

From: stevenspl@live.com on behalf of Paul Stevens [stevenspl@live.com]
Sent: Friday, February 07, 2014 10:25 AM
To: stevenspl@live.com
Subject: CONNECTING - February 7, 2014

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Connecting

February 7, 2014



Colleagues,

The Associated Press has created an online site showcasing its coverage of the Sochi Olympics. The page, wintergames sochi 2014 (<http://wintergames.ap.org>), is supported by advertising and includes a collection of news, photos, medal count, profiles of the Olympians from many of the participating countries, a full schedule as well as a look at upcoming events and a blog, Sochi Scene. The page also includes videos and interactive presentations on the various events, a link to the NBC Olympics page where viewers can click on NBC's live stream and a feed of the latest Tweets related to the Olympics.

Mark Mittelstadt, who shares this, noted that today's Sochi Scene has a mildly humorous photo captured by AP photographer **Jae C. Hong** in the mountains where Olympic skiing and snowboarding competitions are being held, along with this AP brief:

KRASNAYA POLYANA, Russia (AP) - Here's an odd sign that Associated

Press photographer Jae C. Hong ran across Friday in the mountains outside Sochi, where Olympic skiing and snowboarding competitions are being held.

No word on the restaurant's policy toward the NSA.



Major changes in AP's revenue-building arm, legal

Major changes were announced Thursday in the AP's revenue-building arm when broadcast executive **David Gwizdowski** was named senior vice president for revenue for the Americas and in the legal department with the promotion of **Karen Kaiser** to senior vice president, general counsel and corporate secretary.



Here is the AP release:

NEW YORK - The Associated Press today named broadcast executive David Gwizdowski as senior vice president for revenue for the Americas in a restructuring that aligns all revenue functions in the region under a single director. The company also announced the promotion of Karen Kaiser, currently associate general counsel, to senior vice president, general counsel and corporate secretary.

Gwizdowski has been vice president of broadcast markets for AP since 2010, overseeing sales, licensing and product strategy for broadcasters in the United States and Canada. AP's global revenue units, based in London, already report to Daisy Veerasingham, senior vice president for revenue/international. Under the new structure, all AP revenue functions worldwide will report into Gwizdowski or Veerasingham.

"Dave's strong video background, sales experience and understanding of AP make him the right person to restructure our lines of business in the Americas. Together, Dave and Daisy will bring a more focused and coordinated effort to driving AP's revenue," said AP President and CEO Gary Pruitt. "This new structure will allow AP to both better serve existing customers and target new opportunities.

Most recently, Gwizdowski oversaw the rollout of AP Video-US, a new service improvement that provides local broadcasters a daily selection of original video from their region, the U.S. and around the world. As part of this effort, AP also has recently doubled the number of video journalists in the Americas.

Kaiser was named assistant general counsel at AP in 2009 and promoted to associate general counsel in 2011. At AP, she has specialized in First Amendment issues, such as reporters' privilege, the Freedom of Information Act, access, libel defense and government investigations of AP journalists. She led AP's legal strategy against the U.S. Department of Justice after the DOJ revealed last spring that it had secretly seized records from more than 20 AP phone lines as part of a leaks investigation. Ultimately, the DOJ announced a series of steps that would provide increased protections for reporters.

"Karen's expertise and her commitment to freedom of the press have proven how important it is to maintain vigilance so that the public right-to-know is protected," said Pruitt. "As general counsel, she will continue those efforts while also putting her experience to work for AP in other critical areas."

Before joining AP, Kaiser was senior counsel at the Tribune Company, where she was responsible for editorial, litigation and other legal services for several daily news properties, and helped pass the Connecticut Reporter's Shield Law. Prior to that, she was a litigation associate at the New York law firm of Cahill Gordon and Reindel where, among other cases, she worked on the Valerie Plame CIA leak investigation. She holds a law degree from Fordham Law School.

Gwizdowski holds a journalism degree from Emerson College in Boston. He joined AP in 1997 as a regional TV executive and was promoted to

director of network sales in 2001. Previously, he worked at KTRK-TV in Houston and at WLVI-TV in Boston, where he served as assistant news director; WPRI-TV in Providence, R.I., and WLBZ-TV in Bangor, Maine, as news director; and at WCVB-TV in Boston, where he was executive producer. He has won two Emmys and two RTNDA Awards for Overall Excellence.

And here is a message to staff from AP President and CEO Gary Pruitt:

AP Staff:

I am pleased to announce an important new restructuring of our revenue groups as well as several notable promotions.

Under the new revenue structure, AP will unify its sales, marketing and product operations under two senior vice presidents -- one for the Americas and one for international - to whom all sales and marketing staff and product managers will report. These changes will help AP better establish and execute companywide priorities and initiatives that can lead to greater revenue performance.

