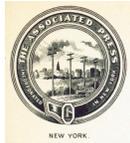

From: Paul Stevens [stevenspl@live.com]
Sent: Friday, October 17, 2014 9:11 AM
To: stevenspl@live.com
Subject: Connecting - October 17, 2014

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Connecting

October 17, 2014

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**25 Years Ago Today:
Peggy Walsh remembers quake of 1989**



Colleagues,

Good Friday morning.

Today marks the 25th anniversary of an earthquake measuring 7.1 on the Richter scale that struck northern California, killing 63 people and causing \$6 billion worth of damage.

Connecting colleague [Peggy Walsh](#), who was AP's chief of bureau in San Francisco at the time, shares these memories:

By PEGGY WALSH

After weeks of playoff games which ended with the San Francisco Giants and the Oakland A's facing each other in the first hometown World Series in 33 years, it seemed like the right memo to write.

"Everyone. This is the beginning of the end."

Little did we know that it was just the beginning. On Oct. 17, 1989, shortly before the third game at Candlestick Park, I was sitting with the publisher from Santa Cruz when the field began to roll like green Jello. The upper decks and the crowd performed an involuntary wave as a 7.1 earthquake, centered near Santa Cruz, shook the park.

When the shaking was over, the double-decker Bay Bridge that links San Francisco to Oakland was missing 50 feet of



its top section, one I had driven over earlier in the day after a meeting in Napa. More than a mile of Interstate 880 crumbled, burying cars and occupants under tons of concrete and twisted steel. Three-story buildings in the Marina district, built on landfill, collapsed into one story. All of downtown was in the dark, glass in the streets.

There were huge cracks in the roads to the south, the airports were damaged and areas near the epicenter were also hard hit. Although we didn't know it at the time, fewer than 70 people died. Officials expected many more because the quake hit during rush hour but most people went home early to watch the game.



When I arrived at the bureau, driving down the middle of Market Street to avoid the glass, everything we had rehearsed for a quake a few months before worked as planned. A phone line to NY and LA had been established. Staffers ran up and down the stairs getting information and dictating to NY. Every staffer who was off or on vacation came in, bringing food, drink, information and/or photos.

In days before smart phones, we didn't even have an old car-battery-sized cell phone so everything was relayed by running, dictating to NY or LA or using a motorcycle to pick up and deliver film.

Getting something up and running was the first task since our communications department was across the South Bay. I stood in a closet with a flashlight in my mouth and a screwdriver, talking to East Brunswick to see if anything could be done. It couldn't. I had one question - what do I do if the lights come back on? - and they told me to drop the flashlight and the screwdriver. Funny!

After I went to Radio Shack we had a generator and a couple of cell phones. Chief of Communications **Jim Van Sickle** drove three hours to the bureau to hook it up, giving us limited light and two terminals. The generator was on a small balcony and the building owner told us he was coming to shut us down. We locked the door

and kept going.

While the San Francisco staff was collecting information and writing, staffers in Los Angeles, Fresno, Sacramento, Reno and Carson City, NV, were working other areas, mainly under their own direction since we were unable to communicate for awhile.

NY sports writers, led by now-retired Sports Editor **Terry Taylor**, worked tirelessly on that side of the story. Retired LA COB **Andy Lippman**, who had been with me at the newspaper meeting earlier in the day, went to The Tribune in Oakland, whose photo of a clock on the floor stopped at 5:04 p.m., the time of the quake, was part of their Spot News Photography Pulitzer Prize.

On a lighter note, I remember the first night when a staffer newly assigned by a newspaper I have conveniently forgotten banged on the door, panic on his face. He wanted to know what to do so he didn't lose his new assignment. And there was the conversation with News Editor **Bill Schiffmann** where we wondered simply "where are the locusts?" after all that had happened.

And there was the call from the publisher I left at the stadium thanking me for saving his life. The ceiling of his office had collapsed, crushing the desk where he would have been sitting if he hadn't been at the game.

