

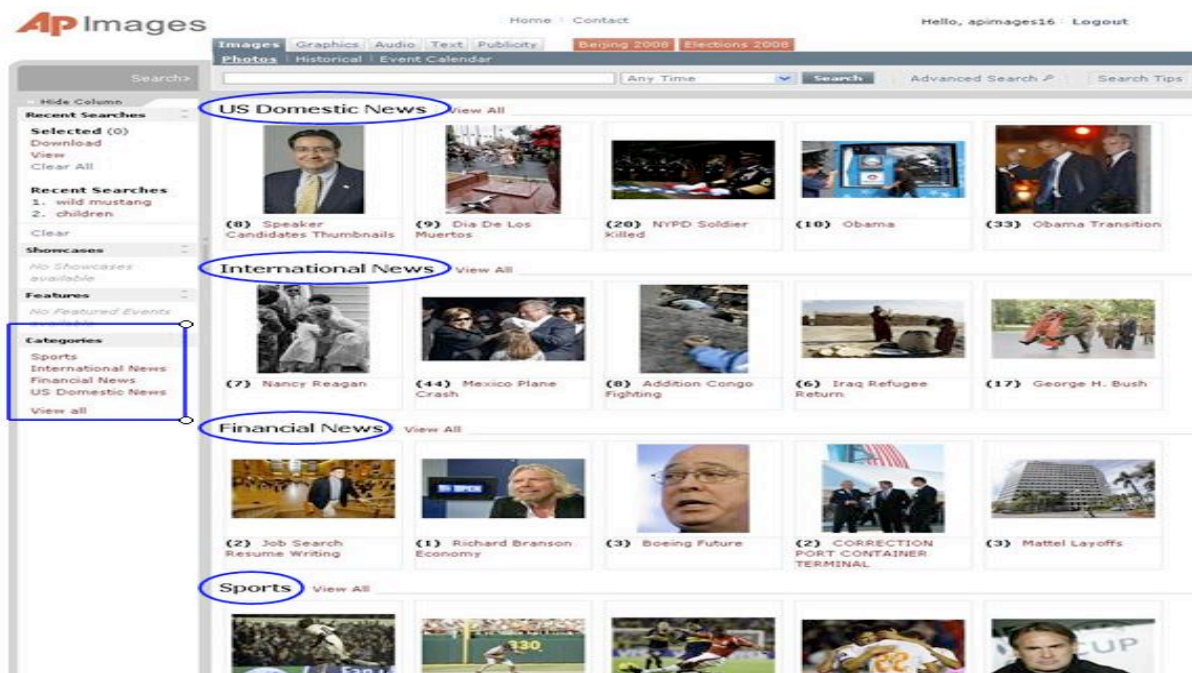
AP Images Quick Reference Guide

Once you log into AP Images you will notice the following content tabs at the top of the page **Images, Graphics, Audio, Text and Publicity**

Located under the image tab you will find: **Photos, Historical and Event Calendar**.



- All the images are located within the photo collection (even historical).
- In the historical tab you will find showcases that the AP editors have compiled. Our historical photos from 1996 back to the 1800's.
- The Event Calendar is also a collection setup by the Associated Press Editorial staff for any event in that month.
- Publicity section is business and public relations photos from the AP. This is a great place to find a photo of a cell phone or an iPod or a company logo.
- At times, major events may occur during a year such as the Olympics or Elections. **Red tabs** highlighting major events appear to the right of the standard five media tabs and are created on an as needed basis. *These tabs are temporary.* Once major event tabs are removed, the photos remain within the photo database.
- You will now see showcases under each sub-category (Domestic New, International News, Financial News and Sports) these change as they are the last 36 hours of current news going on in the world.

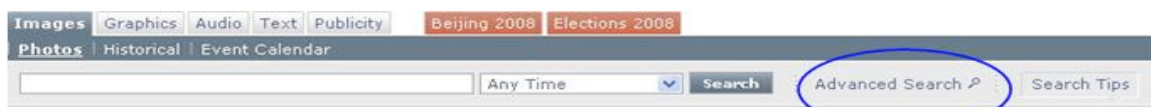


Main Search Bar- Located directly below the media tab near the top of the screen as shown below. You can also toggle down next to Any Time and you will find various areas to limit your search (today through the previous 12 month).

Note - If you leave the search query empty and click on the search button your search will return the most current photos.



Advance search- Click to open the Advanced Search window as shown below



Then you will see this field - this field has many purposes.

