



THE OKLAHOMAN  
MEDIA COMPANY

*be* campaign

# *be* campaign

## CAMPAIGN DETAILS

**Best Brand Awareness Campaign/Best Use of Social/Best Idea to Encourage Print Readership or Engagement**  
**Group 1/Local, Regional Brands**

**Excerpt:**

This all-new branding campaign is designed to raise key brand measures among non-subscribers by promoting the value and quality of the content we deliver and demonstrating how it can help them be the very best they can be every day. This multi-channel campaign has already yielded impressive results, with significant growth in brand favorability, purchase intent and Net Promoter Score, as well as hundreds of new subscriptions.

**Challenge:**

During the past 10 years, OKC has ranked among the nation's fastest-growing cities, with hundreds of thousands of new residents unfamiliar with The Oklahoman. Our challenge? Build our brand's reputation with these non-subscribers and convert them to customers.

**Objective:**

Create a brand campaign that captures our market's attention; measurably builds lower-funnel brand measures (favorability, purchase intent, Net Promoter Score) among non-subscribers and converts them to customers.

**Campaign:**

The "Be Campaign," is designed to create consumer demand by raising brand awareness, brand favorability and purchase intent.

The campaign, which highlights the quality and value of the content we deliver to market each day, uses the word "Be," followed by an adjective that describes how our content positively impacts our readers lives.

For example, an execution using the words "Be Inspired," tells the story of Lainy Fredrickson, a special needs student who won the 2017 Courage Award at The Oklahoman's All-City Prep Sports Awards event – just one example of the inspiring stories The Oklahoman brings to its readers every day.

# *be* campaign

## CAMPAIGN DETAILS

A second execution, "Be Awesome," describes how reading The Oklahoman's award-winning business content prepares readers to command the boardroom.

"Be Sidesplitting," shows two young girls enjoying classic Sunday comics, while "Be Zesty" features Dave Cathey and his popular coverage of OKC's newest restaurants.

Colorful and appealing visuals create an engaging and positive brand persona for The Oklahoman that helps break through the negativity surrounding today's news environment.

The campaign features a new tagline, "Be the very best you can be with The Oklahoman" and directs consumers to our website, OklahomaUnfolded.com, where they can learn more and subscribe.

The campaign has been promoted through numerous media channels, including television, radio, digital, e-mail, social, content, outdoor, point-of-sale, events and more.

### Results:

- Brand measures among non-subscriber target:
  - **Brand favorability up 52%**
  - **Purchase intent up 15%**
  - **Net Promoter Score (likelihood of consumers recommending The Oklahoman to friends, family and colleagues) up 25%**
- 200+ new full-access subscribers (and growing)
- 20% boost in Facebook followers, from 74,048 to 88,948
- 16,808 page views to our brand website
- 15,112 unique page views on our brand website
- Campaign outperforming industry benchmarks (HubSpot, WordStream, LinkedIn, MailChimp):
  - 0.15% CTR for digital ads (70.74% above industry benchmark of 0.09%)
  - 0.96% CTR for Facebook ads (54.95% above industry benchmark of 0.62%)
  - 0.74% CTR for LinkedIn ads (110.55% above industry benchmark of 0.35%)
  - 14.00% CTR for emails (197.94% above industry benchmark of 4.70%)



*be* campaign  
PRINT ADS

Apparent tornado leaves destruction in T...

WATER

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YOU

P R I N T A D S

State cites dozens for clean drinking water violations

Opening the door

THE OKLAHOMAN

MORE  
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# be campaign

## PRINT ADS OVERVIEW

WHAT CAN YOU  
**be**  
?

FIND OUT ON 11.18.2017

THE OKLAHOMAN



**be VIGILANT**  
THE BUDGET, DRUG ADDICTION, WHEN IT COMES TO THE STATE THE OKLAHOMAN NEVER STOPS INVESTIGATING.

Whether it's the state budget, criminal justice or no one dives deeper into the issues like The Oklahoman brand can cover the news, analysis, or state is. The Oklahoman never stops watching, investigating.

**be** the very best you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK AT OKLAHOMAUNFOLDED.COM/VIGILANT

THE OKLAHOMAN



**be SPICY**  
THE OKLAHOMAN'S FOOD DUDE, HIS SPICY JOURNEY TO OKC'S HIDDEN GEMS AND EVERYTHING IN-BETWEEN.

Food dude, Dave Cathey, is your exclusive guide to hidden gems and everything in-between.

you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK AT OKLAHOMAUNFOLDED.COM/SPICY

THE OKLAHOMAN



**be SIDESPLITTING**  
EVERY DAY WITH PUZZLES AND GAMES, YOU CAN BE WITH THE OKLAHOMAN.

With sidesplitting comics, fun puzzles and games, the family will enjoy The Oklahoman. Information, analysis, sports and if journalists pack into every issue.

you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK AT OKLAHOMAUNFOLDED.COM/SIDESPLITTING

THE OKLAHOMAN



**be BRIGHT**  
KIDS WHO READ THE OKLAHOMAN HIGHER ON ACHIEVEMENT TIME YOUR KIDS READ.

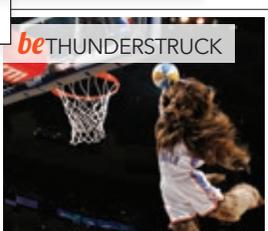
Every day, The Oklahoman provides fun facts across the state through its Newsprint Kids. Reading The Oklahoman helps kids be prepared to be productive and achieve more than those who don't.

In fact, research shows that kids who read The Oklahoman achieve more than those who don't.

SUBSCRIBE TODAY AT OKLAHOMAUNFOLDED.COM/BRIGHT

JOIN US IN SUPPORTING EDUCATION

THE OKLAHOMAN



**be THUNDERSTRUCK**  
NO ONE DOMINATES THUNDER COVERAGE LIKE THE OKLAHOMAN, NAMED NATION'S BEST SPORTS TEAM FOUR OUT OF THE LAST FIVE YEARS.

Start today for just \$1.54/week at OklahomaUnfolded.com/thunderstruck

THE OKLAHOMAN



**be VIGILANT**  
THE BUDGET, DRUG ADDICTION, AND EDUCATION. WHEN IT COMES TO THE STATE'S BIGGEST ISSUES, THE OKLAHOMAN NEVER STOPS INVESTIGATING.

Start today for just \$1.54/week at OklahomaUnfolded.com/vigilant

THE OKLAHOMAN



**be SIDESPLITTING**  
MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, PUZZLES AND GAMES, ONLY IN THE OKLAHOMAN.

Start today for just \$1.54/week at OklahomaUnfolded.com/sidesplitting

THE OKLAHOMAN



**be AWESOME**  
WITH THE OKLAHOMAN'S EXCLUSIVE BUSINESS SCOOPS AND INSIGHTS, YOU CAN BE THE BOSS OF YOUR OWN BUSINESS.

WHAT CAN YOU  
**be?**  
FIND OUT ON 11.18.2017

WHAT CAN YOU  
**be?**  
FIND OUT ON 11.18.2017



**be AWARE**  
JOURNALISM THAT MAKES A DIFFERENCE. THE OKLAHOMAN SHINES A LIGHT ON OPIOID ADDICTION AND INSPIRED LEGISLATIVE CHANGES.



**be INSPIRED**  
WITH THE OKLAHOMAN'S EXCLUSIVE BUSINESS SCOOPS AND INSIGHTS, YOU CAN BE THE BOSS OF YOUR OWN BUSINESS.

# Teaser Campaign

P R I N T   A D S



Full Page



Half Page



Quarter Page

# be campaign

FULL PAGE PRINT AD



**FOLLOW THE OKLAHOMAN'S FOOD DUDE,  
DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S  
FINEST RESTAURANTS AND HIDDEN GEMS.**

The Oklahoman's own food dude, Dave Cathey, is your exclusive guide to OKC's hottest new restaurants, hidden gems and everything in-between.

