



Photo of the Month

St. Paul Pioneer Press photographer Joe Rossi captured a group of young men practicing the martial art Wu Shu on Feb. 19 at Phalen Park in St. Paul as temperatures rose to the mid-40s. He collected \$100 for submitting the top member photograph in February.

Dates to Remember:

- Minnesota Associated Press Association Awards Banquet Friday, May 25, at The Depot in Minneapolis
- Minnesota AP Sports Association annual meeting June 20
- Associated Press Job Fair: Oct. 13 at Great Hall, Coffman Union, University of Minnesota

Odds and Ends

Members who enjoy AP's national Odds and Ends fixture -- and who doesn't? -- should take note that the items are now moving as separates. This is similar to a recent change in the national People package (and to the Around Minnesota package that had moved on state wires). The idea is to get these items to members as soon as they're available, instead of waiting for enough items to warrant a package. The separates will include "ODD" in the slug, i.e., BC-ODD-Cat Yodels. Keep in mind the easiest way to find items like this one: Set up a saved search in your AP Exchange account.

News Industry News Change

Many Minnesota publishers and editors were receiving the AP Industry News summary via email from Bureau Chief Dave Pyle. Starting in February, however, New York stopped compiling those items for wire distribution. Instead, it is now available on the new AP Exchange system, a free service offering members Web-based access to the AP report. On AP Exchange, media industry news items will be available immediately, rather than transmitted once a week. If you do not have AP Exchange access yet, **please contact Pyle at dpyle@ap.org or call 800-552-7250** to make arrangements. An AP Exchange account will permit you to access and search industry news, along with all your AP text, photo and graphics services. Until an AP Exchange account is created for you, you can be added to an e-mail list for distribution of media industry news items as soon as they arrive. If you would like to be added to the distribution list, please send your request by e-mail to talkback@ap.org.

Ad Revenue from Money & Markets

Members around the state are beginning to incorporate AP's new stocks and markets service, Money & Markets, into print and Web sites. AP has designed two informational documents to help demonstrate to publishers and advertising departments how Money and Markets in either format can generate ad revenue. If you're interested, email a request to **Dave Pyle dpyle@ap.org** to have the documents emailed as attachments back to you.

Member Shout-Outs

Rick Lubbers has been named sports editor at the **Duluth News Tribune**. **Lubbers**, 37, has worked at a number of newspapers around the region, most in some sports capacity. Those include the **Greenville (Mich.) Daily News**, **St. Cloud Times**, the **Annandale Advocate**, the **Duluth Budgeteer News** and the **Superior (Wis.) Daily Telegram**. Before being named sports editor at the News Tribune, he was night city editor. Lubbers is from the Grand Rapids, Mich., area and a 1992 Central Michigan University graduate. He and his wife Leah live in Poplar, Wis., about 30 miles east of Duluth with their two young children.

The **Star Tribune** of Minneapolis lent a hand in coverage of the girls' state hockey tournament, contributing on-cycle pictures for several games AP was unable to staff. ... When winter finally got serious in late February, AP got great cooperation from a number of members who shared photographs: the **Brainerd Dispatch**, the **Post-Bulletin** of Rochester, **West Central Tribune** of Willmar, **Duluth News Tribune**, **St. Paul Pioneer Press**, **Owatonna People's Press**, **St. Cloud Times**, **Star Tribune**, and **Austin Daily Herald**.

Weather Help

Garfield Elementary students rush through the new fallen snow to their waiting school buses March 1 in Brainerd. (*Brainerd Dispatch*, *Steve Kohls*)



Top Staff Work

St. Paul correspondent **Brian Bakst** was first to report former Senate Majority Leader John Hottinger faced the loss of his law license over misusing a client's money. ... A day after Al Franken entered Minnesota's U.S. Senate race, **Bakst** wrote an analysis pointing out Franken, with his decades of comedy work, thousands of hours of radio commentary and string of partisan books, had a record Republicans were eager to jump on. ... Washington regional **Fred Frommer** wrote about would-be Hmong immigrants ensnared in a post-9/11 crackdown that labeled them "terrorists." ... With Minnesota in a mostly snow-free winter, business writer **Josh Freed** wrote about the forced evolution of the two homegrown companies, Arctic Cat and Polaris that had long dominated the snowmobile industry. ... **Archie Ingersoll** scored an interview with a Wisconsin man who survived a 16-story fall from a Minneapolis hotel. ... With Minnesota considering a statewide smoking ban, **Martiga Lohn** reported on tobacco taxes the state (and many others around the country) expected to lose. ... **Patrick Condon** and **Jim Mone** teamed up for a multimedia package on a pair of western Minnesota sisters working to preserve Norwegian culture. ... Sports writer **Dave Campbell** was one of several baseball writers covering spring training to contribute audio to a project on asap, AP's service for young readers. **Campbell** also contributed to a blog by writers covering the Grapefruit and Cactus leagues.

