSWO--Channel 7 P. O. Box 708 Lawton 73502 Ph: 580-355-7000 Fax: (580) 355-0059 Email: kswo@kswo.com</p>	<p>KAUT --Channel 43 11901 N. Eastern Oklahoma City 73113 Ph: 405-478-4300 Fax: (405) 516-4343 Email:</p>
<p>KFOR --Channel 4 444 E. Brittan Rd. Oklahoma City 73114 Ph: 405-424-4444 Fax: 405-478-6337 Email: news4@kfor.com</p>	<p>KOCB --Channel 34 P. O. Box 14925 Oklahoma City 73111 Ph: 405-478-3434 Fax: (405) 478-1027 Email: csmith@sbgnet.com</p>
<p>KOCO --Channel 5 1300 E. Britton Rd. Oklahoma City 73113 Ph: 405-478-3000 Fax: (405) 478-6675 Email: news@channeloklahoma.com</p>	<p>KOKH --Channel 25 1228 E. Wilshire Oklahoma City 73111 Ph: 405-843-2525 Fax: (405) 478-4343 Email: kokhnews@sbgnet.com</p>
<p>KSBI --Channel 52 1350 S.E. 82 Oklahoma City 73149 Ph: 405-631-7335 Fax: (405) 631-7367 Email: seasom@swbell.net</p>	<p>KTBO --Channel 14 1600 E. Hefner Rd. Oklahoma City 73131 Ph: 405-848-1414 Fax: Email: ktbo@tbn.org</p>
<p>KWTV --Channel 9 P. O. Box 14159 Oklahoma City 73113 Ph: 405-843-6641 Fax: (405) 841-9989 Email: mailroom@kwtv.com</p>	<p>OETA --Cannel 13 P. O. Box 14910 Oklahoma City 73113 Ph: 405-848-8501 Fax: (405) 841-9226 Email: onr@oeta.pbs.org</p>

Television Stations *cont'd*

KGBN --Channel 20 3924 Santa Fe Rd Ponca City 74601 Ph: 580-767-8827 Fax: (580) 718-0280 Email:	KGEB --Channel 53 7777 S. Lewis Tulsa 74014 Ph: 918-488-5300 Fax: (918) 495-7388 Email: kgeb@oru.edu
KJRH --Channel 2 P. O. Box 2 Tulsa 74101 Ph: 918-743-2222 Fax: (918) 748-1436 Email: news@kjr.com	KOKI --Channel 23, KTFO --Channel 41 2625 S. Memorial Tulsa 74129 Ph: 918-491-0023 Fax: 918-388-0516 Email: productiontulsa@clearchannel.com
KOTV --Channel 6 P. O. Box 6 Tulsa 74101 Ph: 918-732-6105 Fax: (918) 732-6185 Email: rharig@kotv.com	KTUL --Channel 8 P. O. Box 8 Tulsa 74101 Ph: 918-445-8888 Fax: (918) 445-9359 Email: dbrowning@ktul.com
KWHB --Channel 47 8835 S. Memorial Tulsa 74133 Ph: 918-250-9402 Fax: 918-254-5614 Email:	

Radio Stations

<p>KTLS KKFC Radio 1188 N. Hills Center Ada 74820 Ph: 580-332-2211 Fax: (918) 689-5451 Email: egp@lakewebs.net</p>	<p>KYKC Radio P. O. Box 2052 Ada 74820 Ph: 580-436-1616 Fax: (580) 658-2561 Email: kfxi@texhoma.net</p>
<p>KWHW KRKZ KQTZ Radio P. O. Box 577 Altus 73521 Ph: 580-482-1450 Fax: (405) 273-4530 Email:</p>	<p>KRMP Radio 115 W. Broadway Anadarko 73005 Ph: 405-247-6882 Fax: (405) 372-6969 Email: stillwaterradio@coxinet.net</p>
<p>KICM Radio P. O. Box 1487 Ardmore 73402 Ph: 580-226-9393 Fax: (405) 325-7129 Email: jennilynn@ou.edu</p>	<p>KVSO KKAJ KTRX KYNZ Radio 1205 N. Glen Ardmore 73401 Ph: 580-226-0421 Fax: (918) 786-2284 Email:</p>
<p>KYFM KWON KRIG Radio P. O. Box 1100 Bartlesville 74005 Ph: 918-336-1400 Fax: (580) 338-8255 Email: kgyn@ptsi.net</p>	<p>KKBI KQIB Radio P. O. Box 1016 Broken Bow 74728 Ph: 580-584-3388 Fax: (918) 495-1937 Email: info@khits.com</p>
<p>KOOL AM Radio P. O. Box 1268 Chickasha 73023 Ph: 405-224-1560 Fax: (580) 226-5113 Email: kicm@cableone.com</p>	<p>KUSH AM Radio P. O. Box 791 Cushing 74023 Ph: 918-225-0922 Fax: (580) 326-7921 Email:</p>
<p>KKEN KXCD KDDQ Radio 1701 Pine Duncan 73533 Ph: 580-255-1350 Fax: (580) 623-4997 Email:</p>	<p>KSEO KLBC Radio P. O. Box 190 Durant 74702 Ph: 580-924-3100 Fax: (405) 878-0162 Email: kirc1059@aol.com</p>

