



# AP Associated Press

the **essential** global news network

## AP Series Looks at Prison Overcrowding



AP's series on prison overcrowding looked at how tough-on-crime public safety policies are sending inmates to Oklahoma prisons faster than others are being released.

The result is prisons filled to capacity and burdening the state with rising correctional expenses and inmate health care costs.



The state's incarceration rate ranks fourth in the U.S. behind Louisiana, Texas and Mississippi.

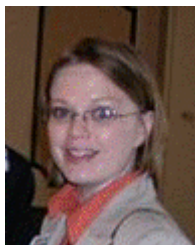
A study by the Oklahoma Criminal Justice Resource Center found that almost 1 percent of the state's entire adult population age 18 and over was in prison at the end of August 2006.

## KOSU'S HUBBARD BECOMES PRESIDENT OF BROADCAST GROUP



Rachel Hubbard of Stillwater's KOSU has become president of the Oklahoma Associated Press Broadcasters, while Russ McCaskey, anchor at Tulsa's KJRH, is the new president elect.

Former president Bill Perry of OETA in Oklahoma City has accepted the job of TV representative for the region west of Interstate 35.



Hubbard

Other new officers are Scott Gurian of Norman's KGOU, radio representative-west, and Ron Harig of KOTV in Tulsa, TV representative east.

John Yates of KMCO/KNED in McAlester represents radio east.

Also at a meeting last week in Oklahoma City, the board approved the addition of one radio category, "Weather Event Coverage."

There were a couple of changes to the TV contest.

The three categories for weather coverage will be reduced to one category to be called "Weather Event Coverage." To be deleted are the categories of "Weather Coverage," "Special Weather Event Coverage" and "Special Weather Event Photography."

Non-spot News and Non-spot News Photography categories will be clarified as General News and General News Photography. This is a name change only. *(continued on next page)*



McCaskey



Perry

(continued from previous page)

The 2007-08 contest for both TV and radio will include a one time special category and prize for the best story dealing with the Oklahoma Centennial.

The 2007 contest coverage dates will be extended from Jan 1, 2007 through Feb. 29, 2008. In subsequent years, the contest will run from March 1 through the last day in February of the next year. This change is occurring to avoid conflicts with other contest deadlines. Each contest period will have 5 contest dates.

The next awards presentation is tentatively set for May 2008, and it probably will be in Tulsa.



Gurian

Harig and Yates photos unavailable.

### John Shurr Retires From AP

Muskogee native John Shurr, a former AP bureau chief in Oklahoma City, has retired after 35 years with AP, and a scholarship has been established in his name by the Cherokee Nation.

Shurr, a Navy veteran who served in Vietnam, was honored this week by the Cherokees at a program in Tahlequah. He received a proclamation from Gov. Brad Henry declaring "John Shurr Day."

Shurr joined AP in Oklahoma City after receiving his journalism degree from the University of Oklahoma.

He worked in Indianapolis, Providence, R.I., and Chicago before returning to Oklahoma City as bureau chief in 1984. He left Oklahoma to become bureau chief for South Carolina in 1984 and he has been there ever since.

Shurr has served on AP's Diversity Council and he is a member of the Cherokee Nation's Editorial Board.

Donations to the scholarship should be marked "John Shurr Journalism Scholarship Fund" and mailed to: Margaret Raymond, Development Director, Cherokee Nation Education Corporation, PO Box 948, Tahlequah, OK 74465.



### Edmondson Resumes Open Government Seminars

Attorney General Drew Edmondson has resumed his series of seminars on the Oklahoma open meetings and open records law and Altus was the first stop.

Asst Atty. Gen. Gay Tudor, an expert on openness laws, will assist Edmondson in presenting the seminars and answering questions.



The seminars are free and open to the public.

Each session will be held from 1 to 4 p.m. at the following locations: Aug. 28, Southwest Technology Center, Altus; Aug. 30, Meridian Technology Center, Stillwater; Sept, 11, Canadian Valley Technology Center, Chickahsa; Sept. 20, Rudisill Regional Library, Tulsa; Oct 9, Pioneer Technology Center, Ponca City; Oct 25, Miami Civic Center, Miami; Oct 30, Frisco Conference Center, Clinton; Nov. 6, Pontotoc Technology Center, Ada; Nov. 13, Metro Tech, Oklahoma City, and Dec 6, Southeast Expo Center, McAlester.

