

# AP 2007 Report

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# W I R E W A T C H



MARY ALTAFFER — ASSOCIATED PRESS

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PENNSYLVANIA ASSOCIATED PRESS MANAGING EDITORS

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**AP AND MEMBER CONTRIBUTIONS HIGHLIGHTED, PAGES 6 & 7**

# The AP view

**I**n 2006, the AP in Pennsylvania continued to provide our members with aggressive coverage of state government. Our five-part series on Pennsylvania pensions won Page 1 play in at least 40 newspapers, many of which also localized the stories. The series, written by Mark Scoloro and edited by Peter Jackson, showed that generous state benefits have created a looming crisis for Pennsylvania taxpayers. The series prompted numerous editorials and calls for action by the Legislature. Keeping with a practice we have followed on other major state projects, we offered members detailed tips and guidance on how to localize the series well before it hit the wire.

We also moved three packages of stories dealing with the power of incumbency in the Pennsylvania Legislature and how it was being used to try to quash a populist uprising that began with the voter revolt over the legislative pay raise in 2005.

## **Other highlights of the state report:**

- For 10 days after the Amish schoolhouse shootings, the AP provided sustained team coverage, including the first report on the 9-1-1 call by the schoolhouse gunman; the first report on the final decision to tear down the schoolhouse; the first on-the-record report on the conditions of the five surviving girls, and the first report on the results of toxicology tests on the gunman. We also had the only still photos of the excavator starting to tear down the murder scene. The AP in New York nominated our coverage of this story for a Pulitzer.

- Our coverage of the election provided members with plenty of layers and multimedia elements. For example, our U.S. Senate race coverage included five Q&As with the candidates, five installments of On The Campaign Trail, one Blogwatch, an extended race recap for election tabs, fund-raising breakouts, audio from the campaign trail, and two multimedia packages.

- Allentown Correspondent Mike Rubinkam broke one of the biggest political stories leading up to the election – the terms of a confidential legal agreement U.S. Rep. Don Sherwood had reached with his ex-mistress in an abuse lawsuit.

- Pittsburgh sportswriter Alan Robinson dominated coverage of the shootings of five Duquesne basketball players in mid-September. Thanks to his source development and often exclusive access, Alan produced exclusive details on five of seven days after the shootings. The AP also had exclusive photos of two injured players at their first workout.

- Our business writers in Philadelphia, Harrisburg and Pittsburgh produced nearly 40 national enterprise stories over the year. They conducted AP Interviews with a half-dozen business leaders, including executives at Toll Brothers, Heinz, Urban Outfitters and Philadelphia Media Holdings.

- We expanded our coverage of the environment. Dan Nephin in Pittsburgh produced packages on both hunting and fishing, and Mike Rubinkam wrote about the chilling effects of a court ruling holding landowners partly responsible for any gun offenses by hunters on their property.

- Harrisburg's Marc Levy aggressively covered the road to slot-machine gambling with exclusives that revealed: potential investors in proposed slots parlors would not be required to disclose their ownership shares (a policy that subsequently was reversed); that at least 20 slot investors served on the boards of public agencies or large nonprofits in the state; and that many lawyers and lobbyists representing gambling interests were donating heavily to state political leaders.

- We greatly increased our multimedia output in 2006. Subjects included audio and interactives for the All-Star Game in Pittsburgh, a podcast of Ben Franklin celebrations in Philadelphia, several photo galleries, and audio for dozens of stories ranging from the Floyd Landis scandal to the opening of the state's first slots parlor.

The Pennsylvania AP's work in 2006 -- under the leadership of News Editor Larry Rosenthal -- was praised by top AP editors as one of the strongest state reports in the nation. We produced 68 NewsBreaks during the year, up nearly 80 percent from 2005. Our work also drew six honorable mentions in the national Beat of the Week contest.

## **Our goals for 2007 include:**

- A continued focus on watchdog journalism and statewide investigative projects with opportunities for localization.
- A new beat examining rural and small town life
- More in-depth reporting from all corners of Pennsylvania

Our partnership with our Pennsylvania members continues to strengthen. We intend to provide locally relevant coverage across all formats and media, and we welcome your suggestions.

**Sally Carpenter Hale**  
*Bureau Chief*  
Andrew Fraser  
*Assistant Bureau Chief*  
Larry Rosenthal  
*News Editor*  
Jacqueline Arzt Larma  
*Photo Editor*

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**On the cover:** Amish men are seen in front of the schoolhouse where a gunman shot several students and himself in Nickel Mines on Oct. 2. The shooting drew national attention to Lancaster County's Amish community. Five girls were killed and five injured students survived the attack. The schoolhouse was torn down and another built nearby.

**MARY ALTAFFER — ASSOCIATED PRESS**

# How we did it

Earlier this year, top editors at Pennsylvania AP member newspaper 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's AP bureau and followed up by members of the PAPME's WireWatch committee.

