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## Connecting

August 24, 2021

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Colleagues,

Good Tuesday morning on this Aug. 24, 2021,

Connecting received the sad news that longtime AP Johannesburg photojournalist **John Parkin** has died.

Our colleague **Tom Cohen** shared the news and brings us a touching reflection of his work from South Africa with Parkin. If you have a favorite memory to share, please send it along.

Monday's Connecting profile on **Daisy Veerasingham**, the incoming president and CEO of The Associated Press, brought some questions from colleague **Hal Spencer** on her use of the term "fact-based journalism" and mention of funding by philanthropic organizations of some AP journalism. We bring you his letter and the AP response.



Sibby Christensen ([Email](#)) spotted the takeoff by the Taliban on Joe Rosenthal's famous Iwo Jima flag-raising photo that was published in Monday's Connecting and said it reminded her of one she saw in The Times of London Sunday (above). "Not at all pleasant," she noted. [Here](#) is a link to the Times' story.

Have a great day – be safe, stay healthy!

Paul

## A farewell to John Parkin – longtime AP Johannesburg photographer



**Former U.S. Secretary of State Henry Kissinger and Mandela shake hands during their meeting in Johannesburg, April 13, 1994. (AP Photo/John Parkin)**





Some of the AP Johannesburg staff gathered in 1998 for this photo. From left: Chief of Bureau Andrew Torchia, photographer John Parkin, AP-Dow Jones correspondent Julian Kraft, reporter Greg Myre, news editor David Crary, AP-Dow Jones assistant Helen Lazarides, photo editor Louise Williams, (Photo courtesy of AP Corporate Archives)

**Tom Cohen ([Email](#))** - A good friend passed away Monday. John Parkin, the longtime AP photographer in Johannesburg who lived in London in recent decades, finally ended a long-running battle with cancer.

When I first arrived in Johannesburg with AP in 1990, John became my surrogate big brother. Many a night, as my shift approached its conclusion, the phone would ring and John would say, "What are you doing?" I'd say heading home, and he'd say, "No, come on over. Judy and I roasted a chicken." And I would go to his house in Melville and we would eat and drink and talk and laugh for a few hours.

John took me into a township for the first time -- Thokoza, a week after I arrived in South Africa -- and he and I were in KwaZulu-Natal for AP for the 1994 election. We covered countless Mandela rallies and news conferences, township unrest, SADC conferences, rugby and football matches, anything that needed covering because that's what John Parkin did. He got the shot. Every time.



He was also a technical wizard, able to set up and fix anything, and always ready to help out when needed (and sometimes when not).

John and Judy also took me to Kruger National Park for the first time, and he and other great friends took me to the Drakensberg for the first time for an epic Giant's Castle hike.

In recent years, he got to spend a lot of time with his daughters Emily and Francesca (Chessie), Emily's husband Dan, and then grandson Isaac. I'm only sorry that Isaac won't get more time with his Oupa's loving support and to better know this great guy with a huge, generous heart, a playful sense of humor, and a truly adventurous spirit.



Go well, dear friend and big brother. You've earned your rest.

## Questions on 'fact-based journalism' and philanthropic funding

**Hal Spencer (Email)** - Thanks for running the interview of Daisy Veerasingham. Two thoughts, both about credibility. First, the phrase "fact-based journalism" once was redundant and ridiculous, and we now have the head of the AP saying it twice. It's disturbing that she actually has to say it. Second, it might be time to take a more skeptical look at accepting money from "philanthropic" organizations for "deep dive" journalism. In a wildly skeptical age, it may be asking for trouble.

A reply from **Lauren Easton (Email)**, global director of media relations and corporate communications:

AP prides itself on its accurate, unbiased journalism — journalism that is rooted in the facts. That means AP does not take sides, which makes us somewhat unique in today's increasingly partisan news environment. We talk about fact-based journalism because we believe it's a very important message to keep repeating, now more than ever. AP's role as a provider of factual journalism is essential to our credibility and to maintaining the trust of our many customers, which are diverse politically and geographically.

Our work with foundations and nonprofits has allowed AP to augment its journalism and do deeper reporting in areas like health and science, and religion. Without foundation support, we would not be able to cover as much ground. The result is better, more in-depth journalism.

Any organization AP works with first undergoes a thorough standards review to ensure they align with our news values. We maintain full editorial control in all content produced as a result of the collaboration, and we are transparent in our stories when journalism is grant-supported.

Working with foundations and other outside groups has allowed AP to produce even more great journalism — and to hire more journalists — at a time when many news organizations don't have that ability. Of course, maintaining our editorial independence is paramount.

## 'Do You Remember the Battle of Ia Drang?' — A Salute to Joe Galloway, My Friend and Mentor



Army Airborne veteran Dennis Anderson, left, with legendary war correspondent Joseph L. Galloway, the “Ernie Pyle of Vietnam.”

By Dennis Anderson ([Email](#))  
Coffee or Die Magazine

Do you remember the Battle of Ia Drang?

The words echoed loudly in my memory after a journalist friend called me and broke the terrible news that my friend and mentor — one of America's finest journalists — passed away Wednesday, Aug. 18.

The year was 1984, and Joseph L. Galloway was a craggy mass of leathery skin and hard-nosed character. We sipped bottles of Singha beer together and munched on crispy mee krob noodles and chicken satay. It was a hot summer afternoon in a Thai restaurant jammed into a gritty industrial strip of the San Fernando Valley. It was not Tiger beer, but then, we were not in Vietnam. We were in Los Angeles nearly 10 years after the fall of Saigon. Joe was at home in LA — as much as he had been in the Central Highlands of Vietnam, or the streets of Moscow during the Cold War. He had been bureau chief for United Press International in all three places. He was the essential globe-trotting, veteran journalist.

We were drinking Thai beer that afternoon in 1984, but Joe Galloway's mind was time-traveling in Vietnam, the way veterans' minds often do. He was a civilian noncombatant, but most of his battle buddies considered him every bit the veteran. It took me a few minutes to catch up with him, as I was wallowing in the miseries of the Los Angeles bureau of UPI, bitching about the boss's inability to recognize my sterling qualities as a newsman.

Joe chuckled at that, and he chuckled at me. His vantage point was larger than boss problems, or the unpleasantness of starting your day job around midnight. That was just the news business.

"You remember the Battle of Ia Drang?" he asked me as we ordered another round.

Read more [here](#).

## DeSantis blasts Associated Press in letter over 'smear' COVID drug story: 'Botched and discredited'

By David Rutz , Brian Flood , Joseph A. Wulfsohn | Fox News

Republican Florida Gov. Ron DeSantis shot back at The Associated Press on Monday after the outlet's incoming CEO accused his press secretary of harassing one of its reporters, saying the AP received deserved pushback for a partisan "smear" that could cost lives.

In a letter to Daisy Veerasingham, DeSantis blasted the AP for its "temerity" to complain about criticism a reporter received last week over his story that suggested a link between the governor's touting of a COVID antibody drug from Regeneron and a political donor's investment in the company.

Last week, Veerasingham wrote his office to accuse DeSantis spokeswoman Christina Pushaw of "harassing behavior" and activating an "online mob" against AP reporter Brendan Farrington over the widely panned story headlined, "DeSantis top donor invests in COVID drug governor promotes."

DeSantis didn't hold back in a remarkable open letter from a politician to a news organization.



"I assumed your letter was to notify me that you were issuing a retraction of the partisan smear piece you published last week," DeSantis wrote. "Instead, you had the temerity to complain about the deserved blowback that your botched and discredited attempt to concoct a political narrative has received. The ploy will not work to divert attention from the fact that the Associated Press published a false narrative that will lead some to decline effective treatment for COVID infections."

Read more [here](#). Shared by Mark Mittelstadt.

## At 63, Peter Coy is starting new chapters

**Peter Coy** ([Email](#)) - I worked for AP from 1980 to 1989 in Albany, Rochester, and New York City, then spent almost 32 years with BusinessWeek and Bloomberg Businessweek. This summer I was recruited by Katie Kingsbury, head of the New York Times Opinion section, to write a thrice-weekly, subscriber-only newsletter on economics and business. (Here's a [link](#) to sign up for it.)

At age 63, I'm starting a new chapter in my career!

A few of the people I worked with at AP:  
In Albany: Chuck Lewis and then Lew Wheaton (bureau chiefs); Susan Guffey and then Mike Hendricks (news editors); Joe Galu, Susan Lisovicz, Larry Elkin, Cynthia Benjamin, Marc Humbert, Joel Stashenko ... many others.

At Business News in New York: Michael Millican and then Jim Kennedy (Business News editors); Chet Currier, John Cuniff, Steve Rosenfeld, Joyce Rosenberg, Cotten Timberlake, Rick Gladstone, Vivian Marino, Bill Menezes ... many others.

I joined BusinessWeek as telecom editor in December 1989, not too long after the Bell System breakup of Jan. 1, 1984. After a few years I became technology editor, where I was responsible for covering every kind of tech except info tech. In 1997 I leaped at the opportunity to cover economics under the tutelage of Michael Mandel, who was economics editor at the time. I've been covering econ ever since. In 2009 BusinessWeek was bought by Bloomberg and became Bloomberg Businessweek. (Copy editors, note change in capitalization.) The Times Opinion section recruited me this summer to write a newsletter, as I mentioned in my previous email.

I'm proud of my nine-year career at AP and eternally grateful for what I learned on the job.



# Connecting mailbox

## *Replies to Joyce and Marty*

**Marty Steinberg (Email)** - Once again, Joyce Rosenberg wrote a great lead: "Where do I begin?"

First of all, the coincidence of comments by Joyce and Marty Thompson in Monday's Connecting is quite appropriate, considering that she was the beloved wife of Marty Sutphin, of blessed memory.

Those two Martys were real mensches. It was such an honor to work with them on the General Desk and share their name. I learned so much from them, most importantly -- strive for grace while under pressure. They were much more adept at maintaining self-control than I was, but their example inspired me to try to deal with the stress of tense situations.

So Joyce, I'm sorry about those multiple phone calls during that Hasidic wedding. Yes, I should have factored in "Jewish time," especially when thousands of people are involved. I'm so glad our friendship survived all the grief I gave you. I thank you for all the Hamantaschen cookies you brought to the office every year during Purim. And I thank you for sharing your recollections and feelings with our AP family on Connecting.

Now I must make a true confession: One of the scariest musical moments for me was leading the cello section at Carnegie Hall for that emotional recitatif announcing the Ode to Joy. It's the apotheosis of Beethovenian rath, and it's really difficult to emerge from it and maintain control during the Ode. But we held it together without a shaky bow and when we reached the triumph of the last page, I didn't want the glorious music of the Ninth Symphony to end.

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## *Thompson family gathering*



**Marty Thompson** ([Email](#)) - A Thompson family gathering in California last week featured four of us in old-style AP logo T-shirts. Marty, left, is retired managing editor and director of state news. Next is his grandson, Cade, 12. To the right are Marty's wife, Janet, and their son, Sean Thompson, production manager/retoucher at AP Images in New York. Sean is the shirt tie-dyer and also took the photo.

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## ***Condolences to Andale Gross on death of his father***

Our condolences go out to colleague Andale Gross ([Email](#)) on the death of his father, Arthur L. Gross Jr., who died Aug. 20 at the age of 70. As the obituary notes, he was ready for his heavenly home where "he has his legs and his own kidney -- but no diabetes. He's walking on his own and singing in the heavenly choir."

Click [here](#) for a link to the obituary which Andale wrote in collaboration with his mother and sister.

Andale is AP's Race and Ethnicity editor, based in Chicago.

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## Carrying on mission of Fran Mears

**Dr. Dawn-Elise Snipes** ([Email](#)) – daughter of our late colleague, *Fran Richardson Mears* - On August 22, 2021, the YouTube channel, AllCEUsEducation, which I hosted, officially received influencer status, crossing the 100,000-subscriber mark.

Through the AllCEUsEducation channel, I am carrying on the mission of my mother, Frances R. Mears, to ensure that all people have the resources and knowledge to live a high quality of life. AllCEUsEducation's videos are used in dozens of graduate counseling courses, by tens of thousands of behavioral health professionals in their pursuit of ongoing professional development and by the general public who wants practical information on how to live a happier, healthier life.



An alphabetized set of playlists can be found at - <https://allceus.com/YouTube-Playlists> There people can find free resources to help them understand and address issues ranging from addiction and anxiety to schizophrenia and trauma.

The videos on AllCEUsEducation can also be found on the Counselor Toolbox Podcast which is ranked as in the top 0.5% of podcasts by Listen Notes.

## Connecting wishes Happy Birthday



Dave Lubeski - [davelubeski@gmail.com](mailto:davelubeski@gmail.com)

## Stories of interest

***A Rush of News, Moment by Moment: Behind Our Live Coverage*** (New York Times)

**By Sarah Bahr**

*Times Insider explains who we are and what we do, and delivers behind-the-scenes insights into how our journalism comes together.*

When the Taliban's takeover of Afghanistan began accelerating with stunning speed, The New York Times quickly shifted into live coverage mode: Reporters and editors posted developments as they happened on the collapse of Kandahar, the disintegration of the Afghan military, the global response to the U.S. government's actions and more, all packaged together.

The live coverage format, which allows journalists to share the news as they learn it, has become a familiar one at The Times for reporting big events. So far this year, the newsroom has published more than 800 live stories, each consisting of a series of dispatches and updates that together can amount to thousands of words. On a typical day, The Times publishes four live packages — on the coronavirus, politics, business news and extreme weather — but there have been days with as many as eight.

In the middle of it all is the Live team, a unit of about a dozen reporters and editors that was formed at the beginning of the year to collaborate with desks across the newsroom in creating and executing breaking news coverage.

Read more [here](#). Shared by Jeannie Eblen.

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## ***Where will we get our news?*** (The Enterprise)

**By Gary Pearce**

I used to get my news in the driveway every morning from print editions of The News & Observer and The New York Times. Now I scroll through a half-dozen news digests on my iPhone while I digest my cereal.

Even though I'm an old newspaper guy, I like many of the changes in the news business. But will the future bring good news or bad news?

Newspapers are struggling financially. More and more are owned by hedge funds, nonprofit foundations or billionaires. Newsrooms have been decimated and deserted.

I came up in the glory days of state capital news. When I was Gov. Jim Hunt's press secretary from 1977-84, dozens of reporters came to his weekly news conferences to hurl hardball questions at him. The N&O would send two or three people. There were bureau reporters from papers in Charlotte, Greensboro, Winston-Salem, Durham, Fayetteville and Asheville. There were reporters from the AP and UPI, TV stations across the state and radio stations like WPTF and WKIX in Raleigh and WBT in Charlotte.

Read more [here](#). Shared by Frank Daniels.

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## ***Journalists face danger on Kabul streets and a new question: How to cover Afghanistan now?*** (Washington Post)

By Paul Farhi

CNN reporter Clarissa Ward didn't have to search hard to find the chaos in Kabul on Wednesday. It found her.

Dressed in a body-covering black abaya, Ward flinched repeatedly as gunshots rang out on the streets of Afghanistan's capital. As the veteran foreign correspondent spoke with Afghans desperate to leave the country, Taliban guards wielding rifles and whips closed in around her. At one point, a guard rushed past the group, ominously unlatching the safety on his AK-47. Two others raced up to the CNN crew, raising rifle butts in the face of Ward's producer, Brent Swails. The CNN contingent hustled to a car and drove off without further incident.

The brief report captured the palpable sense of the danger and uncertainty engulfing Afghanistan in the aftermath of the Taliban's takeover. The handful of Western reporters who've remained in Kabul, along with Afghan journalists, have documented the deterioration of order on the capital's streets and heartbreaking scenes from the city's airport, as thousands await evacuation flights.

Read more [here](#). Shared by

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## ***The Hill sells to Nexstar for \$130 million*** (Axios)

By Sara Fischer

The Hill, a Beltway-based print publication that receives significant national traffic to its digital website, has sold to Nexstar for \$130 million, Axios has learned.

Why it matters: The Hill's owner, Jimmy Finkelstein, has been shopping the outlet around for months. Axios previously reported that it was in talks to sell to Nexstar earlier this summer.

In an email to staff, Finkelstein said, "We have done this with mixed feelings. First, I realize with a heavy heart that it is time for me to move on to new ventures. Those will be known in the next several months. Yet at the same time I recognize with great pride all we have accomplished together and are about to produce."

"I kept it probably longer than I would longer keep the property because I just really care about it ... I'm going to miss The Hill a lot," Finkelstein told Axios.

Read more [here](#).



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## ***Glen Taylor: Why I'm proud to own the Star Tribune***

**By Glen Taylor**

I'm often asked if my decision to buy the Star Tribune in 2014 was a good one. My reply, again and again, is emphatic: "Absolutely!"

Last month I met with the board and management team of the Star Tribune, as I do every quarter, and I came away more energized than ever about the future of Minnesota's largest and most trusted news organization.

First, the business essentials. We have met our financial obligations, and today the Star Tribune is healthy and stable. That's a credit not only to the company's leaders and employees, but also to loyal readers and advertisers who depend on the newspaper and its digital products to provide a window to an ever-changing world.

That window was essential when I was growing up on a farm in Comfrey, Minn., and the newspaper arrived each day by mail. And it is still critical today, whether you're reading the paper in print or on your smartphone.

Our financial stability may surprise you. There are many cities and towns in Minnesota and nationally where local newspapers are hurting — or have already folded. In some places the closures have been sudden. Elsewhere, local newspapers have cut back distribution or eliminated daily delivery. And some have made dramatic cuts to their newsrooms.

Read more [here](#). Shared by Scott Charton.

## **The Final Word**

***Former Tampa Tribune sports reporter's last piece was his own obituary*** (Tampa Bay Times)



**David Alfonso, known by his friends as Fonz, worked at the Tampa Tribune for 20 years. (Courtesy Janice Alfonso)**

**By Kristen Hare**

On his third week in the hospital, David Alfonso started thinking about his obituary.

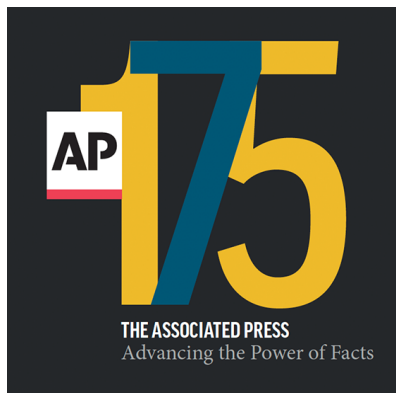
His body was beginning to shut down after 25 years with chronic lymphocytic leukemia. If the journalist died suddenly, his wife told him, she wouldn't be able to tell his story as well as she knew he could.

Back home, the collection of friends he shared emails and Thursday lunches with for years started to visit. When former co-workers Tom Keyser and Mike O'Keefe stopped by, Mr. Alfonso told them he had a story to tell. He just needed to work up the energy.

When he did, on oxygen from a hospital bed in his Largo living room, Mr. Alfonso started writing on a yellow legal pad. He took breaks to watch Pardon the Interruption on ESPN, The Paul Finebaum Show and the Olympics.

A week after their first visit, O'Keefe and Keyser stopped by again. Mr. Alfonso, known to his friends as Fonz, had filled five or six pages with the story of his life. Keyser read it and asked a few questions, then took it home to copy edit and type it up.

Read more [here](#).



## Celebrating AP's 175th

AP store for 175th, vintage merchandise



The AP has created a store with 175th anniversary merchandise available for purchase, as well as items branded with some of AP's most historic logos.

Click [here](#).

## AP Through Time: A Photographic History



AP Through Time: A Photographic History” - created by Director of Corporate Archives, Valerie Komor, is a keepsake commemorating AP's 175th year. Small in size (6 ¾ x 6 ¾ in.), it is organized chronologically in eight segments that trace the broad outlines of AP's development from 1846 to the present: Beginnings, Evolution, New



Century, Modernity, Expansion, One World, Speed, and Transformation. Click [here](#) to view and make an order.

## AP at 175 video

This video celebrates the unique role AP has played since 1846.

# Oops!

The embed code for this video is not valid.



## Today in History - Aug. 24, 2021



By The Associated Press

Today is Tuesday, Aug. 24, the 236th day of 2021. There are 129 days left in the year.

**Today's Highlight in History:**

On August 24, 1814, during the War of 1812, British forces invaded Washington, D.C., setting fire to the Capitol (which was still under construction) and the White House, as well as other public buildings.

**On this date:**

In A.D. 79, long-dormant Mount Vesuvius erupted, burying the Roman cities of Pompeii and Herculaneum in volcanic ash; an estimated 20,000 people died.

In 1932, Amelia Earhart embarked on a 19-hour flight from Los Angeles to Newark, New Jersey, making her the first woman to fly solo, non-stop, from coast to coast.

In 1949, the North Atlantic Treaty came into force.

In 1954, President Dwight D. Eisenhower signed the Communist Control Act, outlawing the Communist Party in the United States.

In 1968, France became the world's fifth thermonuclear power as it exploded a hydrogen bomb in the South Pacific.

In 1981, Mark David Chapman was sentenced in New York to 20 years to life in prison for murdering John Lennon. (Chapman remains imprisoned.)

In 1989, Baseball Commissioner A. Bartlett Giamatti (juh-MAH'-tee) banned Pete Rose from the game for betting on his own team, the Cincinnati Reds.

In 1992, Hurricane Andrew smashed into Florida, causing \$30 billion in damage; 43 U.S. deaths were blamed on the storm.

In 2001, Tom Green, a Mormon fundamentalist with five wives and 30 children, was sentenced by a court in Provo, Utah, to five years in prison for his conviction on four counts of bigamy and one count of failure to pay child support.

In 2003, the Justice Department reported the U.S. crime rate in 2002 was the lowest since studies began in 1973.

In 2008, on the final day of the Beijing Games, Kobe Bryant hit two 3-pointers in a big fourth quarter to help the United States defeat Spain 118-107 and win the men's basketball gold medal for the first time since 2000.

In 2019, police in Aurora, Colorado, responding to a report of a suspicious person, used a chokehold to subdue Elijah McClain, a 23-year-old Black man; he suffered cardiac arrest on the way to the hospital and was later declared brain dead and taken off life support. (Three officers were placed on leave but returned to the force after prosecutors found insufficient evidence to support charging them.)

Ten years ago: A defiant Moammar Gadhafi vowed from hiding to fight on "until victory or martyrdom" and called on residents of the Libyan capital and loyal tribesmen across his North African nation to free Tripoli from the "devils and traitors"

who had overrun it. Steve Jobs resigned as CEO of Apple Inc.; he was succeeded by Tim Cook.

Five years ago: A 6.2 magnitude earthquake reduced three central Italian towns to rubble and killed nearly 300 people. Astronaut Jeffrey Williams, commander of the International Space Station, marked a U.S. record-breaking 521st day in orbit, a number accumulated over four flights. (Upon his return to earth 13 days later, Williams had logged a grand total of 534 days in space).

One year ago: Republicans formally nominated President Donald Trump for a second term on the opening day of a scaled-down convention; during a visit to the convention city of Charlotte, North Carolina, Trump told delegates that “the only way they can take this election away from us is if this is a rigged election.” Anger over the shooting of a Black man, Jacob Blake, by police spilled into the streets of Kenosha, Wisconsin for a second night. Authorities in Portland, Oregon, said protesters repeatedly set fire to a police union headquarters building and were repelled by officers spraying tear gas. The World Health Organization said using plasma from the recovered to treat COVID-19 was still considered an “experimental” therapy; the statement came a day after President Donald Trump announced an emergency authorization of the treatment. University of Hong Kong scientists claimed to have the first evidence of someone being reinfected with the virus that causes COVID-19. Citing “significant errors” in jury selection, California’s Supreme Court overturned the death sentence for Scott Peterson but let his murder conviction stand in the killing of his pregnant wife.

Today’s Birthdays: Composer-musician Mason Williams is 83. R&B singer Marshall Thompson (The Chi-Lites) is 79. Actor Anne Archer is 74. Actor Joe Regalbuto is 72. Actor Kevin Dunn is 66. Former Arkansas Gov. Mike Huckabee is 66. Actor-writer Stephen Fry is 64. Actor Steve Guttenberg is 63. Baseball Hall of Famer Cal Ripken Jr. is 61. Actor Jared Harris is 60. Talk show host Craig Kilborn is 59. CBS News correspondent Major Garrett is 59. Rock singer John Bush is 58. Actor Marlee Matlin is 56. Basketball Hall of Famer Reggie Miller is 56. Broadcast journalist David Gregory is 51. Movie director Ava DuVernay is 49. Actor-comedian Dave Chappelle is 48. Actor James D’Arcy is 48. Actor Carmine Giovinazzo (jee-oh-vihn-AH’-zoh) is 48. Actor Alex O’Loughlin is 45. Actor Beth Riesgraf is 43. Actor Chad Michael Murray is 40. Singer Mika is 38. Actor Blake Berris is 37. Actor Rupert Grint (“Harry Potter” films) is 33.

## 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.

**Paul Stevens**

**Editor, Connecting newsletter**  
**paulstevens46@gmail.com**



Your copy should address 3 key questions: Who am I writing for? (Audience) Why should they care? (Benefit) What do I want them to do here? (Call-to-Action)

Create a great offer by adding words like "free" "personalized" "complimentary" or "customized." A sense of urgency often helps readers take an action, so think about inserting phrases like "for a limited time only" or "only 7 remaining!"