



PEN
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**OKLAHOMA PRESS
ELECTRONIC NEWS**

**USER
MANUAL**



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Welcome to Oklahoma Press Electronic News. You now have the power to search hundreds of thousands of newspaper pages throughout the state of Oklahoma.



This tutorial will help get the most out of your subscription. Following is some important information about your account:

- Up to two (2) users may be on the same login/password combination at the same time.
- Terms of use restrict sharing the login information to co-workers in the same building or at the same physical address. Offices in other cities or locations must purchase a separate subscription.
- You will have access to three months of archived pages. Pages older than three months from the day you are accessing the site will be deleted from the system. In certain situations, Oklahoma Press can access older clips for a small fee.
- Several of our member newspapers upload their pages to this website. Those papers will be available for searching the day they publish. The rest must be digitally “photographed” by our staff. They will be available for searching within 3-7 days of their publish date.
- Oklahoma Press has a staff devoted to uploading, maintaining and trouble-shooting OPEN. If you notice pages missing or problems with images, please let us know.

For questions or help at any time, contact the OPEN staff:
Keith Burgin | (405) 499-0024 | kburgin@okpress.com
www.okpress.com/OPEN

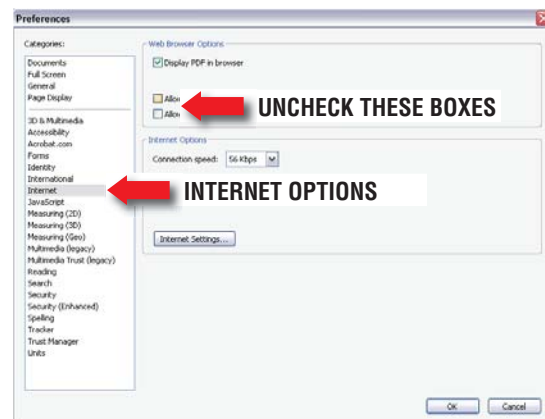
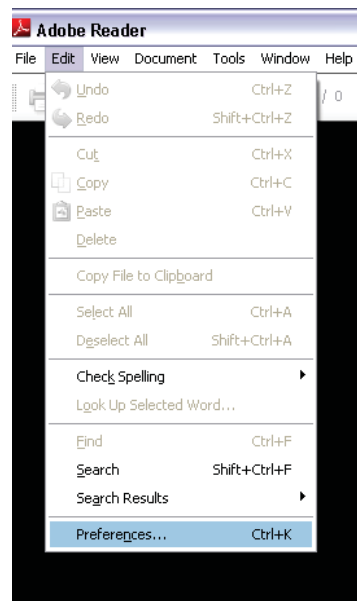
ADOBE READER SETTINGS

(For First-Time OPEN Users)

OPEN uses Adobe Reader to display PDF images. Sometimes Adobe conflicts with the website, causing OPEN to freeze and require a restart. There are two options that must be turned off in Adobe Reader to fix this problem.

Before you log in for the first time, please go through the following steps:

1. Open Adobe Reader by itself.
2. Select Edit>Preferences
3. On the Internet Options tab, UNCHECK the two boxes that say “Allow fast web view” and “Allow speculative downloading in the background”.
4. Click “OK”





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HOW TO ACCESS OPEN

Now that your Adobe Reader preferences are set, you're ready to log-in to OPEN. Just follow these four easy steps:

1. Type this URL into your browser:

https://oklahoma.arcsearch.com

2. In the drop-down box on the left, select "Oklahoma State Site"
3. Enter your log-in information, select "Log In" and then "Click Here to Enter."

THE HOME SCREEN





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BASIC SEARCH

Enter in your search term and press “enter” or “search.” This will run a basic search, which includes all available newspapers and all available dates.

Click on the preview image or the buttons to load the page on a full screen. Once loaded in full screen mode, Adobe Readers takes over and your newspaper page will look like any other PDF.

SEARCH BOX →

NUMBER OF FILES FOUND →

PREVIEW IMAGE →

RESULTS →

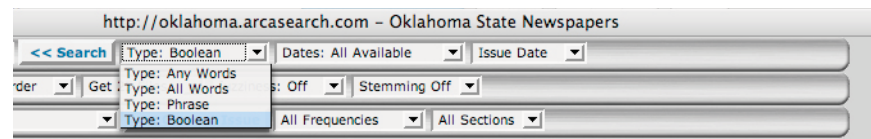
SEARCH BOX

Search All Pages | Sort By: Default | in Ascending Order | Get 25

Search In: Newspaper >> | All Oklahoma State Newspapers

NARROWING A SEARCH

THE TYPE BOX



ANY WORDS: OPEN will search for any single word in your search term. Example: Oklahoma Press Association, OPEN will search for the words “Oklahoma”, “Press” and “Association”. These words may appear by themselves or with the other words in the search.

