

Green, Scott

From: Paul and Linda Stevens <stevenspl@live.com>
Sent: Friday, December 20, 2013 7:37 AM
To: 'Paul and Linda Stevens'
Subject: CONNECTING: Mailbox; Apuzzo to NYT; Concrete steps; 2014 predictions; Post-Amazon-CIA; Native ads; Knowledge-based journalism; China; Falling prey; Dead all over; Duck Dynasty; Gallup; Naming killer; Email encryption; Correction of Day; APME Update

Colleagues,

From the Connecting mailbox:

Christmas memories:

Dave Tomlin: Not exactly Christmas but still in the holiday spirit, I did a one-call story that gave me a cheap shot at the AAA around Thanksgiving back in the 1970s when I was in North Carolina. Looking for story ideas, when all else failed I used to troll the classified ads and the phone book for inspiration. One day I came across something called the North Carolina Yam Board. I dialed them up and conducted a 15-minute interview that yielded this quote from the Gomer-sounding guy who answered my call.

"I know we're the Yam Board, but we don't actually grow any yams in North Carolina. We only grow sweet potatoes. But Yankees like 'em better when we call 'em yams, and they eat more."

Steve Elliott: My AP memory takes me to the days when bureaus sent holiday greetings that created neat images on the old printers. Working the swing shift at AP-HULA on Christmas Eve 1988 or thereabouts, as a big snowstorm gripped much of the mainland, I came up with (on my break -- promise) one that printed a map of the Hawaiian Islands and this message:

(To the tune of "White Christmas")

We're savoring a warm Christmas,
Far from the blizzards that you know.
When the surf is breaking,
Our hearts are aching
'Cause you're freezing in the snow.
We're savoring a warm Christmas,
By watching palm trees gently sway.
Hope you won't get ill when we say
That it's eighty-one degrees today.

It got a lot of funny responses. And fortunately for the meter, as well as accuracy, it really was 81. Just a year into my AP run, taking part in that exchange of greetings, sitting alone in the balmy middle of AP nowhere, showed me I was part of something special. I have a printout in a box somewhere but lack the time to look for it.

How the media would cover the apocalypse:

Neal Ulevich: The apocalypse challenge, so to speak, recalls a hipster experimental novel, *Informed Sources*, thinly veiled parody of the AP report for three days after President Kennedy was slain. The 1969 work by Willard Bain was written entirely in Model 15 teletype style ALL CAPS, and read like the report rolling off the noisy printer. Bain distributed the text free through a counterculture publishing concern. Then the respected publisher Doubleday picked it up and sold it nationally. The novel's wire service doppelganger was IS – *Informed Sources*. The text contains breaking stories including the assassination of principle focus, ROBIN THE COCK. Numerous service messages intrude. There are countless AP teletype era in-jokes only the AP elderly would get. All the while an end times underground movement has infected the IS wire network, working its way from bureau to bureau. The truth is slow to dawn.

A sample:

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ALL POINTS

THERE ARE INDICATIONS NON-STAFFERS ARE MANNING ONE OR MORE BUREAUS. MESSAGE ALL OVERLINES TO GENERAL DESK IMMEDIATELY. PRESERVE RECORD COPIES. SAVE TAPES. CODE CATV OUT ON SCRIPTS. SLUG URGENTS LOCALS IN CHECK POX. NOTE PLAY. SKED PRIME SIDEBARS. UPDATE GHOUL POOL. EDIT TO CONFORM. FOLLOW STYLEBOOK STAFF RIFFS. FILE ADDS. GET HIGH. BURY CRUX.

NY (GENERAL DESK)

One day as youthful reporter I was in the presence of Wes Gallagher. I asked him if he knew of the book. "No," he snarled.

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Steve Elliott: Given AP's love of intro clauses driving home the obvious, I think editors row would recast Mr. (Richard) Pyle's succinct world-ender as follows:

NEW YORK (AP) _ Closing out its 4 billion-year run with a bang of cataclysmic significance, the world ended toda

The 1st Add, had there been one, would have noted that financial markets plunged on the news.

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George Bria: Re (Richard) Pyle's bulletin (on the apocalypse), suggest end of world merits Flash instead.

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Welcome to the newest member of Connecting - **Sherry Chisenhall**.

