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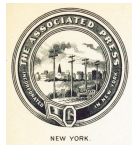
Connecting - January 23, 2020

1 message

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Thu, Jan 23, 2020 at 9:07 AM

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Connecting

January 23, 2020

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Colleagues,

Good Thursday morning on this the 23rd day of January 2020,

Today's issue brings sad news of the death of **Glenn Serafin**, well known nationally as a media broker and remembered fondly by his Associated Press colleagues who worked with him when he was a member of the Broadcast Services team.

Although his stint with the AP was relatively brief, 10 years, and ended 35 years ago, Serafin held AP in a special place in his heart, recalled our colleague **Jim Williams**, former senior vice president of Broadcast Services. "He lived the saying: Once you work at AP it never leaves you."

If you would like to share a memory of Glenn, please send it along. Cards can be sent to his wife Josephine and family at: [4212 Deepwater Lane, Tampa FL 33515](#).

Thanks to our colleague **Larry Hamlin** for sharing photos of AP Chiefs of Communications from New York meetings in 1989 and 1993. You can view them in The Final Word in today's issue.

And that reminds me of a suggestion from my call for Connecting improvements. There's a dearth of memories shared by colleagues who are or were in the AP Communications area and I would like to remedy this. With your help, it will be done. Your contributions for a Connecting profile and/or of life on the technical side of the cooperative will be welcomed.

Have a good day!

Paul

Glenn Serafin, highly regarded media broker and former AP Broadcast executive, dies

Glenn Serafin, a highly regarded media broker who formed Serafin Bros. brokerage firm in 1993 and was a former member of AP's Broadcast Services team for 10 years, died Tuesday in Tampa, Florida, after suffering a massive stroke. He was 69.

Serafin was well regarded for his knowledge of radio and television station transactions and values. He closed buy, sell or finance transactions involving radio and television stations in 53 different ranked and surveyed markets across the United States, and also in numerous unranked markets.

Serafin spent 10 years in news, sales and management at The Associated Press, from 1975-85. He left the AP as a member of the senior management team in its

broadcast division where he was responsible for its revenue and business strategy.

"Glenn loved AP," said Jim Williams, former AP senior vice president for Broadcast Services. "Over the years we had many conversations and he always asked, 'How is AP?' He lived the saying: Once you work at AP it never leaves you. He had a very successful 10-year AP tenure. He led the broadcast sales team at a time of heated competitive years against UPI. And, under his leadership, AP won most of them."



AP BROADCAST SERVICES EXECUTIVES -- (standing from left) Glenn Serafin, deputy director-sales; James R. Hood, deputy director-news; (sitting from left) Ed Staats, assistant general manager and deputy director-administration, and Roy Steinfort, vice president and director of AP Broadcast Services.

Former AP General Broadcast Editor Jim Hood remembered Serafin as unusually energetic and enthusiastic. "Many of the broadcast executives were basically former newspeople who worked hard but weren't necessarily living their dream," he said. "Glenn, on the other hand, seemed to want nothing more than to sell stuff to broadcasters.

"He got his start at AP Radio but constantly bugged (former AP VP) Roy Steinfort and anyone else he could pin down, asking for a chance to prove himself as a BE. Once turned loose with a cheap car and a stack of contracts, he became a force of nature. I remember him calling in from Pennsylvania one time to get some information he needed to nail down a contract. He asked me to hurry up because he was in a phone booth and was up to his knees in snow and the wind kept blowing the door open. 'Unstoppable' would be the best description, I think."

Serafin served two terms as president of the National Association of Media Brokers, from 2013-2017.

Before forming Serafin Bros in 1993, Serafin spent eight years specializing in domestic broadcast brokerage and finance as a vice president of Communications Equity Associates (CEA), the international investment banking firm. While at CEA he held NASD Series 7 and Series 63 securities licenses.

