

# AP 2005 Report

---

# W I R E   W A T C H



JIMMY MAY — BLOOMSBURG PRESS ENTERPRISE

---

PENNSYLVANIA ASSOCIATED PRESS MANAGING EDITORS

AP AND MEMBER CONTRIBUTIONS HIGHLIGHTED, PAGES 6 & 7

---

# The AP view

**S**ince the first of the year, we have welcomed several key writers and managers to the Pennsylvania AP: Assistant Chief of Bureau Kristie Kiernan Bouryal, Photo Editor Jacqueline Arzt Larma, State College Correspondent Genaro Armas, Washington regional reporter Kimberly Hefling, and Allentown Correspondent Mike Rubinkam. The Allentown correspondence is the newest AP bureau, created in recognition of the amount of spot news and enterprise in the northeastern portion of the state.

Our team of news leaders met recently to set goals and brainstorm project ideas, and we have a long list to tackle for the state wire. We are encouraged by the strong page-one play that Pennsylvania projects earned in the last year, and intend to offer our members more packages accompanied by graphics, layering, and Web Extras.

We are mindful of our members' continuing need for more content aimed at younger readers and more business coverage, and these are among our areas of focus in 2005. We want to break news for your front pages, especially from the Statehouse. And with your help, we hope to increase the amount of spot news that moves on the wire "on cycle" — in time for your Web sites today and your newspapers tomorrow. After our Pennsylvania On-Cycle program began last May, 27 newspapers shared 264 stories in "real time" in 2004.

And this spring, 50 newspapers participated in the AP's freedom of information survey, which shed light on the rather pitiful state of the state's right-to-know law. We hope that you all will join us in following up on this project by continuing to push for the release of public records.

Sally Carpenter Hale  
*Bureau Chief*

Kristie Kiernan Bouryal  
*Assistant Bureau Chief*

Larry Rosenthal  
*News Editor*

Jacqueline Arzt Larma  
*Photo Editor*

---

**On the cover:** Mike Harmon's yellow lab Jackson jumps into the stream of snow from Harmon's snowblower near Bloomsburg, Jan. 28, 2004. **JIMMY MAY — BLOOMSBURG PRESS ENTERPRISE**

# How we did it

Top editors at Pennsylvania AP member newspapers were mailed a survey containing questions that have been measured in some cases since 1993. The contacts were based on a mailing list from Pennsylvania AP.

Our 2005 study obtained results from 49 newsrooms as of February 2005, or about 59 percent of the state AP membership. The majority of the responses – 23 – were from the 20,000- to 75,000-circulation range. Percentages were rounded for presentation purposes and may not total 100 percent.

If you have suggestions or criticisms about this year's study or for future studies, please send your comments to any member of the Wire Watch committee.

## Respondents

2005	49
2004	43
2003	44
2002	50
2001	44
2000	48
1999	47
1998	44
1997	42
1996	55
1995	28

## Circulation category

	<20K	20-75K	>75K
2005	37%	47%	16%
2004	29%	57%	12%
2003	34%	52%	14%
2002	36%	52%	12%
2001	35%	54%	12%
2000	42%	46%	13%
1999	40%	51%	9%
1998	27%	66%	7%
1997	36%	52%	12%
1996	41%	50%	9%

## Publication cycle

	AM	PM	AM/PM
2005	73%	20%	6%
2004	69%	17%	14%
2003	61%	28%	12%
2002	60%	30%	10%
2001	67%	26%	7%
2000	53%	37%	10%
1999	51%	40%	9%
1998	68%	32%	0%
1997	62%	31%	7%
1996	48%	41%	11%

# Our annual check

A dozen years have elapsed since the AP in Pennsylvania first asked its membership for a report card, a checkup of service given and expectations. Some new areas of study have been added along the way and a few others dropped.

This year, 49 newspapers across the Commonwealth weighed in and their bottom line – their overall satisfaction level – matched that of last year at exactly 86 percent, continuing a positive trend from recent years. The survey measures member satisfaction in providing coverage of spot news, sports and courts, politics and in eight other important topics.

Scores are tallied with previous surveys where a similar topic was measured for performance. Results are posted as having increased, decreased or stayed the same as last year.

I encourage you to review the results detailed in the following pages. Past years have shown that the AP pays close attention to its member wants and needs and, in this way, the Wire Watch report serves an important function in tailoring the state report.

The 2005 Wire Watch study would not have been possible without the volunteer efforts of many dedicated individuals. They include Ted Sickler, assistant managing editor/design at the York Daily Record/York Sunday News; Bob Heisse, executive editor, Centre Daily Times; Harry Deitz Jr., assistant managing editor, Reading Eagle; and Dave Troisi, editor, Williamsport Sun-Gazette.

A special thanks goes to C. Raymond Shaw, editor at the Intelligencer Journal for making publication of this year's report possible.

The PAPME board extends its appreciation to newspaper editors across the Commonwealth and their newsroom staffs for their contributions to this study.

Len Ingrassia  
*The Daily Item / The Danville News*  
 PAPME President 2004-2005

## Wire Watch committee

**Ted Sickler**, assistant managing editor/design, York Daily Record/York Sunday News, tsickler@ydr.com

**Bob Heisse**, executive editor, Centre Daily Times, bheisse@centredaily.com

**Harry Deitz Jr.**, assistant managing editor, Reading Eagle, hdeitz@readingeagle.com

**Dave Troisi**, editor, Williamsport Sun-Gazette, dtroisi@sungazette.com

The Wire Watch committee offers many thanks to C. Raymond Shaw, editor at the Intelligencer Journal, for making publication of this year's Wire Watch report possible. Also, thanks to graphic artists Tracey Bisher Cullen and Samantha K. Dellinger and photographer Christopher Glass for their keen eyes and help in putting this work together.