The Advanced Search window is displayed with a 'Close' button in the top right corner. It contains several search criteria fields: 'Search Terms' with a text input and radio buttons for 'all' (selected) and 'any'; 'Arrived Within' with a dropdown set to 'Any Time'; 'Created Between' with two date pickers; 'People' with a text input; 'Event' with a text input and a 'Group' checkbox; 'Photographer' with a text input; 'City, State' with two text inputs; 'Country' with a text input; 'Category' with a dropdown set to 'All Events'; 'Media Type' with a dropdown set to 'Elections 2008: US Presidential Elections 2008'; 'Sort' with a dropdown set to 'Relevance'; 'Source' with a text input; 'Image IDs' with a text input; 'Orientation' with radio buttons for 'Either' (selected), 'Vertical', and 'Horizontal'; and 'Color' with radio buttons for 'Either' (selected), 'Color', and 'B/W'. At the bottom, there are 'Reset', 'Clear', 'Search', and 'Cancel' buttons.

Within this field you can limit your search by:

Search Terms - Enter a Key Word, text string or Boolean phrase in the Search Terms window. This is the same as you would do in the Simple Search window. To the right of the Search Terms window, you will see two options: "all" or "any". Click "all" to search for items containing all Key Words listed in the Search Terms window. This is analogous to the *AND* Boolean Operator. Click "any" to search for items containing any of the individual Key Words listed in the Search Terms window. This is analogous to the *OR* Boolean Operator. "All" is selected by default.

Arrived Within - The "Arrived Within" option is the same as the Timeline Options for Search on the Main Search Bar with one more option. To select a timeline option for your search, click the arrow on the right side of the Timeline Options window to reveal a dropdown menu listing all timeline options of Any Time, Today, Last Hour, Last 12 Hours, Last 24 Hours, Last 36 Hours, Previous 7 Days, Previous 14 Days, Previous 30 Days, Previous 12 Months, Dated between

***Note** - By default, Any Time is selected. Click "Dated between..." to select a beginning and ending date for your search. This is done with the "Created Between" option described below.

Created Between - To the right of "Created Between" are two date windows with a calendar icon to the right of each window as shown below:

Created Between:  , 

Click the calendar icon to select the beginning and ending dates for your search. If you manually enter a date, be sure it is of the same form as shown in the "Created Between" date window.

Also, select "Dated between..." in the "Arrived Within" option.

People - Enter a person's, families, or group's name in the "People" window. Names may be full or partial and must be newsworthy.

Examples:

Person's Name - Ronald Reagan

Family name - Kennedy

Group's name - Beatles



Event - Enter an event title in the "Event" window

Examples:

Winter Olympics

Kentucky Derby

Chinese New Year

Brazil Elections



Photographer - Enter the name of the photographer who took the photo(s) in the "Photographer" window. Results will return photos taken by that particular photographer.

City, State, and/or Country - Enter the location where the photo was taken in the City, State and/or Country - Enter "City, State" windows and/or the "Country" window. If you enter a city and state only, United States is implied.

Category - Click on the arrow on the right of the Category window to reveal a dropdown menu listing category choices. Choices are listed below:

- All Events
- Sports
- International News
- Financial News
- US Domestic News

Media Type - Click on the arrow on the right of the Media Type window to reveal a dropdown menu listing the media type choices. Media type choices are the same as the Media Tabs, including any major events tabs. Click on your selection to select the general type of media you are interested in.

Sort - Sort allows you to sort results. Creation dates are when the photo was taken, while submit dates are when the photo was added to this website. For instance, a photo of Dwight D. Eisenhower could have been taken in 1953 but added to this website last week.

Click on the arrow on the right side of the Sort window to reveal a dropdown menu of all sort options. Sort options are listed below:

- Newest
- Oldest
- Recently Added
- Relevance
- Photographer
- Event A-Z
- Event Z-A

Click on your selection to activate a sort choice for search results. The default sort is "Newest".

Source - Enter the source the photo came from in the Source window. Most photos are from the Associated Press. So you would enter *AP* in the Source window if you only want photos from the AP to be displayed in your results.

Image IDs - Each image has an identification number associated with it. Enter an image ID to search for that particular image

Orientation - This function allows you to restrict the orientation of a photo. Default is "Either" which is unrestricted. Select vertical to allow your search results to return only vertically oriented photos. Select horizontal to allow your search results to return only horizontally oriented photos. Options are shown below:

Orientation: ☒ Either ☐ Vertical ☐ Horizontal

Color - This function allows you to restrict the color of a photo. Default is "Either" which is unrestricted. Select Color to allow your search results to return only color photos. Select B/W to allow your search results to return only black and white photos. Options are shown below:

Color: ☒ Either ☐ Color ☐ B/W

Control Buttons - There are four control buttons in the bottom left corner of the Advanced Search window: Reset, Clear, Search, and Cancel.

When you are finished using the Advanced Search window, click **Close**, which is located in the top right corner, to close the window. All changes will be saved unless another search is started.

- **Reset** - Click **Reset** to return menu settings and options back to default settings.
- **Clear** - Click **Clear** to clear text from all windows within the Advanced Search window.
- **Search** - Click **Search** to run the search with all selected options.
- **Cancel** - Click **Cancel** to close the Advanced Search window without saving any information and without running the search. You may also click **Close** which is located in the top right corner of the Advanced Search window.

