

Oklahoma Innovations Radio Show

Air Date: August 1-2, 2015

Guests: **Kelly Dyer Fry**, The Oklahoman Media Company

>> From the OCAST Radio Network, this is *Oklahoma Innovations*, a weekly science and technology radio magazine, brought to you as a service of OCAST, the Oklahoma Center for the Advancement of Science and Technology. OCAST is the state's only agency whose sole focus is science and technology. The OCAST mission is to identify and fund promising research and technologies that allow Oklahoma to compete in a global market economy from our own backyard. This program features some of Oklahoma's most gifted scientists, inventors, entrepreneurs, manufacturers, educators and business leaders who all have one common goal: developing technology based economic growth for all Oklahomans. Now, here are your hosts Gary Owen and Tessa North.

[Music]

>> Welcome to this edition of *Oklahoma Innovations*. We are delighted this week to get into the print business technologically speaking.

>> I am very excited to talk to our guest today who's going to talk to us a little bit about newspaper and its evolution.

>> From a big gun too, you might say.

>> Absolutely.

>> Everybody is familiar with the Oklahoman, and our guest coming up is going to be Kelly Dyer Fry. She's an editor and vice president of news, and she is quite a history, and she's been there a long time and so she's going to kind of bring us up to date on what is going on with that company and how technology has changed the way the newspaper business gets information to us, and I think you're going to find this program most enlightening. It's going to be quite interesting. We've never done that before. We've never touched the print business.

>> Oh, really?

>> No.

>> Awesome.

>> So that will be fun. So what's going on at OCAST?

>> Well-

>> We got a technology showcase coming up too.

>> We do, we do. We have our fourth annual Oklahoma Technology Showcase, is coming up on August 26th, it's going to be a half day, maybe three quarters of a day event, and it's going to take place in NSU Broken Arrow. The event so, the event is on August 26th and starts at eight a.m., kicks off with a one hour discussion with One Million Cups, which is a pretty cool little organization, not a little organization, a big national organization, but the branch in Tulsa is going to have some speakers from eight to nine that morning, and then at nine o'clock we'll kick off our showcase, we will have six speakers from, throughout the state who will be talking about their innovation, their research, and their products. These are going to be quick, high energy,

high impact talks, something like a Ted Talk. And then we will also have three undergraduate interns who will be presenting the research that they have taken part in that OCAST has funded over the last year, so I'm excited to see all of these really interesting speakers come out and talk to our audience. The event will wrap up around one thirty or so, but then after that there will be a desert reception, so everybody should stick around for that. And then there's going to be a robotics competition and demonstration too, so I think that will be really neat to watch. There will be some corporate teams, some high school teams, some community teams, showing up their robots, so that will be really neat, August 26th, NSU Broken Arrow. If you're interested in finding out more information, you can visit the OCAST website at www.ocast.ok.gov where you can register, see and agenda, and read a little bit about the companies that will be presenting.

>> What's coming up on the fall regarding our programs at OCAST? Any, anything we need to know about so you can kind of touch base on a little bit?

>> Yeah, this fall we have, we're going to open up an intern partnerships funding cycle. It's actually opened right now, so for anybody who is thinking of hosting an intern at their company to work on some sort of research project that might have eventually some sort of economic benefit for the state, I encourage you to check out our intern program. The program accepts applications for any sort of, again, research type of project, not simple, you know, answering the phone or sweeping the floors kind of projects, but a real project where students can get some great hands on experience that would benefit them in the real world. Our program accepts applications starting now until September 17th, at five p.m. Applications do need to be sent, submitted online. We will probably host a couple of workshops and webinars. So if anybody is interested in finding out about the intern program, feel free also to check out our website ocast.ok.gov or you can give me a call or shoot me an email.

>> And for those who may not be familiar with this program, talk about the rewards of this program to students, undergraduate students primarily, right?

>> That's right. This program is for undergraduate students, and really the whole goal of the program is to give students an opportunity to get some hands on work in an industry setting, or perhaps a research lab, and the thought is that by getting this experience, that interns would either want to stay in Oklahoma, which is what we really want them to do; we hate to lose our best and brightest students as soon as they graduate; or this experience will spread them to pursue higher education, maybe a master's degree, ultimately a PhD. So, the internship is set up between a company and usually a university, and OCAST doesn't really play any role; we don't select the interns for you, we don't, you know, manage your project or anything like that. We really just want to offer some support in the form of funding for any projects that we have going on.

>> And it's amazing. Some of these undergrads fulfill their intern, internship and some may actually get a job on the back end of their education, right?