# Satisfaction ratings

The **Overall Performance** rating for the Pennsylvania AP hit 86 percent again this year. This is the same score as in 2004. The survey's highest rating was 92 percent in 2002. The lowest rating was 56 percent in 1997.

Editors at newspapers with less than 20,000 circulations gave the highest rating to overall performance at 95 percent. Editors at larger newspapers, 20,000 to 75,000 circulations, tended to rate the state AP lower, at 81 percent satisfaction. Those editors at the state's largest newspapers scored a 75 percent overall satisfaction with state AP.

Of the 12 categories surveyed for member-editor satisfaction, three categories scored increases over 2004. One other category – **Coverage provided by members** – reflects a reworking of the old **Coverage in my region** category.

## Overall performance

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-*
2005	0%	14%	82%	4%	86%	0%
2004	0%	14%	81%	5%	86%	
2003	0%	17%	76%	7%	83%	
2002	0%	15%	77%	8%	85%	
2001	0%	8%	89%	3%	92%	
2000	0%	20%	73%	7%	80%	
1999	0%	26%	68%	5%	74%	
1998	3%	35%	58%	5%	63%	
1997	0%	44%	54%	3%	56%	

## Election night

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	4%	19%	49%	27%	76%	-22%
2004	0%	2%	68%	29%	98%	
2003	0%	21%	57%	23%	80%	
2002	2%	19%	51%	28%	79%	
2001	5%	2%	58%	35%	93%	
2000	0%	13%	62%	26%	87%	
1999	0%	23%	49%	28%	77%	

## Pennsylvania legislation

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	2%	29%	59%	10%	69%	-15%
2004	0%	19%	63%	19%	81%	
2003	2%	33%	49%	16%	65%	
2002	0%	29%	54%	17%	71%	
2001	0%	14%	74%	12%	86%	
2000	6%	15%	58%	21%	79%	
1999	2%	26%	54%	17%	72%	

## Pennsylvania courts

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	4%	51%	43%	2%	45%	-17%
2004	2%	44%	47%	7%	54%	
2003	7%	34%	57%	2%	59%	
2002	2%	38%	48%	13%	60%	
2001	7%	28%	56%	9%	65%	
2000	4%	31%	50%	15%	65%	
1999	9%	49%	36%	6%	43%	

## Pennsylvania politics

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	3%	19%	69%	8%	77%	-12.5%
2004	0%	12%	77%	12%	88%	
2003	2%	16%	71%	11%	82%	
2002	0%	19%	64%	17%	81%	
2001	0%	12%	67%	21%	88%	
2000	2%	15%	63%	21%	83%	
1999	2%	32%	53%	13%	66%	

## Coverage provided by neighbors

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	6%	25%	63%	6%	69%	N/A

\* denotes change over last year

# Satisfaction ratings

(continued)

The biggest increase was in **Enterprise Reporting**, where satisfaction ratings were up 6 percent to 69 percent in 2005. Other categories with increases were **Request Response**, up 2 percent to 90 percent, and **Sunday Advances**, up 1.5 percent from 65 percent to 66 percent.

Seven categories declined:

Satisfaction with **Sports Features**, 47 percent, dropped 27 percent from last year; **Election night**, 77 percent, down 21 percent; **Pennsylvania Courts**, 45 percent, down 17 percent; **Sports News**, 73 percent, down 17 percent; **Spot/Breaking News**, 71 percent, down 17 percent; **Pennsylvania Legislation**, 69 percent, down 15 percent; and **Pennsylvania Politics**, 77 percent, down 12.5 percent.

One category – **PA Business Coverage** – hit the 60 percent satisfaction mark again this year.

## Spot/Breaking news

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-*
2005	0%	29	57	14	71	-17%
2004	2%	12	70	16	86	
2003	9%	9	66	16	82	
2002	4%	15	65	17	81	
2001	0%	12	69	19	88	
2000	2%	19	60	19	79	

## Request response

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	2%	8%	51%	39%	90%	2%
2004	0%	12%	54%	35%	88%	
2003	0%	9%	42%	49%	91%	
2002	0%	10%	50%	40%	90%	
2001	0%	5%	48%	48%	95%	
2000	2%	9%	38%	51%	89%	

## Pennsylvania business coverage

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	4%	35%	54%	6%	60%	0%
2004	5%	35%	58%	2%	60%	
2003	5%	48%	45%	2%	48%	
2002	4%	43%	43%	11%	53%	
2001	9%	33%	58%	0%	58%	
2000	4%	40%	50%	6%	56%	

## Sunday advances

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	4%	29%	64%	2%	66%	1.5%
2004	0%	35%	57%	8%	65%	
2003	0%	23%	73%	5%	78%	
2002	0%	26%	67%	8%	74%	
2001	3%	18%	66%	13%	79%	
2000	0%	21%	69%	10%	79%	

## Enterprise reporting

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	4%	26%	67%	2%	69%	6%
2004	0%	35%	61%	5%	65%	
2003	5%	28%	63%	5%	68%	
2002	7%	39%	50%	4%	54%	
2001	0%	29%	60%	12%	71%	
2000	2%	34%	60%	4%	64%	

## Sports news

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	0%	26%	47%	26%	73%	-17%
2004	0%	12%	76%	12%	88%	
2003	2%	14%	74%	10%	83%	
2002	0%	11%	64%	24%	89%	
2001	0%	12%	64%	24%	88%	
2000	0%	17%	72%	11%	83%	

## Sports features

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2005	3%	50%	44%	3%	47%	-27%
2004	0%	36%	60%	5%	64%	
2003	5%	37%	59%	0%	59%	
2002	5%	41%	48%	7%	55%	
2001	5%	39%	46%	10%	56%	
2000	6%	40%	45%	9%	53%	

\* denotes change over last year

# Special AP 2004 projects

Newspapers appreciated the AP's election year coverage most when cast against the backdrop of other projects from the year.