Our 2007 study obtained results from 40 newsrooms as of February 2007, or about 48 percent of the state AP membership. The majority of the responses — 19 — 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 any 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

2007	40
2006	44
2005	49
2004	43
2003	44
2002	50
2001	44
2000	48
1999	47
1998	44
1997	42

## Circulation category

	<20K	20-75K	>75K
2007	35%	47%	17%
2006	32%	57%	11%
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%

## Publication cycle

	AM	PM	AM/PM
2007	72%	20%	7%
2006	83%	23%	5%
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%

# Our annual check

This Wire Watch report, presented by the Pennsylvania Associated Press Managing Editors association (PAPME), represents an evaluation of the Pennsylvania bureau of The Associated Press by editors at member newspapers. It is a way for the AP to receive feedback about what its members like and which areas need to be improved. With that in mind, staff members of the state bureau will take the information in this report seriously so they can consider which areas need to remain strong and which areas need to receive more attention.

It's usually good when almost 3 out of 4 people think you're doing a good job. But for the AP in Pennsylvania that's a bit disappointing. The 72 percent satisfaction rating, which combines ratings of good or excellent, is the lowest since 1998 and a drop of 19 points from a year ago. Editors who rated the AP as excellent increased by 3 points to 8 percent, but those who rated the AP as good dropped by 22 to 64 percent, and fair increased by 19 to 28 percent. No newspaper rated the AP's performance as poor. One other disappointing number was the total responses. Of the 84 member newspapers in the state, 40 participated in the survey, even though the survey now can be completed online. That's the lowest response since the Wire Watch was formalized in 1996.

Wire Watch has been around in some form since 1992. According to Jim McClure, editor of the York Daily Record/Sunday News and a past president of PAPME, the report began in 1992 as a comparison of the Pennsylvania and Maryland wires. The next year, PAPME created a report based on another state's Wire Watch. In 1996, the survey was formalized, similar to the way it appears today.

The Wire Watch survey requests member newspaper editors to share their opinions about how well the AP staff performs in many areas, including coverage of spot news, special projects, sports, business, elections, government, enterprise and photography. It also rates AP's technical support and service and rates the national AP in several areas.

Some of the interesting reading is in the section titled "Member Feedback," where editors give specific examples of their issues and concerns with AP.

This report is produced through volunteer efforts, led by Ted Sickler, assistant managing editor at the York Daily Record/Sunday News. Also serving on the committee are Ced Kurtz, assistant managing editor/production of the Pittsburgh Post-Gazette; and Lori Goodlin, editor of The York Dispatch.

Special thanks to Ray Shaw, editor of the Intelligencer Journal, Lancaster, for making publication of this report possible.

The PAPME board also thanks editors throughout Pennsylvania for their participation in this valuable project.

**Harry J. Deitz Jr.**

*Managing Editor, Reading Eagle*  
PAPME President 2006-2007

## Wire Watch committee

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

**Cedric Kurtz**, assistant managing editor / production, Pittsburgh Post-Gazette

**Lori Goodlin**, editor, The York Dispatch, lgoodlin@yorkdispatch.com

The Wire Watch committee offers its thanks again this year to C. Raymond Shaw, editor at the Intelligencer Journal in Lancaster, for making publication of this year's Wire Watch report possible. Also, thanks to those AP staffers who helped compile portions of the report as well as York Daily Record / Sunday News graphic artist Samantha Dellinger and photo editor Christopher Glass for their help in putting this work together.

# Satisfaction ratings

The Overall Performance rating for the Pennsylvania AP registered at 72 percent this year. This is lower than last year's 91 percent rating. The survey's highest rating was 92 percent in 2002. The lowest rating was 56 percent in 1997.

Editors at the state's seven largest newspapers scored a 57 percent overall satisfaction with state AP (100 percent in 2006). Editors at the state's mid-sized newspapers, 20,000 to 75,000 circulations, tended to rate the state AP at 72 percent satisfaction (92 percent in 2006). And editors at newspapers with less than 20,000 gave the highest rating to overall performance at 75 percent. (86 percent in 2006).

Of the 12 core categories surveyed for member-editor satisfaction, five categories scored increases over 2006.

The biggest increase was in **Election Night coverage**, where satisfaction ratings were up 11 percent to 90 percent overall satisfaction. Other categories with increases were **Coverage provided by neighbors**, up 10 percent to 42 percent; **Sports features**, up 8 percent to 56 percent; **Sports news**, up 3.5 percent to 82.5 percent; and **Enterprise reporting**, up 3 percent to 65 percent.

## Overall performance

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-*
2007	0%	28%	64%	8%	72%	-19%
2006	0%	9%	86%	5%	91%	
2005	0%	14%	82%	4%	86%	
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 +/-
2007	0%	10%	50%	40%	90%	11%
2006	0%	14%	61%	18%	79%	
2005	4%	19%	49%	27%	76%	
2004	0%	2%	68%	29%	98%	
2003	0%	21%	57%	23%	80%	
2002	2%	19%	51%	28%	79%	

## Pennsylvania legislation

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	0%	25%	60%	15%	75%	-7%
2006	0%	18%	66%	16%	82%	
2005	2%	29%	59%	10%	69%	
2004	0%	19%	63%	19%	81%	
2003	2%	33%	49%	16%	65%	
2002	0%	29%	54%	17%	71%	

## Pennsylvania courts

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	2.5%	47.5%	50%	0%	50%	-16%
2006	9%	25%	64%	2%	66%	
2005	4%	51%	43%	2%	45%	
2004	2%	44%	47%	7%	54%	
2003	7%	34%	57%	2%	59%	
2002	2%	38%	48%	13%	60%	

