



Photo of the Month

St. Cloud Times Photographer Jason Wachter captured Staff Sgt. Adam Honer holds hands with son Tristan, right, and daughter Kaitlyn, left, as he and his wife Jesse walk to their car after a homecoming ceremony in Woodbury, Minn., on Oct. 16 following the National Guardsman's return from duty in Iraq. He collected \$100 for submitting the top member photograph in October.

Dates to Remember:

- Minnesota Newspaper Association annual convention January 23 – 25, Sheraton Hotel South, Bloomington
 - Minnesota Associated Press Association Board meeting Wednesday, Jan. 23 at 3 p.m. during MNA Convention
- Minnesota Associated Press Association Awards Banquet Friday, June 6, at The Depot Minneapolis

AP Board approves 'Member Choice,' a new AP packaging and pricing plan for 2009

The Associated Press Board of Directors approved a set of resolutions today that will restructure the way AP content is packaged for newspaper members as well as the assessment formula to charge for it. The move represents the most comprehensive change in the way AP content is sold in AP's history. The new plan, called "Member Choice," will make all AP English-language breaking news text available to members. Member Choice is scheduled to take effect Jan. 1, 2009. It affects U.S. newspapers, which are owners of our not-for-profit cooperative. Broadcast and new media customers should also benefit from these changes, although specific programs have not been finalized. Tom Brettingen, AP senior vice president for Global Newspaper Markets, said: "Member Choice offers members more access to news, the tools to identify what they care about most, and the contract terms to use it more broadly. It also comes with a new easy-to-understand pricing structure."

Details of the new pricing and packaging plan are available on AP.org:

http://www.ap.org/pages/about/pressreleases/pr_102507a.html.

Multimedia for state wire stories

AP bureaus around the country have been working to build their multimedia expertise in the last couple of years. Until now, those efforts have been routed through AP's New York Multimedia department, which could only handle a limited amount of content from state bureaus. That limit is gone. Special multimedia folders have been set up on an FTP site for AP members in Minnesota and elsewhere, and we've already begun posting content. The first piece to go up Nov. 8 was a DNR memo detailing safety concerns with the Lake Bronson dam, to help illustrate a state story about Minnesota dam inspections and maintenance.

What should you expect to see? A range of "raw" multimedia that you can use to present information to your readers: legal documents, PDF files, spreadsheets and short audio and video files such as 911 calls, surveillance video or excerpts from interviews. For now, the site will not include higher-level interactives, audio slideshows or edited video stories. Grabbing material from the folder is a snap. AP has set up this Web site to show how: http://onlinenews.ap.org/state_ftp/ The username for the actual FTP site, <ftp://ftp.ap.org>, is `slmmro`, and the password is `51Pr0wm`. You're encouraged to share the site and password with anyone at your paper who handles AP content.

When we have raw multimedia content to offer with a state story, we'll note it in the header of the story. We also plan to alert member editors when the content is available. If you have questions, contact Minnesota news editor Doug Glass, at (800) 552-7250 or dglass@ap.org.

Staff Work

Fred Frommer had a bestseller when he checked into Sen. Norm Coleman's position on federal money for a Woodstock museum. He found that Coleman, though he'd actually been at Woodstock and thought enough of the museum to appear in a video for it, didn't support the money. ... After an off-duty sheriff killed six people in Wisconsin, **Amy Forliti** examined Minnesota's screening process for law enforcers and found that, unlike Wisconsin, the state requires a psychological evaluation. ... Two months after the Minneapolis bridge collapse, **Brian Bakst** had a national story examining the political backbiting over state transportation funding and the rebuilding of the bridge. ... **Martiga Lohn** had an AP Interview with transportation commissioner Carol Molnau. ... **Patrick Condon** wrote a strong state story to go with a national investigation of teachers and sexual misconduct. In researching the project, **Condon** came across a number of districts who had hired teachers without finding out about those teachers' problematic pasts. **Condon** also wrote a follow-up quoting several legislators and administrators saying they would seek changes in state law to require more comprehensive background checks. ... **Lohn** had an AP NewsBreak when she reported that a Minnesota psychiatrist who had taken drug company money was resigning from a panel that advises the state on drugs for low-income Medicaid patients.

Member Shout-outs

The **Duluth News Tribune** contributed photos when the first-ever trial over improper music downloading was held in Duluth. ... The News Tribune also helped AP by contributing photos of a federal prison camp where former Illinois Gov. George Ryan was expected to serve his time in a corruption case. ... and one more nod to the News Tribune for sharing photos of a fatal industrial accident across the border in Superior, Wis. ... A slew of members, too many to name, helped AP file a thorough story on election night Nov. 6 when nearly 100 school districts around the state held levy referenda.

AP News

AP Money & Markets Extra launched Nov. 1

AP Money & Markets Extra formally launched Nov. 1 after a two-month beta and several members are using it every week. It gives readers investing, news, trends and tools geared to weekend newspapers. By the weekend, investors know results. They want to understand performance and learn about trends. With more than 30 visually appealing, analytic modules, Money & Markets Extra can give them the information they want. For most members already taking a stock service, Extra is available at no additional cost.