From [a story](#) on his death in Inside Radio: Like many of the brokers striking deals today, Serafin rode the highs of consolidation in the late-1990s and remained upbeat through the years following the Great Recession, which sent station values plummeting. But from Serafin's vantage point, radio remained an attractive investment opportunity, even if the numbers weren't what they once were.

"Radio is ubiquitous. It is the original wireless medium. It is agile in adapting to change. Programming is affordable. There are large pools of talent, both sales and air talent," Serafin told Inside Radio in a 2015 interview. He added, "Profit margins can be very high compared to most other business. And we get terrific tax treatment. What's not to like?"



Glenn Serafin, 1981

A New Jersey native and graduate of Fordham University in New York City, he earned his bachelor's degree in Communications in 1972, when he received the university's highest communications' honor. After college he spent two years in New Jersey working at the Asbury Park Press newspaper and at the two Asbury Park, NJ stations owned by the newspaper: WJLK-FM (94.3) and what's today WADB (1310).

Serafin was born on Sept. 5, 1950, in Clifton, New Jersey. He had homes in Tampa and the Breezy Point beach area in Queens, New York. He is survived by his wife, Josephine; daughter Rachel, and son Shane and his wife Billie and their two children.

On the road with Glenn....



Broadcast executives at an annual meeting

Greg Groce ([Email](#)) - Glenn (along with Tony Rizzo) played a big part in reeling me into AP in 1978. He was one of the hardest-working sales BE's (Broadcast Executive) I ever met and was very passionate about AP and his work. I learned a lot from him. This was during the height of the AP/UPI sales wars and it was very important to see as many stations as possible.

In my initial BE training week, Glenn picked me up Sunday night in Harrisburg and we drove three hours to a small town in Pennsylvania to start the week. Each day he had me up at 6am looking for the nearest coffee shop. We usually made our first call between 7am and 8am with donuts and coffee in hand for the news director and staff. We traveled all day juggling lunch in the car; looking for an available phone

booth (long before cell phones) and meeting with stations prospecting for new AP members, getting cancellation lifts and general member check-in's. Our last call of the day was usually with a GM offering to buy them a beer on their way home. We would easily see five or six stations a day across many miles.

I think Glenn held the record of seeing a dozen stations (in different locations) in one day. Once we finished our visits, it was a quick dinner and then a drive to the Holiday Inn closest to the next morning's first call. The days ended near midnight after typing up visit reports, writing a quick thank you letter to each person we visited, and then preparing contracts and materials for the next day's station visits.

By the end of the week, I was totally exhausted and wondering what I had gotten myself into. I remember Glenn dropping me off at the airport Friday night and asking: "So, where are you going to be on Monday?" I had no clue, but I knew I had to be on the road.

(Greg Groce retired last year as Director, Sales Operations for AP. Earlier within Broadcast Service, he was Director, Business Operations.)

Connecting mailbox

Striking lack of diversity in CoB ranks

Marc Humbert ([Email](#)) - While I could name many of those in the 1985 Chief of Bureaus photo and have a high opinion of most of those I got to know, it is a striking display of the lack of diversity at the top. One woman and 39 white guys! What a shame. Nice to see that by 1989 things were getting better.

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Memories from that first day on the job...and Finis Mothershed

Charles Richards ([Email](#)) - Hired off the metro desk at the Dallas Times Herald, I was 36 years old and 14 years out of college when I walked into Dallas AP in mid-January of 1978 to report for my first day on the job.

My most memorable AP employee from that first day? It was someone I never met.

I was the numerical replacement for longtime overnight editor Finis Mothershed. I had heard about him and was looking forward to meeting him, but he had already worked his final day,

However, his chair was still there, and some chair it was. It was a strange-looking thing, its seat shoved down so low you couldn't imagine anyone sitting in it.

I messaged some of his colleagues from "back in the day," and they still chuckle about it.

"Finis burned his calories whizzing about in his chair. You didn't want to get in his way," joked former Southwest sports editor Denne Freeman, now retired.