## Summary of projects from reports:

■ **Election 2004.** A six-week series of election enterprise from around the state, including the Undecided series, a weekly account of how a panel of 12 undecided jurors made up their minds, slowly, in the weeks and days leading up to Nov. 2.

■ **Community colleges.** A series on how community colleges across the state are struggling to meet growing demands as funding has not kept pace with enrollment growth.

■ **Lost homes.** A series on predatory lending practices in Pennsylvania, and how state laws lack teeth.

■ **Cities in distress.** A series on Pennsylvania municipalities receiving special aid and assistance under the state's Act 47, and how the act has left many of them stuck on life support.

### ■ Pennsylvania Outdoors.

An occasional series, with a Web diary as bonus content, on adventuring into Pennsylvania's great outdoors. (The seven installments to date: Kiteboarding, Pa's Grand Canyon, Mountain Biking, Hiking, Whitewater Canoeing, Hashing, Steelhead Fishing.)

■ **Pennsylvania Nightlife.** A recently begun occasional series on nightlife in Pennsylvania cities.

## A few notable results:

■ The trio **Lost homes, Cities in distress, and Community colleges** generally ranked well among newspapers of all circulations.

■ The **Pennsylvania Nightlife** package, however, ranked generally "unimportant" in most editors' minds.

■ Few special projects appeared on the front page of state newspapers. Of those that did, **election coverage** appeared there most readily in newspapers with less than 75,000 circulation.

■ Many newspapers – particularly those with less than 75,000 circulation – used the **state AP's year-end package** at least in part.

■ The **Pennsylvania Outdoors** package seemed most useful to newspapers with 20,000 circulations or less.

## Special state AP 2005 projects importance

	Very unimportant	Unimportant	Important	Very important	Overall importance
<b>Election 2004</b>	4%	9%	53%	34%	87%
<b>Community colleges at a crossroads</b>	4%	13%	66%	17%	83%
<b>Lost homes</b>	4%	17%	58%	21%	79%
<b>Cities in distress</b>	7%	20%	59%	15%	74%
<b>Pennsylvania Year-End Package</b>	2%	28%	57%	13%	70%
<b>Pennsylvania Outdoors</b>	7%	30%	48%	16%	64%
<b>Pennsylvania nightlife</b>	11%	54%	33%	2%	35%

## Special usage

	Not used	Used in full	Used in part	Used on front	Used inside	Used photos	No photos	Added material
<b>Election 2004</b>								
<20K	6%	11%	56%	39%	39%	33%	6%	28%
20-75K	0%	13%	83%	39%	22%	48%	4%	30%
>75K	0%	25%	38%	0%	63%	63%	0%	13%
<b>Community colleges at a crossroads</b>								
<20K	28%	0%	22%	0%	11%	0%	0%	0%
20-75K	17%	17%	30%	13%	26%	13%	43%	26%
>75K	50%	0%	0%	0%	25%	13%	0%	0%
<b>Lost homes</b>								
<20K	33%	6%	50%	6%	50%	22%	11%	6%
20-75K	22%	17%	48%	13%	39%	35%	13%	17%
>75K	63%	13%	13%	0%	25%	25%	0%	13%
<b>Cities in distress</b>								
<20K	17%	11%	67%	28%	33%	28%	6%	17%
20-75K	30%	13%	52%	0%	39%	17%	9%	9%
>75K	63%	13%	13%	0%	38%	13%	0%	13%
<b>Pennsylvania Year-End Package</b>								
<20K	17%	0%	78%	6%	39%	22%	11%	33%
20-75K	17%	4%	69%	13%	35%	30%	13%	48%
>75K	25%	13%	38%	0%	63%	13%	0%	13%
<b>Pennsylvania Outdoors</b>								
<20K	33%	33%	28%	0%	44%	28%	0%	0%
20-75K	43%	4%	48%	0%	22%	22%	4%	0%
>75K	63%	13%	0%	0%	25%	0%	0%	13%
<b>Pennsylvania nightlife</b>								
<20K	72%	6%	17%	0%	28%	11%	0%	6%
20-75K	78%	0%	23%	0%	13%	0%	4%	11%
>75K	88%	13%	0%	0%	13%	13%	0%	0%

# Coverage provided by National AP

For the first time, the Wire Watch survey asked Pennsylvania members on six aspects of the national AP wire. State members of all circulation categories most appreciated the **sports** coverage provided by the wire. They were least satisfied, however, with the quality or amount of coverage specifically geared toward **18- to 35-year-olds**. Here the satisfaction rating fell below 50 percent.

In future years, this list of issues may change to best address the needs of Pennsylvania members that may extend beyond state AP's control.

# Operations

In this area, one category remains consistent with previous years – **AP Technical Support and Service**. The result, however, dipped a bit to a 95 percent satisfaction level this year.

The results of two new categories show a high satisfaction with **AP's web-based services**. The **presence of layers**, however, reflected a 62 percent satisfaction level. As newspaper design becomes more demanding in the attempt to attract light readers, this area will be increasingly important.

