Mourners gather for a candlelight vigil at Ram’s Pasture on Saturday, Dec. 15, 2012, for victims of the shooting at Sandy Hook Elementary School in Newtown, Conn. The gunman, Adam Lanza, killed 26 people, including 20 children.

AP PHOTO / JASON DECROW

Underprivileged Indian children dressed in costume to look like the late Mahatma Gandhi, on a bus in Kolkata, India, Thursday, Jan. 26, 2012, for a rally commemorating the anniversary of Gandhi’s death.

AP PHOTO / BIKAS DAS
Myanmar's pro-democracy icon Aung San Suu Kyi is silhouetted against the setting sun as she arrives to deliver her speech during an election campaign rally in Thongwa village, Sunday, Feb. 26, 2012.

AP PHOTO | ALTAF QADRI
MEMBERS AND CUSTOMERS:

When AP reporter Julhas Alam arrived at the burned-out building in Bangladesh, he was determined to find out what brands were being made in the clothing factory, where a fire had swept through and killed 122.

He bided his time. Then, when all other media were gone, he politely asked a policeman if he and an AP photographer could go inside. For two hours that day in December, Alam sifted through boxes and pored over order books and clothes left on sewing machines as workers fled. What he found reverberated around the world, and continues to prompt reform: children’s clothes, hooded sweatshirts, shorts and sweaters bearing the names of some of the best-known Western brands.

The story received worldwide attention, breaking even as holiday gift shoppers were out buying many of the same brand names. The companies involved reported that they had either stopped doing business with the factory earlier or didn’t know their clothes were being made there. Since then, many have stepped up vigilance on their chain of manufacturing.

We tell you this story because it deftly illustrates AP’s unique strengths: the global footprint to cover news wherever it happens; the local reporter with a deep understanding of his territory and the right connections; the worldwide network of bureaus and editors to hone coverage and plumb it for relevance. In short, AP produces news that very few organizations in the world can, but that everyone needs.

Last year, we focused on strengthening our ability to provide critical news and services to our members and customers—from broadening our reach and rolling out efficient new delivery platforms to harnessing the power of mobile business models and reinforcing AP’s financial health. We enter 2013 stronger, and with a plan to help our current customers compete better than ever and to garner new ones, whether in untapped locations or uncharted business terrain. Our goal is to be nothing less than the global news leader.

We expanded our reach in critical areas last year: opening a bureau in North Korea, making AP the only Western news organization with a full-time multimedia office there, while also establishing a cross-format bureau in Eastern Europe to create competitive advantage in an underserved area.
A Bangladeshi police officer walks between rows of burnt sewing machines after a fire in a multistory garment factory outside Dhaka, Bangladesh, Sunday, Nov. 25, 2012, that killed 122 people.
AP PHOTO / KHURSHED RINKU

A North Korean choir sings during a concert in Pyongyang on Monday, April 16, 2012, to commemorate 100 years since the birth of Kim Il Sung, the nation’s founder.
AP PHOTO / DAVID GUTTENFELDER

Republican presidential nominee Mitt Romney, left, and President Barack Obama spar during the second presidential debate at Hofstra University in Hempstead, N.Y., Tuesday, Oct. 16, 2012.
AP PHOTO / CHARLIE NEIBERGALL

United States swimmer Michael Phelps, left, touches the wall as South Africa’s Chad le Clos closes in for second place during the men’s 100-meter butterfly final at the Aquatics Centre in the Olympic Park during the 2012 Summer Games in London, on Friday, Aug. 3, 2012.
AP PHOTO / MARK J. TERRILL
Our initiative to convert all AP video and video infrastructure to high definition was completed on time and under budget, with AP video fully HD for both the 2012 London Summer Games and the U.S. presidential election. We also built new delivery platforms for the businesses where we see greatest growth potential for AP: video and images. One of them, AP Video Hub, was designed specifically to provide digital publishers and news sites easy-to-access self-serve video, whether breaking news, 24/7 live streaming or archival footage. It proved to be an immediate success.

