

# OKLAHOMA PRESS ASSOCIATION

## Mission Statement

To advance and safeguard the newspaper profession in the State of Oklahoma so both the press and the public may benefit.

[www.okpress.com](http://www.okpress.com)

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**Within the newspaper are four departments that work together to produce a finished product.**

**News starts with the editorial department**, which includes editors, reporters, photographers and graphic artists. Reporters and photographers cover news stories and objectively report the facts to the public. Editors review the submitted stories for typographical errors and question reporters on the facts of the story. Newspaper editorials appear on the editorial page, along with other opinion columns and letters to the editor. Newspapers try to run a variety of opinions and columns so readers can see many sides to the issues being discussed in the community.

**The advertising department** consists of a sales staff that sells space to clients such as local businesses. The sales staff also helps advertisers design and plan their advertising campaigns. Advertising is crucial to the financial success of the newspaper.

**The production department** includes paginators, who put the pages of a newspaper together for printing. Once the product is finished, it is sent to the press for printing.

**The circulation department** sells subscriptions and distributes the printed newspapers to subscribers. Some subscribers receive the paper at their home, and some people prefer to buy the paper from vendors or newsracks in stores.

Today most newspapers have a web page, which is updated as news stories happen and need to be reported before the paper can be delivered. Many newspapers use Facebook, Twitter, text alerts and other social media sites to keep readers informed.

Many newspapers also use digital delivery by offering an electronic replica edition of their newspaper online.

Whether the newspaper is delivered as a print product or electronically, its role of keeping the community and people connected is more important than ever. People need accurate, trustworthy information to help them know what is going on in the world around them. Accurate and timely local news and advertising helps citizens make decisions that affect their quality of life.

## Career Interests

- **Do any of these career fields interest you? Why or Why not?**
- **If not, what field is more interesting to you?**
- **If you don't know, contact your school counselor to see about taking a career aptitude assessment and find out what steps you need to take to further your education.**