National AP					Overall satisfaction
	Poor	Fair	Good	Excellent	
<b>Sports</b>	0%	2%	76%	20%	96%
<b>Election</b>	2%	10%	57%	31%	88%
<b>Entertainment</b>	0%	13%	79%	8%	87%
<b>Health</b>	2%	18%	65%	14%	79%
<b>War on Terror</b>	0%	24%	53%	22%	75%
<b>Stories for ages 18-35</b>	2%	51%	45%	2%	47%

AP technical support and service					Overall satisfaction
Year	Poor	Fair	Acceptable	Excellent	
<b>2005</b>	0%	2%	60%	35%	95%
<b>2004</b>	0%	2%	52%	46%	98%
<b>2003</b>	0%	8%	40%	53%	93%
<b>2002</b>	0%	0%	44%	56%	100%
<b>2001</b>	0%	10%	45%	45%	90%
<b>2000</b>	0%	7%	42%	51%	93%
<b>1999</b>	0%	4%	51%	44%	95%
<b>1998</b>	0%	15%	50%	35%	85%
<b>1997</b>	0%	3%	36%	62%	98%

AP Web-based services					Overall satisfaction
Year	Poor	Fair	Acceptable	Excellent	
<b>2005</b>	0%	7%	78%	18%	96%

Presence of layers					Overall satisfaction
Year	Poor	Fair	Acceptable	Excellent	
<b>2005</b>	4%	33%	56%	6%	62%

# Story contributions rose in 2005

Story contributions by Pennsylvania members increased by 159 stories to 549 stories for the week surveyed in 2005. Those contributions edited and forwarded to members increased as well. In 2004, 184 stories moved forward to state members across the wire. This year, AP moved 224 stories.

However, while the volume of stories both contributed and then moved to members increased over last year's totals, the "turn around" percentage associated with the AP's selection and editing process declined 7 percent. Therefore, 40 percent of all stories contributed by members during the surveyed 2005 period moved forward to the wire for the state membership's use.

This year's list — compiled by the AP — includes newspapers that have contributed in the past but did not do so this year.

**Ted Sickler**  
York Daily Record

**Members non-contributing:** Daily News, Lebanon; Mercury, Pottstown, Sayre Evening Times; Titusville Herald; Waynesboro Record Herald; Bulletin, Latrobe; Daily Journal, Lewisburg; Danville News; Kane Republican; News Herald, Franklin; Phoenix, Phoenixville; Honesdale.

Contributing member	Stories submitted						Stories used					
	3/6-3/20	3/26-4/8	2/25-3/10	2/24-3/09	4/4-4/8	181-2/13	36-3/20	3/26-4/8	2/25-3/10	2/24-3/09	4/4-4/18	1/31-2/13
	'00	'01	'02	'03	'04	'05	'00	'01	'02	'03	'04	'05
Beaver County Times, Beaver			25	21	4	8			7	5	3	2
Bedford Daily Gazette	2	2	2	2	1	3	2	2	1	2	1	3
Bucks County Courier Times, Levittown	34	7	6		5	6	15	4	1		1	4
Centre Daily Times, State College	20	2	41	23	17	15	17	1	14	9	2	6
Citizen's Voice, Wilkes-Barre		1	6	2	3	2		1	2	1		
Corry Journal						3						
Courier-Express, Dubois	1	2		1	1			1		1		
Daily Courier, Connellsville		8		3				4		2		
Daily Herald, Tyrone		1						1				
Daily Item, Sunbury	5	1	3			4	3	1	2			3
Daily Local News, West Chester	16	6	6	8	2	5	12	4	2	3	2	4
Daily News, Lebanon				2						1		
Daily Press, Saint Marys				1						1		
Delaware Co. Daily Times, Primos			2								1	
Derrick, Oil City	4		4			1	2		2			1
Doylestown Intelligencer Record	15	5	8		3	6	3	5	2		1	5
Eagle, Butler	27	19	3	5	6	6	15	6	2	2		2
Ellwood City Ledger												
Era, Bradford		2	4	5	1	1		1	1	2		1
Erie Times-News		19	33	23	21	25		13	19	9	14	12
Express-Times, Easton	27	50	46	21	21	15	13	23	23	13	6	5
Gazette, Indiana		4	2	1		4		2		1	2	1
Gettysburg Times	1					3	1				1	2
Greenville Record-Argus			2	1					2	1		
Hanover Evening Sun					5	3					1	3
Hazleton Standard-Speaker			10						2			
Herald, Sharon	3	4	5	8	5	5	3	2	4	2	3	2
Herald-Standard, Uniontown	5	6	1	1	4	2	4	3	1	1	2	2
Huntington Daily News, Huntington												
Lancaster Intel, New Era, Sunday News		9	6	11	2	8		4	2	5	6	5
Leader-Times, Kittanning						1					1	0
Lehighon Times News					1							
Lenfest/Nustar, West Chester												
Lock Haven Express		1	1			1			1			0
McKeesport Daily News											1	
Mercury, Pottstown			2			6			2			4
Mirror, Altoona	11	7	25	3	7	11	9	4	9	2	4	4
Morning Call, Allentown	26	36	65	92	61	94	10	20	15	20	25	23
Morning News, Daily Times, Erie	30						15					
News Eagle, Hawley				1	1					1		
News, New Castle		7	1	3	1	2		3	1	1		1
News-Item, Shamokin				4	4						1	
Observer-Reporter, Washington	7	3	1	1	1	6	5	3	1	1	2	2
Patriot-News, Harrisburg	36	26	48	24	32	43	18	18	22	7	16	14
Philadelphia Daily News		14	1	1	2	1		3				1
Philadelphia Inquirer	46	37	17	8	6	56	34	17	7	1	6	16
Pittsburgh Post-Gazette	55	30	46	28	20	44	35	21	28	18	12	20
Pocono Record, Stroudsburg	8	10	17	4	12	3	5	6	4	1	3	3
Press-Enterprise, Bloomsburg	18	6	8			6	7	2	3		2	5
Progress, Clearfield			1	1		3				1		2
Public Opinion, Chambersburg		1			4			1			1	
Punxsutawney Spirit	3		1				1					
Reading Eagle	2	1	52	12	11	16	2	1	12		3	6
Reporter, Ridgway				1						1		
Reporter, Lansdale		20		17	4	2		8		5	3	1
Republican, Pottsville	1		1	2	8	2	1				3	
Sentinel, Carlisle		2	2	5				2		2	1	
Sentinel, Lewistown												
Somerset Daily American	3	6		6	2	1	3	5		1	2	
Standard-Journal, Milton												
Sun-Gazette, Williamsport	1	3	23	10	14	4		3	8	6	5	3
Times, Scranton			29	20	12	5			9	4	2	1
Times Herald, Norristown	4	2	8	4	8	4		2	1	2	5	2
Times Leader, Wilkes-Barre	5		1				2		1			
Towanda Daily Review		1		1				1		1		
Tribune, Meadville	4	3	3	6		2	4	3	2	3		1
Tribune, Philadelphia						2						
Tribune, Scranton				2		15				1		6
Tribune-Democrat, Johnstown	27	25	28	32	19	28	23	17	13	12	15	15
Tribune-Review, Greensburg	49	48	46		6	8	32	30	27			5
Tribune-Review, Pittsburgh				54	41	42	2		1	29	18	19
Tri-County Sunday, Dubois				1					1			
Valley Independent, Monessen	3	1	1	1		1				1		
Valley News Dispatch, Tarentum		2	4		3	1		2				1
Warren Times Observer, Warren			2	2	1							
Wayne Independent					1							
York Daily Record, York	15	26	24	36	19	14	6	12	10	9	6	6
York Dispatch, York			5	25	9				3	2	1	
<b>Weekly average</b>	<b>257</b>	<b>233</b>	<b>339</b>	<b>273</b>	<b>390</b>	<b>549</b>	<b>152</b>	<b>131</b>	<b>135</b>	<b>97</b>	<b>184</b>	<b>224</b>