Like our geographic reach, AP’s footprint in mobile news continues to grow. AP Mobile, one of the highest-rated news apps in the iTunes store, hit the 12 million download mark last year, its popularity evident with 97 percent of visitors returning regularly. We also launched deep content verticals we are calling Digital News Experiences that let our newspaper and broadcast members easily integrate AP coverage into their own branded sites and drive advertising revenue. The vertical pegged to the Summer Games last year attracted major national advertisers. This year, microsites will cover motor sports, football and basketball. With hundreds of AP members signed up, we believe these verticals are an important model for digital growth.

From Syria to every U.S. statehouse, we deepened our determination to provide the news our customers need most, and can most trust. In the U.S., local and state reporters drilled into issues of high impact for our members, using databases and freedom of information law to report on corruption, questionable judgment, broken systems and hidden agendas.

In Syria, where the story is often too dangerous to report firsthand, enterprising AP staff developed a system to verify user-generated content, putting us ahead of the competition in video coverage. AP photographers captured some of the most compelling images of the conflict, winning, among other prizes, first place in the Pictures of the Year International award for Manu Brabo’s heart-wrenching shot of a Syrian father cradling his bloodied, dead son. In all, AP photographers won an unparalleled eight first prizes in the global competition.

We strengthened our financial health last year as well. Total revenue was $622.2 million, and the company grew EBITDA for the first time in five years. Our bank debt peaked in August and we ended the year with debt at about half of the peak. We feel confident that bank borrowings will be fully repaid by early next year. You can find our full financials at ap.org/company/annual-meeting/2013.

As we have since our founding nearly 170 years ago, AP continued to lead the fight for open government. In 2012, we filed more than 50 Freedom of Information Act appeals on behalf of members, ourselves or other parties.

We also continued to fight the case against misappropriation of our news. In a sweeping victory for AP, for those who produce original news and for the public that relies on it, the U.S. District Court for the Southern District of New York ruled in AP’s favor in a suit against Meltwater News, an electronic clipping service, for taking and reselling AP news without a license.
Being vigilant in protection of our right to know and our mission of original newsgathering is not inexpensive, and it is laborious work. But these are battles that must be fought.

In the coming year, we will take a comprehensive look at our news licensing business to identify new targets for growth, and to make sure that our news resources are positioned in the most competitive way. For members and customers this will mean content and solutions that help them succeed. For news consumers the world over, it means more of what AP does best: news they must know and can trust. We look forward to telling you about it in next year’s annual report.

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Gary Pruitt, President and CEO

Mary Junck, Chairman
TOP STORIES
It was a year of conflict—conflict in the towns of Syria that led to the death of tens of thousands, and conflict on the political battlefield as the U.S. presidential candidates fought it out in the most expensive campaign to date.

While the war in Afghanistan continued, the attention of the world turned to the violence and upheaval in the Middle East. Anti-government protests in Syria sparked a full-out civil war; Egypt held its first presidential election in a year of one political crisis after another; and an attack on U.S. diplomatic facilities in Libya killed the ambassador and three retired Navy SEALS.

In the U.S., the political world held our attention, with the Supreme Court’s upholding of the Affordable Care Act, battles over immigration and the lengthy presidential campaign. Devastating weather became a news beat, from the drought that has gripped a wide swath of the country to Superstorm Sandy, the worst U.S. weather disaster since Hurricane Katrina. Three mass shootings—at a Sikh temple in Oak Creek, Wis.; a movie theater in Aurora, Colo.; and at an elementary school in Newtown, Conn.—have opened a national debate that may have lasting impact on the country’s gun policy.

AP journalists were there to capture it all, from their gold medal performance at the Summer Games in London to counting the votes and calling the races in the United States with a 99.9 percent accuracy rate.
The conflict in Syria has become the bloodiest, most complex and most journalistically challenging uprising of the Arab Spring. In Egypt, the revolt was in a city with a large AP and international media presence. In Libya, our journalists managed to deploy throughout the country. But in Syria, most reporters have been banned entry by the government and crossing illegally into rebel territory is perilous.

Directing coverage from Lebanon, Beirut Bureau Chief Elizabeth Kennedy has guided AP through difficult journalistic territory, navigating hype, hoaxes, lies and spin to assure accurate and fair coverage. AP cameramen, photographers and writers have risked imprisonment, injury—or worse—to bring back stories from the heart of the war zone. One of them, Paul Schemm, was detained and threatened by rebel fighters angered by his coverage of foreign fighters who have joined the war. Video cameraman Ahmed Bahaddou was shot in the shoulder as he faced sniper fire and shelling while taping battles between the military and rebels in Idlib. He has since undergone two operations.

