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To: stevenspl@live.com
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Connecting

October 6, 2014

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A California sunset



Colleagues,

Good Monday morning, and here's to a great week.

And here's to the great photo above by our Connecting colleague and former AP photojournalist [Pete Leabo](#) - a sunset that lasted only a few minutes but one that he caught on film.

He explains: "It was one of those sunsets that only lasted a few minutes ... subtle, but I could see it developing. Got off a couple of frames before the sun set below the horizon and I lost the illumination of that haze by the setting sun, and it just turned all bluish. The setting sun casts a golden glow in the sky and illuminates a purple haze across Mt. Tamalpais in Marin County in this view from Paradise View vineyards in Sonoma County."

For the information of photographers among us, Pete shot the photo with a Canon 6D with Sigma 120~400mm f4.5-5.6 lens at 200mm, ISO 800, 1/500 sec @ f/9.0. Shot in RAW, post production in Adobe Lightroom.

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Connecting will share the AP's Today in History starting with today's edition. It might spark a memory of a story you covered that you can share with your colleagues.

Let me know your thoughts on including it on a regular basis.

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Finally, I am back from a weekend trip to Fort Dodge, Iowa, my hometown, where I was inducted Saturday into the Iowa Central Community College Distinguished Alumni Hall of Fame.

As I relayed in my acceptance speech, the best thing that came out of my two years at the community college - which preceded going on to Iowa for my journalism degree - was meeting a nursing student, Linda Saul. Our first date was Homecoming 1965 and Linda was elected Homecoming Queen. We were married in June 1968 and 46 years and 10 moves later, we are the parents of three children and four grandchildren. Two of the kids, son



Jon and daughter Molly, were with us for the ceremony, along with Molly's husband Travis and two of our grandkids, Sophie, 6, and Brennan, 3. My late parents best friends, retired Judge Al Habhab and his wife Janet, also joined us. Daughter Jenny and her family in Connecticut could not join us.

It was a special family time. And in the end, family is what it's all about!

And finally, finally - if you read nothing else today, make sure you take a look at The Final Word. A remarkable essay about four remarkable women.

Paul

Today in History

By The Associated Press

Today is Monday, Oct. 6, the 279th day of 2014. There are 86 days left in the year.

Today's Highlight in History:

On Oct. 6, 1939, in a speech to the Reichstag, German Chancellor Adolf Hitler spoke of his plans to reorder the ethnic layout of Europe - a plan which would entail settling the "Jewish problem."

On this date:

In 1683, 13 families from Krefeld, Germany, arrived in Philadelphia to begin Germantown, one of America's oldest settlements.

In 1884, the Naval War College was established in Newport, Rhode Island.

In 1889, the Moulin Rouge in Paris first opened its doors to the public.

In 1927, the era of talking pictures arrived with the opening of "The Jazz Singer" starring Al Jolson, a movie featuring both silent and sound-synchronized sequences.

In 1928, Chiang Kai-shek became president of China.

In 1949, U.S.-born Iva Toguri D'Aquino, convicted of treason for being Japanese wartime broadcaster "Tokyo Rose," was sentenced in San Francisco to 10 years in prison. (She ended up serving more than six.)

In 1958, the nuclear submarine USS Seawolf surfaced after spending 60 days submerged.

In 1973, war erupted in the Middle East as Egypt and Syria attacked Israel during the Yom Kippur holiday.

In 1976, in his second presidential debate with Democrat Jimmy Carter, President Gerald R. Ford asserted there was "no Soviet domination of eastern Europe." (Ford later conceded that was not the case.)

In 1979, Pope John Paul II, on a weeklong U.S. tour, became the first pontiff to visit the White House, where he was received by President Jimmy Carter.

In 1981, Egyptian President Anwar Sadat was shot to death by extremists while reviewing a military parade.

In 1989, actress Bette Davis died in Neuilly-sur-Seine (nu-yee-sur-sehn), France, at age 81.