# Photo contributions dropped in 2005

A two-month sample in early 2005 showed that newspapers sent 223 photos to AP that were made available for state members' use. A two-month survey in 2004 indicated that state newspapers transmitted 375 photos to AP for similar use. In 2003, 460 photos were sent. In 2002, 217 were sent.

The AP State Photo Center staff edits the material it receives. State AP tracks only those photos that appeared on the wire and not the total number of photos contributed during the time period of this survey.

**Ted Kiser**  
York Daily Record

## Photos picked up

	2000		2001		2002		2003		2004		2005	
	Jan.	Feb.	Jan.	Feb.	Jan.	Feb.	Jan.	Feb.	Jan.	Feb.	Jan.	Feb.
Allentown Morning Call	9	4	6	2	13		12	10	9	12	1	5
Altoona Mirror	1	3	1	1			5	1		3		
Beaver County Times			1	2		2		1	5	3		
Bedford Gazette							1		1			1
Bloomsburg Press-Enterprise	10	8	5	2	1	4	7	1	14	10	2	3
Bradford Era	1	1		2		1			1			
Bucks County Courier Times	2	5	5	4		3		1	1	2		7
Butler Eagle	2	1	1		1				4			
Carlisle Sentinel	1	3		2			1	1				
Centre Daily Times	13	12		2	1	8	5	12	21	4	2	7
Chambersburg Public Opinion	16	4	2	2	4	6	13	8	3	2		
Corry Journal										1		
Delaware County Daily Times								3				
Doylestown Intelligencer Record		1	2		1	2		1				2
DuBois Courier-Express	2		1						2			
Easton Express-Times	10	9	10	7	7	4	6	17	4	3	4	2
Erie Daily Times & Morning News	4	3	3									
Erie Times-News					2	3	13	4	12	7	2	2
Gettysburg Times	1				1				1			
Greensburg Tribune-Review	20	13	1	2	1	8	9	5	3	4	3	4
Hanover Evening Sun	1	1			1				1			
Hawley News Eagle							1	4	2			
Hazleton Standard Speaker	5	9	7	5	1		1	1	2	1		
Indiana Gazette	1	2		1			2		2		1	
Johnstown Tribune-Democrat	2	2	1	2	1	4	4	1	2	1		
Kittanning Leader Times									9	4		
Lancaster Intelligencer Journal	4	4	3	1	2	3	6	9	9	10		2
Lancaster New Era	13	4	2	1		2		5	1	5		5
Lancaster Sunday News							5	2	2	3	8	4
Lansdale Reporter	1		1		1	1	5		2	3	1	
The Latrobe Bulletin												
Lehighon Times News	2											
Lewistown Sentinel					1		5	4			1	1
Lock Haven Express		2										1
Meadville Tribune								2				
McKeesport Daily News							2					
Monessen Valley Independent									2			
New Castle News				1								
Norristown Times Herald	6			2	3	2		2			1	1
Oil City Derrick	1	8	8								1	
Patriot-News, Harrisburg	5	2	5	3	4		10	14	14	4	14	8
Philadelphia Daily News	5	1	5	1	7	10	6	2	2	1		2
Philadelphia Inquirer	14	17	1	1	6	5	8	4	31	4	11	6
Pittsburgh Post-Gazette	13	2	7	6	12	7	13	10	13	7	10	4
Pocono Record	3		2	4	2	2	3	2	3	17	2	5
Pottstown Mercury		3		2	2		1		1		2	2
Pottsville Republican	12	6	1		4	4	5	5	1		6	2
Reading Eagle	7	3	6	1	3	1	4	2	8	6	4	12
Scranton Times	5	1	1	1		2	5	9	3			2
Sharon Herald	1	2	1									
Somerset Daily American												2
St. Marys Daily Press								4				
Sunbury Daily Item	1				3		1				2	
Tarentum Valley News Dispatch												1
Titusville Herald												
Towanda Daily Review	2	1	2	3	1	1	2					
Uniontown Herald Standard		1	1				3			5		
Valley News Dispatch	3			1	1	1	5		9	6		
Washington Observer-Reporter						1		7			1	4
Waynesboro Record Herald									1			
West Chester Daily Local News	2	2						2			1	
Wilkes Barre Times Leader	6		9	2			2	2	1			2
Wilkes Barre Citizens' Voice		3	4		7	3	33	39	8	3	3	4
Williamsport Sun Gazette	1	8		3	4	1	10	6	3	6	8	4
York Daily Record	29	10	6	17	16	2	17	11	5	3	8	8
York Dispatch	9		6	2	9	1	14	6	10	7	5	4
<b>TOTAL</b>	<b>246</b>	<b>161</b>	<b>117</b>	<b>88</b>	<b>123*</b>	<b>94</b>	<b>240</b>	<b>220</b>	<b>228</b>	<b>147</b>	<b>106</b>	<b>117</b>
	<b>407</b>		<b>205</b>		<b>217</b>		<b>460</b>		<b>375</b>		<b>223</b>	

