

# Seigenthaler Accepts 2015 Al Neuharth Award

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For John M. Seigenthaler, it is fair to say that journalism runs in his blood.

His father, the late John Seigenthaler, was a world renowned journalist who spent his lifetime of work promoting quality journalism received the 1999 Al Neuharth award at the University of South Dakota.

So the fact that John M. was named the 2015 winner of the Neuharth award was in his words "very special."

"I am honored to receive this award in Al Neuharth's name – South Dakota's favored son – a guy who was a visionary and a pioneer in journalism," Seigenthaler said in an interview with the Plain Talk. "That is very special for me. I knew Al Neuharth; he was very close friends with my father. I was here in 1999 when he received that award, in fact I participated in that discussion. So, this is an emotional moment for me, very emotional and very powerful."

The award is named for the late USA Today and Freedom Forum founder Al Neuharth, a native of Eureka, South Dakota, and 1950 graduate of USD. It honors lifetime achievement in media.

Despite many changes in journalism occurring through the years one thing Seigenthaler – who anchors Al Jazeera America's prime-time news program and previously anchored "NBC Nightly News" weekend edition – said is that there will always be a need for people willing to ask the questions and tell the stories.

"I would say that despite the cynicism that I have talked about in journalism today, I am really hopeful that they decide to get involved in journalism," he said. "No matter where journalism takes us in the future we are going to need those young people. We are going to need those young reporters to go out and tell stories whether it is on the television, on the internet or on an iPhone. But it is



SHAUNA MARLETTE/VERMILLION PLAIN TALK  
**John M. Seigenthaler, anchor of Al Jazeera America's prime-time news program and previous anchor of "NBC Nightly News" weekend edition has been honored as the 2015 Al Neuharth Award for Excellence in Media recipient. Seigenthaler is pictured during a panel discussion held last Thursday as part of the annual event.**

important they recognize the value of that for our democracy."

Seigenthaler participated in several events Thursday, including a panel discussion on whether the media are helping or hurting politics. He received his award at a banquet held later in the day.

He noted that this political season is unique in the history of our country.

"I don't have any absolute opinion on if the media is helping or hurting politics, but I do think what we are seeing today is a different sort of political coverage and a different sort of campaign, a campaign like we have never seen before," he said. "The journalists I know who cover campaigns are really surprised by what we are seeing, less from the news media and more from the voters. It is clear to me that the voters are fed up. I think they are fed up with the media. I think they are fed up with the whole political system and they are looking for something new and different."

"That is something we haven't seen in such a strong way before this time. As you know, it used to be that we began to cover the political season, election season in the fall at the earliest. But this already began well into the summer of the third year of President Obama's term. He still has another year to go and it seems like we are well into the campaign. I don't know why this is happening, it is just different."

He noted that the trends he is seeing in journalism in general have trended

more to celebrity journalism, more sensationalism and less serious in-depth reporting.

"I think that I am excited to be doing the work I am doing for Al Jazeera America, because I am getting the opportunity to do fact-based, in-depth, unbiased reporting in a way that I think doesn't necessarily exist on cable news channels today," he said. "When I heard that Al Jazeera was starting a new cable news channel, I was skeptical. I didn't know what to expect. Then when they told me they had 70 bureaus around the world, they were about to open 12 new bureaus in the United States, that I would have those resources and be allowed the independence to put together a prime-time newscast every night and choose stories that I felt were important for the American people to hear, that was a gift. So, I am especially proud of the work I have been doing for the last couple of years."

As for any advice for someone considering entering the journalism field, Seigenthaler said be versatile.

"Learn all the skills possible," he said. "It used to be you were a photographer or a reporter, you wrote copy or you wrote headlines, you shot video or you edited video or you were an editor or producer. You have to be all those things now. If you are a young person coming up know learn those skills as well as you can because the new newsroom of today will require you to have those skills."

## Vermillion Downtown Cultural Association To Lead Discussion

Betty Smith, Michelle Maloney and Bill Anderson of the Vermillion Downtown Cultural Association will join us to share the exciting project behind the collaborative efforts to renovate and run the Vermillion Theaters. The discussion will include how this project came about, and its relevance to other community development efforts.

Tuesday, October 13th, 2015 – 7 pm in the Kozak Community Room.

