

AP to offer members more choices in text service for 2010

AP plans to offer two levels of Member Choice basic news service – the text report that every member gets – beginning Jan. 1, 2010. These new services will give newspapers more choices about the amount of national news coverage they want and added ability to lower costs.

AP announced the new services at its annual meeting April 6 and also shared plans for rate reductions on all text services for U.S. newspapers, in light of economic conditions. The impact on rates will vary widely among members, depending on the choices they make.

Members also will gain options on the length of their contract term. They can continue the current notice period of two years, and receive a discount, or they can choose one-year terms of service.

Member Choice Complete, the text service all newspaper members now receive, will continue. It provides full access to all of AP's English language reporting, including all state reports, full sports agate and coverage, financial markets reporting, and other content categories. Complete comes with tools for localizing or customizing the report for local interests or niche publications.

In 2010, AP will launch Member Choice Limited, a very light text service of just the top national and international news for papers that have minimal coverage needs or are under financial constraints.

AP also created optional categories of text news so members can further adjust content and costs. Members taking Complete will be able to opt out of any of four categories: Sports, Lifestyles, Money & Markets or News Analysis. Papers dropping to Limited service can opt in or add back any of the four categories.

For more information about service changes, talk to David Marcus at dmarcus@ap.org or Claire Jamieson at cjamieson@ap.org or you can call either of them at 617-357-8100. To learn more about the AP's annual meeting, including reading the speeches of CEO Tom Curley and Board Chairman Dean Singleton, visit <http://www.ap.org/annual09/>.

Access content via over 100 subject areas in AP Exchange

Members can now access content in AP Exchange via over 100 different subject areas. In the left column of AP Exchange, members can now look for a new tab called "Browse Topics." By clicking "Show All," in a few seconds all of a member's AP text stories will be organized into scores of subject areas. Simply point and click any of these topics to access content sorted into these deep, rich categories. The categories are three levels



deep and can easily be turned into a Saved Search so you can be alerted via e-mail when stories in niche topics move on the AP wire.

For more information on this feature or on AP Exchange, contact David Marcus at dmarcus@ap.org or Claire Jamieson at cjamieson@ap.org or you can call them at 617-357-8100. You can also visit <http://www.ap.org/apexchange/>.

AP Mobile launches international sites for The Canadian Press

The Associated Press and The Canadian Press announced the launch of The Canadian Press Mobile, developed by AP on its award-winning platform that allows smartphone users to easily view, search, save and share multimedia news any time, anywhere. AP teamed up with Canada's national news agency to introduce two international mobile sites accessible from the Web browser on most Internet-enabled wireless devices, <http://news4mobile.ca> in English and <http://nouvellesmobile.ca> in French. In addition to The Canadian Press and AP, content will come from 20 communities and a growing list of sources including the Globe and Mail, Canada's No. 1 national newspaper; the Toronto Star, Canada's largest daily newspaper; Transcontinental Media, Eastern Canada's leading community newspaper publisher; and CTV, Canada's No. 1 television network. The Canadian Press news application on AP Mobile will also serve as a gateway to AP's award-winning mobile platform, www.apnews.com.

Read more at http://www.ap.org/pages/about/pressreleases/pr_032409a.html.

All members can access questions and answers about AP style online



The AP Stylebook Web site offers all AP members free access to a database of questions posed to the AP Stylebook editor, along with AP's answers. The question and answer section can be accessed through the AP Stylebook Web site at: http://apstylebook.com/ask_editor.php.

Once you are on the page, you can view the searchable database of questions underneath "Ask the Editor." Only subscribers to the AP Stylebook Online can submit questions but any member can access the searchable database of questions already submitted, along with answers

Here's a sampling of some recent questions and answers:

- **Question:** Are names of publications italicized when referring to the Web site, not the printed version? Also, what about Web sites without a printed version such as CNN, CNBC, MSNBC? – from San Diego, California on Mon, Feb 02, 2009
Answer: No, see "italics" entry.
- **Question:** Is the first word after a colon capitalized? (E.g., "They had the same message: leave the room.") – from MN on Mon, Feb 02, 2009
Answer: Yes, if the word is a proper noun or starts a complete sentence, as in your example.
- **Question:** Hi- which is correct-- southeast or southeastern? e.g., ...provider to public and private companies located mostly in the southeastern United States, or ...provider to public and private companies located mostly in the southeast United States. Thanks! – from Chicago, IL on Mon, Feb 02, 2009
Answer: Southeastern (adj.) is preferable in this phrasing. Southeast is primarily a noun, though sometimes an adjective or adverb when preceded by a preposition.
- **Question:** Regarding house/property size, I'm a second guessing myself with hyphens, numbers and tense with foot/feet. In other words, what is the correct usage on: "2,400-square-foot, 5-bedroom, 3 1/2-bath home"? Thanks – from Annapolis, Md. on Mon, Feb 02, 2009
Answer: Hyphenate as compound modifiers, spell out five but leave the fraction as a figure: 2,400-square-foot, five-bedroom, 3 1/2-bath home.
- **Question:** Is it acceptable to write "1 to 5 p.m." instead of "1-5 p.m." As in "The four-hour workshop (1 to 5 p.m.) will cover..." (Rewriting to avoid parentheses is not an option.) Thanks! – from Anne, NY, NY on Fri, Jan 30, 2009
Answer: Yes.

To find out more about the AP Stylebook or the AP Stylebook Online Edition, visit www.apstylebook.com.

Special Editions

A Special Edition on "Your Career" will move on April 7. Stories include: opportunities in health care; a look at dying professions; what to wear to job interviews these days (it depends on what kind of company it is); the complicated business of starting your own business; to brownbag or not to brownbag; and what to do when your company cuts back on professional development opportunities.

Upcoming Special Edition packages:

- May 5 – Outdoors

- June 2 – Weddings
- July 14 – Back to School
- Aug. 4 – Fall Homes/Housekeeping 101
- Sept. 1 – Cars
- Oct. 6 – Diet/Exercise
- Nov. 3 – Holidays
- Dec. 1 – Weddings

Beats of the week

Killer Blue

The six years since U.S. troops invaded Iraq have been marked by many stories about the men and women at war and their families. AP photojournalists Evan Vucci, Maya Alleruzzo and Rick Bowmer brought those stories to life with "Killer Blue: Baptized by Fire," an extraordinary multimedia package that blended video, still



photos and text. Killer Blue was one of the last Army units to serve a 15-month combat tour in Iraq.

Vucci and Alleruzzo lived with the troops for more than four months in Mosul, Iraq. Bowmer covered their return to Fort Hood, Texas. The package included a four-part online video series and interactive, 46 still photos and a cover story gleaned from poignant interviews conducted by Vucci and Alleruzzo in Iraq and Bowmer with family and friends in the U.S. The video documentary followed members of Killer Blue throughout their combat tour and upon their return home.

Drug war

Mexico City reporter Julie Watson wanted to use the scene in morgues to show the story about the escalating drug war in Mexico. The AP team tried for access to morgues in Tijuana and Ciudad Juarez. Stringer Mariana Martinez and photographer Guillermo Arias worked contacts in Tijuana, while stringer Marina Montemayor in Juarez did the same, with help from Watson. It took six weeks before Montemayor persuaded Juarez lab officials to meet with AP.

Watson, Montemayor, photographer Eduardo Verdugo and video stringer Arturo Perez pressed lab officials for access to the autopsy room. But several policemen had just been killed, and the morgue manager said it would be impossible to enter out of respect for their



families. Watson managed to persuade the top director that AP's reach could have a broad impact across Mexico and in the U.S. Finally, the director agreed to let them watch an autopsy. Martinez and Arias obtained access in Tijuana. The resulting story and photos got front-page play in the U.S. and Mexico, while Univision used the AP video.

Iraq withdrawal

Pamela Hess and Anne Gearan of Washington got a three-hour scoop on one of the most important stories of the new Obama administration - the plan for withdrawal from Iraq. The story of how they got the beat is a model of collegial source reporting, involving more than half a dozen Washington reporters all under the aggressive baton of Stephen Braun, Washington's foreign affairs editor. Hess got the ball rolling at a lunch with a source who blurted out: "19." The source opened up with details of the administration plan to pull most U.S. forces from Iraq in 19 months.

AP military writer Anne Gearan nailed down a second source. Other well-sourced AP reporters quickly joined in to strengthen the initial story. Steve Hurst provided a top administration official's explanation of the timing of the planned announcement. Jennifer Loven added context, and Anne Flaherty, Lolita Baldor and Robert Burns dived in with details that enabled the AP to field a forceful story. The AP was credited by many, including NBC, The New York Times and the Huffington Post.



Anne Gearan

Pam Hess