AP photography and video from the war zones has been raw and heart-wrenching: doctors and nurses at a triage center in Aleppo frantically caring for the wounded, many of them children; grieving parents and children; pockmarked cities reduce to rubble. Manu Brabo’s photograph of a Syrian man crying inconsolably while holding his dead son’s body was awarded first prize in the Pictures of the Year International competition. Brabo, based in Spain, said the father left the hospital with his son’s body then fell to his knees crying. He stayed in the street for more than 30 minutes holding his son and crying until a taxi came to take them away.

Because coverage has been so challenging, AP developed a method to vet and authenticate user-generated video out of Syria. AP’s self-shot video and the verified user video have made us the leader in video coverage of the conflict. You can read more about the user-generated coverage in the Industry Leadership section of this report.

A Syrian man holds the body of his son near Dar El Shifa hospital in Aleppo. The child was killed after three suicide bombers detonated cars packed with explosives, leveling buildings and trapping survivors under the rubble, on Wednesday, Oct. 3, 2012. At least 34 people were killed and more than 120 people injured. This photo won a first place award from the Pictures of the Year International competition.

AP PHOTO / MANU BRABO
AP has been covering the Olympic Games since their inception, before the turn of the last century, when the modern games were created. With changes in camera technology, the addition of new sports and the immediacy of the digital age, every quadrennial summer or winter games requires innovation and resourcefulness. Photography has always been a player in covering the games. But at the London Summer Games last year, AP set a new record, moving more than 45,000 photos to members and customers.

To shoot from unexpected perspectives, AP’s photo team sought out the expertise of a team of former NASA engineers. Through months of work, three AP photo staffers—Houston photographer David Phillip, Milwaukee photographer Morry Gash and New York photo operations manager Tim Donnelly—adapted engineers’ technology to build AP’s first robotic camera system: 15 remote camera units for installation at five Olympics venues, covering seven different sports. The result was thousands of unexpected images from underwater and overhead positions seen around the world—like the shot of U.S. swimmer Michael Phelps coming to surface and the overhead photo of British boxer Nicola Adams.

AP photographer Greg Bull captured the defining image of the London Olympics—used on front pages and websites around the world—with a different kind of resourcefulness. Crowded around the perimeter of the women’s gymnastics competition with other photographers, Bull chose his position with great care. He had seen Gabby Douglas’s balance beam routine many times in other competitions, and had identified a moment that showed her leaping high above the beam. In London, he calculated just where to aim his camera so that the beam would block all the TV cameras on the other side. At least 150 other photographers were there, but only Bull got the shot: Douglas soaring high above the beam, en route to the gold medal in the women’s all-around.

U.S. gymnast Gabrielle Douglas performs on the balance beam during the women’s gymnastics individual all-around competition at the 2012 Summer Olympics, Thursday, Aug. 2, 2012, in London. AP PHOTO / GREGORY BULL
The Associated Press has been counting the vote and declaring the winner in the U.S. presidential elections since 1848. We are the sole provider of comprehensive vote counts to the media—from the White House to the Senate, the House to gubernatorial races and state legislatures to ballot initiatives. In all, 4,653 races were counted and called on Election Day in 2012.

A nationwide network of vote counters, journalists in every state and statehouse, expert election analysts and political reporters make AP the definitive source for election results. The process begins with vote counters, assigned to nearly every state in the country, gathering reports from local officials and feeding them into one of AP’s four Vote Entry Centers. There, operators enter the votes for every candidate and race, continually updating them. Once the counts go through a system of rigorous checks, they are transmitted to members and customers and, of course, to AP.

At AP’s Washington bureau, and in bureaus throughout the country, a team of race callers and analysts headed by Director of Race Calls David Pace puts their political expertise and deep understanding of local politics and voting history to work to call the races. In 2012, they scored a 99.9 percent accuracy rate.

In its coverage of the presidential election, AP developed a new series called “Why It Matters”—a straightforward approach to reporting the candidates’ positions on key issues. AP’s beat writers put their expertise into play, explaining how the outcome of the election might affect infrastructure, education, Social Security, Wall Street reform, Medicare and other areas.