>> Absolutely. A good numbers of our students actually end up working at the companies that they intern at or at like a sister company. We have a couple of interns who in recent years have gone off, have been accepted to prestigious programs at Harvard or have become international scholars, and our hope is that they would come back to Oklahoma after they're done with their studies, and I think that this programs gives people, it gives students a lot of opportunity to see what it's like to be an entrepreneur. So, hopefully through this experience students that do lead

well recognize Oklahoma is a great place to start a business, and ultimately once they're done out of state they'll come back here and think about starting a company of their own.

>> Awesome. Well, in Innovation this week. Our producer Debbie Cox because we're talking about print this week and technology where it's going, we will talk about a print related innovation. The printing press was invented by Johannes Gutenberg around 1440, and it's widely regarded as one of the most influential events in the second millennium ushering in the modern way of printing at that time. In the 19th century the replacement of the hand operated Gutenberg style operating printing press by steam power rotary presses allowed printing on an industrial scale, while Western style printing was adopted all over the world, becoming practically the sole medium for modern bulk printing; today, typically using offset printing techniques. And I think printing has gone a long, you know, digital printing today, I mean, I would love to see a digital newspaper printer; that would be interesting. So, we're going to now introduce you to a lady who has been with the newspaper business a long time, but she's been with the Oklahoman since 1984. Kelly Dyer Fry is now editor and vice president of news with now, what is now OPUBCO, but it's now the Oklahoma Media Company. Kelly, welcome to the program.

>> Good morning. Thanks for having me.

>> Love to have you. Tell us about your background because you've been in journalism, I guess, your whole career, right?

>> I have. I come from a newspaper family; I'm a third generation journalist here in Oklahoma. My grandfather, my father, my family still has a small newspaper in El Reno, so I really grew up in the business, so I feel like I've worked professionally probably for the last, uh-

>> A little more than a year.

>> Yeah, yeah. I'm thinking I'm pushing four decades.

>> Wow.

>> But I love it. I always tell people that's the only thing that I really how to do.

>> You know, you're a great story of how you came in kind of on the bottom floor and you worked your way up the ladder, and great rewards for you, right?

>> Yeah.

>> You've seen a lot happen over the last several decades, a lot of changes.

>> I have seen a lot happen. When starting at OPUBCO twenty years ago, I came onboard as a features editor, and so I've said I had a wonderful job and it was a real feeling of accomplishment. Every Friday you would leave and you were done with your sections. I did that a couple of years, and then the change started happening, and so, my career at OPUBCO really has mirrored, it's just been right in lock step with all of the changes of innovation. I went online to launch one of the first, well, really the first website for OPUBCO, and Sue Hale my mentor and friend, she launched Connect Oklahoma. That was our first online venture.

>> I remember that, yeah.

>> And then Oklahoman.com and then we joined forces with channel nine and created Newsok.com.

>> I remember that well, yes.

>> And then we split with channel nine and went our separate ways because we could see how our businesses were going to be overlapping. And so, we split with them and we retained the name Newsok.com.

>> And for those who live in other areas of the state that are not familiar with channel nine, that would be the CBS affiliate KWTU in Oklahoma City, which is now the sister station KOTV channel six in Tulsa, I believe. So, the Oklahoman has gone through, not just in technology, but has gone through a myriad of changes in the process of management and ownership, which has also helped really evolve the company where it is today. Can you just kind of give us a light background about that? Because everybody knows the name E.K. Gaylord.

>> Right.

>> And then, I guess, the kids took over after E.K. Senior retired and so then it just kind of launched from there, and I'm wondering if the younger generation had a lot to do with many of the early changes that went on at the Oklahoman.

>> Well, Mr. Gaylord, when he died, Kristy-

>> Right.

>> Everest stepped up and took charge of the paper, and Kristy was wonderful. And I think it was just the right timing for them to sell the newspaper because Philip Anschutz out of Denver, Colorado, approached the family.

>> Oh, really?

>> And-

>> Because he had a couple of other sister papers, so.

>> He did and he approached the family, and it just seemed like such a natural fit, and I think it was just an opportunity that they felt like they had to explore and so we were in the tower then out of Broadway Extension when Mr. Anschutz bought us, and at that time we were reducing our employee camp because our business has been tremendously disrupted because of the digital innovations. So we were a shrinking company and we really didn't need that whole tower any longer.

>> Which, by the way, is very common around the nation in this type of business. A lot of major markets were losing, were in the same bucket you're in.

>> Exactly, exactly. Well, the disruption is all across the industry. It really doesn't just affect printing; it affects broadcast, radio.

>> That's right.

>> All media is being disrupted.

>> Yeah.

>> So we sold the tower. Mr. Anschutz decided to sell the tower because we really, there was more space than we needed. And then we got a wonderful space downtown at what was formally known as the Sheraton Century Center. And we love it, we're back downtown, we feel like really that's where we needed to be.