## Pennsylvania politics

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	2.5%	22.5%	55%	20%	75%	--6%
2006	0%	18%	70%	11%	81%	
2005	3%	19%	69%	8%	77%	
2004	0%	12%	77%	12%	88%	
2003	2%	16%	71%	11%	82%	
2002	0%	19%	64%	17%	81%	

## Coverage provided by neighbors

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	18%	39.5%	42%	0%	42%	10%
2006	11%	55%	30%	2%	32%	
2005	6%	25%	63%	6%	69%	

# Satisfaction ratings

(continued)

Seven categories decreased: Satisfaction with **Sunday advances**, 40 percent, dropped 21 percent; **Pennsylvania courts**, 50 percent, dropped 16 percent; **Pennsylvania legislation**, 75 percent, dropped 7 percent; **Pennsylvania politics**, 75 percent, dropped 6 percent; **Pennsylvania business coverage**, 47.5 percent, dropped 4.5 percent; **Spot/Breaking news**, 72.5 percent, dropped 2.5 percent; **Request response/stories**, 85 percent, dropped 1 percent.

## Spot/Breaking news

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-*
2007	0%	27.5%	57.5%	15%	72.5%	-2.5%
2006	2%	20%	68%	7%	75%	
2005	0%	29%	57%	14%	71%	
2004	2%	12%	70%	16%	86%	
2003	9%	9%	66%	16%	82%	
2002	4%	15%	65%	17%	81%	

## Request response

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	0%	3%	54%	31%	85%	-1%
2006	9%	2%	52%	4%	86%	
2005	2%	8%	51%	39%	90%	
2004	0%	12%	54%	35%	88%	
2003	0%	9%	42%	49%	91%	
2002	0%	10%	50%	40%	90%	

## Pennsylvania business coverage

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	5%	47.5%	42.5%	5%	40%	-12%
2006	0%	36%	52%	0%	52%	
2005	4%	35%	54%	6%	60%	
2004	5%	35%	58%	2%	60%	
2003	5%	48%	45%	2%	48%	
2002	4%	43%	43%	11%	53%	

## Sunday advances

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	2.5%	42.5%	35%	5%	40%	-21%
2006	5%	30%	50%	11%	61%	
2005	4%	29%	64%	2%	66%	
2004	0%	35%	57%	8%	65%	
2003	0%	23%	73%	5%	78%	
2002	0%	26%	67%	8%	74%	

## Enterprise reporting

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	0%	35%	60%	5%	65%	3%
2006	0%	36%	48%	14%	62%	
2005	4%	26%	67%	2%	69%	
2004	0%	35%	61%	5%	65%	
2003	5%	28%	63%	5%	68%	
2002	7%	39%	50%	4%	54%	

## Sports news

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	2.5%	15%	62.5%	20%	82.5%	3.5%
2006	0%	18%	70%	9%	79%	
2005	0%	26%	47%	26%	73%	
2004	0%	12%	76%	12%	88%	
2003	2%	14%	74%	10%	83%	
2002	0%	11%	64%	24%	89%	

## Sports features

Year	(1) Poor	(2) Fair	(3) Good	(4) Excellent	Score	YtD +/-
2007	5%	38.5%	51%	5%	56%	8%
2006	2%	48%	41%	7%	48%	
2005	3%	50%	44%	3%	47%	
2004	0%	36%	60%	5%	64%	
2003	5%	37%	59%	0%	59%	
2002	5%	41%	48%	7%	55%	

\* denotes change over last year

# Special AP 2007 projects

**“Challenging Incumbents” (March):** A four-day series showing how the Legislature has built up a huge and costly apparatus to help get incumbents re-elected, doubling its budget in 10 years and doubling the size of its staff over the last 25 years. The coverage was designed as a follow-up to the pay-raise debacle of 2006.

**“Asians in Pennsylvania” (November):** A six-day series on Pennsylvania’s growing Asian population, designed in part to bring more diversity in coverage to the wire and document a trend affecting all parts of the state. Stories focused on the growing attraction of the Pittsburgh area to Asians, the growing number of banks catering to Asians in the Philadelphia area, the rise of Asian places of worship around the state, and the conflict some face as they adopt Western ways while trying to preserve their cultures.

**“Road to Slots”:** Ongoing enterprise coverage of Pennsylvania’s move to slot-machine gambling, including stories that revealed: 1) that potential investors would not be required to disclose their ownership shares (the policy was later reversed); 2) that at least 20 slot investors served on public or nonprofit agencies; 3) that many lawyers and lobbyists representing gambling interests were donating heavily to the state’s political leadership.

**“Election 2006”:** Ongoing coverage of the 2006 campaigns, including ‘Where They Stand,’ five Q&As with the U.S. Senate candidates; ‘On the Campaign Trail,’ five stories from the Senate campaign trail; ‘Senate and Gubernatorial Race Recaps,’ extended recaps designed for election tabs. Coverage included an AP Exclusive on the terms of a confidential legal agreement Congressman Don Sherwood reached with an ex-mistress. On Election night, the first story declaring Ed Rendell the winner moved at 8:03 p.m., and the first story declaring Bob Casey the winner moved at 8:34 p.m.

**“The Amish Tragedy” (October):** Ten straight days of team coverage of the Amish shootings and their aftermath, which included multiple AP NewsBreaks, including the first report on the 9-1-1 call by the gunman; the first report on the final decision and timetable for tearing down the schoolhouse; the first detailed, on-the-record report on the full conditions of the surviving girls; the first report on the toxicology tests conducted on the gunman.