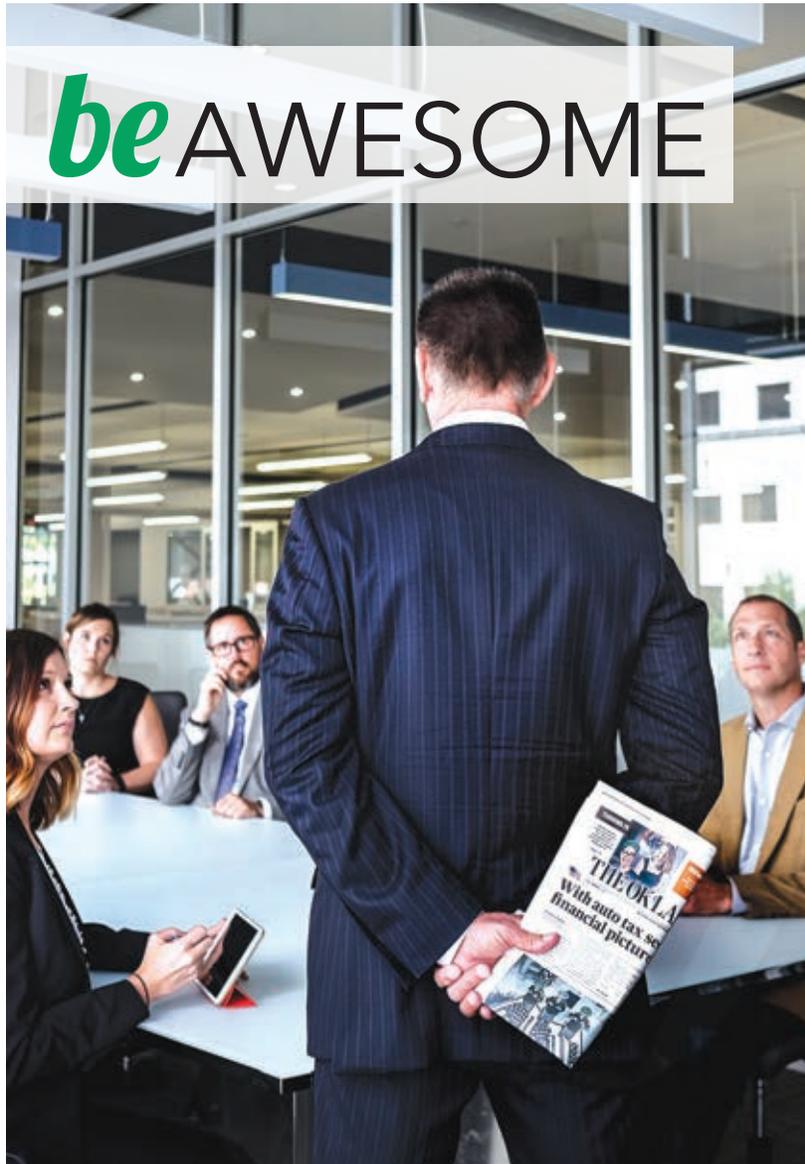
*be* the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK  
AT [OKLAHOMAUNFOLDED.COM/SPICY](http://OKLAHOMAUNFOLDED.COM/SPICY)**

**THE OKLAHOMAN** 

# be campaign

FULL PAGE PRINT AD



**WITH THE OKLAHOMAN'S EXCLUSIVE BUSINESS SCOOPS AND INSIGHTS, YOU CAN TAKE COMMAND OF THE BOARDROOM.**

From oil and gas to construction and finance, The Oklahoman is your essential tool for OKC's latest and most in-depth business coverage. With the state's leading business reporters, like Steve Lackmeyer, Don Mecoy and Adam Wilmoth feeding you the inside scoop, you'll always be prepared to command any boardroom.

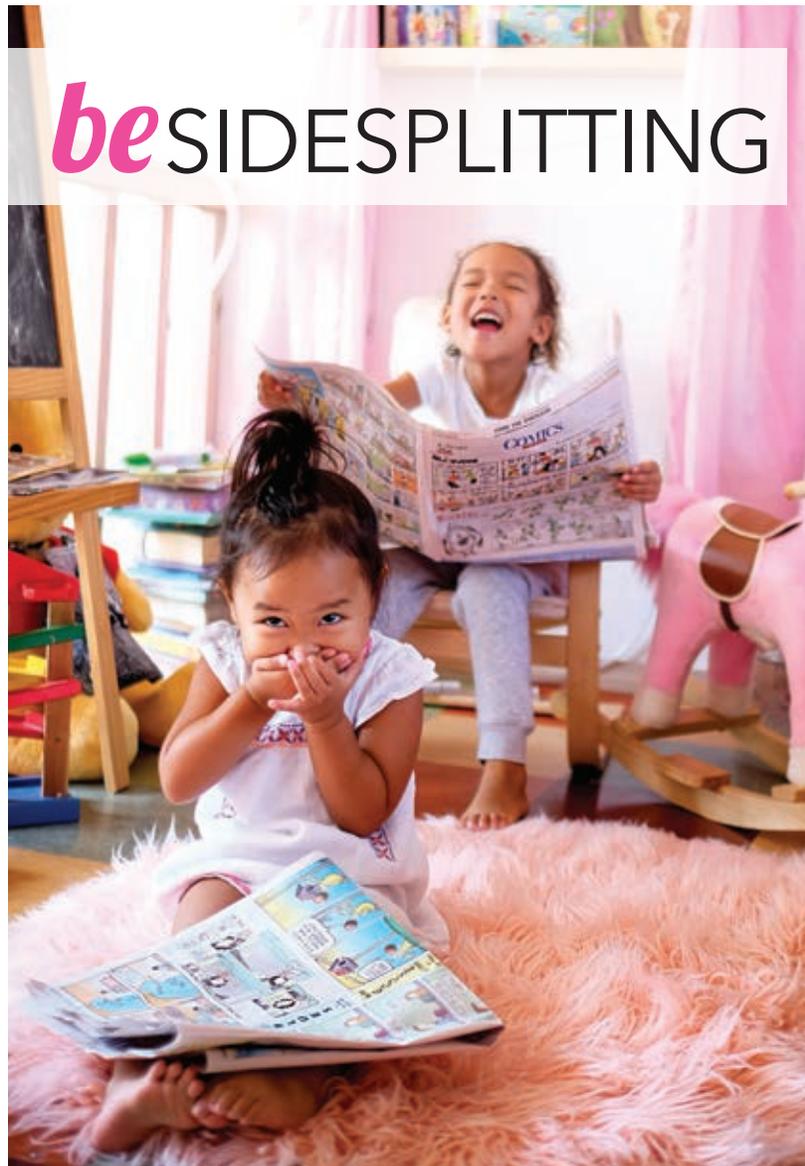
*be* the very best you can be with The Oklahoman

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**THE OKLAHOMAN** 

# be campaign

FULL PAGE PRINT AD



**MAKE EVERY DAY FUN DAY WITH  
CLASSIC COMICS, PUZZLES AND GAMES,  
ONLY IN THE OKLAHOMAN.**

Make every day fun day with The Oklahoman. With sidesplitting comics, fun games and challenging puzzles, the whole family will enjoy The Oklahoman. You also won't want to miss all the news, information, analysis, sports and entertainment our award-winning team of journalists pack into every issue.