In all, more than 30 “Why It Matters” stories were filed, giving a comprehensive look at the impact the election would have on core aspects of the country. The stories were flexibly built to run on every platform possible: newspapers and their websites, YouTube videos, radio stations, major portals and publications across the country.
Across the country last year, AP’s focus on accountability journalism at the state and local level provided newspapers and broadcasters stories with impact, deep relevance and data and information they could leverage.

AP remains the only news organization with reporters in every state, and at every statehouse—more than 650 reporters, photographers and editors in all, with more than 70 dedicated to covering state government full time. Last year, their work resulted in stories such as these:

- **CALIFORNIA:** Sacramento’s Judy Lin revealed that highly paid administrators receiving six-figure pensions from the state’s teachers’ retirement system also netted additional lump-sum payments averaging $147,000 as part of a state program designed to recruit and retain classroom teachers.

- **LOUISIANA:** Baton Rouge Correspondent Melinda Deslatte reported that Gov. Bobby Jindal, a potential Republican presidential candidate who has campaigned on blue-chip ethics in government, participated in private-account emails in which his administration strategized how to spin public opinion on hundreds of millions of dollars in cutbacks in health care spending.

- **KANSAS:** Topeka Correspondent John Hanna fact-checked Gov. Sam Brownback’s “revenue-neutral” budget and discovered that individual taxpayers making $25,000 or less—41 percent of Kansans—would see their taxes go up an average of $156, while individuals with incomes of $250,000 or more would see their taxes drop 18 percent.
From left:  
Job seekers gather for employment opportunities at the 11th annual Skid Row Career Fair at the Los Angeles Mission in Los Angeles, Thursday, May 31, 2012  
AP PHOTO / DAMIAN DOVARGANES

Brian Banks weeps as his attorneys Justin Brooks, right, and Alissa Bjerkhoel react as Banks’ rape conviction is dismissed, Thursday, May 24, 2012, in Long Beach, Calif. It had been 10 years since Banks, then 16, pleaded no contest to a rape charge brought after a childhood friend falsely accused him of attacking her on their high school campus, shattering his dreams of a pro football career.  
AP PHOTO / NICK UT

A school bus thrown through the front of Budroe’s Restaurant fills the entry to the dining room in Henryville, Ind., Saturday, March 3, 2012, after a series of deadly tornadoes hit.  
AP PHOTO / MICHAEL CONROY
WASHINGTON: Olympia Correspondent Mike Baker used a state database and his computer-assisted reporting skills to determine that state legislators had been spending thousands of dollars in extra campaign cash on things like iPads, alcohol, auto repairs, clothes and baseball tickets.

NEW HAMPSHIRE: Concord’s Holly Ramer and New York City’s David Caruso traced the work history of a medical technician fired from his job in New Hampshire after being accused of infecting at least 30 patients with hepatitis C. They learned that a broken system had allowed a man who had been repeatedly fired to continue to be hired—at 18 hospitals in eight states—despite allegations that he used dirty needles on patients and came to work with drugs in his system.

MISSISSIPPI: Holbrook Mohr broke a series of stories related to how outgoing Gov. Haley Barbour had granted pardons to almost 200 people, including convicted killers who worked as trusty prisoners in the governor’s mansion.

AP supports members in many other ways beyond the journalism, including legal support through Freedom of Information Act appeals and logistical assistance. After Superstorm Sandy struck New York last year, for example, we set up work stations in our headquarters for dozens of reporters from other media whose offices had been destroyed, including the New York Daily News and Digital First.
Salaka Djicke reflects on the horror she endured during 10 months of Islamist rule in her hometown of Timbuktu, Mali, Wednesday, Feb. 6, 2013. Salaka and her boyfriend continued seeing each other in secret, even after Shariah rule was imposed. Her body still bears the scars of the punishment she endured.

AP PHOTO / RUKNINI CALLIMACHI
Many media organizations do not cover Africa on a full-time basis. In the sphere of what makes for global news, it doesn’t have the must-cover political impact of the Arab Spring or the economic clout to demand constant attention. Time and again, however, AP’s long presence there has proved to be the critical force in covering and breaking stories that resonate in other parts of the world.

That commitment to coverage has provided Rukmini Callimachi, AP’s West Africa bureau chief, the access, knowledge and expertise to cover the spreading Islamist movement in Mali and other parts of Africa—that and her tenacity, resourcefulness and courage.