# OKLAHOMA MEMBER SHOWCASE

## AUGUST PHOTO OF THE MONTH WINNERS

### 1ST PLACE - Kevin Harvison, McAlester News-Capital



Left: Devan Andrea Hill Bowers, of McAlester, Okla., takes a drink from a water hose while playing in his pool out side his home in McAlester, Monday, Aug. 13, 2007.

### 2ND PLACE - , David Young, KWTV SKYNEWS 9

Below: These images made from video provided by The Oklahoman-KWTV SKYNEWS 9 show a woman trying to hold on during a rescue by an Oklahoma Highway Police helicopter, in Kingfisher, Okla., Sunday, Aug. 19, 2007. The woman fell from the helicopter into the water as she was being flown to safety, but Kingfisher County Sheriff Dennis Banther said she wasn't seriously injured.



### 3RD PLACE - Jerry Laizure, The Norman Transcript

Right: Jack and Renee Haley hug after releasing a balloon bouquet Wednesday, Aug. 8, 2007, following graveside services in Noble, Okla., for their son Austin. The boy was fatally shot when a Noble police officer shot at a snake and the bullet struck the youngster while he was fishing with his grandfather.



# Member Contributions



*A fully eclipsed moon is visible over the National Weather Service Building in Norman, OK, during the second total lunar eclipse this year. (AP Photo/The Oklahoman, Steve Sisney).*

**The Hugo Daily News** provided the story to AP when state Sen. Jeff Rabon, who has introduced bills to crack down on alcohol offenses, was arrested on a drunken driving complaint.

**The Alva Review-Courier** has provided daily coverage and photos from the trial of Katherine Rutan, the Woodward County woman accused of killing her 6-year-old son.

**The Oklahoman** provided a story that FEMA told Sen. Tom Coburn it cannot release information on why it denied individual assistance to Oklahomans following last winter's ice storms. The newspaper also provided a story about anti-prostitution activist Brian Bates pleading guilty to a misdemeanor count of obstructing an officer.

**Michael Cross of Oklahoma City's KTOK** had the story when the Arab television network Al-Jazeera featured the Oklahoma City bombing as part of a four-part series on disasters worldwide.

**The Sapulpa Daily Herald** provided a feature of a local band called "Over Educated" that is composed of teachers and coaches at the local high school.

**The Tulsa World** provided a story about county commissioners deciding to put a measure before voters that would create a sales tax to fund improvements along the Arkansas River. The newspaper also provided a story about experts warning potential car buyers to be wary of vehicles that may have been damaged in recent flooding in Oklahoma.

**From KTOK, Jerry Bohnen** had early word that Rep. Frank Lucas was touting former Governor Frank Keating's name into the mix as a possible successor to Alberto Gonzales as U.S. attorney general, and the story of the Oklahoma National Guard buying a mansion that abuts Guard property that was once owned by veteran character actor G.D. Spradlin.

**Oklahoma City's Journal Record** had the story that Chesapeake Chief Executive Aubrey McClendon said he and other Oklahoma City investors didn't buy the Seattle SuperSonics to keep the team in Seattle. The NBA later fined McClendon \$250,000 for the comment.

**From KRMG in Tulsa, Debra Woodall** reported the story of the girls' soccer coach at Jenks being arrested for DUI. She also had the report on how Owasso Mayor Steve Caudedella supports the proposed sales tax increase for the Arkansas River development in Tulsa County while state Senator Randy Brogdon of Owasso opposes it.

**Chris Russell of Tulsa's KOTV** provided several stories to AP: early word on a planned news conference to name a new police chief in Tulsa; thieves in Broken Arrow suddenly targeting catalytic converters and stealing them from vehicles parked outside businesses; first report of opposition to the proposed sales tax hike for Arkansas River development coming from Republican state Sen. Randy Brogdon; report on someone stealing \$70,000 worth of golf clubs from a representative of Ping following the PGA Championship in Tulsa; and a Coweta man arrested on a murder complaint in the death of a 2-year-old boy.