*be* the very best you can be with The Oklahoman

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AT [OKLAHOMAUNFOLDED.COM/SIDESPLITTING](http://OKLAHOMAUNFOLDED.COM/SIDESPLITTING)**

**THE OKLAHOMAN** 

# be campaign

FULL PAGE PRINT AD



Lainy Fredrickson receiving The Oklahoman's Courage Award by Jenni Carlson at the All-City Prep Sports Awards.

**YOU'LL FIND MOVING STORIES ON  
COURAGE AND INSPIRATION, EVERY DAY  
IN THE OKLAHOMAN.**

Lainy Fredrickson of Norman High School dreamed of joining the school's basketball team - but some thought her disabilities would hold her back. Not Lainy - instead, she dared to dream. Lainy overcame her obstacles, made the team, scored her first points, and in June she received the 2017 Courage Award at The Oklahoman's All-City Prep Sports Awards. Uncovering Oklahoma's stories of inspiration, determination and good old Oklahoma grit what The Oklahoman does best.

**be** the very best you can be with The Oklahoman

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**THE OKLAHOMAN** 

# be campaign

FULL PAGE PRINT AD

**be**BRIGHT



**KIDS WHO READ THE PAPER SCORE 25%  
HIGHER ON ACHIEVEMENT TESTS – ISN'T IT  
TIME YOUR KIDS READ THE OKLAHOMAN?**

Every day, The Oklahoman provides free digital access to the newspaper for students across the state through its Newspapers in Education Program. Why? Because reading The Oklahoman helps kids become better informed, better students and helps prepare them to be productive adults.

In fact, research shows that kids who read a daily newspaper score 25% better on achievement tests than those who don't. That's something we can all get behind!

**SUBSCRIBE TODAY FOR JUST \$1.54/WEEK  
AT [OKLAHOMAUNFOLDED.COM/BRIGHT](http://OKLAHOMAUNFOLDED.COM/BRIGHT)**

JOIN US IN SUPPORTING EDUCATION IN OUR STATE VISIT [NIE.NEWSOK.COM](http://NIE.NEWSOK.COM)

THE OKLAHOMAN 



# be campaign

FULL PAGE PRINT AD



**JOURNALISM THAT MAKES A DIFFERENCE.**  
**"THE OKLAHOMAN SHINED A LIGHT ON OPIOID**  
**ADDICTION AND INSPIRED LEGISLATIVE CHANGES."**  
- KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

The Oklahoman has been covering the opioid crisis since before it was a crisis, and according to Kris Steele, Former Oklahoma House Speaker, "after The Oklahoman's coverage of prescription drug abuse, laws were changed to make our community safer. Without the education that The Oklahoman provided, that initiative may not have been accomplished." Uncovering and helping change what's really going on in Oklahoma is what The Oklahoman does best.

**be** the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK**  
**AT [OKLAHOMAUNFOLDED.COM/AWARE](http://OKLAHOMAUNFOLDED.COM/AWARE)**

**THE OKLAHOMAN** 

# be campaign

FULL PAGE PRINT AD

**be** VIGILANT



**THE BUDGET, DRUG ADDICTION, AND EDUCATION...  
WHEN IT COMES TO THE STATE'S BIGGEST ISSUES,  
THE OKLAHOMAN NEVER STOPS INVESTIGATING.**

Whether it's the state budget, criminal justice reform or prescription drug abuse, no one dives deeper into the issues like The Oklahoman. And no other local news brand can cover the news, analysis, or state issues like our award-winning team. The Oklahoman never stops watching, investigating or reporting.

**be** the very best you can be with The Oklahoman

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**THE OKLAHOMAN** 

# be campaign

FULL PAGE PRINT AD



NO ONE DOMINATES THUNDER  
COVERAGE LIKE THE OKLAHOMAN,  
NAMED NATION'S BEST SPORTS TEAM  
FOUR OUT OF THE LAST FIVE YEARS.

*be* the very best you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK  
AT [OKLAHOMAUNFOLDED.COM/THUNDERSTRUCK](http://OKLAHOMAUNFOLDED.COM/THUNDERSTRUCK)

THE OKLAHOMAN 

# be campaign

FULL PAGE PRINT AD



## IMPRESS YOUR SWEETHEART THIS VALENTINE'S DAY— THE OKLAHOMAN'S DAVE CATHEY CAN SHOW YOU THE WAY!

Dave Cathey, The Oklahoman's own Food Dude, and OKC's top restaurant critic can steer you toward a dining experience that will sweep your special someone off her (or his) feet. Dave's got the inside scoop on OKC's hottest new restaurants, time-honored classics and all the sweets and eats our city has to offer. Follow Dave exclusively in The Oklahoman.

SUBSCRIBE FOR JUST  
**\$1.54/WEEK**

CALL 1-855-958-0386

[OKLAHOMAUNFOLDED.COM/DECADENT](http://OKLAHOMAUNFOLDED.COM/DECADENT)

*be* the very best you can be with The Oklahoman

THE OKLAHOMAN 

# be campaign

HALF PAGE PRINT ADS



**be**SPICY

FOLLOW THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S FINEST RESTAURANTS AND HIDDEN GEMS.

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THE OKLAHOMAN 



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HALF PAGE PRINT ADS



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THE OKLAHOMAN 



**be** BRIGHT

KIDS WHO READ THE PAPER SCORE 25% HIGHER ON ACHIEVEMENT TESTS — ISN'T IT TIME YOUR KIDS READ THE OKLAHOMAN?

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THE OKLAHOMAN 



# be campaign

HALF PAGE PRINT ADS



**be**INSPIRED

YOU'LL FIND MOVING STORIES ON COURAGE AND INSPIRATION,  
EVERY DAY IN THE OKLAHOMAN.

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THE OKLAHOMAN 



**be**AWARE

**JOURNALISM THAT MAKES A DIFFERENCE.**

"THE OKLAHOMAN SHINED A LIGHT ON OPIOID  
ADDICTION AND INSPIRED LEGISLATIVE CHANGES."

- KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

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THE OKLAHOMAN 

# be campaign

HALF PAGE PRINT ADS

## be VIGILANT



THE BUDGET, DRUG ADDICTION, AND EDUCATION...  
WHEN IT COMES TO THE STATE'S BIGGEST ISSUES, THE OKLAHOMAN  
NEVER STOPS INVESTIGATING.

*be* the very best you can be with The Oklahoman

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THE OKLAHOMAN 

## be THUNDERSTRUCK



NO ONE DOMINATES THUNDER COVERAGE  
LIKE THE OKLAHOMAN, NAMED NATION'S BEST SPORTS TEAM FOUR  
OUT OF THE LAST FIVE YEARS.

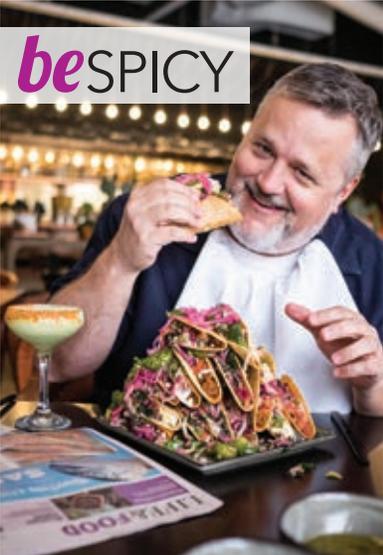
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THE OKLAHOMAN 

# be campaign

QUARTER PAGE PRINT ADS



**be**SPICY

FOLLOW THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S FINEST RESTAURANTS AND HIDDEN GEMS.

