

AWARD

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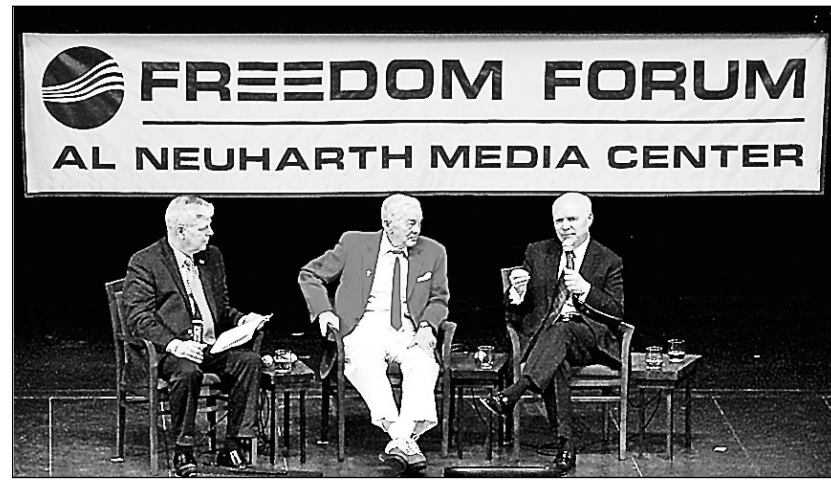
Representatives, the network ushered in a new era of journalism and a new understanding of objectivity. C-SPAN had a staff of four at the time of the inaugural 1979 broadcast. Today, C-SPAN offers round-the-clock public affairs broadcasting. The largest of the company's three TV channels reaches 90 million homes, and Lamb presides over 255 employees and a \$50 million budget. During Thursday's interview with the Yankton Press & Dakotan, Lamb spoke about the network's continuing battles for accessibility to public officials. He was informed of South Dakota's battles with First Amendment issues, and he said the media and public need to continue acting as watchdogs. "It's a fight that needs to go on," he said. "It's (the taxpayers') dollars that are spent, and you have to stay on it. You need to take the time and give it the attention that it needs." Lamb finds it's not a matter of citizens lacking interest in their government. Rather, they are overwhelmed with the many

concerns in their daily lives and don't usually have the time and means to unearth information. That's where the media plays a vital role, he said. Citizens also feel cynicism about politics, Lamb said. "There is a great deal of frustration with government and how it is operating," he said. During the interview, Lamb was asked about the growing trend of "narrowcasting," where people seek out the media or opinions that reflect their own viewpoint. Lamb sees it as part of a shift in public tastes, with cable networks trying to include various parts of the spectrum. "People like having the choice. Over time, it will even out," he said. During Thursday's press conference, Lamb answered a number of questions from journalists, including USD students:

- He credited the USD students for their preparation and line of questioning. "You looked at the future, not the past," he said.
- The hardest part of interviewing people is getting them to open up, he said. "When they do, that's when I start learning," he said.
- C-SPAN sponsored a

"Student Cam" competition with 1,093 entries, he said. "That's not a lot for the entire nation, but to have students decide to make a documentary in this day and age is fantastic."

- As a not-for-profit network, C-SPAN doesn't have the financial pressures felt by for-profit and commercial media, he said.
- "If you went into our operation, it would be a whole different atmosphere than USA Today," he said.
- However, that doesn't C-SPAN can relax its standards or offerings, Lamb said. The network must offer more, not less, and cannot afford to fall behind on social media, he said.
- In a cost-conscious environment, C-SPAN remains the least expensive of all the channels, Lamb said. However, fewer customers subscribed to cable this year, he said.
- "We have to stay lean and mean," he predicted.
- USA Today founder Al Neuharth, a USD graduate and the award's namesake, sat at the head table with Lamb and agreed on the pressures facing today's media.
- "There is more hunger on the part of the public for information and advertising, more than at any time wherever you go in the world," he said.



Jack Marsh, executive director of the Freedom Forum on the University of South Dakota campus, USA Today founder Al Neuharth, and C-SPAN founder Brian Lamb discuss national media trends with the audience in Slagle Auditorium Thursday night, Oct. 6. (Photo by David Lias)

"But they are more selective about when, where and how they want (their information)." Today's graduates must possess a number of skills in a highly competitive job market, Neuharth said. "If you recognize that hunger (for information) and how to achieve (satisfying) that hunger, then your future is bright," he told the USD students.

- Even with its credibility and impact, C-SPAN still finds itself denied access in certain areas, including the U.S. Supreme Court, Lamb said.
- "They allowed us in to do a documentary (about the high court). We interviewed 11 of

the living justices, the nine on the court and two who are retired," he said. "But they won't let us in to see the process. It's one large institution, and it won't let us in." Neuharth encouraged C-SPAN to continue its fight for Supreme Court access. "It's one of the big remaining barriers," he said. "Get cameras in the U.S. Supreme Court, and it will be the climax to what you (Lamb) have done."