"He chose the overnight shift so he could be by himself, I think," said Gregg Thompson, who is executive VP of corporate communications at Chick-fil-A in his 13th year there after five years with the AP and 26 years with IBM.

"He had his chair set low to the ground so he could scoot around to do the various jobs he had to do as overnight editor. I called the chair 'squat-low,' and it probably made him mad. Finis was a legend," Thompson said.

Debbie Wood, the Dallas night supervisor at the time, said if she had some time to think about it, "I could tell you some stories. He was an irascible old guy with a great sense of humor. We called his chair 'Squat-Low, the Trusty Steed.' "

Sylvia Lee Wingfield, a longtime former Dallas AP newswoman, thinks she has an idea.

"I wonder if Finis lowered the chair to have quicker access to some low-mounted Thermofax-type machines that he monitored," she said. Copy from Texas AP bureaus, Albuquerque and Little Rock came in on those machines to be edited on the Dallas news desk and then "punched in" by teletype operators.

"You would have enjoyed working with him," she said. "I remember him as a very professional newsman, nice guy, patient with newbies and having a great sense of

humor."

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Going into teaching after AP

Hal Bock (Email) - After 40 years at The AP, I signed on as an adjunct professor of journalism at Long Island University's Brooklyn campus. I learned early on that this was not Princeton or Harvard.

I was fortunate to have the late great Jim O'Connell as a guest speaker for my sports writing class. OC would always visit after covering the Final Four and he was a treasured friend and terrific story teller. He was a member of the Basketball Hall of Fame, so he came with great credentials. Sure to impress my students, I thought. And he did. Some of my best classes were with OC talking to the kids.

I had one student who sat in the first row and never uttered a word all semester long. Not a word. OC showed up one day - and he always showed up, no matter what, with a walking boot - after undergoing surgery. He made his presentation and when he was done, I asked the class if anybody had any questions. Suddenly, Silent Sam in the first row raised his hand. MY God I thought, we got through to him. Thank you, OC.

``Yes, sir," I said, in my professorial voice. ``What's your question?"

The kid looked at OC and said, ``What happened to your foot?"

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Yo-Yo: fierce protector of the Rogers household



John Rogers ([Email](#)) - Your lead to the Jan. 20 Connecting edition, noting the date is a once-in-a-century event, reminded me of another such milestone, the date 10-10-10, which is not only a once-in-a-century event but also my dog Yo-Yo's birthday. Or at least we believe it is.

We're told Yo-Yo is a purebred Miniature Pinscher whose papers got lost somewhere along the way. By the time he got to us nearly six years ago he'd been through at least a couple of families.

Although only 8 pounds, Yo-Yo is very protective of his home and, while there, barks at every person or thing he doesn't recognize. I understand his last owner, who lived in a small apartment, was told by his landlord, "Either the dog goes or you and the dog go," so Yo-Yo wound up with us.

My wife Alice retrieved him, and at our first meeting he barked at me, then growled as I got closer, then bared his teeth as I got closer still and I began to wonder, "Is this little bastard going to bite me?" Then, when I kneeled down to pet him he hid behind Alice and I realized it was all a bluff. He probably had panicked, worried he was being handed off yet again. So I gave him a treat, introduced him to our other dog Roscoe, who fortunately adopted him immediately as a little brother. By the next day Roscoe was sharing his toys with Yo-Yo and I was Yo-Yo's new best friend.

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Got a wire art image of King Kong taking over Rock Center Christmas tree?

Joyce Rosenberg ([Email](#)) - Ed Williams brought back a lot of memories when he shared The Montgomery Advertiser's Christmas card (in Wednesday's Connecting). Do you remember the messages the bureaus would send on Christmas Eve and a few on Christmas Day on the old message wire? (I'm sure you do!)