For examples of the 30 modules and more information about M&M Extra, check out www.ap.org/markets. To join a conference call and Webex to hear about the latest developments, contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**.

For more information, read the latest press release:

http://www.ap.org/pages/about/pressreleases/pr_103007a.html

Sign up now for Campaign Plus demonstrations, and get ready for 2008 elections

Starting in November, we will conduct weekly Webex sessions demonstrating the AP's elections services, highlighting Campaign Plus -- the premium campaign service. You will receive notices from your local bureau chiefs providing the date, time and login information for the sessions.

For more information, please contact Brian Scanlon, Director, Election Services, (212) 621-7978 or bscanlon@ap.org.

Online Video Network helps San Diego Union Tribune cover wildfire story

Covering more than half a million acres, displacing hundreds of thousands of people and destroying thousands of homes, the California wildfires were the biggest story to hit San Diego in a long time. Chris Jennewein, the Union Tribune's Vice President for Internet Operations anticipated the web's news linkages serving as the central reporting hub for this fast breaking story. The Union Tribune immediately expanded local participation with the story by creating a fire blog: "Instead of constantly rewriting a main story, we posted updates on a last-in, first-out basis. This is the only way to cover a rapidly breaking story in text online. Then we dispatched two producers to shoot video. Over five days, the two producers shot nearly 30 clips and uploaded them to OVN. Clips were linked from the fire blog as soon as posted," said Jennewein. Thanks to the workflow implemented by OVN's local content upload capabilities, SignOnSanDiego.com did nearly 1 million streams over that five day period with close to ninety percent of them local stories.

AP wins Online News Association award for Best breaking news coverage



The Associated Press's coverage of the Virginia Tech shootings won the award for best breaking news coverage in the large organizations category of the Online News Association. Other nominees included CNN.com and NYTimes.com.

The link below is to the interactive that was a key part of the entry, as it looked 24 hours into AP's coverage, which was the deadline for the award category. But the award was for the totality of the coverage, so the contributions of dozens of AP writers, editors, photographers and videographers, in addition to the Online and Graphics staffs, were key.

This package was available for all Hosted Custom News and Multimedia Interactive News Report subscribers -- for newspapers large and small -- offering readers a breaking news service better than CNN and New York Times.

AP, Virginia Tech Shootings:

http://hosted.ap.org/specials/interactives/_national/vtech_map/index4.html

Click below for more about the Online News Association awards:

<http://journalists.org/2007conference/>

Holidays, winter and travel ahead! Travel Online offers winter vacation ideas

Readers are thinking about the holidays, ski vacations and cruises to escape winter. Provide the coverage that attracts readers and advertisers with AP Travel Online. You get 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 -- top public-tree lightings around the country, holiday gift guide for travelers, classic Christmas in NYC, Colorado and Alaska ski resorts, St. Martin, 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 weekly web-only features.

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.



AP Exchange offers new features, and training on how to use them better

Many editors have started working with AP Exchange in the past few weeks. As with any new system, a learning curve is necessary and we'd like to help with this as much as possible. Searching for news is one thing, but putting AP Exchange to work for members is what we really hope to be able to do. AP offers online AP Exchange training for your newsroom to teach some of these enhanced features. Additionally, AP Channels are a powerful new source of subject-specific news from the AP. Available only in AP Exchange, AP Channels scour the entire AP report for news on specific topics. It's content beyond what members have ever had access to. The most popular AP Channel is Education.

Editors who have access to this Channel receive all education stories from all AP state wires and English international wires. For education reporters, this Education Channel provides a rich source of news for print and online. Other popular Channels include Kids and Family, Environment, Health, Energy and Crime.

Lastly, there is now a powerful new feature enabled in AP Exchange to help editors find more relevant news faster. Editors can now craft searches using concepts and not just keywords. Searching by concept is a very easy way to zero-in on locally relevant content faster. For example, within seconds you can round up all stories on topics such as award shows to natural disasters to nutrition, green technologies or wireless technology. To get the full details on AP Exchange training or AP Channels, contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**. **For more information on concept searches, click here:** <http://apexchange.ning.com/forum/topic/show?id=584464%3ATopic%3A3021>

Special Editions for November

The Holidays Special Edition moved Nov. 6, and includes stories on how to pick safe toys; why toy kitchens aren't just for girls anymore; thank-you note etiquette; how to budget wisely this holiday season; whether real or fake trees are more eco-friendly; and why people might choose to make charitable contributions anonymously – even though many fundraising groups wish they wouldn't. The final Special Edition of the year is Weddings, moving Dec. 4. Additionally, editors can access Special Editions content in AP Exchange by typing "SPE" into the search field.

The 2008 schedule for Special Editions is:

- January 22: Taxes
- February 5: Home/Garden
- March 4: Pets
- April 1: Mothers/Fathers Day
- May 6: Outdoors
- June 3: Weddings
- July 8: Back to School
- August 5: Home/Garden
- September 9: Cars
- October 7: Crafts/Hobbies
- November 4: Holidays
- December 9: Weddings