



Photo of the Month

The Daily Journal, Fergus Falls Photographer Jeffrey Hage captured Firefighters work to free a donkey that fell into an abandoned well near Underwood, Minnesota, on September 13, 2007. The rescue was successful. He collected \$100 for submitting the top member photograph in September.

Dates to Remember:

- Minnesota Associated Press Association Awards Banquet will be held June 6, 2008 at The Depot Minneapolis

AP staffer marks 40 years with the company

Regional Director of Technology Steve Hilton marked 40 years with the news cooperative on Sept. 3. On Sept. 12, Steve's wife Lynn joined USA Field Service Delivery Director Dan Conrad and a contingent of AP technology and editorial colleagues to celebrate the occasion. Recalling being on duty the night that Martin Luther King was assassinated, Steve told the group he's always felt lucky to feel like a witness to history by working at AP. The Shenandoah, Iowa, native joined AP as an office assistant in Kansas City and held positions in Omaha, St. Louis, Los Angeles and New York on his rise through the AP's communications ranks.



Hilton presented award of achievement by Dan Conrad



Hilton celebrates with wife Lynn

AP staffers study best practices for big-story coverage

Every news organization is challenged from time to time with covering a big story in its territory. In Minnesota in recent years, that's included the Minneapolis bridge collapse, southeast Minnesota flooding, and school shootings in Red Lake and Cold Spring. To share some of the hard lessons learned on the front line of those stories, the AP staffs in Minnesota and Wisconsin held a joint session in September. Amy Forliti, Josh Freed, Scott Bauer, Jim Mone, Morry Gash, Michelle Johnson and news editors Roger Schneider and Doug Glass covered a range of topics including what staffers should have in a go bag; how to overcome technical issues; how to connect with sources; and more.

Staff Work

Shortly after the Minneapolis bridge collapse, the state of Minnesota announced it was hiring the firm of Wiss, Janney, Elstner to investigate the cause. **Brian Bakst** began gathering string about the firm, and when the state finally released its contract, **Bakst** was able to write an in-depth story that showed the firm would be as concerned with shielding the state from lawsuits as with determining the cause. ... **Brian Bakst** also had a national AP Impact with his exclusive report that transportation officials around the country want to see changes in the system used to describe deteriorating bridges, in part because they think it's unduly alarming. ... **Josh Freed** profiled the Minneapolis airport police officer who arrested Idaho Sen. Larry Craig. The story moved nationally as an "In the News." ... **Amy Forliti** was first to obtain a copy of Idaho Sen. Larry Craig's motion to withdraw his guilty plea in his Minneapolis airport arrest. **Forliti** got the document by approaching the attorney who showed up at a court branch to file it, putting AP more than 90 minutes ahead of media relying on the court to distribute the filing by e-mail.

AP News

AP and STATS LLC to Provide New Online Products for 2008 Beijing Olympic Games

AP and STATS LLC, one of the world's leading sports information companies, are launching new products – Summer Games and Summer Games Plus – to help newspapers, broadcasters and Web sites cover the 2008 Beijing Olympic Games. Included in their core service, AP members can receive top stories and photos from Beijing via Summer Games on AP's text wires and on AP's Hosted Web platform, which currently services 750 news organizations worldwide. Summer Games Plus, a premium service which will be available for print, broadcast and/or online use, allows customers to create their own online presentation from feeds or to take advantage of an online hosted platform built and operated by STATS.

Additional information available on AP.org:http://www.ap.org/pages/about/pressreleases/pr_092007a.html

New Immigration Channel in AP Exchange

One of the great features of our new AP Exchange service is the ability for members to receive a much richer AP report tailored to the interests of the communities they serve. Satellite limits how much news we can send, but with AP Exchange, we can ensure that members see the complete AP report including all state wires and English international wires.

To help members make sense of this we've gone a step further and organized all content into 25 topics and our latest topic is Immigration. With the Immigration channel, members will see all immigration stories from the full AP report, offering the most comprehensive coverage of this issue to members and their readers.

For a trial of the new Immigration Channel or to learn more about our other topics, please contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**.

Improved Coverage of Local Companies in AP Exchange

Monitoring the activities of local employers is an important part of members' news coverage and the AP can help with this. AP's new My Local Companies feature in AP Exchange offers members the ability to track news from up to 50 public companies. This premium service may be available to members at no charge, depending on their service level. Members simply type in the tickers of interest and we take care of the rest, offering 24/7 coverage of the companies that matter most to members' communities. The news made available via My Local Companies comes from a specialized team of AP business reporters.

AP Exchange Training

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. Contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org** to book a session or simply sign up for the open sessions every Thursday at 8 am and 3:30 pm CST.

Online Video Network Local Advertising Component

AP's Online Video Network is adding a local advertising component to its growing list of functionality. The local advertising component allows an OVN subscriber who creates and uploads local videos into its player to run pre-roll advertisements enabling them to monetize their local video.

If you have any questions, please contact the OVN Support Department at **866-427-6861** or via email at **ovnsupport@ap.org**.

AP Money & Markets

AP Money & Markets has even more to offer since its launch a year ago. We've added even more online modules, including analytic news modules such as daily centerpiece and Industry Spotlight. In print, we've added Money & Markets Extra with 30 modules geared for weekend use. Check it out at **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**.

Hosted Custom News

With fall sports in full swing, use Hosted Custom News to create football, college hoops and NASCAR special sections with minimal setup work on your part. Hosted Custom News does the work for you, delivering photos, audio, interactives, video and more so your site visitors get complete coverage of the latest breaking news. It is the easiest way to add AP's news in all formats, present online advertising and eliminate the hassle and expense of hosting dynamic news pages. Contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org** for details.

NHL Video

AP member newspapers have the opportunity to show rights-cleared, professional hockey video highlights on their websites through NHL Video Highlights. The video highlights are available through STATS LLC and allow members to include as many or as few highlights as they wish on their websites.

Members can subscribe for the full season to receive highlights from every game from the beginning of the season to the end, including the Stanley Cup Finals. They can also subscribe to receive highlights for a single team throughout season. A weekly package of highlights from around the league also is available.

For pricing information and more details, contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**.

Special Editions for October

This month's Special Edition is the parenting package which moved October 2. This package included a first-hand account by AP staffer Rebecca Boone about the "total elimination diet" she went on when her infant daughter was diagnosed as having extreme food allergies. Boone ate nothing but three foods – turkey, rice and squash – for weeks, before gradually adding other foods, one a week, to see how her baby tolerated them. She tells readers what she went through and what she learned about food allergies.

Other stories in the Parenting Special Edition were looks at whether it is okay to discipline other people's children; how to handle temper tantrums in public; how parents feel about the trend toward full-day kindergarten; the rise of playgroups devoted to common issues or interests; and how parents of grown children are often trying to maintain friendships with their kids' exes.

The Special Editions calendar for the rest of year includes Holidays, moving November 6 and Weddings, moving December 4.

The 2008 Schedule for Special Editions is:

- January: Taxes
- February: Home/Garden
- March: Pets
- April: Mother's/Father's Day
- May: Outdoors
- June: Weddings
- July: Back to School
- August: Home/Garden
- September: Cars
- October: Crafts/Hobbies
- November: Holidays
- December: Weddings