*Chesapeake Energy (CEO) and Seattle SuperSonics co-owner Aubrey McClendon. (AP Photo/The Journal Record, Jennifer Pitts)*

From **KTUL-Tulsa**, **Kevin King** had the story of a Tulsa man who suffers burns in an explosion in his apartment, then is arrested on drug charges because police say the explosion was caused by a meth lab. King also had first word of officials in Locust Grove calling for residents to cut back water usage because the hot, dry weather was overtaxing the city water plant; the report of a convicted killer stabbed to death inside the Dick Conner Correctional Facility in Hominy; the story of a Tulsa man arrested in Salt Lake City being extradited back to Tulsa to face a murder charge in the beating death of a homeless man because the victim threatened to report him for stealing copper.

**Enid News & Eagle** provided a story about a man accused in the death of a 2-year-old boy.

**Robin Marsh of KWTW in Oklahoma City** had first word of three escapees from the Pottawatomie County jail in Shawnee. **Also from KWTW, Doug Warner** had the story that a standoff in Kingfisher ending peacefully with the arrest of a man wanted for lewd molestation. Warner also had first word of the arrest in Oklahoma City of an escapee from the Mack Alford Correctional Center in Stringtown.

**The Lawton Constitution** provided a story about a retired Oklahoma Highway Patrol trooper who now operates a candy store.

From **Muskogee**, the **Phoenix** provided a story about the Marble City school board refusing to accept the resignation of the school superintendent, who is accused of embezzlement.

**Shane Faulkner of Oklahoma City's KFOR, and Dave Koester of KOCO** provided information about a suspicious package that was found near Tinker Air Force Base resulting in the closure of Sooner Road for a time near the base.

**The Norman Transcript** provided a story about a man who was sucked through a 60-foot-long drain pipe and emerged severely cut and bruised, but otherwise OK.

**Also from KFOR, Steve Johnson** proved the story of Edmond police looking for a 10-year-old boy who disappeared with his father after the father allegedly assaulted his ex-wife and first report of a plane making a safe, emergency landing at Wiley Post Airport after the pilot reported landing gear problems.

**The Bartlesville Examiner-Enterprise** provided a story about a deteriorating replica of the derrick at Oklahoma's first commercial oil well being pulled down to make way for a replacement.



A 40-year-old replica of the historic Nellie Johnstone No. 1 well derrick, marking the site of the first commercial oil well in Oklahoma, was pulled down to make way for a new and enhanced replica. (AP Photo/Bartlesville Examiner-Enterprise, Beck Burch)



Steve Womack, an IPRA cowboy from Norman, hits the target during slack steer wrestling competition at Oklahoma State Penitentiary in McAlester, OK. (AP Photo/McAlester News-Capital, Kevin Harvison)

**The Altus Times** provided a story about a man who drowned in an irrigation canal after he attempted to swim in the ditch and got caught by an undercurrent.

**Brianna Martin-Koontz of KOCO** reported on a six-hour standoff in southwest Oklahoma City ending with the arrest of a man suspected of stabbing his girlfriend and another woman.

**Russell Mills of Tulsa's KJRH** had early word of a police standoff that ended in the arrest of a man who hit and threatened an ex-girlfriend before threatening suicide.

**The Daily Ardmoreite** provided a story about a camp that teaches teens the basics of babysitting.

**The Duncan Banner** provided a story about the annual Rush Springs Watermelon Festival taking place in a year that has less-than-optimal growing weather for melons.

**Mike Smith of KWEY** reported that murder and drug charges were filed against the driver of a pickup truck who led an Oklahoma Highway Patrol trooper on a high speed chase before crashing and killing a passenger in his truck. Smith also had first word of a state Bureau of Narcotics drug sting leading to nearly two dozen arrests in Clinton.

**From McAlester, the News-Capital** provided a story about a jury acquitting a man of first-degree murder in the death of a former employee.

**The Ponca City News** provided a story about a riot at the overcrowded Kay County jail.

**Charlie Haldeman of KXII** kept AP informed with updates on the flooding situation at Lake Texoma.

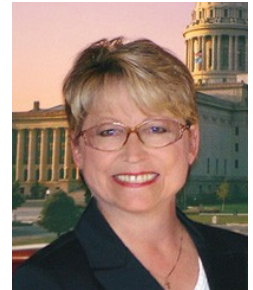


*Garrett Sewell ran through rushing water to enter his home in Kingfisher, OK. (AP Photo/Enid News and Eagle, Bonnie Vculek)*

### **Billie Rodely Leaves OETA, Joins Fallin Staff**

Billie Rodely has left the Oklahoma Educational Television Authority and joined the staff of Congresswoman Mary Fallin in Oklahoma City.

