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APSE PRESIDENT'S BLOG

With Lynn Hoppes



APSE: LPGA revises English-speaking policy

posted by Lynn Hoppes on Sep 5, 2008 4:05:52 PM

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From the Wires

LPGA Tour commissioner Carolyn Bivens issued a statement on Friday, saying that the tour would revise its recently announced policy regarding having its foreign players learn to speak English, or face possibly suspension. "The LPGA has received valuable feedback from a variety of constituents regarding the recently announced penalties attached to our effective communications policy," Bivens said. "We have decided to rescind those penalty provisions. After hearing the concerns, we believe there are other ways to achieve our shared objective of supporting and enhancing the business opportunities for every Tour player. In that spirit, we will continue communicating with our diverse Tour players to develop a better alternative. The LPGA will announce a revised approach, absent playing penalties, by the end of 2008."

Many had voiced their opposition to the policy after it was announced, including golfers on the PGA Tour, as well as Lorena Ochoa, one of the top players on the LPGA Tour. Legal experts and civil rights activists were scheduled to speak out against the policy on Friday.

In the statement, Bivens said the tour will continue its cross-cultural program that utilizes tutors, translators, Rosetta Stone language software, and assistance from LPGA staff and consultants.

The tour includes 121 international players from 26 countries, including 45 from South Korea.

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APSE: New journalism job website

posted by Lynn Hoppes on Sep 5, 2008 4:02:15 PM

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got this note from a journalism professor at marist.
pretty cool website if you're looking for a job.

Hi, I'm a journalism professor at Marist College and I run a website for young journalists, [CubReporters.org](#). It lists journalism jobs, internships, fellowships and more. It covers print, broadcast and new media. It also has a new section on [sports journalism opportunities](#), in which I listed APSE's website.

<http://CubReporters.org>

Thanks,
Mark

--

Mark Grabowski
Web Editor
CubReporters.org

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APSE: Iowa athletics and bloggin

posted by Lynn Hoppes on Sep 5, 2008 11:54:05 AM

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Well, APSE has now hit the blogosphere. I've started an APSE president's blog that will talk about this industry and talk about some moves and include links to things I think are relevant to our organization. Maybe some video too! I hope to do it consistently, but you know how this business is. I'm heading to the APME convention and will blog live. It's not McCain or Obama, but it's something. Case in point: the University of Iowa Athletics Department this week tried to limit blogging. They even had the audacity to pass out notes to reporters during a press conference. Well, APSE, along with a lot of other organizations, jumped in and fought that. And well, today, Iowa and reversed its decision:

TO: Iowa Media

FROM: Phil Haddy

RE: Blogging Policy

September 5, 2004

Upon further review The University of Iowa Athletics Department has decided to suspend its blogging policy for the coming year. The NCAA policy applies only to post-season championships. Iowa has

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supported that policy for a number of years in its regular season events. We still have strong concerns and questions about this media phenomenon and the effect it will have on our media partners. We'll continue to study the situation and let you know which direction the University will proceed in the future.

[I do love the part about "this media phenomenon".](#)

[Here's the NCAA's policy on blogging:](#)

Each Credential Holder (including television, Internet, new media, and print publications) has the privilege to blog (e.g., real-time or time delayed journal entries) during competition through the Credential Entity. Any blog representing an NCAA championship must submit the appropriate link to ncaasports.com Blog Central. In return, all media entities entering a blog must post the ncaasports.com logo/link on their site. All blogs must be free of charge to readers. All must adhere to the conditions and limitations of this NCAA Blogging Policy. A blog description includes in-Competition updates on score and time remaining in competition as well as description of the championship and competition taken place during the given time. The NCAA and its designated championship personnel shall be the final authority about whether a Credential Holder or Credential Entity is following the NCAA Blogging Policy.

The following is the NCAA's policy for the number of blogs allowed during a Competition or Session (i.e., where more than one contest takes place under the same admission ticket). They apply to all sports listed and are applicable to both genders.