After the quake I wrote a piece for the AP Log that detailed every person who worked through days and weeks, supplemented by pieces from photos, Washington, NY Sports, the General Desk and Broadcast. I can't possibly list them all here but the staff, members and writers, editors and photographers sent from other bureaus were amazing.

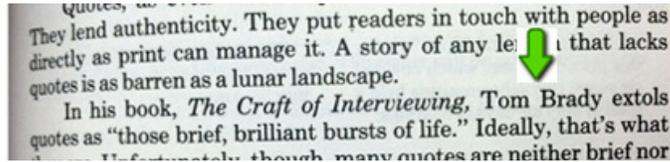
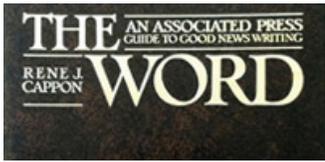
A special shout out to former FX Photo Editor **Pete Leabo**. With the bureau darkroom down, Leabo, among other things using a borrowed circuit from an ESPN generator at the park to edit photos, some from members edited by flashlight with hand written captions. Member photographers and staffers from other bureaus pitched in.

It was a shining example of the best of the AP. Professionals going above and beyond to make sure the world saw what was happening, most making up the rules and dealing with conditions as they happened.

Connecting mailbox

[Sibby Christensen](#) spotted this item in Romenesko:

Note to the AP: John Brady - not Tom - wrote 'The Craft of Interviewing'



Former Writer's Digest editor John Brady, whose "The Craft of Interviewing" was first published in 1977, tells Lisa Waananen Jones that he's mentioned the "Tom Brady" error in the AP's "The Word" to an "Associated Press Stylebook" editor at least once. Brady writes:

The error is even more glaring now that there is a wonderful football player named Tom Brady (who is probably asked about his interviewing book in the locker room regularly). Ah, yes. ... Isn't there an old maxim, no such thing as bad publicity, unless they get your name wrong? And here I sit, with a big fat error in the one book you'd think would get it right. Aaaarrrrggghhh.

* It was John Brady who wrote "The Craft of Interviewing" (lisawaananen.com)

The late **Jack Cappon** - a renowned AP wordsmith - wrote "The Word" - and Sibby notes that "Jack no doubt would be willing to issue a correction, even posthumously."

She adds, "Is this title still in print? Left my copy in the office at retirement. Regardless of the Tom/John complication, it's still a great guide."

-0-

The meaning of correspondent...

[Craig Klugman](#) - I read the Daily Student's account of the misspelling (in Thursday's Connecting) with interest. I wonder why no one is mentioning the meaning of the word as it appears on the statue.

From Webster's College Dictionary:

Corespondent - a person charged with having committed adultery with the wife or husband from whom a divorce is being sought.

-0-

Oops! Connecting moved Mount Hood to Washington

Eagle-eyed Connecting colleague [Steve Graham](#) spotted an error by Ye Olde Connecting Editor in the headline - Connecting sky shot - Mount Hood, Washington State - headline for the photo of Mount Hood by Sally Hale in Thursday's Connecting. Steve notes:

"Errr.... Although Mount Hood can be seen from the Washington side of the Columbia, it is still safely located in Oregon.... ;-}"

-0-

Connecting Sky Shot - Alabama

[Larry Hamlin](#) took this photo at Joe Wheeler State Park Lodge Marina, Rogersville, Alabama.



The Archivist's Update

AP Images: This month we highlight the first U.S. televised presidential debate. In this image moderator Howard K. Smith sits between, Sen. John Kennedy, left, and Vice President Richard Nixon as they appear on television studio monitor set during their debate in Chicago on September 26, 1960.



Since the 1900s our photographers have been documenting the world and our groundbreaking photography has won 31 Pulitzer Prizes over the past 90 years. View the world's largest collection of historical and contemporary photos at APImages.com.

