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FOR IMMEDIATE RELEASE

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**The O'Colly's got an app for that.**

Oklahoma State's student run newspaper, The Daily O'Collegian, has created a partnership with The Oklahoman, to develop a well designed smart phone application.

In the technology driven world that we live in today it's no surprise that more and more people are looking to electronics as their major news source rather than the classic newspaper. The need for an app has become a basic necessity, "every functional media company has an app," says Barbara Allen, O'Colly staff adviser.

"At the O'Colly, we're really excited to offer this app to our students, faculty and staff, but we're also excited for the student journalists to get an opportunity to work across platforms." The O'Colly has found a way to keep the news in your hands and on the go without having to pick up a hard copy every day. This app will allow for easy navigation through the same stories published in the paper as well as many other features including:

- Embedded video
- Photo galleries
- Live Edition for Headlines and Weather
- Sharing platform to email, twitter, Facebook and more

The app is currently available through the Newsstand app for iPhone and iPad, and is coming soon to the Android market.

When downloading, the app will say enjoy your free 7 day trial, however if you login under the account page using your okstate.edu address it is free to students and faculty. For all other users it will be \$10/year, the same as print issues.

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