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THE OKLAHOMAN 



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WITH THE OKLAHOMAN'S EXCLUSIVE BUSINESS SCOOPS AND INSIGHTS, YOU CAN TAKE COMMAND OF THE BOARDROOM.

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START TODAY FOR JUST \$1.54/WEEK  
AT [OKLAHOMAUNFOLDED.COM/AWESOME](http://OKLAHOMAUNFOLDED.COM/AWESOME)

THE OKLAHOMAN 



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THE OKLAHOMAN 



**be**SIDESPLITTING

MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, PUZZLES AND GAMES, ONLY IN THE OKLAHOMAN.

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THE OKLAHOMAN 

# be campaign

QUARTER PAGE PRINT ADS



**be**AWARE

**JOURNALISM THAT MAKES A DIFFERENCE.**  
"THE OKLAHOMAN SHINED A LIGHT ON OPIOID ADDICTION AND INSPIRED LEGISLATIVE CHANGES."  
- KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

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THE OKLAHOMAN 



**be**INSPIRED

**YOU'LL FIND MOVING STORIES ON COURAGE AND INSPIRATION, EVERY DAY IN THE OKLAHOMAN.**

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THE OKLAHOMAN 



**be**BRIGHT

**KIDS WHO READ THE PAPER SCORE 25% HIGHER ON ACHIEVEMENT TESTS — ISN'T IT TIME YOUR KIDS READ THE OKLAHOMAN?**

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THE OKLAHOMAN 

# be campaign

FULL PAGE ADS IN THE OK LIFESTYLE MAGAZINE



**be** DECADENT

Looking to impress your sweetheart this Valentines Day? If so, let Dave Cathey show you the way.

Dave Cathey, The Oklahoman's own Food Dude, and OKC's top restaurant critic can steer you toward a dining experience that will sweep your special someone off her (or his) feet. Dave's got the inside scoop on OKC's hottest new restaurants, time-honored classics and all the eats and sweets our city has to offer. Follow Dave exclusively in The Oklahoman.

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THE OKLAHOMAN 



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THE OKLAHOMAN 



*be* campaign  
WEBSITE

# be campaign

## WEBSITE

OKLAHOMAUNFOLDED START TODAY FOR JUST \$1.54/WEK



**JOURNALISM THAT MAKES A DIFFERENCE.**

**"THE OKLAHOMAN SHINED A LIGHT ON OPIOID ADDICTION AND INSPIRED LEGISLATIVE CHANGES."**

— KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

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LEARN WAYS TO BE MORE WITH THE OKLAHOMAN

**JOIN US TODAY FOR JUST \$1.54/WEEK\***

OKLAHOMAUNFOLDED START TODAY FOR JUST \$1.54/WEK

**BE THE VERY BEST YOU CAN BE WITH THE OKLAHOMAN.**

Everyday, The Oklahoman unfolds significant stories for our local community. With our dedication to the most accurate and in-depth news and information, we work tirelessly to improve the quality of life for our citizens. Hear how unfolding Oklahoma's stories have positively impacted our readers and community partners, by experiencing their personal stories below.




OKLAHOMAUNFOLDED START TODAY FOR JUST \$1.54/WEK



**THANKS TO THE OKLAHOMAN'S COVERAGE OF PRESCRIPTION DRUG ABUSE, LAWS WERE CHANGED TO MAKE OUR COMMUNITY SAFER.**

So said former Oklahoma Speaker of the House Kris Steele about The Oklahoman's key role in exposing and publicizing our state's prescription drug abuse crisis.

In fact, The Oklahoman was one of the very first news organizations nationwide to report on this issue starting several years ago and we continue to follow it today.

Why? Because at The Oklahoman, community involvement is about more than raising money and donating hours for deserving charities around the state, it's about informing and protecting our citizens, and creating an environment for positive change.

Like our Purpose Statement says, we aim to make Oklahoma a better place to live, work and raise a family — and we take that mission very seriously.

LEARN WAYS TO BE MORE WITH THE OKLAHOMAN

**JOIN US TODAY FOR JUST \$1.54/WEEK\***

OKLAHOMAUNFOLDED START TODAY FOR JUST \$1.54/WEK

**WHAT CAN YOU be?**

**BE THE VERY BEST YOU CAN BE WITH THE OKLAHOMAN.**

OUR READERS RELY ON US FOR NEWS AND INFORMATION THEY CAN TRUST — SEE WHY YOU CAN TOO.



**OUR WRITERS HAVE WON MORE AWARDS FOR EXCELLENCE IN JOURNALISM THAN ANY NEWS ORGANIZATION IN THE STATE. COME ON IN AND MEET THEM.**



**OUR COMMUNITY INVOLVEMENT.**



**FROM OPIOID ADDICTION TO CRIMINAL JUSTICE REFORM, WE NEVER STOP INVESTIGATING OKLAHOMA'S BIGGEST ISSUES.**



**BUILD YOUR BUSINESS WITH US.**

FOR THE OKLAHOMAN | NEWSOK.COM | OKLAHOMAN.COM | BUSINESS

**ABOUT THE OKLAHOMAN.**

**THE BIGGEST TEAM.**

**THE BEST COVERAGE.**

**THE MOST AWARDS.**

**OUR PURPOSE STATEMENT.**

**FIRST AMENDMENT TO THE UNITED STATES CONSTITUTION.**



# *be* campaign

## DIGITAL ADS

# Teaser Campaign

DIGITAL TAKEOVER ON NEWSOK.COM

The image shows a screenshot of the NewsOK.com website during a digital takeover campaign. The main banner at the top reads "WHAT CAN YOU *be*?" in white and black text on a pink background, with "THE OKLAHOMAN" logo below it. The navigation bar includes links for HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and BestRide. Below the navigation bar, there are sections for "READER'S CHOICE" (OKC area's 5 best Indian restaurants) and "ON THE WEB" (Equifax compromised 143 million people's Social Security numbers, other data). The main content area features several news items: "Police searching for motorist who struck and killed pedestrian in NW OKC Friday", "One man arrested Thursday in Beckham County, Oklahoma manhunt, others at large", and "OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.". A large advertisement on the right side of the page repeats the "WHAT CAN YOU *be* ?" message and includes the text "FIND OUT ON 11.18.2017" and "THE OKLAHOMAN". Vertical banners on the left and right sides of the page also read "FIND OUT ON 11.18.2017". At the bottom of the page, there is a photo of a person wearing a black cap that says "WORLD WAR II VETERAN".

# be campaign

DIGITAL ADS ON NEWSOK.COM

The screenshot displays the NewsOK.com website with a prominent 'beAWARE' campaign advertisement. The ad features a background image of a wooden surface with white powder, pills, and a syringe. The text on the ad includes:

- beAWARE**  
be the very best you can be with The Oklahoman
- "THE OKLAHOMAN SHINED A LIGHT ON OPIOID ADDICTION AND INSPIRED LEGISLATIVE CHANGE."**  
JARRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER
- START TODAY FOR JUST \$1.54/WEEK**
- THE OKLAHOMAN**

The website's navigation bar includes links for HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and BestRide. Below the navigation bar, there are sections for 'READER'S CHOICE' (OKC area's 5 best Indian restaurants) and 'ON THE WEB' (Equifax compromised 143 million people's Social Security numbers, other data). The main content area features several news items:

- DEVELOPING** Police searching for motorist who struck and killed pedestrian in NW OKC Friday  
Master Sgt. Gary Knight said the incident happened about 9 a.m. near NW 3 and Blackwelder Avenue.
- DEVELOPING** One man arrested Thursday in Beckham County, Oklahoma manhunt, others at large  
One of several men who fled Thursday after a pursuit that started in Texas and ended near Elk City has been arrested in Beckham County, the sheriff's office reports.
- LIVE** OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.  
The chat kicks off soon, so submit your questions now!