Radio Stations cont'd

<p>KZUE AM Radio 2715 S. Radio Rd El Reno 73036 Ph: 405-262-1460 Fax: (918) 256-2633 Email:</p>	<p>KXOO KECO KADS Radio P. O. Box 945 Elk City 73648 Ph: 580-225-9696 Fax: (580) 326-2623 Email: k955@neto.com</p>
<p>KGWA/KOFM Radio P. O. Box 3128 Enid 73702 Ph: 580-237-6480 Fax: (580) 762-8329 Email: kixr@kixr.com</p>	<p>KFOX Radio P. O. Box 956 Eufaula 74432 Ph: 918-689-3663 Fax: (918) 665-0555 Email: kauleensharp@clearchannel.com</p>
<p>KYBE Radio P. O. Box 1088 Frederick 73542 Ph: 580-335-5923 Fax: (918) 494-9683 Email: brob@kjmm.com</p>	<p>KPSU Radio Panhandle State Univ Goodwell 73939 Ph: 580-349-2414 Fax: (918) 493-5345 Email: john.durkee@cox.com</p>
<p>KGVE KGND Radio P. O. Box 451749 Grove 74345 Ph: 918-786-2211 Fax: (405) 842-1315 Email: mikemccoy@clearchannel.com</p>	<p>KGYN Radio P. O. Box 130 Guymon 73942 Ph: 580-338-1210 Fax: (580) 584-3341 Email: kkbi@pine-net.com</p>
<p>KKBS Radio P. O. Box 1756 Guymon 73942 Ph: 580-338-5493 Fax: (580) 338-0717 Email: kkbs@kkbs.com</p>	<p>KTIJ KTJS Radio P. O. Box 311 Hobart 73651 Ph: 580-726-5656 Fax: (580) 470-9993 Email: kken@cableone.net</p>
<p>KITX FM Radio 1600 West Jackson Hugo 74743 Ph: 580-326-2555 Fax: (580) 355-1056 Email: joyc@kjmz.com</p>	<p>KKRX KJMZ KXCA Radio 1525 SE Flower Mound Rd Lawton 73501 Ph: 580-335-1050 Fax: (405) 848-1915 Email: shawn.carey@citcomm.com</p>

Radio Stations cont'd

<p>KLAW KZCD Radio 626 SW D Avenue Lawton 73501 Ph: 580-581-3600 Fax: (580) 357-2880 Email: klaw@sirinet.net</p>	<p>KMGZ FM Radio 1421 Great Plains Blvd. Ste. C Lawton 73505 Ph: 580-536-9530 Fax: (580) 767-1103 Email: bill@eteamradio.com</p>
<p>KVRW FM Radio 6206 NW Oak Lawton 73505 Ph: 580-536-5343 Fax: (580) 765-1700 Email: mail@klvv.com</p>	<p>KMAD Radio P. O. Box 576 Madill 73466 Ph: 580-795-2345 Fax: (580) 795-5623 Email:</p>
<p>KNED KMCO KTMC Radio P. O. Box 1068 McAlester 74502 Ph: 918-423-1460 Fax: (580) 536-3299 Email: station@kmgz.com</p>	<p>KROS KBIX KMMY Radio 215 State Street #910 Muskogee 74401 Ph: 918-682-9700 Fax: (918) 665-0555 Email: kauleensharp@clearchannel.com</p>
<p>KGOU KROU Radio Univ of Oklahoma Norman 73019 Ph: 405-325-3388 Fax: (918) 663-6622 Email:</p>	<p>KHBZ FM Radio 50 Penn Place, Ste 1000 Oklahoma City 73118 Ph: 405-840-5271 Fax: (918) 423-7119 Email: kmcokned@mcalesterradio.com</p>
<p>KJYO FM Radio P. O. Box 1000 Oklahoma City 73101 Ph: 405-840-5271 Fax: (918) 455-0411 Email: mail@oasisnetwork.org</p>	<p>KKNG KTLR KTUZ KOCY Radio 5101 S. Shields Oklahoma City 73129 Ph: 405-616-5500 Fax: (405) 773-2244 Email: mail@kokf91fm.com</p>
<p>KKWD FM Radio 4045 NW 64, #600 Oklahoma City 73116 Ph: 405-848-0100 Fax: (918) 756-1800 Email:</p>	<p>KMGL FM Radio P. O. Box 14818 Oklahoma City 73113 Ph: 405-478-5104 Fax: (405) 475-7021 Email: sbennett@rendabroadcasting.com</p>