Paul

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AP's Matt Apuzzo Joins The New York Times

http://www.huffingtonpost.com/michael-calderone/aps-matt-apuzzo-joins-new_b_4474506.html

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ASNE president expects 'concrete steps' after meeting with White House about access

<http://www.poynter.org/latest-news/mediawire/234198/asne-president-expects-concrete-steps-after-meeting-with-white-house-about-access/>

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PREDICTIONS FOR THE YEAR AHEAD

The newsonomics of how the news industry will be tested in 2014

<http://www.niemanlab.org/2013/12/the-newsonomics-of-how-the-news-industry-will-be-tested-in-2014/>

Two paths for newspapers

http://www.cjr.org/the_audit/two_paths_for_newspapers.php?page=all

The coming disruption of television news

<http://www.niemanlab.org/2013/12/the-coming-disruption-of-television-news/>

News that anticipates the reader's needs

<http://www.niemanlab.org/2013/12/news-that-anticipates-the-readers-needs/>

Forecast: Papers will lose more than half of digital ad share in next five years (Mark Mittelstadt)

<http://www.poynter.org/latest-news/business-news/the-biz-blog/233635/forecast-papers-will-lose-more-than-half-their-share-of-digital-ads-in-next-5-years/>

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Under Amazon's CIA Cloud: The Washington Post

<http://www.commondreams.org/view/2013/12/18-0>

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Times Publisher Sets Out Plan for 'Native' Ads

http://www.nytimes.com/2013/12/20/business/media/publishers-letter-explains-limits-on-branded-content-at-the-times.html?_r=0

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A compelling case for "knowledge-based" journalism (Mittelstadt)

http://www.huffingtonpost.com/dan-kennedy/a-compelling-case-for-kno_b_4466331.html

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China renews press cards for Bloomberg, several New York Times reporters

<http://in.reuters.com/article/2013/12/19/us-china-media-accreditations-idINBRE9BIOAQ20131219>

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Falling prey to a story that is too good to check (Mittelstadt)

<http://www.usatoday.com/story/money/columnist/rieder/2013/12/18/uphill-battle-to-uphold-journalism-standards-on-the-internet/4109287/>

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'Dead All Over': Doc examines the newspaper industry (Bob Daugherty)

http://www.usatoday.com/story/popcandy/2013/12/18/dead-all-over-documentary/4111331/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TP-PopCandy+%28USATODAY+-+Pop+Candy%29

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What the 'Duck Dynasty' scandal tells us about race, homophobia and the media (Mittelstadt)

<http://thinkprogress.org/alyssa/2013/12/19/3089521/duck-dynasty-controversy-perfect-media-scandal-2013/#>

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Gallup poll ranks journalists low on honesty, ethics

<http://www.poynter.org/latest-news/mediawire/233954/still-slip-sliding-gallup-poll-ranks-journalists-low-on-honesty-ethics/>

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Victim's mother asks journalists not to name killer

<http://www.poynter.org/latest-news/top-stories/234333/a-victims-mother-asks-journalists-not-to-name-killer/>

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How journalists can encrypt their e-mail

<http://www.poynter.org/how-tos/digital-strategies/234005/how-journalists-can-encrypt-their-email/>

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Correction of the Day:

The New York Times

Correction: December 19, 2013

An earlier version of this article misstated the name of a movie Mr. Goldstein starred in. It is "Al Goldstein & Ron Jeremy Are Screwed," not "Al Goldstein & Ron Jeremy Get Screwed."

* [Al Goldstein, who made porn dirtier, dies at 77 \(nytimes.com\)](http://nytimes.com)

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APME Update (Mittelstadt)

Dec. 19, 2013

SAVE THE DATE

- Sept. 15-17, 2014, [ASNE-APME Conference](#), Chicago

NEW TODAY FROM APME

APME Is Seeking a Project Manager for its NewsTrain Program

Job description

The Associated Press Media Editors seeks a project manager for its signature NewsTrain Project.

NewsTrain provides regional training workshops for news leaders, especially frontline editors who are leading rapidly changing digitally focused newsrooms. NewsTrain has provided leadership and journalism skills training to more than 6,000 frontline editors in the United States and Canada since its inception almost 11 years ago.