\* Weekend transmissions not included in count

# Benchmarks

Coverage of Philadelphia corruption scandal has been good. Also, coverage of criminal cases and trials is timely and well done. Lara Jakes Jordan consistently provided exceptional Pennsylvania election/politics coverage.

**THE (ALLENTOWN)  
MORNING CALL**

Because we work in the outer reaches of the Wilkes-Barre/Scranton television market, every night we watch WNEP, Channel 16, the dominant TV news operation, because whatever 16 features will be perceived as news by our readers. When we see something that we think readers will want to know more about, we sometimes call AP to see if they can get us something on cycle. For example, on Sunday, Jan. 2, a house fire killed two boys in Milton, which is near us, but too far away for us to send our own staff. AP came through with story Monday for Tuesday AM. Our wish would be for more regional stories such as that on cycle. Perhaps the new correspondent in Allentown will be able to help with some of this.

**BLOOMSBURG  
PRESS-ENTERPRISE**

Alan Robinson is a pro. We appreciate his excellent coverage of Western PA sports.

**CENTRE DAILY TIMES**

Sally Hale has been a great help.

**(CONNELLVILLE)  
DAILY COURIER**

I usually speak with an AP representative from the Philadelphia bureau every night. They ask if we have anything interesting to send them. I have found the AP staffers to be diligent and helpful. Whenever I have a concern or a question or need them to do something for me, it is done quickly and efficiently. I enjoy working with them.

**THE (DOYLESTOWN)  
INTELLIGENCER**

There were several instances where we asked AP to chase down a story from another member on cycle and they were able to do it.

**EASTON  
EXPRESS-TIMES**

While I can offer no specific instance this year, the staffers in Pittsburgh have always been helpful and quick to respond to requests from our night desk.

**ERIE TIMES-NEWS**

In general, we have been very pleased with the responses we have received from both the Pittsburgh and Philadelphia offices of the AP. When making a late-breaking request, I seldom have to wait for an answer.

**(GREENSBURG)  
TRIBUNE-REVIEW**

I've been very happy with the cooperation AP has shown when we've needed stories from other member papers. You have been fast and reliable.

**THE (HARRISBURG)  
PATRIOT-NEWS**

We applaud the customer service of the Pittsburgh news office that promptly and courteously resends any and sometimes all stories and information at our request due to equipment failures. Also, our sports department encountered a situation recently when covering the Indiana University of Pennsylvania baseball team. Our request to have national game information that impacted the IUP men's play-offs gathered and sent to us was granted promptly and courteously. It saved us trouble of scouring college and university web sites for relevant national game information.

**INDIANA GAZETTE**

Service continues to be very good.

**THE (JOHNSTOWN)  
TRIBUNE-DEMOCRAT**

We routinely get excellent service from the AP staff in both Philadelphia and Harrisburg. I cannot recall any request for assistance that did not meet with prompt, effective response. Pete Jackson has gone to sometimes extraordinary lengths to break loose state government stories that we cannot staff and that are breaking past our deadline. Sally Hale likewise answers requests promptly and always with the answer "yes." During the past year, though, the most valuable assistance came from Jacqueline Larma, AP photo editor in the Philadelphia bureau. When George Bush campaigned in

# Benchmarks

Lancaster, she arranged for transmission of a live photo of the president moments after he set foot on the ground. While our photographers were trapped inside security lines, AP's photographers, with cellular technology, were able to move a photo almost instantaneously. With her help, we had a photo of the president on the streets of Lancaster two hours after he arrived.

**LANCASTER  
NEW ERA**

The Pennsylvania AP bureau did an excellent job with primary election and election night coverage – both in copy and in photos. Kudos also for the stories and photos leading up to both elections.

**THE (LANSDALE)  
REPORTER**

We miss Dan Lewernz and his work. Tech response is excellent.

**THE (LOCK HAVEN)  
EXPRESS**

Resends and technical emergencies are always handled quickly and efficiently by Pittsburgh bureau. Also, Joe Mandak (Pittsburgh) helped us quickly contact a Washington D.C. AP reporter to discuss a Phil English-Steven Porter political story she had written. And Pittsburgh Photographer Gene Puskar always contacts our office when he's in our area to be sure our service needs are being met. And finally, on an icy-cold December day, AP technical support showed up very quickly after our dish signal dipped to quickly repair the console.

**THE MEADVILLE TRIBUNE**

The "Cities in Distress" series was very important to us and very timely. Norristown is on the brink of going into Act 47 and an inside look at cities that already are there brought the issue into focus for our readers.

**THE (NORRISTOWN)  
TIMES HERALD**

I conducted a survey over one month of all the various materials – from fact checking help to actual stories we use from AP in order to audit what we get and how we use it. We concluded that AP serves the Inquirer in many varied ways.

