

## Photo of the Month



Mesabi Daily News Photographer Mark Sauer captured Curtis Tveiten of Eveleth, Minn., performs a spin in the air above a ramp at a local skateboard park on July 9. He collected \$100 for submitting the top member photograph in May.

## Check out a Bridge Collapse photo slideshow on [www.ap.org/minnesota](http://www.ap.org/minnesota)



A sign and a flag are tied to the Stone Arch pedestrian bridge Tuesday, Aug. 7, 2007 near a public memorial set up on top of the hill in Gold Medal Park in Minneapolis, Minn. for the victims of last week's interstate 35W collapse. The top of the hill in Gold Medal Park offers a partially blocked view of the collapsed bridge. (AP Photo/M. Spencer Green)

### 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



### STAFF NEWS

Prize-winning AP photographer Ann Heisenfelt, a Bemidji native, resigned in July to relocate to New Orleans, where she had been part of AP's Hurricane Katrina team. Ann's assignments for AP covered the gamut, from Super Bowls and Final Fours to presidential visits and forest fires. Many member photographers were the recipients of Ann's efforts to send them tearsheets and a note of thanks when their images were won play in newspapers around the state and nation. Ann was administrative assistant in the Minneapolis bureau until 1991. In subsequent years she had frequent freelance photo assignments with AP until she rejoined the news cooperative as a staff photographer in 2001.



# AP/MNA Jobs Fair

# October 13, 2007

Information coming soon...<http://www.ap.org/minnesota>



## Member Shout-Outs

The collapse of the Interstate 35W bridge in Minneapolis was a tremendous challenge for news organizations -- and a chance for several to demonstrate their commitment to the AP cooperative. **The Star Tribune**, the **St. Paul Pioneer Press**, and **The Minnesota Daily** were among the outlets that swiftly transmitted pictures the night of the catastrophe. All three shared liberally over the ensuing days, with the **Star Tribune** contributing more than 100 pictures to the state and national report. **The St. Cloud Times** was also among those members receiving Instant Citation nominations for helping AP cover the bridge collapse. Times reporter/editor **Dave Aeikens** headed for the bureau from the Twins game and jumped into the action by helping AP staff cope with an overwhelming volume of phone calls as the bridge story unfolded.

## Staff Work

The I-35W bridge fell at 6:05 p.m. on a weekday, a time when the Minneapolis bureau usually has only two staffers present. One of them, **Amy Forliti**, swiftly sent reporters to the scene and notified **Chief of Bureau Dave Pyle**, who rushed in to direct coverage and coordinate the out-of-state resources that AP mobilized -- a group that included dedicated teams for photos, broadcast, television and multimedia needs. Over the next several days, AP filed a broad and deep report. The coverage included profiles of the missing and the dead; examinations of possible defects in the bridge; an analysis of why so few people were killed in such a catastrophe; a national interactive that allowed AP members to check for structurally deficient bridges in their coverage areas; stories about the looming struggle over the design of a new bridge; and much, much more.

## Minnesota AP Web site update

Minnesota AP members can look forward to a new and improved MNAP web site. Information is often updated weekly if not daily. If you have any suggestions feel free to email Quierston Shepherd at [qshepherd@ap.org](mailto:qshepherd@ap.org).

## AP News

### AP Money & Markets offers free online services to AP Stocks Express customers

Members who subscribe to AP's markets service Stocks Express now have the option of using Money & Markets Online Basic at no additional cost. Online Basic is a rich online financial data service with markets, economy and company news updated throughout the day. Easy-to-use tools, including stock and mutual fund quote look-up boxes, give readers a quick way to check their favorite stocks. Increase traffic, repeat visits and visit duration to your newspaper Web site.

Online Basic also offers advertising and sponsorship opportunities geared toward an attractive demographic.

For more information about AP Money & Markets print and online, check out [www.ap.org/markets](http://www.ap.org/markets), or contact **Dave Pyle** at (612) 332-2727 or [dpyle@ap.org](mailto:dpyle@ap.org).

### AP offers high-quality photo assignments for your newspaper

A phone call to AP Images gets you access to some of the most experienced freelance photographers in the world who will create custom imagery to fit your assignment needs.

