
From: Paul Stevens [stevenspl@live.com]
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To: stevenspl@live.com
Subject: Connecting - July 8, 2014

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Connecting

July 8, 2014

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Colleagues,

Good morning!

Thanks to colleague **Mark Mittelstadt** for taking up the Connecting mantle while I was in Nebraska, attending the funeral of my aunt, and then in Branson, to celebrate the Fourth of July. I hope yours was a safe and happy holiday.

Here are some items of interest, leading off this item from the June 26 News Media Guild web site, spotted and shared by **Mark Mittelstadt** and **Bill Beecham**:

AP's CEO says AP has new beginning because of strong financial health

At Town Hall in AP's London office yesterday (June 25), President Gary Pruitt told staff that AP's strong financial health marks a new beginning for the company, with revenue growth expected in 2014 for the first time in six years. While the challenging media environment has affected customers worldwide, AP debt has been paid off and profits are growing, he told staff at The Interchange.

"We can now start to move forward and continue fulfilling our news ambition - which is to be the best news organization in the world," Pruitt said. For 2014 specifically, that means updating and improving AP's video news offering in the Middle East, Latin America and the U.S., as well as improving our Arabic language service and U.S. State News Reports.

However, he said, AP is starting to plan for 2015. Many other news agencies are having a tougher time than AP and so it is important to take advantage of the opportunity and assure that AP continues its mission of advocating for free press, open government and the protection of journalists.

Global Media Services, the broadcast software ENPS and video and photo platforms, will be important to AP's success next year, Pruitt said, but the company will also be looking for a wider base of customers as content marketing and the demand for video continue to grow. The share of revenue from international customers will also continue its upward trend, he predicted.

Most important, however, is that we be prepared to face further challenges - just as AP customers must do, Pruitt said. And that AP remains committed to its history and heritage of providing accurate and trustworthy news from around the world.

Connecting mailbox

Seymour Topping's memoir to be published by Tsingua University Press in Beijing

[Seymour Topping](#) - AP 1946-1959: Nanking, Hong Kong, Saigon, London, Berlin - writes to say he just received word that the Tsingua University Press in Beijing will publish his recent memoir: "On the Front Lines of the Cold War, An American Correspondent's Journal from the Chinese Civil War to the Cuban Missile Crisis and Vietnam", in translation in China.

He said there are three episodes in the book which have drawn the most attention: Covering the Battle of the Huai- Hai in 1949 during the Chinese civil war when Mao's forces troops knocked out a half-million Nationalist troops and cleared the way to conquest of the China Mainland; opening the AP Saigon Bureau in 1950 and the next year briefing a young congressman, Jack Kennedy, in his Saigon apartment on the Indochina War; and talking to Nikita Khrushchev in the Kremlin on the night the Cuban Missile crisis ended.

What's in a name? Plenty!

[Mary Lou Howey](#)- who with her husband Jack are Connecting colleagues, longtime newspaper people and friends from my AP days in Indiana, shares this essay on unusual names.

If you have any unusual names stories to share from your work experiences, send them along to Connecting.

By Mary Lou Howey

The celebs are in the news these days for having given their children some off-the-wall names. This is nothing new - I expect if most of us would shake the family tree, we'd find some that are now considered odd. My grandfather on my mother's side, for example, had a brother named Selector and a sister Indiana. In later generations, though, all the boys in our family have names from the Bible.

When I started working at The Anderson (Indiana) Herald in the summer of 1950, I soon learned that names are important. Although most folks don't care about other people's names, if you are going to print their name, they want you to get it right. Like most daily papers, we used the Associated Press style book, which specified that a woman was properly identified by her husband's name (I remember Mrs. Ike Epp and Mrs. Ed Utt). Unmarried women were called Miss, never Ms., and a divorced woman was supposed to use her maiden name in place of her husband's given name, as in Mrs. Jones Smith. Most wanted to be Mrs. Mary Smith, but this usage was considered proper only in her obituary. Later, women were identified just like the men, surname only.

Before long I started a collection of names I found interesting, amusing, even startling, from various news reports and obituaries. This collection is carefully filed in a worn manila folder, written on scraps of copy paper with an editing pencil, or typed on the manual typewriters we used in those days.

