



Photo of the Month

Star Tribune Photographer Richard Tsong-Taatarii captured a victim of the Minneapolis bridge collapse awaits help from a policeman August 1, 2007. He collected \$100 for submitting the top member photograph in August.

Dates to Remember:

- Minnesota Newspaper Association dailies meetings Sept. 13-14, 2007, West Central Tribune, Willmar
- Associated Press Job Fair: Oct. 13, Great Hall, Coffman Union, University of Minnesota
- Minnesota Associated Press Association Awards Banquet will be held June 6, 2008 at The Depot Minneapolis



AP/MNA Jobs Fair October 13, 2007



For information visit www.ap.org/minnesota
Registration Due: Friday October 5

Jobs Fair: Get Registered!

There's still time to register for the 11th annual print & online journalism jobs fair sponsored by the Minnesota AP Association and the Minnesota Newspaper Association. Sign up by Friday, Oct. 5. The jobs fair is Saturday, Oct. 13, from 8:30 a.m. to 3 p.m. at the Great Hall in Coffman Union on the University of Minnesota campus in Minneapolis. Registration materials are available on the Minnesota AP Web site: www.ap.org/minnesota. You can fax the registration form to 612-342-5299 or e-mail to qshepherd@ap.org. The \$20 per person registration fee includes coffee and pastries (8:30-9 a.m.), lunch and recruiting table fees. This year's lunch speaker is John Bodette, executive editor of The St. Cloud Times. John will leave students confident that despite the upheaval in our industry, journalism is a great career still very much worth pursuing. Doors will open at 7:30 a.m. to give recruiters time to get set up.

AP Exchange & Niche Publications

A number of Minnesota members have yet to sign up for AP's new Web-based content delivery platform, AP Exchange. And of those who have, few have taken advantage of the specialized Channels that deliver news from all 50 state reports and every English language AP service around the globe. These Channels can be excellent sources of content for niche publications. Travel, health, etc. For members at the Limited DataStream level of service and higher, there is no charge for the first Channel. Remember: AP Exchange replaces YourAP, which is slated to be discontinued later this year.

Visit the Channels demo site at www.apexchange.com (username: **channeldemo**; password: **exchange**). To learn more about AP Channels contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**

Member Shout-Outs

The Minneapolis bridge collapse and the catastrophic flooding in southeast Minnesota in August demonstrated anew the value of the news cooperative. The **Star Tribune**, the **St. Paul Pioneer Press** and the **Minnesota Daily** all generously shared photographs from the bridge collapse scene over several days, including more than 100 from the **Star Tribune** and more than 50 from the **Pioneer Press**. Special mention goes to **St. Cloud Times** reporter **Dave Aeikens**, who rushed to the bureau from the Twins game the evening of Aug. 1 and pitched in to answer phones. Later in August, several members made valuable contributions to flood coverage, including the **Winona Daily News**, the **Post-Bulletin of Rochester**, and the **Pioneer Press**.

The **Fergus Falls Daily Journal** has hired **Jeffrey Hage** to lead the publication's news staff as its new managing editor. **Hage** will oversee all of the newspaper's reporting, photography and page design, as well as its website, www.fergusfallsjournal.com. **Hage** was most recently a reporter at the **Chippewa Herald** in Chippewa Falls, Wis., where he worked for eight years. At the **Herald** **Hage** was an award-winning writer and photographer. The paper has twice been named Wisconsin's best small daily by the Wisconsin Newspaper Association.

Randy Chapman will be the new publisher of the **Post-Bulletin of Rochester**. **Chapman** will assume his new duties at the Rochester newspaper Sept. 24. He had been senior development officer at the University of St. Francis in Joliet, Ill. Before that, he was publisher of the **Herald News** in Joliet, Ill., a suburban Chicago daily.

Staff Work

The bridge collapse was a major test for AP. In addition to comprehensive spot coverage, the staff responded with a number of scoops and exclusives. **Brian Bakst** obtained e-mails between top Pawlenty administration officials following the collapse and wrote a story portraying a businesslike response. **Martiga Lohn** was first with a timely profile of **Carol Molnau**, the lieutenant governor/transportation commissioner feeling heat. **Bakst** broke the news that Pawlenty was reversing his long-held position on a gas tax increase. **Bakst** and **Lohn** turned a story within minutes when the city of Minneapolis finally released 911 tapes, which were made widely available to members via AP's Broadcast News Center in Washington. **Chris Williams** was first with news of tension between Minneapolis and county officials over the re-opening of a pedestrian bridge near the collapse site. **Pat Condon** wrote a national Sunday piece that painted a grim picture of the ongoing search for victims. **Condon** also had a touching interview with the wife of a construction worker presumed dead in the collapse, describing her fear that he would be the last one found (he was).

Lohn was an honorable mention in AP's national Beat of the Week contest with an exhaustively reported story on possible conflicts of interest for Minnesota doctors serving on a Medicaid drug formulary committee.

Madison correspondent **Scott Bauer**, summoned to help coverage the flooding, was first to report on a Stockton couple who rode on their home's roof about 1,000 yards before it came to rest on some railroad tracks. **Bauer** was first turned away from Stockton by the National Guard, then got in later by trailing the governor's motorcade.

AP News

Campaign Plus offers 2008 campaign coverage for the Web

The Associated Press is offering coverage of the presidential and congressional elections to members and customers looking to complement their political Web sites. Starting this summer, those who subscribe to a premium service, Campaign Plus, will receive distinctive stories, interactive graphics, photos and video on the 2008 campaign that go far beyond the standard fare.

For more information: Brian Scanlon, (212) 621-7978 or bscanlon@ap.org or contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**

AP and NBC Universal Join Forces on Distribution of Beijing Olympics Content

The Associated Press has reached an agreement with NBC Sports and NBC Olympics to be the exclusive news agency for the distribution of select, NBC-produced text content and video links related to the 2008 Olympic Games through a premium online product produced by the AP.

AP Money & Markets Extra

AP Money & Markets Extra launches the weekend of September 15-16. It gives your readers investing, news, trends and tools geared to weekend newspapers. By the weekend, investors know results. 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 examples of the 30 modules and more information about M&M Extra, check out www.ap.org/markets.

Details available on AP.org: http://www.ap.org/pages/about/pressreleases/pr_082107a.html

AP and MTV Release Study of Young People and Happiness

The Associated Press and MTV have released the findings of an in-depth, seven-month study into happiness and young people: how happy they are, what makes them happy and what they're doing to ensure future happiness. Overall, the study shows that young people (13-24) today are generally very happy, optimistic about the future and have goals in place to achieve a happier tomorrow.

A copy of the full MTV/AP poll is available from the MTV Web site:
http://www.mtv.com/thinkmtv/about/pdfs/APMTV_happinesspoll.pdf.

Information about how the poll was conducted available on AP.org:
http://www.ap.org/pages/about/pressreleases/wn_082007a.html.

AP Page-Ready NFL 2008 offers time savings for your news room

We're now taking orders for one of our most cost effective and valuable services - Page Ready NFL. This service allows your production team to quickly download ready-to-publish NFL agate and drop into a layout. It's a real time saver and offers an attractive agate package readers and advertisers will love. The agate is filed through the week, not just on post-game days. Advertisers love this frequency. The service offers standings, scores, boxes, leaders and more.

AP's Page Ready services remove the burden of this work from your staff and offer a page ready agate package that you can publish as is, or stylize further if you wish. AP Page Ready saves time, saves money and is a source of advertising revenue.

For more information: Dwayne Desaulniers, (212) 621-1745, ddesaulniers@ap.org or contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**.



The image shows a screenshot of an AP Page-Ready NFL agate package. It is a dense grid of text and numbers, organized into columns and rows. The top section appears to be a table of standings or scores, with columns for team names, records, and other statistics. Below that, there are sections for individual player performance, likely including names, positions, and various stats. The layout is typical of a sports page ready for publication, with a clear structure for easy integration into a newsroom layout.

