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The Suburban Journals of St. Charles County, Mo., broke a story that reverberated around the world about a 13-year-old girl who committed suicide after a friend's mother helped orchestrate a hoax on MySpace. The trial was scheduled to be held in California and the paper was faced with some difficult choices about continuing its excellent coverage.

Enter the AP's Expanded Local Licensing benefit, which allows weekly community newspapers and other niche publications affiliated with an AP member and operating within the paper's circulation footprint to use AP content in their publications.

The St. Charles paper was able to use AP stories and photos throughout the mother's trial on the front page. That gave Steve Pokin, the columnist who broke the story and also attended the trial, the time to focus on writing columns to add to the coverage and provide the community angle readers expected.

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There is no charge for the Journals to use this AP content because the papers are affiliated with the **St. Louis Post-Dispatch**, an AP Member.

Check out the results at: <http://suburbanjournals.stltoday.com/>

“AP ... made our coverage stronger not just with stories and photos, but by giving us time to focus on what readers expect from us, which is something a little different.”

Erin Schultz
Managing Editor
Suburban Journals of St. Charles County, Mo.

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