All of our desks at the newspaper use AP. The hallmark of AP's contribution to the Inquirer is its unique approach to each desk.

**THE PHILADELPHIA  
INQUIRER**

The Harrisburg bureau provides a useful supplement to what our own staff there can cover. I wish items could be sent out soon after they occur so we could use them on the Web Site with more regularity. Charles Sheehan has done very good work with Pennsylvania business stories. We rated overall business coverage as only fair because it is still sparse.

**PITTSBURGH  
POST-GAZETTE**

AP Philly continues to be very responsive to requests and ideas, even with an ever-changing staff and during times when key positions were empty.

**THE POCONO RECORD**

The state AP is very responsive, especially the bureau chief, in keeping everyone posted on what's happening.

**THE POTTSVILLE  
REPUBLICAN AND HERALD**

My dealings are generally with the members of the Pittsburgh bureau, who are unfailingly helpful when I have a request or concern.

**THE (WASHINGTON)  
OBSERVER-REPORTER**

In two cases the AP's state projects were used to produce several compelling pages on a Monday – a day when local news is traditionally lean. "Lost homes, Lost dreams" and "Cities in Distress" were run over a series of days and provided our readers with stories that resonated throughout our region.

**THE (WILKES-BARRE)  
CITIZENS' VOICE**

Speaking generally, we benefited greatly from the central Pennsylvania bureau in State College year-round.

**THE WILLIAMSPORT  
SUN-GAZETTE**

# Priorities

We'd like better tracking of bills and votes in the Legislature. Bills that affect readers sometimes wend their way through the entire legislative process with little or no coverage, only to surprise people, who then ask why they received no notice of the bill in their newspaper. Example: The state approved a major overhaul of property inspection codes in 2003-2004. Very little was written about it on the wire. When the codes were announced, people were in an uproar. We realize this is probably made difficult – if not impossible – by the way that our Legislature operates, doing nothing for months, then ramming through a lot of legislation all at once. We may be in the minority, but we would prefer more coverage of bills that affect everyday life and less coverage of statewide politics. For example, a story that moved in early January reported that there would be no statewide races this year. That's interesting. Maybe worth three grafs, letting voters know what they won't see. But was it worth a full story? Our wish would be to see more Harrisburg staff time devoted to producing stories and briefs about bills advancing through the Legislature that might affect people's lives or pocketbooks.

**BLOOMSBURG  
PRESS-ENTERPRISE**

Sports would like to see more roundups offered for postseason college and pro games along with the single game stories.

**BUTLER EAGLE**

We are a local newspaper. When we use AP stories, we try to localize. We believe the national stories must somehow affect our local residents' lives.

**(CONNELLSVILLE)  
DAILY COURIER**

Working with members and reinforcing the notion that we need more member contributions. Fatafs and murders aren't the only things making news, and they certainly aren't the only things people are talking about. AP staff should reconsider what "news" is based on value to members' readers – not shock and titillation.

**(DUBOIS) COURIER-EXPRESS/  
TRI-COUNTY SUNDAY**

AP should stop the practice of allowing papers to "out" each other. We are all members of the cooperative and as such should be sharing everything.

**EASTON EXPRESS-TIMES**

More stories. Coverage seems to have thinned.

**ERIE TIMES-NEWS**

Any way to file optional short versions of your longer stories? Also, keep the entertainment and business copy coming. We use a lot of it.

**THE (HARRISBURG)  
PATRIOT-NEWS**

I would like to see ramped-up coverage of the statewide impact of legalized gambling, socially and economically, and its impact on property taxes.

**THE (JOHNSTOWN)  
TRIBUNE-DEMOCRAT**

STORY IDEA: What is the condition of Pennsylvania's interstate highway system and major routes? What are the repair and construction plans?

**(KITTANNING)  
LEADER TIMES**

More state and national sports features would be well received.

**(LANCASTER)  
INTELLIGENCER JOURNAL**

The most significant improvement that can be made is to improve the movement of stories and accompanying photos on the same news cycle. While technological limitations doubtlessly once made this impossible, the use of digital photo technology should make image transmission equally as quick as text-file transmission.

**LEBANON DAILY NEWS**

Because we are one of the few PM dailies in our region, breaking news is very important to us. We hope to receive the very latest lead on stories to offer our readers the latest from the PM cycle. In some cases, I must look up state locations in datelined stories that have unfamiliar town names. This is especially true with state "briefs." I insert the name of the county to better inform readers on a small town's name.

**LEHIGHTON TIMES NEWS**

Feature photos. Penn State non-sports coverage.

**THE (LOCK HAVEN)  
EXPRESS**

Allow the option for the 1-day embargo versus direct competitors on contributed stories and photos. Allow easier and free access to

# Priorities

much more archived material such as stories and photos.

## **THE MEADVILLE TRIBUNE**

Do a better job covering big breaking news stories. Make more of an effort to have pictures and mug shots for state stories. Somebody does something weird or stupid, you want to see what they look like.

## **PHILADELPHIA DAILY NEWS**

The most important aspect of the AP's Pennsylvania coverage from the point of view of the Inquirer newsroom would be a more urgent supply of breaking news stories from the large Philadelphia market. We supply a good deal of Philadelphia news to AP, but we could use a more consistent exchange of stories in our home delivery market – especially from other member papers.

## **THE PHILADELPHIA INQUIRER**

Better crediting of enterprise stories.

## **PITTSBURGH TRIBUNE-REVIEW**

We have been asking for more photos for at least the past three years. It continues to be a problem. News and business photos are especially lacking. Also, more consistency in weekend news coverage.