Ten years ago: The top U.S. arms inspector in Iraq, Charles Duelfer (DEHL'-fur), reported finding no evidence Saddam Hussein's regime had produced weapons of mass destruction after 1991. The Senate approved an intelligence reorganization bill endorsed by the September 11 Commission. Israelis Aaron Ciechanover and Avram Hershko and American Irwin Rose won the Nobel Prize in chemistry.

Five years ago: President Barack Obama said al-Qaida had "lost operational capacity" in Afghanistan after a series of military setbacks and vowed to continue the battle to cripple the terror organization. George Papandreou was sworn in as Greece's new Socialist prime minister. Americans Charles K. Kao, Willard S. Boyle and George E. Smith won the Nobel Prize in physics.

One year ago: International disarmament experts began dismantling and destroying Syria's chemical weapons arsenal and the equipment used to produce it. At least 51 people were killed in Egypt when security forces and Islamist protesters clashed during a national holiday. Tiger Woods beat Richard Sterne, 1 up, to give the Americans the 18 points they needed to win the Presidents Cup for the fifth straight time.

Today's Birthdays: Broadcaster and writer Melvyn Bragg is 75. Actress Britt Ekland is 72. Singer Millie Small is 68. The president of Sinn Fein (shin fayn), Gerry Adams, is 66. Singer-musician Thomas McClary is 65. Musician Sid McGinnis (TV: "Late Show with David Letterman") is 65. CBS chief executive officer Les Moonves is 65. Rock singer Kevin Cronin (REO Speedwagon) is 63. Rock singer-musician David Hidalgo (Los Lobos) is 60. Former NFL player and coach Tony Dungy is 59. Actress Elisabeth Shue is 51. Singer Matthew Sweet is 50. Actress Jacqueline Obradors is 48. Country singer Tim Rushlow is 48. Rock musician Tommy Stinson is 48. Actress Amy Jo Johnson is 44. Actress Emily Mortimer is 43. Actor Lamman (la-MAHN') Rucker is 43. Actor Ioan Gruffudd (YOH'-ihn GRIH'-fihth) is 41. Actor Jeremy Sisto is 40. Rhythm-and-blues singer Melinda Doolittle (TV: "American Idol") is 37. Actor Wes Ramsey is 37.

Thought for Today: "The most exciting attractions are between two opposites that never meet." - Andy Warhol, American painter (1928-1987).

Michelle Williams named AP director of major accounts

Michelle Williams has been named director of major accounts. Michelle joins David Wilkison in leading AP's relationships with major media ownership groups, and she will report to him. Creating this position reflects the growing role of groups in AP's

membership as they move toward more central management of their properties and across formats.

The directors of major accounts are responsible for AP's relationship with media groups, building a deep understanding of the group, its strategy and the opportunities and risks in the evolving media landscape. Their key goal is to grow revenue and foster a strong AP cooperative via strategic partnerships with major media groups.



This increased focus on group-level account management reflects work done as part of the Local Markets Sales Reinvention and the segmentation work that is developing the strategic framework for five key member/customer segments. David is leading the effort to re-frame AP's approach to highly centralized groups, while Michelle is leading the work at non-centrally managed groups.

As Michelle transitions into her new role, **Adam Yeomans** (Nashville chief of bureau) will take on her responsibilities as Regional Director - South on an interim basis and add North Carolina to the states he manages, which include Kentucky, Tennessee and Mississippi. **Maryann Mrowca** (Atlanta assistant chief of bureau) will take up local market responsibilities for Alabama, Georgia and South Carolina.

Williams brings a breadth of AP experience to her new position. Since 2012, she has served as regional director for the South, overseeing AP's business and marketing operations across a 13-state region. Before that, she was bureau chief for Alabama, Georgia, North Carolina and South Carolina. She also was bureau chief for Arizona and New Mexico and assistant bureau chief for Texas. She held news leadership roles in Texas, Tennessee and California, and worked as a reporter in Milwaukee and Chattanooga. Williams is a graduate of Belmont University in Nashville, Tenn., where she began her AP career as an editorial assistant.

