



### Photo of the Month

Faribault Daily News Photographer Jackson Forderer captured teammates look on as Alex Larson is attended to, right, by coaches and a trainer Jan. 22, 2008 in Faribault, Minn., after he was hit in the upper body by a puck during a Faribault High School hockey game, causing his heart to stop beating briefly. He collected \$100 for submitting the top member photograph in January.

### Dates to Remember:

- Newspaper and Sports Contest Rules and Entry Forms available on the Minnesota AP site.
  - <http://www.ap.org/minnesota/MAPAMAPSARulesandEntryForms.htm>
  - Entries must be postmarked by March 7.
- Minnesota Associated Press Association Awards Banquet Friday, June 6, at The Depot Minneapolis



Feb. 6. Broadcast editor Jeff Baenen, center, marked 30 years, photographer Jim Mone, left, 35 years, and news editor Doug Glass, right, 15 years.  
(Photo by Elizabeth Dunbar)

### 80 Years of AP Experience in Minneapolis

Minnesota broadcast editor Jeff Baenen marked 30 years with AP Feb. 6. Also honored that day were photographer Jim Mone, 35 years, and news editor Doug Glass, 15 years. During the staff celebration, the AP veterans recalled their first assignments. Baenen told colleagues his first AP assignment in the Bismarck, N.D., bureau was to write up a curling story, a sport he didn't understand then and still doesn't. Mone joined AP on Nov. 5, 1972, and the next day drove from Minneapolis to Sioux Falls to cover the end of George McGovern's presidential campaign -- heady stuff for a newbie. Glass said then-news editor Sue Cross gave him his first AP assignment -- a Chicago Tribune matcher. He didn't know what a matcher was. Cross asked him how long he thought it would take him to finish. "Two or three hours," he said. Sue's response, he recalled, was "I was thinking more like a half-hour."

### Staff Work

**Martiga Lohn** and **Brian Bakst** had an AP Exclusive and were Beat of the Week honorable mentions for a report on the dozens of victims who filed legal paperwork to sue Minnesota over the bridge collapse. The documents, obtained through a public records request, gave a look at the financial burdens that have hit some of the victims and their families. ... **Fred Frommer** had an AP NewsBreak with his report on a replacement for U.S. Attorney for Minnesota Rachel Paulose, who left the office under a cloud. ... **Frommer** had a separate AP Ahead with first word on Paulose's salary in her new assignment back with Justice in Washington. ... The New York Times wrote in January about cracks in a new congressional lobbying and ethics law, including a loophole that would allow the same elaborate lobbyist-sponsored parties at the '08 conventions as in past years. **Brian Bakst** had the story a month earlier. ... The New York Times also wrote in January about mysterious neurological illnesses seen in workers at a Minnesota pork plant. **Lohn** did a deep story on the illnesses for the national wire in December. ... With merger talk in the air for Northwest, Delta and United, business writer **Josh Freed** looked into Northwest's legal obligations to the Twin Cities and reported that the airline could lose up to \$215 million in rebates and discounts if it doesn't keep a hub and headquarters in Minnesota.

## Member Shout-Outs

Several members moved aggressively to share their photos and stories when severe winter weather hit Minnesota in late January. The Winona Daily News, Owatonna People's Press, Albert Lea Tribune, Post-Bulletin of Rochester and the Austin Daily Herald all shared their coverage. ... The Independent of Marshall provided key help in covering the death in Afghanistan of Sgt. 1st Class Matthew Kahler of Granite Falls. The Independent shared comprehensive reaction from friends and family, and also tracked down photos of Kahler.

## AP Elections 2008

For the first time since 1928, in 2008 neither a sitting President nor Vice President will be a candidate for nomination to the Presidency. The states have added excitement by turning the election calendar on its head, setting up the largest election event outside of a general election that the AP has ever covered on Feb. 5. Take advantage of our presidential primary packages, our new Web service--Campaign Plus, and our full compliment of online and print products for this historic election season.

For more information contact your local chief of bureau.

### New local feature for OVN

There's a new local video feature to benefit affiliates of the AP Online Video Network service. The latest OVN product enhancement now enables media Web sites to upload and showcase locally-produced video and generate incremental local online advertising revenue. Bill Burke, AP's Director of Online Video said: "We've seen some early adopters dramatically increase stream counts by using this capability, which allows affiliates to keep all their video in one place, and which lets them sell local advertising against it."

For more information visit:

<http://www.apbroadcast.com/AP+Broadcast/About+Us/Press+Releases/General/ovn+local+video.htm>



## Springs sports on the way

Winter storms are still blasting away, but spring and spring sports are not far away. NASCAR season and baseball's spring training begin this month. Give your readers the latest via Hosted Custom News' sports lineups and fronts for each sport. For a tip sheet with suggestions, details, and links, contact your chief of bureau.



