



Photo of the Month

Duluth News Tribune photographer Bob King captured Comet McNaught as it streaked over Spirit Mountain ski slope on Jan. 9. He collected \$100 for submitting the top member photograph in January.

Dates to Remember:

- 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
- Associated Press Job Fair: October 13 at Great Hall, Coffman Union, University of Minnesota

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Call Chief Bureau Dave Pyle @ 612-332-2727 or e-mail: dpyle@ap.org

AP Offers School of Search: AP Exchange Made Easy!

One of the highlights of AP Exchange, the new Web-based view of AP content, is its ability to more easily find the content most important to your readers and Web site users. Time-crunched journalists can quickly find the most locally relevant material one time or through automated saved searches that continually scan AP content.

Printed help tools are given to every newspaper's site administrator and there is a help button on every user's AP Exchange interface (home page, upper right-hand corner).

In addition, new users are invited to join the AP Exchange "School of Search" at 8 a.m. and 3:30 p.m. central every Thursday. It's a 30-minute online training session designed to show you tips, tricks and shortcuts for building really efficient searches in AP Exchange and answer any questions. The sessions involve phone discussion as well as a hosted Web demonstration.

Site administrators can participate in similar but more focused training every Monday at 11 a.m. Central.

To participate in either session, RSVP to talkback@ap.org.

Member Shout-Outs

The **Star Tribune** earned an Instant Citation for news and photos by on-cycle sharing a story and photos when the state's top two boxers squared off on Jan. 12.

The **Post-Bulletin** was nominated for a somewhat unusual Instant Citation for photos for going beyond the call when Canadian Press requested a picture of the Canadian team during the 1982 World Junior Hockey Championships in Rochester. Photo Editor **Germaine Neumann** scoured files filled with old photo negatives, found nothing but called a retired sports editor to determine why there was no photo coverage. Finally, **Neumann** and AP concluded the 1982 event took place in Rochester, N.Y. -- not Minnesota. Though the search was fruitless in Minnesota, **Germaine's** efforts were undertaken in a spirit of cooperation that is typical for the **Post-Bulletin**.

The **Free Press** in Mankato won an Instant Citation for news for its outstanding cooperation when two police officers were shot during a domestic dispute near Amboy on Dec. 23. A **Free Press** staffer quickly alerted AP to the incident as it began to unfold and then updated the Minneapolis bureau the rest of the evening. The newspaper shared its own story as soon as it was ready, which was critical move because local authorities weren't returning phone calls. The prompt sharing helped AP deliver the latest news to the rest of AP members ahead of 10 o'clock newscasts that night.

Top Staff Work

St. Paul correspondent **Brian Bakst** combed through more than 1,000 pages of campaign finance documents to report on record spending by candidates in Minnesota's gubernatorial campaign. **Bakst** also filed a second-day story reporting that interest groups had pumped more money into the race than ever before. It was a month of document-diving for **Bakst**, who also dug into the fine print of Gov. Tim Pawlenty's proposed budget for a story on the raft of fee increases and other changes that would directly affect Minnesotans. ... **Bakst** also broke the news that Pawlenty's budget included a nearly \$9 million tax break for an unnamed big company. **Bakst** told readers it was Thomson West, a legal publishing and software giant with a big Minnesota presence. ... After President Bush proposed shifting the health insurance tax deduction from employers to workers, Business Writer **Josh Freed** took an analytical look at the proposal for a national story. ... With lawmakers proposing ways to insure more Minnesotans, **Martiga Lohn** reported that thousands of people in the state and millions nationally already qualify for insurance. They either don't know it or become ensnared in complicated applications, **Lohn** wrote. ... Sports writers **Jon Krawczynski** and **Dave Campbell** caught up with energetic new Gophers football coach Tim Brewster for an early-morning interview. The headline: Brewster said he wanted to stop scheduling nonconference cupcakes. ... Washington regional **Fred Frommer** was first to report that potential Senate candidate Al Franken had asked a University of Minnesota professor to put together a "Minnesota team Franken" to help with issues research.

