

New Look For A New Age

Press & Dakotan Unveils New Website With New Features, More Capabilities **BY KELLY HERTZ AND BETH RYE** The Press & Dakotan

If you're reading this article online right now, then you've noticed something different.

And if you haven't checked out our website in the last day, you really should.

On Wednesday morning, the Press & Dakotan unveiled a redesigned website (which can be found at www.yankton.net) that, in some ways, marks the first radical change of the site since it debuted in 1997. While there have been a number of upgrades and tweaks made through the years, the basic template has generally remained the same.

That has now changed. The new site offers better navigability and better interaction with our readership.

The new structure is more user-friendly and appealing to the eye. Sites tend to get cluttered and viewers lose focus. Our sections are clearly laid out with the new design, and we believe our viewers will appreciate this change.

The new design will also allow us to expand our online offerings.

For instance, the new site is much more accommodating to the use of video and audio. These are areas toward which we've been moving for a long time, but our previous platform was not particularly conducive to those uses. The new platform is built for such multimedia, and that opens up many new possibilities.

Also, reader comments must now go through Facebook. This will be hailed as a victory for those people who have complained through the years about our previous format, which permitted basically anonymous comments. While the Facebook system does not completely eliminate that mode of commentary, it does make it more difficult. We hope the Facebook system adds a sense of accountability to the proceed-



PRESS & DAKOTAN PHOTO The Press & Dakotan's redesigned Website went online

Wednesday, and provides many new features and easier navigation.

ings, as well as make the process easier for anyone to chime in. Our main focus on the redesign was to make it

more content driven. We wanted to have hyper-local content front and center, and we believe we have achieved this on our new site.

Our site has seen tremendous traffic growth over the years. We average 1.2 million page views and more than 100,000 unique visitors per month. We want that number to continue to grow and with that we needed to adjust our current design.

We're extremely pleased with the new format and all that will come with it. We have more opportunities now than ever before when it comes to multimedia and how we deliver our content. We can even collectively gather relative content that makes searching for specific topics much easier.

It's still a work in progress, and the abilities of this new site will expand as we learn the ropes. So look for



THE DAKOTAS' OLDEST NEWSPAPER | FOUNDED 1861 Yankton Media, Inc., 319 Walnut St., Yankton, SD 57078

OPINION | OTHER THOUGHTS

Brain Research: A Leap Forward

NEW YORK TIMES (April 2): President Barack Obama officially announced his new brain research initiative on Tuesday, with a pledge to put \$100 million in his 2014 budget to support work at three federal agencies. It is a modest but welcome start for an effort that could transform our understanding of how the brain works and help researchers find new ways to treat and prevent brain disorders like epilepsy and Alzheimer's.

The ultimate aim is to learn how the brain generates thoughts, dreams, memories, perceptions and other mental images; how it stores and retrieves vast quantities of data; and how it learns from experience or education. More immediately, the aim is to generate new technologies in data processing, nanotechnology, optogenetics and other esoteric fields to study how billions of brain cells and complex neural circuits interact.

The \$100 million will be split among the National Institutes of Health, the lead agency for biomedical research; the Defense Advanced Research Projects Agency, which has a strong interest in treating soldiers with brain injuries; and the National Science Foundation, which supports a broad range of research in numerous fields. Federal officials say \$100 million in the first year will be sufficient to convene expert groups to identify worthwhile projects and to collaborate with private donors who are also pouring millions into brain research.

Some researchers think a higher level of financing — perhaps \$300 million in federal support annually — will be needed over the next decade to make substantial progress. For now, Obama's challenge to the nation's research community to get started is a big leap forward.

Rutgers' Mike Rice Had To Go

THE STAR-LEDGER, N.J., (April 3): The evidence against Mike Rice was too damning, too vile, too extreme for him to spend one more day on the Rutgers University payroll.

That he remained employed this long - long after a line of Rutgers officials that winds all the way to the president's office had watched the now infamous video — is an embarrassment

It is bad enough that Rice behaved like an unrestrained child having a temper tantrum. But what puts this over the top were the anti-gay slurs. Rutgers Athletic Director Mike Pernetti and President Robert Barchi need to ask themselves how they would have reacted if Rice used a racial slur. Our guess is he would have been fired, without all the outside pressure. Bigoted attacks on gays should be taken no less seriously.

