

WWW.ARGUSLEADER.COM
Argus Leader

Monday • Aug. 9, 2004

SIOUX FALLS, SOUTH DAKOTA

50 Cents

TODAY'S BRIEFING

LOCAL & REGION
Brookings, Huron get flights to Omaha

► Mesa Air Group will offer twice-daily flights to Omaha instead of the Twin Cities. Passengers can expect to save \$100 to \$200 per ticket, as well as no more long layovers waiting for connecting flights. **1B**

Ride for MS raises big money

► While the number of riders didn't increase from last year, the amount of money raised to fight multiple sclerosis did. **3B**



SPORTS

Sioux Falls East wins Legion finale

► Post 15 East beat Aberdeen on its home turf. East now heads to the regional tourney in Omaha, where it will meet a team from Wisconsin. **1C**



Big Sky meeting about expansion

► While today's meeting of conference presidents isn't expected to result in any dramatic announcements, it could give SDSU an indication of what its chances are of joining the Division I conference. **1C**

LIFE

Cabbage Patch Kids make a return

► They're back on store shelves. They're cute and pudgy and come with adoption papers. Sound familiar? It should to Generation Xers. That's whom the makers are marketing the dolls to these days. **3D**

BUSINESS

Econofoods building gets new tenant

► The vacant store on Louise Avenue will soon be filled by an outdoor retailer. Sportsman's Warehouse, a Utah-based chain of about 22 stores, will open its first in South Dakota, selling camping, fishing and hunting stuff. **6C**

NATION & WORLD

► **ALAN KEYES:** The conservative commentator who has no ties to Illinois will run in that state for the U.S. Senate. **3A**

TODAY'S WEATHER

HIGH **70°**
 Partly sunny
 Full report, 2A
 LOW **50°**

INDEX 32 pages

Annie's Mail 5D	Lotteries 1B
Business 6C	Movies 2D
Classified E	Nation 3-4A
Comics 5D	Obituaries 4B
Crossword 7E	Opinion 5B
Horoscope 7E	Television 6D
Jumble 4E	World 3-4A



Blogging: A venue to rant, rave and review

Opinionated South Dakotans offer take on all things politics

BY JENNIFER SANDERSON
 jsanders@argusleader.com

Steve Sibson is a conservative with a ponytail.

The Mitchell man knows he's a contradiction. Disillusioned first with the Republicans (Watergate) and then with the Democrats (Clintongate), he joined the Independents briefly before coming full circle.

By day, Sibson is an accountant. Over hurried lunch breaks at home and well into the night, he's Sibby Online—posting anything and everything relating to the body politic on his low-tech Web site.

Unapologetically opinionated, Sibson is determined to

be heard.

He's not alone.

Though there's no research clearinghouse on the number of blogs—short for Web logs—there's also no denying they're a growing segment of dot-coms. Most are online journals or personal pages. Most entries contain hyperlinks, or embedded text that takes the viewer to a related page with a single mouse-click.

This election cycle, political blogs are keying in on public frustrations and hoping to bring their brand of truth to the masses.

"Many people don't take

See **BLOGS**, page 6A



Democratic National Convention blogger Jesse Taylor, 21, (center) of Columbus, Ohio, talks with other bloggers Ezra Klain, 20, of Orange County, Calif., (left) and Zoe VanderWolk, 20, on July 26 in Boston.

INSIDE

► **SOUTH DAKOTA BLOGGERS:** Meet people with a big interest in South Dakota politics, **5A**



Web logs raise more money for politicians

BY MIKE MADDEN
 Argus Leader Washington Bureau

WASHINGTON—Forget direct mail solicitations and pleas made in person or on television. Savvy politicians trying to raise campaign money today are turning to the Internet.

But there's a particular slice of the Web that helps candidates raise money quickly and cheaply. From Senate Democratic leader Tom Daschle and his Republican opponent to congressional candidates in Kentucky, Colorado, Washington and Texas, more candidates have been turning to political Web logs, or blogs, to boost their campaign coffers.

Rep. Ben Chandler, D-Ky., put up some of the first blog ads soliciting contributions during his campaign for an open House seat in January. Since then, political consultants who specialize in fund raising and online campaigning say blog ads have become an important new tool in the

See **MONEY**, page 5A

IT'S RALLY TIME



Main Street in Sturgis is packed Saturday as dusk falls on the 64th Annual Sturgis Motorcycle Rally. Though the rally officially started Sunday, many bikers began arriving last Monday.