Rodely, a stalwart in the OETA's "Stateline" division and host of "The People's Business" program, has been a fixture in the Oklahoma City news market for 30 years. She was a longtime reporter and news anchor at KTOK-AM 1000 before joining the OETA.



### **New Muskogee Editor**

Ed Choate has been named to succeed Vicky Holland as editor of the Muskogee Phoenix.

Holland becomes head of production of the Phoenix's magazine specialty publications, which are expanding.

Choate, 46, came to the Phoenix in July 2005 as city editor after having served as sports editor in Collin County, Texas for the Dallas Morning News. He's also worked at newspapers in Florida, Louisiana and South Carolina.

### **New Durant Publisher**

Chris Allen has been named to succeed Steve Boggs as publisher of The Durant Daily Democrat.

Allen was publisher of The Democrat from January 1998 to April 2001. He has nearly 20 years of experience in newspapers in Oklahoma, California, Iowa, North Carolina and Texas.

# From the AP Staff



**News Editor Richard Green** reported early word that 2,400 members of an Oklahoma National Guard brigade had received mobilization orders for duty in Iraq.



**Newsman Sean Murphy** contributed to the national AP Impact story on ammunition shortage, and did sidebars on the World of Pain National Impact piece and the national Poverty story.



**From Tulsa, Correspondent Justin Jozapavicius** reported that an Oklahoma family was complaining that they had been sickened by formaldehyde in a trailer obtained from FEMA. He also reported that the tests came back confirming that formaldehyde levels in the trailer were excessive.



**Newsman Murray Evans** had early word that Oklahoma State University officials had decided to make their campus the first in the Big 12 to be tobacco-free. He also had a well-played sidebar to a national story on obesity rates.

Evans also was there when the state's higher education chancellor reported that the work of an Oklahoma task force created to examine security on the state's college campuses is moving faster and smoother than expected.

He also tracked down Oklahoma City Mayor Mick Cornett who called "preposterous" reports in a Washington newspaper that seem to indicate Oklahoma City officials have spoken with members of the Seattle SuperSonics' ownership group about a possible move.



**Newsman Tim Talley** had a national story about a high school cross-country runner who drowned after falling into a rain-swollen lake while on a training run. This was one of a number of flooding stories the bureau did this month. The bureau coordinated with a local member to ensure the AP got dramatic video of a helicopter rescue of an elderly couple.

Talley also reported that an Oklahoma State University wrestler who had been accused of rape had sued his alleged victim, saying she tarnished his reputation.



*Tulsa Correspondent Justin Jozapavicius (seated in airplane) reported on the status of Oklahoma's crop dusting industry.*



*Above: Newsman Murray Evans (second from right) shown here with Gary Ridley, director of the Oklahoma Department of Transportation.*

## Statehouse Correspondent Ron Jenkins

Statehouse Correspondent Ron



Jenkins did a Sunday story about bridge safety in Oklahoma. He also did a piece looking at how photos of vehicles taken by the state turnpike authority can be used in civil litigation, including divorce. A Sunday analysis looked at how legal problems of former state Sen. Gene Stipe may result in prison time for the man who served more than a half-century in the state legislature.

# AP Product News

## AP Page-Ready NFL 2008 offers time savings for your news room



We're now taking orders for one of our most cost effective and valuable services - Page Ready NFL. This service allows your production team to quickly download ready-to-publish NFL agate and drop into a layout. It's a real time saver and offers an attractive agate package readers and advertisers will love. The agate is filed through the week, not just on post-game days.

Advertisers love this frequency. The service offers standings, scores, boxes, leaders and more.

AP's Page Ready services remove the burden of this work from your staff and offer a page ready agate package that you can publish as is, or stylize further if you wish. AP Page Ready saves time, saves money and is a source of advertising revenue.

For more, talk to your bureau chief.