In a newly created role, Dave Gwizdowski, currently vice president for broadcast/Americas, will become senior vice president for revenue/Americas -- a position similar to that of Senior Vice President Daisy Veerasingham, who oversees revenue business internationally, based in London, and who will become senior vice president for revenue/ international. Gwizdowski, who prefers to be called Gwiz, has guided AP through important and innovative deals on our broadcast side, has a deep understanding of the changes and challenges facing media today, is a strong manager and is committed to our mission. All of AP's sales units, all AP products and Marketing will report into these two positions.

We will also create another position, vice president of products, which will report jointly to Gwizdowski and Veerasingham. This job will be posted today and filled quickly. The new organizational structure will allow us to work from a single product road map across the company for the first time. With these changes, all product development now will be vetted and approved by the AP Management Committee. Under our current system, products are developed in departments across the company. Aligning product management under the two senior vice presidents for revenue will strengthen our ability to market and sell our products and services.

This new arrangement also simplifies AP's organizational structure and lays the foundation for the "enterprise" approach to business that we discussed at our last Town Hall. The enterprise process means that all of

AP - news, revenue, technology and other departments - will work together to execute on a single, companywide set of goals and initiatives. AP hasn't worked that way traditionally; instead, we've operated through separate and individual business lines with their own discrete projects. Going forward, we'll operate from a targeted set of agreed-upon AP-wide priorities.

These changes are no reflection on the work of those who have led the different business units. Consolidating our revenue lines is the next logical step for AP. There are similarities in our businesses around the world, of course, and we always work to leverage resources and approaches where possible. But we also understand that operations in the Americas and internationally often differ. Under this new structure, we will have two deeply experienced leaders working closely together and focused on driving revenue forward.

I'm happy to report that Sue Cross, who has so ably led business development for the Americas, will continue as senior vice president for business development and partnerships/Americas. Senior Vice President Jim Kennedy will return to his focus on strategic planning for AP's future. Vice President Fernando Ferre, who has led AP Images' successful growth and expansion the past three years, will continue to do so, reporting to Gwizdowski and Veerasingham.

In another important move, Karen Kaiser, who has served as our associate general counsel, becomes senior vice president, general counsel and corporate secretary. Kaiser, AP's newsroom counsel, leads First Amendment efforts such as reporter's privilege, FOIA, access and government investigations. Most recently, she led AP's legal strategy against the U.S. Department of Justice's secret seizure of our phone records. She'll now bring that passion and commitment to other important legal issues.

Laura Malone, who has served so well as interim general counsel, and who has been key to AP's efforts to protect its content from misappropriation, is returning to her home in Seattle. We thank her and wish her well.

In addition, I want to mention other important organizational changes. Ken Dale, senior vice president and chief financial officer, is now also responsible for Technology. Global Security will now report to Jessica Bruce, who becomes senior vice president for Human Resources. Ellen Hale, head of corporate communications and who has run Marketing/Americas on an interim basis for the past two years, becomes a senior vice president.

One last and very important point: These changes do not alter our

mission to be the best and most competitive news organization in the world. In fact, they will advance it, helping us further drive revenue to support our global newsgathering.

I know this is a lot to digest. As we work through the restructuring over the next several weeks, we'll make sure to keep everyone informed and clear on our progress. I am confident that ultimately these changes will make AP stronger, more nimble and tightly focused on securing our future. I'm excited to be working with this dynamic new team.

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Kelly Kissel, news editor in Little Rock, writes Connecting to ask, "What are those things on the wall behind Charlie in this photo from Tuesday's Connecting?" Connecting responds: Beats me! Didn't we run to those contraptions to file stories, back in the day???

Here is the photo, shot at JFK as AP photographer **Charlie Riedel** awaited his flight to Sochi.

WELCOME TO CONNECTING



Dudley welcomes the newest member of Connecting:

[Dean Mills](#), dean of the University of Missouri School of Journalism.

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CONNECTING WISHES A HAPPY BIRTHDAY



To

Melanie Coffee

Stories of interest...

AP reporter who covered 1980 Moscow Games contrasts that with Sochi 2014

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Jay Leno Says Goodbye to the Tonight Show, Probably for Real This Time

-0-

What Has Become of Business Journalism? (Mike Holmes)

-0-

Revenue prospects are dim for the recent flurry of new journalism start-ups

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Dean Mills, University of Missouri journalism dean, to retire

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Sochi 2014: Channel 4 rebrands to back gay rights

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For NBC, a challenge in covering the Sochi Winter Olympics objectively

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What happens when a journalism career breaks?

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Snowden's leaks: Are journalists "fencing stolen material?"

-0-

American Press Institute announces plan to improve fact-check journalism

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Police arrest reporter for photographing dead body (Doug Pizac)

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CNN shuts down its Spanish language service

Paul Stevens
Connecting newsletter

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