

AP WORKS FOR YOU: WEB-BASED TRAINING

The Associated Press is working to increase value for members, finding ways to innovate and helping them do it. Each week we offer free, comprehensive online training sessions to ensure you have fast, easy and reliable access to the news you want. Together, we're exploring new products and platforms that create new revenue opportunities and capitalize on the value of the cooperative.



Derive Maximum Value from Your AP Services

AP offers comprehensive online training sessions each week on key services designed to help newsrooms more easily share content with other AP members; make AP Exchange more compatible with newsroom systems; and make smart use of AP Exchange so editors can find locally relevant content for daily and niche print and online products.

TUESDAYS: AP Member Marketplace (30 minutes)

Pacific – 11 a.m., Mountain – 12 noon, Central – 1 p.m., Eastern – 2 p.m.

Sharing regionally relevant and topical news is an area of great interest for many newspapers in many states, and AP Member Marketplace is the fastest and most efficient way to make it possible. The Marketplace service in AP Exchange allows members to share text, photos or graphics. Marketplace also allows stories to be shared with an embargo, to be updated, corrected or killed and to see statistics on the most popular content in the state. Participants can even select which papers they share with and can limit it by state or by group. There is no cost for the Marketplace with a paid membership in The Associated Press. Tune in on Tuesdays to learn how to share your news with other newspapers in your state, your group or around the country.

WEDNESDAYS: AP WebFeeds and WebFeeds Manager (60 minutes)

Pacific – 10 a.m., Mountain – 11 a.m., Central – 12 noon, Eastern – 1 p.m.

AP WebFeeds and the AP WebFeeds Manager offer your AP content delivered over the Web in a new format that allows great flexibility. Editors will find WebFeeds not only deliver text, photos, graphics, video and audio, but also contain rich metadata, which allows automatic sorting of news into hundreds of topics demanded by readers and advertisers. Plus, production teams can configure WebFeeds to save on bandwidth and storage. Join us on Wednesdays to learn how to work with AP's new online distribution platform — a fast, convenient way to get the AP Exchange content you want most into your production system or onto your Web site.

THURSDAYS: School of Search - AP Exchange (30 minutes – morning or afternoon option)

Pacific – 8 a.m./1:30 p.m., Mountain – 9 a.m./2:30 p.m., Central – 10 a.m./3:30 p.m., Eastern – 11 a.m./4:30 p.m.

AP Exchange is a powerful online tool offering access to AP's vast database of content. Knowing how to run effective searches will help you find news that is most meaningful to your beat, audiences, story or market. AP's School of Search training session offers search tips and tricks, many of which can be used in any search engine, not just AP Exchange. The session also covers how you can build a custom feed and get e-mail alerts from AP Exchange. Drop in on Thursdays to learn how to become a search expert and find relevant news more quickly.

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the largest and most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

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To participate in any of the training sessions:

Go to www.webdialogs.com/join

Conference ID: 95552

Then dial 866-206-0240 with conf. ID 965 385#

For more information contact your AP bureau chief.