Vendors cater to rebellious side

BY MONICA LABELLE
 mlabelle@argusleader.com

South Dakota's largest party has grown to life in true biker style—by pushing the boundaries.

The 64th Annual Sturgis Motorcycle Rally officially began on Sunday, but bikers from across the nation began arriving on Aug. 2, three days earlier than their 2003 arrival, said Lisa Weyer, director of the rally.

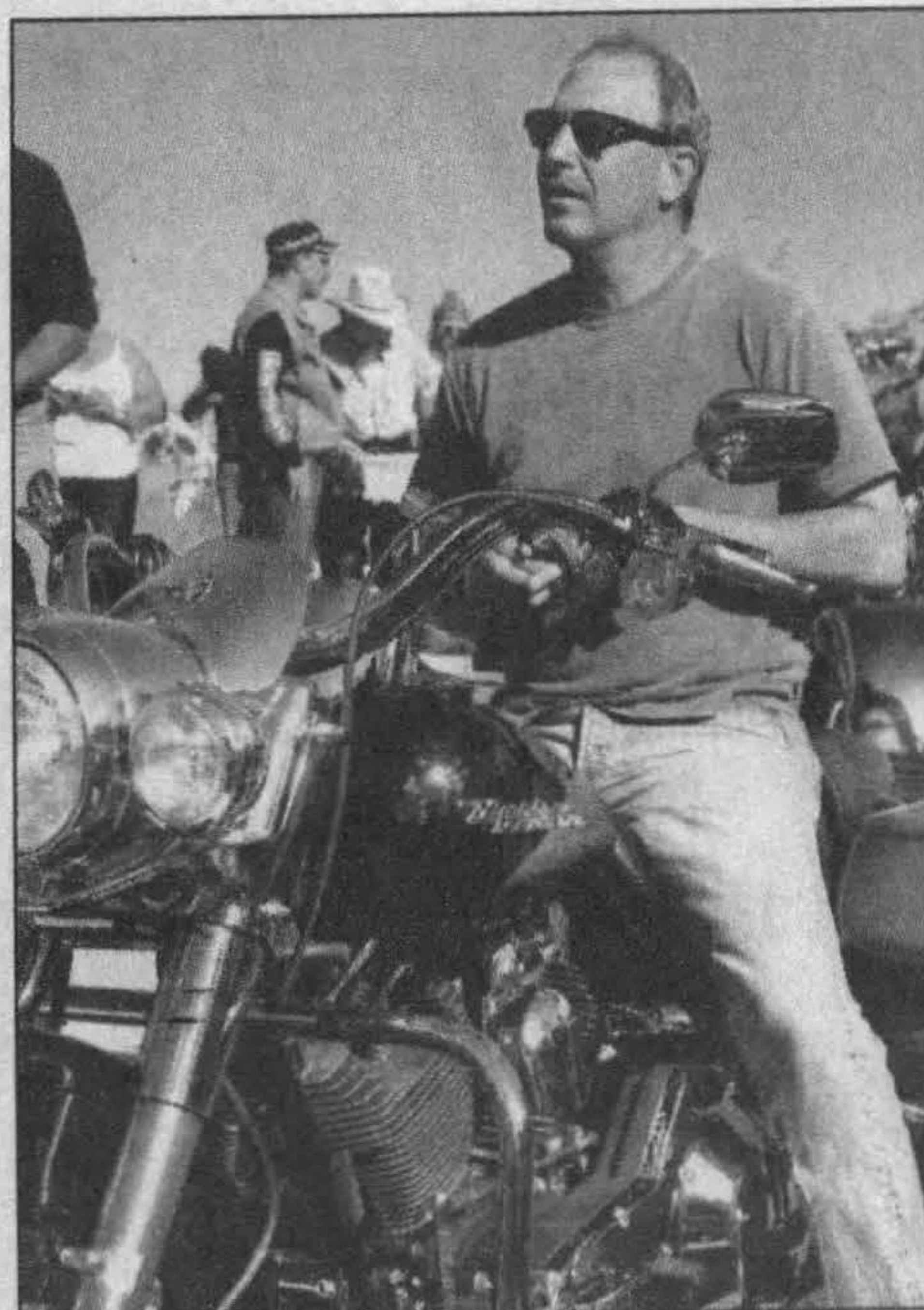
Two-wheeled behemoths cruised over sidewalks for a position on Lazelle Street on Sunday morning and packed the main drag to a standstill in the late afternoon. *Sturgis Rally News* anticipates more than 400,000 people, though as of Sunday, Weyer had no

official count.