AP News

Channels: Global Searching AP Content

As newspapers develop editorial themes or focus more on local issues and topics, AP Channels can help. New from AP, Channels offer a rich feed of AP news in any one of 21 news verticals. It could be Education, Kids & Family, Energy, Agriculture or Environment. Each AP Channel delivers all the news in each vertical that moves on AP's 50 state wires and every English language international wire. No newsroom wants more copy, but more copy sliced to serve the editorial interests of the paper and its Web site makes a difference. It's an unprecedented level of access designed to give members news they need. AP Channels are made possible by the combination of the new, powerful AP Exchange service which enables construction of these custom feeds based on topic. And because delivery is through AP Exchange, the technical limitations of satellite delivery are gone as well. Most members are eligible for one Channel at no additional charge. Here's the latest list of available

Channels:

Agriculture, Aerospace, Alcohol, Automotive, Kids & Family, Crime, Defense, Education, Energy, Environment, Financial Services, Gaming, Labor, legal, Legislative, Obituary, Tobacco, Transportation, Travel, Religion, Security.

A Health Channel should be available very soon and others will roll out in coming weeks and months.

Questions: Contact Bureau Chief Dave Pyle at (612) 332-2727 or dpyle@ap.org.

Online Newspaper Services at New Web Site Page

We've created a page devoted to AP's Online Newspaper services at www.ap.org/newspapers. Find out about online services, see links to sites using the services, and find links and contact information to the Online Newspaper team.

AP's MoneyWire to Launch New Offerings in March

You will notice a fresher look to MoneyWire as in March. The new MoneyWire will offer nine charts on key market indicators, the performance of 10 most active stocks, and a stock look-up box in a concise, attractive package.

The stock look-up function will be phased out in July.

MoneyWire is one of several online financial data services AP offers, including AP Money & Markets and AP Financial Tools. For many subscribers, Money & Markets for print and online is available for no added fee. For some, it may require a small upgrade fee.

For more information contact Dave Pyle: (612) 332-2727, dpyle@ap.org, or check out www.ap.org/markets.



Online Packages Available for the Oscars



How to drive readers online with our expanded Oscars online package will be the topic of a conference call for members. We will talk about our online content available and how to use it to drive traffic and build repeat visits. We'll also have an open question and answer session to answer any questions you have about our online services.

That call will be Feb. 20 at 1 p.m. CST. 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 Elanit Friedman (213-346-3108) efriedman@ap.org, or Dave Pyle: (612) 332-2727, dpyle@ap.org**

Plan Now for Elections, Both This Year and in 2008

With all the campaign attention focused on the race for the White House next year and voter fatigue from last year's contested battle for Congress, it could be easy to overlook the elections in 2007 that start this month. The races for governor in Kentucky, Mississippi and Louisiana have already started to heat up. These contests will be closely watched to gauge the mood of the country as we head into 2008. In February, we have elections in New York for state senate in district 7 and city council races in districts 40 and 51; in Wisconsin, there is a primary contest for the state supreme court; in Louisiana, there is an open primary for the state house district 1 seat; and, in Chicago, we have municipal primaries, including the mayoral, county clerk, treasurer and alderman races.

All of this will be taking place at a dramatic time in American politics. According to the New York Times, Gov. Charlie Crist of Florida announced plans to abandon the touch-screen voting machines and adopt a system of casting paper ballots counted by scanning machines in time for the 2008 presidential election. Other states also will make adjustments to their voting equipment and procedures in preparation for what promises to be a contentious presidential election year. The AP will cover all of these races and results will be available in satellite, XML, FTP and hosted formats. We will also track all the changes in voting procedures and equipments in all 50 states and the District of Columbia as we prepare for the 2008 presidential election cycle. If you have an election approaching this year, talk to your bureau chief about your service needs. We will keep you updated as we prepare for 2008.

State News Online Keeps Your Web Site Local and Fresh

AP State News Online gives your Web site the full range of AP's state news reports: politics, legislative and government news, business, sports, features and more. With State News Online, breaking news from your state appears as it happens, and is updated quickly and accurately 24/7. Headline packages with up to 10 top items linked to a state's top stories are updated six times an hour to provide readers with the most up-to-date news at a glance.

For more information, ask Dave Pyle: (612) 332-2727, dpyle@ap.org and see www.ap.org/newspapers.

Special Editions packages

The 13-part Special Edition on Taxes moved Jan. 30, with information on the latest developments in the tax code and tips for tax filers. Topics included new rules on charitable deductions and the "kiddie tax," and trends in refund loans, e-filing, medical and energy-saving deductions, audit rates and more.

The consumer-friendly package included a checklist of documents you need to gather when filing tax returns, and where to find free tax-filing help. The package was written by Washington writer Eileen Putman, and was accompanied by four graphics. Next up for Special Editions is Spring Home and Garden.

Stories include: alternatives to a grass lawn; sorting through the options for backyard playground equipment; and looks at apartment living, spring cleaning and how to eat decently while redoing your kitchen.

That package will move on March 6.

The Special Editions calendar for 2007 is:

- 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