On top I find an obituary for Mrs. Sleetie River Herron, who died at age 81. Reading on, I see that her sisters survive: Mrs. Shady Ocean Simmons; Mrs. Snoah Lake Stoneking, and Mrs. Frostie Sea Pratt. Those names clearly fall into the what-could-the-parents-have-been-thinking category, where I also place the Rabbets, who named their sons Jack and Peter; the Popps, with siblings Lolly and Soda; and the parents of Sal A. Mander, Sophia Pillow and Robin Hoodwin. A teacher friend knew two brothers, LemonJello and OrangeJello, pronounced LeMONjello and OrANGjello.

Adding a husband's surname results in Leslie Davis Cupp (tennis player), Snow Boots Skinner, Goldie Glass Cage, Jenny Hair Trainer, Kent Kent Kent, Ida Truelove Bliss, Frostie Little Bowser, Lauma Boyles Corn, Hazel Bush Bean, Vicki Trim Smallfoot, Mary Music Mann. Luella Plank Shanks was the mother of Mary Shanks Franks. Recently I added these to the collection: Kathryn German Shepard, Christian Pagan, Katie Camp Ranger, Rebecca Schmelzer Butz, Deborah Fortune Hunter, Alyce Sharp Lancet and Sparkle Trinkle Mitchell.

These people seem to have chosen an obvious occupation: Danny Sparks, once fire chief at Peru; Dr. J.D. Toothaker, who practiced dentistry in South Bend; Drs. Bromo and Alka Seltzer who treated patients in Fort Wayne, and Attorney Courtney Justice of Logansport. Also in Peru, the Eikenberry-Eddy Funeral Home has been in business for

years. William Featherston was a poultry expert at Purdue; Lon Moore had a landscaping business; a Dr. Bloodgood was on the State Board of Health. My hairdresser is Kathy Curley.

Sensitive readers may skip this paragraph, where are listed Icy Potts, Mildred Butt Pugh, Esther Mutch Pease, Lacey Pantz, Fanny Tichler, and Iva Green Nipple.

One list of honor roll students from an area high school includes Rob Pullen, Clay Apple, Lori Snook, Brian Boe, Paul Crabtree, Linda Jump, Janie Lott, Sarah Plank, Shae Saylor, Beverly Swing, Jeff Moon, Todd Pounds, Brian Quirk, Lola Roller, Dawn Sallee, Danny Swank, Joe Dibble, Dede Friskey, Julia Village, Sandy Jumper, Gloria Rush, Angie Catt, Shomay Fox, Valerie Sallee, Brent Bucks, Johanna Centers, Debbie Hankee, Lori Parsley, Mark Ricks, Donna Soupley, Ann Beechy, Sue Fickle, Charley Smelser, Stephanie Sprinkle, Kevin Santee, Jennifer Harness, Joe Surface, Julie Cooksey, Robin Pugh and Lotte Shine. It's true; trust me.

Also these two couples attended a school dance: Pam Palmateer and Paul Parlatore; Nancy Penzenstadler and Larry VanDenHandel. If Nancy and Larry ended up married, I hope she didn't hyphenate her name. These folks visited from out of town: Greenberry McIntosh from Apple, Ky.; Maude Countryman from Hicksville, Ohio; Minnie Wicker from Mouse, Ky.

Some people received names of the famous: Uly S. Ses Grant, Zsa Zsa Gabor Morris, Shirley Temple Harris, Martha Washington Carver, Scarlett O'Hara Kleinow, Napoleon and Lepoleon Birdsong, King Solomon Jones.

Some names just have a nice sound: Teflon Velvet Jones, Eureka Iona Goble (everybody wants one), Love Ann Kisses Truit, Sylverta Clopper Baugher, Crescent Dragonwagon, Okie P. Canatsey, Fayfern Plummer Dunkle, Inez Halfhill Spade, April Storms, Pamela Prudence Dull, Sparkle Crowe, Starla Mooney, Dimple May Burton, Ambrosia Guernsey, Sundown Levi Mogle and Ira Odie Enders.

I'll close with some personal favorites. My husband Jack can't decide between Phoebe B. Beebe and Nancy Ann Cianciani, but for me the winner is: Polly Wanda Crocker.