On the left and right sides of the page, there are vertical banners for the 'beAWARE' campaign, each featuring the text: 'SUPPORT JOURNALISM THAT MAKES A DIFFERENCE FOR JUST \$1.54/WEEK' and 'be the very best you can be with The Oklahoman'. At the bottom of the page, there is a photo of a man wearing a black cap with the text 'WORLDWIDE VETERAN'.

# be campaign

DIGITAL ADS ON NEWSOK.COM

The screenshot displays the NewsOK.com website with a prominent 'be' campaign advertisement. The ad features a photograph of two young children, a girl and a boy, sitting together and reading a newspaper. The text of the ad reads: 'be SIDESPLITTING be the very best you can be with The Oklahoman', 'MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, PUZZLES AND GAMES, ONLY IN THE OKLAHOMAN', and 'START TODAY FOR JUST \$1.54/WEEK'. The NewsOK logo and navigation menu are visible at the top, including links for HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and Best Ride. Below the main ad, there are several news snippets: 'READER'S CHOICE OKC area's 5 best Indian restaurants', 'ON THE WEB Equifax compromised 143 million people's Social Security numbers, other data', 'Police searching for motorist who struck and killed pedestrian in NW OKC Friday', 'One man arrested Thursday in Beckham County, Oklahoma manhunt, others at large', and 'OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.'. A vertical sidebar on the left and right sides of the page also features the 'be' campaign advertisement. At the bottom of the page, there is a partial view of a man wearing a black cap with the text 'WORLD WAR II VETERAN'.

# be campaign

DIGITAL ADS ON NEWSOK.COM

The screenshot displays the NewsOK.com website with a prominent 'be SPICY' advertisement. The ad features a man, Dave Cathey, eating a burrito. The text reads: 'be SPICY be the very best you can be with The Oklahoman'. To the right, it says 'FOLLOW THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S FINEST RESTAURANTS AND HIDDEN GEMS' and 'START TODAY FOR JUST \$1.54/WEEK'. The NewsOK.com navigation bar includes links for HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and BestRide. Below the navigation bar, there are social media icons and a Google Custom Search box. The main content area shows a 'READER'S CHOICE' section with 'OKC area's 5 best Indian restaurants' and 'ON THE WEB' with 'Equifax compromised 143 million people's Social Security numbers, other data'. There are also news snippets: 'Police searching for motorist who struck and killed pedestrian in NW OKC Friday', 'One man arrested Thursday in Beckham County, Oklahoma manhunt, others at large', and 'OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.'. The 'be SPICY' ad is repeated on the left and right sides of the page.

# be campaign

DIGITAL ADS ON NEWSOK.COM

## HOMEPAGE TAKEOVER

The screenshot shows the NewsOK.com homepage with a navigation bar at the top containing links for HOME, SPORTS, NEWS, BUSINESS, OPINION, A&E, BLOGS, LIFE, WEATHER, PHOTOS, VIDEOS, HOMES, JOBS, and BestRide. Below the navigation bar is a sub-header with 'THE OKLAHOMAN' and 'NewsOK: Oklahoma City News, Sports, Weather & Entertainment', along with social media icons and a search bar.

The main content area features several elements:

- Top Banner:** A 'beSIDESPLITTING' advertisement showing a child reading a newspaper, with the text 'GET YOUR CLASSIC COMICS ONLY IN THE OKLAHOMAN' and 'START TODAY FOR \$1.54/WEEK'.
- Navigation Bar:** A blue bar with links for THE OKLAHOMAN, WATCHDOG, ENERGY, EVENTS, NEWSOK NOW, EARTHQUAKES, CONTRIBUTORS, DIGITS, CLASSIFIEDS, SHOP, and BRAND INSIGHT.
- News Articles:** Several news snippets are visible, including 'OKC area's 5 best Indian restaurants' (marked as a Reader's Choice), 'Police searching for motorist who hit pedestrian in NW OKC', and 'One man arrested Thursday in manhunt, others at large'. A 'LIVE' badge is present on the 'OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.' article.
- Advertisements:** Multiple 'be' campaign ads are overlaid on the page. A large central ad reads 'be the best you can be with The Oklahoman' and 'START TODAY FOR JUST \$1.54/WEEK'. Other ads on the sides and bottom right promote 'MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, PUZZLES AND GAMES. ONLY IN THE OKLAHOMAN' and 'be the very best you can be with The Oklahoman'.
- Image:** A photograph of an elderly man wearing a black cap that says 'WORLD WAR II VETERAN' is visible at the bottom of the page.

# be campaign

DIGITAL ADS ON NEWSOK.COM

## HOMEPAGE TAKEOVER

The screenshot shows the NewsOK.com homepage with a 'beSPICY' campaign takeover. The main banner at the top features a man eating a taco with the text 'beSPICY' and 'THE OKLAHOMAN'. Below this, the navigation bar includes 'THE OKLAHOMAN', 'WATCHDOG', 'ENERGY', 'EVENTS', 'NEWSOK NOW', 'EARTHQUAKES', 'CONTRIBUTORS', 'OBITS', 'CLASSIFIEDS', 'SHOP', and 'SHAND NIGHT'. The main content area is dominated by a large purple advertisement for 'be the best you can be with The Oklahoman', which includes the text 'START TODAY FOR JUST \$1.54/WEEK'. To the left, there are several news snippets: 'READER'S CHOICE OKC area's 5 best Indian restaurants', 'ON THE WEB Equifax com', 'Police searching for motorist and pedestrian in NW OKC Friday', 'One man arrested Thursday in manhunt, others at large', and 'OKC Central Live Chat with Steve Lackmeyer at 9:30 a.m.'. To the right, there is another 'beSPICY' advertisement featuring the same man eating a taco, with the text 'be the best you can be with The Oklahoman' and 'START TODAY FOR JUST \$1.54/WEEK'. At the bottom, there is a snippet about 'FOLLOW THE OKLAHOMAN'S FOOD DUDE, DAVE CATHEY, ON HIS SPICY JOURNEY TO OKC'S FINEST RESTAURANTS AND HIDDEN GEMS.' and 'START TODAY FOR JUST \$1.54/WEEK'. The overall layout is clean and modern, with a focus on food and local news.

# be campaign

DIGITAL ADS ON OKLAHOMAN.COM

The screenshot displays the homepage of The Oklahoman website. At the top, the masthead reads "THE OKLAHOMAN" with a search icon on the left and a notification bell on the right. Below the masthead, the date "Wednesday, January 31" is shown, along with social media icons for Facebook, Twitter, and Instagram. A navigation bar lists various sections: NEWS, OPINION, OBITS, WEATHER, BUSINESS, SPORTS, LIFE, PHOTOS, VIDEOS, CLASSIFIEDS, COMICS, and BINGO.

The main content area features a large article with a photo of Aurora Lora. The headline reads "OKC district will have to find a new superintendent". Below the headline, a sub-headline states: "Oklahoma City Public Schools Superintendent Aurora Lora submits a letter of resignation on the same day the board is scheduled to meet to...".

On the right side of the page, there is a "NEWS EXTRA" sidebar with categories: HEALTH, NATION, POLITICS, and WORLD. Below these categories, a note says: "These sections have been added by our editors today for The Oklahoman's digital subscribers." Below the sidebar, there are two "beAWARE" ads. The first ad features a photo of pills and a syringe, with the text: "THE OKLAHOMAN SHINED A LIGHT ON OPIOID ADDICTION AND INSPIRED LEGISLATIVE CHANGES." and "KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER". The second ad says: "THANKS FOR SUPPORTING JOURNALISM THAT MAKES A DIFFERENCE" and "THE OKLAHOMAN".

