



The Oklahoman is the largest daily newspaper in Oklahoma and is the only daily newspaper that covers the Greater Oklahoma City area. NewsOK is a digital extension of The Oklahoman that maintains an app, twitter handle, and website. NewsOk realized the lost of interest from consumers in newspapers and converted more to the digital perception. The conversion of reaching out to smartphone users and computer lovers has been a success in the digital world. The Oklahoman newspapers profit has decreased because of the switch to digital news. (Top left- NewsOK App, Top right- NewsOK website, Bottom Left- NewsOK twitter handle)

