



Photo of the Month

When two police officers were shot and wounded in a standoff with a suspect Dec. 23 near Amboy, Free Press photographer Pat Christman was swift to the scene. He collected \$100 for submitting the top member photograph in December.

Dates to Remember:

- Minnesota Newspaper Association annual convention January 24 – 26, Sheraton Hotel South, Bloomington
 - Minnesota Associated Press Association Board meeting Wednesday, Jan. 24 at 3 p.m. during MNA convention
- Minnesota Associated Press Association News Contest entry deadlines Friday, February 23.
 - See Minnesota AP website for entry forms www.ap.org/minnesota
- Minnesota Associated Press Association Awards Banquet Friday, May 25, at The Depot in Minneapolis

AP Exchange: Sign-ups Underway

Over 5,000 editors and reporters across the country have signed up for AP Exchange accounts and we want to encourage unsigned Minnesota members to get on board, too. AP Exchange is AP's new online editorial tool for members. With an AP Exchange account, you can tap the AP database of news, photos, graphics and video to find content that matters most to your markets. AP Exchange offers greatly improved search functions and a high level of personalization meaning the system will look for news on your behalf. It's like having an editorial assistant! Editors have reported finding news in Exchange that they've not found in their current system. Users also like the ability to see text, photos, graphics and video in one place, have email alerts sent to their desktops, laptops, cell phones and PDAs and have the fixtures they need to see quickly automatically drop into a single location so they don't have to search the wire to find them. Digests, advisories, weekly columns, etc. And AP stories can be edited using plain text or HTML language for quick feeds to Web sites.

AP Exchange is scheduled to replace YourAP in the coming months so we are encouraging members to get set up with Exchange in plenty of time to ensure a smooth transition. For more information on AP Exchange, contact Bureau Chief **Dave Pyle**, dpyle@ap.org, or **612-332-2727**.

Timely Enterprise: AP Centerpiece



Minnesota AP has made a major change in its approach to enterprise. Instead of targeting weekend papers, the bureau's original reporting will be made available to members as soon as it is ready. The stories will be branded as AP Centerpieces, a label that has been attached to some enterprise moving on AP's national wires. As the name suggests, the stories are suitable for anchoring a page, and won't move without accompanying material -- a photo, a graphic, a glance, a summary box, etc. -- that makes for a strong package. More than one Centerpiece may appear on the digest on a single day, but if so, they should be usable in different sections of the paper. One purpose of the change is to ensure members are getting stories that are closer to the news. The first two Centerpieces moved the week of Jan. 8:

one, a sitdown interview with Rep. Keith Ellison that featured photos and video, and the other a light feature on a Minnesota Fantasy Legislature league. Look for more AP Interviews, more stories that advance, explain or analyze a previous day's development, more profiles, and more stories that spring from pursuit of public records. If you have a suggestion for a Centerpiece, direct it to Minnesota News Editor **Doug Glass** (800-552-7250; dglass@ap.org).

Around Minnesota: Filing Change

A filing change has been made to Around Minnesota, a popular daily roundup of news briefs from around the state.

Instead of filing these briefs in a package of briefs, starting in January they are now filed as short separates as soon as each item is ready. The separates carry "Around Minn" in the slugline, so they should be found as easily as before -- easier when using the search functions available through the AP Exchange browser.

Why the change?

To get the news out faster. No more waiting for a critical mass of three or four items to move a package.

To give AP members headlines for all briefs. Online editors and copy editors will no longer have to start from scratch if they wish to post an Around Minnesota item as a separate.

To include contributing members' Web addresses at the bottom of each separate. This isn't currently possible for compilations.

If you have any questions about the change, direct them to **News Editor Doug Glass: (800) 552-7250 or (612) 332-2727, or dglass@ap.org**.

Why Embargoes Matter

When the Minnesota Health Department was ready to issue its annual report on hospital mistakes in January, it gave it to media a day early with one major requirement: no stories were to run before a certain time the next day.

The department set its embargo to allow journalists time to digest the data and do some reporting to give the numbers context. The Associated Press did that and eventually transmitted a story to its members Jan. 16 with this note to editors: "HOLD FOR RELEASE 4 a.m. CST Wednesday. THIS STORY MAY NOT BE POSTED ONLINE, BROADCAST OR PUBLISHED BEFORE 4 a.m. CST."

Despite the note, the embargo was broken by at least one member, which posted the story online seven hours earlier than the time set by the source.

Breaking embargoes is a serious matter. It violates a trust with a source. News organizations that break them risk being shut out from future releases. And it makes it harder for any news organization to obtain embargoed material the next time around.

We ask that you make sure your staffs know and understand the reasons it is critical to honor embargo times.

Top Staff Work

Patrick Condon previewed disgraced ex-Enron CEO Jeffrey Skilling's trip to Minnesota by profiling the low-security Waseca prison that awaited him. ... **Amy Forliti** had a national story on concern in schools and among law enforcement over newly popular realistic-looking pellet guns. ... **Fred Frommer** was first to connect a big ad buy against Mike Hatch late in the governor's race to a Houston homebuilder who helped finance the Swift Boat veterans against Kerry in 2004 ... Business writer **Josh Freed** had a national enterprise piece on big electronics retailers trying to adjust to TV sales competition from big-boxers like Home Depot and Wal-Mart. ... **Steve Karnowski** had a timely Christmas feature on a Minnesotan who didn't let her Iraq duty keep her from Salvation Army bell-ringing (she set up a virtual site for donations). **Brian Bakst, Martiga Lohn** and **Condon** teamed up for a package of five stories previewing the top issues for the '07 Legislature. ... **Condon** was on national wires with a story on Twin Cities Muslims' desire for a prayer room at the airport. Last, **Gregg Aamot**, who wrote a book last year expanding on his coverage of Minnesota's immigrant populations over the last decade, appeared on NBC Nightly News as an expert analyst in their report on the changing face of America's small towns. The NBC report came from Willmar, Aamot's own hometown.

Member Shout-Outs

The **Star Tribune** will soon be under new ownership. The McClatchy Co. struck a deal in late December to sell the paper to Avista Capital Partners for \$530 million. The **Star Tribune** will be Avista's first newspaper property when the deal closes, expected early this year.

AP AT MNA: PHOTOS ONLINE

Still photos and audio have each been strong storytelling devices for years. Newspapers have had picture stories for their readers and radio has brought the sounds of stories to its listeners. Now, the online world allows journalists to combine the power of those mediums in photo-audio presentations that bring readers into the story. The AP's Senior Online Producer, Brian Horton, will give you the basics of gathering sound and combining that sound with pictures using inexpensive tools.

AP News

AP Online Video options expand

AP is launching Phase 2 of the Online Video Network this spring to include local video and advertising. We've made other improvements since last January's launch as well. It's an easy way to add high-quality video to your online news sites and to profit from the growing reader and advertiser interest in video online.

We provide you with a turn-key service that keeps your website's branding. The ad-supported network means members get AP's award-winning coverage at no out-of-pocket cost, in exchange for promoting it.

In addition to the Online Video Network, new video packages are available for a cash subscription to give you more options.

For more information visit www.ap.org/ovn. **Questions: contact Kate Butler: (313) 392-9289, kbutler@ap.org or Dave Pyle: (612) 332-2727, dpyle@ap.org**

Flat fee subscription service offers new way to access AP archive photos

The Flat Fee Photo Archive offers a new pricing approach for AP archival images. Members get unlimited access to millions of AP archival photographs for one price.

Benefits include:

- Unlimited downloads of AP-owned photos 14 days and older with license to use photos in print, both in the member's newspaper and niche publications, and on the member's Web site.
- A predictable, fixed fee that maximizes value and helps manage costs and budgets.
- Access to other premium editorial content including graphics and photos from partners such as Jennifer Graylock, Women's Wear Daily, VII and others. (Note: Photographs from image partners and graphics will continue to be offered on an a la carte basis for \$35 per image or at partner-specific pricing.)



Flat Fee Photo Archive offers members unparalleled access to the millions of images available in the archive. For some members, the flat fee service offers significant savings over what they currently spend on a la carte archival photos.

For more information: Amanda Bird, abird@ap.org, (212)621.6909 or Dave Pyle: (612) 332-2727, dpyle@ap.org

The American Press Association One-day Regional Workshop

The American Press Association's one-day regional workshops focusing on its Newspaper Next initiative will be held at the University of Minnesota Friday, March 23.

Publishers and top executives are encouraged to attend. People also responsible for the following should attend:

- A newspaper company's P&L
- The health and future of the company
- Strategic direction
- Creating new growth
- Developing new products and services, online or print
- Editors who want a new way to discover what readers and non-readers want and need
- Ad directors who want a new way to discover what advertisers and non-advertisers want and need.

Registration Fee: \$195

To register visit, <http://www.americanpressinstitute.org/07/N2Minneapolis/>

Information regarding nearby hotels, logistics and other details are available on the link above.

Questions:

Please e-mail Carol Ann Riordan, ciordan@americanpressinsitute.org.

Please check the Newspaper Next Web site – www.newspapernext.org – for announcements about additional '07 workshops.

Special Editions packages

Two packages of Special Editions are moving in January. One on Love and Romance is available on Jan. 9, and a 13-part series on taxes is available on Jan. 30.

Love and Romance includes:

- The Science of Sexy - To call sexiness an exact science is a stretch, but there IS a formula, says a new book by a fashion designer. It's all about symmetry.
- Exes Remarry - For Pepper and Ron Miller, divorce was the best thing to happen to their marriage. They are among exes who decide to remarry _ a phenomenon not limited to celebrities like Elizabeth Taylor and Eminem.
- Snoring - Snoring can wreak havoc on relationships, causing frustration and resentment among the snorers, who can't help it, and those suffering next to them. The latest on what can be done.
- Newlyweds Q&A - Dealing with in-laws, managing money together, dividing up housework, decorating for two _ a new book from the Web site TheNest.com offers advice to newlyweds.
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- Movies - He may have had you at hello, but the goodbye _ and everything in between _ can make for a much more interesting movie. This Valentine's Day, if you're looking for inspiration in the shelves of your local video store, try one of these unusual suggestions.

Taxes will cover:

- What's New - Telephone customers, energy-savvy homeowners and parents of older teens should pay special attention at tax time. Many changes affecting 2006 tax returns are aimed squarely at you. On balance, the news is good.
- Charitable Deductions - Clean out the attic. Donate the junk to charity. Take a tax deduction? Not so fast. Congress passed new rules for deducting household goods and clothing donations in 2006.
- Kiddie Tax - A nasty surprise for many taxpayers is masquerading under the harmless-sounding moniker "kiddie tax." Beware, it may pack a wallop.
- Energy - Did you install an energy-efficient water heater or furnace in 2006? How about a solar panel, storm door or insulation? You may reap a reward at tax time.
- Medical Deductions - What do doctors' visits, Navajo healing ceremonies and clarinet lessons have in common? All can qualify, under the right circumstances, as tax-deductible medical expenses.

The Special Editions calendar for 2007 is:

- March 6 - Home and Garden, spring
- 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



AP Money & Markets provides fresh approach to business news

The markets bounced back in 2006, prompting renewed interest from readers in their investments, 401k plans and mutual funds holdings. AP provides a fresh way to bring readers and advertisers to your news pages, in print and online, with AP Money & Markets.

It's analytic and forward-looking. It's modular, so you can use just as much as you want, in any part of your newspaper or Web site.

For more information about AP Money & Markets print and online check out www.ap.org/markets. **Questions: contact Kate Butler: (313) 392-9289, kbutler@ap.org or Dave Pyle: (612) 332-2727, dpyle@ap.org**

AP offers online packages for the Oscars and Award Season

The Oscars and award season coverage will be the topic of our January call for subscribers to our online newspaper services. We'll talk about special online packages we're planning and how to use them to drive traffic and build repeat visits. We'll also give an overview of NASCAR and baseball spring training packages that will go live in February.

Our next call will be Jan. 17 at 2:30 Eastern Standard Time (1:30 p.m. CST, 12:30 p.m. MST – 11:30 a.m. PST).

If you'd like to join the call, let your chief of bureau know. He or she can forward you information about upcoming calls. **Questions: contact Kate Butler: (313) 392-9289, kbutler@ap.org or Dave Pyle: (612) 332-2727, dpyle@ap.org**