Fall Sports

Soccer: Five times per half; one at halftime

Field Hockey: Five times per half; one at halftime

Volleyball: Three per Competition; one in between Competitions

Football: Three per quarter; one at halftime

Cross Country: Ten per day/session

Men's Water Polo: Three per quarter; one at the halftime

Winter Sports

Ice Hockey: Three per period – one in between (includes overtime)

Basketball: Five times per half; one at halftime; two times per overtime period

Wrestling: Ten per session

Indoor Track and Field: Ten per day/session

Swimming and Diving: Ten per day/session

Bowling: Ten per day/session

Gymnastics: Ten per session

Spring Sports

Baseball and Softball: one every inning (includes extra innings)

Women's Water Polo: Three per quarter – one at halftime

Lacrosse: Three per quarter; one at halftime

Outdoor Track and Field: Ten per day/session

Golf: Ten per day/session

Tennis: Ten per day/session

Rowing: Ten per day/session

Fencing: Ten per day/session

Skiing: Ten per day/session

Rifle: Ten per day/session

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posted by Orlando Sentinel on Sep 2, 2008 5:11:30 PM

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The next big thing in journalism

At BusinessWeek, we're engaging our readers in new ways. Here's what we've learned.

By John A. Byrne

from the September 8, 2008 edition

New York - Print media are reeling. The pace of financial losses and massive layoffs is accelerating. Panic is setting in.

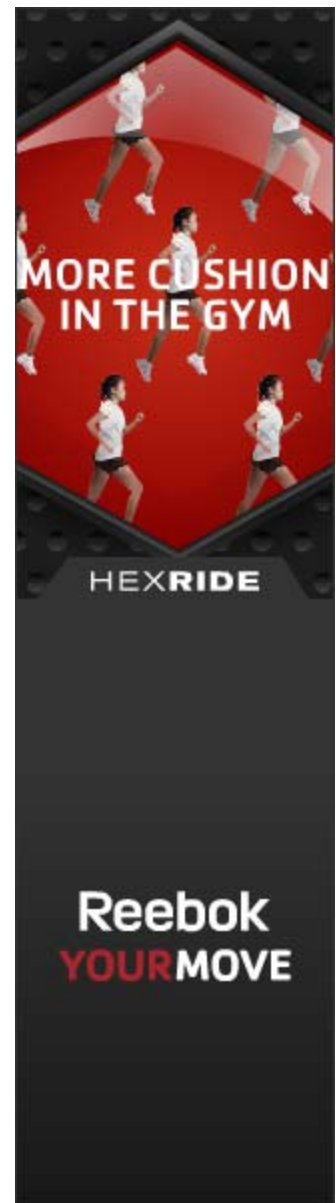
It's easy to blame the Web for this bleak picture. But the same disruptive technology that has caused such dismay in print is also ushering in the most creative period in the history of journalism.

If this were the Renaissance, the Web would be Florence, a place of amazing experimentation where all the old mediums – in this case, print, radio, and television – suddenly converge in one dynamic and democratic place. Yet, the multimedia dimensions of digital journalism are only part of the story. The most powerful attribute of this new journalism is how it directly engages our readers as active participants at every stage of content creation.

For the past year, this has become the passion and focus of BusinessWeek, where I serve as executive editor: It's to reinvent journalism as a process that involves the reader in the front end, to advocate story ideas; in the middle, to inform the reporting of a story; and in the end, to expand on the conversation a story creates. That latter conversation is not a letter-to-the-editor monologue, but rather a dialogue between the professional writers and the audience.

In the early 1960s, Tom Wolfe and other talented writers created the New Journalism. It cleverly deployed the techniques of great fiction to news and feature writing. Today's direct engagement with readers is the antithesis of Mr. Wolfe's self-centered narrative inventions. Call it the "New" New Journalism.

It fully embraces its readers, treats their opinions and beliefs with respect and dignity, and leverages the intelligence of the crowd to create a more valuable outcome for all. It recognizes that content is no longer king; Context is. In a world of commoditization, where too much news and opinion already chases too few eyeballs, this new loyalty-inducing journalism builds community and relationships.



But it's no cakewalk. For the past nine months, we've been aggressively promoting the smartest observations by readers on our stories, encouraging them to send us their story ideas, asking – through blogs – for their participation in stories in progress, inviting them to write guest columns, and urging our journalists to engage in direct conversations with users. In short, we're turning our readers into citizen editors.

All of these efforts culminated in a user-generated issue of BusinessWeek, "Trouble at the Office," which recently hit newsstands, as well as a major new online feature called the "Business Exchange" that debuts Monday. Business Exchange will allow users to create their own topics of interest; write headlines and blurbs to self-selected news and analysis from all over the Web; and, through their actions, decide which stories get placed on a "front page."

What have we learned? The "New" New Journalism takes work, a lot more work than traditional writing and editing.