Below the main article, there is another "beAWARE" ad with the text: "THANKS FOR SUPPORTING JOURNALISM THAT MAKES A DIFFERENCE" and "THE OKLAHOMAN".

At the bottom of the page, there is a "TODAY'S PRINT REPLICA" section with a "PRINT REPLICA" button. Below this, there is a thumbnail for another article with the headline "OKC district will have to find a new superintendent" and a sub-headline "'New American moment'".

# be campaign

DIGITAL ADS ON OKLAHOMAN.COM

The screenshot displays the homepage of The Oklahoman website. At the top, the site's name "THE OKLAHOMAN" is centered in a blue header, with a search icon on the left and a notification bell on the right. Below the header, the date "Wednesday, January 31" is shown, along with social media icons for Facebook, Twitter, and Instagram. A navigation menu lists various sections: NEWS, OPINION, OBITS, WEATHER, BUSINESS, SPORTS, LIFE, PHOTOS, VIDEOS, CLASSIFIEDS, COMICS, and BINGO.

The main content area features a large article with a photo of Aurora Lora, Oklahoma City Public Schools Superintendent. The headline reads "OKC district will have to find a new superintendent". Below the headline, a sub-headline states: "Oklahoma City Public Schools Superintendent Aurora Lora submits a letter of resignation on the same day the board is scheduled to meet to...".

On the right side of the page, there is a "NEWS EXTRA" sidebar with a list of categories: HEALTH, NATION, POLITICS, and WORLD. Below this list, a note says: "These sections have been added by our editors today for The Oklahoman's digital subscribers." Below the sidebar are two "beSIDESPLITTING" ads. Each ad features a photo of two children reading a newspaper and the text: "MAKE EVERY DAY FUN DAY WITH CLASSIC COMICS, PUZZLES AND GAMES, ONLY IN THE OKLAHOMAN".

At the bottom of the page, there is a "TODAY'S PRINT REPLICA" button and a thumbnail of the newspaper's front page. The front page thumbnail shows the same headline as the main article: "OKC district will have to find a new superintendent".

At the bottom left, there is a small article titled "Funds raised for funerals after two die in fire". The text below the title reads: "A woman and her 12-year-old granddaughter died Monday of injuries suffered in a house fire near downtown Oklahoma City, and money is now being raised for their funerals, family members said."

# be campaign

DIGITAL ADS ON OKLAHOMAN.COM

The screenshot displays the homepage of The Oklahoman website on Wednesday, January 31. The main navigation bar includes categories like NEWS, OPINION, OBITS, WEATHER, BUSINESS, SPORTS, LIFE, PHOTOS, VIDEOS, CLASSIFIEDS, COMICS, and BINGO. The primary news article features a photo of Aurora Lora, Oklahoma City Public Schools Superintendent, with the headline "OKC district will have to find a new superintendent" and a sub-headline stating she submitted her resignation on the same day the board was to meet. To the right, a "NEWS EXTRA" sidebar lists sections like HEALTH, NATION, POLITICS, and WORLD, with a note that these are added for digital subscribers. Below this, there are two "beSPICY" ads for Dave Cathey, a food guide. At the bottom left, a smaller article titled "Funds raised for funerals after two die in fire" is visible. On the bottom right, a "TODAY'S PRINT REPLICA" section shows a thumbnail of the newspaper's front page with the same headline as the main article.

# be campaign

## DIGITAL ADS

WHAT CAN YOU **be**? THE OKLAHOMAN 

**be**AWARE

**SUPPORT JOURNALISM  
THAT MAKES A DIFFERENCE  
FOR JUST \$1.54/WEEK**

THE OKLAHOMAN 

**be**SIDESPLITTING



**GET YOUR CLASSIC  
COMICS ONLY IN  
THE OKLAHOMAN**

**START TODAY FOR  
\$ 1.54/WEEK**

THE OKLAHOMAN 

**be**SPICY



**FOLLOW DAVE CATHEY,  
YOUR GUIDE TO ALL THINGS EDIBLE  
FOR JUST \$1.54/WEEK**

THE OKLAHOMAN 

**be**SIDESPLITTING



**MAKE EVERY DAY FUN DAY WITH  
CLASSIC COMICS, PUZZLES AND  
GAMES, ONLY IN THE OKLAHOMAN**

THE OKLAHOMAN 

**be**SPICY



**DAVE CATHEY, YOUR GUIDE  
TO ALL THINGS EDIBLE**

START TODAY FOR JUST \$1.54/WEEK

THE OKLAHOMAN 

**be**AWARE



**WITH ITS ADDICTED OKLAHOMA SERIES,  
THE OKLAHOMAN UNCOVERED A CRISIS  
AND INSPIRED LEGISLATIVE CHANGE.**

THE OKLAHOMAN 

**be**SIDESPLITTING



**GET YOUR CLASSIC  
COMICS ONLY IN  
THE OKLAHOMAN**

**START TODAY FOR  
\$1.54/WEEK**

THE OKLAHOMAN 

**be**AWARE



**SUPPORT JOURNALISM  
THAT MAKES A DIFFERENCE  
FOR JUST \$1.54/WEEK**

THE OKLAHOMAN 

320 X 50

**be**SIDESPLITTING



**GET YOUR CLASSIC  
COMICS ONLY IN  
THE OKLAHOMAN**

**START TODAY FOR \$1.54/WEEK**

THE OKLAHOMAN 

**be**AWARE



**SUPPORT  
JOURNALISM  
THAT MAKES A  
DIFFERENCE FOR  
JUST \$1.54/WEEK**

THE OKLAHOMAN 

300 X 100

**be**SPICY



**DAVE CATHEY,  
YOUR GUIDE TO ALL  
THINGS EDIBLE**

*be* the very best you can be  
with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK**

THE OKLAHOMAN 

**be**AWARE



**SUPPORT  
JOURNALISM  
THAT MAKES A  
DIFFERENCE FOR  
JUST \$1.54/WEEK**

THE OKLAHOMAN 

728 X 90

300 X 250

480 X 200

The background is a pink-tinted photograph of a building facade. Overlaid on the image are several text elements in a light pink color: 'THE OKLAHOMAN' at the top, 'WHAT CAN YOU' below it, 'be?' in a large font in the center, 'NEWSOK' and 'John Nixon reaches ple' below that, and 'Arney's office' on the left side. The main title 'be campaign' is in white, with 'be' in italics, and 'VIDEO' is in white capital letters below it.

*be* campaign  
VIDEO

# Teaser Campaign

DIGITAL VIDEO SCREEN

WHAT CAN YOU

*be?*

*be* INFORMED

FIND OUT  
ON 11.18.2017

THE OKLAHOMAN 

watch video on thumbrive

# be campaign

TV



watch video on [thumbrive](#)

A hand holding a tablet displaying a 'be' campaign email blast. The background is a solid magenta color. The text 'be campaign' is written in a white, bold, sans-serif font. Below it, 'EMAIL BLASTS' is written in a white, all-caps, sans-serif font. The tablet screen shows a blurred version of the 'be' campaign email blast, with the word 'be' in a large, bold, white font on a dark background. Other visible text on the screen includes 'WHA', 'FIND OUT ON 11', and 'THE OKLAJ'.

*be* campaign

EMAIL BLASTS

# Teaser Campaign

E M A I L

See What The Oklahoman Has Planned Next...  
Having trouble reading this email? [View it in your browser](#) | [Forward to a friend](#)

WHAT CAN YOU

**be**

?