**“Day of Reckoning” (December):** A five-day series on Pennsylvania’s looming pension crisis, based on 75 interviews and an AP analysis of state pension data obtained through a Right-to-Know request; among other things, it made public for the first time the average pensions of retired state lawmakers, average pensions by state agency, the highest state pensions and the size of the state’s accrued liability for retiree health benefits going out 30 years (\$33.3 billion).

## Special state AP 2007 projects Importance

	Very unimportant	Unimportant	Important	Very important	Overall importance
Challenging Incumbents	0%	6%	41%	53%	94%
Asians in PA	3%	37.5%	53%	6%	59%
Road to slots	0%	0%	60%	40%	100%
Election 2006	0%	0%	40.5%	59%	99.5%
Amish tragedy	0%	0%	36%	64%	100%
Day of Reckoning	3%	3%	50%	45%	95%

## Special state AP 2007 projects Usage

	Used all	Used part	None used
Challenging Incumbents	38%	43%	3%
Asians in PA	11%	19%	70%
Road to slots	18%	71%	10.5%
Election 2006	16%	81%	3%
Amish tragedy	27%	73%	0%
Day of Reckoning	60%	3%	14%

# State photos

For the second time, the Wire Watch survey asked more specific questions on the state AP's photo report. While satisfaction with the state AP's request response dipped only slightly, AP's coordination between stories and photos moving on the wire registered lower with those surveyed again this year. Editors were also unsatisfied with high school sports coverage and either number or quality of images moved by fellow members to the wire. Satisfaction with the AP's coverage of the state's professional sport-teams ranked highest.

# Coverage provided by National AP

For the third year, the Wire Watch survey asked Pennsylvania members their view on six aspects of the national AP wire. State newspapers of all circulation categories most appreciated the sports coverage provided by the national wire. Against this year they were least satisfied with the quality or amount of coverage specifically geared toward 18- to 35-year-olds. Here the satisfaction rating remained below 50 percent.

In future years, this list of issues may continue to change to best address the needs of Pennsylvania members.

# Operations

Overall satisfaction with the state AP's technical service and support increased 1 percent to 89 percent this year. Satisfaction with the AP's web-based services also increased to 88 percent this year. Overall satisfaction with the AP's effort to provide additional breakouts or layers with stories erased last year's gain of 3 percent this year to mark a 62 percent total rate.

## State Photos

	Poor	Fair	Good	Excellent	Overall satisfaction
Photo/story coordination	16% (16%)	39.5% (32%)	45% (50%)	0% (2%)	45% (52%)
Multi-photo features	17% (7%)	61% (60%)	22% (29%)	0% (5%)	22% (34%)
Photos of my region	29% (30%)	50% (58%)	21% (79%)	0% (0%)	21% (79%)
Spot news photos	8% (7%)	42% (43%)	45% (12%)	5% (7%)	50% (19%)
Spot news by members	10.5% (23%)	47% (45%)	37% (43%)	5% (2%)	42% (45%)
High school sports	38% (23%)	40.5% (57%)	22% (30%)	0% (0%)	22% (30%)
College sports	8% (0%)	19.4% (25%)	61% (20%)	11% (11%)	72% (31%)
Professional sports	3% (2%)	5% (11%)	59% (64%)	32% (20%)	91% (84%)
Request response/Photos	3% (8%)	22% (13%)	54% (66%)	22% (25%)	76% (91%)

\*Note: Numbers in parentheses represent results from last year's survey.

## National AP Issues

	Poor	Fair	Good	Excellent	Overall satisfaction
Sports	3% (0%)	3% (7%)	69% (71%)	26% (22%)	95% (93%)
Election night	0% (0%)	3% (14%)	69% (70%)	23% (16%)	92% (86%)
Enterprise/Advance	0% (0%)	28% (15%)	67% (80%)	5% (5%)	72% (85%)
Health	0% (0%)	22.5% (16%)	67.5% (70%)	10% (14%)	77.5% (84%)
War on Terror	3% (0%)	18% (21%)	66% (72%)	13% (7%)	79% (79%)
Stories for 18-35	3% (2%)	38.5% (60%)	46% (37%)	3% (0%)	49% (37%)

\*Note: Numbers in parentheses represent results from last year's survey.

## AP technical support and service

Year	Poor	Fair	Acceptable	Excellent	Overall satisfaction
2007	0%	11%	60%	29%	89%
2006	2%	10%	57%	31%	88%
2005	0%	2%	60%	35%	95%
2004	0%	2%	52%	46%	98%
2003	0%	8%	40%	53%	93%
2002	0%	0%	44%	56%	100%
2001	0%	10%	45%	45%	90%
2000	0%	7%	42%	51%	93%
1999	0%	4%	51%	44%	95%

## AP Web-based services

Year	Poor	Fair	Acceptable	Excellent	Overall satisfaction
2007	0%	9%	85%	3%	88%
2006	5%	15%	63%	16%	79%

## Presence of layers

Year	Poor	Fair	Acceptable	Excellent	Overall satisfaction
2007	9%	28%	56%	6%	62%
2006	0%	35%	57%	8%	65%

# Story contributions increased in 2007

Story contributions by Pennsylvania members increased 50 stories for the two weeks surveyed in 2007. Those contributions edited and forwarded to members across the wire stayed about the same as last year. While the volume of stories contributed to the wire increased, the "turn around" percentage associated with the AP's selection and editing process declined 4 percent.