Jim Reindl says Goodbye

Connecting colleague - and longtime friend to many of us - [Jim Reindl](#) and his wife Graca are off to Ghana to serve in the Peace Corps. Jim, a 31-year AP veteran, most recently served as AP's director of sports products and business development, based in Chicago.

Jim posted this farewell to his friends:

Goodbye. I've been saying that a lot the past several weeks. Two simple words, seven letters, six distinct sounds. Many potential meanings and infinite possibilities. Tomorrow I'll start saying hello. Hello to a new country. Hello to 31 new Peace Corps colleagues rotating into Ghana with Graca and myself. Hello to two years of a life for which I have no precedent.

Today, though, I consider goodbye.

Most of the time, goodbye rolls off the tongue like auto speech. It's a place holder for us while we run to the market or until we get back to the office or visit friends or family again. We say it with the expectation that we'll pick up where we left off. It's a kind of pact for both parties to keep things going.

We say goodbye to all kinds of things though and we mean any number of things when the same two words are expressed. Goodbye to the departed; they aren't coming back from that journey and a lifetime of love and friendship is going with them. Goodbye to that lover. There's two sides to that story and the goodbyes cut lots of ways, happy and sad, relieved and relieved, sad and sad, maybe more. Goodbye to a job. You lost it or you left it or you got another and depending on which, your goodbye means something different from the others.

What, literally are we saying when we use the phrase? The etymology of goodbye traces to 16th Century English. The common departure phrase of the time was 'God be with ye,' which was shortened into a contraction. 'Good' later was substituted for 'God,' perhaps the dawn of political correctness.

God still gets the goodbye duty in other cultures. 'Vai con Deus' - 'Go with God' - is the common departure phrase in Graca's native Brazil.

I - we - have been saying goodbye to many things these past late summer/early autumn weeks. I left the AP. We left our apartment. We've kissed many a friend and family member. We left a city we called home for 14 years. We said goodbye through smiles, laughs and tears.

And while we've cried, there is a great thing about saying goodbye. It promises possibility. I find that an odd statement but I couldn't think of a better word for the unknown. I prefer to think of it in a positive light but I guess even that trip to the market could end with the proverbial bus smacking you in the middle of the street.

I'm going for positive. We're off to a new adventure. Maybe you're just going to the market or back to the office but for all of us goodbye inevitably leads to a hello somewhere and hellos are that first step into the new possibility, whether with an old friend, a new job or a new country.

So I am closing by saying goodbye again and hello to all that awaits and to all who we love and who wait for us and who we will say hello in person to again.

October 5, 2014 - en route from Chicago to Philadelphia.

(Editor's Note: We are hoping communications access will allow Jim to remain in touch with us and file reports from time to time. We wish him Godspeed.)

Globo, AP Join Forces for Brazil's Presidential Race



NewSource Globo, Brazilian media giant Globo's news agency, and The Associated Press are joining forces to back up international broadcasters' coverage of Brazil's presidential race.

Taking place Sunday, Oct. 5, with a run-off scheduled for Oct. 26, the event keeps an international focus on Brazil, which also votes for governors of its 26 states and members of the national legislature.

The move forms part of a four-year agreement announced May to provide international broadcasters with comprehensive media services and facilities at major events in the country, including the FIFA World Cup, the 2016 Olympic Games and the Pope's visit in 2017.

Covering the Brazilian presidential race, NewSource and AP Global Media Services, AP's production arm, combine their respective areas of expertise, ensuring international TV operators access to support, services and contents.

The partnership offers live positions from Brazil's three key cities, Rio de Janeiro, Sao Paulo and Brasilia, all linked by a fiber optic network. Locations in Rio include the Copacabana beach, The AP studio in Botafogo, and Globo's production studios, where presidential candidates met for a political debate Oct. 2 (pictured), and will reunite for a second on Oct. 24.

NewSource Globo also provides live feed positions direct from Sao Paulo's Paulista Avenue, Brazil's financial and business center, and Brasilia's Superior Electoral Court, Brazil's highest justice body, where results will be finally announced.