Radio Stations cont'd

<p>KOKF FM Radio P. O. Box 22000 Oklahoma City 73123 Ph: 405-728-7717 Fax: (405) 224-2890 Email: kool1055@coxnet.net</p>	<p>KOMA/KRXO Radio P. O. Box 14818 Oklahoma City 73113 Ph: 405-478-5104 Fax: (580) 336-1052 Email: b105@eteamradio.com</p>
<p>KQCV AM Radio 1919 N. Broadway Oklahoma City 73103 Ph: 405-521-0800 Fax: (405) 744-9970 Email: kosu@kosu.org</p>	<p>KTLV AM Radio 3336 S. E. 67 Oklahoma City 73135 Ph: 405-672-3886 Fax: (580) 767-1103 Email: bill@eteamradio.com</p>
<p>KTOK AM Radio P. O. Box 1000 Oklahoma City 73101 Ph: 405-840-5271 Fax: (918) 647-5092 Email: lbilly@clnk.com</p>	<p>KVSP AM Radio 1528 N. E. 23rd Oklahoma City 73111 Ph: 405-427-5877 Fax: Email:</p>
<p>KXXY KTST Radio 50 Penn Place, Ste 1000 Oklahoma City 73105 Ph: 405-840-5271 Fax: (405) 521-1391 Email: kqcv@bottradiationetwork.com</p>	<p>WWLS AM Radio 4045 N. W. 64, #600 Oklahoma City 73116 Ph: 405-848-0100 Fax: (918) 481-1773 Email: kauleensharp@clearchannel.com</p>
<p>KOKL AM Radio 100 E. 7th Okmulgee 74447 Ph: 918-756-3646 Fax: (918) 493-5385 Email: john.durkee@cox.com</p>	<p>KIXR FM Radio P. O. Box 2631 Ponca City 74602 Ph: 580-765-5491 Fax: (918) 493-5345 Email: john.durkee@cox.com</p>
<p>KLOR FM Radio P. O. Box 2509 Ponca City 74602 Ph: 580-762-9930 Fax: Email: krmp@classicnet.net</p>	<p>KLVV FM Radio P. O. Box 14 Ponca City 74602 Ph: 580-767-1400 Fax: (918) 682-6775 Email: kmmyradio@azalea.net</p>

Radio Stations cont'd

<p>KPNC FM KOKB AM Radio P. O. Box 2509 Ponca City 74602 Ph: 580-765-2485 Fax: (580) 920-1426 Email: klbradio@netcommander.com</p>	<p>WBBZ AM Radio P. O. Box 588 Ponca City 74604 Ph: 580-765-6607 Fax: (580) 254-9102 Email:</p>
<p>KPRV Radio P. O. Box 368 Poteau 74953 Ph: 918-647-3221 Fax: (918) 245-0255 Email: love1340am@sbcglobal.net</p>	<p>KTFX AM Radio 8886 W. 21st St. Sand Springs 74063 Ph: 918-245-0254 Fax: (580) 726-2222 Email:</p>
<p>KGFF AM Radio P. O. Box 9 Shawnee 74802 Ph: 405-273-4390 Fax: (580) 436-1629 Email:</p>	<p>KIRC FM Radio 2 East Main Shawnee 74801 Ph: 405-878-1803 Fax: (405) 672-8585 Email: ktlv1220@aol.com</p>
<p>KGFY/KVRO/KSPI Radio P. O. Box 1269 Stillwater 74076 Ph: 405-372-7800 Fax: (918) 663-6622 Email:</p>	<p>KOSU Radio 302 Paul Miller Bldg. Stillwater 74078 Ph: 405-744-6352 Fax: (918) 225-0925 Email: kushradio@yahoo.com</p>
<p>KHTT FM Radio 7030 S. Yale, Ste 711 Tulsa 74136 Ph: 918-492-2020 Fax: (918) 743-6462 Email: info@kvoo.com</p>	<p>KIZS FM Radio 2625 S. Memorial Tulsa 74129 Ph: 918-664-2810 Fax: (580) 536-9007 Email: oldies@oldies107.com</p>
<p>KJMM FM Radio 7030 S. Yale, Ste 302 Tulsa 74136 Ph: 918-494-9886 Fax: (580) 226-0464 Email: news@kkaj.com</p>	<p>KJSR FM Radio 7136 S Yale #500 Tulsa 74136 Ph: 918-493-7400 Fax: (405) 424-6708 Email: kperry@kvsp.com</p>