- By and large, public events are open to C-SPAN, Lamb said. However, Congress continues to enforce strict rules about access, with many

decisions made behind closed doors, he said. "Elected officials want to control access," he said. "They bring lots of cameras to hearings and put it on the Web so it's what they want you to see. They control very tightly the environment people can see."

- In separate remarks, Lamb noted that presidential campaigns now spend \$1 billion to control the message. C-SPAN doesn't have audience ratings, unlike commercial television.
- "We are not in competition with anyone else," he said. "We are in a different league. We are unlike anywhere else."

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The cameras usually would be allowed, Lamb said, after local and regional newspapers would run editorials decrying the blocks. Another link to Neuharth came on the USA Today's first day of publication, and C-SPAN cameras covered the entire event from the newsroom. "We started when they started their day and ended when the paper came off the press, and it was the first time really anybody saw the inside of the newspaper world," Lamb remembered. Also on hand to congratulate Lamb on his receipt of the award was James C. Duff, president and CEO of the Freedom Forum, who said journalists could learn a lot from Lamb's interviewing style. "I've always thought that if I were ever asked to interview anyone, I would want to do it just like Brian Lamb," Duff said. "He is a model of civility and his demeanor has really propelled him into fields that have never been explored before by the media." In response to a question from the audience, Neuharth addressed the issue of civility and fairness in terms of the coverage offered by other cable news

"I used to say, when you walk through the door at C-SPAN, there's a sign — only you can't see it — that says, 'If you care who wins, you shouldn't be here.'" **BRIAN LAMB**

outlets, specifically Fox News. "It's owned by Rupert Murdoch," Neuharth said. "Most of you know who Rupert Murdoch is, and you know what kind of journalism he practices, including what he practiced with his tabloids in London. He believes that the media should give the audience what it wants. ... He doesn't care about fairness. He cares about appealing to the biggest segment of his kind of audience that he can get." Lamb said that although he has strong political views, he does not allow them — or those of his staff — to make their way to the airwaves. "I'm sure some of our folks have strong political views, but I have no idea what they are. I can't tell you how anybody voted," he said. "Our mission is to stay out of the way, so we do. Just stay out of the way. ... "I used to say, when you walk through the door at C-SPAN, there's a sign — only you can't see it — that says, 'If you care who wins, you shouldn't be here.'"

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estimated amount for FY2012 is 39 percent. "In the last year alone, it was (a loss of) about \$5.4 million across the system, so we've been challenged to do a better job with fewer resources. I think we've responded quite well," he said. While some of the difference is made up by raising tuition, universities have become more efficient by reviewing under-productive programs and weeding them out. Last year, 44 low-enrolled programs were cut, as well as 118 specializations and 15 minors, Warner said. However, the savings from these cuts will not take effect for some time, as they won't be completely eliminated until the students enrolled in them have graduated, he said. A more readily-definable positive is the more than \$134 million awarded to state universities as research grants over the past year, he added. Universities also are growing the enrollment of out-of-state students by keeping their tuition rates lower. "We think this is very important, because every age group except the 65 and older is declining," Warner said. "The aging of South Dakotas

population is going to be a significant problem if we're going to have a workforce that will fill the kinds of jobs we want to attract to the state." Graduation rates are higher, too, with an increase of approximately 18 percent over the past eight years, he said. This is one of the state's main goals, as the more people are educated, the more the state's overall wealth will rise, he said. "If you earn a high school diploma, your average wage is likely to be just under \$33,000 a year. A bachelor's degree adds a premium up to \$54,000 a year," Warner said. "Over a lifetime, a bachelor's degree recipient is likely to earn three-quarters of \$1 million more than a high school graduate." Public universities receive public funds because they serve a public benefit, he said. "If any given individual is likely to earn three-quarters of \$1 million over a lifetime of work with a bachelor's degree, imagine how that premium multiplies if you graduate 5,000 people a year with bachelor's degrees, and the benefit that accrues to the local community," Warner said. The state receives an economic benefit of approximately \$1.97 billion per year in funds generated by the universities, he said. "Our employees spend money, our students spend money in the communities, and that has a multiplier effect," he said. For more information, visit www.sdbor.edu.

AALFS

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USD President James W. Abbott thanked the couple for their support, stating that their participation was the "key" to the building. "In my experience, at least, behind every project there is someone — some person, some couple — who makes the initial commitment that makes something possible," he said. Built in 1925, the 38,000 square foot facility was renovated at the cost of \$8.2 million, including lighting upgrades, enhanced electrical service, better acoustics, accessible seating, new stage floors and improved sightlines. Another addition is located in the lobby — a list of the names of the donors who contributed funds toward the restoration project. Aalfs said both he and his wife remember using the facility as students in the 1950s. "We could never have imagined ... that one day this historic facility would be named in our honor," he said. Kathryn Johnson, president of the South Dakota Board of Regents, said donors such as the Aalfs are important, as this is the only state in the union where taxpayer funds are not appropriated for university buildings. The two main sources of revenue come from tuition and gifts from donors, she said. "The Regents very much appreciate the donors ... but we also recognize, appreciate and thank the students, because they're speaking with their pocketbooks," Johnson said. "They're speaking about how much they value these high-quality state-of-the-art facilities." Collin Michels, president of the USD Student Government Association, said the students do appreciate the changes that have been made to the USD campus over the past few years, stating that today's seniors would not recognize the campus as it stood four years ago. "It's amazing to see how much campus has transformed