>> You're in the heartbeat of Oklahoma and Oklahoma City.

>> Yes, we are. I never felt isolated at the tower until we started talking about moving downtown, and I thought, Oh, my gosh, I'm actually in the middle of nowhere.

>> You guys, I haven't gotten the chance, I haven't gotten the chance to go into the building, but I've driven by it, and it's pretty impressive; you have this amazing video screen on the exterior. What, what on earth are you guys doing with that screen? Today when I went by there was a, it looked like there was actually news playing on it.

>> Yes. That's one of the most exciting innovations we've seen and it coupled with going downtown, but this giant video screen, we can go live from the studio; in fact we can go live to that screen from anywhere. We can even go live to that screen from an iPhone.

>> Oh, wow.

>> So, for example, for the memorial run Dave Morris, our news anchor, our Mr. video everything, he was at the start of the race and he went live to the big screen from his iPhone.

>> Wow. I'm going to stop you right there, but I can imagine someone saying, "Live from the Oklahoma Media Company." Well, anyway. Boy, I'll tell you what. You know, when you see the big tree like you're talking about, that's designed by the way for walk by traffic, not drive by traffic, OK, people? So, maybe they'll say, Glance at the billboard, but anyway. We're talking with Kelly Dyer Fry. She's with the Oklahoma Media Company, formally known as OPUBCO, and we'll learn more where the Oklahoman is coming, where is going when we return on *Oklahoma Innovations*.

[Music]

>> Pancreatic cancer is the fourth leading cause of cancer deaths with the median survival range of only six months. As an oncologist I see far too many families suffer from the effects of this terrible disease. We need better treatment options for patients.

>> With the support of the Oklahoma Center for the Advancement of Science and Technology, the researchers at Core Bio Technology have what they feel will eventually be a treatment, even a cure for pancreatic cancer. They have identified a protein that if blocked may prevent tumors or keep them from growing. With help from OCAST and i2E the team at Coare was recently awarded an SBR research grant to enable them to continue their research and move closer to a treatment for pancreatic cancer. If you're a researcher or a small business in Oklahoma, and are considering applying for federal SBR funding, contact OCAST toll free at (866)265-2215 or visit us on Facebook or our website at ocast.ok.gov.

>> Now, back to *Oklahoma Innovations* with Gary and Tessa on the OCAST Radio Network.

[Music]

>> We are back talking with Kelly Dyer Fry. She is editor at VP of News at the Oklahoman; the company is called the Oklahoman Media Company, and before the break, Tessa, you had asked her a question about this big digital screen they have to enter their new location in downtown Oklahoma City.

>> That's right. For anybody that hasn't had an opportunity to see the screen yet, it's like something that you would expect to see like in Times Square right in the heart of Oklahoma City. It's pretty cool, it's definitely bright and eye catching, and as an added bonus, the speed limit at their building is like twenty miles an hour, so it's easy to get, you know, most of the eight second

clip as you're waiting at the light or driving by. Of course, both eyes straight ahead, but-so, so, this screen is pretty cool. When I went by you had some news playing and you were telling us a little bit that during the break about the clips that play on there and some the uses for this screen. First of all, typically, is news what you guys would play on there or is it major mainly for advertising or is it a mix of both?

>> It's kind of a mix of both; it's about fifty-fifty. We run live video clips, we can go live from the studio; but we also, we put the front page of the paper up every day; it has a scrolling breaking news blinker, so you can always see the latest headlines, and it has sound. And it's also interactive because we'll pull in Tweets in different things that the public would Twit, and we'll put up on the big screen. We even had a marriage proposal on the big screen and the sound is kind of like a cone, so it's directional sound, so if you're standing in the right spot downtown, you can hear it.

>> Very cool. So you mentioned that you sometimes would pull up Twits there, and I think that's kinds of important given, you know, perhaps my generation of people that are little bit younger than me, we really, we love selfies, we love Twitting, we love being recognized for our brilliant Twits that we send out four thousand times a day; and, you know there are some billboards around town that you would occasionally, if you Twit something, they'd post it and you can see it as you're driving by. You're like, Oh, my gosh, look, I'm famous, there is my Twit up there for everybody to see. So I think that, what you guys, what you just mentioned is a great way to connect with the younger crowd who, you know, perhaps aren't, you know, I guess you're making a switch toward a bit of a younger text savvy perhaps audience. So I think that's really cool.

>> Well, they have to for survival.

>> Yeah, absolutely.

>> I mean, that's, you know, the generation is getting younger, but it's the creativity how they use the mediums, right?

