



AP PLAYBOOK

Collaboration and editorial planning made simple

How it works

Finally, coverage plans across your organization are available to your entire team in a single shared location. AP Playbook is a comprehensive solution to your content planning challenges, built and backed by The Associated Press and designed with newsrooms in mind — including our own.

AP Playbook gives decision makers and newsroom users access to create and view day-of and future coverage plans for every format, helping editors prioritize coverage and reporters manage assignments. As a fully supported SaaS solution, it's easy to get started and customize your setup to meet your newsroom's needs.

Less time making plans means more time telling the stories that will grow your audience. With AP Playbook, you can:

- Build plans with topic cards for top level stories and assignment cards for all related tasks.
- Stay up to date on all story developments with the mobile app.
- Send notifications to reporters whenever they've received a new assignment.
- Create personal or team templates to maximize efficiency

when planning story coverage.

- Easily search events and assignments by hastags, keywords or team member names.
- Monitor individual and cumulative story costs to manage your budget.
- Use embedded maps to a bird's eye view of your coverage and the location of your reporters in the field.
- Integrate AP Planner or your other existing content feeds using our API.

Who to contact

To learn more or set up a demo, visit ap.org/playbook or email us at applaybook@ap.org.