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Connecting

May 6, 2014



Colleagues,

Here are some items of interest, starting with a Dakotas bent.

Goodbye to bylines: Chet Brokaw retires

He's a bit of a non-traditional student when The Associated Press first meets him - a young man from rural Iowa, just back from a four-year stint in Botswana where he's worked as a Peace Corps volunteer and economic planner, now wrapping up a degree in journalism at the University of Missouri in Columbia. He already has an economics degree from Iowa State University in Ames, and the AP needs someone who understands the way budgets work for a temporary assignment covering the statehouse.

Click [here](#) to read more from the Pierre Capital Journal's story on Brokaw, who covered the South Dakota's state government and political scene for 33 years. The South Dakota Newspaper Association honored him in April with its Distinguished Service Award. Brokaw retired in March at the end of the 2014 legislative session and was recognized in both legislative chambers during his last day. Gov. Dennis Daugaard declared March 14 Chet Brokaw Day.



Honoring a career that made a difference

Former AP Sioux Falls bureau chief **Tena Haraldson** and current Dakotas news editor **Carson Walker** were on hand for a farewell reception for **Jack Marsh**. Tena, who is director of communications and media relations for the University of South Dakota and is shown in the background of the photo below, filed this report for her Connecting colleagues:



Jack Marsh, who spent 16 years working with the Freedom Forum promote the First Amendment and increase diversity in journalism, has retired at age 65. He and his wife Betty plan to continue living in Sioux Falls, S.D, also home to the families of his two grown daughters.

"It has been an incredible honor and privilege for me to do this important work," Marsh said at a March 24 retirement reception at the Al Neuharth

Media Center on the campus of the University of South Dakota.

Neuharth, a South Dakota native and USD alumnus, died in 2013. He was a long-time executive of the Gannett Co. who turned the Gannett Foundation into the non-partisan Freedom Forum. In 1998 Neuharth hired Marsh, former publisher of the Sioux Falls, S.D., Argus Leader, to develop the Al Neuharth Media Center at USD and to work for increased diversity in American journalism.

Working closely with Neuharth, Marsh founded the American Indian Journalism Institute at USD, providing college credit for summer courses that launched the careers of many Indian journalists. He was among the founders of the Crazy Horse Journalism Workshop, held from 2000-2012 in the Black Hills to introduce Native American high school students to the world of media careers. As president of the Freedom Forum Diversity Institute Marsh also operated journalism programs in Washington, D.C., and Nashville.

Following the financial downturn of the early 2000s the financially-troubled Freedom Forum shed the diversity programs to concentrate on funding the Newseum in Washington, D.C.

Marsh plans to stay active in consulting and volunteer service. He has established the Jack Marsh Student Media Scholarship at USD, accepting donations from friends and colleagues nationwide.

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Whoops

Connecting erred in a headline in Monday's edition on **Terry Anderson** and his fall teaching assignment at the University of Florida. Contrary to the headline, Terry will teach at UF (Florida), not the UN. A sharp-eyed Bob Meyers spotted the error just before mounting his bike for the next leg of his trip across America. Connecting does ask, a Freudian slip?

Stories of interest

[Newsrooms pay for scoops: will it escalate the practice?](#) (Bob Daugherty)

We start a new week with a sobering journalistic reality. Last week, two newsrooms paid sources for exclusive content that broke big stories, and those who would not or did not pay were left quoting those who did. A year ago, Canadian journalists said they had seen video of Toronto Mayor Rob Ford smoking crack but they didn't buy the video and, despite Ford's bizarre behavior, no images equaled no proof. So when a new video emerged showing the mayor holding a crack pipe, The Globe and Mail forked over \$10,000 to an admitted drug dealer for still frames from the video. TMZ will not say if it paid for audio of NBA team owner Donald Sterling's ranting about his associate/girlfriend's posting photos of herself and black men on social media, but Deadspin said it paid for another version of the audio tape.