>> That is true. You know, it's no secret that print circulation has declined. I mean, we still, you know, have, we still have the largest newsroom in the state, and we're still reaching probably, we're reaching more people today than we've ever reached in the history of the company.

>> Because of both mediums, print and digital.

>> Exactly because it teams up to our largest audience ever, but it's a business problem because you can't take print advertising; it doesn't translate directly to a desktop and it certainly doesn't translate directly to a mobile device.

>> Right.

>> Which we all know, everybody has their head down in their phone these days. No matter where they are or what they're doing, so we have to connect with that younger audience, and one of the fears we have, because we recognize that, that print is moving toward digital, but it hasn't moved all the way yet.

>> Yeah.

>> So it's so important for us to retain all of our current subscribers and continue to try to grow that because that's where the bulk of our revenue still is.

>> Well, you're still in, I mean, a good chunk of your demographic is still the Baby Boomers who are tangible newspaper readers, and they still like to pick up that paper, and then you have the younger generation that they only get their information from their mobile device. And more so, I think, than the desktops. Am I right?

>> That is true, that is true. Mobile is growing leaps and bounds, and it's, you know, it's such a different medium because I can talk to a young group and I speak a lot and I talk to a young group, but people also do interact with our products, and they might say, No. And I say, Where do you get your news? And they'll say, Twitter. And I say, Do you ever see a News OK headline and follow it? Then you're on our site, and then they say, Yes, I do. But yet if I'd ask them, Where they got their news? They still say Twitter. That is very concerning to me.

>> Sure it is.

>> Because people of a certain age would say my paper and they take an ownership as part of their community, and they recognize the importance of media in our current society, and for a democracy. And so, what I fear is as it translates over to digital, you know, it's up to us to try and connect with those readers so we can keep our brand job, and so the credibility of the Oklahoman will continue.

>> Well, the other challenge you have is you're in the digital world; you're competing with the major news media like you didn't have to do when it was just newspaper. I mean-

>> That's right.

>> You're happy to compete with the Yahoos of the world. Talk about that because that's the big challenge.

>> Every news outlet in the world is on your phone. It's that simple. Everyone is a click away, but what we focus on really at the Oklahoman is local, and we focus on our big reporting because we attend many, many, many meetings, panel discussions, all kinds of things throughout our city, and sometimes we're the only media there. And so, we believe it's our first amendment obligation really to be the watchdog, to be the checks and balance for the government, to let the public know what they're taxes are being spent on, to let them know how their elected officials are performing. And what is very concerning is people don't think of, they think, Oh, the newspaper just has a problem. But it's really our problem as a society because watchdog journalism is expensive, and we have to fund that, and so that's really what's in jeopardy and when people say, Oh, newspapers are going away. I really don't think they understand what they're saying, I don't think they understand the role we play in society and how important it is.

>> I think they're talking about the print, the actual tangible product that we get at the door because more and more people, it's not that they're not getting their news from their source that they love, but they're getting away from the, perhaps picking up the paper, going through that, because of today's society, as you all know, I think it's where technologies change all of our habits, is time. When you think about, even those of us who are close to retirement or pre-retirement, we're still busy folks, and so like the young generation, we're spending and so we're getting the news as quickly as we can, and we don't want to carry around the newspaper; we might get the paper, and we might get to it tonight or we may not. But we do love the tangible hard device, and that hard device is, you know, it's quick, is easy, is fast, and I can get it anytime. So I think that's, that's some of the edges. We're talking with Kelly Dyer Fry. If you

just joined us, she's with the Oklahoman Media Company, home of the Oklahoman and the online Oklahoma newspapers and of course, the web is what?

>> Newsok.com

>> Newsok.com

>> And Oklahoman.com.

>> OK, there you go. We'll be back after these messages on *Oklahoma Innovations*.

[Music]

>> Don't go away. There's a lot more to learn on *Oklahoma Innovations* with Gary and Tessa, on the Oklahoma Radio Network.

>> Oklahoma is a leading energy producer with an economy closely tied to oil and gas. One in four jobs in the state are tied to energy.

>> Nitro Lift Technologies of Oklahoma manufactures equipment for the oil and gas industry. With the support of the Oklahoma Manufacturing Alliance and OCAST, Nitro Lift is developing new technologies that would enhance energy production, provide a safe work environment, and leave a smaller environmental footprint. With the development of new technologies the company plans to double in size and triple sales in five years adding jobs and improving Oklahoma's economy. As one of OCAST strategic partners, the Oklahoma Manufacturing Alliance works with manufactures around the state to develop new products, streamline operations, and grow business. The alliance is keeping manufacturing jobs in Oklahoma. For more information, call OCAST toll free at (866)265-2215 or visit us on Facebook or our website at ocast.ok.gov

>> As a police officer, one of the most dangerous parts of my job is arriving on a scene where an armed suspect has barricaded himself or where we suspect some type of booby trap. We're most vulnerable when we don't know what kind of explosives or weapons are on the other side; it can be deadly.