No matter the count, it's a vendor's paradise. Gawkers filled sidewalks in awe of gleaming chrome, glossy rides and corn dogs. A line snaked out the door of a Sturgis sandwich shop at noon on Sunday. The city's finance office reported 804 vendor licenses had been issued. Last year, 848 were issued, from which \$14.8 million was made in taxable sales.

But Sturgis's draw still lies in its rebellious image, said Bob Nugent, who rode his Harley-Davidson to Sturgis from San Diego. "Everybody wants to be a bad boy. It's like Halloween."

See **STURGIS**, page 6A



Actor Kevin Costner sits on a Harley-Davidson after leading 200 bikers on a benefit ride to the Tatanka site Sunday in Deadwood.

► **ONLINE:** Photo galleries of the 2004 Sturgis Bike Rally

Death penalty returns for Iraqis

Leader threatens al-Sadr's men

BY JACKIE SPINNER
 The Washington Post

BAGHDAD—Iraq's interim prime minister, Ayad Allawi, made a surprise visit to the battle-scarred holy city of Najaf on Sunday and threatened to forcibly remove armed fighters if they did not leave voluntarily, a defiant stand against Shiite Muslim cleric Muqtada al-Sadr and his followers.

Allawi did not specifically mention al-Sadr or his fighters, the Mahdi Army, but said he would not negotiate with any militia.

The Mahdi Army has battled U.S. and Iraqi forces in intense clashes for four days.

"We hope this thing ends as soon as possible," Allawi said. "The gunmen should leave the city and holy shrine quickly, lay down their weapons and return to the rule of order and law, and if not, they will be out by force."

The interim government also announced Sunday that it would reinstate the death penalty, which had been banned under the U.S.-led occupation, as part of an effort to quell the ongoing insurgency.

The death penalty will apply only in cases of murder, rape, armed attacks against police and government authorities, and traf-

INSIDE

► **AL-QAIDA FANS:** Mini-groups of terrorists have sprung up all over the world to spread fear. **4A**

ficking in weapons and drugs, officials said.

Meanwhile, the interim government also Sunday issued arrest warrants on murder charges against Salem Chalabi, head of the country's special tribunal, and on counterfeiting charges against former Governing Council member Ahmad Chalabi, adding to the country's political turmoil.

Ahmad Chalabi, a longtime opposition leader, was a Pentagon favorite in the years leading up to the Iraq war but fell out of favor this spring over allegations that his political faction gave flawed intelligence to U.S. agents and leaked U.S. secrets to Iran.

Ahmad Chalabi and Allawi have clashed as political rivals over issues such as Allawi's moves to partially reverse the country's "de-Baathification" process.

Ahmad Chalabi had been recognized by President Bush at his most recent State of the Union speech.



Ayad Allawi

Technology may bring back history's sounds

BY GLENDA CHUI
 Knight Ridder

SAN JOSE, Calif.—No one has heard Thomas Edison's first recordings since they were made on fragile scraps of tinfoil. No one has heard Queen Victoria's voice since she died. And no one listening to the only known recording of President John F. Kennedy's assassination has been able to say just how many shots were fired.

Now physicists at Lawrence Berkeley National Laboratory may have a way to rescue those sounds from the deterioration of the years, allowing history to be heard as never before.

It could also offer a way to quickly restore and digitize millions of old recordings—from Dixieland jazz to field

recordings of folk music and radio newscasts from World War II—making them widely available for the first time.

The researchers make microscopic images of the grooves that etch the sound into a wax cylinder or phonograph record. Then a computer turns the wiggles, bumps and ridges into a digital soundtrack, subtracting the scratches and hisses.

The technology was developed to capture the fleeting tracks of quarks and other particles in giant accelerators. It is the brainchild of Carl Haber and Vitaliy Fadeyev, physicists at Lawrence Berkeley.

Four years ago, they heard a report on National Public

See **SOUNDS**, page 5A

Blogs: News interpretation through political slant

Continued from 1A

into account how influential bloggers are," said Carol Darr, director of the Institute for Politics, Democracy and the Internet at George Washington University. "Blogs are getting an increasing readership. People who are going to those blogs are real political junkies who can then reach everybody else."