The project manager plans and produces NewsTrain training workshops for the APME in locations throughout the United States and Canada. This is an independent contract position that reports to a committee of the

APME board. The position is funded through grants and donations secured annually by the board for the following year. The initial term is for one year, with renewal dependent upon funding.

Responsibilities:

1. Plan and produce workshops based on the NewsTrain process/model. This includes:
 - Selecting sites and workshop dates (currently up to four a year);
 - Assembling and leading a planning committee at each site;
 - Holding a planning meeting at each site to create the program, plan logistics and divvy up tasks;
 - Recruiting and coaching faculty members on their seminar material;
 - Building an agenda that meets the stated needs of the planning group and can be effectively run in the available room space;
 - Supervising and working with the NewsTrain program assistant (another contract position), to ensure the timely and accurate completion of logistical, financial and administrative tasks;
 - Managing workshop registration on the APME website; and
 - Running the workshops successfully (in person) for hosts, faculty or participants.
2. Work with the APME board committee to select workshop sites.
3. Conduct workshops within a process/model that has been approved by funders and donors and is overseen by a committee of the APME board.
4. Collect and evaluate feedback from participants and hosts after each workshop. Strive to continually improve or adapt workshops to the changing needs of the industry.
5. Manage the NewsTrain portion of the APME website.
6. Attend APME board meetings and report to the APME board about each workshop.
7. Contribute information for reports that the APME board committee prepares for funders.

Qualifications:

The successful candidate will be a seasoned newsroom veteran with 10+ years of experience, and experience operating successful newsroom training programs. Must be able to work independently and flexibly; demonstrate an understanding of the learning needs of newsrooms; demonstrate an understanding of how to create effective training seminars; manage oversight of the program overall; manage every content and logistical aspect of each workshop; travel to sites around North America; and work within a budget.

How to Apply:

Applicants should submit a cover letter and resume detailing credentials, qualifications and experience to apme@ap.org. **Deadline for applications is Jan. 15, 2014.**

Be a Virtual Mentor: Take Part in an APME-Maynard Institute Partnership

APME is pleased to partner with the Maynard Institute for Journalism Education to offer virtual mentoring to journalists on careers, news coverage, training and development and leadership.

Thank you to everyone who expressed an interest in serving as an editor-in-residence for the Maynard Institute's online mentorship program. This is just one of the Maynard Institute's exciting events planned for The Front Door Project, a new initiative aimed at realizing Bob Maynard's vision for fair and accurate media coverage for all. The Institute is in the process of recruiting participants for the yearlong program, which begins January 2014.

The Maynard Institute is looking for editors who will each serve one-week stints as an editor-in-residence, answering online questions from young journalists about careers, coverage and other topics.

If you are interested in being a part of the program, please contact Evelyn Hsu at the Maynard Institute, ehsu@mije.org. The Maynard Institute is hoping for robust participation from APME member editors.

Apply now to host a NewsTrain Workshop in 2014



NewsTrain is a national touring workshop sponsored by APME that serves journalists in their own cities. Programs are designed to provide training in the skills, knowledge, and information needed in a rapidly changing media setting, at an affordable cost. NewsTrain's core audience includes frontline editors, department heads, and senior editors – people who edit and manage print and digital news platforms. Reporters, copy editors, visual journalists, online producers, and college journalism educators are also welcome and find NewsTrain programs valuable.

Deadline for applications: Jan. 30, 2014

Here's how:

In order to hold a NewsTrain workshop in your city, a few basic requirements need to be considered.

Host Committee: Each workshop is developed by NewsTrain staff and a local host committee. The host committee consists of 6-10 representatives from local or regional news organizations, regional AP bureaus, state press groups, journalism association chapters, and college journalism schools.

Attendance: Our target for attendance is 85 to 100 people. Host committees are responsible for promoting the workshop and recruiting participants.

Costs: Registration is \$75 per person. Host committees are responsible for providing the venue and food service. Host committees receive \$35 from each \$75 registration fee to cover or help offset venue and food costs. NewsTrain covers all other costs.

Planning: The host committee works with NewsTrain staff to plan the workshop, manage registrations, and run the workshop. Host committees work closely with the NewsTrain Project Director through all phases.

Once your area has been selected to host a NewsTrain workshop, the host committee will receive a packet of planning tools and begin working with the NewsTrain Project Director. Planning begins six months before the workshop.