**FIND OUT ON 11.18.2017**

THE OKLAHOMAN 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

This email was sent to: %recipient%  
We respect your right to privacy.  
[View our policy](#)  
[Unsubscribe](#)

This email was sent by:  
The Oklahoman Media Company  
100 W. Main, Suite 100, Oklahoma City, OK 73102  
USA

Haven't heard yet?  
Having trouble reading this email? [View it in your browser](#) | [Forward to a friend](#)

WHAT CAN YOU

**be**

?

**FIND OUT ON 11.18.2017**

THE OKLAHOMAN 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

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[View our policy](#)  
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This email was sent by:  
The Oklahoman Media Company  
100 W. Main, Suite 100, Oklahoma City, OK 73102  
USA

Savvy, Awesome, Bright... We've Got A Question Afloat...  
Having trouble reading this email? [View it in your browser](#) | [Forward to a friend](#)

WHAT CAN YOU

**be**

?

**FIND OUT ON 11.18.2017**

THE OKLAHOMAN 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

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USA

# be campaign

E M A I L

How Do OKC's Movers And Shakers Command The Boardroom?  
Having trouble reading this email? View it in your browser | Forward to a friend



## be AWESOME

With The Oklahoman's exclusive business scoops and insights, you can take command of the boardroom.

How do OKC's Movers and Shakers command the boardroom? They know preparation is the key, and the key to preparation is reading The Oklahoman's exclusive, in-depth business news and analysis. In fact, research shows that more of OKC's key decision-makers rely on The Oklahoman for local news and information than any other source (Scarborough 2017).

The bottom line? From oil and gas to construction and finance, The Oklahoman is your essential tool for OKC's latest and most in-depth business coverage.

And with the state's leading business reporters, like Steve Lackmeyer, Don McCoy and Adam Wilmoth leading you the inside scoop, you'll always be prepared to command the boardroom.

Find out how you can Be Awesome every day by supporting [#JournalismThatMatters](#) at [OklahomanUnfolded.com](#)

be the very best you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK\*

**THE OKLAHOMAN** 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

\*This is a limited time offer for new subscribers.

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What Can You be?  
Having trouble reading this email? View it in your browser | Forward to a friend

## WHAT CAN YOU be?

### be SIDESPLITTING



SEE HOW

### be ZESTY



SEE HOW

### be AWESOME



SEE HOW

We give you more things you need to be the very best that you can be.

DISCOVER MORE

**THE OKLAHOMAN** 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

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How Do More Than The Best Buy For One?  
Having trouble reading this email? View it in your browser | Forward to a friend

## be SIDESPLITTING



Make every day fun day with classic comics, puzzles and games, only in The Oklahoman.

be the very best you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK

**THE OKLAHOMAN** 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

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How Do More Than The Best Buy For One?  
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## be SPICY



Follow The Oklahoman's Food Dude, Dave Cathey, on his spicy journey to OKC's finest restaurants and hidden gems.

be the very best you can be with The Oklahoman

START TODAY FOR JUST \$1.54/WEEK\*

**THE OKLAHOMAN** 

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# be campaign

E M A I L

What Have You Thought To Do in the Deep South?  
Having trouble reading this email? [View it in your browser](#) | [Forward to a friend](#)

## beVIGILANT



**"Thanks to The Oklahoman's Coverage of Prescription Drug Abuse, Laws Were Changed to Make Our Community Safer."**

So said former Oklahoma Speaker of the House Kris Steele about The Oklahoman's key role in exposing and publicizing our state's prescription drug abuse crisis.

In fact, The Oklahoman was one of the very first news organizations nationwide to report on this issue starting several years ago and we continue to follow it today.

Why? Because at The Oklahoman, community involvement is about more than raising money and donating hours for deserving charities around the state, it's about informing and protecting our citizens, and creating an environment for positive change.

Like our Purpose Statement says, we aim to make Oklahoma a better place to live, work and raise a family -- and we take that mission very seriously.

Support #JournalismThatMatters at [OklahomanInfoListed.com](http://OklahomanInfoListed.com).

**be** the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK\***

**THE OKLAHOMAN**   
WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

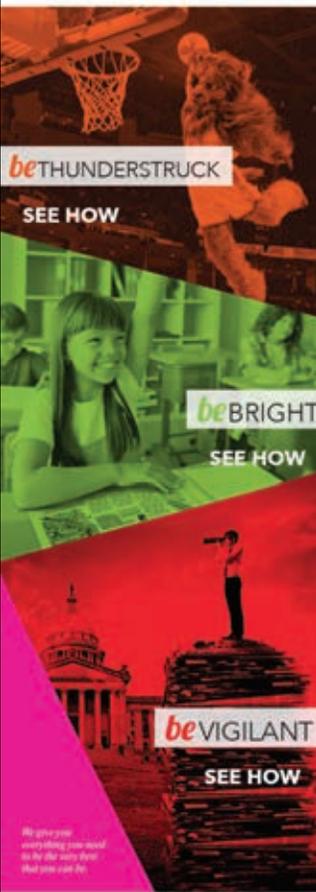
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The Oklahoman Media Company  
300 N. Main, Suite 100, Oklahoma City, OK 73102-1000

What Can You Be?  
Having trouble reading this email? [View it in your browser](#) | [Forward to a friend](#)

## WHAT CAN YOU **be**?



**beTHUNDERSTRUCK**

**SEE HOW**

**beBRIGHT**

**SEE HOW**

**beVIGILANT**

**SEE HOW**

**DISCOVER MORE**

**THE OKLAHOMAN**   
WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

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The Oklahoman Media Company  
300 N. Main, Suite 100, Oklahoma City, OK 73102-1000

What Have You Thought To Do in the Deep South?  
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## beBRIGHT



**Did you know... kids who read the paper score 25% higher on achievement tests?**

Isn't it time your kids read The Oklahoman?

**be** the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK\***

**THE OKLAHOMAN**   
WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

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The Oklahoman Media Company  
300 N. Main, Suite 100, Oklahoma City, OK 73102-1000

Are You Thunderstruck?  
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## beTHUNDERSTRUCK



**No one dominates Thunder coverage like The Oklahoman, named nation's best sports team four out of the last five years.**

If you are the biggest Thunder fan, then you know there's only one place that will give you the coverage you want and deserve, The Oklahoman.

Find out how you can be the best Thunder fan and Be Thunderstruck every season by supporting #JournalismThatMatters at [OklahomanInfoListed.com](http://OklahomanInfoListed.com).

**be** the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK\***

**THE OKLAHOMAN**   
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300 N. Main, Suite 100, Oklahoma City, OK 73102-1000

# be campaign

E M A I L



Are You Aware Of Our State's Biggest Issue?  
Having trouble reading this email? [View it in your browser.](#) | [Forward to a friend.](#)

## beAWARE

**Journalism that makes a difference.**

**"The Oklahoman shined a light on opioid addiction and inspired legislative changes."**

- KRIS STEELE, FORMER OKLAHOMA HOUSE SPEAKER

be the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK\***

**THE OKLAHOMAN** 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

\*This is a limited time offer for new subscribers.

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We respect your right to privacy:

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This email was sent by:

**The Oklahoman Media Company**

[100 W. Main, Suite 100, Oklahoma City, OK 73102, USA](#)



What Happens When You Break Through Your Obstacles?  
Having trouble reading this email? [View it in your browser.](#) | [Forward to a friend.](#)

## beINSPIRED

**You make your own dreams come true.**

Lainy dreamed of getting to play in a high school basketball game, and during the biggest rivalry game of the year, Lainy was called in to play. Once in the game, the ball was thrown to her and she scored a basket, causing cheers to erupt throughout the entire stadium.