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[Can Bloomberg buy 2016?](#)

Bloomberg Media has never had a claim on politics. But what Bloomberg wants, it buys -- and Bloomberg wants in on 2016. On Sunday, the company announced that it had hired "Game Change" co-authors Mark Halperin and John Heilemann to head a new, stand-alone brand dedicated to politics. The price tag: \$1 million-plus for each man, per year, through 2016, plus additional resources for new staff members (total number to-be-determined). That's a fortune for most media organizations, a drop in the bucket for Bloomberg.

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[A Eulogy for Twitter](#) (Latrice Davis/FB)

We've been trying to figure out the moment Twitter turned, retracing tweets to see whether there was something specific that soured the platform. *Something is wrong on Twitter*. And people are noticing.

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Essay: 'A Fragile Trust' shows irresponsibility behind Jayson Blair plagiarism scandal

The morning of April 26, 2003, started badly. And it got worse.

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Benghazi and the Bombshell

Eleven years ago, the 60 Minutes correspondent Lara Logan was sitting in the InterContinental hotel in Amman, Jordan, watching her career flash before her eyes. She was 31 years old, a rookie at CBS News, assigned to cover the biggest story on earth: the invasion of Iraq. But nothing was going as planned. With only days until the American invasion, Logan had been forced to leave Baghdad and was desperate to get back before the war began, but she and her crew, because of the dangers of the imminent "shock and awe" bombing campaign, were forbidden from going by the network. That's when she heard about a convoy of French reporters making the trek to Baghdad.

AND

Benghazi, Benghazi, Benghazi

POLITICO Magazine's new national editor, Michael Hirsh, takes stock of the increasingly omnipresent "Benghazi-Industrial Complex": "Someone tweets about Benghazi every 12 seconds. Not every 12 days or every 12 minutes, but every 12 seconds," National Journal recorded last week, citing the social-media tracking firm Topsy. In the past 30 days, Benghazi and Clinton have been mentioned almost in unison on Twitter, with the former earning 219,325 mentions to Hillary's 219,163. Benghazi has, in effect, become Hillary's social-media twin, at least among conservatives

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ABC News Headquarters to be Named for Barbara Walters

On Monday, the ABC News building at 47 W. 66th Street will be named in honor of Barbara Walters. Walters, a pioneering newswoman - the first woman to co-host network morning and evening newscasts - has called ABC News home since 1976. She is stepping down next week from ABC News and from hosting "The View."

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Gregory, 'Meet the Press' doing well in Russert country

If NBC News needs any evidence that it should stick with David Gregory as the host of "Meet the Press," it comes from the hometown of the late Tim Russert. I'll explain shortly.

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Top Springfield News-Leader editor stepping down

SPRINGFIELD, Mo. - The top editor at one of Missouri's largest newspapers has announced he is stepping down and moving to Wisconsin to be closer to friends and family. Springfield News-Leader executive editor David Stoeffler made the announcement Monday morning, four years after taking the position.

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Media Slant: A Question of Cause and Effect

Consumers of the news, both from television and print, sometimes feel that they are getting not just the facts but also a sizable dose of ideological spin. Yet have you ever wondered about the root cause of the varying political slants of different media outlets?

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Digital circulation figures are an absolute mess (Bob Daugherty)

We've written quite a bit at Poynter about how newspaper circulation numbers are basically meaningless now. The Alliance for Audited Media tries to provide a helpful framework for reporting digital readership, but the ways we consume news are so varied that it's tough to nail down exactly what should count.

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How the L.A. Times is redesigning for the mobile Web

Newspapers lag far behind in the share of time spent on mobile devices. That's a reality the Los Angeles Times is hoping to counter when it relaunches its site early Tuesday morning with mobile users top of mind.

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[3 reasons not to hate the White House Correspondents' Dinner](#)

From the tote bags to the strange blend of celebrity/politician/journalist-elbow-rubbing to hard-to-look-away from collections of selfies, there are lots of outlets for hating on the annual White House Correspondents' Association Dinner. There are also a few redeeming things.

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