AP offers:

- Fast and flexible scheduling of shoots – AP will schedule a photographer to meet your needs, drawing on our selective network of quality freelance photographers in all 50 states and in more than 240 countries worldwide.
- Experienced photo assignments team – AP's Photo Assignments Team works behind the scenes to organize, manage and monitor the assignment from beginning to end.
- Competitive pricing – AP offers competitive pricing on all photo assignments.

For more information or to schedule a photo assignment, contact the **AP Images Assignments Team** at (212) 621-1980 or [assignments@ap.org](mailto:assignments@ap.org).



### Check out Online Newspaper services at new Web site

For information about AP's online newspaper services, check out [www.ap.org/newspapers](http://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.

## Get a sneak preview of the Newseum with APME this fall

Join print, online and photo editors from around the country for the annual conference of the Associated Press Managing Editors and AP Photo Managers Oct. 3-6.

Get a sneak peek at the Freedom Forum's brand new Newseum – free, no less – two weeks before it opens as part of APME's first conference in the nation's capital.

To register for the conference go to:

<https://www.123signup.com/register?id=qkknd>

Or to learn more go to: <https://www.123signup.com/event?id=qkknd>

To take advantage of APME's discounted rate at the JW Marriott go

<http://marriott.com/property/propertypage/wasjw?groupId=apmapma&app=resvlink>



APME leaders on a hard-hat tour of the new Newseum

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

For more information: **Dwayne Desaulniers**, (212) 621-1745, [ddesaulniers@ap.org](mailto:ddesaulniers@ap.org)

## Newspapers begin using next generation Online Video Network

The next generation of Online Video Network is rolling out at newspapers around the country, offering the opportunity to include local video and local advertising.

The St. Petersburg Times/Tampa Bay is using AP's local video service: <http://www.tampabay.com/>

The San Diego Union Tribune is one of the early adopters of both local video with local ads:

<http://video.syndication.msn.com/v/Legacy.aspx?partner=en-ap&g=80bea902-abce-492e-a1e4f6e544e58a37&f=CADIU>

The online player beta test is set to launch soon, supporting playback of videos, AP's or local, right on the local Web site instead of in the destination/pop-up player. With time spent on site being such a critical measuring stick for our members' Web sites, we expect this new version of the player to be a crowd pleaser and we're signing up testers now. We're also rolling out the automatic transcoding service next month. This is for sites that are using our system to upload and display their local video. With this new feature, we plan to support 13 different flavors of video encoding, including Flash, WMV, all the popular cell phone and personal camera standards and convert them automatically into the best formats for playback within our player.

For more information: **Jessica Hawk**, (212) 621-5491, [jrarnold@ap.org](mailto:jrarnold@ap.org)

## Tom Curley on MediaBistro: Transitioning in the Digital Age

Mediabistro.com engaged in a Q&A with Tom Curley in July about his journalism career and published the interview in August. Curley discusses transitioning The Associated Press into the digital era and says every media organization needs to address that challenge. The complete interview is available on Media Bistro's Web site:

<http://www.mediabistro.com/articles/cache/a9789.asp>

## Veteran journalist Richard Pienciak named AP's national investigative editor

Richard T. Pienciak, a veteran investigative reporter and editor, has been appointed to the newly created position of national investigative editor at The Associated Press. Pienciak will work with reporters both in New York and in the AP's domestic bureaus to spearhead investigative projects. More details available on AP.org:

[http://www.ap.org/pages/about/pressreleases/pr\\_071907a.html](http://www.ap.org/pages/about/pressreleases/pr_071907a.html)

## **APME conference to focus on training, online credibility, breaking news on the Internet**

Know the latest skills your newsroom needs and how to get them? Are you sure how to keep on-line conversations civil? Do you understand what the Virginia Tech tragedy taught about covering breaking news online?

You will if you attend the 2007 Associated Press Managing Editors conference Oct. 3-6 in Washington D.C.

"We understand that every dollar spent for training must result in quantifiable returns for the newsroom," says APME President Karen Magnuson. "That is why this conference, with the theme 'Fast Forward to the Future', was planned to arm editors with practical knowledge they can put to use right away."

Editors will hear from experts on the future of the industry; how digital communities of readers are being built and the strategies some newspapers are using to prosper in print and online. In addition, Magnuson says, every editor will leave the conference with a notebook stuffed with 500 innovative ideas.