Search Tips - Click **Search Tips** to open a window listing search tips as shown below:

Basic search:

- ⌘ Enter keywords or sentences.
- ⌘ Use " double quotes " to search phrases.
- ⌘ Group keywords (within parenthesis).

Narrow your search:

- ⌘ Use **AND**, **OR** and **NOT** between keywords
 - ⌘ Add **ALL** or **ANY** after keyword(s)
 - ⌘ Add **datedwithin** <any number> <hours, days, weeks, months, years> after keyword(s) to limit date range.
[example: sports and **datedwithin 6hours**]
-

SPECIAL SEARCHING

There are special search features within the individual databases that allow the user to compile results based on pre-defined search criteria developed to encourage a broader view of research.

CONCEPT SEARCH

The user can search the database by pre-defined concepts. The concept corresponds to the idea the photograph is displaying. The searchable concepts are: adulation, aggression, amusement, anger, bizarre, boredom, burden, celebration, cold, comic, concentration, concern, confinement, confrontation, content, contrast, curious, cute, defeat, deserted, despair, destruction, determined, devout, diligence, dry, enjoyment, excitement, family, fear, freedom, friendship, grief, happy, hot, humor, isolation, lonely, love, mature, meditative, pain, passion, peaceful, pensive, poor, power, pride, reverence, searching, serene, hock, solemn, spacious, speed, stark, strong, suffer, surprise, tension, thin, tired, tranquil, vanity, violent, weak, wealth, wet, wonder and youth.

Example: celebration:concept

COLOR SEARCH

You can also conduct a search by dominant color. The 10 hues represented in the database are: blue, red, yellow, green, orange, white, black, brown, purple and pink.

Example: yellow:hue

CATEGORY SEARCH

Category searches are broad searches that may be helpful to find photos in the database that you have a particular interest in. The searchable categories are: sports, international, business, and news.

Example: sports:category

***NOTE:** Searching by category in this manner will give different results than selecting a category in the Advanced Search window or than clicking on a category option within the topic panes in the menu to the left of the Preview window.

PHOTO TYPE SEARCH

You can also search for a particular type of photograph. The searchable photo types are: portrait, aerial, pattern, silhouette, vertical, and horizontal. Or you can use exact names, places or things to narrow your search down.

Example: JFK and portrait:phototype or portrait:phototype

Example: Statue of Liberty and aerial:phototype or aerial:phototype

OBITUARY SEARCH

You may do an obituary search to view photos of people who have passed away.

Enter the key word *obit* in the Search window. Results will return the full AP database collection of photos of people who have passed away.

You may also search for obituaries using a particular name. Enter the key word *obit* followed by a colon, then a space, then the name.