Therefore, 28 percent of all stories contributed by members during the surveyed 2007 period moved forward to the wire for the state membership's use.

However, a new factor was charted this year as 102 stories were also "pulled" by AP staffers from member web sites for inclusion on the wire. That nearly doubles the number of member-generated pieces that appeared on the wire during the survey period.

**Ted Sickler**  
York Daily Record  
Sunday News

NOTE: E-mailed transmissions are included along with carbon. Weekly Pennsylvania Enterprise submissions not included.

Contributing member	Stories submitted					Stories used					Pulled
	2/24-3/09	4/4-4/18	1/31-2/13	3/15-3/29	2/12-2/25	2/24-3/09	4/4-4/18	1/31-2/13	3/15-2/13	2/12-2/25	2/12-2/25
Beaver County Times, Beaver	21	4	8	1		5	3	2			3
Bedford Daily Gazette	2	1	3			2	1	3			
Bucks County Courier Times, Levittown**		5	6	5	17		1	4	2	7	2
Centre Daily Times, State College	23	17	15	11	11	9	2	6	6	3	3
Citizen's Voice, Wilkes-Barre	2	3	2	1		1			1		
Corry Journal			3								
Courier-Express, Clarion				1							
Courier-Express, Dubois	1	1			1	1					
Daily Courier, Connellsville	3					2					
Daily Herald, Tyrone											
Daily Item, Sunbury			4	2	1			3	1	1	
Daily Local News, West Chester	8	2	5	4	1	3	2	4	3	1	
Daily News, Lebanon	2					1					
Daily Press, Saint Marys	1					1					
Delaware Co. Daily Times, Primos*					3		1			3	1
Derrick, Oil City			1	1				1			
Doylestown Intelligencer Record		3	6	9	5		1	5	5	1	2
Eagle, Butler	5	6	6	6	5	2		2	2		1
Ellwood City Ledger											
Era, Bradford	5	1	1	3	2	2		1	2	1	
Erie Times-News	23	21	25	22	12	9	14	12	9	3	2
Express-Times, Easton	21	21	15	12	6	13	6	5	3	3	1
Gazette, Indiana	1		4	7	1	1	2	1	2		
Gettysburg Times*			3		1		1	2		1	
Greenville Record-Argus	1			1		1					
Hanover Evening Sun		5	3	3	33		1	3		3	
Hazleton Standard-Speaker											
Herald, Sharon	8	5	5	4	3	2	3	2	1		1
Herald-Standard, Uniontown	1	4	2	4	3	1	2	2	2	1	3
Huntington Daily News, Huntington											
Lancaster Intel, New Era, Sunday News	11	2	8	5	8	5	6	5	2	4	2
Leader-Times, Kittanning			1				1				
Lehigh Valley Times News		1									
Lenfest/Nustar, West Chester											
Lock Haven Express			1								
McKeesport Daily News							1				
Mercury, Pottstown			6	3	1			4	2		1
Mirror, Altoona	3	7	11	13	8	2	4	4	1	2	
Morning Call, Allentown	92	61	94	13	49	20	25	23	5	13	2
Morning News, Daily Times, Erie											
News Eagle, Hawley	1	1				1					
News, New Castle	3	1	2	4		1		1			1
News-Item, Shamokin	4	4					1				
Observer-Reporter, Washington	1	1	6			1	2	2			3
Patriot-News, Harrisburg	24	32	43	26	17	7	16	14	10	3	2
Philadelphia Daily News	1	2	1	13	15			1	4	5	4
Philadelphia Inquirer*	8	6	56	33	36	1	6	16	11	7	14
Phoenix, Phoenixville				1							
Pittsburgh Post-Gazette	28	20	44	21	19	18	12	20	3	7	18
Pocono Record	4	12	3	9	1	1	3	3	6		
Press-Enterprise, Bloomsburg			6	6	6		2	5		2	1
Progress, Clearfield	1		3			1		2			
Public Opinion, Chambersburg		4					1				1
Punxsutawney Spirit				1	1						
Reading Eagle	12	11	16	13	22		3	6	1	8	2
Reporter, Ridgway	1					1					
Reporter, Lansdale	17	4	2	5	9	5	3	1		1	
Republican, Pottsville*	2	8	2	2			3				1
Sayre Morning Times											1
Sentinel, Carlisle	5					2	1				
Sentinel, Lewistown					2					1	
Somerset Daily American	6	2	1	2	2	1	2		2	1	
Standard-Journal, Milton											
Sun-Gazette, Williamsport	10	14	4	8	8	6	5	3		1	
Times, Scranton	20	12	5	3	4	4	2	1	2		
Times Herald, Norristown	4	8	4			2	5	2			
Times Leader, Wilkes-Barre				1							
Towanda Daily Review	1			1		1			1		1
Tribune, Meadville	6		2	2	3	3		1	1	1	
Tribune, Philadelphia			2								
Tribune, Scranton	2		15			1		6			3
Tribune-Democrat, Johnstown	32	19	28	3	17	12	15	15		3	
Tribune-Review, Greensburg		6	8					5			23
Tribune-Review, Pittsburgh	54	41	42	29	28	29	18	19	13	15	
Tri-County Sunday, Dubois	1										
Valley Independent, Monessen	1		1			1					
Valley News Dispatch, Tarentum		3	1	1				1			1
Warren Times Observer, Warren	2	1									
Wayne Independent		1									1
York Daily Record, York	36	19	14	8	11	9	6	6	2	3	1
York Dispatch, York	25	9		5	6	2	1		1	2	
<b>Totals</b>	<b>546</b>	<b>411</b>	<b>549</b>	<b>328</b>	<b>378</b>	<b>193</b>	<b>184</b>	<b>224</b>	<b>106</b>	<b>107</b>	<b>102</b>

