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We're moving on up, to a new site

The Oklahoma Press Association is proud to announce the redesign of its Web site at www.OKPress.com.

From its eye-catching blue banner to the wealth of information throughout the pages, the site was redesigned to provide users with easier navigation.

The launch of the new site was thoughtfully structured with you, our Web site visitors, in mind.

The last time the OPA Web site was updated was in 2003, said OPA Creative Services Director Jennifer Gilliland.

"About a year ago we began examining ways to improve and reorganize the site," Gilliland said. "We literally look each page of the site, examined it and then built it in the most logical place for members to find."

OPA staff members worked months developing and testing the site to make sure all pages worked and all the bugs were out.

"We tested and re-tested the site to make sure it worked on various platforms and browsers," said Gilliland.

The new home page features OPA news and upcoming events, allowing members to easily find what's going on within their association.

"The redesign is based on a content management system, which allows OPA staff members

to collaborate on content," said Lisa Potts, OPA member services director.

"This will enable us to keep events up to date and add new material in a more timely manner," she said.

"It was clear our old site needed improvements and last year our board of directors and Stu Phillips, who was then OPA president, gave us the nod to start the project," Gilliland said.

Although it was nearly a year in the making, the end result has been worth the effort, said Potts and Gilliland.

"We invite you to take a tour of the new site and give us your feedback," said Gilliland.

Some of the new features available include the Resource section, which includes links to other training sources, reporters' tools and journalism organizations. An events calendar, found

on every page of the site, keeps members alerted to educational opportunities and other special events.

If you're having trouble finding an item, try out the new search feature located in the top right-hand corner.

"We welcome you to discover all the new elements we've added to better serve you and to keep you informed," said Gilliland.

Take a look at us now... the Oklahoma Press Association's redesigned Web site offers more information and functionality than ever before.



Take a tour of the new OPA Web site features

The OPA's redesigned Web site features a menu bar on the right-hand side of the home page to lead users into various sections.

Some of the new features of the site include:

- **Winners of OPA's three monthly contests** are now prominently spotlighted on the home page.
- **An Events Calendar** below the main menu provides easy access to information about OPA workshops and special events. A second calendar details the meeting schedule for OPA and ONE board and committee meetings.
- **Online registration** is available for workshops and events. Optional payment is available through Paypal.
- **The new Resources section** includes links to other training sources, reporters' tools and journalism organizations.
- **A new media kit** for potential OPA advertisers is available to download in PDF format.
- **Link to public notices** by clicking on the "Public Notice" menu button; link to OPEN by clicking on the "Find News Stories" menu button.

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