Globo's news and media services agency has also prepared archive profiles of the principal candidates, with highlights from interviews and debates as well as archive images taken from Globo's 40-year collection.

One of the world's biggest communications companies, - 2013 revenues were R14.4 billion (\$5.8 billion), 9% up on 2012 - Globo launched NewSource Globo in 2013, as part of an ongoing diversification of revenue sources at the media group, and in response to upcoming events which are putting Brazil on the global radar.

In a similar ongoing spread of contents, catering to an richer Brazilian middle-classes concerned about Brazil's future, Globo's contents, which will be sold at Cannes

Mipcom trade fair this month, already range far beyond traditional telenovelas to series, sitcoms and documentaries.

In another move towards multiplying sales, playing of its huge library, Globo recently announced it is teaming with Colombia's Caracol TV to launch a pay TV joint venture for the U.S. Hispanic market.

During the Brazil 2014 FIFA World Cup soccer tourney, which ran June-July, NewSource Globo and AP Global Media Services assisted over 80 international broadcasters, which reached a total of 150 million people worldwide.

Cameraman's Ebola infection has news organizations assessing risks of coverage

By DAVID BAUDER, ASSOCIATED PRESS

NEW YORK - For media covering the spread of Ebola in West Africa, the infection of a cameraman who works for NBC offers both a reason to emphasize precaution and to continue to bear witness.

The New York Times' approach is emblematic of many news organizations: "We want to figure out a way to have maximum protection for people involved in the coverage and also to continue the coverage," said Joseph Kahn, the newspaper's international editor.

Other than NBC, no news outlet has publicly cited Ashoka Mukpo's infection as the impetus for removing personnel from Liberia, where the freelance cameraman had been covering the disease's rapid spread and the strains it placed on its health care system. CNN announced Friday that it was sending reporter Nima Elbagir to that country this weekend and Sanjay Gupta, its most visible medical correspondent, said he's lobbying his bosses to send him there.

Mukpo, who previously covered Ebola for several news outlets, began working for NBC on Tuesday and fell ill the next day. NBC said Friday it was concentrating on how to get him and his colleagues out of the country before discussing future coverage plans. He was working with medical correspondent Dr. Nancy Snyderman, who said she and others with NBC feel fine, though the network ordered them to return to the United States and quarantine themselves until any danger has passed.

The "Today" show interviewed Snyderman Friday via phone because the camera gear that NBC used in Liberia was being disinfected.

"While we are being hyper vigilant, we are at very, very, very low risk of becoming ill," Snyderman said.

In addition to NBC, Mukpo has covered the epidemic for Al Jazeera and Vice News,

which said he shot footage for the organization's documentary about Liberia, "The Fight Against Ebola." CBS News, which hasn't sent its own reporters to Liberia, said Friday it had used some of Mukpo's work to illustrate a story.

The risks to journalists were evident during the Vice documentary, when correspondent Danny Gold and his camera operator - not Mukpo - debated interviewing some Ebola-infected people who were having trouble finding health care facilities to treat them. "What's your vibe?" Gold asked his colleague. They decided not to conduct the interview.

The Associated Press has used a team of journalists to cover the story, including AP reporters Krista Larson and Jonathan Paye-Layleh, photographers Jerome Delay and Abbas Dulleh, video producer Andrew Drake and TV contributor Wade Williams. The journalists eat all meals in their hotel, and wash their shoes with a mixture of bleach and water when they return from reporting. They don't take cabs or rides with drivers they don't know.

The reporters seek to interview people outside of their homes and try not to touch anything or sit down when in neighborhoods affected by the epidemic, Larson said.

The reporting entails risk which the AP does its best to contain, said John Daniszewski, senior managing editor for international news. But it has not pulled reporters away from the story.

"The Ebola epidemic is not only critically important to the people of West Africa, where homes and lives are being ravaged, but for the entire world facing a threat of the spread of this terrifying disease," he said.

ABC News' chief health and medical editor, Richard Besser, was returning from Liberia on Friday, a trip he had planned before learning of Mukpo's infection.