>> Tactical Electronics, an Oklahoma based company invents, manufacturers, and sells tools, such as under door cameras and video fiberscopes that are used by law enforcement officers, military, and counter terrorism personnel around the globe. The tools allow areas and packages to be inspected from a safe distance which reduces the risk of injuries and death. With the support of OCAST, the company is developing image recognition software that scans packages and within milliseconds identifies what's inside. OCAST is advancing science and technology that not only improves, but also saves lives. For more information, call OCAST toll free at (866)265-2215 or visit us on Facebook or our website at ocast.ok.gov.

>> Research and development, technology transfer, and commercialization, creating high paying jobs in Oklahoma, it's what OCAST is all about. This is *Oklahoma Innovations* on the OCAST Radio Network.

[Music]

>> Most of us who've grown up enjoying the news content and information we get from the Oklahoman are very familiar with OPUBCO; that company, of course, has evolved into, because of the sales transition and they've moved down, back downtown, and the Oklahoma Media Company. And, of course, there are a couple of digital hooks to this company which we want to talk about right now.

>> That's right, so I get most of my, actually, all of my Oklahoma news from newsok.com, but I, as I learned for this show, there's actually a whole other website that go along with the paper and that is Oklahoman.com. Kelly, can you explain what the difference is between those too? How come I never knew about Oklahoman.com? What have I been missing?

>> Well, you didn't know about it because we haven't, we didn't really launch a lot of marketing behind it. It is a part, it's a paid product.

>> OK.

>> So it is our paid digital offering, and like, if you want, if you are a subscriber with us of any kind, whether you're pure digital, whether you take the paper one day a week or seven days a week, you have access to Oklahoman.com.

>> Isn't that a digital version of the paper or did it start that way?

>> It is more-it is more closely mirroring the paper. It has the same sections that you're used to. It is actually a more quiet reading experience. Oklahoman.com, the videos don't auto-play. You can see the past seven days, which you cannot do on newsok.com, so it has some functionality and some features that are just more, more of a layback reading experience, just like you were reading, and it has apps, it has the app that goes with it as well. So it's just a little bit different. News OK is just like a fire hose of information; it's where all our breaking news is, though you can get live. There's a live button on Oklahoman.com as well; but News OK is just a waterfall. We were just talking about the earthquake earlier and we, you know, if you feel something, a lot of people jump on newsok.com and see what's going on, so it is a live gashing, but it's also very noisy; it has more apps because it's our free site.

>> Right.

>> You can tell she's a journalist. I love her phrases she uses.

>> Definitely.

>> Yeah, that's very cool, a fire hose of information. I love that. That's great.

>> So, on Oklahoman.com you have something called go codes, correct? And this is something that I was not aware of. Correct me if I'm wrong, but these go codes kind of provide you with complimentary, supplementary information to something that you may have read in the paper, you know, at your breakfast table that morning. Is that correct?

>> Absolutely. Often times it's a live video; it might be a podcast, it might be documents, it might be documents from an arrest or documents from a court proceeding, and so that lets a print reader know that you're missing something, but you do have access to it because you are a subscriber. And so, we want them to be able to go to Oklahoman.com, punch in their four digit code, and see the video or see additional photos. I mean, we have a lot of additional photos always.

>> Awesome, and that's stuff, you know, that's not easy to package in with the paper that arrives on their doorstep every day, so it's just an easy way for perhaps you're doing a little bit of investigation yourself, you know, you read this article and you can go check out the court documents or whatever.

>> That's right.

>> Do all stories come with a go code?

>> No, they don't, only when we have supplemental information.

>> OK. OK.

>> But we have a lot of photo galleries, and so if you enjoy the photography, you know, in your print edition, you can go online and see additional photos.

>> Now, do these go codes, are they, have you guys replaced, you aren't using QR codes anymore, is that correct?

>> We are not, we are not. We changed from that.

>> OK, very cool.

>> What, one of the things I like about what you're doing in the digital domain, you used to, if you wanted to put a classified ad and you had to call the paper and give them the information. Now public can actually do that online directly, right? They can just, whether they're, whether it's a free classified or a paid classified, they basically go to the website and type in, go to the section. Am I right? Tell them about that.

>> Absolutely.

>> Very interactive.