Pernetti acknowledged yesterday that he knew the video - showing the head basketball coach assaulting his players, over and over, with heaved basketballs and hurled slurs — would go public. By last night, it was one of the nation's most talked-about stories. That makes the decision to handle Rice's behavior with a suspension and fines, all while planning to let him keep coaching college students, all the more bone-headed.

In the end, it was the verbal attacks, not the physical ones, that sealed Rice's fate. How should the rest of Rutgers - students and faculty, gay or otherwise watch the video and see that intolerable behavior was to be tolerated at the university's highest levels?

Rice deserved to be fired. Now attention has to be turned to Pernetti and others who failed to see what was unmistakable to everyone else.

ONLINE OPINION

The results of the most recent Internet poll on the Press & Dakotan's Web site are as follows:

LATEST RESULTS:

Who do you think will win the NCAA Men's Division I college basketball

championship?	
Louisville	4%
Michigan	3%
Wichita State	9%

CONTACT US

PHONE: (605) 665-781 (800) 743-2968 NEWS FAX: (605) 665-1721 **ADVERTISING FAX:** (605) 665-0288 WEBSITE: www.vankton.ne **EMAIL ADDRESS:** news@yankton.net

SUBSCRIPTIONS/ **CIRCULATION:** Extension 112 **CLASSIFIED ADS:** Extension 108 **NEWS DEPARTMENT:** Extension 114 SPORTS DEPARTMENT: Extension 106 ADVERTISING OFFICE: Extension 122 **BUSINESS OFFICE:** Extension 119 NEW MEDIA: Extension 136 COMPOSING DESK: Extension 129

* * *

MANAGERS

Gary L. Wood Publisher Michele Schievelbein Advertising Director Tonya Schild Business Manager David Jeffcoat Circulation Director Tera Schmidt Classified Manage Kelly Hertz Editor James D. Cimburek Sports Editor Beth Rye New Media Manage Kathy Larson Composing Manager Bernard Metivier District Manager

* * *

DAILY STAFF

Andrew Atwal Melissa Bader Derek Bartos Brett Beyeler Cassandra Brockmoller Rob Buckingham Randy Dockendorf Jeannine Economy Jeremy Hoeck Nathan Johnson Muriel Pratt Sheldon Reed Noelle Schlechter

Writer's Block **Remembering A Wonderful Mentor**

James D.

CIMBUREK

BY JAMES D. CIMBUREK

james.cimburek@yankton.net

For those of you who hadn't heard or skipped over the obituary page this morning, Yankton great Howard "Hod" Nielsen passed away on Wednesday at the age of 92.

As I was combing through the archives on the Press & Dakotan website, looking for a few old columns to share, I came across a piece he wrote just over 10 years ago, titled Bypassed Opportunities Come Back As Regrets." In the piece, he talked about getting a call from an old friend, Bill Treadway, who had invited Hod to join him and a couple other friends at his cabin in the Black Hills. Hod declined, as the invite was for the next day and he didn't feel he could make that kind of trip on such short notice.

The column came out after the last of the four, University of South Dakota legend Dan Lennon, had passed away.

"With Dan's death, all of them are gone now, but all are remembered with smiles and gratitude for the worthwhile contributions that they made in their time on this earth.'

That's how I was feeling on Wednesday.

Hod lived in Yankton until his passing, spending his last couple of years in assisted living. Yet our paths crossed with lessening regularity over the years, mostly because of my inability to "make the time" for a visit.

And that is my regret.

Hod was a mentor for much of my first 15 years in the newspaper business, and much of the philosophy I have tried to develop in my young staff is based on his

teachings. When he was still a regular in our downtown office, he was a source of guidance for my evenyounger reporters.

He also had a connection with the athletes he covered. Upon Hod's retirement in 2007, former Yankton and USD athlete Frank Leibfarth told how Hod would make the trek down to field level at the DakotaDome to say "hi" before each game.

His legacy was not one of telling us how great he was — as so many "journalists" of this generation are apt to do — but to tell us how great those people he covered were.