It led Callimachi to Timbuktu, the most storied city in Mali, after a grueling 24-hour ride across territory that days earlier had been controlled by al-Qaida-linked fighters. Staying in a hotel without power or water for days, Callimachi conceived, reported and wrote exclusive stories that captured life under Islamic rule in the moderate community of Timbuktu.

Earlier, before the rebels were routed by the French military, Callimachi had built up a relationship with an Islamist fighter to document the new al-Qaida stronghold in North Africa.

"Deep inside caves, in remote desert bases, in the escarpments and cliff faces of northern Mali, Islamic fighters are burrowing into the earth, erecting a formidable set of defenses to protect what has essentially become al-Qaida’s new country.”

After the rebels were driven out, Callimachi relayed the hair-raising takes of the town’s close brush with extremism. “Love in the Time of Shariah” told the story of a young woman named Salaka, who met her boyfriend when he dialed the wrong number. After the al-Qaida affiliate seized control of Timbuktu, they began seeing each other in secret. Salaka knew she was going to get caught, and on Dec. 31 she did. She was sentenced to 95 lashes.

Callimachi heard about Salaka from her hotel’s wait staff. AP Mali stringer Baba Ahmed, a Timbuktu native, played a key role in urging her to open up and talk about her ordeal. It took three days of interviews to get her story. AP cameraman Moustapha Diallo shot footage of Salaka, who agreed to take AP to where she was caught and to the market where she was whipped. Diallo also convinced a butcher who had recorded her screams to share the recording that was included in the video.

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From left:
Peul women sell grain at the livestock market in the desert village of Sakabal, Niger, on Sunday, July 22, 2012.
AP PHOTO / JEROME DELAY

Young herdsmen show their henna-stained hands, sign of a recent wedding celebration, as they gather at the livestock market in the desert village of Sakabal, Niger, on Sunday, July 22, 2012.
AP PHOTO / JEROME DELAY

Helpers prepare camels just purchased for their new owners to take with them at the livestock market in the desert village of Sakabal, Niger, Sunday, July 22, 2012.
AP PHOTO / JEROME DELAY
forbidden. What happened in between is a study in how al-Qaida-linked militants terrorized a population, whipping women and girls in northern Mali almost every day for not adhering to their interpretation of the strict moral code known as Shariah. It is also a testament to the violent clash between the brutal, unyielding Islam of the invaders and the moderate version of the religion that has long prevailed in Timbuktu, once a center for Islamic learning.

Callimachi’s beat is one of the most dangerous parts of the world: the swath of Africa that stretches below the Sahara through the countries of the Sahel. She has covered the rising instability in this area, often through stories that explore the impact of it on people whose lives would otherwise be unknown to most of the world. Her insight and compelling writing have prompted readers to respond in unexpected ways, showing that stories from remote, little-understood corners of the globe can spark compassion and action in readers around the world.

In the Sahel, Callimachi has been able to write perceptively about solidly entrenched problems, perhaps most notably the hunger that plagues the region. From a remote village in Chad, she filed a story on stunted growth, a lasting impact of malnutrition that retards the mental and physical development of more than half the children in the country. Said a teacher in the village’s only school: “They come to school having had nothing more than a glass of water. They can’t make it till the end of the day. Some fall asleep in class. Others vomit.”

For her story “The Last Camel,” Callimachi traveled to a remote and dangerous part of Niger (staying at a guesthouse in Dakoro where, two months later, aid workers were kidnapped by al-Qaida) to tell the story of Wantala, a nomad forced to sell his camel—his only livestock and his only wealth—to feed his family.

“In markets all over Niger, hungry people are selling hungry animals for half their normal value, giving up on the milk and money of tomorrow so that their children can eat today. Their plight is a sign of how far the economy of the desert has broken down, leaving its people unable to feed themselves in drought after drought.”