AP Exchange training every Thursday

Now is the time to contact AP to book training on AP Exchange for your newsroom. Simply email talkback@ap.org to book a 60-minute online training session. This session will provide editors and reporters with all they need to know to become AP Exchange experts. They'll be able to search for locally relevant news in the new AP database and build custom feeds that will deliver relevant news in less time. As well, don't forget our regularly scheduled School of Search online training which takes place every Thursday at 8 a.m. and 3:30 p.m. CST. RSVP for these sessions at talkback@ap.org. Questions: Dwayne Desaulniers, (212) 621-1745, ddesaulniers@ap.org

AP Channels

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. To learn more about AP Channels in AP Exchange, contact **Dave Pyle at (612) 332-2727 or dpyle@ap.org**.

Special Editions for September

Next up is the Cars Special Edition, moving September 11. The package includes the annual New Model Roundup, a comprehensive, carmaker-by-carmaker look at what's new in 2008. Written by Ann M. Job, the roundup will run in three takes, more than 8,000 words, accompanied by numerous photos. In addition, the Cars Special Edition will contain five feature stories moving on the advance wire:

- Cars that Won't Quit: a look at a million-mile Saab and other "Road Warriors," with tips on how to make your car run longer.
- Color Trends: Silver's still the one, along with "incandescents" – shades that look different in different lights. Forecasts for the near future.
- Crossovers: Consumers who think cars are too small and SUVs too inefficient are increasingly turning to these, and carmakers are banking on them.
- 'Check Engine Light': It's just a little amber lamp in the dashboard, carrying an unnerving message. Unraveling the mystery of the enigmatic little lamp.
- Smart Cars: Less than 9 feet long, about 5 feet wide, and equally high, the Smart car is likely to be the smallest, cheapest thing on four wheels when it hits the U.S. market in early 2008. It's produced in France by the Mercedes Car Group. But will Americans buy it?

The Special Editions calendar for the rest of the year:

- Oct 2 - Parenting
- Nov 6 – Holidays
- Dec 4 - Weddings, summer brides

Minneapolis Bridge Collapse

Arriving in his hometown of Minneapolis the morning after the bridge collapse, Adam Pemble of APTN/New York began working his sources and crowds at the scene. Within an hour, he had obtained exclusive and compelling home video of the aftermath, including smoke and cars on fire, and interviewed the citizen shooter as well. The full video ran on APTN Direct, was rated an "exclusive" by the European Broadcasting Union and was the second highest-clicked video on the bridge collapse for OVN.

Here are two links to it:

- <http://video.ap.org/v/Legacy.aspx?g=a6aab98a-d729-476c-beda-a409f3563bd2&f=&fg=copy>
- <http://video.ap.org/v/Legacy.aspx?g=26800236-e066-43b7-9cb5-056ab9a49c6b&f=&fg=copy>



Pemble was just one of numerous staffers who helped obtain crucial images from members of the public that added greatly to AP's ability to tell the story of the disaster. In all, the AP acquired 89 still images and about 16 minutes of video, much of which proved exclusive. Many of the images landed on the pages of Web sites the night of the collapse as well as throughout the next 24 to 36 hours.

Other staffers who played key roles:

- Minneapolis CoB Dave Pyle obtained photos from a man who walked into the bureau off the street;
- Lauren McCullough, multimedia producer on the National Desk, coordinated with NowPublic and scoured Facebook and other Internet sites for several photos acquired by AP;
- National photo sports editor Denis Paquin happened upon images from a citizen at the scene;
- Adam Geller, a national writer on assignment from New York, obtained two close-ups of the wreckage;
- Greg Payan of AP Images found valuable images online;
- Jim Collins, Liz Schultz and Bethany Nevin, the New York photo editing team on duty the night of the bridge collapse, contacted the citizen shooters to get rights to their pictures and then distributed the material.

The team effort is a great example of the kind of reaching out to the public that AP staff will increasingly be called on to do in the midst of big breaking news stories. More and more, this kind of material is going to be available - and some of the best images will be in the hands of amateurs, not professionals.