The messages were something to look forward to when you knew you'd be stuck in the office on a holiday evening or overnight. I remember that some were great works of art, put together by punchers and newspeople using letters and symbols. As our CRTs became more sophisticated and staffers became more tech-savvy, the pictures became more and more complex. But some were just a few sweet sentences of holiday cheer. Some had great wit. I remember one from the Boston bureau that went something like this:

Merry Christmas from AP Boston and Cape Cod

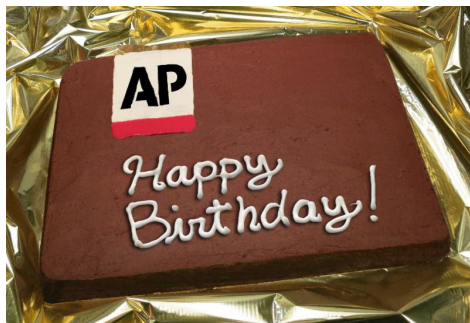
If you're working Christmas Eve, you've been scrod.:

And I do remember during one really bad cold spell in much of the eastern two-thirds of the country, the Los Angeles bureau had to brag that it was 82 there.

In the early '80s, when I was the night supervisor at the NYC bureau, we put together a picture of King Kong taking over the Rockefeller Center tree, with a poem written by Mitchell Landsberg. One line he put in there, poking a little fun at the General Desk, set off a ruckus of snark and mostly friendly jabs between the General Desk and us, all on the message wire. That gave everyone across the country license to vent a little bit of holiday spleen at each other. It was a bit like one of those holiday movies about crazy families. But I think we all could have been forgiven -- it was Christmas, after all.

If anyone has any of these pictures, it would be fun to see them. I may have King Kong in the back of the closet, somewhere.

Connecting wishes Happy Birthday



A day late, sorry, to:

Amir Bibawy - qmiro@yahoo.com

Stories of interest

Senate press restrictions have an ugly goal: Putting distance between the public and Trump's impeachment trial (Washington Post)

By Margaret Sullivan

Media columnist

Reporters penned off, unable to roam the Senate halls freely. No press photography or recording devices within the chamber. A (nearly) single-focus view of the historic proceedings - offered only by government video cameras, with not even C-SPAN allowed in to jazz things up.

It's the ultimate contradiction: The Senate impeachment trial of the media-obsessed president is a remarkably bloodless TV spectacle.

There can be little doubt that these restrictive rules are the brainchild of Senate Majority Leader Mitch McConnell (R-Ky.), who has declared himself firmly on the side of President Trump.

And they have an end in mind: Make the trial seem as boring and pallid as possible.

Read more [here](#). Shared by Sibby Christensen.

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The Former Journalist Who Is Bernie Sanders's Media Critic (New York Times)



David Sirota at his home office in Denver. A former journalist, he joined the Sanders campaign last March as a speechwriter and senior adviser. Photo: Benjamin Rasmussen for The New York Times

By Marc Tracy

When the first in-house newsletter of Bernie Sanders's campaign landed in inboxes last August, its chief antagonist was neither President Trump nor a rival for the Democratic presidential nomination, but rather The Washington Post and, as the email said, "the Washington pundits who are paid by the corporations and billionaires who own the media."

Campaigning in Iowa a few days earlier, Mr. Sanders, the senator from Vermont, had accused The Post of withholding positive coverage because of his efforts to raise the minimum wage at Amazon, the internet retail giant founded by the newspaper's owner, Jeff Bezos. Several prominent journalists objected to the comment - a "full freak out," as the newsletter, which is called Bern Notice, put it.

"Reporters don't have to receive a call from Jeff Bezos," it said, "to know that their paychecks are signed by a billionaire with a well-known personal and corporate agenda - and knowing that agenda exists can shape overall frameworks and angles of coverage."

Read more [here](#). Shared by Dennis Conrad.

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Nonprofit funds lawyers to defend news media in 5 states

By TRAVIS LOLLER

NASHVILLE, Tenn. (AP) - A nonprofit press freedom group announced on Tuesday that it would provide pro bono legal services in five states to help local news organizations defend their right to gather and report the news.