### JACKSONVILLE (8-7) at OAKLAND (5-10)

**OPENING LINE** — OFF.  
**RECORD VS. SPREAD** — Jaguars 9-5, Raiders 4-10.

**SERIES RECORD** — Tied 1-1.  
**LAST MEETING** — Jaguars beat Raiders 20-9 on Dec. 21, 1997, at Oakland.

**LAST WEEK** — Jaguars lost to Texans 21-0, Raiders lost to Chiefs 31-30.

**JAGUARS OFFENSE** — OVERALL (20), RUSH (16), PASS (19)

**JAGUARS DEFENSE** — OVERALL (12), RUSH (10), PASS (17)

**RAIDERS OFFENSE** — OVERALL (16), RUSH (32), PASS (7)

**RAIDERS DEFENSE** — OVERALL (31), RUSH (24), PASS (31)

**KEY MATCHUP** — Jaguars WR Jimmy Smith vs. Raiders CBs Nnamdi Asomugha and Denard Walker. Jacksonville star RB Fred Taylor missed last week's game and is questionable for this week. QB Byron Leftwich is recovering from concussion and his worst outing as pro. Smith, third in AFC with 1,150 yards receiving, will need to have big game. Among players with at least 60 receptions, he's No. 1 in league averaging 16.2 yards per catch. Only Chiefs have more

porous secondary than Raiders.

**STREAKS, STATS AND NOTES** — Jaguars hurt playoff chances with last week's loss. To get to postseason they need to beat Raiders and have both Buffalo and Denver lose. ... Jaguars are 35-13 in their history when they score on their first possession. ... Raiders P Shane Lechler is Oakland's only Pro Bowler. He leads league with 47.3-yard gross punting average.

**Injury Report** - JACKSONVILLE JAGUARS (8-7) AT OAKLAND RAIDERS (5-10) — Jaguars: QUESTIONABLE: CB Juran Bolden (quadricep); S Deon Grant (knee); RB Fred Taylor (knee). PROBABLE: S Donovin Darius (ankle); QB Byron Leftwich (concussion); DT Marcus Stroud (knee); CB DeWayne Washington (groin). RAIDERS: DOUBTFUL: CB Phillip Buchanon (tailbone); DE Grant Irons (knee); LB Sam Williams (ankle); CB Charles Woodson (knee). QUESTIONABLE: LB DeLawrence Grant (knee); DT Warren Sapp (back); LB Travian Smith (knee). PROBABLE: DE Tyler Brayton (neck); QB Kerry Collins (abdomen).

### JACKSONVILLE JAGUARS

Statistics after 15 games

Passing	Att	Com	Pct	Yards
Leftwich	413	252	61.0	2792
Garrard	72	38	52.8	374
<b>TEAM</b>	<b>485</b>	<b>290</b>	<b>59.8</b>	<b>3166</b>
<b>OPP</b>	<b>459</b>	<b>292</b>	<b>63.6</b>	<b>3440</b>

Rushing	Att	Yards	Avg	Long	Td
Taylor	260	1224	4.7	46	2
Tofield	44	151	3.4	16	0
G. Jones	46	132	2.9	12	2
Leftwich	29	107	3.7	17	2
Garrard	12	76	6.3	12	1
F-Ma'afala	19	65	3.4	10	1
T. Edwards	2	2	1.0	2	0
<b>TEAM</b>	<b>412</b>	<b>1757</b>	<b>4.3</b>	<b>46</b>	<b>8</b>
<b>OPP</b>	<b>409</b>	<b>1622</b>	<b>4.0</b>	<b>44</b>	<b>7</b>

Receiving	No.	Yards	Avg	Long	Td
J. Smith	71	1150	16.2	65	6
T. Edwards	47	512	10.9	36	1
Taylor	36	345	9.6	64	1
R. Williams	27	268	9.9	26	1
Tofield	26	125	4.8	12	1
Wilford	17	215	12.6	38	2
Brady	13	95	7.3	21	1
Yoder	12	149	12.4	56	0
Wrightster	10	69	6.9	12	1
Hankton	9	81	9.0	14	2
B. Jones	6	87	14.5	26	1
M. Edwards	6	26	4.3	9	0
F-Ma'afala	4	19	4.8	8	0
G. Jones	3	13	4.3	9	0
Allen	2	8	4.0	5	0
Lewis	1	4	4.0	4	0
<b>TEAM</b>	<b>290</b>	<b>3166</b>	<b>10.9</b>	<b>65</b>	<b>17</b>
<b>OPP</b>	<b>292</b>	<b>3440</b>	<b>11.8</b>	<b>54</b>	<b>18</b>