"Trouble at the Office," for example, involved interactions with well over 10,000 readers. So it required twice the editorial workload of a conventional effort. Soliciting participation was hard; vetting and structuring it was even harder. And the usual give-and-take between a writer and an editor gets lengthened when working with amateurs.

Even though we spent four months on this user-generated issue, it was tough to get the flow going. Readers are busy people doing other things – that is, things other than reporting, thinking deeply about a narrow subject, and writing cogently about it. We should have started earlier and seeded discussions with our own provocative essays, podcasts, and videos to give people an idea of what we were looking for.

And there are limitations. In general, a reader's ability to offer a smart, impassioned response to a problem, especially about something as personal as their job and career, rarely translates into an ability to write a long-form piece. Remember: they're not pros. We had too many editors wanting to rewrite the voice out of the contributions. It's more important to preserve the readers' voice and the passion.

Participatory journalism also works best for subjects on which readers have authority. That is why the workplace was a fertile area of experimentation. Asking our readers to write on how to fix the subprime mess might not add much.

That said, I've been utterly transformed by embracing an intelligent and thoughtful audience. We've learned that they are passionate, willing to share valuable thoughts and insights, generous with their effort and time. What's more, engaging users in the reinvention of our craft has led to the discovery that our readers are exactly like us: They share a common goal to improve life, not merely bringing issues and situations to light, but sharing and working toward common solutions. That is the true essence of community.

• *John A. Byrne is executive editor at BusinessWeek.*

Find this article at:

<http://www.csmonitor.com/2008/0908/p09s02-coop.html>

Reportr.net

Making sense of the intersection between media, society and technology

[How blogging creates new opportunities for journalists](#)

September 1, 2008 in [Web 2.0](#), [blogging](#), [journalism](#)

Tags: [Dayton Daily News](#), [Scott Elliott](#)

If any journalists had doubts about the benefits of blogging, hopefully this guest post by my friend Scott Elliott will put them to rest.

Scott was an education reporter with the [Dayton Daily News](#) and has just taken on a new role as columnist for the paper. He started a blog about his beat, [Get on the Bus](#), shortly after a [Knight-Wallace journalism fellowship](#) at the University of Michigan three years ago. As he relates, blogging ultimately did create new opportunities for him:

“Let me start off with a joke - four months before I launched what would soon become one of the best known education blogs in the US, I didn’t know what a blog was and had never visited one.



That often gets a laugh when I am speaking to reporters about blogging, which is fairly often these days. But I can’t help but feel a little bit like I am at the center of a joke whenever I am introduced as a blogging “expert.” Even today, I am still little more three years removed from that day in March 2005 when, once blogging was explained to me, I first had the idea that this might be something I should try.

The speaker that day was a fellow named [Dan Gillmor](#). I was on a journalism fellowship at the University of Michigan. Gillmor already was an Internet journalism legend in 2005, having started a wildly popular and influential blog while covering technology for [the San Jose Mercury News](#) in 1999.

So of course, I’d never heard of him.

Gillmor talked about his blog and how it helped his reporting. He got feedback, tips and advice from Silicon Valley technology experts who were commenting on his blog posts and the blog gave him flexibility and freedom to experiment by writing for an audience about issues that might or might not make it into the print newspaper.

A light bulb went on over my head.

As an education reporter, I had one of the widest possible beats in the newsroom. There were scores of subtopics under education, so many that most of them I could never find the space or the right circumstance to write about most of them even if I was interested.

Unless there was a local angle or controversy, it was tough to get any story into a local newspaper, no matter how interesting the topic might be. You still had to get it past a local editor demanding to know what local experts or “real people” you were going to interview to make the story locally “relevant.”

Still, often I came across information or stories that were fun or interesting but that didn’t fit the formula of a news story. A blog, I thought, could give me a place to write about those things. And just maybe I could have even a small voice in the national debate over the big issues in education by sharing the often interesting stories on the ground in Dayton, Ohio, with a wider audience.

When I returned to the Dayton Daily News after the fellowship in the summer of 2005, the paper’s fledgling Web site had just two blogs. I spent a month doing research, hoping to learn from other mainstream media sites with education blogs.

I could only find two in the whole country - Patti Ghezzi at [the Atlanta Journal Constitution](#) and Bruce Buchanan at the Greensboro News and Record in North Carolina. I adopted Patti, who was wonderful and gracious as I assaulted her with questions and asked repeatedly for advice before launching the nation’s third newspaper-based education blog.