Mainstream newspapers, including the Argus Leader, have started their own blogs.

Top national blogs record daily hits in the tens – even hundreds – of thousands. Among the heavies are The Daily Dish, Talking Points Memo, Instapundit and Daily Kos.

At home in South Dakota, where Democrat Tom Daschle faces Republican challenger John Thune to keep his seat in the Senate, some bloggers think they can have a very real effect. They take on issues, media and campaigns. Most, however, say less about the candidates than they do about how the news portrays those hopefuls.

Many think such study is long overdue, considering the public's ideas are formed in large part by a mainstream media they say is almost uniformly liberal. Others think there's danger in abandoning one for the other.

"Links are the key," said Sibson, who founded his blog as an extension of his letter-writing to area newspapers. "If you don't like my bias, follow the link. If I'm going to talk badly about somebody, I'm going to show what he's doing. More links eliminate the partisanship."

Or at least counter it with an equal and opposite response. Blogs typically represent the opinions of one person or a small group of people, with no editing beyond the writer's own. That

while makes traditional journalists skeptical about the results and ironically mirrors a newsroom symptom that many bloggers rail against.

"We have so few people reporting on politics in South Dakota, and it's a problem with resources," said Jon Lauck, a Sioux Falls blogger and history professor at South Dakota State University. "There's so much discretion in the hands of a few about what makes it into the news."

While individual blogs might tread the party tightrope, bloggers say their contributions are better measured by the marketplace of ideas they bring to readers. Their authors say blogs have the power to reshape how people receive and analyze news.

"A blog to a political junkie is like a fly fisherman tying his own ties. It's a very personal thing," said Custer native Ryne McClaren, who blogs from his home in Chadron, Neb.

His blog's postings reflect a grounded sense of humor and the occasional thought that it might be unhealthy to care so much. An ongoing series of postings is titled "Things You Should Be Doing Instead Of Blogging." While he speculates there will be some disoriented, "Now what?" head-scratching come Nov. 3, he also admits to bouts of blogxhaustion.

"I'm sure journalists get the same feeling sometimes, this self-doubt of, 'My God, what am I doing? Why am I worrying about this?'" he said.

Blogging is a contact sport, and he said those who post comments "should be ready to be challenged. They should be ready to be inundated with e-mails every time they say something stupid. ... I think it's great that a lot of these blogs have such a naked ambition."

But are they also credible?

Degree of objectivity

Some bloggers post their names on bio pages, while others fiercely guard their alter egos. Though critical of media bias, few hide their own prejudice. Visitors quickly will see where their sympathies lie, they say, so there's no need to disclose them or make a false show of objectivity.

"Blogs are not and should not ever be considered journalism," said blogger Tim Gebhart, a Sioux Falls lawyer and former political reporter. "If they are, they're the 'journalism' that appears in the op-ed pages. I'm not going out and interviewing people and trying to get both sides. You have to know that what is said there is solely and entirely my opinion."

Lauck disagrees, as do McClaren and others belonging to the Dakota Blog Alliance. Its members, all conservative bloggers, will host a conference on politics and the media Saturday at Augustana College. Using Site-Meter software, DBA members track 500 to 1,500 hits apiece each day.

"The thing that newspapers aren't going to point about themselves is that they're used to being the final word on matters, and they aren't any more," said Mark Haugen, who uses a blog format for the online version of his independent newspaper, The Bird. Previously owner of the Tea-Harrisburg Champion, he's a former Argus Leader sportswriter who freelances for area publications including the Sioux Falls Business Journal, another Argus Leader company.

"You can get your paper and then go to the blogs to see what else people are saying," Haugen said. "It's continual news, not this idea that the news is done until I get the paper again tomorrow."

Blogs run by campaigns often are seen as less pure, so some can-

didates buy space on independent pages. There can be other ties, too. Lauck dissects "Daschle v. Thune" on his blog without mentioning he's a paid consultant for Thune's campaign.

Gebhart hasn't attached himself to a race in decades, but his job at a local law firm did make some topics off-limits. His group represented former Gov. Bill Janklow in a criminal trial after Janklow ran a stop sign, striking and killing motorcyclist Randy Scott.

Not impartial

The rules for mainstream writers don't apply to bloggers, Lauck said, because they don't portray themselves as impartial conduits. "I'm for Thune," he said. "That's pretty clear."