ALL WORDS: OPEN will search for all the words in your search, but they must all be mentioned together in the same clip. Example: Oklahoma Press Association, OPEN will search for “Oklahoma”, “Press” and “Association” in the same article.

PHRASE: OPEN will search for the exact phrase entered into the search box. Example: Oklahoma Press Association, OPEN will search for the phrase “Oklahoma Press Association” in the exact order as entered.

BOOLEAN: This is the default setting. It works much like the phrase setting but is much more powerful. This search type is explained in detail on page X.

THE DATE BOX

ALL AVAILABLE: OPEN searches all dates available from the last 3 months.

CURRENT EDITION: OPEN searches only the newest issue of the paper or papers selected.

1 WEEK: Search only within the past week.

2 WEEKS: Search within a two-week range.

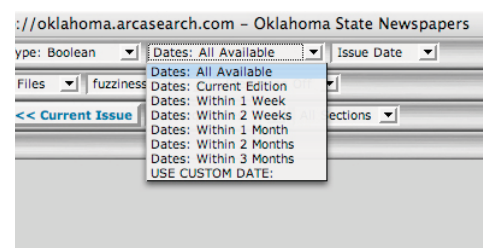
1 MONTH: Search over the past month.

2 MONTHS: Search over the past two months.

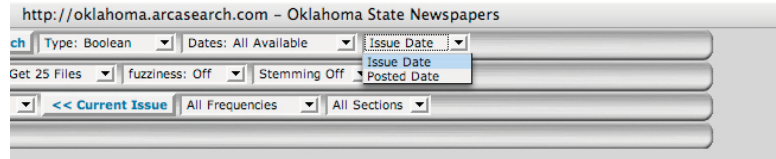
3 MONTHS: Search over the past 3 months.

CUSTOM DATE: Opens the custom date box.

- Choose “single date” or “date range” from the drop-down.
- Specify date and year.
- Click “search now with this date” or select “add date to menu” to add the selected date to your main date drop-down box.
- Close the Custom Date box before viewing full size results.



NARROWING A SEARCH (CONTINUED)



ISSUE / POSTED DATE

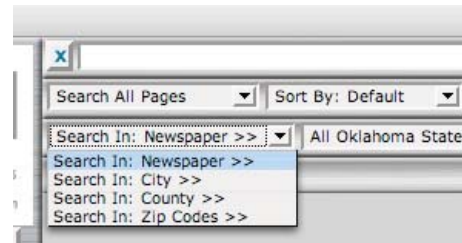
ISSUE DATE: Search by the day the newspaper was actually published.

POSTED DATE: Search by the day the newspaper was uploaded to the system. Because our staff uploads the majority of our newspapers, it's better to search by posted date.

THE 'SEARCH-IN' BOX

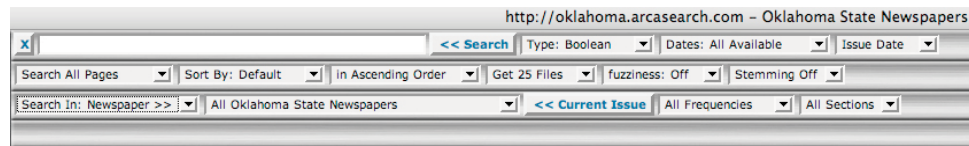
This box is used to narrow your search down to a specific newspaper or area.

TO SEARCH BY AREA: Select city, county or zip code from the "Search-In" drop-down. Use the box directly to the right to choose your area.



TO SEARCH BY NEWSPAPER: Select newspaper from the "Search-In" drop-down. Use the box directly to the right to choose your desired newspaper.

OTHER SEARCH OPTIONS



SEARCH DROP-DOWN BOX: Choose to search only front pages, public notices or classified pages. Default is to search all pages.

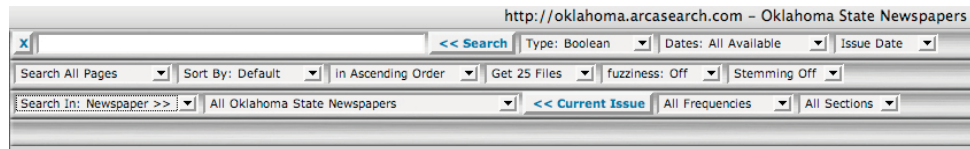
SORT BY: Choose to sort the options by hits (mentions of your search terms in the article), date, issue or name. Default is "sort by hits."

GET 25 FILES: Show the specified number of results per page. Default is 25.