"He's never been one to make himself the star, unlike some of our colleagues at a few bigger papers, opting to make the young men and women we cover the stars, as they should be," I said in my farewell column to Hod in 2007. "While many read Hod's column - and will hopefully read mine — the point of his columns were not to draw attention to himself, just to tell great stories. His game

well.'

the words, "Who knows, maybe it isn't too late. I can just imagine that Bill's home in heaven is a lot like his special place that he and his loving wife, Hanky, enjoyed together at Lake Pactola, and where Deke, Ken, and Bill are now enjoying an exalted reunion of good friends in Paradise.

Now Hod can join them and his wife there. Thank you, Hod, for the legacy you left us.

You can follow James D. Cimburek on Twitter at twitter.com/aceman904

YOUR LETTERS

Needing Sporting Goods

EDITOR'S NOTE: When this was published in Wednesday's Press & Dakotan, the author's phone number was inadvertently omitted. We are re-printing the letter with the number.

Fran Johnson, Yankton

Attention Yankton and surrounding areas: It's that time of year again. It's time to clean out the attic-garage-storage sheds, etc., of used sporting goods. Items that are outgrown — no longer used or just not wanted anymore. Please give me a call at 668-0715 for free pickup and help out a needy young person.

Program Participants

South Dakota American Legion Boys State and South **Dakota American Legion Auxiliary Girls State**

The South Dakota American Legion Boys State and South Dakota American Legion Auxiliary Girls State participates in the Special Milk Program for summer camps and has an open admission policy. The same meals will be made available to all enrolled children at no separate charge. This agency is an equal opportunity provider.

WRITE US

Letters, Yankton Press & Dakotan, 319 Walnut, Yankton, SD 57078

Wichita State	%
Syracuse	%
TÓTAL VOTES CAST	18

The Press & Dakotan Internet poll is not a scientific survey and reflects the opinions only of those who choose to participate. The results should not be construed as an accurate representation or scientific measurement of public opinion.

CURRENT OUESTION:

Do you think Catholic priests should be allowed to marry?

To vote in the Press & Dakotan's Internet poll, log on to our website at www.yankton.net.

Cincinnati.

connecting for a solo shot in a 10-9 loss to

started removing the first of more than 400

girls from a compound built by a polygamist

sect. Lisa Montgomery was sentenced to

death in Kansas City, Mo., for killing Bobbie

Jo Stinnett, a mother-to-be, and cutting the surviving baby from her womb. Pirates

seized the French luxury yacht Le Ponant

and its 30 crew members off the coast of So-

malia. (The crew was released a week later;

six alleged pirates ended up being captured.)

candidate Mitt Romney unleashed a strong

attack on President Barack Obama's truth-

fulness, accusing him of running a "hide-and-

seek" re-election campaign in an address to

newspaper editors and publishers. A federal

judge sentenced five former New Orleans

police officers to prison for the deadly shoot-

ings on a bridge in the chaotic days following

Today's Birthdays: Actress Elizabeth Wilson is 92. Author-poet Maya Angelou is

85. Former Sen. Richard Lugar, R-Ind., is 81.

Recording executive Clive Davis is 81. Band-

leader Hugh Masekela is 74. Author Kitty Kel-

ley is 71. Actor Craig T. Nelson is 69. Actor

Walter Charles is 68. Actress Christine Lahti

is 63. Country singer Steve Gatlin (The Gatlin

Brothers) is 62. Actress Mary-Margaret Humes is 59. Writer-producer David E. Kelley

is 57. Actor Phil Morris is 54. Actress Lorraine

Toussaint is 53. Actor Hugo Weaving is 53.

Rock musician Craig Adams (The Cult) is 51.

Actor David Cross is 49. Actor Robert

Downey Jr. is 48. Actress Nancy McKeon is

47. Actor Barry Pepper is 43. Country singer

Clay Davidson is 42. Rock singer Josh Todd (Buckcherry) is 42. Singer Jill Scott is 41.