Besser said on "Good Morning America" that he would not allow his camera operator or producer to go into any area where Ebola patients were being treated.

"We never went into the home of anyone with Ebola," he said. "We never shook hands with anyone or touched anyone here."

ABC News President James Goldston on Thursday afternoon sent a memo to his staff explaining why Besser and his colleagues were not being quarantined upon their return to the United States the way NBC's Snyderman is. Goldston said he was following Centers for Disease Control guidelines and that Besser was judged to have no known exposure to the virus.

The New York Times has four journalists working in the area and the Washington-based Helene Cooper had a story dateline from Liberia this week. The newspaper trains its reporters on how to minimize danger and doesn't force them into situations where they feel uncomfortable, Kahn said. If the disease spreads so quickly that

reporters feel there is no safe haven or safe place to be treated, that might force some reevaluation of deployment plans, but it hasn't reached that point, he said.

CNN's Gupta has been in Dallas, covering the case of the first American diagnosed with Ebola, Thomas Eric Duncan. Gupta was in Africa in April covering Ebola and wants to return.

"From a medical perspective, you have to treat the root cause as opposed to the symptoms and the root cause of what is happening anywhere around the world is in West Africa, so that is really where the story is," he said.

Al Jazeera said it currently doesn't have anyone stationed in Liberia. The BBC said it would not discuss its staffing of the story. "Health and safety of our staff is paramount and we continue to monitor the situation and assess the risks," said spokeswoman Francesca Sostero. *(Shared by Paul Colford)*

Connecting mailbox

Odd newspaper names - internationally - including two nominations for Il Resto del Carlino

[George Bria](#) - In the odd names sweepstakes please let me enter Il Resto del Carlino, the distinguished newspaper of Bologna, Italy, which incidentally is the native city of my maternal grandfather. It's a safe bet that many Italians, let alone foreigners, don't know the origin of the name and might need to Google it to find out. Accordingly, I did, and discovered that, as in a famous other chase, following the money would put me on target. A carlino was a coin and resto means change. When the paper was founded in the 19th century, it was handed out instead of change in say, a tobacco store. You gave the clerk a carlino for a cigar and he gave you the paper for your resto. Hence, the name Il Resto del Carlino.

Since this column of ours is frequently embellished with family stories, let me add that my grandfather was a printer and for a time worked in the Bologna mint, where he conceivably handled a lot of carlino's. He went on to become boss of the composing room of a Rome newspaper. To him, I like to think, I owe the printer's ink in my blood stream.

AND

[Claude Erbsen](#) - Hilmi Toros, a veteran of Miami, the World Desk and the Rome bureau has come up with Il Resto del Carlino, which has an interesting origin, per Wikipedia:

il Resto del Carlino is an Italian newspaper based in Bologna, and is one of the oldest newspapers in Italy.

Its rather evocative name means "the change you get from a Carlino," the smallest

part of the Papal bajocco, which was legal tender at the time, when a sheet of local news was given out in shops to make up for any change owing after buying a cigar [or anything else/CEE].

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[Henry Bradsher](#) - On the subject of newspaper names, and the comment that Pravda ("truth") was a misnomer, the frequently heard observation - sort of an ironic joke - from Soviet citizens was that the Communist party's official newspaper, Pravda, had no truth in it, and the Soviet government's official newspaper, Izvestia ("news") had no news in it.

Stories of interest

Peter Canellos named POLITICO executive editor

Peter Canellos has been named executive editor of POLITICO, Editor Susan Glasser announced in a memo to staff Monday morning.

Canellos, who until September had been editorial page editor of the Boston Globe, had been with the Globe for 26 years, including several years as Washington Bureau Chief.

Glasser said in the memo to staff that Canellos' hiring will be one of "many moves in the coming weeks and months to add to POLITICO's terrific bench of reporting and editing talent."

