



### Photo of the Month

Mankato Free Press Photographer John Cross captured runners shown near St. Peter, Minn., as they participated in an 85-mile run from Fort Snelling in Minneapolis to Mankato, Minn., on Dec. 26, 2007. The annual run, which commemorates the executions by hanging of 38 Dakota Indians by the U.S. military on Dec. 26, 1862, ended near the site of the hangings. He collected \$100 for submitting the top member photograph in December.

### 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
  - Open to all AP Members attending the MNA Conference.
- Minnesota Associated Press Association Awards Banquet Friday, June 6, at The Depot Minneapolis

### AP CEO Addresses MNA Convention

Tom Curley, president and CEO of The Associated Press, will be the headline speaker at the Minnesota Newspaper Association's luncheon on Friday, Jan. 25. Under Curley's leadership, AP is moving rapidly to capture the growing audience for digital and video news and assure AP's relevance in the changing media world. He'll address the watershed initiatives underway at AP and how they'll help AP members and their weekly newspapers as well.

Curley was named president and CEO of the AP in June 2003. He was previously president and publisher of USA Today. From 1998 he was also senior vice president of the newspaper's owner, Gannett Co., Inc., publisher of 100 daily newspapers in the United States. Under Curley's leadership, USA Today circulation grew to more than 2.3 million copies a day. Curley was the original news staffer on the project that led to the creation of USA Today. He was assigned in 1979 by then-Gannett Chairman Al Neuharth to study the feasibility of a national newspaper. He later worked in every department of the newspaper. In 1986, he became the newspaper's sixth president and in 1991 added the title of publisher.



### State Multimedia

It's been just a few weeks since AP's state bureaus were set up to deliver raw multimedia elements to their members. Since then, Minnesota AP has posted more material -- documents, audio clips and video clips -- than any other state bureau. The most recent was audio from a 911 call in which a Sherburne County dispatcher is heard talking a woman through the delivery of her baby. If your reporters and editors haven't checked out any of this material, please remind them of the site: [ftp.ap.org](http://ftp.ap.org). The username is slmmro, the password is 51PrOwm.

## Staff Work

Sports writer **Jon Krawczynski** had a hand in a fully produced bit of multimedia when he did an on-camera interview with the NFL Offensive Rookie of the Year, Vikings running back Adrian Peterson. ... St. Paul correspondent **Brian Bakst** was ahead of the New York Times with his report on loopholes in a new ethics law that was supposed to keep lawmakers from being honored by lobbyists at the national political conventions. ... **Fred Frommer** was first to report the Justice Department had named an acting U.S. attorney in Minnesota to replace outgoing Rachel Paulose.

## AP News

### AP Elections 2008

For the first time since 1928, in 2008 neither a sitting President nor Vice President will be a candidate for nomination to the Presidency. Both parties have open races. The states have added excitement by turning the election calendar on its head, setting up the largest election event outside of a general election that the AP has ever covered on Feb. 5. Take advantage of our presidential primary packages, our new Web service--Campaign Plus, and our full compliment of online and print products for this historic election season.

For more information contact **Dave Pyle** at (612) 332-2727 or [dpyle@ap.org](mailto:dpyle@ap.org).

### Online Video Network – Local Video Option

AP brings you a powerful new tool to help you present and profit from your local video. You can present your own content alongside AP video in your Online Video Network Player, and sell pre-roll spots to your local advertisers. OVN Local is one of the easiest ways for you to get your footage online and earning new revenue.

For more information contact **Dave Pyle** at (612) 332-2727 or [dpyle@ap.org](mailto:dpyle@ap.org).



### Online tools for tracking winter weather



With winter storms sweeping the country, the Associated Press offers services to make your Web site the destination for weather updates. Hosted Custom News offers a Severe Weather section, with latest weather stories, interactives, photo galleries and a zip-code based weather forecast search tool.

AP also offers OPENS, the Organizations, Places and Events Notification System, which gives you the tools to collect and distribute information without missing a beat. It keeps up with the rapidly changing school closings and event cancellations without diverting your resources from news coverage. Site visitors can access real-time closing and event information automatically through the OPENS Web interface.

For more information about either service, contact **Dave Pyle** at (612) 332-2727 or [dpyle@ap.org](mailto:dpyle@ap.org).

### MTV recruits 51 youths to cover 2008 elections on video; Associated Press will help distribute

MTV, part of the media conglomerate Viacom Inc., has recruited 51 youths to cover the 2008 elections throughout the country with weekly reports that will include short videos, blogs and animation. The reports will be distributed through Think.MTV.com, an issue-based political and community Web site run by MTV; to mobile devices through a soon-to-be launched service called MTV Mobile; and through The Associated Press' Online Video Network, a video news service that is hosted by more than 1,800 Web sites.

The arrangement announced is part of MTV's "Choose or Lose" political awareness campaign and was funded partly by a grant from the John S. and James L. Knight Foundation, a private journalism foundation based in Miami. The participants in the program will be equipped with laptop computers, cell phones and video cameras and tasked with finding political stories that will particularly resonate with young people. Participants in the "Street Team '08" project have profiles on Think.MTV.com. MTV recruited one member from every state as well as Washington, D.C.

Read the complete press releases on AP's corporate Web site at:

[http://www.ap.org/pages/about/whatsnew/wn\\_122007a.html](http://www.ap.org/pages/about/whatsnew/wn_122007a.html) and

<http://www.ap.org/pages/about/whatsnew/documents/pressreleasestreetteam2008.pdf>

## AP Money & Markets EXTRA

AP Money & Markets Extra gives your readers investing news, trends and tools geared to weekend newspapers. By the weekend, investors know what the market did during the week. They want to understand performance and learn about trends. With more than 30 visually appealing, analytic modules, you can give them the information they want. For most members already taking a stock service, Money & Markets Extra is available at no extra cost.

For examples of the 30 modules and more information about M&M Extra, check out [www.ap.org/markets](http://www.ap.org/markets).

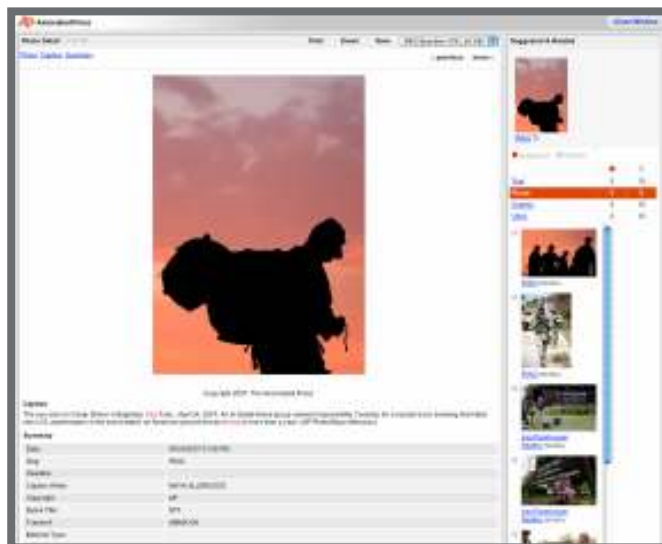
To join a conference call and Webex to hear about the latest developments, contact **Dave Pyle at (612) 332-2727 or [dpyle@ap.org](mailto:dpyle@ap.org)**.

## 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, there is a learning curve and we'd like to help with this as much as possible. To get the most out of AP Exchange, AP offers online 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.

For information please contact **Dave Pyle at (612) 332-2727 or [dpyle@ap.org](mailto:dpyle@ap.org)** or email us at [talkback@ap.org](mailto:talkback@ap.org).



## Special Editions for January

The "Taxes" Special Edition will move Tuesday, Jan. 15. The package, accompanied by graphics, will look at what's new this year for tax-filers, with special stories on mortgages, education, energy, the "kiddie tax", charitable deductions and more. Glances and checklists include heads-ups on late changes and sources for free help. All stories are by Washington writer Eileen Putman.

Other Special Editions in the year ahead:

- Feb. 5 – Home/Garden
- March 4 – Pets
- April 1 – Boomers
- May 6 – Outdoors
- June 3 – Weddings
- July 8 – Back to School
- Aug. 5 – Teens & Tweens
- Sep. 9 – Cars
- Oct. 7 – Crafts/Hobbies
- Nov. 4 – Holidays
- Dec. 9 – Weddings