In this Sept. 26, 1960 file photo, moderator Howard K. Smith sits between, Sen. John Kennedy, left, and Vice President Richard Nixon as they appear on television studio monitor set during their debate in Chicago. The Kennedy image, the "mystique" that attracts tourists and historians alike, did not begin with his presidency and is in no danger of ending 50 years after his death. The multimedia story began in childhood with newsreels and newspaper coverage of the smiling Kennedy brood, and it continued with books, photographs, movies and finally television, notably the telegenic JFK's presidential debates with Nixon. (AP Photo)

Welcome to Connecting



[Chuck Green](#)

Connecting wishes Happy Birthday



To

[Brian Bland](#)



Stories of interest

[Syracuse Disinvites WashPost Pulitzer Photographer Due To Ebola Fears](#)

SYRACUSE, NY (October 16, 2014) - Three-time Pulitzer Prize-winning photojournalist Michel du Cille of The Washington Post, who returned from covering the Ebola crisis in Liberia 21 days ago and who is symptom free, was asked by Syracuse University officials today not to come to campus where he was

scheduled to participate in a journalism program.

"I just got off the phone with the Dean [Lorraine Branham], and I am pissed off," du Cille told News Photographer magazine this afternoon. "I am disappointed in the level of journalism at Syracuse, and I am angry that they missed a great teaching opportunity. Instead they have decided to jump in with the mass hysteria."

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[Strategists explain why oppo rules the news](#)

Opposition research: It's what's for (a reporter's) dinner.

That was top Senate Democratic campaign strategist Matt Canter's explanation Wednesday night for why so many gotcha stories keep finding their way into the news during the heat of this midterm election cycle.

"Making sure you are not the cheeseburger that they are eating that day is the strategy," Canter said during a wide-ranging panel discussion on the 2014 campaign at Google's Washington headquarters. "To make sure that they are dealing with incoming, and you're not."

Canter and the rest of the panel of partisan political strategists were asked by an audience member to comment on a recent POLITICO story about the rise of opposition research and whether it would soon be the norm that candidates are attacking each other over what they did in college, rather than serious policy issues.

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[The bad news about the news](#)

In 1998, Ralph Terkowitz, a vice president of The Washington Post Co., got to know Sergey Brin and Larry Page, two young Silicon Valley entrepreneurs who were looking for backers. Terkowitz remembers paying a visit to the garage where they were working and keeping his car and driver waiting outside while he had a meeting with them about the idea that eventually became Google. An early investment in Google might have transformed the Post's financial condition, which became dire a dozen years later, by which time Google was a multi-billion dollar company. But nothing happened. "We kicked it around," Terkowitz recalled, but the then-fat Post Co. had other irons in other fires.



Such missteps are not surprising. People living through a time of revolutionary change usually fail to grasp what is going on around them. The American news business would get a C minus or worse from any fair-minded professor evaluating

its performance in the first phase of the Digital Age. Big, slow-moving organizations steeped in their traditional ways of doing business could not accurately foresee the next stages of a technological whirlwind.

Obviously, new technologies are radically altering the ways in which we learn, teach, communicate, and are entertained. It is impossible to know today where these upheavals may lead, but where they take us matters profoundly. How the digital revolution plays out over time will be particularly important for journalism, and therefore to the United States, because journalism is the craft that provides the lifeblood of a free, democratic society.

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[Breaking up the pledge drive: Boston's WBUR wants to build a new model for public media funding](#)

Membership is having a moment in the world of media. Companies like The Guardian, The Wall Street Journal, and The New York Times among others are attempting to develop new sources of revenue or deeper relationships with readers through a variety of affiliation programs. The idea: A tighter bond between audience and publisher will pay dividends - either in actual dollars or valuable customer data - down the road.

It's a strategy that's been at the foundation of public media for years. So why is Boston's WBUR, one of the biggest public radio stations in the country, trying to fiddle with a system that is the envy of many in the for-profit media world?

-0-

NECIR Co-Founder Bergantino Arrested, Ordered to Leave Russia After 'Illegally' Training Journalists (Mark Mittelstadt)

Joe Bergantino, co-founder of the New England Center for Investigative Reporting, was detained by Russian authorities on a suspected visa violation after being arrested this morning at a journalism workshop in St. Petersburg. Authorities also detained Randy Covington, director of Newsplex at the University of South Carolina.

Bergantino and Covington were leading the workshop when Russian police arrived for the first time and left without incident after initial questions, said Beth Daley, a reporter for NECIR who has been in contact with Bergantino. However, the police "shortly after came back and took them to the station for further questioning," Daley said. "The two refused to sign a document that said they were in the country illegally."

Bergantino and Covington were charged with "teaching an educational workshop illegally because they were using the wrong visas," Daley said. Bergantino and

Covington were then transported to a Russian court and ordered to leave the country by Friday and cease all journalism training.

NECIR is a non-profit news organization dedicated to watchdog journalism and is based at Boston University's College of Communication. For further updates on this story, please visit the NECIR website or follow Daley on Twitter at @BethBDaley.

AP Best of the States

When the Affordable Care Act was in its start-up phase, Los Angeles reporter Mike Blood was assigned to look into the operations of the state exchange in California, which eventually would sign up more people for health insurance than in any other state. His first step was to look into the contracts _ who was getting them and for what purposes. He soon hit a brick wall, discovering that the legislation that created Covered California actually exempted the exchange from the state's public records act. His subsequent reporting on that issue led lawmakers to change state law and make the exchange's contracts public.

Not satisfied with that initial victory, Blood went back to work. Using the powers granted under the law his previous reporting made possible, he sought all Covered California contracts, worth nearly \$1 billion in all. That unearthed yet another revelation: Roughly 20 percent of the agency's contracts had been awarded on a no-bid basis, something that typically is not allowed in state government. After combing the contract database and making connections, Blood found yet another nugget: Contracts worth millions of dollars had been awarded without competitive bidding to friends and former associates of Covered California's executive director, Peter Lee.

It took months for Blood to get all the contracts, put them into a spreadsheet, determine which were no-bids and then figure out which recipients had connections to the exchange's executive director.

Allowing no-bid contracts was yet another quirk in the initial legislation that created Covered California. The agency said the rationale was that it needed to get up and running within a tight federal timeframe, and that requiring a competitive bidding process would have caused it to miss crucial deadlines. Even so, good government advocates and lawmakers contacted after Blood had connected the dots to Lee's friends said far more transparency was required. Reaction to his story was immediate:

_ A consumer group made a formal request for an investigation to the state attorney general.

_ A state lawmaker running for state insurance commissioner said new legislation was necessary to ensure Covered California was following ethical practices in awarding contracts and not simply giving them to friends and former co-workers of

the agency's executives.

_ And an editorial in the U-T San Diego, giving AP full credit for the scoop, called for an independent audit of the exchange's contracting practices.

Play for his story included at least 12 front pages in California and online in the Washington Post, New York Newsday and Denver Post, among others. It was read on the air all day on KNX, one of the main news radio stations in Los Angeles, and Blood was interviewed the day after it ran on KPCC, the main NPR station in Southern California. Follow-up stories by the Los Angeles Times and The Sacramento Bee also credited the AP story.

For his tireless work bringing transparency and accountability to California's state exchange, Blood earns this week's \$300 Best of the States prize.

(Shared by Valerie Komor)

Today in History

By The Associated Press

- On Oct. 17, 1814, the London Beer Flood inundated the St. Giles district of the British capital as a vat at Meux's Brewery on Tottenham Court Road ruptured, causing other vats to burst as well and sending more than 320-thousand gallons of beer into the streets; up to nine people were reported killed.
- In 1610, French King Louis XIII, age 9, was crowned at Reims, five months after the assassination of his father, Henry IV.
- In 1777, British forces under Gen. John Burgoyne surrendered to American troops in Saratoga, New York, in a turning point of the Revolutionary War.
- In 1807, Britain declared it would continue to reclaim British-born sailors from American ships and ports regardless of whether they held U.S. citizenship.
- In 1919, Radio Corp. of America was chartered.
- In 1931, mobster Al Capone was convicted of income tax evasion. (Sentenced to 11 years in prison, Capone was released in 1939.)
- In 1933, Albert Einstein arrived in the United States as a refugee from Nazi Germany.
- In 1939, Frank Capra's comedy-drama "Mr. Smith Goes to Washington,"

starring James Stewart as an idealistic junior senator, had its premiere in the nation's capital.

■ In 1941, the U.S. destroyer Kearny was damaged by a German torpedo off the coast of Iceland; 11 people died.

■ In 1956, the all-star movie "Around the World in 80 Days," produced by Michael Todd, had its world premiere in New York.

■ In 1961, French police attacked Algerians protesting a curfew in Paris. (Reports of the resulting death toll vary widely, with some estimates of up to 200.)

■ In 1979, Mother Teresa of India was awarded the Nobel Peace Prize.

■ In 1989, an earthquake measuring 7.1 on the Richter scale struck northern California, killing 63 people and causing \$6 billion worth of damage.

Today's birthdays: Actress **Marsha Hunt** is 97. Actress **Julie Adams** is 88. Newspaper columnist **Jimmy Breslin** is 84. Country singer **Earl Thomas Conley** is 73. Singer **Jim Seals** (Seals & Crofts) is 72. Singer **Gary Puckett** is 72. Actor **Michael McKean** is 67. Actress **Margot Kidder** is 66. Actor **George Wendt** is 66. Actor-singer **Bill Hudson** is 65. Astronaut **Mae Jemison** is 58. Country singer **Alan Jackson** is 56. Movie critic **Richard Roeper** is 55. Movie director **Rob Marshall** is 54. Actor **Grant Shaud** is 54. Animator **Mike Judge** is 52. Rock singer-musician **Fred LeBlanc** (Cowboy Mouth) is 51. Actor-comedian **Norm Macdonald** is 51. Singer **Rene' Dif** is 47. Reggae singer **Ziggy Marley** is 46. World Golf Hall of Famer **Ernie Els** is 45. Singer **Chris Kirkpatrick** ('N Sync) is 43. Rapper **Eminem** is 42. Singer **Wyclef Jean** (zhahn) is 42. Actress **Sharon Leal** is 42. Actor **Matthew Macfadyen** is 40. Rock musician **Sergio Andrade** is 37. Actor **Chris Lowell** is 30. Actor **Dee Jay Daniels** is 26.

APME UPDATE - Oct. 16, 2014

Bring affordable, customized training to your region: Apply to host a NewsTrain workshop

APME's NewsTrain is looking for four lucky cities to host a NewsTrain workshop in 2015, its 12th year of providing high-quality, low-cost training to journalists where they live. Successful applicants help shape a one- or two-day workshop to the needs of journalists in their area.

NewsTrain attendees return to their newsrooms energized, inspired and with skills they can use right away. As one attendee tweeted this year: "Thought I was crazy

to drive through night to get to workshop...One presenter down: would have walked here."

What's required to apply?

- * Form a host committee consisting of media outlets, organizations and schools in your region. (The backbone of such a group may already exist in the form of a state APME, broadcast or press organization.)
- * Compose a cover letter on why a NewsTrain workshop should come to your town and complete the application at <http://bit.ly/HostNewsTrain>.
- * By Dec. 10, email the cover letter and application to Linda Austin, NewsTrain project director, at laustin.newstrain@gmail.com.

In addition to helping plan the program, the host committee secures a venue for the workshop, negotiates a discounted hotel rate, handles the catering and, most importantly, aggressively markets the workshop locally to achieve the attendance target of 100 journalists, journalism students and journalism educators. It receives \$35 of each registrant's \$75 fee to cover its costs.

APME's NewsTrain staff does the rest, including engaging top-notch trainers, organizing the program, providing online registration, delivering all training materials and marketing the workshop nationally.

For the topics NewsTrain workshops included this year, please see the slides and handouts at <http://slideshare.net/newstrain>. Your region's workshop can include these topics or others your committee deems relevant.