"Peter's had a long record of accomplishment at the Globe - and you should look at all the wonderful things his many hires over the years had to say about Peter when he recently announced he was leaving as the paper's editorial editor," Glasser said. "That record is a central reason why I'm convinced Peter will make such a great partner for all of us as we write POLITICO's next act: He's both got a great eye for journalistic talent and a true love of mentoring reporters and helping them to achieve their best work."

Glasser said Canellos will be her "full partner" overseeing POLITICO's journalism. He will move to Washington from Boston to start full-time in the beginning of November.

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[The Washington Post Regains Its Place at the Table](#)

Nothing in God's creation is ever as good as it once was, but The Washington Post is coming pretty close.

The once-embattled newspaper is in the middle of a great run, turning out the kind of

reporting that journalists - and readers - live for. That includes coverage that played a role in the resignation of the director of the Secret Service and investigative work that eventually led to the conviction of a former governor of Virginia on corruption charges.

The people who work at The Post have been clobbered for decades for not matching the glory days of Watergate - it's doubtful anyone ever will - but more recently, after a series of buyouts and some management blunders, the decline in ambition and quality was there for all to see. The Post became seen as more of a basket case than best in class.

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[For Photographers, the Image of a Shrinking Path](#) (Scott Charton)

By the time Matt Eich entered photojournalism school in 2004, the magazine and newspaper business was already declining.



But Mr. Eich had been shooting photographs since he was a child, and when he married and had a baby during college, he stuck with photography as a career.

"I had to hit the ground running and try to make enough money to keep a roof over our heads," he said.

Since graduation in 2008, Mr. Eich, 23, has gotten magazine assignments here and there, but "industrywide, the sentiment now, at least among my peers, is that this is not a sustainable thing," he said. He has been supplementing magazine work with advertising and art projects, in a pastiche of ways to earn a living. "There was a path, and there isn't anymore."

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[Jeff Zucker Has Endured Cancer, Hollywood, and Being TV's Wunderkind. So Why Not Take on CNN?](#)

The headache started in the morning. It was a Thursday last June, and Jeff Zucker, president of CNN Worldwide, was working on the final preparations for New Day, the morning show he was set to



debut four days later. From the moment Zucker took over CNN in January 2013, he had been focused on getting the morning right. He was a morning-television savant, after all, having led the Today show on a storied run of ratings dominance. And CNN's early show, Starting Point With Soledad O'Brien, had become a symbol of the network's slide from cable-news pioneer to industry laggard. O'Brien drew just 260,000 viewers, compared with more than a million people who watched Fox & Friends and some 450,000 viewers of Morning Joe on MSNBC.

Zucker had built the new morning show around Chris Cuomo, a brash 42-year-old hire from ABC News and the younger brother of the governor. But finding a female co-anchor had been difficult. His first choice, CNN host Erin Burnett, balked. Zucker ultimately settled on Kate Bolduan, a 29-year-old Washington, D.C., correspondent. In meetings, Zucker gushed about Cuomo and Bolduan's chemistry, speaking as if he had found a cable analog to Katie Couric and Matt Lauer. "I've never seen anyone test so well," Zucker said.

AND

[How Jeff Zucker Is Seeking to Reshape CNN](#)

Jeff Zucker, the president of CNN Worldwide, seemed to be having a blast Wednesday evening at a party for a new original series. Perched on the arm of a chair, he watched intently as a magician performed tricks with coins, cards and a Rubik's cube.

At CNN, Mr. Zucker - the once-wunderkind TV news executive who turns 50 next year - could use some magic of his own.

Twenty months after taking over one of the most prominent news brands, Mr. Zucker is still trying to define CNN's place in a world of unlimited real-time information. He is laying off journalists and cutting expenses while trying to keep a once-leading cable network relevant in the digital age. The efforts largely remain a work in progress, underlining the stark challenges facing the news business.

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[For Journalists, a Stark Reminder of the Risk in Covering a Deadly Epidemic](#)

Before John Moore, a photographer for Getty Images, goes into a hospital in Liberia for patients suspected of having Ebola, or enters the house of a victim with a burial team, he suits up.