\*1-On-Cycle carbons \*\*2-On-Cycle carbons



# Benchmarks

*While criticism is an important roadmap to improvement, we also want to reinforce high-quality effort and performance. Can you identify an instance in the past year when you or your editors felt that the AP, or an AP staffer, provided you with news service that merited your appreciation? What were the circumstances, and why do you feel the story/photo/effort is worth attention by other AP staffers?*

We appreciated Jennifer Yates coming up to demo the AP Exchange.

## **BUTLER EAGLE**

The Harrisburg bureau has improved dramatically in the past couple of years. Mark Scolforo followed up his public-records audit package with an outstanding series on public pensions. I'd like to see more coverage of proposed legislation, but overall, the Harrisburg bureau has filled a void for those of us without capitol correspondents.

## **THE EASTON EXPRESS-TIMES**

The staff in Pittsburgh is always helpful when we make requests. Most recently, we requested Ohio coverage of a student from the Erie area killed in an elevator accident at Ohio State — that became a Pennsylvania wire staple. Also, during the pursuit of "Bucky" Phillips, we often requested, and received, New York coverage. I appreciate the news updates from member web sites that move throughout the day. These are great to post on our Web site.

## **ERIE TIMES-NEWS**

Good job on pension package.

## **HANOVER EVENING SUN**

Some AP work on the Amish school shooting was excellent, complementing our coverage of the story. Early Floyd Landis stories also were especially useful.

## **LANCASTER NEW ERA**

All of the folks in the Pittsburgh bureau always are helpful and responsive, but Ramesh Santanam deserves special mention for his attention to detail. Nationally, Melissa Waddell has been especially helpful in our efforts to customize the stock table in response to requests of readers.

## **JOHNSTOWN TRIBUNE-DEMOCRAT**

At times when I call Philadelphia to repeat items and I don't get them, I call back and sometimes the AP staffer volunteers to e-mail it immediately rather than resend it. Seems to work better for me.

## **LATROBE BULLETIN**

We routinely receive outstanding service from the Philadelphia AP office. We have had reasonably good success with AP national desk

in New York as well, though they are not always as responsive as our home-state office.

## **LEBANON DAILY NEWS**

AP's coverage in Harrisburg has been reliable and well done.

## **METRO**

Response is very good from your office when we have a photo concern. The photo coverage of the Amish school shooting on the first day was excellent. While this is not Pennsylvania AP specific, we think it is worthy of mention: The AP reporter who identified the time frame of the Saddam Hussein execution should be commended. We were able to better plan our coverage and come out with a strong package the day after.

## **ALLENTOWN MORNING CALL**

The photo coverage of the Amish school shooting was outstanding.

## **NORRISTOWN TIMES-HERALD**

AP staffers, particularly those in Pittsburgh, with whom I deal most regularly, are invariably eager to help when presented with a special request.

## **WASHINGTON OBSERVER-REPORTER**

Loved the pensions package, BUT — again, it needed better art and graphics. When, oh when, will AP realize the importance of this? Also, all stories need breakouts, info boxes.

## **HARRISBURG PATRIOT-NEWS**

We were very impressed with the two multiple-part features that ran this fall. The Asians in Pennsylvania series was an excellent look at an overlooked trend, and featured quality work from a number of writers. The same applies to the Pension series, which took on a complicated but important topic and made it very readable.

## **PHILADELPHIA BULLETIN**

Continuing to push on open records makes the public — and the officials — more aware of this important issue.

## **PHILADELPHIA INQUIRER**

We use a lot of sports agate and the delivery is fair to good; at times, especially on deadline, it's a tad slow.

## **PHILADELPHIA DAILY NEWS**

In the Virginia Senate race, which was too close to call and would determine the control of the Senate, AP was able to call the race a day ahead of anyone else because they went and did their own polling in districts that hadn't reported yet.

## **PITTSBURGH POST-GAZETTE**

# Benchmarks

There have been instances when we were trying to cover something, couldn't get it and you guys backed us up on it.

## **PITTSBURGH TRIBUNE-REVIEW**

I applaud the efforts of all the AP staffers in the Pittsburgh bureau office for their fine help when we need a resend or help with something else.

## **PUNXSUTAWNEY SPIRIT**

The AP staff did exceptionally good jobs with the Amish school shooting and the spring flooding of 2006. Recent on-line efforts have been appreciated.

## **SUNBURY DAILY ITEM**

AP did a fine job on the Amish tragedy story. The photos were compelling and tasteful. Working in a very conservative Amish region, I can appreciate the difficulty in being sensitive to their religious beliefs and restrictions, while at the same time getting the information necessary for the story.