Readers in the United States banded together to help Wantala, organizing a Facebook group that came up with $4,500 for him. Callimachi helped track down the nomad—a quest chronicled on Twitter under the hashtag #WhereInTheWorldIsWantala. The money was used to buy Wantala not one camel but two, and seven goats and eight sheep.
PRODUCTS AND SERVICES
New platforms, new releases and new development helped customers more easily find and use AP content last year. From the latest version of AP Mobile news—downloaded by more than 12 million consumers—to the rollout of four new platforms to access content, AP focused last year on providing customers the news and content they want, the way they want it.
AP Images, the commercial photo unit of The Associated Press, launched a new distribution system in 2012 to provide customers easy access to AP’s award-winning photographs as well as those of the AP’s multiple partners—34 million photographs in an archive that grows by thousands every day. The new platform offers split-second search and comprehensive imagery to meet all commercial needs. Among those joining last year to sell their images through AP were Corbis Images, the microstock image company Fotolia and motor sports coverage agencies LAT and Autostock. AP also renewed its agreement with the National Football League and remains the exclusive provider of NFL photographs for commercial purposes.

Invision
In June, AP teamed up with some of the world’s leading celebrity photographers to form an independent photo agency that supplies inside access to the entertainment industry. Since its founding, Invision has been steadily making competitive inroads: About one-third of the images from the Golden Globes, the Screen Actors Guild and the Grammys that appeared on People.com—a prime site for celebrity photographs—came from Invision. A dozen photographers now work for Invision, providing red-carpet, movie premiere and other high-profile celebrity coverage.

Nicki Minaj performs at the BET Awards on Sunday, July 1, 2012, in Los Angeles. PHOTO BY MATT SAYLES / INVISION / AP
AP’s video business transformation program—a multimillion dollar upgrade to transform AP’s entire video business, including video production, newsgathering and distribution operations—continued in 2012 with developments specifically aimed at helping customers get the video they need when and how they need it.

We completed the largest rollout of high definition by any news agency globally to meet the growing demand for video news from broadcast and online customers in time for both the London Summer Games and the U.S. presidential election.

We released AP Video Hub, a pioneering digital self-service platform that allows customers to download and edit video on a desktop without costly infrastructure. The state-of-the-art global platform provides broadcast-quality video news for digital publishers with a 24/7 live news stream, as well as access to AP’s world news, entertainment, sport and lifestyle video.

We also launched AP Video-US, a daily selection of top news and feature stories from the U.S. and around the world that can be downloaded quickly, edited easily and then adapted for both on-air and digital use.

In addition, AP unveiled a new video archive platform, AP Archive, to support its extensive collection of newly digitized archive content—more than 1.4 million global news and entertainment stories dating to the beginning of the 20th century.

AP’s ongoing video transformation ensures that our customers will have the content they need to keep their audiences informed, entertained and engaged.
In 2012, AP launched Digital News Experiences, ready-to-publish Web content packages that extend a member’s coverage of major sports and are designed to be an important new revenue model for both AP and our member newspapers and broadcasters. The microsites are tightly integrated into members’ sites and provide a deep experience across the full spectrum of platforms: online, tablets and smartphones. AP editors curate the articles, photos and videos—including Web-exclusive content—to create packages that engage readers.

More than 600 AP members have now signed up for the DNEs, which AP provides for free. Members can earn revenue from advertising sold on AP’s behalf nationally as well as from their own local advertising sales.

From left:
Notre Dame quarterback Everett Golson throws a pass during practice, Friday, Jan. 4, 2013, at the Miami Dolphins’ training facility in Davie, Fla.
AP PHOTO / WILFREDO LEE

Baltimore Ravens linebacker Ray Lewis holds the Vince Lombardi Trophy after the team defeated the San Francisco 49ers 34-31 in the Super Bowl XLVII, Sunday, Feb. 3, 2013, in New Orleans.
AP PHOTO / MATT SLOCUM

Virginia guard Joe Harris during an NCAA basketball game in Charlottesville, Va., Sunday, March 10, 2013.
AP PHOTO / NORM SHAFER

Notre Dame linebacker Manti Te’o reacts to a play during their NCAA football game against Brigham Young University in South Bend, Ind., Saturday, Oct. 20, 2012.
AP PHOTO / JOE RAYMOND

Matt Kenseth (20) leads Kasey Kahne (5) during the final laps of a NASCAR Sprint Cup Series auto race on Sunday, March 10, 2013, in Las Vegas. Kenseth won the race.
AP PHOTO / ISAAC BREKKEN
Since its launch in 2008, AP Mobile has been downloaded 12.2 million times—with a growth rate of 80 percent just since 2010. It is now the highest-rated app among major news media, a ranking that is evident with its 97 percent return visitor rate. Meanwhile, ad revenue on the app has experienced a 64 percent annual growth rate.