Examples: Obit:Reagan

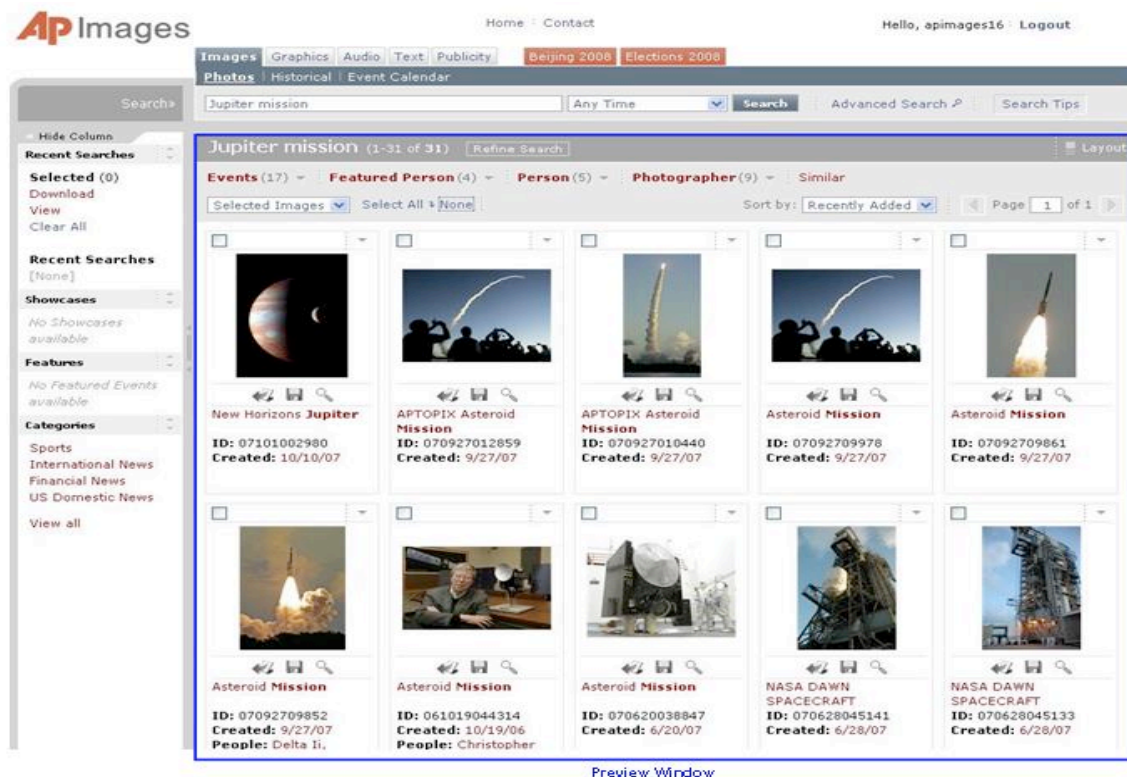
APTOPIX

The best photographs from The Associated Press are selected throughout the day by picture editors in New York, London, Tokyo and Mexico City. These are the APTOPIX photos.

Enter APTOPIX in the search bar. APTOPIX photos will appear in the Preview window

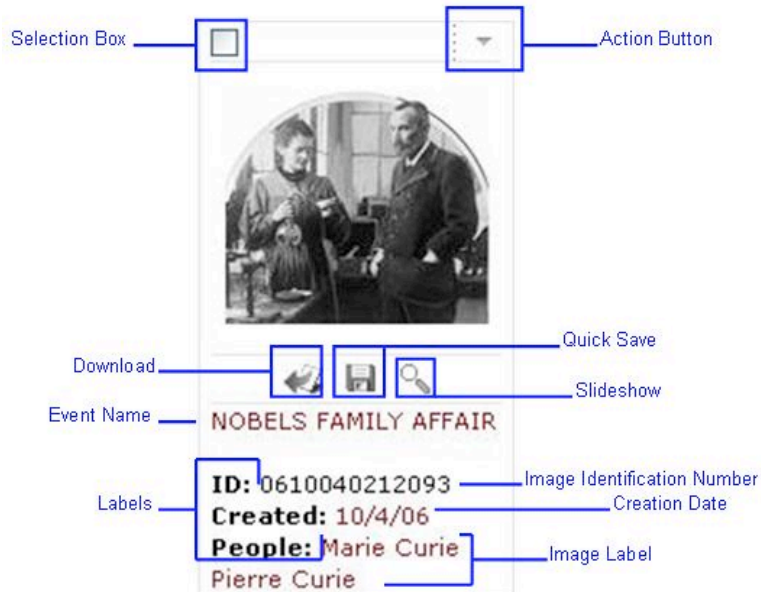
Preview Window Functionality

Once a search has been entered The Preview window is shown. The Preview window contains several elements which aid searching as well as viewing and utilizing search results. Features of the Preview window are pointed out in the image below:



Functionality Pertaining to a Thumbnail (Single Image)

Each image thumbnail is composed of several elements and contains multiple functions as shown below:



Thumbnail images are shown for Images (photos), Graphics, Audio, and Publicity. Audio thumbnail images appear as shown below:



***NOTE:** Text items also have a selection box in the upper left hand corner and behave similarly. However, the layout is different as shown below:

☐

Waxman-Dingell

ID: 0811190672041

Created: 11/19/08

Summary: Quick Text
WASHINGTON (AP) _ Rep. Henry Waxman of California has been selected by a key Democratic leadership panel to replace veteran Chairman John Dingell to head a crucial House committee with jurisdiction over energy, global warming and many other issues