Here’s what I quickly learned - readers are interested in knowing more about education, particularly the behind-the-scenes information or data that is not widely reported. My blog quickly and consistently became the newspaper’s best read blog, even as bunches of new ones launched, often doubling the page views of the next best read blog.

And I started winning awards, including being named a national finalist for online commentary by the Online News Association and last year being named “best blog” in a company with about 40 newspapers. People started paying attention. I began being invited to speak to other journalists about how to blog.

Within my own newspaper I became something of a blogging “evangelist,” trying to persuade my most talented colleagues to join me in the blogosphere and trumpeting the advantages of blogs to top managers.

I even proposed beats be redesigned around a blog or niche website as the central place for reporting and analysis, surrounded by archived content on that topic and reader interactivity opportunities. I’m still pushing that idea.

Today, I just can’t imagine working without a blog. I write nearly everything online first and then figure out what makes sense for the print newspaper.

And it was the different sort of writing that I was doing - conversational and analytical pieces - that paved the way for editors to consider me for a new role I am soon to begin as a columnist and editorial writer. Part of my charge is to bring the paper’s editorial and commentary operation along to a more interactive and conversational future online.

Tomorrow’s journalist will simply have to be comfortable writing online and blogging is the best training there is for this writing style. I’m not the only one who thinks so. Here’s what John Robinson, editor of the Greensboro (N.C.) News-Record had to say on [his blog](#) about hiring journalists today:

I ask job applicants if they have a blog. Most of them don’t. Then I ask them if they read my blog. About half of them haven’t.

“The two questions tell me a lot about the candidates. First, if they have a blog, it gives me an indication of their passion for writing and communicating. It also allows me to see how their unedited writing reads. I rarely pay attention to submitted clips; I know how good editing can make a mediocre writer appear positively Halberstamian. Finally, in answering the question, they usually let on what they think of blogging and digital. Believe it, some trash blogs.

Second, if they haven’t read my blog, it tells me they haven’t done their homework. That makes the candidate a non-starter.

Actually, it helps winnow down the candidates pretty quickly.


If you’re a journalist and you are not comfortable writing for an online audience, you had better start getting there fast.”

REBLOG 

Possibly related posts: (automatically generated)

- [Why we blog](#)

7 Replies

-  John Robinson
[September 2, 2008 at 4:23 pm](#)

Thanks for the link. These days, I would add to that blog post.

http://blog.news-record.com/staff/jrblog/2008/09/over_the_past_f.shtml

-  The Frugalista Files
[September 3, 2008 at 2:12 pm](#)

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COMMENTARY

College presidents want exclusive rights to exploit athletes

David Whitley

SPORTS COMMENTARY

September 4, 2008

College presidents are supposed to be smart. So you wonder what a couple of them were smoking when they wrote the following.

"This week also marks the start of a new era in college football, one in which fantasy leagues run by commercial entities exploit college players."

The op-ed piece appeared Sunday in the Los Angeles Times. Allow me to summarize:

"Commercial entities are not allowed to exploit players. Only WE are allowed to exploit players."

That's not exactly breaking news, but the phoniness on this one would embarrass John Edwards. It kicked off when CBS Sports started a college football fantasy league on its Web site.

It's the first one that uses players' names and numbers, as opposed to identifying them as something like "Auburn QB." The move was inevitable since fantasy leagues will soon be bigger than the real things.

It's like trying to stop global warming or killer bees. Only this raises a supposedly more catastrophic scenario.

"Is it amateurism in college sports that has become a fantasy?"

So wrote SMU President R. Gerald Turner and William E. Kirwan, the chancellor of Maryland's university system. They co-chair the Knight Commission on Intercollegiate Athletics, a group which gets together every few months and pretends this is 1884.

It wants to maintain the purity of college sports and protect the poor student-athlete from being corrupted by big business. In this case, it's asking the NCAA to pressure CBS into canning its fantasy plans.

That could be a little dicey since CBS is paying the NCAA \$6 billion to televise its basketball



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tournament. The NCAA sent a letter to CBS, which has had all the affect of a U.N. resolution against Russia.

A court recently ruled players' names and stats are public domain. CBS, and others to follow, will be doing what colleges have long done -- make money off athletes.

The high-minded academicians are shocked, saying athletes should not be treated "as commodities whose names, likenesses and/or images can be sold or licensed."

