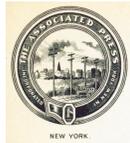

From: Paul Stevens [stevenspl@live.com]
Sent: Tuesday, April 01, 2014 9:24 AM
To: stevenspl@live.com
Subject: CONNECTING - April 1, 2014

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Connecting

April 1, 2014



Colleagues,

Today is **April Fools' Day** - and I'm sure those of us who once worked an AP desk (or a newspaper or broadcast desk) are reminded that in the week leading up to April 1, we received numerous reminders from New York, our bureau chiefs and our news editors warning us to beware of hoax stories.

Last year, AP standards editor **Tom Kent** shared this with the staff:

"At April Fools' time, we're sometimes asked [how we feel](#) about people planting "prank stories" in the media. We don't find such pranks very amusing. Some people may be trying to be funny, but we also encounter hoaxes calculated to accomplish political or financial ends. Our task is to produce a news report that people can believe in. False material - however intended - undermines our mission. Each year our staff takes extra measures to be vigilant as April Fools' Day nears, though we know well that hoaxes can be perpetrated at any time. We would not consider someone who attempts to perpetrate an April Fools' hoax to be a reliable source for anything in the future, April Fools' Day or not."

Of course, in this day and age with Internet access, every day has the

potential to be an April Fools' prank day on our news desks.

Ben Garvin, a staff multimedia producer and photo editor for the St. Paul Pioneer Press, produces a photo blog, "Flash Garvin: A photographer's blog" and our Connecting colleague **Bob Daugherty** spotted and shared this morning's blog:

(note date posted: APRIL 1ST!) The St. Paul Pioneer Press photography staff will begin shooting exclusively with iPhones starting April 14th. This change was made with little warning and has obviously been a shock to our entire staff. Over time I've become resigned to this new reality and have even come to see its value. note: On Thursday at 8 a.m. we'll post an epic eBay listing of all our gear!



That is Ben with his iPhone. Click [here](#) for Flash's "Top 5 reasons we're switching to iPhones from DSLR's" Note in the Comments section of the link that he got some people to bite on the spoof. Not the AP, of course!

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AND, I think you will find this from The Museum of Hoaxes web site to be of interest:

April Fool Fun Rationed -- April Fool's Day, 1943

The Associated Press reported that the Society for the Preservation of Practical Jokers had issued an advisory to its members warning them that "in view of the war's restrictions on what some fools consider fun" practical jokers should proceed with caution "otherwise, there might be casualties."

"Don't put any bricks under old hats on the sidewalk, for passing pedestrians to kick. It's sabotage- shoes are rationed.

Don't use that old wallet-on-a-string trick. If the sucker bends over to pick it up, he may bust his suspenders. Rubber elastic is scarce.

Don't put salt in the sugar bowl. One cup of coffee ruined by a spoonful of salt is considered grounds for justifiable homicide.

Don't let the air out of your neighbor's tires-unless you've made your will.

Don't drain his gasoline out on the ground. Not a lawyer in the country would dare touch your case.

Don't sneak into an Army camp with a bugle and blow reveille an hour early. Tearing you limb from limb would expend valuable military energy.

Above all, don't jump up and surprise your acquaintances shouting: "heil Hitler!"

They may not know what day it is-and there's enough absenteeism without taking time out to attend fools' funerals.

P.S.-April Fool! There's no such thing as a Society for the Preservation of Practical Jokers."

Click [here](#) to see more historical hoaxes from the museum.

Any favorite Hoax Story - or attempt at same - that occurred during your time in the AP? Send it along to me - stevenspl@live.com - and I will share.

Escaping the cold for sunny Arizona

Our Connecting colleague [Mark Mittelstadt](#) decided Arizona would be a nice change from New Jersey, so off he went to the Great Southwest. And now that he is back home, here is his travelogue for those of us who relish the thought of some warmth and sunshine:

Paul,

Here's a quick report from my 13-day trip to Arizona to spend time with my older son, Matt, and to enjoy some sunshine after an unusually cold, snowy New Jersey winter.

I flew into Phoenix on March 19, early enough to visit with Connecting member **Steve Elliott** at the Cronkite School of Journalism at a downtown campus of Arizona State University. Steve is the director



of print and digital services for the Cronkite News Service, which provides news stories for Arizona news media. Steve gave a quick tour of the school's impressive studios and facilities as well as a collection of professional and personal items donated by Walter Cronkite.

Driving 120 miles down Interstate 10 to Tucson, I spent the rest of the time with my son, frequently exploring some of the area's great restaurants and beautiful scenery. I also spent time with Arizona Daily Star Executive Editor **Bobbie Jo Buel**, who was very happy to be coming off temporary duty as publisher while Lee Enterprises appointed a new one.

On one day Matt and I hooked up a trailer to his 4Runner and took two "quads" nearly an hour south to a remote gravel road stretching several miles across desert and open pasture land and eventually leading into the mountains west of Amado, Ariz. Along the way we crossed several dry creek beds and stopped at an "dump" where immigrants had crossed the border and left many of their clothes and other belongings as they moved to other areas to be surreptitiously picked up, most likely in the middle of the night. Matt has volunteered with several border relief groups since moving to Tucson in 2007 and knows a lot about the area and the movement of undocumented individuals.

It took a while but Matt finally got his father to run his quad close to open throttle across the bumpy, rutted roads and paths. I almost flipped once but managed to catch myself and stop the vehicle before any serious damage or injury.