AP News

Learn more about AP Hosted Online Sports in March 21 conference call

AP Hosted Online Sports is the topic of a conference call March 21. This powerful combination of national sports news and data from the Associated Press and STATS LLC gives your Web site everything your sports fans want and need – stories and photos from AP's sports staff, and in-depth statistics, in-progress scores and historical databases from STATS. It is a hosted service that keeps your branding and can be integrated with local sports content.

That call will be March 21 at 1 PM CST. If you'd like to join the call contact bureau chief **Dave Pyle at (612) 332-2727 or dpyle@ap.org**. We'll also have an open Q/A to answer any questions you have about our online services. Questions: Elanit Friedman (213) 346-3108, efriedman@ap.org or **Dave Pyle at (612) 332-2727 or dpyle@ap.org**

AP Money & Markets helps explain the market's ups and downs to your readers

The recent worldwide stock market gyrations put markets news on Page One and had people checking their favorite Web sites for the latest. Give your readers the best analytic and forward-looking coverage, as well as tools to evaluate their stocks and mutual funds, with AP Money & Markets.

It's modular, so you can use just as much as you want, in any part of your newspaper or Web site. For an overview of the service, join a conference call for members on March 15. That call will be March 15, 1 p.m. CST. If you'd like to join the call contact, **Dave Pyle at (612) 332-2727 or dpyle@ap.org**. He can forward you information about upcoming calls. For general information about the service, and to see detailed descriptions and samples of all the modules the service offers, check out www.ap.org/markets.

Questions: contact Elanit Friedman (213) 346-3108, efriedman@ap.org or **Dave Pyle at (612) 332-2727 or dpyle@ap.org**

Help your readers plan their summer vacations with AP Travel Online

Your readers are thinking about spring travel and summer vacations. Provide the coverage that attracts readers and advertisers with AP Travel Online's expanded coverage of destinations, trends and travel news. Offered as a hosted service or an XML feed, AP Travel Online delivers a comprehensive suite of travel resources. Coming soon are trips to Europe, an amusement park preview package, whitewater rafting and lots more. Travel Online takes a global focus with an emphasis on timely features, columns on subjects from travel with kids to adventure travel appeal to a variety of reader demographics. Other features include a weekly Web-only feature on travel guidebooks called "By the Book" and a Web-only travelogue called "Dispatches" on quirky events around the world.

For more information, contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**, and check out **www.ap.org/newspapers** and click on Online Newspapers.

Best Practices in Online Video Network – lessons from the Chicago Sun-Times

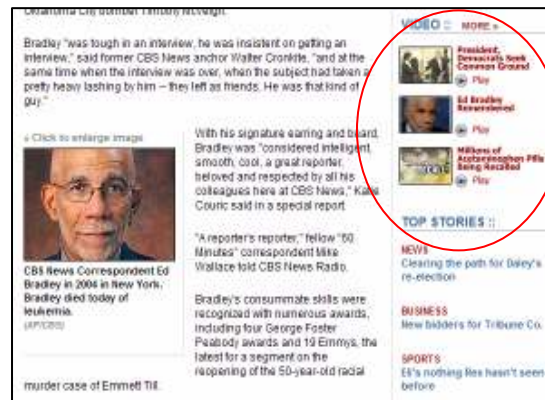
What's the best way to drive traffic to the Online Video Network on your web site? Link to related videos on your individual story pages in addition to on your home page. We've found this to be true across the spectrum of OVN sites, and Microsoft says that's been its experience as well.



The Chicago Sun-Times decided to test this theory and saw an amazing rise in its traffic. Its editorial team stays on top of the email alerts OVN sends out, and added OVN promo tools to virtually every story page on its site. Traffic soared overnight. Month-to-date, the Chicago Sun-Times is leading all OVN participants in streams with almost 7 percent of the network's total streams. Close behind is the Houston Chronicle (www.chron.com). The Sun-Times' spike in traffic can be attributed to the implementation of OVN promo tools on its site, and to redesigning its site with video links in mind. It prominently features OVN promotional tools, as well as several links of the Sun-Time's own creation, above the fold on its homepage, right next to top stories.