Last year, we released a major redesign of the app: AP Mobile for iOS now features enhanced local news presentations, as well as an all-new look that includes customization options and embedded social media tools. The new “Big Stories” section features content-rich coverage of major stories told through text, photos, videos and interactive graphics.

More than 1,000 AP newspaper and broadcast members offer local news on the app, letting users view stories from their favorite local media, which they can choose by brand as well as by location. For the first time also, participating publishers and broadcasters are able to curate their content and select the stories they feature from their own news reports.
The newest version of AP ENPS, the world’s most widely used news production system, was released in early 2013 with an innovative new interface and new tools to further enhance its multiplatform publishing capabilities. The software is used in broadcast and other newsrooms around the world.

The AP ENPS dashboard allows creation of a custom view of the day’s latest information—wires, media, assignments and more—all updated in real-time to keep journalists on top of their stories. Users can easily create and publish stories for multiple platforms, including broadcast, Web, mobile and social media. Integrated calendar-based planning makes it possible to coordinate coverage throughout an organization, while the new enterprise browser and dockable location folders make it even easier for users to share content and planning.

News Systems Specialist David Belt uses the new AP ENPS software after it was unveiled in February 2013.
PHOTO BY EMILY LESHNER
Last year, AP introduced a Spanish version of The Associated Press Stylebook—“the bible” of writing style for journalists world over. The Manual de Estilo, a Web-based guide to writing well in Spanish, is searchable, customizable and optimized for use on mobile devices and tablets. The new version expands further on the growing popularity of the AP Stylebook online. In the past three years, sales of group and individual licenses have increased nearly 30 percent.

Meanwhile, the 2012 edition of the Stylebook—the first one came out in 1953—was released in June with chapters on fashion and broadcast and more than 270 new and updated entries. The social media section was significantly expanded, with up-to-date terminology and practical advice on how to use social media tools for reporting.
From left:

One-eyed Spanish bullfighter Juan Jose Padilla performs during a bullfight in the southwestern Spanish town of Olivenza, Sunday, March 4, 2012. This photo is one in a series of images that won the second place prize for the Observed Portrait series category in the World Press Photo 2013 photo contest.

AP PHOTO / DANIEL OCHOA DE OLZA

A firefighter surveys the smoldering ruins of a house in the Breezy Point section of New York, Tuesday, Oct. 30, 2012. More than 50 homes were destroyed in a fire, which swept through the oceanfront community during Superstorm Sandy.

AP PHOTO / MARK LENNIHAN

Three Palestinian stone throwers pose for a portrait masked in kaffiyehs to conceal their identity, in the West Bank village of Bilin, near Ramallah, Wednesday, June 13, 2012. The stone throwers are among a group of seven men who agreed to pose for a series of portraits, which won a first place in the Pictures of the Year International competition.

AP PHOTO / ODED BALILTY
INDUSTRY LEADERSHIP
In its century and a half of existence, The Associated Press has been at the forefront of the news industry on freedom of the press, the public’s right to know, intellectual property rights, new formats and technologies, and journalistic ethics and practices. AP devotes significant resources to these issues, and 2012 was no exception.
Today’s digital world makes it easy to misappropriate original content, and AP has been at the forefront of protecting its news from unlicensed use. In a sweeping victory for AP, with important implications for those who produce original news content and for the public that counts on it, the U.S. District Court for the Southern District of New York ruled in AP’s favor in a copyright infringement suit against Meltwater News. Meltwater, a closed commercial electronic clipping service, provides its paying customers with customized “News Reports” consisting of verbatim excerpts from articles scraped from the Web, often consisting of 30 to 60 percent of breaking AP news articles. AP filed suit in 2012. The New York Times, McClatchy Co., Gannett Co., Advance Publications Inc., the Newspaper Association of America and BurrellesLuce filed a brief in support of AP.

Muhammad Faeooq, an AP cameraman in Pakistan, at work during violent protests in the city of Karachi on Sunday, Sept. 16, 2012.
AP PHOTO / RIZWAN TABASSUM
AP has been a leader in setting procedures and standards for the use of user-generated content (UGC) and social media, and last year developed a process for authenticating user-generated video that has helped more fully tell the story of the brutal conflict in Syria. In 2012 we also created a guide for best practices in the use of social media in newsgathering, which is now available in the latest edition of the AP Stylebook.