## **WARREN TIMES OBSERVER**

Generally, AP has been very responsive to any requests we made. Great to work with.

## **WILLIAMSPORT SUN-GAZETTE**

Coverage of the Amish school tragedy was top-notch. We could not ask for more.

## **YORK DAILY RECORD**

Pete Jackson is always very helpful and gets to my "problem," "question" or whatever promptly. Sally Hale, too, is attentive and gets back to members quickly. These are important factors in a good, member relationship.

## **YORK DISPATCH**

# Member feedback

*Looking ahead to the next 12 months, what would be the single most important priority for the Pennsylvania AP in anticipating the needs of your newsroom? (This may be a coverage concern, idea or something else.)*

Coordinate stories with photos. Photos often are not posted until hours after stories — if at all. Calling New York (AP) can be an exercise in futility, bouncing from person to person before winding up in voicemail.

**BLOOMSBURG PRESS-ENTERPRISE**

Since the onset of casinos, we need more gambling coverage.

**BUCKS COUNTRY COURIER TIMES**

Special sections: We are being asked to fill a growing number of sections like Summer Fun, Personal Achievement, Employment Extra, Dining Guides, etc., to fill advertising gaps. I often have to turn to promo copy and would rather use AP. We need more Pennsylvania sports features — Pitt, Pirates and Penguins.

**BUTLER EAGLE**

General Assembly coverage is vital to continue to pressure lawmakers and let them know the people are now watching them, and to build trust with our readers and residents.

**CENTRE DAILY TIMES**

More Philadelphia suburban stories.

**DOYLESTOWN INTELLIGENCER**

AP needs to clearly spell out what is and is not news. A factory closure that put 200 plus out of work and a multi-car fatal on Interstate 80 that closed both lanes in both directions for hours weren't considered news by the Pittsburgh office. I'd rather not deal with AP on those issues because of exasperation — of course, the whole report suffers when members are alienated. Something needs to change, soon!

**DUBOIS COURIER-EXPRESS**

Customer service: Moving stories that are sent on cycle so that they circulate on cycle; picking up stories of regional interest; and once and for all eliminating the practice of outing, which flies in the face of a news cooperative dedicated to shared interests and the free flow of information. It's archaic and it's wrong and AP acts as a facilitator.

**THE EASTON EXPRESS-TIMES**

I would like to see more spot news coverage — possibly more from member papers — to offer us more from which to choose.

**ERIE TIMES-NEWS**

Need photos, more enterprise.

**HANOVER EVENING SUN**

Speed: Given our short deadline, we would like the widest variety of stories by 8:30 a.m. or so.

Moving your Pennsylvania briefs as separates helps. (It would be nice to get your rewrites of top stories from the Inquirer, Post-Gazette and Patriot-News sooner.) Pennsylvania photos seem few and far between. Despite all of that — when I've called Harrisburg, Philadelphia or New York, your responsiveness was excellent.

**LANCASTER NEW ERA**

Continued coverage of topics that generate intense statewide interest, such as the backlash to the legislative pay increase in 2006. A priority for the coming year could be coverage of property-tax reform.

**JOHNSTOWN TRIBUNE-DEMOCRAT**

Receiving western Pennsylvania news in more detail and more timely fashion instead of being flooded with Philadelphia area news.

**LATROBE BULLETIN**

We are moving toward the day when Web-based series replace much of the old equipment — the satellite towers and segregated photo and story databases. It's happening; it's a little behind the curve for what's out on the Internet as a whole. We can't afford to get too far behind.

**LEBANON DAILY NEWS**

Since Michael Rubinkam came to Allentown, there has been an increase in regional stories from eastern and northeastern Pennsylvania — areas that are important to us. Sports (editors) report that Phillies' pictures are not good in subject quality. The images are plentiful, but the action shots are lacking.

**LEHIGHTON TIMES-NEWS**

During down periods, such as summer, we would like to see more enterprise. More trend and statewide issue stories would also be great. The optional approach has been a welcome addition and we would love to see that offered on far more stories on the state wire, especially out of Harrisburg and the courts. Better coordination of photos with stories: There are times we'll have a story leading the state report, but not a single photo to run with it. Illustrative art would suffice in many instances.

**METRO**

More AP-generated stories for Saturday, Sunday and Monday to enhance our regional coverage on those days. Coverage of the Pennsylvania Supreme Court race and slots, especially the horse tracks. For Sports: thorough coverage of Division One athletes and major pro sports.

**ALLENTOWN MORNING CALL**

We have always maintained that we would like to see move Philadelphia federal court stories.

**NORRISTOWN TIMES-HERALD**

# Member feedback

There is always a need for greater coverage of the Capitol, including photo coverage. Additional graphics would be welcome, as well.

**WASHINGTON OBSERVER-REPORTER**

Once again ... GRAPHICS & MAPS to go with stories.

**HARRISBURG PATRIOT-NEWS**

Maintaining the AP's presence in Harrisburg. It's a much-needed dimension of our news coverage, particularly with major legislation that comes from the state. We can do only so much with slots and pay-jacking locally, so it helps to have the state-side of those major issues to present to our readers.

**PHILADELPHIA BULLETIN**

Frequent reports of breaking news throughout the day — on cycle.