Perhaps they haven't noticed the 20,000 or so Tim Tebow jerseys in the stands at Florida games. That's OK by the NCAA since the player's name doesn't appear on the back. It's as if all those fans just happen to love the number 15 and are willing to pay \$60 to wear it.

I don't know how much Florida has made off selling No. 15. But I know how much No. 15 has made:

Bubkus.

Florida offers only numbers 1, 15 and 96. Notre Dame has 14 numbers for sale. If the NCAA poobahs ever sold their jerseys, we'd know what name would be on the back:

Hypocrite.

No labor costs certainly make for a great business model. As long as players go along with it (not that they have any alternatives), why change?

They do get a college education and all the free tutoring they can handle. But consider Notre Dame, which reportedly made \$44 million on football last year.

Room, board, tuition and books cost \$47,630 a year in South Bend. Even with the expense of 85 scholarships, Notre Dame was almost \$40 million ahead.

Shouldn't Congress be calling for a windfall profits tax?

Colleges scream that very few athletic departments actually make money since football has to pay for everything else. Since that's the case, why not further maximize income?

Colleges should start their own fantasy leagues. There's a million ways they could out-market CBS, right down to having Tebow award the championship trophy.

Of course, he'd have to show up in a generic No. 15 jersey.

Wouldn't want to exploit the young man, you know.

David Whitley can be reached at dwhitley@orlandosentinel.com.

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GazetteOnline

This is a printer friendly version of an article from www.gazetteonline.com
To print this article open the file menu and choose Print.

Article published: Sep 5, 2008

College football: True All-America

College football really is America's Game.

NFL fans might argue strenuously with strong arguments. But with the exception of Green Bay, pro football is all big cities and too many modern stadiums without decades of history and tradition.

College football is everywhere in this nation, large and small. It's played under spacious skies and near amber waves of grain. It's a community of 38,000 residents tucked in the Allegheny Mountains of Pennsylvania in a town called State College. It's also an Ohio metropolis of 750,000 called Columbus.

It's the Los Angeles Coliseum and the New Orleans Superdome. But mostly, it's Tuscaloosa and South Bend, Lincoln and Eugene. It's Ames and Iowa City, as well as Decorah and Mount Vernon.

It's stadiums known fondly and familiarly as the Swamp, the Big House, Death Valley. The names are exaggerations. Sometimes.

College football is massive state universities, small private institutions, service academies. It's bands of fans traveling en masse across state lines, all wearing the same colors all the way to their destinations and back. It's fight songs played a zillion times. It's mascots, real-live bulldogs and buffaloes, the nobility of USC's splendid white horse and the goofiness of the Stanford Tree.

We all know today's Florida International-Iowa game should be a rout-in-waiting.

We all know it's the end of the Hawkeyes' two-game exhibition season, with the real season starting a week from today when Iowa State rumbles into Kinnick Stadium for the annual in-state showdown.

If nothing else, today's Florida International game illustrates the scope of college football. A team from big Miami with a relatively new football program is coming to little Iowa City with a long-established Big Ten football program.

Miami is cosmopolitan and international. Television series are set in Miami. Television series are watched in Iowa.

But these worldly Golden Panthers, nearly all of them Florida natives, will switch from awe to jealousy and back this morning when they find themselves in a stadium with about 70,000 fans on top of them.

For a game between two schools with no history with each other.

What must it be like, those Panthers may wonder, when Iowa State plays here and the game really means something to these people.

But who's to say one day FIU doesn't stock up on a lot of that terrific South Florida prep football talent than Iowa has mined in the past (Brad Banks, Colin Cole, Abdul Hodge, et al) and have a team worth watching? Who's to say the Golden Panthers don't one day make a move into a BCS conference and become a football dynamo?

It not only can happen, it has.

The University of South Florida in Tampa didn't have a football program until 1997 and has been Division I only since 2001. It joined Conference USA in 2003 and hopped up to the Big East in 2005.

Last year, USF beat Auburn and West Virginia and was ranked as high as No. 2 in the nation.

Big things have come from college football teams in Boise, Blacksburg and Manhattan (Kansas).

They also have come from Miami. The sport is a true melting pot that political parties can only dream of claiming.

None of this makes today's FIU-Iowa game any more interesting, of course.

But maybe an Iowa-FIU bowl match-up in 2018 will have everyone at both schools salivating.

n Mike Hlas' "The Hlog" is at gazetteonline.com. To contact Mike: (319) 368-8840 or mike.hlas@gazcomm.com

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