Int.	No.	Yards	Avg	Long	Td
Mathis	4	42	10.5	21	0

### OAKLAND RAIDERS

Statistics after 15 games

Passing	Att	Com	Pct	Yards
Collins	474	274	57.8	3353
Gannon	68	41	60.3	524
<b>TEAM</b>	<b>543</b>	<b>315</b>	<b>58.0</b>	<b>3877</b>
<b>OPP</b>	<b>482</b>	<b>300</b>	<b>62.2</b>	<b>3957</b>

Rushing	Att	Yards	Avg	Long	Td
Zereoue	108	420	3.9	55	3
Wheatley	85	327	3.8	60	4
Fargas	34	125	3.7	15	1
Redmond	20	112	5.6	18	0
Crockett	27	98	3.6	11	2
Collins	15	36	2.4	8	0
Gannon	5	26	5.2	20	0
Gabriel	2	7	3.5	4	0
Hetherington	1	4	4.0	4	0
<b>TEAM</b>	<b>299</b>	<b>1148</b>	<b>3.8</b>	<b>60</b>	<b>10</b>
<b>OPP</b>	<b>503</b>	<b>1919</b>	<b>3.8</b>	<b>34</b>	<b>20</b>

Receiving	No.	Yards	Avg	Long	Td
Porter	61	963	15.8	52	9
Curry	50	679	13.6	63	6
Zereoue	36	266	7.4	13	0
Gabriel	31	521	16.8	58	2
Redmond	31	230	7.4	22	0
Jolley	25	279	11.2	34	2
Wheatley	15	78	5.2	20	0
C. Anderson	13	175	13.5	28	1
Crockett	13	75	5.8	11	0
Fargas	11	68	6.2	21	0
Te. Johnson	9	131	14.6	25	2
Whitted	8	217	27.1	57	2
Rice	5	67	13.4	18	0
J. Stone	3	80	26.7	55	0
Hetherington	3	28	9.3	14	0
<b>TEAM</b>	<b>315</b>	<b>3877</b>	<b>12.3</b>	<b>63</b>	<b>24</b>
<b>OPP</b>	<b>300</b>	<b>3957</b>	<b>13.2</b>	<b>85</b>	<b>30</b>

Int.	No.	Yards	Avg	Long	Td



### Tom Curley on MediaBistro: Transitioning in the Digital Age

Mediabistro.com engaged in a Q&A with Tom Curley in July about his journalism career and published the interview in August. Curley discusses transitioning The Associated Press into the digital era and says every media organization needs to address that challenge. The complete interview is available on Media Bistro's Web site: <http://www.mediabistro.com/articles/cache/a9789.asp>



# Online Video Network



## Newspapers begin using next generation Online Video Network

The next generation of Online Video Network is rolling out at newspapers around the country, offering the opportunity to include local video and local advertising. The St. Petersburg Times/Tampa Bay is using AP's local video service: <http://www.tampabay.com/> The San Diego Union Tribune is one of the early adopters of both local video with local ads, : <http://video.syndication.msn.com/v/Legacy.aspx?partner=en-ap&q=80bea902-abce-492e-a1e4-f6e544e58a37&f=CADIU>

The online player beta test is set to launch soon, supporting playback of videos, AP's or local, right on the local Web site instead of in the destination/pop-up player. With time spent on site being such a critical measuring stick for our members' Web sites, we expect this new version of the player to be a crowd pleaser and we're signing up testers now.

We're also rolling out the automatic transcoding service next month. This is for sites that are using our system to upload and display their local video. With this new feature, we plan to support 13 different flavors of video encoding, including Flash, WMV, all the popular cell phone and personal camera standards and convert them automatically into the best formats for playback within our player.