>> We have a lot of customer service features on News OK and Oklahoman.com. You can start, stop to read your paper, you can do a vacation stop, you can sign up, you can place an obituary, you can place a classified ad. We really try to digitize as much as we can when it comes to service; that's why we have a plethora of apps. We have the newsok.com app, we have a weather app, we have the Oklahoman.com app, and we have what we call Oklahoman Radio, and it would actually read the newspaper to you.

>> Oh, wow.

>> Wow.

>> It's a pretty cool app that you could, if you have Bluetooth in your car and you want to hear somebody read you the paper on your morning commute, we offer that too.

>> You don't remember when you were at the big tower on Broadway Extension and that, I remember coming and visiting because you guys had beautiful production facilities up there, and I remember several years ago the audio studio, which is also well designed for video, and I made comment to the production. I said, you know, you guys have a very sophisticated radio studio here, so you guys should be one of the first innovators to do online radio, and I met with the powers to be at that time and I gave them all kind of ideas. So it's nice to hear that they're taking advantage of that and we can talk about the electronic media. Here's, here's a digital and print medium that is used on video and audio online. You're not competing with the broadcast media, but in a way you kind of are, but in your own little world. Talk about that because that's a new, that's a new world for you guys somewhat.

>> Well, the web is a great equalizer.

>> It is.

>> Because we can be a TV station. We have a backpack and we can go live from any scene and go live online. So we're not broadcasting to the television, but we can broadcast just as a TV station can. We have a full complete studio suit downtown. We have the podcasting as well. We have a kind of a living room set, and we have a news desk, and Dave Morris, our anchor, jumps online all the time, and we do talkbacks, we do interviews. We really just level the plain fields as far as competition because we can't think of anything the TV station can do that we can't. Now, I did have helicopter envy for a long time, but we're looking at a drone, so now we're even able to get up in the air and take a look from there.

>> And I think that this is something that is pretty important to realize that's a benefit for you guys have because so many of, I say us because I'm one of these people, but so many people are doing away with TV all together. We don't have a TV in our house so if I want to see the news, you know, a news video, I can log on to a site like News OK and I can get a short snip of it because that's I have the, you know, the time for right now, but I can still see, you know, a new story being reported, so I think that's a big benefit to have too because I think you're going to have more people leaving cable, like we have done.

>> Well, we know that there is a place for appointment television for a certain demographic, but we also recognize that people have their phones, and when they want to be in control of their time, and so we offer that to people; we put out different news segments through the day that people can watch when they want.

>> Right.

>> Let's talk about speed of delivery of news because, unlike broadcasting, broadcasting can get to a site, they can get it on the air quickly, but you guys, you're streaming to the web and to mobile devices, so you really have your speed compared to the old days where you had to wait until they printed the paper. So, technology has really been an asset for your industry in getting information to the media, to the viewers quicker.

>> And that was a real shift for our industry.

>> I'm sure.

>> Because all newsrooms really had the mindset of well, you know, we'll get it right by tomorrow morning because we have that luxury, but the web really put us back into the breaking news business, and I'll tell you a funny story. I went to the newsroom in the very early days of Oklahoman.com and there were some TV helicopters around Broadway extension; there was like a major accident. And I said I need something on this right now for the web, and my dear friend and colleague Mike Shannon said, Well, I guess you can it when the paper comes out in the morning [laughter] half joking, but I looked outside and I said, I really don't think it's a secret. So, you know, we do hold back some of our enterprise reporting and some of our investigative pieces because we want them to break in the paper on a Sunday morning; we'll break them online at the same time, but there is some strategy involved in that in when we do things because we want our subscribers to feel more we're giving them something special, something different.

>> The other thing digital has changed for you as the way advertisers market their products and services.

>> Absolutely, absolutely. There's just so many disintermediation, unnecessary big word, but there was a time when advertisers and marketers to get their message to the people there were just a handful of mediums, and now they can compile their own email list, they can go directly,

they can Twit directly. I mean, they have an audience in with Periscope like a recent app where you can go live from anywhere, I think you'll see that big in the presidential election and things coming up like that because they can go around the media, and there is good and bad and pros and cons of that because the media also is kind of a filter. You know, we might get the other side or we might dig a little deeper or validate something they say. So it really is changing and it's putting a lot of power into, to people directly to go to the people.

>> We hope you're getting a lot of information of how the digital area is changing the way, the newspaper business is getting information and how retailers and service companies are marketing and advertising on the web, a lot of good stuff going on. Where is the future for the print media? We're going to talk to Kelly Dyer Fry, editor in VP of News with the Oklahoman Media Company when we return on *Oklahoma Innovations*, I want to say information.

[Music]

>> This is the OCAST Radio Network.

>> When I invented my new product I faced a lot of challenges, from securing capital to recruiting qualified employees. It's a very complex path from innovation to the market place, and I needed some help navigating the process.

