

AP Winter Games Network offers top coverage

Last summer, 4.7 billion viewers tuned in to the Summer Olympic Games in Beijing – making it the most watched global event ever. As the weather turns cooler, attention now turns to the Winter Olympics taking place Feb. 12-28 in Vancouver.

AP is helping newspaper Web sites become a destination for Olympics coverage by offering AP's Winter Games Network, a free service that will carry the reporting of AP's team of journalists across all media types. The service also will include updated statistics from our partner, STATS LLC.

Participation in the Winter Games Network is free and you have two options for participating:

- Papers can earn a revenue share for traffic it drives to the network.
- Instead of a revenue share, papers can choose to sell advertising around a widget embedded on their site. Papers can also choose from a number of modules, including medal standings, and local athletes.

AP also offers premium Olympics services at a reasonable cost for members who want to sell their own ads and retain all of the revenue.

For more information, please contact your local chief of bureau.



Money & Markets gears up for its annual year-end publication



The Associated Press' financial data product, Money & Markets, is gearing up for its annual year-end publication. The economy and rebounding stock markets continue to make headlines generating interest in financial stories, data and analysis. Money & Markets' year-end review offers a comprehensive look back at the significant financial events of 2009 paired with charts, graphs and commentary for both stocks and mutual funds. Money & Markets subscribers who want to

participate can elect to receive year-end or quarter-end financial pages or tables.

For additional information, please contact the Money & Markets team at market_stocks@ap.org or your local chief of bureau.

AP releases new, improved version of AP WebFeeds Manager

A new version of AP's WebFeeds Manager software is now live and in production. Newspapers use this free software to retrieve content from saved searches in AP Exchange and move it to the production system.

The new WebFeeds manager offers a number of enhancements that make it easier for members to set up AP WebFeeds quickly. The major change is that clients now configure their WebFeeds Manager feeds via a new Web site, <http://wfm.ap.org>. This site improves the user interface and offers greater flexibility in terms of choices for pulling content and ease of access.

In addition to logging into the WFM site, clients are still required to download a Java application (called the AP WebFeeds Agent) that does the heavy lifting in terms of content being requested and delivered. The <http://wfm.ap.org> Web site is used to configure the Agent.

Over the past several months, users have shared feedback and suggestions on WebFeeds Manager, and many of those ideas have been built into the new version. Other enhancements include:

- Ability to ingest differently formatted content in a single pull
- Improved monitoring and logging
- Ability to see the contents of a feed prior to ingesting
- Improved ANPA/IPTC serial port integration.

Please note that all versions of WebFeeds Manager prior to WFM 2.0 will no longer be supported after Jan. 31. Member IT departments already using WebFeeds Manager are being contacted directly by AP about upgrading. If you aren't using WebFeeds Manager and would like to order it, contact Dorothy Abernathy at dabernathy@ap.org.

Lifestyles

Thanksgiving coverage began Friday, Nov. 6 with the lowdown on turkey rubs and brines and tips on how to keep the holiday healthy. But save some room for holiday cookies. We'll have 12 days of cookies for a package moving Nov. 20, kicking off our holiday coverage. If you would like to receive the weekly Lifestyles digest, e-mail Lifestyles Editor Lisa Tolin, ltolin@ap.org.

Special Editions

The "Holidays" Special Edition moved Tuesday, Nov. 3. Stories include a look at the popular sing-along performances of Handel's "Messiah" and why they have become a December tradition; office-party plans in a down economy; and a trio of stories about holiday gift giving: a guide to great gifts under \$25, why some people spread holiday shopping across the whole year, and what it's like when families decide not to exchange presents for Christmas. The stories are accompanied by photos.

Special Editions is included in AP Complete, which all newspapers members receive this year. It will be part of full AP Complete in 2010 and can be added to the AP Limited Wire next year as part of the premium Lifestyles service. Contact your bureau chief if you would like to learn more about rates or receive additional information.

Special Editions move on the first or second Tuesday of each month. Here's the calendar for upcoming Special Editions:

- Dec. 1 - Weddings
- Jan.26 - Taxes
- Feb. 2 – Pets
- March 2 - Homes- Spring Cleaning
- April 13 – Outdoors
- May 4 – Careers
- June 1 – Weddings
- July 13 - Back to School
- Aug. 3 - Fall Homes
- Sept. 14 – Cars
- Oct. 5 - Green Living
- Nov. 9 – Holidays
- Dec. 7 - Weddings

Beats of the Week

Baghdad bombings



When twin bombings killed 155 people in downtown Baghdad, the deadliest attack in Iraq this year, APTN senior producer Ahmed Sami wasn't satisfied with graphic staff video of the immediate aftermath, even though it was far ahead of all competition. Sami and cameraman Wameed Fahmi searched for more and found it - stunning cell phone footage of the second explosion as it happened.

After the first blast, Sami sent Fahmi to the scene on a motorcycle, and the second bomb went off at the Justice Ministry while he was en route. When authorities closed bridges to the explosion site, Sami asked Fahmi to cross on foot and told him to ask people fleeing if they had video on their mobile phone. One man did. It was the very moment of the explosion - you could hear its power - and Fahmi secured it. The exclusive video could be seen throughout the day on CNN and the BBC, among others.

Beat reporting

Mike Baker invests a lot of time courting sources and building contacts for his law enforcement beat in Raleigh. Much of Baker's focus is on federal investigations, but when it's important, he goes gangbusters at state law enforcement stories as well. Such was the case when Baker put AP out front on the decision by North Carolina's governor to release 20 violent offenders after decades in prison because of a loophole in state law.



Baker has been on top of the story since the start, and when news came that the state was going to release prisoners, he used his sources to put AP some 90 minutes ahead of the state's press release. The next day, he took a close look at the records of prisoners who were going to be released and found that many of them have been cited repeatedly for violence behind bars. Baker's close-to-the-news enterprise dominated state Web sites.

Inner circle

Chasing down a story in Washington can entail using Freedom of Information laws to obtain documents - and getting a little help from an AP lawyer. Matt Apuzzo, of the Washington enterprise team, and Business Writer Dan Wagner used that strategy to pierce the secrecy of Treasury Secretary Timothy Geithner's inner circle. Apuzzo and Wagner pored over seven months of appointment books for Geithner, his deputies and other key administration officials to report exclusively that the treasury secretary maintains regular contacts with a very small cadre of Wall Street executives. Working



for months with AP assistant general counsel Karen Kaiser, Apuzzo and Wagner obtained the calendars under the FOIA only after Kaiser threatened to sue the Treasury Department. The story garnered sensational play on Yahoo, MSNBC and Huffington Post Web sites. Bill Moyers led his PBS broadcast with the story, and The New York Times and National Public Radio blogged about it.

Tsunami coverage

Fili Sagapolutele, the AP stringer in American Samoa, provided exclusive coverage of the tsunami that devastated the U.S. territory. She cast aside any personal worries, the possibility of aftershocks and tempting freelance offers from other news organizations to put the AP hours ahead on coverage of the disaster. Sagapolutele called the AP right after the underwater earthquake hit and provided powerful dispatches from the tsunami zone. Using a brand new camera, she picked up some Internet access and, with help from editors in San Francisco and Washington, filed exclusive photos, video and audio. She also did telephone interviews to give AP the first broadcast reports. She worked around the clock, telling other news organizations to "get it off of AP."