☒

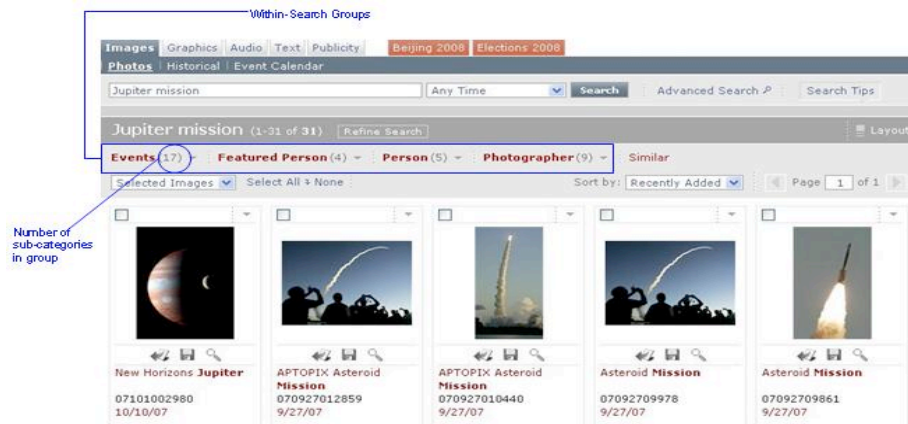
Hope Stamp

ID: 0811190671532

Created: 11/19/08

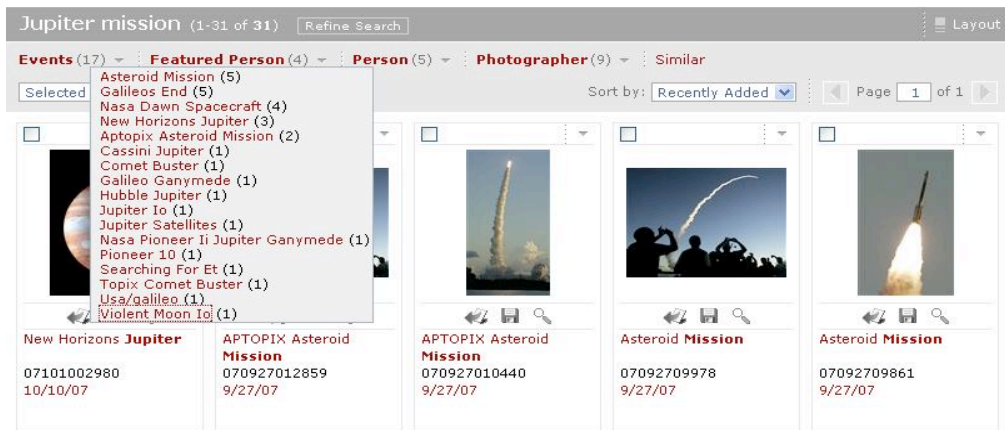
Summary: Quick Text
WASHINGTON (AP) _ The post office is telling Bob Hope: thanks for the memories.. The beloved entertainer will be honored on a U.S. postage stamp next spring.. The stamp design will be unveiled Monday at a ceremony on New York's Ellis Island, the

Within-Search Groups - Once you have received search results, the Preview window will display Within-Search Groups, which are shown in red, below the upper gray bar listing the current search as shown below:



To the right of each group is a number in parentheses. This indicates the number of sub-categories within the group.

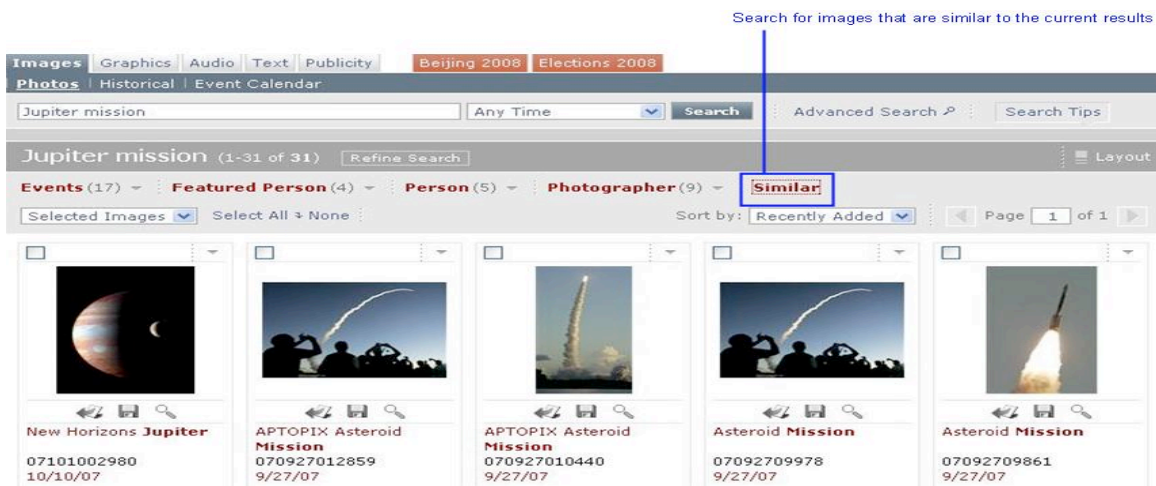
If you hover your cursor over a group to make a dropdown menu appear listing all sub-categories within the group. The number of images within each sub-category is in parentheses to the right of the item. Shown below is an example of a dropdown window which was displayed when hovering the mouse over *Events* .



Example: Click on one of the items in the dropdown menu to view all images labeled with that event title.

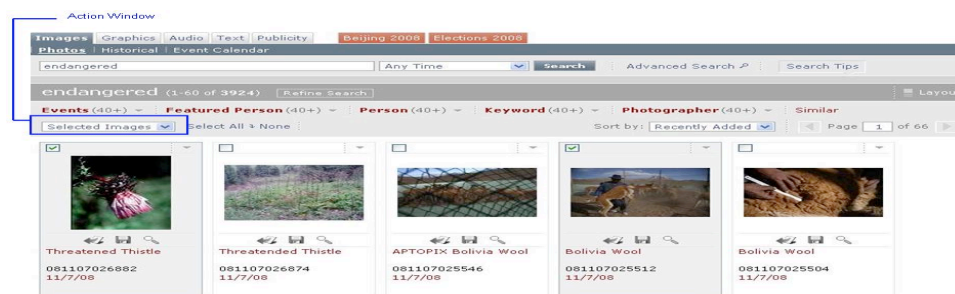
***NOTE:** Even with groups listing people, the image titles are called *events*.