### Academy Awards Online

The nature of the Academy Awards on Feb. 24 depends on the status of the writers' strike, but coverage has begun and can be found in the Entertainment front of Hosted Custom News. Interactives are available in the box called "Multimedia." They'll also be linked in each Oscars story. We expect to move photos and audio commentary from the red carpet, backstage photos, and packages on the winners and highlights. For questions on how to access this content, contact the Support Desk at 877-836-9477, email at [APcustomersupport@AP.org](mailto:APcustomersupport@AP.org) or contact your chief of bureau.

## Jim Kathman appointed Global Director of AP Sports Products

Jim Kathman has been named Global Director of AP Sports Products, a new position for The Associated Press. Tom Brettingen, Senior Vice President of Global Newspaper Markets, said Kathman will be the business owner for AP Sports with responsibility for driving the strategic and financial growth of this key vertical segment. Kathman, based in Washington, D.C., has been Director of Product Management for Global Broadcast and Director of Marketing and Strategy for AP Broadcast.

For more details visit: [http://www.ap.org/pages/about/pressreleases/pr\\_012208a.html](http://www.ap.org/pages/about/pressreleases/pr_012208a.html).

## The Associated Press launches a Q&A initiative, called 'Ask AP'

The Associated Press launched a new Q&A initiative, called "Ask AP," where AP journalists will answer written questions from the public about the news. Readers are invited to send questions to the e-mail address [newsquestions@ap.org](mailto:newsquestions@ap.org), with "Ask AP" in the subject line. The answers will appear in periodic installments of the new Q&A column, both online and in newspapers. Each column will end with a call for additional questions AP journalists should pursue. For the first column, the AP



received questions from around the United States on a wide variety of topics. Eric Carvin, a supervisor in the news department who is overseeing the initiative along with Deputy Managing Editor Tom Kent, assigned reporters and editors to answer questions that fell within their areas of expertise. The column was made available Jan. 18, for use by AP members both online and in print. For more information, visit: [http://www.ap.org/pages/about/pressreleases/pr\\_011808a.html](http://www.ap.org/pages/about/pressreleases/pr_011808a.html) or visit the AP corporate Web site at <http://www.ap.org/pages/about/whatsnew/whatsnew.html>.

### AP launching a multimedia project on presidential politics

The Associated Press will launch an ambitious, multimedia project on presidential politics, called "The Measure of a Nation." Written by veteran AP journalists Ron Fournier and Ted Anthony, "The Measure of a Nation" is designed as a user's guide to America for people trying to make sense of the changes unfolding in the country and how the landscape of their daily lives might impact their votes.

The anchor of the first package, released Friday, Feb. 1, is "The Mythic Presidency" -- a provocative, 2,600-word magazine-style piece that takes the reader to unexpected places to reveal the cult of the presidency in U.S. society and examines how the myths that grew up around various chief executives inform how Americans will select a president in 2008. See more details at:

<http://www.ap.org/pages/about/pressreleases/preleaseindex.html>.



### Design AP Exchange's new navigation

Later this year, we'll be redesigning the way news is organized in the left column of AP Exchange. We have some great ideas and would like to hear from you as well. Please have a look at the left column of the homepage and send us your ideas on a better way to organize the content. What Essential AP categories are missing? Is Sports organized effectively? How can we speed up access to the wires you need? Send all your ideas to [talkback@ap.org](mailto:talkback@ap.org).

Additionally, AP offers online training for your newsroom to get the most out of AP Exchange and its enhanced features. To get the full details on AP Exchange training, contact your chief of bureau. For more information, visit the AP Exchange blog at <http://apexchange.ning.com>.

### A New Era in Newspapers

AP will host a brunch during the NAA Marketing Conference on February 24, 2008. Learn more about new AP initiatives designed to save you time and money: Member Choice, the Digital Cooperative, AP Exchange and more ...

Sunday, February 24, 2008

Orlando World Center

Marriott Resort & Convention Center

Brunch 11:30 a.m. to 1:00 p.m.

If you are interested in details and would like to attend, please contact Allison Stahley, [astahley@ap.org](mailto:astahley@ap.org).

### Special Editions

The spring Home and Garden Special Edition is available Tuesday, Feb. 5. For more information, contact Special Editions supervising editor, Julia Rubin at [jrubin@ap.org](mailto:jrubin@ap.org) or 914-777-1045.

Stories include:

- the curiosity and emotions many of us feel about changes made by subsequent owners to our old homes
- tips on smart outdoor lighting that doesn't obscure the stars or waste energy
- how flat-screen TVs are changing interior design
- ergonomic "cool tools" for baby boomer gardeners
- why gardening can easily turn from a hobby into an obsession
- a glimpse into Oregon's tree farms, with tips on how to choose trees

Other special editions in the year ahead which will move with photos, graphics and multimedia:

- March 4: Pets
- April 1: Seniors
- May 6: Outdoors
- June 3: Weddings
- July 8: Back to School
- Aug. 5: Teens & Tweens
- Sep. 9: Cars
- Oct. 7: Crafts/Hobbies
- Nov. 4: Holidays
- Dec. 9: Weddings