"So many original and bold concepts are emerging in our industry now that we feel it is APME's responsibility to make them accessible to all editors," Magnuson says.

The two and a half days of the conference will offer back-to-back sessions but there will be time in the evenings for networking and socializing. The first afternoon, editors will be treated to a private tour of the Newseum followed by a reception at the brand new facility on Pennsylvania Avenue. "We are very excited to get to see the curator's view of this fabulous museum before it opens to the public," says Magnuson.

On Thursday night, the editors are invited to another site of journalism history: The National Press Club. In addition to dancing and cocktails, the editors will have the opportunity to bid on unique items contributed by news organizations across the country. And Friday, two things in great abundance in the Capital City – wine and words – will be on display during a reception featuring Washington authors and Virginia wine.

Magnuson says the conference will be a very rich experience. "We are working hard to make sure editors enjoy themselves and, even more importantly, gain the knowledge they need to, well, 'Fast Forward to the Future.'"

Go to [www.apme.com](http://www.apme.com) for more details, including how to register for the conference and book a room at the conference hotel, the JW Marriott on Pennsylvania Avenue. Sign up now: the cut-off for APME's tremendously discounted room rate is Sept. 12.

## **Wall Street Journal reports "Political Ads Stage a Comeback in Newspapers"**

In case you missed the Wall Street Journal story on July 26, visit

[http://online.wsj.com/article/SB118541344062578440.html?mod=mm\\_media\\_marketing\\_hs\\_left](http://online.wsj.com/article/SB118541344062578440.html?mod=mm_media_marketing_hs_left) for some encouraging news on 2008 election advertising.

The story begins:

*Political consultant Cathy Allen isn't yet certain which issues will define the 2008 elections. But she's already decided that the campaigns she manages will make heavy use of an old-fashioned advertising vehicle: newspapers.*

*"Newspapers are back," says Ms. Allen, a Democratic political consultant in Seattle who manages mostly local and statewide campaigns in the Northwest. Of the quarter-million dollars in spending that she directed on behalf of 34 candidates in 2006, newspapers received a larger share than television, she says.*

*At a time when many categories of newspaper advertising are declining, the political message is making a comeback. As overall spending on campaigns doubled to \$3.1 billion between 2002 and 2006, the amount spent on newspapers, including their online editions, tripled to \$104 million, according to PQ Media.*

## **Paid Content reports online newspaper audience growing faster than rest of Web**

A July 24 Paid Content article reported on recent research by Nielsen//NetRatings for the Newspaper Association of America showing newspapers' online audiences are rising at twice the rate of the general internet audience. If you missed it, visit <http://www.paidcontent.org/entry/419-online-newspaper-audience-rising-twice-as-fast-as-general-internet-popu/>

The article begins:

*Newspapers' online audiences are rising at twice the rate of the general internet audience, according to research by Nielsen//NetRatings for the Newspaper Association of America. The research is being used to back up a recent industry ad campaign undertaken by the NAA called Newspaper: The Multi-Medium. The goal is to attract marketers to newspaper websites based on the apparent sophistication and earning power of those particular readers when compared to average web surfers.*

## Special Editions for August

"Home and Garden" is the Special Edition theme for August. Highlights of the stories moving on the advance wire:

- For many senior citizens, parting with a cherished home can seem unthinkable, even when steep stairs and slippery bathtubs become dangerous obstacles. Retooling living spaces to make them safer and more efficient for the elderly is a fast-growing area in home remodeling. Some contractors and architects specialize in working with families to assess risks and come up with plans.
- How much is too much when it comes to outfitting your house with child safety products? The market has moved well beyond stairway gates and outlet plugs, and many parents struggle with the choices. Tips to help cut through the hype to decide what's really necessary.
- Maps, deeds, building permits, newspaper archives, census records, phone books- there are many resources available to help you piece together the history of your home and its former occupants.
- The early signs of climate change have already landed with a thud in our backyards. Gardeners have to adapt, and the sooner the better, experts say.
- The latest in outdoor art is prints made from weatherproof ink. You can hang your favorite artworks beside the patio – and keep them there all winter.

The Special Editions calendar for the rest of the year:

- Sept. 11 - Cars
- Oct. 2 - Parenting
- Nov. 6 - Holidays
- Dec. 4 - Weddings, summer brides