He puts on anti-contamination coveralls, and two sets of gloves. He tapes the gap between the gloves and his sleeves in case he stretches his arms. He covers his face with a surgical mask and goggles. His boots are covered with disposable sleeves. It takes 10 minutes to put on the outfit, and longer to take off. Because he is sprayed with disinfectant, he must disrobe slowly and deliberately to avoid getting any liquid on himself.

The spray seeps through the protective clothing, so he smells perpetually of bleach. "But that's preferable to the alternative," he said by telephone on Friday from Monrovia, Liberia, where he had recently returned for a second reporting assignment.

The dangers for Mr. Moore and his peers were highlighted on Thursday, when NBC News announced that Ashoka Mukpo, 33, an American freelance journalist working as a cameraman for the network in Liberia, was diagnosed with Ebola - a disease that can cause its victims to hemorrhage to death, and for which there is no cure or reliable vaccine.

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[Correction of the Day: Sorry, Margaret Thomas, for putting you in the death notices](#)

Margaret Thomas may be 100 but she isn't dead yet - just ask her.

Last Sunday, the News-Leader ran an announcement, submitted by her family, celebrating Thomas hitting the century mark.

Due to a clerical error (read: our fault), Thomas' name also ran in the death notices the same day.

Judy Dickey, Thomas' daughter, noticed the error first. She had to break the news to her mom, who took the mistake in stride.

"She got a laugh out of it," Dickey said. "She said, 'I will be dead someday but not yet.' They're early."

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[These 75 Iconic Photos Will Define The 21st Century So Far. Everyone Needs To See This.](#)

Welcome to Distractify.

This is how future generations will remember us as people of the early 21st century. Take a moment with me to reflect on the conflicts, triumphs, and world changing moments all of us have witnessed together in the past 14 years. We chose this list of 100 photos to capture the most iconic moments so far.



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[The Many, Many, Many Things You Should Say "No" To At Work](#)

Kristin Muhlner is the CEO of NewBrand Analytics,

which helps companies monitor social media chatter about them. She also has mastered the art of saying no, resolutely refusing to become overextended in all corners of her life. Fast Company caught up with Muhlner to learn how to wiggle out of networking, email, and even--gasp!--charitable work.

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[Just the Facts? This Dossier Goes Further](#)

It was my birthday the other day, and, along with the usual private greetings from family and friends, I noticed a couple of public salutations about it on Twitter from entities I didn't recognize.

One was from @TalkingBizNews, a business news feed, which issued posts about my birthday and that of Lou Dobbs of Fox Business Network. Apparently, we have the same birthday.

I was curious to find out where these greeters had obtained their information, since I don't, for data security reasons, share my birth date with sites or stores. Did they get it from public records? Or had they bought it from one of the many companies that sell consumers' details for marketing purposes?

The Final Word

[Forty Portraits in Forty Years](#)



Nicholas Nixon was visiting his wife's family when, "on a whim," he said, he asked her and her three sisters if he could take their picture. It was summer 1975, and a black-and-white photograph of four young women - elbows casually attenuated, in summer shorts and pants, standing pale and luminous against a velvety background of trees and lawn - was the result. A year later, at the graduation of one of the sisters, while readying a shot of them, he suggested they line up in the same order. After he saw the image, he asked them if they might do it every year. "They seemed O.K. with it," he said; thus began a project that has spanned almost his whole career. The series, which has been shown around the world over the past four decades, will be on view at the Museum of Modern Art, coinciding with the museum's publication of the book "The Brown Sisters: Forty Years" in November.

Who are these sisters? We're never told (though we know their names: from left, Heather, Mimi, Bebe and Laurie; Bebe, of the penetrating gaze, is Nixon's wife). The human impulse is to look for clues, but soon we dispense with our anthropological scrutiny - Irish? Yankee, quite likely, with their decidedly glamour-neutral attitudes - and our curiosity becomes piqued instead by their undaunted stares. All four sisters almost always look directly at the camera, as if to make contact, even if their gazes are guarded or restrained.

Click [here](#) to read and view more.

(Photo above taken in 1975, photo below in 2014.)



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