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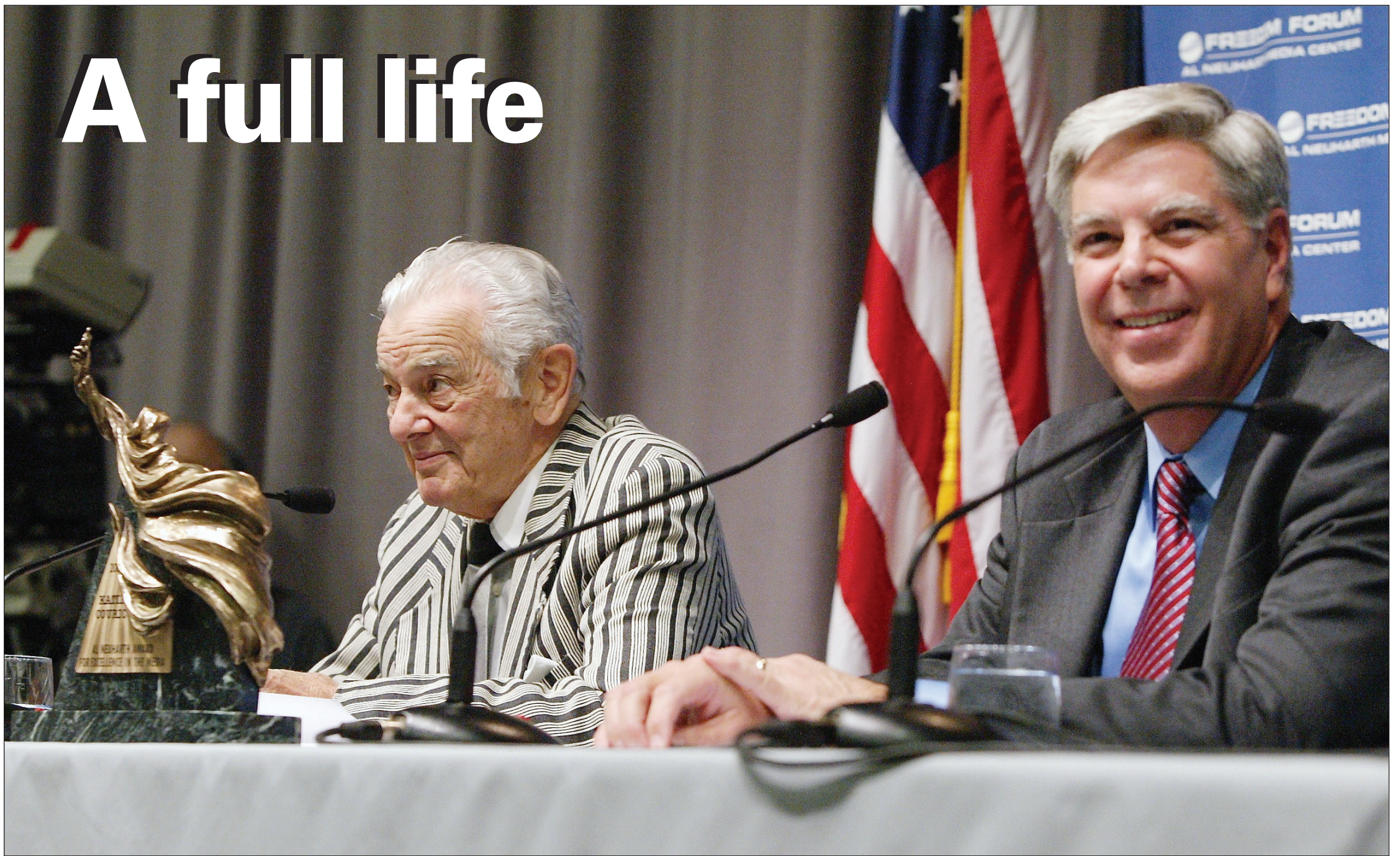


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Al Neuharth and Jack Marsh hold an afternoon press conference in the Al Neuharth Media Center in this file photo taken Oct. 8, 2009. That night, Neuharth presented Katie Couric, then anchor of the CBS Evening News, with the Al Neuharth Award for Excellence in the Media before a full house in the USD DakotaDome.