Similar - To the right of event groups is a red word, *Similar* as shown below:



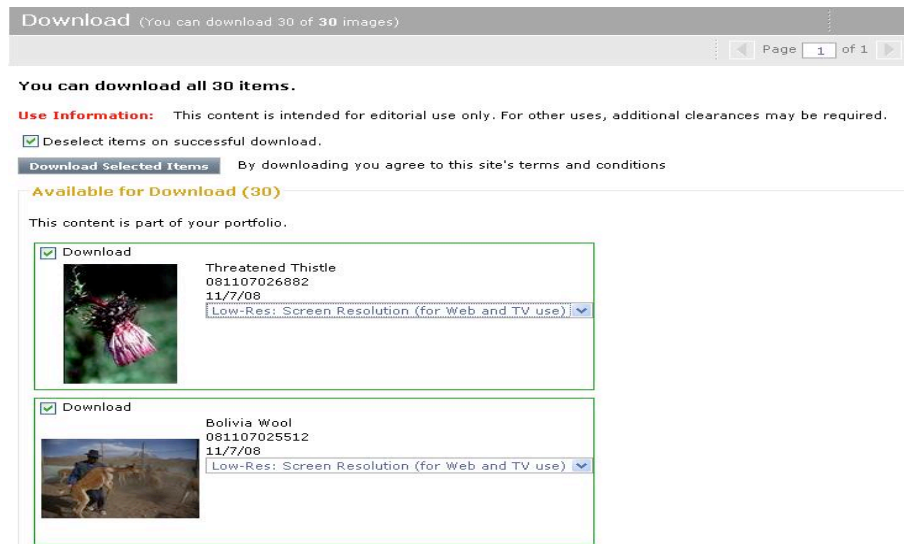
Example: Click **Similar** to make a dropdown menu appear listing images (by event name).

Action Window - The Action window is located below the Within-Search Groups and above images in the Preview window as shown below:



Example: Click the arrow on the right side of the Action window. A dropdown menu will appear with three choices: **View All**, **Download All**, and **Clear All**. Click on one of the actions which will be applied to all selected images.

**Note - Click Download All if you want to download all of the selected images to your local computer. A Download window will appear as shown below:*



The window will list the number of images that you may download given your subscriber agreement permissions and will also list the total number of images. In the upper right hand corner of the Download window is an area to navigate pages if you have selected more images than fit on one page.

Next, decide if you want each image to remain part of your portfolio of selected images or if you want to deselect the image as soon as it is downloaded. Click the box to the left of "Deselect items on successful download" if you want to activate this option. A green checkmark will be in the box as shown below:

☒ Deselect items on successful download.


If you do not want to activate this option, click the box again and the checkmark will disappear.


Another window will open as follows:




Action Icons - Below the thumbnail image are three action icons as shown below:



Download - Click  to download the image without an AP watermark to your local computer. A download window will

Quick Save - Click  to download the watermarked image to your computer. Your internet browser will open a download window asking if you would like to open the file or save it. Select your choice and follow the rest of the browser menu cues. This is the same as selecting low-res download from the Action window using the Action Button on the thumbnail image.

Slide Show - Click  to view a slide show of all thumbnails within the Showcase that the selected thumbnail belongs to. This is the same as selecting View Slide Show within the Action window via the Action Button on the thumbnail

Graphics Database

- **Spanish Search** - The Graphics database contains more than 1,000 Spanish graphics. To search for graphics in Spanish, use the keyword *spangraph* in the Search window followed by the word in Spanish you are searching for.

Example: Spangraph and calamar, Spangraph and ciudad, Spangraph and misiones

***NOTE:** If you enter *spangraph* in the Search window with no other key word, the results will retrieve all Spanish graphics.

***NOTE:** You may also search for specific Spanish graphics by entering a Spanish word in the Search window.

***NOTE:** Many graphics are not tagged as "Spangraphs" but are Spanish graphics. Many of these graphics have a "_s" suffix on the Event Name. For example: Irak_s. If you enter the Boolean phrase search *_s you will see all the graphics with this suffix. But the search results will also return many other graphics which happen to have a _s within the Caption or Event Name, so you will have to scroll through the results to find what you want.

- **German Search** - The Graphics database also contains German graphics. To search for graphics in German, type the word in German you are searching for.