To download an application: <http://www.apme.com/?page=hosting>

For more details or to request a NewsTrain workshop in your area, contact Michael Roberts, NewsTrain Project Director, mroberts.newstrain@gmail.com.

New AP e-book recommends free attractions across U.S.

The Associated Press has published an e-book collecting its correspondents' recommendations of five free things to see and do in 45 top destinations across the United States.

Titled "[Five Free Things](#)," the e-book is an insider's travel guide. For each stop – from San Diego to Milwaukee to Portland, Maine – readers will find an itinerary with five essential places or experiences that are all free of charge. These include historic sites, museums, monuments, churches, architecture and art. The guide points readers across historic bridges, aboard scenic ferries and through the best neighborhoods. It also includes tips on hikes, trails, beaches, markets, parks, gardens and scenic views.

"Five Free Things" grew out of a popular weekly series of the same name published by AP. Every list is curated by AP journalists who live, work and play in the places they write about. It's full of information not only about well-known attractions, but also hidden diversions that only a local would know about.

Every local AP writer answered the following questions to help enhance the travel experience: Where would you take a visitor? Where do you go to experience this city? What are the "musts" that define your destination as long as they don't cost a thing?

"AP's unique footprint across the 50 states allowed us to create a definitive travel guide that gets beyond the tourist basics," said Lou Ferrara, vice president and managing editor at AP. "We're thrilled to make this terrific series available in one place, providing expert advice about the most beautiful, meaningful, interesting and unique spots in the country."

The book is available electronically for \$4.99 on for [Amazon's Kindle](#) and [Barnes & Noble's Nook](#), and is expected to be available at the Apple iTunes bookstore in early 2014.

Don't Forget APME in Your End-of-the-Year Giving: Holiday Mug, Ambassadorships, Lifetime Membership

APME wants to mug you.

[Give \\$80 this holiday season](#) to support APME in its 80th year, and we'll send you one of these stylish mugs.



Tax-deductible donations to the APME Foundation assist newsroom leaders by providing training and ideas, protecting First Amendment rights, safeguarding Freedom of Information and fostering innovation and watchdog journalism.

Another way to help: Become a NewsTrain Ambassador with a donation of \$100 or more. The low-cost, high-impact NewsTrain traveling short-course program is 10 years old and remains wildly popular. NewsTrain will make four stops in 2014.

And consider joining APME or renewing your membership heading into a momentous year that includes an unprecedented joint conference with the American Society of News Editors Sept. 15-17 in Chicago. Memberships are \$150 a year, with \$50 student memberships available. Also offered are \$75 for associate members and retirees.

Or, for \$800, you can become a lifetime member in recognition of the 80th anniversary.

Members receive discounts on APME Journalism Excellence Contest fees and annual conference registration, which more than pays for your membership.

Do it all at www.apme.com

FROM AP

Beat of the Week: Apuzzo

Best of the States: Johnson, Mercer

WATCHDOG REPORTING

AP: American missing in Iran was on unapproved mission

Akron Beacon Journal: Safety is unequal in area schools

Arizona Republic: Wall of silence surrounds killings by border agents

Boston Globe: The fall of the House of Tsarnaev

Chicago Tribune: Cook County fails to track hundreds of convicts

Florida Sun Sentinel: Bus drivers crash, but keep jobs

New York Times: The selling of attention deficit disorder

Democrat and Chronicle: Wrong way traffic deaths raise concerns

The Sacramento Bee: Mental patients bused _ and crime follows

San Diego Union-Tribune: Health CEOs top nonprofit pay listing

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INDUSTRY NEWS

New York Times: Officials say U.S. may never know extent of Snowden leaks

White House vows to address media access concerns

Moderate Syrian rebels vow to protect journalists

Group wants attacks on journalists to be war crime

New daily paper planned for Los Angeles

TV reporter under fire for school security story in North Dakota, Minnesota

Texas A&M to begin offering journalism degree

NY court: Reporter shielded in Colo. shooting case

NYT reporters sue Homeland Security in FOIA fight

Norcross doubles holdings in Philly newspapers

E.W. Scripps buys startup Newsy for \$35 million

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[In Memoriam](#):: Rosenthal, Walls

[And Finally ...](#): Online Immortality