(in a short time)," he said. Aalfs said this transformation plays a large role in drawing potential students to the university. "We are proud to see the progress that has been made in regard to campus expansion, renovating existing structures and the addition of new buildings in the last few years — particularly under the leadership and guidance of President Abbott. "It is obviously very expensive, and not easy. If it were easy, everybody would be doing it," he said. The Aalfs received their degrees in 1960. Bailey received his B.A. in mathematics, and Kathey received a two-year teaching certificate. Among other achievements, Bailey founded Lunar Communications in Lincoln, NE, and managed the company's Sioux City office

after selling his interest. He also started Sabre Communications in Sioux City in 1977 and sold the business to a New York firm in 2006. Kathy worked for a brief time at a Sioux City bank, and as homemaker and mother to the couple's three children, Kimberly, Scott and Jeff. Both are trustees of the USD Foundation and have been active in various civic and cultural affairs.

Abbott said that when the auditorium which now bears the Aalfs' name was initially constructed, "you had to go a little bit on faith." The same holds true today, he said. "You had to believe that it can be done in a way that makes all of us proud — particularly on a preservation project," Abbott said. "You have to believe that the history and tradition of our university

is important. I believe that, and the Aalfs do as well."

For more information, visit www.usdfoundation.org.

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Submit Your School Memories

The *Vermillion Plain Talk* will celebrate the heritage of education in Clay County with a special publication later this month.

The *Plain Talk* believes this is an opportune time to reflect upon the past.

We are inviting our readers to share their favorite memories of their school days in Clay County. What do you remember most about attending class in a one-room country school? What was it like to mingle among USD students while going to University High? Share your memories of walking into a brand new Jolley Elementary, Austin Elementary, St. Agnes School, Vermillion Middle School and Vermillion High School for the very first time.

Historic photos are also welcome.

Take a serious or whimsical tone, whatever you think is appropriate. We want you to pay tribute to your school experience in your own special way.

Keep your response limited to 400 words, and we'll publish as many of your entries as we can fit into a forthcoming special Heritage edition. Responses should be mailed to the *The Plain Talk*, c/o School Reflections, 201 W. Cherry Street, Vermillion, SD 57069. Or, preferably, e-mail them to david.lias@plaintalk.net with the subject "School Reflections." Please include your name, address and a phone number with all entries.

The deadline for submission is Oct. 14.

STATE OF SOUTH DAKOTA
COUNTY OF CLAY: SS

IN CIRCUIT COURT
FIRST JUDICIAL CIRCUIT

CIV. 11-157

NOTICE OF MORTGAGE FORECLOSURE SALE

HOME FEDERAL BANK,
Plaintiff,

vs.

CARL E. WEATHERTON,
MARILYN J. WEATHERTON.
Metabank, United States of America acting through the Internal Revenue Service, the State of South Dakota, acting through the South Dakota Department of Revenue, Diesel Machinery Inc., RDO Equipment Co., Elaine Moore, Bank 360, Elan Financial Service d/b/a US Bank National Association, Defendants.

NOTICE IS HEREBY GIVEN in accordance with South Dakota Codified Laws 21-49-25, and pursuant to a Judgment and Decree of Foreclosure dated September 23, 2011, that a sale of certain mortgaged premises described as follows:

Klostergaard Tract 2 in the N2 of Section 12, Township 95 North of Range 51, West of the 5th P.M., Clay County, SD. [This property has the street address of 46935 298th Street, Beresford, SD 57004].

shall be made by public sale for cash U.S. currency to the highest bidder on October 26, 2011 @ 10:00 a.m. at the front door of the Clay County Courthouse, Vermillion, South Dakota.

That this sale arises out of foreclosure of a certain 180 Day Redemption Mortgage dated December 18, 2006, which was recorded in Book 125 of Mortgages at page(s) 434, in the office of the Clay County, South Dakota, Register of Deeds having been recorded on December 27, 2006 at 10:15 a.m. That Home Federal Bank was the mortgagee of the mortgage and Carl E. Weatherton and Marilyn J. Weatherton were the mortgagors of the mortgage and the owners of the real property described in said mortgage.

That the total amount claimed to be due on said judgment is \$405,476.37, and plaintiff is also entitled to its interest to date of sale, foreclosure related disbursements, escrow advances, and its costs including Sheriff's fees and publication expenses. That Home Federal Bank intends on bidding and will bid at least the Judgment amount of \$405,476.37 at the sale. The sale may also be subject to unpaid Clay County real estate taxes, easements, and special assessments of record, if any.

Dated on September 30, 2011.

Andy Howe, Sheriff
Clay County, South Dakota

Donald N. Srstka
Attorney for Home Federal Bank
2101 West 41st Street, Suite 2000
Sioux Falls, SD 57105-6193

Publication dates: Once per week for 2 successive weeks