Rock musician Magnus Sveningsson (The

Cardigans) is 41. Magician David Blaine is

40. Singer Kelly Price is 40. Rhythm-and-blues singer Andre Dalyrimple (Soul For

Real) is 39. Actor James Roday is 37. Ac-

tress Natasha Lyonne is 34. Actor Eric Andre

is 30. Actress Amanda Righetti is 30. Actress Jamie Lynn Spears is 22. Pop singer Austin

Thought for Today: "Yes, if you want to say that I was a drum major, say that I was a drum major for justice; say that I was a drum

major for peace; I was a drum major for right-

eousness. And all of the other shallow things

will not matter." — Martin Luther King Jr.

Mahone is 17

(1929-1968).

Hurricane Katrina.

One year ago: Republican presidential

Five years ago: Texas authorities

TODAY IN HISTORY

By The Associated Press

Today is Thursday, April 4, the 94th day of 2013. There are 271 days left in the year.

Today's Highlight in History: On April 4, 1968, civil rights leader Martin Luther King Jr., 39, was shot to death as he stood on a balcony of the Lorraine Motel in Memphis, Tenn. (James Earl Ray later pleaded guilty to assassinating King, then spent the rest of his life claiming he'd been the victim of a setup.)

On this date: In 1818, Congress decided the flag of the United States would consist of 13 red and white stripes and 20 stars, with a new star to be added for every new state of

the Union. In 1841, President William Henry Harrison succumbed to pneumonia one month after his inaugural, becoming the first U.S. chief executive to die in office.

In 1850, the city of Los Angeles was incorporated

In 1859, "Dixie" was performed publicly for the first time by Bryant's Minstrels at Mechanics' Hall in New York.

In 1912, China proclaimed a republic in Tibet, a move fiercely opposed by Tibetans. In 1933, the Navy airship USS Akron

crashed in severe weather off the New Jersey coast with the loss of 73 lives.

In 1949, 12 nations, including the United States, signed the North Atlantic Treaty in Washington, D.C. In 1960, Elvis Presley recorded "Are You

Lonesome Tonight?" in Nashville for RCA Victor.

In 1973, the twin towers of New York's World Trade Center were officially dedicated. (The towers were destroyed in the terrorist

attack of Sept. 11, 2001.) In 1975, more than 130 people, most of them children, were killed when a U.S. Air Force transport plane evacuating Vietnamese orphans crash-landed shortly after takeoff from Saigon.

In 1983, the space shuttle Challenger roared into orbit on its maiden voyage. (It was destroyed in the disaster of January 1986.)

In 1988, the Arizona Senate convicted Gov. Evan Mecham of two charges of official misconduct, and removed him from office. (Mecham was the first U.S. governor to be impeached and removed from office in nearly six decades.)

Ten years ago: U.S. forces seized Saddam International Airport outside Baghdad. Sammy Sosa of the Chicago Cubs became the 18th player to hit 500 career homers,

FROM THE BIBLE

We, though many, are one body in Christ, and individually members one of another. Romans 12:5. Portals of Prayer, Concordia Publishing House, St. Louis

Cathy Sudbeck Sally Whiting Brenda Willcuts Jackie Williams

* * *

Published Dailv Monday-Saturday

Periodicals postage paid at Yankton. . South Dakota, under the act of March 3, 1979. Weekly Dakotian established June 6,

1861. Yankton Daily Press and Dakotian established April 26, 1875. Postmaster: Send

address changes to Yankton Daily Press & Dakotan, 319 Walnut, Yankton, SD 57078.

* * *

MEMBERSHIPS

The Yankton Daily Press & Dakotan is a member of the Associated Press, the Inland Daily Press Association and the South Dakota Newspaper Association. The Associated Press is entitled exclusively to use of all the local news printed in this newspaper.

* * *

SUBSCRIPTION RATES*

(Payable in advance)

CARRIER DELIVERY 1-month \$12.09 3 months\$36.27 6 months\$72.53 1-year\$133.09 MOTOR ROUTE (where available) 1 month\$14.51 3 months\$43.53 6 months\$87.05 1 year\$139.14 MAIL IN RETAIL TRADE ZONE 1-month\$16.93 3 months\$50.79 6 months ...\$101.57 1-year\$148.82 MAIL OUTSIDE **RETAIL TRADE ZONE** 1 month\$19.35 3 months\$58.05 6 months ...\$116.09 1-year\$186.33 * Plus applicable sales tax for all rates

features and other stories were driven that way as

That "Bypassed Opportunities" column ended with