Example: Olympiad, *Gesundheit*, *Wetter*

- **Timeline Search** - The Graphics database contains hundreds of timelines. To search for timelines, use the keyword *timeline* in the Search window followed by the subject area you are searching for.

Examples: timeline and Olympics, timeline and space shuttle, timeline and Iraq

***NOTE:** If you enter *timeline* in the Search window with no other key word, the results will retrieve all timeline graphics.

- **How-To Search** - The Graphics database contains over 200 "how -to" home improvement projects. To search for projects, use the keyword *apnh* (Associated Press on the House) in the Search window followed by the subject area you are searching for.

Examples: apnh and toilet, apnh and door, apnh and heater

***NOTE:** If you enter *apnh* in the Search window with no other key word, the results will retrieve all "how-to" graphics.

- **Logo Search** - The Graphics database contains over 700 logos. To search for logos, use the keyword *logo* in the Search window.

Examples: logo and NFL, logo and Olympics, logo and elections

***NOTE:** If you enter *logo* in the Search window with no other key word, the results will retrieve all logo graphics.

- **Index Search** - The Graphics database contains over 600 indexes. To search for indexes, use the keyword *index* in the Search window.

Examples: index and market, index and economy, index and consumer

***NOTE:** If you enter *index* in the Search window with no other key word, the results will retrieve all graphics depicting an index

- **House of the Week Search** - The Graphics database contains over 100 houses of the week with drafting plans. To search for House of the Week, use the keyword *hw* in the Search window.

Audio Database

The Audio Database contains AP primary source news clips that date back to the 1920's. We have added a new showcase:

Hourly News Cast - Are hourly headline newscast from AP for the last 36 hours.

Key Historical Speeches - This section as a vast array of speeches form historical events:

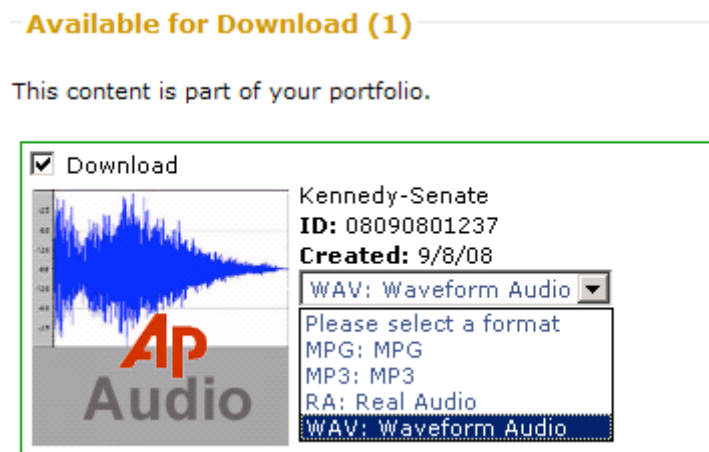
Examples:

Dr. Marlin Luther King "I have a dream"

JFK ""Ich bin ein Berliner"

Ronald Reagan "Tear down this wall".

Click on the AP Audio icon a preview window will open and you will be able to hear your clip. From there you have the option to choose what type of file you would like to download via the dropdown menu. See example below:



Text Database

Text database items appear differently from other database types. A full view is shown for each item with the item title and a very brief section of text as shown below:

The screenshot displays the AP Images website interface. At the top, the 'AP Images' logo is on the left, and navigation links for 'Home' and 'Contact' are in the center. On the right, a user is logged in as 'Hello, apimages17' with a 'Logout' link. Below the logo, there are tabs for 'Images', 'Graphics', 'Audio', 'Text', and 'Publicity'. The 'Text' tab is selected, and there are buttons for 'Beijing 2008' and 'Elections 2008'. The main content area is titled 'Text Archive' and features a search bar with a dropdown menu set to 'Previous 30 Days' and a 'Search' button. To the right of the search bar are links for 'Advanced Search' and 'Search Tips'. Below the search bar, a summary of results shows '(1-20 of 8664)' and a 'Refine Search' button. A 'Layout' button is also present. A sidebar on the left contains a 'Search' button, a 'Hide Column' button, and sections for 'Recent Searches' (with a list of 7 items), 'Recent Searches' (with a list of 7 items), 'Showcases' (with 'No Showcases available'), 'Features' (with 'No Featured Events available'), and 'Categories' (with a list of 5 items). The main content area displays a list of search results. The first result is titled 'Rising Gay Violence' and includes the following details: ID: 0812130638316, Created: 12/13/08, Summary: Quick Text, NEW YORK (AP) — In an early version of a Dec. 12 story about a rise in attacks on lesbian, gay, bisexual and transgender people, The Associated Press reported erroneously that an alleged attack in Tennessee happened in June. Police officers. The second result is titled 'Atlanta Courthouse Shooting-Death Penalty' and includes the following details: ID: 0812130637692, Created: 12/13/08, Byline: By GREG BLUESTEIN, Summary: Quick Text, ATLANTA (AP) — A jury's inability to condemn courthouse gunman Brian Nichols to death has re-energized efforts by Georgia lawmakers to allow a judge to consider capital punishment even if there's no unanimous verdict, as a growing chorus of. The third result is titled 'AS--Afghanistan' and includes the following details: ID: 0812130637353, Created: 12/13/08, Byline: By PAISLEY DODDS, Summary: Quick Text, KABUL, Afghanistan (AP) — British Prime Minister Gordon Brown said Saturday that the U.K. could send extra troops to Afghanistan under a U.S.-led military surge aimed at stemming terrorism and supporting upcoming Afghan elections.. Brown visited. The fourth result is titled 'Culture of Corruption' and includes the following details: ID: 0812130630546, Created: 12/13/08, Byline: By SHARON COHEN, Summary: Quick Text, CHICAGO (AP) — More than 25 years ago, a visiting small-town judge stashed a tape recorder in his cowboy boot and came away with shocking evidence of bribe-taking and bagmen in Chicago's courts.. Former Judge Brocton Lockwood was part of an.

