



THE PRESS & DAKOTAN

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.

CONTACT US
PHONE: (605) 665-7811
(800) 743-2968
NEWS FAX: (605) 665-1721
ADVERTISING FAX: (605) 665-0288
WEBSITE: www.yankton.net
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 Manager
Kelly Hertz, Editor
James D. Cimburek, Sports Editor
Beth Rye, New Media Manager
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 Hoecck, Nathan Johnson, Muriel Pratt, Sheldon Reed, Noelle Schlechter, Cathy Sudbeck, Sally Whiting, Brenda Willcuts, Jackie Williams

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.

ONLINE OPINION

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

LATEST RESULTS:

Table with 2 columns: Question, Percentage. Includes 'Who do you think will win the NCAA Men's Division I college basketball championship?' with results for Louisville (44%), Michigan (23%), Wichita State (19%), Syracuse (14%), and Total Votes Cast (218).

CURRENT QUESTION:

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.

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.

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



THE PRESS & DAKOTAN PHOTO
The Press & Dakotan's redesigned Website went online Wednesday, and provides many new features and easier navigation.

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.

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 proceeding.

Writer's Block

Remembering A Wonderful Mentor

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.



James D. CIMBUREK

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 even-younger 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 features and other stories were driven that way as well."

That "Bypassed Opportunities" column ended with 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

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

Published Daily 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*

Table with 2 columns: Rate Type, Price. Includes CARRIER DELIVERY (1-month \$12.09, 3 months \$36.27, 6 months \$72.53, 1-year \$133.09), MOTOR ROUTE (where available), MAIL IN RETAIL TRADE ZONE (1-month \$14.51, 3 months \$43.53, 6 months \$87.05, 1-year \$139.14), and 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.