FUZZINESS: Allows for slight variations in your search terms. Example: searching "run". Set fuzziness to medium, OPEN would also search "ran" and other small variations. Default is set to off.



NARROWING A SEARCH (CONTINUED)



OTHER SEARCH OPTIONS (CONTINUED)

STEMMING: Searches for common “ing”s and “ed”s at the end of the search terms. Example: searching “run”. Turn stemming on, OPEN searches “running”. Default is set to off.

FREQUENCY: Choose to search only in weekly, bi-weekly or monthly newspapers. Default is to search all available newspapers.

SECTIONS: Choose to search only certain sections of the specified paper or papers. Some newspapers are too small to have sections, so using this option is not recommended. Default is to search all sections

BOOLEAN SEARCH TIPS

Boolean searching is a type of database search that uses connector words or formulas to relate multiple search terms to one another. This type of search is useful to connect several separate search terms or to run a search for a list of terms all at once. Use the connector words “and” and “or” to relate your terms. See examples below:

| SEARCH REQUEST | EXPLANATION |
|----------------------|--|
| Apple and Pear | Both words must be present in document |
| Apple or Pear | Either word may be present in document |
| Apple w/5 Pear | Apple must be within 5 words of pear |
| Apple w/5 xfirstword | Apple must be 5 words from start of document |
| Apple w/5 xlastword | Apple must be 5 words from end of document |
| Apple not w/5 Pear | Apple must be 5 or more words from pear |

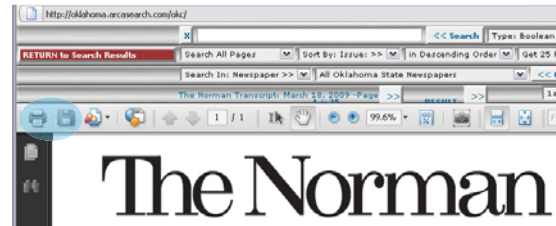
Following are some examples of the most common uses of Boolean. The examples show exactly what needs to be typed into the search box:

- I want to search for the terms “Oklahoma”, “newspaper” and “government” all at once.*
Use the “or” connector. This is going to search for all three terms at once in no particular order.
Ex: Oklahoma **or** newspaper **or** government
- I know my company, Oklahoma Press Association, was mentioned in relation to an employee, John Smith. I only want to find articles that mention my company and John Smith together.*
Use the w/N connector (the “N” can be any number). Use a high number (30) to ensure you get all possible mentions.
Ex: Oklahoma Press Association **w/30** john smith
- Using the last example: I want to find mentions of “Oklahoma Press Association” but I want to ignore the results that mention “John Smith”.*
This allows you to weed out unwanted articles. Use the “not” connector in the same formula as above.
Ex: Oklahoma Press Association **not w/30** john smith
- If you use more than one connector, you should use parentheses to indicate exactly what you want to search.
Ex: The search term “apple and pear or orange” could be split up as:
 (apple and pear) or orange
 apple and (pear or orange)
The results would be much different depending on where the parentheses are placed.

PRINTING AND SAVING

PRINT OR SAVE THE ENTIRE NEWSPAPER PAGE

- After your search terms have been entered and your results are listed on the right side, click the result you would like to print.
- Once the newspaper page is loaded into full screen mode, use the print or save buttons at the top of the PDF bar to complete your desired function.
- Please note that most newspapers in the system are 21 inches. Your printer may shrink the PDF image down to fit on an 8 ½ x 11 inch piece of paper. This will result in prints that may be difficult to read.



PRINT OR SAVE ONLY THE DESIRED CLIP

To cut your clip out of the PDF, you need to enable the snapshot tool in your PDF viewer by following these steps:

1. Open Adobe Reader or Acrobat by itself.
2. On the top bar, select Tools>Customize Toolbars
3. In the More Tools Dialogue, scroll all the way down and click the box marked "Snapshot Tool"
4. Resume with instructions on the next page in OPEN

After the page is loaded into full screen mode, follow these steps:

1. Select the Snapshot tool.
2. Draw a box around the specific area you'd like to cut out. A dialogue will pop up informing you that the selected area has been copied to the clipboard.
3. Open Microsoft Word, Windows Picture Viewer or other photo editing software and select "paste".
4. Your clip is now cut out and ready to save or print.