Quick Text - Click **Quick Text** to open the full text item article which will appear on the right side of the screen as shown below:

The screenshot shows the AP Images Text Archive interface. On the left is a sidebar with search filters. The main area displays a list of text items. The right pane shows the full text of a selected item.

Text Archive

Search: * Previous

* (1-20 of 9398) Refine Search

Selected Text Select All None

☐ AS--Vietnam-Helmet Law
ID: 081215078262
Created: 12/15/08
Summary: **Quick Text** HANOI, Vietnam (AP) — The World Health Organization said Monday that Vietnam's mandatory helmet law helped save more than 1,000 lives since it was introduced a year ago but that more loopholes need to be fixed.

☒ FBN--NFL Today
ID: 081215074634
Created: 12/15/08
Summary: **Quick Text** Cleveland at Philadelphia (8:30 p.m.) Browns team that has posted two of its four wins on Monday 346 yards with

☐ AS--APNewsAlert
ID: 081215071259
Created: 12/15/08
Summary: **Quick Text** BANGKOK, Thailand (AP) — Thai Prime Minister

☐ Wall Street-Week Ahead
ID: 081215069006
Created: 12/15/08
Byline: By JOE BEL BRUNO
Summary: **Quick Text** NEW YORK (AP) — Don't expect Wall Street investors face questions about an auto bailout, the banking or The market,

081215078262 Close

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WHO: Vietnam's helmet law saves lives, AS

HANOI, Vietnam (AP) — The World Health Organization said Monday that Vietnam's mandatory helmet law helped save more than 1,000 lives since it was introduced a year ago but that more loopholes need to be fixed.

Monday marked exactly one year since the government required all motorcyclists to wear helmets.

There were 1,400 fewer road traffic fatalities and 2,200 fewer serious injuries in the year ending October 2008 compared to the same period a year previous, the WHO said, citing a report by the National Traffic Safety Committee.

Nearly 13,000 road deaths were recorded last year, one of the world's highest rates per 100,000 with the majority of accidents involving the ubiquitous motorbike, which is the country's main mode of transportation.

"Thanks to the introduction of mandatory helmet laws there are more people alive today to enjoy time with their family and look forward to Tet celebrations," Jean-Marc Olive, WHO representative in Vietnam said in a statement. Tet is the Lunar New Year festival which starts on Jan. 26.

"The alternative does not bear thinking about. There is no simpler message — helmets save lives," he said.

WHO praised the Vietnamese government for its recent decision to give the police power to fine motorcycle riders and passengers who do not correctly fasten their helmets.

If a helmet is not fastened, police will consider this "non-wearing" and the rider and passenger can be fined up to 200,000 dong (\$12).

WHO said it is also working with the government to develop a law that penalizes adults who allow children to ride motorcycles without proper helmet protection.

Currently, children under 16 years of age, or the adults that are responsible for them, cannot be financially penalized for not wearing a helmet.

Click **Close** to exit the full article and return to the Preview window

***Note:** Text items cannot be downloaded. Individual components of a text item are depicted and described below

The diagram illustrates the components of a text item:

- Text item Identification Number:** Points to the ID field (0812130637353).
- Selection Box:** Points to the checkbox next to the item title.
- Event Name:** Points to the title of the text item (AS--Afghanistan).
- Action Box:** Points to the 'Quick Text' button in the summary.
- Byline:** Points to the 'Byline' field (By PAISLEY DODDS).
- Summary:** Points to the 'Summary' field.
- Brief section of text summarizing the article topic:** Points to the first line of the summary.
- Name of person who wrote the byline:** Points to the byline text.
- Date the text item was created for the AP database:** Points to the 'Created' field (12/13/08).
- Click on Quick Text to display full article:** Points to the 'Quick Text' button.