>> The Oklahoma Center for the Advancement of Science and Technology and strategic partners, the Oklahoman Manufacturer Alliance and I Too E help entrepreneurs, they support existing and startup companies, so that they can succeed and create jobs, increase per capita income, and grow the state's incoming. In its twenty six year history, OCAST has funded nearly twenty five hundred research projects and provided support to hundreds of Oklahoma based companies. The investments made in these businesses yield high returns for our state by strengthening and diversifying our economy; advancing innovation is investing in a positive future. That's what OCAST is all about. For more information call OCAST toll free at (866)265-2215 or visit us on Facebook or our website at ocast.ok.gov.

[Music]

>> In 1894, the Reverend Sam Small embraced the pioneering spirit of the early Oklahoma settlement and printed the first issue of a newspaper he named the Daily Oklahoman and for most origins in the basement of Main Street Masonic Lodge, Small and his associates laid the foundations for the news reporting organizations that thousands of Oklahomans ever lied on over the years through today, and my god, if he could see the evolution of where it's gone, he would just be, blow his mind, I'm telling you. So, Kelly Dyer Fry who is editor and VP in News of the Oklahoman Media Company, formally OPUBCO, where are we going for the future? I mean, when you look at the last decade, technology has certainly changed your business dramatically. What are your colleagues saying? Where do you see technology going that is going to change your world again?

>> Well, I wish I had a crystal ball so I could really spell it out for you, but I think it's more about staying in the game of innovation, not fearing innovation, but embracing innovation, and we've really tried to do that at the Oklahoman. We, every time a new platform comes out, and it seems like one comes one every day, you know, there's Snapchat, Instagram, Facebook, Twitter, Periscope, MeerKat, I mean-

>> It's hard to keep up with. I mean-

>> It is hard to keep up with, and if you let it intimidate you, it would be a really scary future, but we embrace it, we embrace all of the new technology, we evaluate it. Every time we learn of a new technology or a new platform, we evaluate it, and say, Is this the space we need to be in? And can we figure out a way to fit it into our day? Because we're recognizing the paper isn't going to land on your front porch tomorrow and tell you something you probably haven't heard because information comes out all day long. So, we want to play in both worlds.

>> What sort of a, you mentioned that you guys are, the Oklahoman is active on Twitter, what other social media outlets do you have a presence in?

>> Well, we have the, you know, kind of a corporate or official presence on Facebook and Twitter, where we Twit out a lot of things, but as individuals, you know, I'm at KelFry, in case you want to follow me on Twitter. But I Twit out headlines, I Twit out things that I think are important for Oklahoma; and so all of, we have a lot of individual reporters that are very active on Twitter as well. We have reporters who are very active on Periscope. Bill Crum our city hall reporter, he'll go to the city council meetings, and he'll live stream them on Periscope. So, it's really just, there's no technology that we won't get our heads around and try to embrace.

>> You know, some of our listeners may, when we hear all of the social media that's being used, live alone the digital media that's being used, there's so much content, and when you think about our busy lives today, particularly the older generations, how do people have time to digest all this and interact with it? I mean, the younger generation, they seem to have mastered or have selected, I guess you have selected technologies you use, right?

>> Yes.

>> And as the generations, the younger generations-when I say younger I'm talking about the teen and the youth today; they're in a whole different platform. How does everybody keep up with all this? I mean, I just don't get that, I guess.

>> I don't have a good clear answer for you, but I think it's just the evolution of our kind of our busy minds-

>> I guess.

>> And our ability to multitask. I mean, because I can see, I just admire the younger generation that can, that can watch TV, that can be on their laptop and they're Twitting, and it doesn't seem overwhelming or frenetic at all. It's just kind of a flow. And so, I think it's just the adaptation of that; but I feel like, there's still important insignificant news that people need to know. You know, and part of our role as the media is just to spread the word for the government; if there's something they need to get out that that's our role as well, as being a watchdog, is also to disseminate information. So I think people have an increasingly, amazing capacity to digest a lot of things at once.

>> Talk about career paths for young generation? Obviously you have a need for that as technology changes because they're up on it and qualified for it and their training, so that has changed the, I guess, the applicant's qualifications in journalism, right? based on what they know in technology.

>> Well, it really has, when I look at resumes of young people or like our interns, they're so well versed in so many things. I mean, journalism schools used to have two tracks, print and broadcast, and now those have melted together. And so, when a young journalist comes to us,

you know, we expect them to be able to shoot video, audio, edit it, get it online, Twit about it, Instagram, Facebook, I mean, it's, so the role of a reporter has just changed dramatically, dramatically.