Connecting wishes Happy Birthday

To

[Jeannine Yeomans](#)

And

[Mort Lippman](#) - Andy Lippman's dad, 88 years young!

Stories of interest

[How The Wall Street Journal is celebrating its 125th anniversary while also looking ahead](#)

TODAY IN PERSONAL JOURNAL
Goddesses in Bodices: The Latest in Taffeta
SPORTS Brooklyn Bridegrooms: Wedded to Victory in Baseball?

THE WALL STREET JOURNAL.

DOW JONES ***** MONDAY, JULY 8, 1889 - VOL. I NO. 1 ** \$0.02

Last week: DJ12-**STOCK AVG** 87.71 ▼ 0.33(0.37%) **10-YR. TREASURY** ▲ 1/32, yield 3.44% **OIL** \$0.9025, unchanged **POUND STERLING** \$4.87, unchanged **WHEAT** \$0.78625 ▲ \$0.075 **PORK** \$11.525 ▼ \$0.75 **CORN** \$0.35625, unchanged

What's News
 Business & Finance
President Harrison reiterated his opposition to bimetallism and said the U.S. will adhere solely to the gold standard, again disappointing advocates of silver. **A2**
■ The Sherman Antitrust Bill, almost a year after being reported back from a U.S. Senate committee, remains bogged down in Congress. **A2**
■ The Dow Jones 12-Stock Average closed on Saturday at 87.71, down 0.4% on the day but up 1.4% for the year-to-date. Total NYSE volume was light at 96,520 shares. **C1**
■ As the U.S. Treasury continues its massive program of bond buying, many investors fear the creation of a bond-market bubble. **C1**

Lunch, With a Side of Battle Plans
 Traders gossip at a Wall Street eatery as the fight between the Consolidated and New York Stock Exchanges heats up
 To read these stories in their entirety please go to WSJ.com/125.

Telegraph Steps Up Trading Speed
NEW YORK—The floor of the New York Stock Exchange is one of the most advanced technology centers on earth.
 The perimeter of the cavernous "Main Board" room is lined with telephones, where clerks take orders cascading into lower Manhattan from around the nation. The clerks scrawl the orders onto trade slips, which they stuff into pneumatic tubes that blast the slips across the floor to the horseshoe-shaped trading stations. When the trade is executed, often in a minute or less, the broker's number is posted instantly overhead on the giant "annunciator boards" that line the walls of the exchange, signaling that he should pick up the telephone. Swarms of "telegraph boys" buzz at each trading station.

The Wall Street Journal marked its 75th anniversary on July 8, 1964 with a front-page story examining the paper's history and what the paper stood for. Though initially conceived as solely a business newspaper, the Journal wrote at the time that its view is that business news covers "everything that somehow relates to making a living."

"Journal coverage of such news is shaped by a belief that to understand or explain

business, it's necessary to look at what people are doing, thinking and feeling about matters that are seemingly remote from 'business,' but that influence it indirectly," the Journal wrote.

Because of that expanded editorial approach, as the Journal today marks its 125th anniversary with a special print section and a series of online interactives - including a timeline with more than 300 archival clips - the paper is able to take advantage of its broad and deep archive to mark its quasiquintennial - as well as to use its archives and what it has developed for the anniversary beyond the current celebration.

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The newsonomics of The Oregonian's new editor's challenge

It's tough to find a place with more news change than Portland, Oregon. At the center of that change is the new Oregonian. Like New Orleans, Cleveland, Syracuse, and most other Advance Publications dailies, it's been through shocking change as it has lunged in its digital-first future ("The newsonomics of Advance's advancing strategy and its Achilles heel"). That's meant cutting back home delivery to three days a week, publishing a skinny newsstand edition the rest of the week, letting go of dozens of veteran editorial staff, and moving to a compact print format (video here). That's a whirlwind of change. Now into that rearranged topography steps Mark Katches, named Monday as editor of The Oregonian.