### Paid Content reports online newspaper audience growing faster than rest of Web

A July 24 Paid Content article reported on recent research by Nielsen//NetRatings for the Newspaper Association of America showing newspapers' online audiences are rising at twice the rate of the general internet audience. If you missed it, visit <http://www.paidcontent.org/entry/419-online-newspaper-audience-rising-twice-as-fast-as-general-internet-popu/>

*"Newspapers' online audiences are rising at twice the rate of the general internet audience, according to research by Nielsen//NetRatings for the Newspaper Association of America. The research is being used to back up a recent industry ad campaign undertaken by the NAA called Newspaper: The Multi-Medium. The goal is to attract marketers to newspaper websites based on the apparent sophistication and earning power of those particular readers when compared to average web surfers."*

### Wall Street Journal reports "Political Ads Stage a Comeback in Newspapers"

Visit [http://online.wsj.com/article/SB118541344062578440.html?mod=mm\\_media\\_marketing\\_hs\\_left](http://online.wsj.com/article/SB118541344062578440.html?mod=mm_media_marketing_hs_left) for some encouraging news on 2008 election advertising. The story begins:

*Political consultant Cathy Allen isn't yet certain which issues will define the 2008 elections. But she's already decided that the campaigns she manages will make heavy use of an old-fashioned advertising vehicle: newspapers.*

*"Newspapers are back," says Ms. Allen, a Democratic political consultant in Seattle who manages mostly local and statewide campaigns in the Northwest. Of the quarter-million dollars in spending that she directed on behalf of 34 candidates in 2006, newspapers received a larger share than television, she says.*

*At a time when many categories of newspaper advertising are declining, the political message is making a comeback. As overall spending on campaigns doubled to \$3.1 billion between 2002 and 2006, the amount spent on newspapers, including their online editions, tripled to \$104 million, according to PQ Media.*



APME leaders on a hard-hat tour of the new Newseum

## APME conference to focus on training, online credibility, breaking news on the Internet

Know the latest skills your newsroom needs and how to get them?  
Are you sure how to keep on-line conversations civil?

Do you understand what the Virginia Tech tragedy taught about covering breaking news online?

You will if you attend the 2007 Associated Press Managing Editors conference Oct. 3-6 in Washington D.C.

"We understand that every dollar spent for training must result in quantifiable returns for the newsroom," says APME President Karen Magnuson. "That is why this conference, with the theme 'Fast Forward to the Future', was planned to arm editors with practical knowledge they can put to use right away."

Editors will hear from experts on the future of the industry; how digital communities of readers are being built and the strategies some newspapers are using to prosper in print and online. In addition, Magnuson says, every editor will leave the conference with a notebook stuffed with 500 innovative ideas.

"So many original and bold concepts are emerging in our industry now that we feel it is APME's responsibility to make them accessible to all editors," Magnuson says.

The two and a half days of the conference will offer back-to-back sessions but there will be time in the evenings for networking and socializing. The first afternoon, editors will be treated to a private tour of the Newseum followed by a reception at the brand new facility on Pennsylvania Avenue. "We are very excited to get to see the curator's view of this fabulous museum before it opens to the public," says Magnuson.

On Thursday night, the editors are invited to another site of journalism history: The National Press Club. In addition to dancing and cocktails, the editors will have the opportunity to bid on unique items contributed by news organizations across the country. And Friday, two things in great abundance in the Capital City – wine and words – will be on display during a reception featuring Washington authors and Virginia wine.

Magnuson says the conference will be a very rich experience. "We are working hard to make sure editors enjoy themselves and, even more importantly, gain the knowledge they need to, well, 'Fast Forward to the Future.'"

Go to [www.apme.com](http://www.apme.com) for more details, including how to register for the conference and book a room at the conference hotel, the JW Marriott on Pennsylvania Avenue. Sign up now: the cut-off for APME's tremendously discounted room rate is Sept.

### Veteran journalist Richard Pienciak named AP's national investigative editor

Richard T. Pienciak, a veteran investigative reporter and editor, has been appointed to the newly created position of national investigative editor at The Associated Press. Pienciak will work with reporters both in New York and in the AP's domestic bureaus to spearhead investigative projects.

More details available on ap.org: [http://www.ap.org/pages/about/pressreleases/pr\\_071907a.html](http://www.ap.org/pages/about/pressreleases/pr_071907a.html)

### Special Editions Calendar for the rest of 2007

- ◆ Sept 11 - Cars
- ◆ Oct 2 - Parenting
- ◆ Nov. 6 - Holidays
- ◆ Dev 4 - Weddings, summer brides