>> And the responsibilities they have is more dramatic, used as a journalist, you rolled the copies, sent them to the editor, and they did whatever they did, and they went down the line and gathered the template and away you go. Now, I mean, it's up to the editor to put it, I mean, the reporter to do the whole thing, right?

>> Well, the trust level has to really get well in today's reporters because some things we put directly online; they're happening fast and we put them directly online, and a copy editor or an editor may go back and look at it, and make a change if they need to, but we can't, we don't have those extra seconds.

>> You don't have time to proof it anymore.

>> People expected to be there, but the beauty of the web too is you can correct things and you can change them.

>> Right.

>> And so, you just, a lot of times we'll do a timeline where we show people that maybe there's an accident, we'll say, you know, Five reported dead. And then that number may go up or that number may come down, but we let the public in on it to kind of see how the information evolves.

>> What about storage? I mean, you have massive, massive content between all of the sites that you integrate to the public. Talk about that because, I mean, your service must be taken up, you think the service takes up, a floor or a full floor.

>> I don't really know very well.

>> You don't know?

>> I know we keep our servers away from our office, which is nice, and I know we, you know, but a service these days is just a little small PC. I mean, it's just a computer, so that's pretty amazing too because at the old building we had this massive floor almost that was filled with computers, and now I think we, I'm not [inaudible]

>> Yeah.

>> And what about, now, as I understand they're still printing out of the Broadway Building or the Broadway and Wilshire building, right?

>> We have a long term lease there to continue the printing facility there.

>> I would be interested in knowing, since we've been talking about different social media, have you seen a switch or perhaps a shortening or condensing of the stories that are being published due to the fact that, you know, my generation, we're used to things in a hundred and forty characters and at a hundred and forty one we're kind of want to lose, you know, lose our attention span. Are you seeing that you're having to shorten stories in order to, sort of please those of us?

>> No, you just click the More button if you want to read more.

>> [Laughter] You know, that's kind of interesting, but we do certain things that we know play better to mobile or they play better online, and so we would have different versions. It's hard with a more lengthy story, but what we try to offer in the printed newspaper is kind of a more lean back reading experience; it gives you a little more explanation, maybe the how and the why, and not just the what.

>> More in depth.

>> Yeah.

>> Exactly, exactly, and that's what we try to do, but, you know, studies have shown that people would read several screens on their phones, so they want to know a little bit, but then they like the option to dig a little deeper, and so it's almost as they're headline readers, really because the Twit is really basically a headline.

>> Exactly.

>> Right.

>> And so, they kind of know what's going on, but I also fear that it can breed a whole generation of people who, you know, are kind of an inch deeper in my life.

>> Well, I think that's why video is so important on the websites and mobile med because they can see the headline, get a few lines, and then if they want to learn more, they click the video and, boy, they get it like that because it's kind of like TV. We've got about a minute and a half or two minutes here. Anything you want to bring to the table that perhaps we haven't talked about with your company and where you see the vision the next couple of years in growth and where you're going?

>> Well, as we move more digital, and it's now, the point in time we are in right now, we're not at the point where we can say, we're abandoning print or have any ideas of doing so because we still have a large circulation, you know, we're still printing more than a hundred thousand newspapers. And so, we want to continue protecting that, but we want to help the print readers also navigate to digital as well. You'll see more things in print, we might pull in Twits into the paper because there's a whole generation of people being left out of the conversation that we don't want them to be left out of. I mean, my mom is eighty six, oh, not eighty three, she's really going to be mad at me. I shouldn't push that, but she, you know, she doesn't really understand what Twitter is; she gets Facebook, but if we could bring in some Twits, I think she'll be thrilled the day, you know, I read the Twit. So, you know, we want to educate people; that's important to us to be that link.

>> Absolutely.

>> Yeah, I think digital media for the elder generation, some of them are very intimidated by the technology or don't even want to learn about it, leave alone get on a computer these days, so we totally understand. Kelly, you've been a wonderful guest. We've learned a lot about where your industry is going, where technology has helped you evolve and grow and expand, getting information and news to the public and across generations, and that's, that's very challenging for all media today. We thank you so much for being our guest, and, Tessa, I'll see you next week.

>> See you next week.

>> On another edition of *Oklahoma Innovations*. Have a great week.

[Music]

>> You've been listening to *Oklahoma Innovations*, brought to you by OCAST, the Oklahoma Center for the Advancement of Science and Technology. You can hear repeat broadcasts of other OCAST radio programs on our website at ocast.ok.gov. Just click the News Media link. Join us at the same time next week and discover how Oklahoma's investment in science and technology is building a better economy and a brighter future for all Oklahomans. This program is a production of the OCAST Radio Network.