Additionally, the Sun-Times placed AP's

scrolling promotional tools on every story page within the site, whether it is an AP story or not. Take a look at this example, a story page on the death of 60 Minutes correspondent Ed Bradley. The Sun-Times links the OVN Video on the story to the story page: Users reading a story are likely interested enough in the topic to want more. When reporting on a story, all you need to do is find the corresponding video to the piece and link it into your story page. A related video adds the much-needed visual dimension to the story. Our statistics show that the majority of streams on different news sites using the OVN come from contextual linking, sometimes as much as 75 percent.



Asap offers free video trial from South By Southwest

For five days in March, the town of Austin, Texas becomes a music mecca. The South By Southwest (SXSW) Music Festival started as a small regional celebration of the local scene and some 25 years later has bloomed into a preeminent showcase of underground (and some above ground) music in the United States.

This year from March 14-18, asap will be there. asap arts and entertainment editor Caryn Brooks, reporter Otis Hart and video reporter Ray Zablocki will be on the scene producing a daily video diary of the action along with daily features that highlight the un-strummed chords that tell the story of SXSW.

Your site can sample asap and specifically our daily video report from SXSW Wednesday, March 14 to Saturday, March 17. To sign up for this free trial, **Dave Pyle at (612) 332-2727 or dpyle@ap.org**.

Here are some links from the 2006 coverage:

- <http://asap.ap.org/stories/447714.s?site=ap>
- <http://asap.ap.org/stories/453150.s?site=ap>
- <http://asap.ap.org/stories/450042.s?site=ap>

Questions: Dwayne Desaulniers, (212) 621-1745, d-desaulniers@ap.org

AP offers School of Search to make the most of AP Exchange's search functionality

One of the highlights of AP Exchange, the new Web-based view of AP content, is its ability to more easily find the content most important to your readers and Web site users. Time-crunched journalists can quickly find the most locally relevant material one time or through automated saved searches that continually scan AP content. Printed help tools are given to every newspaper's site administrator and there is a help button on every user's AP Exchange interface (home page, upper right-hand corner).

In addition, new users are invited to join the AP Exchange "School of Search" at 8 a.m. and 3:30 p.m. CST every Thursday. It's a 30-minute online training session designed to show you tips, tricks and shortcuts for building really efficient searches in AP Exchange and answer any questions. The sessions involve phone discussion as well as a hosted Web demonstration.

Site administrators can participate in similar but more focused training every Monday at 11 a.m. CST.

To participate in either session, RSVP to talkback@ap.org.

Capitalize on the value of your content with AP Photo Revenue Program

The Photo Revenue Program is designed to help members capitalize on the value of your photographic content and to provide you with a new source of revenue. AP Images' sales staff actively market participants' images to a large, non-member customer base.

Key benefits on the program include:

- Additional revenue with no additional work. If your paper participates in the program, photos that you send to the wire will automatically be viewable by thousands of clients on AP Images' Web site and available for licensing.
- Large sales force working on your behalf. AP Images' 50-person domestic sales and research team will actively reach out and sell your photographs to a diverse, non-member client base that includes periodicals, Web sites and book publishers.
- Earning revenue from your photo library. You can submit additional content directly to AP Images (e.g. archival imagery, outtakes, feature stories, etc.) and AP will make it available for clients to license.

Hundreds of AP member newspapers are participating in the Photo Revenue Program, including The Houston Chronicle, The Cleveland Plain Dealer and The Tennessean. Contact AP to find out if you should join them.

For more information: Amanda Bird, abird@ap.org, 212.621.6909 or **Dave Pyle at (612) 332-2727 or dpyle@ap.org**

AP photos capture six prizes in the World Press Photo competition

The Associated Press won six World Press Photo prizes, the most of any news agency overall in this year's annual global award competition. World Press Photo organizers said 4,460 professional photographers from 124 countries entered 78,083 images for the competition. Photographers from a total of 23 countries won awards in the 10 theme categories. For more information about AP's winning entries and a link to the World Press photo gallery, **visit: http://www.ap.org/pages/about/pressreleases/pr_020907b.html**

Special Editions packages

Spring Home and Garden is the theme of Special Editions' March package. Stories include: alternatives to a grass lawn; sorting through the options for backyard playground equipment; and looks at apartment living, spring cleaning, outdoor showers and how to eat decently while redoing your kitchen.

The Special Editions calendar for 2007 is:

April 10 - Mother's and Father's Day

May 2 - Summer Fun/Outdoors

June 5 - Weddings, winter brides

July 10 - Back to School

Aug. 7 - Home and Garden, winter

Sept. 11 - Cars

Oct. 2 - Parenting

Nov. 6 - Holidays

Dec. 4 - Weddings, summer brides