Several days later, we drove through the mountainous Salt River Valley en route to Chinle, in the far northeastern corner of the state, and the next day spent the entire day hiking and exploring Canyon de Chelly (d'SHAY). Archaeologists have determined the canyon floor and the beautiful red rock walls, soaring to as much as 1,000 feet, have been home to ancient people, agriculture and commerce for thousands of years. It continues to today, with more than 40 Native American families living in small homes on the canyon floor at least part of the year, growing crops and tending livestock (usually goats and sheep). Hundreds more live on the canyon's north and south rims.

The last part of our day was spent on a three-hour ride in a 4 by 4 driven by a Navajo guide, often through the shallow, sandy streams flowing through the canyon and connected canyons, including Canyon Del Muerto (Canyon of Death). At several spots Navajo families were picnicking in the back of their pickup trucks, playing cards, children playing in the water.

Our return trip to Phoenix went through Flagstaff, which was 20 degrees

cooler, the ultra trendy Sedona (healing center of the universe) and Jerome, an old mining community enjoying a third revival as a thriving tourist community of artists, coffee shops, intriguing local restaurants.

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Welcome to Connecting



[Steve Graham](#) - I joined the AP in the Helena, Mont., bureau in 1974 and moved to the Indianapolis bureau in 1975 where my principal task was day desk editor. In 1976, I was named news editor at the Portland, Ore., bureau where I stayed until 1982 when my bent for technology caused me to be moved over to Communications at East Brunswick, New Jersey. After working on a number of international projects at New York headquarters, I served as head of communications for Europe and Africa, working out of the London bureau in 1985 and 1986. In 1986, I returned to New York to head various computer-development projects, especially the tottering financial market system and a replacement for the editorial systems. After the new markets system was up and running around 1991, along with the then-new editorial systems, I returned to Portland where I worked on special computer-related development projects until I retired in 2002. Currently we live on mostly timbered 40 acres in the hills outside Portland, Ore. (Just look for Kay Reservoir on Google Maps) with our two Weimaraners and from whence we travel as much as possible. I also bore my wife, Karen, with my carping about the lack of quality in language and reporting by the local television stations.

Stories of interest

[Advance defends bonuses for reporters who post frequently and join comment chains](#)

Advance's quota and bonus system at The Oregonian came in for heavy criticism last week, prompting a rejoinder from the typically close-mouthed private company. In a note to senior executives shared with Poynter, Advance Local's President Randy Siegel says that each newsroom "decides how to structure its own bonus program and what qualitative and quantitative criteria will be used." He adds "every one of our local plans is different and will doubtless evolve over time."

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[CNN Hits New Digital Heights in March](#)

When March cable news ratings come out tomorrow, CNN will show a vast improvement over last March, likely finishing second to Fox News Channel in several measures. This morning, CNN Worldwide chief Jeff Zucker is taking an early victory lap and thanking his team.

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[The future's newspaper rack is here](#)

Next week, about a dozen retailers in South Bend, Ind., will see the traditional, single-copy sales racks for The South Bend Tribune replaced by a kiosk that's endlessly updating in real time, promoting content elements from inside the paper along with updates and social feeds from its newsroom, not to mention a new slate of ad units. The RedPost, as its creators are calling it, is the brainchild of Kerry Oslund, VP of digital for South Bend-based Schurz Communications, which owns the Tribune, and Eric Kanagy, CEO of the RedPost, Inc., based in Goshen, Ind.

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[FCC Votes to Bar Stations from Jointly Selling Ad Time](#)

The FCC on Monday prohibited so-called "sidecar" deals among stations in the same market, a move that Chairman Tom Wheeler said will close a loophole that has allowed major media groups to skirt media ownership rules. The FCC's order, on a 3-2 vote, puts a halt to the practice of one station group selling some or all of the ad time of a station that it is supposed to be competing against in the same market.

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[Three al-Jazeera journalists denied bail in Egyptian court once more](#)

Three al-Jazeera journalists who have been jailed in Egypt were again denied bail on Monday, despite the prosecution's failure to bring crucial video evidence to the trial for the third session in a row. Hopes were high for a conditional release after Peter Greste, Mohamed Fahmy and Baher Mohamed were allowed for the first time to leave their defendants' cage and make impassioned face-to-face pleas before the judge. But to the surprise of the courtroom, the judge again refused their requests and adjourned the trial until 10 April.

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[Spanish journalists held in Syria for six months have been freed](#)

Two Spanish journalists arrived home Sunday after their captors in Syria released them to Turkish officials following six months in captivity, Alberto Rojas reported for El Mundo. Veteran El Mundo staff correspondent Javier Espinosa and freelance photographer Ricardo Garcia Vilanova were captured on Sept. 16 by a group called the Islamic State of Iraq and Syria. The two were captured near the Syrian-Turkey border. They were greeted at a Madrid military airport by family and friends, Brian Walker and Elwyn Lopez reported for CNN:

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[News Corp boss brands Washington Post journalists 'high priests'](#)

Robert Thomson, the chief executive of News Corp, has branded [Washington Post](#) journalists "high priests" who have failed to embrace the transition to digital. Thomson, appearing with WPP chief Sir Martin Sorrell at an Ad Week Europe session in London on Monday, said he believed that the new Washington Post owner, Jeff Bezos, will be a shot in the arm for the paper's commercial and distribution strategy.

Paul Stevens
Connecting newsletter
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