The non-profit association formed this year to invest in growing Vermillion's downtown cultural attractions and relationship with the University of South Dakota and broader community, and to purchase the Coyote Twin and Vermillion Theaters on Main Street. The group has been raising funds in the community to accelerate renovations and to enhance the cinema experience in Vermillion.

This event is free and open to the public.

The Edith B. Siegrist Vermillion Public Library is located at 18 Church Street in Vermillion. For more information call the Library at 605-677-7060.

## Youth And Mentors Sought

The Clay-Union foundation is seeking new youth members, and adult mentors. Youth can range from 5-17 years old, and reside anywhere in the two counties. Mentors are asked to spend 2 hours/week and both benefit from the mentoring.

Apply online at [www.clay-unionfoundation.org](http://www.clay-unionfoundation.org), or call John Gille at 605-421-5050. Printed applications are also at the Vermillion library, the elementary and middle schools, and St. Agnes church.

All volunteers are fully background checked and interviewed prior to the match, and the program has matched 143 youth to date, with capacity to accept many more youth. Be a mentor and make a difference in a child's life.

## UPWARD-KOEHNE



Tristen Upward and Wesley Koehne were united in marriage on August 8, 2015 at West Kauai United Methodist Church in Kaunakani, Hawaii with Pastor Monalisa Lolohea officiating.

Parents of the bride are Mark and Marianne Upward of Vermillion. Parents of the groom are Darren Koehne of Denver, Colorado and Barbie and JR Hinks of Sioux Falls.

The bride was given in marriage by her father, Mark Upward. The maid of honor was Sarah Conrad of Sioux Falls. Bridesmaids were Teisha Lynch of Sioux Falls, Terri Upward of Englewood, Colorado, Tyra Upward of Sioux Falls, Maile Baniaga of Kaunakani, Hawaii, and Brian Gebhart of Spearfish. Flower girls were Teagan Lynch of Sioux Falls and Railee Baniaga of Koloa, Hawaii.

Best man was Scott Jamison of Sioux Falls. Groomsmen were Tyler Koehne of Ft. Collins, Colorado, Dillon Koehne of Fargo, North Dakota, Chris Wagner of Sioux Falls, Tyler Devine of Sioux Falls, and Jake Johnson of

Rapid City. Ring bearers were Aidan Lynch and Cael Lynch of Sioux Falls. Ushers were Mike Fulker of Sioux Falls and Sam Kelley of Leadville, Colorado. Music for the ceremony was provided by Jose Bulatao and Priscilla Badua.

A reception was held at the Harbor House in Kekaha, Hawaii. Music and entertainment was provided by Mitchell Kali Band.

Tristen graduated from Black Hills State University in 2011 and graduated from Vermillion High School in 2007. Tristen is employed as Operations and Marketing Manager at Ascent Mobility.

Wesley graduated from Black Hills State University in 2011 and graduated from (Sioux Falls) Roosevelt High School in 2007. Wesley is employed as a Personal Banker at US Bank.

The couple spent their wedding trip on the Island of Kauai, Hawaii. The couple resides in Denver, Colorado.

A reception will be held on October 17 at the Ramkota Hotel in Sioux Falls, 6:30 p.m.

## Vermillion Lions Club



## Annual Pancake Feed and Fundraiser

All you can eat pancakes, sausages and beverage.  
\$5 pre-sale. \$6 at the door. Age 5 and under eat FREE.

**Wednesday and Thursday  
Oct. 14-15, 2015**

Serving 11:30am - 1:00pm and 5:00pm - 7:00pm  
at the Armory next to Lions Park

## Tickets Available At:

Herren-Schempp Bldg. Supply, Vermillion Vision,  
Pressing Matters, Nook 'n Cranny, American Family  
Insurance, CorTrust Bank, Ace Hardware, or  
from any Lions Club member.



## You Can Help:

Currently the Lions Club is collecting basic necessities for **displaced children**, such as soap, shampoo, deodorant, toothpaste and brushes, etc. Drop off your donated items at the W. H. Over Museum, CorTrust Bank, or at the Pancake Feed.

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**FREE Health Screenings:**  
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A1c, Glucose and more

**Emcee & Honorary Host - Bruce Miller**  
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