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On the march at Dakota Days



The University of South Dakota Marching Band makes its way down the streets of Vermillion during USD's annual Dakota Days homecoming parade Saturday. Despite the threat of rain, thousands once again lined the streets for the annual festivities, which were part of USD's week-long homecoming celebration. The theme of this year's parade was "Raise the Dust." South Dakota Gov. Dennis Daugaard and his wife, Linda, served as parade marshals. USD fans had a lot more to celebrate later in the day when the Coyotes topped defending Great West Conference champion Southern Utah 24-19. See more photos of the parade at spotted.plaintalk.net.

(Photo by David Lias)

Award honors C-SPAN founder

By Randy Dockendorf

randy.dockendorf@yankton.net

For C-SPAN founder and host Brian Lamb, Yankton represents more than the hometown of former NBC News anchor Tom Brokaw.

Lamb spoke Thursday afternoon at a press conference on the University of South Dakota campus. The press conference was held in conjunction with his selection as the 2011 Al Neuharth Award for Excellence in the Media.

During a separate interview with the *Press & Dakotan*, Lamb noted that Yankton will forever remain a part of C-SPAN history.

"My first caller to our line came Oct. 7, 1980, and it came from Yankton, South Dakota," Lamb said.

Lamb, who turned 70 last Sunday, listed the call as one of his five favorite moments from the network's first quarter-century on cable television. He vividly remembered details about the call, even though it occurred more than three decades ago.

"I believe it was an older male, a gentleman named Bob," he said. "His call was about the communications industry."

And for those who doubt Lamb's memory, a check of C-SPAN's website shows a man identified as Bob Joffra from Yankton went into the archives as C-SPAN's very first caller on the opening live call-in show.

The panelists on that first call-in show were amazed at the callers' depth of knowledge and interest in telecommunications, Lamb wrote on his website.

"That's when we knew that people were interested in more than just the first paragraph of a story," he added.

From that first Yankton caller, the network has grown dramatically in its reach and impact.

C-SPAN – the acronym for Cable-Satellite Public Affairs Network – operates as a not-for-profit company entirely funded by the cable television industry.

On March 19, 1979, C-SPAN was made available to 3.5 million households around the nation. Broadcasting the first televised session of the U.S. House of

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C-SPAN founder Brian Lamb (left) and USA TODAY founder Al Neuharth field questions during an Oct. 6 press conference on the University of South Dakota campus in Vermillion. Lamb was on campus to receive the 2011 Al Neuharth Award for Excellence in the Media.

(Photo by David Lias)

Lamb: The public's right to know still essential

By Travis Gulbrandson

travis.gulbrandson@plaintalk.net

The founder, chairman and CEO of C-SPAN emphasized the importance of openness in news coverage as he became the newest recipient of the Al Neuharth Award for Excellence in the Media.

Brian Lamb received the award in a ceremony held in the Robert L. Slagle Hall Auditorium on the campus of the University of South Dakota Thursday night.

"This award means a lot to me and to our C-SPAN people and to the cable television industry, because of the ability of Al Neuharth and the ability of his people at Gannett seeing the need to open the process up," Lamb said. "Don't be self-important about what you're doing. Let everybody see. Don't worry about whether or not you're winning or losing, and everybody will come out in the end just fine."

C-SPAN was made available to approximately 3.5 million households in the United States when it launched in 1979.

Since that time, it has expanded to include three 24-hour cable networks, a radio station, C-SPAN.org and 15 other Web sites.

On giving him the award, Al Neuharth, founder of the USA Today and the Freedom Forum, referred to Lamb as "one of the nation's greatest media innovators and achievers of our time."

In turn, Lamb thanked Neuharth and other newspaper publishers for helping his fledgling network upon its launch. He said that he was often met with officials both in the government and the media who would refuse to allow the presence of C-SPAN at various functions.

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Regents discuss higher ed at meeting here

By Travis Gulbrandson

travis.gulbrandson@plaintalk.net

Ongoing cuts in the state budget have driven up tuition and fees for public universities in South Dakota and elsewhere for some time.

Over the past three years, the state has seen a 15.6 percent cut in its general fund, equaling a loss of roughly \$27.8 million to the higher education budget.

However, Jack Warner, executive director of the South Dakota Board of Regents, said the public universities have done a good job of coping by remaining affordable, attracting students and becoming more

cost-efficient.

"We're positioned about where we think we should be," Warner said. "We think we're reasonably affordable, but we have to watch it, because there's been considerable cost-shifting from the state to the student."

The issues were addressed Monday night during a meeting at the fire house in Vermillion that was attended by District 17 lawmakers, education officials and members of the public.

Warner said the state accounted for approximately 57 percent of the budget of public universities in 2011. The

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USD's Slagle auditorium is now named after Aalfs

By Travis Gulbrandson

travis.gulbrandson@plaintalk.net

A University of South Dakota landmark has a new name to go with its recently-completed renovation.

Slagle Hall Auditorium was officially christened Bailey and Kathy Aalfs Auditorium Friday, Oct. 7, in honor of two USD alumni who donated more than \$1 million toward the project.

"The education we received here at the university played a significant part in our lives, and we wanted to return to the university in some small way to show our appreciation for all the university had done for us," Bailey Aalfs said during a ceremony held that afternoon.



Kathy and Bailey Aalfs address the crowd in the auditorium that now bears their name on Friday, Oct. 7. The Bailey and Kathy Aalfs Auditorium is located in Robert L. Slagle Hall on the USD campus.

(Photo by Travis Gulbrandson)

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National Breast Cancer Awareness Month

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