(Photo by David Lias)

A full life

Marsh thankful to advance Neuharth's legacy

By David Lias

david.lias@plaintalk.net

Al Neuharth an S.O.B.? If he says so, it must be true. In his autobiography, "Confessions of an S.O.B.," he defines himself as "someone who uses whatever tactics it takes to get the job — to rise to the top. As nicely as possible. A little nastiness when necessary." According to Neuharth, it takes all kinds of S.O.B.s to make the world work. Many are lovable. Some are borderline. And some are bad. Just where does Neuharth fit? Only his closest confidants may really know. People like Jack Marsh, president of the Al Neuharth Media Center at the University of South Dakota. Marsh and countless others who have had the opportunity to form a bond with

the USD Today founder were forced to part company with him. Neuharth, 89, died at his Florida home on Friday, April 19. "He was vibrant and vital and involved right up to the end," Marsh said. "He had an unfortunate fall last week, and was hospitalized for that, but was able to come home, and he passed away at home." "I don't think you could ask for a much fuller life than Al Neuharth had," he said. For the past 15 years, as Neuharth played a starring role during his many visits to South Dakota, Marsh was often in the background, serving the equivalent of a theatrical director. He made sure the annual media awards program, held each fall during Dakota Days on the USD campus, ran smoothly, and served as moderator at each one.

He had a part in nearly every aspect of every Neuharth-related function at the university, and other places as well, ranging from the Crazy Horse Journalism Workshop in the Black Hills to the American Indian Journalism Institute held annually on the USD campus. South Dakota roots Neuharth's long journalism career, including a climb to the top of the corporate ladder at Gannett and the launching of *USA Today*, took him far from South Dakota. His South Dakota roots may, in part, be responsible for not only his success but also his long, prosperous life. He was born in Eureka, and lost his father when he was 2 years old. His first job, when he was 9, was to gather cow chips by hand. It was 1933, the depth of the Great Depression. His first promotion, approved by his

grandmother, was from a chip picker to a herdsman — on horseback. He learned some important lessons from the experience. "If you have a lousy job, you're more likely to get promoted out of it if you buckle down and do your best, rather than be a wimp and do your worst," he writes in "Confessions of a S.O.B." "It works to cultivate friends in high places who will help you get promoted — even your grandmother." The experiences that one can achieve from growing up in South Dakota, "whether it's a little town like Eureka where I was born, or whether it's The University of South Dakota, is that it can prepare you to make it anywhere," he said in a September 2003 interview with the Plain Talk. Neuharth was visiting the USD campus in Vermillion at the time to see

the finishing touches being made on the remodeling of the New Armory into the Al Neuharth Media Center. "Al Neuharth was a South Dakotan through and through," Marsh said. "He thought the people of South Dakota were the most genuine people in the world. When he came to South Dakota, he could relax and be himself, and he was around other people who were unpretentious and open and honest and welcoming." "It was rejuvenating for Al Neuharth," he said. Today, the building that bears his name is the home of USD's student newspaper, the *Volante*, the studios and offices of South Dakota Public Broadcasting, and USD's Contemporary Media & Journalism Department. The Al Neuharth Media Center is the

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Herbster: Promotion 'Biggest shot in the arm'

By Jeremy Hoeck

jeremy.hoeck@yankton.net

It's official. David Herbster is the man in charge of University of South Dakota athletics. The 44-year-old had been serving on an interim athletic director basis since last December, but was handed the reins permanently by USD President Jim Abbott on Friday morning. "Moving forward, this is the biggest shot in the arm as anything," Herbster said Friday afternoon, hours after he was officially named USD's 13th athletic director. "It's always nice to have that confidence from your president." Abbott had named Herbster, who joined the USD staff in 2007, interim A.D. after previous athletic director David Saylor resigned last



HERBSTER

incredibly busy," Herbster said. "It was about the time we had that conversation with respect to where we're at.

December for the same position at Miami University in Ohio. The president said at the time that Herbster would serve for six months and then the two would evaluate the position. The news, however, came two months ahead of schedule. "We had so much to do in January, February and March, and we were both incredibly busy," Herbster said. "It was about the time we had that conversation with respect to where we're at.

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WHAT SEASON IS THIS?



A perplexed robin stands on a curb on Vermillion's west side Tuesday morning. The weather system that swept through the area Monday left the ground covered with yet another blanket of sleet and snow. (Travis Gulbrandson/Vermillion Plain Talk)



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