In addition, AP social media editors Eric Carvin and Fergus Bell have been resources for AP members looking for guidance on how to best find, verify and publish UGC. Here’s how Carvin and Bell described their process of authenticating UGC during Superstorm Sandy in October:

“We’ve been looking for the best of the best—and getting permission to use it—and we’ve used our social accounts to ask users to submit content, while cautioning them not to put themselves in danger. ... We have checked all photos and videos with our expert journalists in the relevant part of the country, as well as with experts in the AP’s respective formats. We’ve rooted out the fake and altered images—everything from cinematic storm clouds gathering over the Statue of Liberty to sharks swimming past people’s houses—and brought readers and viewers context for every piece of content that was worthy of the AP name. Everything that we have run has been traced back to the original source, and content owners have been credited if they wanted to be.”

From left:
In this Instagram photo provided by Ana Andjelic, Jane’s Carousel in Brooklyn Bridge Park, in the DUMBO section of Brooklyn, is surrounded by floodwaters from Superstorm Sandy’s surge, Monday, Oct. 30, 2012. User-generated content like Andjelic’s helped AP tell a broader story of the storm damage.
AP PHOTO / ANA ANDJELIC AND BRIAN MORRISSEY

In this photo taken by a citizen journalist with a mobile phone camera, a meteorite contrail is seen in Russia’s Chelyabinsk region on Friday, Feb. 15, 2013. The meteor streaked across the sky of the Ural Mountains, causing sharp explosions and injuring many.
AP PHOTO / SERGEY HAMETOV

A Syrian man sits on a fallen statue of former Syrian President Hafez Assad in a central square in Raqqa, Syria, in a citizen journalism image provided by Aleppo Media Center that has been authenticated by AP, Tuesday, March 5, 2013.
AP PHOTO / ALEPPO MEDIA CENTER AMC

Shooting victim Robert Asika is tended to by pedestrians outside the Empire State Building in New York, Friday, Aug. 24, 2012, after a laid-off worker fatally shot an executive at his former company. This citizen journalist photo was verified by AP.
AP PHOTO / MR_MOKIE VIA INSTAGRAM
VIGILANCE IN THE FIGHT FOR ACCESS

AP has led the fight for open government in the United States and around the world for more than 100 years. In 2012, we filed approximately 50 appeals to contest federal Freedom of Information Act denials and negotiated with many more agencies on requests for records. These appeals and negotiations often led to stories of significant importance.

In one case, AP led a coalition of 16 media parties to challenge protocols in Idaho which restricted the public from witnessing the preparatory phase of an execution. AP sued for access to view the entirety of the executions: from the first moment that the condemned is brought into the chamber through to the end. Within days of AP’s suit, the 9th Circuit Court of Appeals ordered the Idaho execution protocol to be changed immediately to allow the full viewing of executions, and even ordered the state to pay the legal costs of the media consortium.

In a recent case, Rhode Island’s Supreme Court refused to delay the opening of sealed documents related to a Catholic organization whose founder was accused of molesting seminarians. AP, The New York Times and other media organizations sought to unseal the documents while the Legion of Christ argued they should remain closed.
Every day, more than half the world’s population sees content from AP: video, images or text in newspapers, on websites, TV screens, radio, mobile phones or tablets. From news production software to live video, AP provides the full range of media services.

Global reach

- 280 locations
- 110 countries
- 50 U.S. statehouses
- 1,000 local mobile partners

Video

- 1.4 million archived video stories
- 1,750 news stories a month
- 300 entertainment stories a month
- 1,000 sports videos a month
- 28 live broadcast services positions

Images

- 3,000 photos a day
- 34 million iconic images
- 200 trusted partners
- 50 Pulitzer prizes, 30 for photography
- 180 specialized entertainment photographers

Revenue

- 64% U.S.
- 36% international

*with partner SNTV
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The Associated Press is a not-for-profit cooperative founded in 1846 and owned by its member newspapers. Representatives of newspaper and broadcast companies are elected by AP’s membership to serve on the board of directors.

Front row, from left:

Second row, from left: