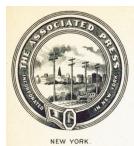

From: Paul Stevens [stevenspl@live.com]
Sent: Tuesday, November 04, 2014 8:44 AM
To: stevenspl@live.com
Subject: Connecting - November 4, 2014

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Connecting

November 4, 2014

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ELECTION 2014

Colleagues,

Good Tuesday morning on Election Day 2014.

We all wish the very best to our AP colleagues on duty covering and interpreting the mid-term elections in an election tabulation role singular to The Associated Press. In today's Connecting, we share a few memories of election coverage past from Connecting colleagues including **Walter Mears**, one of the premier journalists and political writers in the history of our company.

We lead today's Connecting with an interview by NewNewsCheck with **Gary Pruitt**, AP's president and chief executive officer, that I think you will find quite interesting. I know I did.

And here are a couple of reminders for your remembrances of the fall of the Berlin Wall, on the 25th observance of the event on Sunday, Nov. 9, and recognition of Connecting veterans for Veterans Day 2014 next Tuesday, Nov. 11.

Fall of the Berlin Wall

The 25th-year observance of the fall of the Berlin Wall will take place next weekend, on Sunday, Nov. 9. If you were involved in coverage of this historic event, or have a memory to share involving it, send along to me at stevenspl@live.com

Honoring Connecting vets

Veterans' Day 2014 will be observed a week from tomorrow, on Tuesday, Nov. 11. If you are a military veteran, send along your branch of service and years of service for recognition of Connecting veterans. Along with this information, if you care to share a memory from your military service, please include. Send to me at stevenspl@live.com by the end of the week. **Thanks to Joe McGowan, John Epperson and Bud Weydert for their early responses.**

And in the Final Word, a tribute to **Tom Magliozzi**, one of public radio's most popular personalities, who died on Monday of complications from Alzheimer's disease. Tom and his brother, Ray, became famous as "Click and Clack the Tappet Brothers" on the weekly NPR show Car Talk. They bantered, told jokes, laughed and sometimes even gave pretty good advice to listeners who called in with their car troubles.

Like many of you, I'm sure, you loved that show.

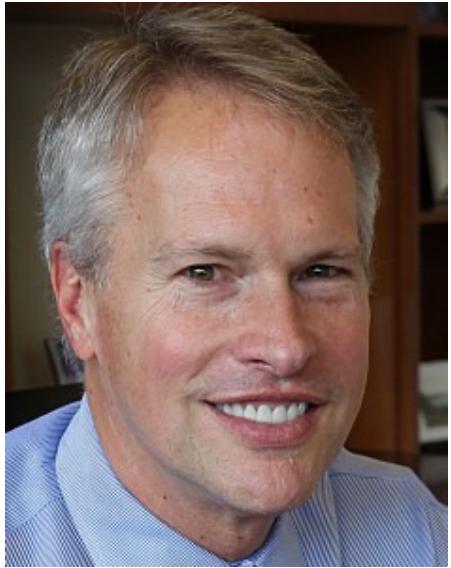
Paul

AP Sees Expanded Coverage, Growth Ahead

Gary Pruitt, president and CEO of The Associated Press, says he's presiding over a healthier, debt-free AP that is targeting revenue growth this year and is reinvesting its profits in the company. Growing markets in Asia, Latin America and the Middle East are helping, as is increased demand for video.

**By Michael Depp
NetNewsCheck**

The Associated Press will continue its efforts to retain U.S. newspaper publishers next year, adding an intermediate service level and a "shared news desk" for increased state coverage, says President and CEO Gary Pruitt.



Even though its membership has tilted to nearly 50% television clients, Pruitt says the AP is committed to keeping newspapers in the cooperative and will continue to be responsive to the industry's plight to ensure that.

Pruitt says he's presiding over a healthier, debt-free AP that is targeting revenue growth this year and is reinvesting its profits in the company. Growing markets in Asia, Latin America and the Middle East are helping, as is increased demand for video. On that front, the AP's Video Hub is now generating more than \$10 million a year and has expanded into a marketplace for other content providers including The Wall Street Journal and The New York Times.

In an interview with NetNewsCheck, Pruitt discusses his aim to further diversify AP's revenue sources to safeguard its longevity and his worries over the increased dangers AP journalists face in conflict zones and the prospect of growing friction in the organization's relationship with the U.S. government.

An edited transcript.

The AP trimmed its financial losses in 2013, but its revenue has declined several years running. How have you restructured your staff and reporting to adjust to a smaller organization?

Since I arrived in 2012, we've actually shown profit growth, and this year we're going to post revenue growth for the first time in six years. You're right that we get the ripple effect of when our customers have financial pressures, but I think AP is doing a good job of adjusting to the media environment. We're expanding our base of customers and becoming more diversified. So while AP suffered larger revenue declines late last decade, we're doing financially much better now.

Can you break down your membership along publisher and broadcaster lines? Do U.S. newspapers still comprise only 20% of your revenue or has that fallen further still?

We expect it to be 20% this year and it might be a little lower next year. But as you look at AP's total revenue, television customers represent 45% of our revenue and newspapers represent 26%, but that's worldwide. Domestic newspapers are 20%. Purely digital customers are about 10%-12%, but that under-counts Internet customers because it's counting, say, The New York Times, as 100% newspaper.

Does radio figure in to any significant degree?

Radio is about 5% or 6% of our revenue. Other than that we have government,

academia and corporations as part of that other mix. Also, about 7% is licensing content to other news agencies.

In the past it was very clear who your competitors were, and now it's obviously much more complicated. Who do you consider your competition now?

We think that anyone that's licensing news content is a competitor in all formats. Certainly it includes wire services, but it includes companies that may be good customers of AP but are licensing non-AP content. It's a wide array of competitors.

The organization has made a number of efforts over the last two years to try to win back ground with newspapers, offering different levels to purchase content and vertical products, and assessments have been frozen since 2006. Has that made any difference?

It has made a difference in that it has kept the newspaper customers in the cooperative largely intact in the United States. There have been very few defections.

We've sought to be responsive, and it has largely been successful, but we recognize that the pressures on newspapers are real. We will continue to listen and seek to be responsive going forward. We're offering yet another tier of services next year to U.S. newspapers.

What is that?

It's kind of an intermediate tier. We had something called "complete" and then a service called "basic," so we're offering an intermediate tier called "plus."

Breaking it down by specific efforts, what has worked for publishers and what hasn't?

One thing that has worked for publishers has been AP's reinvestment in state news. AP has hired 53 journalists to supplement its state news efforts. That has significantly boosted our state news effort for not just newspapers but broadcasters as well.

What has been the ROI on the statehouse investment?

It's difficult to calculate a precise ROI in the sense that you never know what the revenue would have been had you not done it. We believe it reinforces the differentiation of AP compared to any other competitor, and that's valuable to our international and local customers. We feel it is important to maintain that differentiation, and it's part of our core news effort.

In your presentation to the NAA earlier this year, you had some pretty tough words for publishers who were considering walking away from the AP. Has that had any effect?

We have worked together well, AP and the newspaper industry. I considered it speaking the truth that AP has sought to be responsive on the financial side and is making investments on the news side, and we wanted them to appreciate that AP has worked hard for them. It's important for them to think hard before walking away.

You've got newspapers in your DNA as an organization, but now your membership is heavily tilting to broadcast. What does that do to the DNA of the AP?

The DNA of the AP has changed over the years. Because of its business-to-business model, we don't bet on a particular platform. What we have to do is adjust to the changing media environment and the changing technology. That has allowed AP to be successful for 168 years. I think it's going to be successful in the future as well.

We don't have to make the multimillion-dollar bets on a particular platform. We just need to adjust to be able to deliver our content quickly and reliably to whatever platform emerges. I like to think of AP's DNA as being nimble to adjust to changing environments.

We're [also] international, so that allows us to go where there's growth. Not only do we cover the news internationally, but we license news internationally. That has meant we've been able to grow in Asia, the Middle East and Latin America, as Europe and North America have been flat to down since the financial crisis.

Do those other markets remain your strongest growth areas?

They remain our strongest growth areas, but they are smaller than Europe and North America. The United States is still about 64%-65% of our revenue and 35%-36% international.

And the last thing that helps us is being multiformat. It's text, photos, audio, video. And we're seeing growth in video.

Well let's talk about Video Hub, which is now two years old. What percentage of AP's revenue comes from the Hub?

Currently about 2%. In two years, it's now making revenue of over \$10 million a year.

How has the platform changed, and where are you finding success with it?

It's generating growth from customers that typically have not always been video customers. Newspapers, for instance, are using Video Hub because it gives them a platform to introduce video on their Web and mobile sites.

There are AP offerings on this site, and this year we're offering other content on it beyond AP as kind of a video marketplace, and they can buy the video a la carte. So The New York Times, The Wall Street Journal and The Telegraph are using Video Hub as a way of introducing more video on their digital offerings.

So it's becoming a network for other organizations as well?

At least a marketplace.

Is that an effort to head off other nascent marketplaces of that nature that have begun to pop up among newspapers?

Not so much as it is to recognize that it would be a more valuable platform if it contained more than just AP content.

The AP is a perennially staunch advocate for press freedoms and access. Where are your biggest battles there now?

It has been a year where we've had to redouble our efforts in the fight for journalists' safety because journalists are now often targeted in these conflict zones. This year, AP has lost three journalists - one in Afghanistan and two in Gaza - and we're deeply concerned about their safety. Our journalists face great danger, perhaps greater than ever before, given the number of conflict zones and the way they are targeted.

In terms of First Amendment rights, perhaps the biggest continuing battle is the government's technological power to monitor the communications and behavior of citizens and journalists. That genie is probably not going to be put back in the bottle, so we need a strong media to counterbalance that awesome power that the U.S. government has.

We think that will be a continuing issue for us, the greater secrecy of the government. We recognize that in a post-9/11 world, there will be national security concerns, but we think as a society it must be balanced with strong free press rights.

I don't think any of us can fully know what the government knows about us. Just last week, we found out that the FBI had created a false story and labeled it as an AP story to help ensnare a suspected criminal in a phishing exercise on the Internet. We object to that in the strongest possible terms.

Do you see the friction in this relationship growing?

There's always a natural tension, and it will continue. I suppose it could grow.

Ultimately, are your growth areas enough to offset your losses from newspaper revenue?

I don't know. We are seeking to expand the base of our customers. We're hopeful that we can see growth in certain customer segments and in certain geographies that can offset declines elsewhere. I don't have a prediction about that, except that I think we're going to have a more diverse revenue base in the future than we do now.

How much assurance can you give about the AP's longevity? Is the organization endangered?

No, the organization is actually in a strong financial position in that we have no debt. We have a diverse stream of revenue. We have shown our resilience over the years to adjust to a changing media landscape, and we're doing it again. These periods of transition are always a test. If you look at AP's top 10 customers today, not one is a newspaper company. They are a diverse mix of publishers and Internet companies from across the world. That speaks to AP's nimble response to changing circumstance.

These transitions are difficult as one medium or another comes under pressure. But we're expanding our base of digital customers. But we will grow revenue this year. This will be the third year in a row of profit growth. We're in a strong financial position going forward to weather declines in revenue but also to chase the growth and generate growth when we can.

What further steps do you need to take in the stewardship of AP right now to ensure that longevity?

Certainly we've taken important steps to strengthen AP's financial position. We've done that by paying off the debt and funding our pension plan so that we are not saddled with a legacy liability. That has put us in a position to take our profits and reinvest them in our company.

This year, our efforts were in state news, Middle East video, Latin American video, U.S. video and an Arabic news service. Next year, we'll be investing in a European video initiative, expanding our U.S. state coverage and looking at additional live video channels.

Expanding state coverage how?

We will be rolling out nationwide what we call a shared news desk, which allows us to pick up more member content and stories and distribute them broadly among newspapers and broadcasters. That has led to a large increase in the production of AP content in the United States.

We are focused on important initiatives each year that will improve our quality and drive revenue. We are seeing growth in video. The demand for video is growing across all media types, so we're making a greater investment in video going forward.

(Shared by Paul Colford, Bill Kole)

Memories from elections past

Mears: More memories than this space allows

Walter Mears ([Email](#)) - Since I covered election nights for 50 years, I have more

memories than you have space. I'll edit it down to a few:

1958 - in Vermont, the night a 50-vote error by a stringer led the loser to call for a recount, which he regretted as a permanent political liability when he lost again. It taught me the importance of precision - every vote counts is a cliche because it is true.

1962, my first national roundup work, when a colleague, the great Art Edson, told the bureau chief I wrote faster than most people think and frequently faster than I think.

1972, and Nixon's lonely landslide, a phrase that got me another 15 minutes of fame.



1976, when we held out until nearly 4 a.m. before calling it for Carter, long after UPI had done so. The UPI elections guy that night said later that they called the winning state, Mississippi, with their fingers crossed and lucked out.

1980, another lead I remember - Reagan's startling landslide that changed the face of American government.

2000, my last as a full time AP man, when Sandy Johnson withstood intense pressure, some of it from within the AP, and refused to declare Bush the winner, when everybody else did, incorrectly that night.

I remember telling colleagues before the election that I wished for one more election night when the outcome would be in doubt, the suspense of the old pre-exit poll days back one last time. Proving that you should be careful what you wish for - I wasn't thinking of an election night that would last a month and would be settled by the Supreme Court.

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Sorry governor, you need to leave now

Joe Edwards ([Email](#)) - On election night in Nashville, the winning candidates traditionally stopped by The AP, The Tennessean and the Nashville Banner which were all in the same building. Around midnight, newly elected governor Ned McWherter dropped by the shake hands. After a minute or so, news editor Bob Wade told him, "You'll have to leave now. We have a job to do." A startled McWherter muttered, "I know where I'm not wanted" and left.

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First election night in Omaha

Mike Holmes ([Email](#)) - My best/worst election memory was 2000 -- but I wasn't in Florida.

It was my first election night calling races as Nebraska COB, and we had a very tight U.S. Senate race between former Democratic Gov. Ben Nelson and Republican Attorney General Don Stenberg.

There was a vote counting malfunction in Omaha, the state's largest city and home to the most Democratic votes. Washington started calling me about a half hour after the polls closed, wanting to know when I was going to call the race. After the third call - and my third explanation about the delayed results - I was told to get back to them as soon as I could.

About midnight, we got word that the Omaha totals would be released at 12:30 a.m. I called Washington to let them know. By then, that "other" race had grabbed everyone's attention. "Just do whatever you want," I was told.

Nelson wound up winning about 50.5 percent to 49.5. I made the call late, but correctly.

How do you know who won? AP calls races across US

**By Connie Cass
The Associated Press**

WASHINGTON (AP) - How will you know who won Tuesday's elections? County and state governments count the votes and eventually certify the results. But that can take weeks.

Americans are used to learning most of their winners on election night, whether the news comes from television, radio, a newspaper, a website or a tweet. That's possible because of the election network built by The Associated Press, a not-for-profit news cooperative.

The AP will deploy more than 5,000 people Tuesday to provide vote-count results and to call races in national, state and local contests and key ballot measures in the midterm election.

Here's how it's done:

BEFORE ELECTION DAY

More than 30 states have some form of advance voting, by mail or in person. More than a third of voters in 2012 cast their ballots that way.

State and county elections officials don't release the results of advance voting until after polls close. But to reflect those votes, the voter surveys known as "exit polls" start by phone in some states more than a week before Election Day.

EARLY AND OFTEN

When polling places open Tuesday morning, exit poll interviewers will be standing outside some voting sites. They'll ask a random sample of people leaving the voting booths throughout the day to fill out confidential questionnaires about their votes and opinions on issues. The exit polls are run by the National Election Pool, made up of the major television networks and the AP.

WHEN POLLS CLOSE

As early vote returns start coming in, AP workers stationed in nearly every U.S. county will collect the tallies from elections officials and phone them in to AP tabulation centers, where data-entry clerks will work through the night. Also, the AP gathers results from state and county websites, and receives direct electronic feeds of vote results from some states.

After several checks to ensure accuracy, AP sends the returns to members and customers, and ultimately the public. They are frequently updated.

A RUSH OF NUMBERS

For some statewide races that are landslides, the exit polls provide enough information for the AP to determine who won right after polls close.

The AP and the networks analyze the exit polls independently and make their own calls, but all agree to hold off on calling any race until voting in that race is over. That's why poll closing times can bring a flurry of winners.

MAKING THE CALLS

Experienced AP journalists in each state analyze partial vote returns as they come in.

When is a race ready to call? When AP analysts are convinced that the trailing candidate can't catch up, given the number of votes still outstanding and the voting history of the locations that have yet to report totals.

Race callers use their on-the-ground knowledge of each state's politics and detailed data on its voting history and demographics. In some statewide races, such as contests for the governorship or a U.S. Senate seat, exit polls add more information to help the AP determine the winner. The race callers also get help from analysts in the AP's Washington bureau.

A "decision desk" in Washington has final signoff on high-profile calls.

In 2012, the AP called 4,653 contested races with an accuracy rate of 99.9 percent. It expects to count 4,590 contested elections Tuesday.

Despite these efforts, you can expect some races to remain too close to call with the returns available Tuesday night.

How news orgs plan digital coverage of midterms

Tuesday's midterm elections will determine which party controls the U.S. Senate. There are also 36 gubernatorial races, and the biennial U.S. House elections. Here's how some news organizations plan digital coverage of the races. (This is by no means comprehensive; please email me your plans.)

ABC News will feature a live stream on its site, on its mobile app and on Apple TV. It plans some killer mobile alerts: One every time it calls one of the 507 races it's covering Tuesday. Don't worry, you won't get 507 alerts: You can tell your app what your interest is overall (low, medium, or high), or pick individual races, or let it know your location and it will tell you the winners and losers near you. You'll also be able to watch live video via iPhone and iPad apps.

The Associated Press says it "has reporters working in every statehouse throughout the year, and more than 5,000 stringers will be deployed across the country on election night to help AP Election Services gather local vote counts." Its mobile app will feature coverage from member newspapers in hot-race states as well as "a dynamic feed of race calls, photos and videos." Here's a Twitter list of AP reporters on election duty.

Click [here](#) to read more.

A Miserable Night for President Obama? Reagan Had One Just Like It

From today's New York Times First Draft on Politics:

Tuesday's elections could win President Obama a mention right beside Ronald Reagan in the history books.

But only if things go as badly as so many polls suggest.

Mr. Obama could end the night with the rarest kind of midterm setback: one that costs his party more seats in the Senate than in the House.

That's happened only once before in modern history. That was in 1986, when the Republicans lost eight seats, leaving Mr. Reagan saddled with a Democratic Senate for his last two years in office. (Those years included, among other things, the rancorous hearings that led to the rejection of Robert Bork for the Supreme Court.)

It's a rare statistical trick to suffer bigger losses in the Senate than in the House: All 435 House seats are on the ballot, but just 36 of the 100 Senate seats are being decided on Tuesday.

But that's by the design of the Constitution's framers. By giving senators six-year terms and staggering the elections, they hoped that the relative stability in the Senate would temper what Alexander Hamilton called "the amazing violence and turbulence of the democratic spirit."

That was before cable TV. And better gerrymandering.

The two parties have become so good at redrawing of House district lines that The Cook Political Report lists just 22 races as toss-ups.

Senate seats can't be gerrymandered. And while regional differences persist, political polarization has substantially nationalized Senate contests. This year, 10 of them - seven in states the president lost in 2012 - are toss-ups. If Republicans sweep, Mr. Obama is likely to have a historic night like no other modern president except Mr. Reagan.

- John Harwood

Welcome to Connecting



John Lumpkin: A seamless, rewarding transition to full retirement

John Lumpkin ([Email](#)) - Yes, it's true. I'm done. The transition to full retirement was more seamless and rewarding than I would have thought. Sometimes it seems like it was only yesterday, instead of May 30, that I strolled out the door of the Bob Schieffer College of Journalism at TCU and drove the 60 miles across the DFW Metroplex to our home in Richardson for the final time.

Nothing all that unique or compelling in between that day and now, really. Just the normal stuff, like seeing grandchildren in Virginia and Colorado, cooking dinners together, seeing movies on Monday afternoon instead of squeezing them in on a weekend, and reading something more challenging than interoffice emails.

Right now, it's Thomas Jefferson, the Art of Power, the latest biography of the founder of my alma mater, the University of Virginia. That fits because I'm working gratis as vice chair of a new committee constituted to identify sustainable business and journalism models for the 125-year-old Cavalier Daily, the independent student news organization.

Eileen and I took an energizing three-week trip centered around Nova Scotia and New Brunswick. Never been there, but we would go back if given the opportunity. One highlight: a deep-woods hike near the Tobeatic Wilderness for just the two of us with a guide during which we collected edibles, including mushrooms that the chef at our lodge put in the stew that night.

We're following the fortunes of the football team of my former employer and the alma mater of Eileen and older son John from a distance, having surrendered our TCU



season tickets. Too many other places to be on Saturdays, like Rocky Mountain National Park in fall color with herds of elk in plain view and the Pumpkin Festival in Estes Park helping the grandchildren decorate their own. Or maybe it was the modest outdoor aquarium in a county park near Richmond where grandson Douglas (alias "Captain Chaos") saw needle-nosed gar and common carp and couldn't stop talking about that for the next week.

In regard to Saturdays, golf no longer has to be confined, but it's not overdone on the other days, either. The best golf experience so far was Cabot Links in Inverness, Nova Scotia, with temperatures in the high 60s in early August. (*See photo above.*) Eileen and I walked the relatively new course with local caddie Brian Sutherland, a fifth generation resident of Cape Breton. Cabot Links is the inspiration of one of the partners in Bandon Dunes in Oregon, just as remote and traditional. No motorized carts allowed.

There will be some writing in the future. I'm under contract with Texas Highways to do a package of the so-called renaissance in Dallas barbecue. "Research" is ongoing.

Among others, I've been keeping up with **Tom Brettingen**, whom retirement seems to suit very well, and **Tom Slaughter**, who is doing the Lord's work at Inland Press Association. With the AP in his DNA, Tom S. organizes great meetings for Inland, two of which I attended as an academic. A bonus of those were dinners with Tom, Pam, Eileen and me. I'm afraid his Jayhawks need to wait for basketball season, however.

Dale Leach is wonderful at keeping me posted on AP directions. At TCU, we hosted the Fort Worth correspondent for a while and our students won first place and other prizes in Texas AP Managing Editors annual contest against commercial dailies, having entered the competition as an AP member and not an educational subscriber. (Flashback - imagine an academic CFO trying to comprehend the AP's basic membership contract and AP bylaws before he blessed the arrangement.)

We started a program for a full semester in Washington for our top students and that also provided a nice continuing link with the Cooperative. The indefatigable Carole Feldman hosted our delegation during the Washington students' annual study of media organizations that impact the political process and also taught the students our required three-credit-hour Law & Ethics in Mass Media class at night. They met in the Washington bureau's conference room. The trips to Washington allowed me to see Jim Williams from time to time as well.

The years in academia had one other dividend. Son John now has the regalia I wore at TCU commencements so he doesn't have to purchase that for his hooding ceremony next year at CU-Boulder when he is awarded his Ph.D. in Journalism. I can't say I'm qualified to be much help to younger son Robin, who is involved in long-term Veterans Affairs research on PTSD.

Leaving a full-time position related to journalism for the first time in 46 years, I'm not as pessimistic about its state as some commentators. That said, I was very fortunate

not to be a part of the serious reductions in traditional newsrooms, our own AP included. Anyone who was affected has a right to be disenchanted and even bitter. But I was able to witness the TCU students find entry-level jobs in the past five years, including places like POLITICO and CBS News. There also is great work at the local level in legacy media despite the challenges, as evidenced in this link to program this fall for the Texas Headliners Foundation.

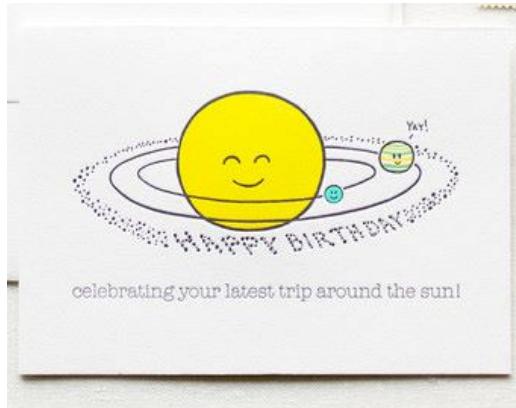
<http://headlinersfoundation.org/special/investigative-reporting-how-to-report-the-high-impact-story>

That same kind of journalism is being provided by AP, if my digital edition of The Dallas Morning News and the AP Mobile app are any indication. Just hope that we have some safeguards on the mobile initiative so we don't become a commodity and we can restore some of the lost resources in state reports, especially statehouses.

It's great to read about the AP alumni in Connecting. A big thanks to Paul!

(John had been AP's vice president for U.S. and Latin American newspaper markets when he was appointed director of the Schieffer College of Journalism at TCU in 2009 after a 38-year career with the AP. He was a reporter for The Richmond Times-Dispatch and The Fort Worth Star-Telegram. He joined the AP in Dallas in 1971 and served as San Antonio correspondent, Dallas assistant chief of bureau, chief of bureau for North Carolina and chief of bureau in Des Moines before becoming Dallas bureau chief in 1992.)

Connecting wishes Happy Birthday



to

Dick Weiss ([Email](#))

Stories of interest

How Time's email newsletter achieves a 40 percent open rate

It seems like everybody's starting an email newsletter these days. The web offers an endless stream of information, David Carr wrote in June, so "having something finite and recognizable show up in your inbox can impose order on all that chaos."

But the newsletter business is getting crowded now, too. The Financial Times and Vox have recently launched new newsletters, and Quartz's has been widely celebrated. The New York Times recently made its "What We're Reading" newsletter free for everyone.

(Ahem, you can sign up for Poynter's new morning and afternoon newsletters here, by the way.)

Time's newsletter strategy is different. While it's trendy to offer links to stories your organization didn't create itself, Time's goal is to provide the best of what it has to offer every morning - "a snapshot in Time, as it were," said Edward Felsenthal, Time.com's managing editor.

When Callie Schweitzer was hired to be Time's direct of digital innovation last year, the magazine offered RSS-generated emails for 10 different verticals, with open rates averaging about 17 percent. Time combined the readership of those 10 newsletters and started delivering just one, called "The Brief," when the new website debuted in March.

Since then, the newsletter has achieved a 40 percent open rate - a figure Time Inc. boasted as twice the industry average when the company named Schweitzer its editorial director for audience strategy in October. Click-through rates after open are about.

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From the editor: Using an off-hand remark to play gotcha is politicking worthy of gutter

Just in case you had thought better of the political process this campaign season, hold that thought.

Folks are sometimes shocked to hear me say around Election Day, "I hope they all lose."

It's not directed toward any one candidate, but it's the long, and growing longer, cycle of candidates and campaigns bombarding citizens and journalists with petty issues or shameless story pitches. By Election Day, I just want it to end.

This year has been no different.

Journalists are privileged to see candidates up close. They have an awesome responsibility to portray candidates not in the best light, but the brightest.

Our profession is called to rise above the attack ads and the anonymous mailers sent by organizations with patriotic or benevolent sounding names.

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The Star's World Series front pages

OK, Ye Olde Connecting Editor has to get one last plug in for his American League champion Kansas City Royals. My friends at The Kansas City Star did a great job of chronicling the first post-season in 29 years for the Royals.

Here are those front pages:



The Final Word

[Tom Magliozi, Popular Co-Host Of NPR's 'Car Talk,' Dies At 77](#)



Tom Magliozi, one of public radio's most popular personalities, died on Monday of complications from Alzheimer's disease. He was 77 years old.

Tom and his brother, Ray, became famous as "Click and Clack the Tappet Brothers" on the weekly NPR show Car Talk. They bantered, told jokes, laughed and sometimes even gave pretty good advice to listeners who called in with their car troubles.

If there was one thing that defined Tom Magliozi, it was his laugh. It was loud, it was constant, it was infectious.

"His laugh is the working definition of infectious laughter," says Doug Berman, the longtime producer of Car Talk. He remembers the first time he ever encountered Magliozi.

"Before I ever met him, I heard him, and it wasn't on the air," he recalls.

Berman was the news director of WBUR at the time.

"I'd just hear this laughter," he says. "And then there'd be more of it, and people would sort of gather around him. He was just kind of a magnet."

The Magliozi brothers grew up in a tough neighborhood of East Cambridge, Mass., in a close-knit Italian family. Tom was 12 years older, the beloved older brother to Ray. They liked to act like they were just a couple of regular guys who happened to be mechanics, but both of them graduated from MIT.

After getting out of college, Tom Magliozi went to work as an engineer. One day he

had a kind of epiphany, he told graduates when he and Ray gave the 1999 commencement address at their alma mater.

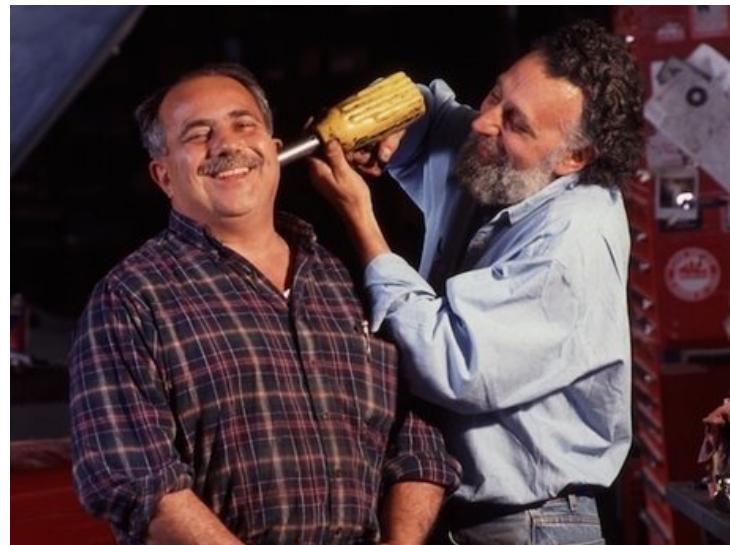
He was on his way to work when he had a near-fatal accident with a tractor-trailer. He pulled off the road and decided to do something different with his life.

"I quit my job," he said. "I became a bum. I spent two years sitting in Harvard Square drinking coffee. I invented the concept of the do-it-yourself auto repair shop, and I met my lovely wife."

Well, he wasn't exactly a bum; he worked as a consultant and college professor, eventually getting a doctoral degree in marketing. And Tom and Ray Magliozzi did open that do-it-yourself repair shop in the early '70s. They called it Hackers Haven. Later they opened a more traditional car repair shop called the Good News Garage.

They got into radio by accident when someone from the local public radio station, WBUR, was putting together a panel of car mechanics for a talk show.

"They called Ray, and Ray thought it was a dumb idea, so he said, 'I'll send my brother' and Tom thought, 'Great, I'll get out of breaking my knuckles for a couple of hours.' And he went over and he was the only one who showed up," Berman says.



Berman says the station liked what Tom did and asked him to come back the next week. This time he brought Ray. The rest, as they say, is history.

In 1987 Car Talk went national on NPR. The Magliozzi brothers were a huge success. Listeners loved their blend of humor, passion, expertise and just plain silliness.

When it came to cars, Berman says the brothers really did know what they were talking about. But, he says, that's not why people listen to the show.

"I think it has very little to do with cars," he says. "It's the guys' personalities. And Tom especially - really a genius. With a great, facile mind. And he's mischievous. He likes to prod people into honesty."

It is almost impossible to talk about Tom Magliozzi without talking about Ray. Berman says the affection you heard on the radio dated back to their childhood - and it was

real.

Today in History

By The Associated Press

Today is Tuesday, Nov. 4, the 308th day of 2014. There are 57 days left in the year. This is Election Day.

Today's Highlight in History:

On Nov. 4, 1924, President Calvin Coolidge, who'd succeeded the late President Warren G. Harding, was elected to a full term of office; Nellie T. Ross of Wyoming was elected the nation's first female governor to serve out the remaining term of her late husband, William B. Ross.

On this date:

In 1862, inventor Richard J. Gatling received a U.S. patent for his rapid-fire Gatling gun.

In 1884, Democrat Grover Cleveland was elected to his first term as president, defeating Republican James G. Blaine.

In 1922, the entrance to King Tutankhamen's tomb was discovered in Egypt.

In 1939, the United States modified its neutrality stance in World War II, allowing "cash and carry" purchases of arms by belligerents, a policy favoring Britain and France.

In 1942, during World War II, Axis forces retreated from El Alamein in North Africa in a major victory for British forces commanded by Lt. Gen. Bernard Montgomery.

In 1952, Republican Dwight D. Eisenhower was elected president, defeating Democrat Adlai Stevenson. The highly secretive National Security Agency came into existence.

In 1964, comedian Lenny Bruce was convicted by a three-judge panel in New York of obscenity charges stemming from his performances at the Cafe Au Go Go in Greenwich Village. (The club's owner, Howard Solomon, was also found guilty, but had his conviction overturned; Bruce died before his appeal was decided, but he received a pardon in 2003 from New York Gov. George Pataki.)

In 1979, the Iran hostage crisis began as militants stormed the United States Embassy

in Tehran, seizing its occupants; for some, it was the start of 444 days of captivity. In 1980, Republican Ronald Reagan won the White House as he defeated President Jimmy Carter by a strong margin.

In 1991, Ronald Reagan opened his presidential library in Simi Valley, California; in attendance were President George H.W. Bush and former Presidents Jimmy Carter, Gerald R. Ford and Richard Nixon - the first-ever gathering of five past and present U.S. chief executives.

In 1995, Israeli Prime Minister Yitzhak Rabin was assassinated by a right-wing Israeli minutes after attending a festive peace rally.

In 2008, Democrat Barack Obama was elected the first black president of the United States, defeating Republican John McCain.

Ten years ago: Following his re-election victory, President George W. Bush pledged to aggressively pursue major changes in Social Security, the tax code and medical malpractice awards. It was revealed that Elizabeth Edwards, wife of former Democratic vice-presidential candidate John Edwards, had been diagnosed with breast cancer the same day her husband and Sen. John Kerry conceded the 2004 presidential race. (Mrs. Edwards died of the disease in Dec. 2010 at age 61.)

Five years ago: An Italian judge convicted 23 Americans in absentia along with two Italians in the kidnapping of an Egyptian terror suspect, delivering the first legal convictions anywhere in the world against people involved in the CIA's extraordinary renditions program. The New York Yankees won the World Series, beating the defending champion Philadelphia Phillies 7-3 in Game 6 behind Hideki Matsui's record-tying six RBIs. Former NBA referee Tim Donaghy was released after serving most of a 15-month sentence in a gambling scandal.

One year ago: Ousted Egyptian President Mohammed Morsi, refusing to wear a prisoner jumpsuit, entered the dock at the start of his trial on murder charges in a dark suit, defiantly questioning the legitimacy of the court and proclaiming himself still Egypt's leader. In Tehran's largest anti-U.S. rally in years, tens of thousands of demonstrators joined in chants of "death to America" as hard-liners directed a major show of resolve against President Hassan Rouhani's outreach to Washington.

Today's Birthdays: Actress Doris Roberts is 84. Actress Loretta Swit is 77. Rhythm-and-blues singer Harry Elston (Friends of Distinction) is 76. Blues singer Delbert McClinton is 74. Former first lady Laura Bush is 68. Actress Markie Post is 64. Rock singer-musician Chris Difford (Squeeze) is 60. Country singer Kim Forester (The Forester Sisters) is 54. Actress-comedian Kathy Griffin is 54. Actor Ralph Macchio is 53. "Survivor" host Jeff Probst is 53. Rock singer-musician Wayne Static (Static-X) is 49. Actor Matthew McConaughey is 45. Rapper-producer Sean "Puffy" Combs is 45. Talk show host Bethenny Frankel is 44. Soul/jazz singer Gregory Porter is 43. Rhythm-and-blues singer Shawn Rivera (Az Yet) is 43. Actress Heather Tom is 39. Rhythm-and-blues/gospel singer George Huff is 34. Actress Gillian Zinser (TV: "90210") is 29.

Thought for Today: "There is no dignity quite so impressive, and no independence quite so important, as living within your means." - President Calvin Coolidge (1872-1933).

Paul Stevens
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