The Local Legal Initiative of the Reporters Committee for Freedom of the Press will fund attorneys in Colorado, Oklahoma, Oregon, Pennsylvania and Tennessee, the group said in a news release.

The free legal services are aimed at helping reporters gain access to public records and court proceedings. The five states were selected from among 30 where advocacy groups and news outlets submitted applications, the group said.

Read more [here](#). Shared by Adolphe Bernotas.

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U.N. report: Saudi crown prince was involved in alleged hacking of Bezos phone (Washington Post)

By Marc Fisher

On April 4, 2018, the richest man in the world and the leader of the world's biggest oil-exporting nation met at a dinner party at a Hollywood producer's house in Los Angeles and exchanged phone numbers.

"Hello MBS," Jeff Bezos wrote in a text that evening.

"Hello, I saved the number," replied Saudi Arabian Crown Prince Mohammed bin Salman - often known as "MBS" - the next morning.

One day earlier, The Washington Post, which the Amazon founder and CEO owns, had published a column by Saudi dissident Jamal Khashoggi that blasted the prince's government, saying that "replacing old tactics of intolerance with new ways of repression is not the answer."

Read more [here](#). Shared by Dennis Conrad.

The Final Word

AP Chiefs of Communications in 1989



And in 1993...



Today in History - January 23, 2020



By The Associated Press

Today is Thursday, Jan. 23, the 23rd day of 2020. There are 343 days left in the year.

Today's Highlight in History:

On Jan. 23, 1964, the 24th Amendment to the United States Constitution, eliminating the poll tax in federal elections, was ratified as South Dakota became the 38th state to endorse it.

On this date:

In 1368, China's Ming dynasty, which lasted nearly three centuries, began as Zhu Yuanzhang (zhoo whan-zhahng) was formally acclaimed emperor following the collapse of the Yuan dynasty.

In 1845, Congress decided all national elections would be held on the first Tuesday after the first Monday in November.

In 1932, New York Gov. Franklin D. Roosevelt announced his candidacy for the Democratic presidential nomination.

In 1950, the Israeli Knesset approved a resolution affirming Jerusalem as the capital of Israel.

In 1962, Jackie Robinson was elected to the Baseball Hall of Fame in his first year of eligibility. Tony Bennett recorded "I Left My Heart in San Francisco" in New York for Columbia Records.

In 1968, North Korea seized the U.S. Navy intelligence ship USS Pueblo, commanded by Lloyd "Pete" Bucher, charging its crew with being on a spying mission; one sailor was killed and 82 were taken prisoner. (Cmdr. Bucher and his crew were released the following December after enduring 11 months of brutal captivity at the hands of the North Koreans.)

In 1973, President Richard Nixon announced an accord had been reached to end the Vietnam War, and would be formally signed four days later in Paris.

In 1977, the TV mini-series "Roots," based on the Alex Haley novel, began airing on ABC.

In 1989, surrealist artist Salvador Dali died in his native Figueres, Spain, at age 84.

In 1998, a judge in Fairfax, Virginia, sentenced Aimal Khan Kasi (eye-MAHL' kahn KAH'-see) to death for an assault rifle attack outside CIA headquarters in 1993 that killed two men and wounded three other people. (Kasi was executed in November 2002.)

In 2002, John Walker Lindh, a U.S.-born Taliban fighter, was returned to the United States to face criminal charges that he'd conspired to kill fellow Americans. (Lindh was sentenced to 20 years in prison after pleading guilty to providing support for the Taliban; he was released in May, 2019, after serving more than 17 years.)

In 2009, President Barack Obama quietly ended the Bush administration's ban on giving federal money to international groups that performed abortions or provided information on the option. New York Gov. David Paterson chose Democratic Rep. Kirsten Gillibrand (KEHR'-sten JIL'-uh-brand) to fill the Senate seat vacated by Hillary Rodham Clinton.