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What it's like to be a conservative columnist at the New York Times



ASPEN, Colo. - New York Times columnist David Brooks gets a lot of hate mail. And he doesn't read the comments section. "I used to read them, but it was just too psychologically damaging," Brooks said in an interview with Yahoo News' Katie Couric at the Aspen Ideas Festival on Tuesday. "So then I would ask my assistant to read them." Brooks was shocked at the volume of

"punishingly negative" comments when he joined the Times in 2003. "It was the worst six months of my life," he said. "I had never been hated on a mass scale before."

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Journalism Enrollments Fell Two Years in a Row. Is it the Start of a Downward Trend?

Total enrollment in the nation's journalism schools has dropped, research by a team at the University of Georgia shows, triggering a variety of responses from the schools and raising questions about the future of journalism education. At the prestigious Missouri School of Journalism, enrollment fell 9 percent over a recent two-year period, then rebounded after the university moved aggressively to boost financial aid to attract more incoming students into all majors.

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[70-Year-Old WWII Foxhole Photos Turn Out to Be a Hoax](#)

Last week, we and many others ran the story of a rather astounding collection of photographs that were supposedly discovered in a foxhole where the infamous Battle of the Bulge took place. Allegedly found by U.S. Navy Captain Mark Anderson and accompanying historian Jean Muller, the story goes that the duo found then scanned the images in an old camera, presenting them to the world seventy years after they were captured and left behind by a soldier who had been KIA. But that, it seems, is not the truth.

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[BBC told to stop wasting time on climate change deniers and skeptics of proven science](#)

Two months ago, John Oliver delivered a bruising critique of the way TV networks handle science coverage. And now an independent progress report from within the BBC seems to agree with his message: climate change deniers and other skeptics of established science deserve less time in front of viewers. "Impartiality in science coverage does not simply lie in reflecting a wide range of views," reads the report from the BBC Trust.

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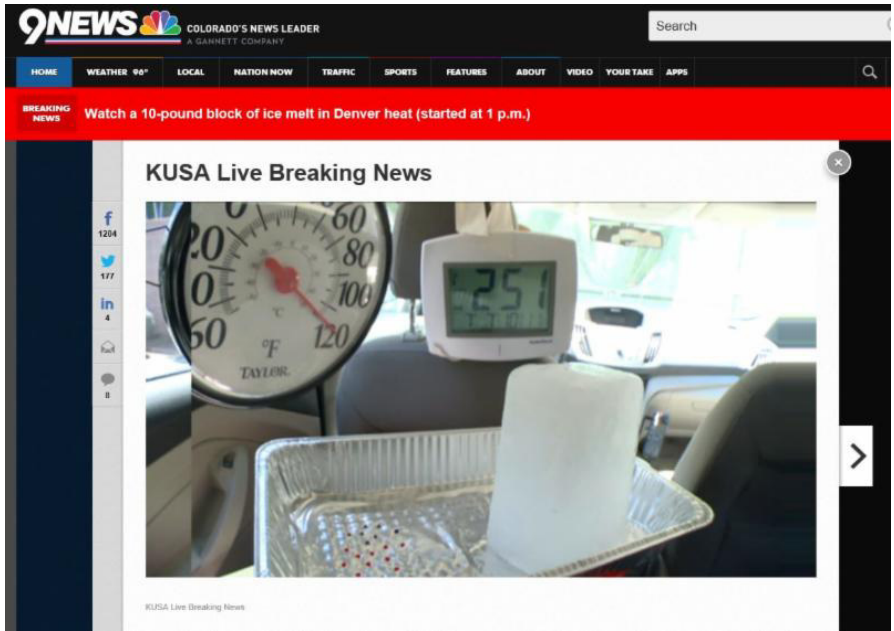
[Guardian appoints Jane Martinson as head of media](#)

Jane Martinson has been appointed the Guardian's new head of media, overseeing all of Guardian News and Media's coverage of the media industry in print and online. Martinson, who is currently the women's editor of the Guardian, will take up the new role on 8 September.

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And finally...

Doug Pizac notes, "Okay, this proves someone has too much time on their hands. Here is a screen capture from KUSA-TV channel 9 in Denver --- a Gannett station. They have a "live" feed of a 10-pound block of ice melting in a pan next to a thermometer inside a vehicle to show how hot they can get. I wonder if during sweeps week they'll have a live feed showing paint drying."



Paul Stevens
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