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<p>KMOD/KAKC/KTBT Radio 2625 S. Memorial Tulsa 74129 Ph: 918-664-2810 Fax: (918) 493-5345 Email: john.durkee@cox.com</p>	<p>KMYZ FM Radio 5810 E. Skelly Dr., #801 Tulsa 74135 Ph: 918-665-3131 Fax: (580) 772-1590 Email: news@wrightwradio.com</p>
<p>KQLL KTBZ Radio 2625 S. Memorial Tulsa 74129 Ph: 918-664-2810 Fax: Email: kwgs@utulsa.edu</p>	<p>KRAV FM Radio 7136 S. Yale, Ste 500 Tulsa 74136 Ph: 918-491-9696 Fax: (580) 482-3420 Email:</p>
<p>KRMG AM Radio 7136 S. Yale, Ste. 500 Tulsa 74136 Ph: 918-493-7400 Fax: (405) 878-0162 Email: kirc1059@aol.com</p>	<p>KTSO FM Radio 5810 E. Skelly, Ste 801 Tulsa 74135 Ph: 918-665-3131 Fax: (918) 492-8840 Email: mail@kxo.com</p>
<p>KVOO KXBL KFAQ Radio 4590 E. 29th Tulsa 74114 Ph: 918-743-7814 Fax: (580) 225-9699 Email: keco@io2online.com</p>	<p>KWEN KRTQ Radio 7136 S. Yale, Ste 500 Tulsa 74119 Ph: 918-494-9500 Fax: (918) 254-7556 Email:</p>
<p>KWGS FM Radio 600 S. College Tulsa 74104 Ph: 918-631-2578 Fax: (405) 858-0111 Email: jerrybohn@clearchannel.com</p>	<p>KXOJ Radio 2448 E. 81st Ste 5500 Tulsa 74137 Ph: 918-492-2660 Fax: (580) 335-7659 Email:</p>
<p>KXTD AM Radio 5807-F S. Garnett Tulsa 74146 Ph: 918-254-7556 Fax: (918) 336-6939 Email: kyfmkwon@ionet.net</p>	<p>KITO Radio P. O. Box 961 Vinita 74301 Ph: 918-256-2255 Fax: (580) 436-1671 Email: kykc@cableone.net</p>

Radio Stations cont'd

<p>KIMY FM Radio P. O. Box 221 Watonga 73772 Ph: 580-623-4777 Fax: (580) 622-5355 Email: news@kynz.com</p>	<p>KWEY KCDL KQMX Radio P. O. Box 587 Weatherford 73096 Ph: 580-772-5939 Fax: (405) 262-1886 Email: kzue@aol.com</p>
<p>KMZE KWOX FM Radio 2728 Williams Ave. Woodward 73801 Ph: 580-256-3692 Fax: (580) 765-6611 Email: wbbz@poncacity.net</p>	<p>KSIW KWFX KWDQ Radio P. O. Box 1600 Woodward 73802 Ph: 580-254-9103 Fax: (405) 843-5288 Email: chris.baker@citcomm.com</p>

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DID YOU KNOW.....

Did you know? In 1887 Thomas Edison patented the motion picture camera, though it could not produce images?!?

Did you know...Talking films began with Al Jolsen in "The Jazz Singer" in 1927?!?

PERSONAL MEDIA CONTACTS

NEWSPAPER CONTACTS:

Name: _____

Address: _____

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