Ten years ago: Abby Sunderland, 16, left Marina del Rey, California, on her first attempt to become the youngest person to sail solo around the world. (The voyage ended a week and a-half later because the boat experienced power problems; Sunderland then made a second attempt, but that, too, fell short.) Rachael Flatt won her first title at the U.S. Figure Skating Championships in Spokane, Washington, finishing more than 10 points ahead of Mirai Nagasu (mih-RY' NAH'-guh-soo).

Five years ago: King Abdullah of Saudi Arabia, 90, the powerful U.S. ally who'd fought against al-Qaida and sought to modernize the ultraconservative Muslim kingdom, died in Riyadh. Chicago Cubs Hall of Famer Ernie Banks, 83, died. Roger Federer was ousted from the Australian Open in the third round, beaten by Andreas Seppi 6-4, 7-6 (5), 4-6, 7-6 (5).

One year ago: After a week-long showdown with House Speaker Nancy Pelosi, President Donald Trump said he was postponing his State of the Union address until the partial government shutdown was over. Venezuela's political crisis escalated as an opposition leader backed by the Trump administration, Juan Guaido (gwy-DOH'), declared himself interim president; President Nicolas Maduro responded by breaking off relations with the United States. (The opposition failed to oust Maduro, who retained the backing of the country's military). Democrat Pete Buttigieg (BOOT'-eh-jehj), the 37-year-old mayor of South Bend, Indiana, said he was forming an exploratory committee for a 2020 presidential bid. Police in Phoenix announced the arrest of a licensed practical nurse accused of sexually assaulting an incapacitated woman who had given birth in December at a long-term health care facility. (Nathan Sutherland is awaiting trial.)

Today's Birthdays: Actress Chita Rivera is 87. Actor-director Lou Antonio is 86. Jazz musician Gary Burton is 77. Actor Gil Gerard is 77. Sen. Thomas R. Carper, D-Del., is 73. Singer Anita Pointer is 72. Actor Richard Dean Anderson is 70. Rock musician Bill Cunningham is 70. Rock singer Robin Zander (Cheap Trick) is 67. Former Los Angeles Mayor Antonio Villaraigosa (vee-yah-ry-GOH'-sah) is 67. Princess Caroline of Monaco is 63. Singer Anita Baker is 62. Reggae musician Earl Falconer (UB40) is 61. Actor Peter Mackenzie is 59. Actor Boris McGiver is 58. Actress Gail O'Grady is 57. Actress Mariska Hargitay is 56. Rhythm-and-blues singer Marc Nelson is 49. CBS Evening News anchor Norah O'Donnell is 46. Actress Tiffani Thiessen is 46. Rock musician Nick Harmer (Death Cab for Cutie) is 45. Actress Lindsey Kraft is 40. Christian rock musician Nick DePartee (formerly with Kutless) is 35. Singer-actress Rachel Crow is 22.

Thought for Today: "It's not what you are, it's what you don't become that hurts." [-] Oscar Levant, pianist-composer-actor (1906-1972).

Got a story or photos to share?

Got a story to share? A favorite memory of your AP days? Don't keep them to yourself. Share with your colleagues by sending to Ye Olde Connecting Editor. And don't forget to include photos!

Here are some suggestions:

- **Second chapters** - You finished a great career. Now tell us about your second (and third and fourth?) chapters of life.

- **Spousal support** - How your spouse helped in supporting your work during your AP career.

- **My most unusual story** - tell us about an unusual, off the wall story that you covered.

- **"A silly mistake that you make"** - a chance to 'fess up with a memorable mistake in your journalistic career.

- **Multigenerational AP families** - profiles of families whose service spanned two or more generations.

- **Volunteering** - benefit your colleagues by sharing volunteer stories - with ideas on such work they can do themselves.

- **First job** - How did you get your first job in journalism?

- **Connecting "selfies"** - a word and photo self-profile of you and your career, and what you are doing today. Both for new members and those who have been with us a while.

- **Most unusual** place a story assignment took you.



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