Questions? Visit <http://bit.ly/HostNewsTrain> or email Linda Austin, NewsTrain project director, at laustin.newstrain@gmail.com.

Please get in your application by Dec. 10! Applicants will be notified early in 2015 of their status.

The Final Word

[Presenting the NFL's Biggest Camera Hogs](#)

A 2010 Wall Street Journal study calculated that only about 11 minutes of a typical NFL broadcast is devoted to game action while about half as much screen time goes to shots of the coaches on the sidelines. But this story didn't address one crucial point: The obligatory coach shots aren't democratic. In fact, the number of times the camera shows the coach varies wildly from team to team.

To find out which coaches are the biggest camera hogs, the Count watched two full games from the 2014 season for all 32 teams and tallied the number of times the

broadcast cut to the head coach (regardless of duration). In the average game, the coach was shown 28 different times-but this number is misleading. San Francisco's Jim Harbaugh was shown a total of 91 times in two games, giving him a 45.5 average that was tops in the league. By comparison, Green Bay's Mike McCarthy had an average of 13.5 appearances a game.

Logging Face Time

The average number of times the television broadcast cut to the head coach or starting quarterback on the sideline in a recent game.

COACH	SHOTS PER GAME	QUARTERBACK	SHOTS PER GAME
1. Jim Harbaugh SF	45.5	1. Peyton Manning DEN	31
2. Bill Belichick NE	44.5	2. Tom Brady NE	29.5
3. Chip Kelly PHI	44	3. Teddy Bridgewater MIN	22.5
4. Tom Coughlin NYG	39	4. Drew Brees NO	21.5
5. Mike Tomlin PIT	37.5	5. Andrew Luck IND	20
6. Jason Garrett DAL	37	6. Cam Newton CAR	18.5
7. Rex Ryan NYJ	35	7. Aaron Rodgers GB	17.5
8. Pete Carroll SEA	34.5	8. Brian Hoyer CLE	17
9. Gus Bradley JAX	34	9. Geno Smith NYJ	16.5
10. Mike Zimmer MIN	33.5	10. Eli Manning NYG	16
11. Bill O'Brien HOU	31.5	11. Philip Rivers SD	15.5
12. Ron Rivera CAR	30.5	11. Russell Wilson SEA	15.5
13. Sean Payton NO	30	11. Ben Roethlisberger PIT	15.5
14. Doug Marrone BUF	29.5	11. Andy Dalton CIN	15.5
15. Chuck Pagano IND	29	15. Kirk Cousins WAS	14
16. Dennis Allen OAK*	27.5	16. Alex Smith KC	13.5
16. Jeff Fisher STL	27.5	17. E.J. Manuel BUF	12.5
18. Marc Trestman CHI	26.5	17. Austin Davis STL	12.5
19. Bruce Arians ARI	25	19. Blake Bortles JAX	11.5
20. Mike Pettine CLE	24.5	19. Tony Romo DAL	11.5
21. Ken Whisenhunt TEN	23.5	19. Drew Stanton ARI	11.5
21. Marvin Lewis CIN	23.5	22. Joe Flacco BAL	11
23. Joe Philbin MIA	23	22. Ryan Tannehill MIA	11
24. Mike Smith ATL	22.5	22. Matt Ryan ATL	11
25. Andy Reid KC	22	25. Nick Foles PHI	10
26. John Fox DEN	20.5	25. Jay Cutler CHI	10
27. John Harbaugh BAL	20	25. Colin Kaepernick SF	10
28. Lovie Smith TB	18.5	28. Ryan Fitzpatrick HOU	9.5
29. Jay Gruden WAS	17.5	29. Derek Carr OAK	9
30. Mike McCoy SD	15.5	30. Charlie Whitehurst TEN	8
31. Jim Caldwell DET	14	30. Matthew Stafford DET	8
32. Mike McCarthy GB	13.5	32. Mike Glennon TB	5.5

*Fired

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