To read more about Lainy's inspiring story, and more just like hers, visit [OklahomaUnfolded.com](#). Because only Oklahoman writers can tell the very best stories about Oklahomans.

be the very best you can be with The Oklahoman

**START TODAY FOR JUST \$1.54/WEEK\***

**THE OKLAHOMAN** 

WE ARE OKLAHOMANS. OUR GOAL IS TO HELP MAKE OUR STATE A BETTER PLACE TO LIVE, WORK, AND RAISE A FAMILY.

\*This is a limited time offer for new subscribers.

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We respect your right to privacy:

[view our policy](#)

[Unsubscribe](#)

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**The Oklahoman Media Company**

[100 W. Main, Suite 100, Oklahoma City, OK 73102, USA](#)



*be* campaign  
SOCIAL ADS

# Teaser Campaign

F A C E B O O K A D S

 **The Oklahoman**  
Sponsored (demo) · 

?



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You, Ashley Howard and 59 others · 4 Comments

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the State budget, drug addiction, education, poverty, etc ... when it comes to the State's biggest issues The Oklahoman never stops investigating ...



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21 Comments

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73 · 7 Comments

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59 · 5 Comments

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Kids who read the newspaper, like The Oklahoman, score 25% better on achievement tests compared to kids who don't.



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25 · 5 Comments

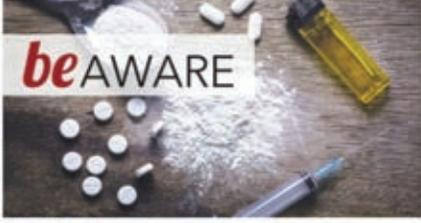
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23 Likes · 2 Comments

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Likes

Storyman Beaks Great job - have you done reporting on children's education? A series on the power of storytelling and it's demise in modern education, I think would be very revealing.  
Creating awareness - very powerful.  
Bryan Jones My retired K3 partner and I are covering Oklahoma and surrounding areas giving free Drug Awareness Presentations. We have reached just under 4300 students and adults since August and could use some help getting the word out. We've been featured by Newsweek Tulsa and Oklahoma News 5, as well as the Tulsa World and I believe the C... see more

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Read Lairy's story of courage & inspiration, & find other stories similar to that only in The Oklahoman. #JournalismThatMatters <https://goo.gl/WveLkx>



23 Likes · 2 Comments

Like Comment

Likes

Ladonna Hibbard Trying to shove the on my dads idea 4 the lady's. In the near too. Dad pass. Away. 2013 rip to my dad  
Natasha Watts She was my husband's student and he was her assistant coach. She put a smile on his face and a laugh in his belly everyday!

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[oklahomanfoodie.com](http://oklahomanfoodie.com)

23 Likes

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Likes

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Did you know that kids who read the paper score 25% higher on achievement tests? Don't you think it's time your kids read The Oklahoman? [goo.gl/U1q17N](http://goo.gl/U1q17N)



2 Likes

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Budget, drug addiction, and education ... when it comes to the state's biggest issues, The Oklahoman never stops investigating. <https://goo.gl/Dv6l8v>



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Make every day Fun Day with classic comics, puzzles and games, only in The Oklahoman. <https://goo.gl/4Gv6kX>



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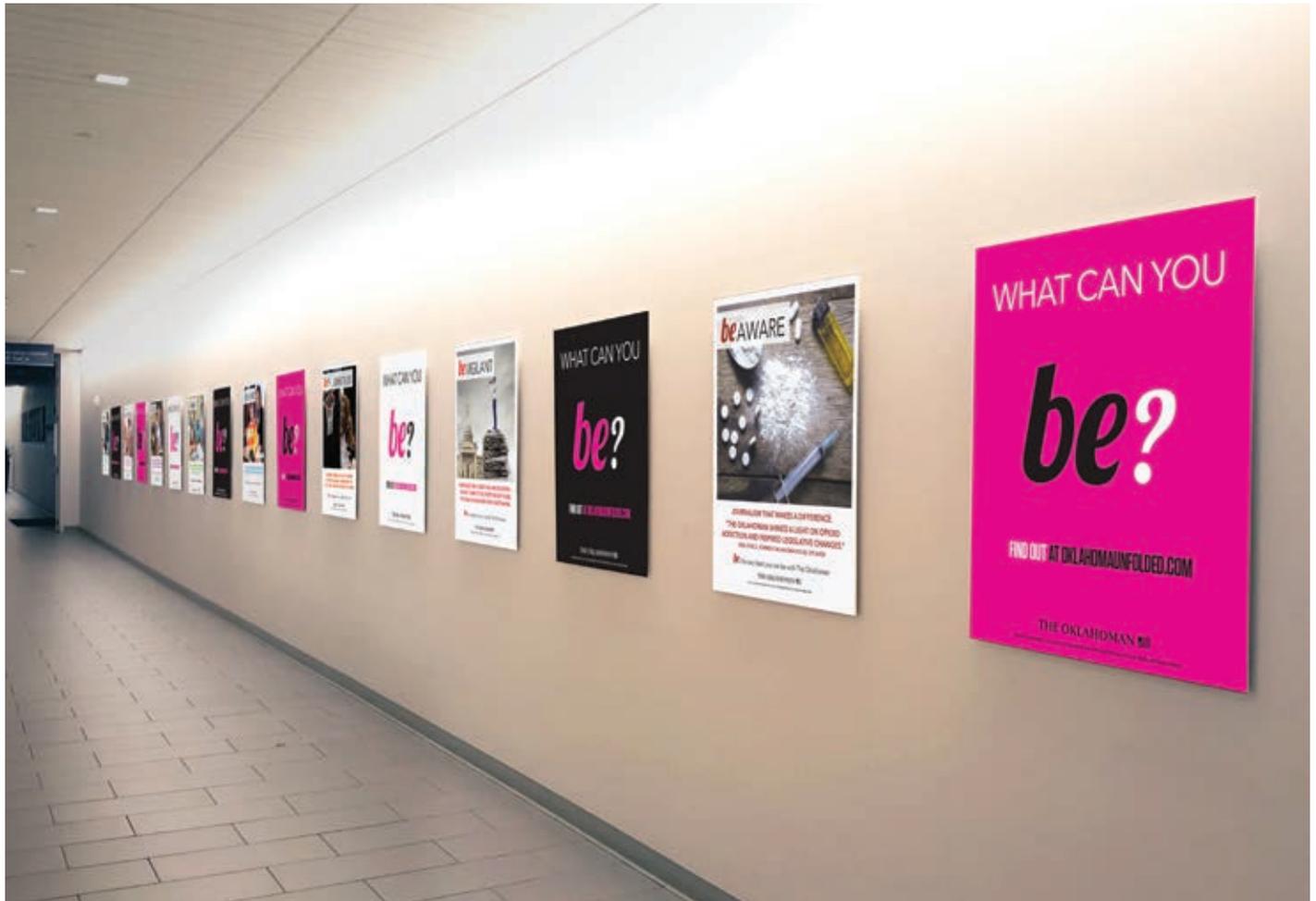
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POSTERS IN BUILDING HALLWAY



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POSTERS IN BUILDING HALLWAY



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## WINDOW CLINGS



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WINDOW CLINGS

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be SIDESPLITTING

be BRIGHT

WHAT  
CAN  
YOU  
**be**

be INSPIRED

be AWESOME

be SPICY

be VIGILANT

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Dave Cathey, The Oklahoman's Food Writer

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Larry Fredrickson receiving The Oklahoman's Courage Award by Julie Carlson at the All City Prep Sports Awards.

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