## **THE READING EAGLE**

We have some concerns about the AP that do not seem to be covered in your survey. One of the biggest concerns is the lack of Associated Press style in some of the stories. We insist that Record Herald reporters follow AP style, so it is logical to expect the same of AP. And if AP reporters do not know style, where are the editors? Another issue is story length. While Pennsylvania stories are generally of a manageable length, many national and international stories are excessive. For example, we wonder how many newspapers actually ran the 52-inch obituary for Johnny Carson or regularly have room for 30-inch stories about Iraq. In addition, the majority of these stories are not written in inverted pyramid style, so they cannot simply be cut from the end. Stories of 15 to 20 inches would be greatly appreciated. ...

Waynesboro is just north of the Maryland border in the middle of the state. As a result, our readers are more in tune with Baltimore and Washington than Philadelphia and Pittsburgh. The state file seems to be domi-

nated by city news, especially from Philadelphia. We would like more news of statewide or regional interest. ... One short-coming of the state AP is a lack of follow-up. For example, an accident with serious injuries on the Pennsylvania Turnpike may be reported, but then there will be nothing the next day about what happened to the victim.

## **THE (WAYNESBORO) RECORD HERALD**

More art. The PA AP does a great job covering important news throughout the Commonwealth. Often times, however, I find myself in need of art that's not there. Other times, photo codes accompany stories, but the art can't be located on the AP server.

## **THE (WILKES-BARRE) CITIZEN'S VOICE**

Continued coverage of gambling/slot machine issues in state.

## **THE (WILKES-BARRE) TIMES LEADER**

Push hard for more contributions from member newspapers, particularly rural. More layering with stories from AP. Send Sunday package on Wednesday or Thursday morning. More stories are needed on health insurance and how the cost is affecting average Pennsylvanians.

## **THE WILLIAMSPORT SUN-GAZETTE**

Election results can be cumbersome to reformat for use in the paper. AP should consider new ways to use the Internet to provide live feeds of results. ... Deer management is an issue that should be covered extensively in the year ahead. This politically divisive issue reaches into many areas including development, transportation, safety and agriculture.

## **THE YORK DISPATCH**

Better Harrisburg coverage – in-depth and features. Daily roundup of legislative action needed, consistently when in session. Also, big issues for us include transit and Medicaid (in-depth on Medicaid). And more daily feeds from more papers. We would also like one to two briefs per day from Lancaster, Lebanon, Cumberland and Adams areas. ...Project ideas include: What is the real state of Pennsylvania roads? Regionalism more and what legislature is/or isn't doing about it.

## **THE YORK DISPATCH**

# Photos from the members in 2004

Photographers at Pennsylvania newspapers contributed more than 200 for use by The Associated Press during the 2005 Wire Watch survey. The following is a selection of images taken by photographers at member newspapers



DAILY RECORD/SUNDAY NEWS — JASON PLOTKIN

Firefighters from multiple fire companies work a barn fire Sept. 11, 2004, in Codorus Township. The barn, filled with nearly 300 bails of hay, was destroyed and the fire took hours to be contained. No injuries were reported and the cause of the fire was under investigation.



ERIE TIMES-NEWS — JANET B. CAMPBELL

Lamar Outdoor Advertising employee, Bob Churchill, dangles from a billboard after being blown off by the wind while trying to install a tarp on a billboard as his co-workers help to steady the harness, May 24, 2004. Churchill, who dangled from the billboard for almost 20 minutes, was taken to a local hospital where he was treated and released.



LANCASTER NEW ERA — RICHARD HERTZLER

A newborn lamb nibbles on straw as a thin ray of sunshine slips through a tiny opening in the rafters of this Willow Street, barn, near Lancaster, Thursday, March 17, 2005.



LEADER TIMES — JUSTIN GUIDO

An Amish man fills a gas container at a gas station in Dayton, June 15, 2004.



PHILADELPHIA INQUIRER — MICHAEL S. WIRTZ

Kevin Jones, 21, does some dips at the Iron Sport Gym in Glenolden, Feb. 9, 2004. Jones, a dominating running back at Cardinal O'Hara High School in Springfield, Delaware County, and an all-American tailback at Virginia Tech, is getting ready for the NFL draft.

# Politics in Pennsylvania



ASSOCIATED PRESS — CAROLYN KASTER

Kerry volunteer Beth Beene cries as Sen. John Kerry, D-Mass., gives his concession speech on the television at the Kerry-Edwards central Pennsylvania victory headquarters in Harrisburg, Nov. 4, 2004.



THE INTELLIGENCER — RICK KINTZEL

Dan Sweeney, of Philadelphia, a President Bush supporter, left, and Bill Perry, a Sen. John Kerry supporter, scuffle in front of the Baderwood movie theater in Jenkintown, where the movie "Stolen Honor," a documentary criticizing Sen. John Kerry's anti-war activities, was planned to be shown Tuesday night, Oct. 19, 2004. The Philadelphia Inquirer reported the theater canceled the showing. The 42-minute film is critical of Kerry, the Democratic presidential candidate, and his anti-war activism after he returned home from Vietnam three decades ago.



PHOTO/INTELLIGENCER JOURNAL — VINNY TENNIS

Amish men and boys wave and twirl their hats as President Bush's bus travels through Intercourse, July 9, 2004. Bush privately met with about 30 Amish during his campaign trip through Lancaster County. As pacifists, most Amish avoid political activity that they believe would link them even indirectly with government-sponsored violence. But hot-button social issues, coupled with gentle prompting from GOP officials, are galvanizing some Amish to register to vote.



ASSOCIATED PRESS — CAROLYN KASTER

U.S. President George W. Bush greets the crowd in Allentown, Friday, Oct. 1, 2004, the day after his first debate with Democratic presidential candidate John Kerry.