**PHILADELPHIA INQUIRER**

Honestly, cost is always an issue. AP is giving us what we need. AP people I have dealt with in Philadelphia, Trenton and New York have always been cooperative and tried to answer my queries. My pet peeve is not getting a photo — OK, a mug shot — to go with an offbeat story on the same day the story breaks. We can never get enough such stories, for that matter.

**PHILADELPHIA DAILY NEWS**

Coverage of the Legislature, particularly in terms of reform efforts.

**PITTSBURGH POST-GAZETTE**

More state briefs. Our paper is moving away from the long, enterprising stories and going toward short briefs.

**PITTSBURGH TRIBUNE-REVIEW**

Grasp the concept that reporting the news that people already got online 12 hours ago has little value. Stories in print no longer break news. They need to do something else to provide value.

**STROUDSBURG POCONO RECORD**

Weekend enterprise that we can localize.

**CHAMBERSBURG PUBLIC OPINION**

I would say keeping an eye on slots gambling as more parlors open, and also stories about Pennsylvania people being shipped to Iraq or Afghanistan.

**PUNXSUTAWNEY SPIRIT**

More photos for state wire stories, business stories and weekend editions. Some weekends there are no photos for state wire stories at all.

**THE READING EAGLE**

State government and agriculture coverage.

**SUNBURY DAILY ITEM**

We don't need two dozen photos from each Steelers/Eagles game, likewise Phillies/Pirates. If you are trying to impress the metros, forget it. They already have their own photographers at the games. ... As a paper within 15 miles of the New York state line, it would be nice to get some news from across state lines — not a lot — but some. I realize we don't pay for a NYS feed, and I'm not looking for the whole state feed. ... Please try to think statewide. There is more to Pennsylvania than Pittsburgh and Philadelphia, a whole lot more. There are significant political, environmental and social issues seething out here in rural Pennsylvania. Believe it or not, many of them would be interesting to urban readers as well.

**WARREN TIMES OBSERVER**

Better coordination of art with stories is needed. More good graphics would be beneficial.

**WILKES-BARRE CITIZEN'S VOICE**

Broaden the range of news stories in the digest beyond Philadelphia, Pittsburgh and Harrisburg.

**WILLIAMSPORT SUN-GAZETTE**

As we alter our approach to beat coverage and writing to better meet the needs of modern readers, we look to the AP to also make changes. We believe readers spend more time reading about lifestyles and trends, and less time reading about crime, institutions and officials. Readers need the newspaper to show them how to get more out of life, how to solve problems.

**YORK DAILY RECORD**

# Photos from the members in 2007



ASSOCIATED PRESS — MATT ROURKE

A water droplet bounces off seven-year-old Calvin Studivant's head as he plays in the water in Philadelphia on July 17. Nearly every county in Pennsylvania was under a heat warning or excessive heat advisory from the National Weather Service that day.



ASSOCIATED PRESS — CAROLYN KASTER

Tad Decker, chairman of the Pennsylvania Gaming Control Board, listens to testimony in Harrisburg on Dec 5. Two applicants for a slot-machine casino license in the Pocono Mountains — investors in the proposed Pocono Manor Resort & Casino, and Louise DeNaples who bought the Mount Airy Resort — made their cases to Decker and other gambling regulators two weeks before the licenses were scheduled to be awarded.



HARRISBURG PATRIOT-NEWS — CHRIS KNIGHT

A Pennsylvania State Trooper, center, and Lebanon County Deputy Coroner Bruce Rudy, right, bow their heads as Rev. Jim Podlesny of Holly Spirit Catholic Church, gives last rights to two victims of a helicopter crash near Grantville on April 20. Dennis G. Madonna, 48, and J. Bradley Jones, 67, co-owners of Regal Heir Farms, a thoroughbred horse farm, were killed instantly in the crash, state police said.



ALTOONA MIRROR — GARY M. BARANEC

Sgt. 1st Class George Wozniak of Portage is welcomed home by his wife, Tammy, and their daughter Arianna on June 19 in Johnstown, when more than 30 troops from the National Guard's 876th Engineer Battalion returned after a deployment to Iraq in January 2005.



DAILY RECORD/SUNDAY NEWS — PAUL KUEHNEL

President Bush starts up a Harley-Davidson motorcycle to the applause of Harley-Davidson Inc. CEO James Ziemer, right, during the President's tour of the manufacturing plant in York on August 16.

# Amish school shooting



LANCASTER INTELLIGENCER JOURNAL — DAN MARSCHKA

People kneel and pray in the middle of White Oak Road in Nickel Mines, on the day of the Amish schoolhouse shooting. Charles Carl Roberts IV stormed the one-room schoolhouse and shot 10 girls before turning the gun on himself.



ASSOCIATED PRESS — CAROLYN KASTER

A little boy looks out of a buggy that was a part of a funeral procession in Georgetown for Anna Mae Stoltzfus, 12, one of the schoolgirls slain in the Amish school shooting on Oct. 2.



PITTSBURGH POST-GAZETTE — ANDY STARNES

Members of the Amish community come together to share their sorrow in the village of Nickel Mines.



ASSOCIATED PRESS — MATT ROURKE

The Amish school in Nickel Mines, where a gunman shot 10 girls, killing five of them, is demolished by private contractors before dawn.



ASSOCIATED PRESS — MARY ALTAFFER

Reporters surround an Amish man in his horse-drawn buggy near the site of the schoolhouse shooting.