

## MEMBER CHOICE

AP has overhauled its text services to give newspapers access to a broad database of content unlike anything offered before. You can key in on local companies, hometown heroes, area politicians and other topics important to your readers. In addition to breaking news, Member Choice offers AP analysis, features, sidebars, profiles, sports data and celebrity scoops.



**LOCAL NAMES, NATIONAL NEWS:** President Bush and United States Air Force Academy graduate Michael Riddick, from Aiken, S.C., flex their biceps during a graduation ceremony in Colorado Springs, Colo. The Augusta (Ga.) Daily Chronicle found this photo in AP Exchange using a saved search for the nearby community of "Aiken" and ran it on A1. (AP Photo/Charles Dharapak)

### Benefits

Member Choice gives you access to more locally relevant content and more flexible ways to use it to drive readership and revenues:

- > Access to stories from all AP English-language text wires, without geographic limitations
- > Search tools make it easy to find what's important on topics important to your readers
- > Email alerts and search tools help editors and reporters stay on top of news, spot trends and find background
- > Extended licensing gives you greater flexibility to target niche audiences in print and online
- > Expanded content makes it easier to produce niche publications, weeklies, Web sites and modules

### Essentials

Member Choice text services replace dozens of existing text services giving you:

- > Comprehensive breaking news, which represents about 90 percent of all AP content
- > Enterprise, analysis, profiles and features in news, business, sports, entertainment and lifestyles
- > Access at no additional cost to AP's Money & Markets financial package for print and online, daily and weekends
- > Full access to AP's photo archives if you subscribe to AP PhotoStream
- > AP Exchange, the Web-based view of your AP content, offers tools to find what you need easily
- > Webfeeds, a java application, delivers the added content into your content management system



Atlanta-based retailer Home Depot announced an agreement to buy a chain of Chinese home improvement stores in Beijing. Member Choice helps American newspapers follow local companies internationally. (AP Photo/Elizabeth Dalziel)

## Product Details

New search tools make it easy to identify locally important content that matters to your readers, whether it's from around the corner or around the world. Find breaking headlines about:

- > Local companies, including news at headquarters and locations outside your state or abroad
- > Hometown heroes who have grown up to be professional athletes, musicians, actors
- > Area politicians, any time they get mentioned in any story anywhere



The Morning News in Springdale, Ark., created a niche Web site for Northwest Arkansas bikers, centered on the nation's third-largest annual rally in Fayetteville. AP headlines on Harley Davidson, Sturgis and biker culture keep the content fresh. (AP Photo/The Canadian Press, Dave Chidley)

## Advantages

- > Your AP service draws from a much richer pool of content, giving you more of the stories you want and need
- > AP Exchange helps you find stories you might miss and makes it easy to manage your content database
- > Access to locally relevant stories without geographic limitations helps your reporters spot trends, identify sources and craft sidebars
- > Expand the reach of your busy journalists by helping them put local events in context

## Summary

- > The biggest change in newspaper services in AP's 162 years will help you serve your readers better
- > News is tailored to the interests and needs of local readers. AP's tools give readers information they can't get anywhere else



The Daily News in Minot, N.D., used Member Choice to create a "Nordic News" page to build readership during the town's annual Norsk Høstfest. Its success led to an anchored column of Scandinavian news briefs to serve the local ethnic community who immigrated to the area during the past century and a half. (AP Photo/Klas Stolpe)

**The Associated Press** is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

## Contact Information:

For more information about Member Choice, contact your bureau chief or visit [www.ap.org/choice](http://www.ap.org/choice).