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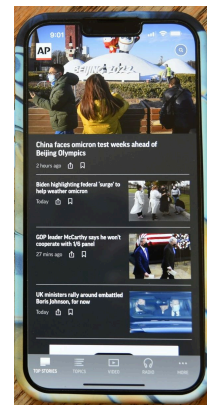
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Connecting

April 10, 2024

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Colleagues,

Good Wednesday morning on this April 10, 2024,

The AP writing and editing tests for news applicants ended years ago, but they remain fresh in the minds of many of us who took them – on a typewriter, of course – and sweated out the results.

Here are responses from several colleagues whose memories were sparked by Tuesday’s publication in Connecting of the tests:

Susan Clark - In 1973 when I started at AP I had applied for the reception job on the 7th floor. Never having worked in the United States before, I felt it was the easiest thing for me to do. I used to administer and grade the Vocabulary and Wonderlic tests for applicants. The news test was conducted on the 4th floor. One of the notable individuals who took the tests was Arthur Ochs Sulzberger Jr. (who worked in AP’s London bureau from 1976-78 and later served as publisher of The New York Times from 1992-2018). Many years later at an annual meeting, I told him I had administered his tests to him in '73 and jokingly promised not to divulge his results.

But I said fortunately I don't remember them and I would never divulge them if I did. He had a good laugh! He probably did very well.

Steve Graham – From the test: “6. A driver in a stolen Porsche led police on a highway chase Mon. morning at speeds up to 90-miles-an-hour before officers laying in wait stopped the car by flattening three of it's tires.” Said Steve, “In today's world, I wonder how many neophytes would catch these. On the other hand, Google caught them.”

David Bauder - Don't have much memory of the AP test. But when I was applying for a college internship at the Stamford (Conn.) Advocate near where I grew up, they had a “current events” quiz that asked us the names of the three Apollo astronauts who died in a tragic launchpad accident in 1967. Huh? It was 1979! That happened just after I turned 8. How would I have known that? I did, however, look it up before I took the test again the next year, correctly figuring they were too lazy to update their test. I got the job. (For the record: Gus Grissom, Ed White and Roger Chaffee.)

Kelly Kissel - I had a chance to interview Mayor Reilly of Charleston, S.C., while I was stationed in Charleston, W.Va. (re Charleston lemonade stand shut down for lack of city ordinance in Story Writing portion of the AP test). Someone had sent a press release about the Spoleto festival to West Virginia media and somehow someone decided we should do something for the Odds and Ends package. I called the PR firm, then Reilly. While I had him, I told him he had somehow become famous through the AP test. I cannot recall whether we got into the lemonade ordinance. He asked for a copy of the test but I told him it was always kept under lock and key so no one could cheat. He was a good sport. The PR person said she later got a note from Reilly about it. We never saw another Spoleto press release again.

Got your own memories of the tests – either taking them or administering them? Let us hear from you.

Have a great day – be safe, stay healthy, live it to your fullest!

Paul

More coverage of the solar eclipse

Norm Abelson - Dale and I paused as one to gaze upon the sky

To share a few minutes of supreme awe on high;

A miracle of togetherness had spread across all parts of earth,

In these times of anger and woe, a break for universal joy and mirth.

Perhaps in those united moments, all too rare,
there's a message that all mankind ought to share,

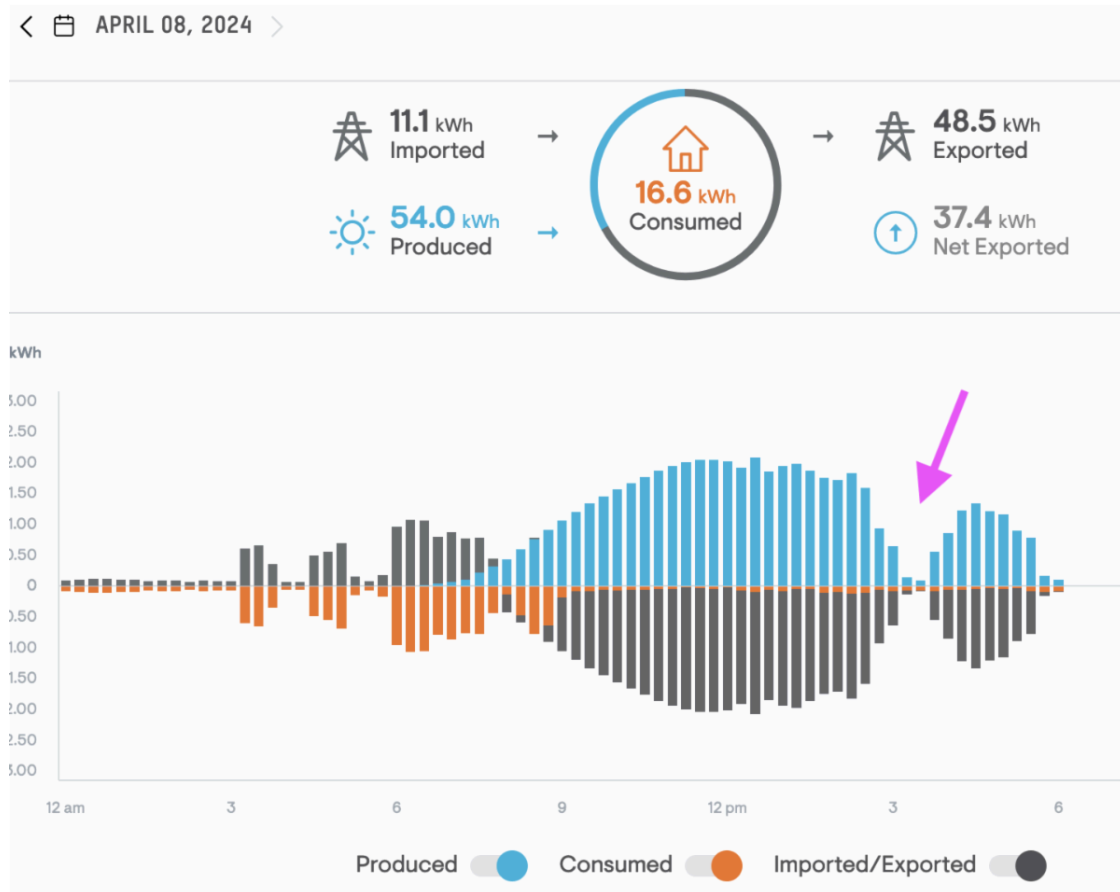
A way to help bring us all together, everywhere:

To wake each morning smiling, with less despair.

What is this magic elixir with which to greet the day?

Remember there's always another awesome eclipse on the way.

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[Jim Carrier](#) - Here's another view of the eclipse...as "taken" by my solar array...

-0-



Group photo by workshop attendee Jennifer Moylan, lower left.

Brian Horton - Quite a day as I helped with a Total Solar Eclipse photo workshop, led by longtime friend Loren Fisher.

Because of predictions of possible heavy cloud cover in Dallas, and to get ahead of any traffic issues, we had a 6 a.m. departure from our Dallas-area hotel Monday morning and traveled about 250 miles over four hours to the New Hope Church in Glenwood, Arkansas.

Glenwood was picked for its remote location, coupled with the fact that the skies there were predicted to be clear. Despite a scare when a few clouds floated by just ahead of the eclipse's start, we did shoot under a beautiful sky. Very awe-inspiring to see the Moon slowly cover, then uncover the sun over several hours.

The church held a viewing event during the eclipse for its congregation and local residents, complete with food stands featuring Spanish food. What a great day - an eclipse and tacos and other treats!

By the time we got on the road, then stopped for dinner on the way back in Mount Vernon, Texas, it turned into a 16-hour day with the last couple of hours spent on rainy highways. But well worth it.

Fisher had been planning for the workshop for two years, and he and I made a planning trip to Dallas a year ago, but it ended up that our coverage all came together in about 24 hours. Dallas had initially been chosen because, historically, they have clear skies this time of the year.

AP to make select US election data available to financial institutions through Google Cloud

The Associated Press on Tuesday announced a new collaboration with Google Cloud, making select historical data from U.S. elections available in Google Cloud's BigQuery, giving financial institutions the ability to gain granular insights from AP's gold-standard election results.

Through this collaboration, Google Cloud customers gain access to raw, machine-readable results from past presidential, congressional and gubernatorial elections.

"In this pivotal election year, we are pleased to join Google Cloud's Partner Advantage Program and leverage Google Cloud technology to expand the use of AP's best-in-class elections data in new ways," said Sara Trohanis, AP vice president and head of strategic partnerships.

With a history of accuracy in elections dating to 1848, the nonpartisan global news organization's research, technology infrastructure and human expertise ensures it provides the nation and the world with accurate and authoritative results from elections in all 50 states.

Through Google Cloud, portfolio managers, researchers, software developers and others will have the ability to quickly gain access to elections data in BigQuery, study

past elections, and create models from raw results in elections for president, Congress and governor.

“Google Cloud’s collaboration with The Associated Press is helping to accelerate the flow of information to financial institutions for faster, and more informed decision-making,” said Kelly Sitarski, director of data and content partnerships, Google Cloud. “This work expands access to critical data that our financial services customers can leverage to benchmark AP’s raw vote count to derive signals for trading opportunities.”

Later this year AP plans to make historical elections data available on the Google Cloud Marketplace for banks, hedge funds and proprietary trading customers to purchase.

Learn more about AP’s role in U.S. elections [here](#).

Hollywood Reunion



[Linda Deutsch](#) - When AP’s Mort Rosenblum sent word he was coming to LA a reunion was in order. The picture taken at a Hollywood restaurant shows longtime pals (from left) Dodi Fromson, Mort and Linda Deutsch. Mort, a veteran of many wars and overseas assignments, now lives with his wife half the year on his Paris houseboat and the other half in his native Tucson where he keeps a more traditional home. He publishes an opinion newsletter “Mort’s Report.” The conversation went on for hours and at the end, Dodi said, “We put a Band Aid on the world’s problems.”

Bill Plaschke wins the 2024 Red Smith Award



By John Cherwa
APSE

It's said that you never want to be the person who replaces a legend. But when faced with being asked to fill the spot held by sports journalism icon Jim Murray at the Los Angeles Times, you've really got no choice.

"We were at the Surf and Sand Resort at Laguna Beach and we had just finished dinner and [sports editor] Bill Dwyre slid a manila envelope across the table and an offer to be a columnist," Bill Plaschke recalled. "I said 'Yes' without ever opening it."

Plaschke didn't quite have the top job yet, but it was clear he was the top columnist in waiting, a mantle he would assume upon Murray's death in 1998.

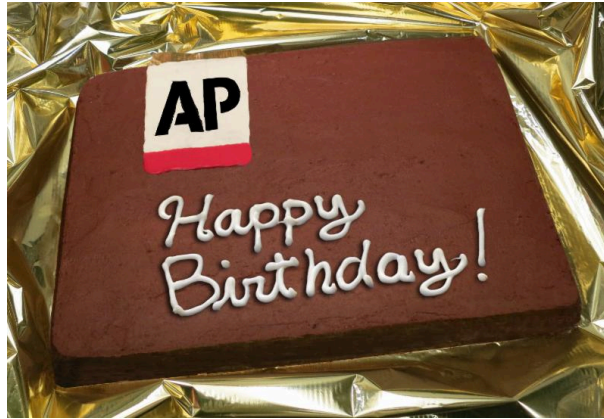
It seems as if Dwyre got it right on the first try as Plaschke remains the preeminent sports voice in Los Angeles some 28 years after that dinner.

Plaschke now has something else in common with Murray (1982) and Dwyre (1996), as he was named the 2024 winner of the Red Smith Award, the highest honor in sports journalism.

Naila-Jean Meyers, president of the Associated Press Sports Editors, the group that created and oversees the Red Smith Award, made the call informing Plaschke, 65, of the lifetime achievement award.

Read more [here](#).

Connecting wishes Happy Birthday



[Ed Breen](#)

[Jesus Medina](#)

Stories of interest

At nonprofit newsrooms, is good journalism but sparse audiences a recipe for irrelevance? (Poynter)

By: Rick Edmonds

With 2024 a year of acute financial distress and outright closures in the for-profit journalism world, some commentators are arguing that nonprofit startups have become the great hope for the future.

The continued growth of the sector is clearly a plus as legacy for-profit media shrinks drastically, but two experts involved in grantmaking I spoke with on background in the last month offered identical takes: There is an important hitch.

Too many startups are focused on quick success in producing investigative and accountability journalism, they said, but go light on marketing. The result can be a “Field of Dreams” strategy in which disappointingly few readers actually see the work.

Seeking on-the-record confirmation, I got a tough evaluation from Pete Doucette, a key executive in The Boston Globe’s early success in digital subscriptions, now a consultant for Mather Economics.

“Journalists are not very good marketers,” he said. “They do a story they are excited about and think most people in the addressable audience will want to read it — maybe 60%. No, that’s way high. More likely 10%.”

Read more [here](#).

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TV Networks to Urge Biden and Trump to Debate, Wading Into a Fraught Topic (New York Times)

By Michael M. Grynbaum

In an unusual move, the five major broadcast and cable news networks have prepared a joint open letter that urges President Biden and former President Donald J. Trump to participate in televised debates ahead of Election Day, according to two people with direct knowledge of their plans.

The letter — endorsed by ABC, CBS, CNN, NBC and Fox News — thrusts into public view a question that has swirled within media and political circles: whether the presidential debates, one of the nation's last remaining mass civic rituals in a polarized age, will occur this year at all.

"We, the undersigned national news organizations, urge the presumptive presidential nominees to publicly commit to participating in general election debates before November's election," the letter reads, according to a draft version obtained by The New York Times.

The letter is not yet final, and the networks are also seeking endorsements from other leading national news organizations, including newspapers.

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

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CBS News Plans Streaming Overhaul With New 'Whip-Around' Program (Variety)

By Brian Steinberg

CBS News is ready to launch a new salvo in TV's streaming wars.

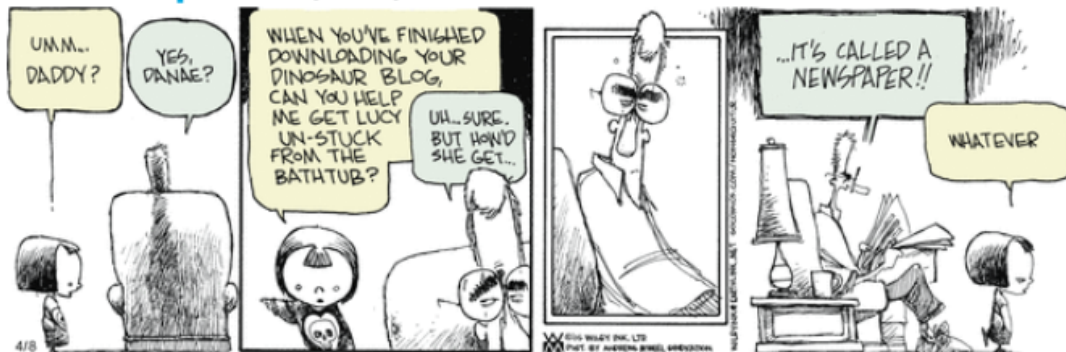
With many of its rivals bolstering their streaming offerings in recent months, CBS News plans to broaden its efforts by debuting a new signature "whip-around" live-streamed program, "CBS News 24/7" that will rely on journalists both from the national news outlet as well as from CBS local stations — and serve as the new name of the broadband outlet. CBS will also expand current streaming programs led by anchor John Dickerson and the CBS News Washington bureau and launch a 1 a.m. program called "CBS News Roundup" for late-night viewing.

"CBS News 24/7 is a decidedly ambitious evolution of our streaming efforts," said Wendy McMahon, president and CEO of a unit that comprises CBS News, local stations and syndication, in a statement. "Data backs up our bet on a fresh, timely, and distinctive approach to breaking news and live coverage. Our audiences crave it, and we're in the best position to deliver it."

Read more [here](#).

The Final Word

Non Sequitur by Wiley Miller



Shared by Len Iwanski

Today in History - April 10, 2024



Today is Wednesday, April 10, the 101st day of 2024. There are 265 days left in the year.

Today's Highlight in History:

On April 10, 1912, the British liner RMS Titanic set sail from Southampton, England, bound for New York on its ill-fated maiden voyage.

On this date:

In 1866, the American Society for the Prevention of Cruelty to Animals was incorporated.

In 1932, German President Paul Von Hindenburg was reelected in a runoff, with Adolf Hitler coming in second.

In 1947, Team President Branch Rickey called Jackie Robinson up to the Brooklyn Dodgers from their minor league affiliate the Montreal Royals. (Less than a week later, Robinson would become the first Black player in Major League Baseball when he took the field for the Dodgers.)

In 1963, the fast-attack nuclear submarine USS Thresher (SSN-593) sank during deep-diving tests east of Cape Cod, Massachusetts, in a disaster that claimed 129 lives.

In 1971, a table tennis team from the United States arrived in China at the invitation of the communist government for a goodwill visit that came to be known as “ping-pong diplomacy.”

In 1972, the United States and the Soviet Union joined some 70 nations in signing an agreement banning biological warfare.

In 1974, Golda Meir announced her resignation as prime minister of Israel.

In 1998, the Northern Ireland peace talks concluded as negotiators reached a landmark settlement to end 30 years of bitter rivalries and bloody attacks.

In 2005, Tiger Woods won his fourth Masters with a spectacular finish of birdies and bogeys.

In 2010, Polish President Lech Kaczynski (lehk kah-CHIN'-skee), 60, was killed in a plane crash in western Russia that also claimed the lives of his wife and top Polish political, military and church officials.

In 2012, Rick Santorum quit the presidential race, clearing the way for Mitt Romney to claim the Republican nomination.

In 2017, Justice Neil Gorsuch took his place as the newest addition on the bench of the Supreme Court, restoring a narrow conservative majority.

In 2018, during five hours of questioning from a U.S. Senate panel, Facebook CEO Mark Zuckerberg batted away accusations that he had failed to protect the personal information of millions of Americans from Russians intent on upsetting the U.S. election, though he conceded that Facebook needed to work harder to make sure the tools it creates are used in “good and healthy” ways.

In 2019, scientists released the first image ever made of a black hole, revealing a fiery, doughnut-shaped object in a galaxy 53 million light-years from earth.

In 2021, speaking to Republican donors at his new home inside his Mar-a-Lago resort, former President Donald Trump slammed Senate Minority Leader Mitch McConnell as a “stone-cold loser” and mocked McConnell’s wife, Elaine Chao, who had been Trump’s transportation secretary.

In 2023, a Louisville bank employee shot and killed five co-workers, including a close friend of the governor, and wounded eight others in a livestreamed workplace

shooting at a bank branch; the shooter, 25-year-old Connor Sturgeon, was fatally shot by police.

Today's Birthdays: Actor Steven Seagal is 72. Folk-pop singer Terre Roche (The Roches) is 71. Actor Peter MacNicol is 70. Actor Olivia Brown is 67. Singer-producer Kenneth "Babyface" Edmonds is 66. Rock singer-musician Brian Setzer is 65. Rock singer Katrina Leskanich (les-KAH'-nich) is 64. Olympic gold medal speedskater Cathy Turner is 62. Rock musician Tim "Herb" Alexander is 59. R&B singer Kenny Lattimore is 57. Actor-comedian Orlando Jones is 56. Rock musician Mike Mushok (Staind) is 55. Rapper Q-Tip (AKA Kamaal) is 54. Actor David Harbour is 49. Blues singer Shemekia Copeland is 45. Actor Laura Bell Bundy is 43. Actor Harry Hadden-Paton is 43. Actor Chyler Leigh is 42. Pop musician Andrew Dost (fun.) is 41. Actor Ryan Merriman is 41. Singer Mandy Moore is 40. Actor Barkhad Abdi (BAHRK'-hahd AHB'-dee) is 39. Actor Shay Mitchell is 37. Actor Haley Joel Osment is 36. Actor Molly Bernard (TV: "Younger") is 36. Country singer Maren Morris is 34. Actor Alex Pettyfer is 34. Actor-singer AJ (AKA Amanda) Michalka (mish-AL'-kah) is 33. Actor Daisy Ridley is 32. Singer-actor Sofia Carson is 31. Actor Audrey Whitby is 28. Actor Ruby Jerins is 26.

Got a story or photos to share?

Connecting is a daily newsletter published Monday through Friday that reaches more than 1,800 retired and former Associated Press employees, present-day employees, and news industry and journalism school colleagues. It began in 2013. Past issues can be found by clicking Connecting Archive in the masthead. Its author, Paul Stevens, retired from the AP in 2009 after a 36-year career as a newsman in Albany and St. Louis, correspondent in Wichita, chief of bureau in Albuquerque, Indianapolis and Kansas City, and Central Region vice president based in Kansas City.

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:

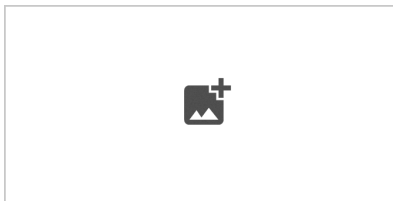
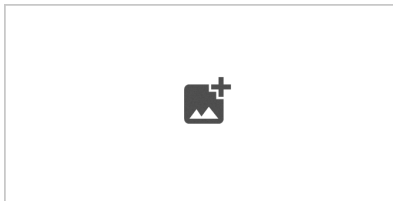
- **Connecting "selfies"** - a word and photo self-profile of you and your career, and what you are doing today. Both for new members and those who have been with us a while.

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

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