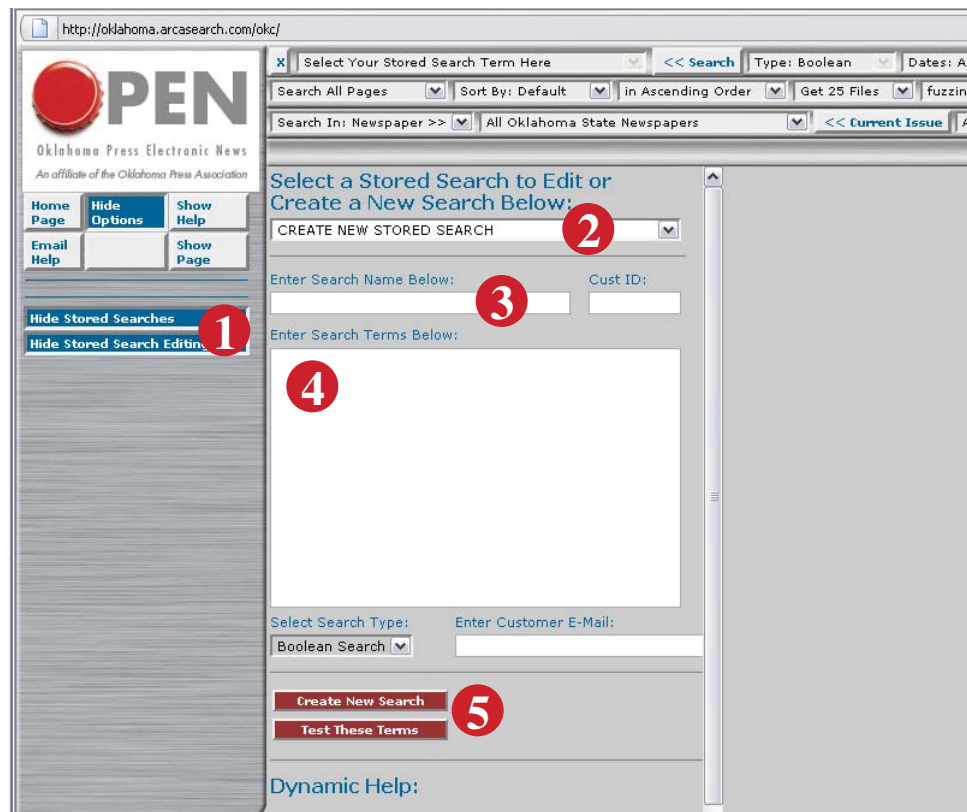


STORED SEARCHING

Stored searching is an important utility for users who search frequently and who look for the same terms every time. It allows you to save your most used search terms so you don't have to type them into the search box every time you start a new session. You may create up to 20 unique stored searches.

HOW TO CREATE A STORED SEARCH

1. Click on “Show Stored Search Editing” button on the left of the screen
2. Choose “Create New Stored Search” from the drop-down at the top of the screen
3. Enter the name of your search into the box
4. Enter your search terms into the large box using the Boolean connector words
5. Click “Create New Search” to save your search terms
6. Click “Hide Stored Search Editing” to exit
7. To add new terms to your search, Click “Stored Search Editing” and select the search you'd like to modify from the dropdown





STORED SEARCHING (CONTINUED)

HOW TO ACCESS STORED SEARCHES

Once your search terms are saved you can use them for everyday searching.

1. Click on the "Show Stored Searches" button on the left side of the screen.
2. In the main search box drop-down, select the search you wish to run.
3. Change the date, area and newspaper settings if needed.
4. Select "Search" or press "Enter".



COMMON USES FOR OPEN

TRACKING PAID ADVERTISING: If you have a copy of the creative you placed, pick a phrase that is unique to that specific ad. Type the phrase in the search box and check out the previews. It's a great way to make sure your ads ran correctly.

TRACKING PRESS RELEASES: Just like tracking advertising, simply take a phrase from your release that's specific to your document and put it in the search box. The results along the right side of the screen show you within seconds who ran the release.

TRACKING YOUR COMPANY: Enter your company or organization and set your search options to find recent news and media coverage.

TRACKING THE COMPETITION: Just like tracking your company, enter in your competitors and see what kind of coverage they are getting.

READ THE NEWS: In the newspaper drop-down box, select the newspaper you'd like to read and set your date. Click "search" with nothing in the search box to read the entire issue of that paper.



FREQUENTLY ASKED QUESTIONS (FAQ)

Why are The Oklahoman and Tulsa World not in the system?

We respectfully leave those two newspapers out of OPEN because both run similar search services through their own websites. We would be taking business away from our member newspapers' websites.

Can I view or print more than one result at a time?

No. Search results can only be viewed and printed one at a time.

Why are some newspapers in the system faster than others?

Several of our member papers have the time and resources to upload their PDF files into our system directly. Those are the papers that are available the day they publish. Other papers must be mailed to our building, sorted by our staff and manually photographed to be added to the system. This can take up to 7 days from the publish date, depending on where the paper is located. As more newspapers develop the resources to upload, more will be available for same-day searching.



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