McClaren expresses a similar sentiment: "As far as ethics, it's the Internet. When people load up my site and see the Bush/Cheney campaign buttons, I would expect readers to exercise some common sense and say, 'This guy is a partisan, and he has an opinion.'"

Lauck and Jason Van Beek, the latter widely credited with starting the South Dakota blogging craze, think such disclosures are important only if they affect coverage. Both men's blogs accuse the Argus Leader of selectively reporting negative stories about Thune and ignoring news that makes Daschle look less favorable. They contend personal relationships and a liberal slant on the editing desk color the Argus Leader's articles.

The newspaper's leadership has dismissed those charges as unfounded.

Van Beek, who has called Vermillion home for a decade, said the connections don't matter "if the story's being covered and all the facts are coming out."

"I think it comes back to preconceived ideas," he said. "If you

hear something about Thune or someone else that doesn't fit into your world view about how Republicans think and act, you have to try to make it fit."

Van Beek and Quentin Riggins, another DBA member in Vermillion, allow that bias, where it exists, is less conspiracy than it is a byproduct of humanity.

"When people are passionate about something, it's hard to separate it," Riggins said. "Hints of beliefs creep in."

Sibson doesn't want impersonal, uninvolved reporting. "You want passionate people on both sides," he said. "If you're passionate, you're off the fence. It's hard to be balanced. I talk instead about being fair."

Effect on campaigns

The Democratic National Convention capitalized on the trend by granting press credentials to more than 30 bloggers. Republicans have said they'll OK as many as 20 bloggers at their gathering in New York at the end of the month. Bloggers say it's a sign of the times, though they might disagree on what, exactly, it signals. Are parties welcoming bloggers as respected journalists or as a way to guarantee the right spin will be hammered out across the blogosphere?

"Most of the bloggers at the DNC were pro-Democrat, but not all," Lauck said. "There's so many blogs out there that if they sensed something was up, they'd blow the whistle."

Still, he wishes more bloggers would've been welcomed to the Democratic gathering. The lament circles back to the information monopoly issue, a popular theme in a sparsely populated state.

"Blogs are revolutionizing political journalism," Lauck said. "People are smart enough to

absorb all kinds of information from all kinds of sources. ... I can't think of a bigger event in the past few decades, if you're talking about the kinds of changes possible."

Gebhart thinks the effects will be more compartmentalized. "If blogs are going to have an impact, it's to the extent that they are read by and therefore may influence what those in the mainstream media report," he said.

Sibson, who calls blogging "a grassroots movement in cyberspace," thinks there's more to it.

So does Peter Curtis, a progressive blogger from Rapid City. He recounts the Internet fund-raising success of former presidential candidate Howard Dean, whose campaign set up in-person gatherings through www.meetup.com.

"We can transform the blogging community from being a news source into something more powerful – a resource for activism," Curtis said. "People can get informed by that news and then learn how to do something about it."

Ultimately, readers must judge what they'll accept and what they'll reject. The technology is new, but the warning is not: buyer beware.

"A number of years ago, I bought a book called 'Kooks.' It's a collection from a person who had the foresight to gather together all the stories from these wackos who stand on the street, handing out their mimeographed papers," Gebhart said. "I'm kind of like those guys, passing out my own tracts. Whether you end up on my street corner just depends on which Web sites, which neighborhoods, you hang out in."

Knight Ridder/Tribune Information Services contributed to this report. Reach reporter Jennifer Sanderson at 575-3629.

Sturgis: Costner leads ride

Continued from 1A

All the striving for individuality, though, creates bikes that are increasingly becoming the same, Nugent says. "They're stamping them out of a cookie cutter," he said.

As for the tough-looking rear fat tires? "That's gettin' old. That's gettin' passé," he said.

But there's still head-turning styles at Sturgis. Leather chaps worn sans pants have been spotted on Lazelle Street. Bike wheels laden with playing cards and a cycle with detailed paintings of Yoko Ono and Jimi Hendrix are on display. Say the magic word, and the design that dreams are made of may be air-brushed onto a helmet or bike.

"These are people wanting to get away," said Chaz Cooney, a salesman at Real World Power, which sells cylinders and pistons for Harley-Davidsons. "People need some escape. Some way to be different."

And after investing on average \$6,000 for a macho fat rear tire, bikes become babies as well as escapes. Cooney says bikers are likely to be courteous drivers on the clogged roads of the Black Hills because they've invested so much time and money that they can't afford to lose their vehicle. "You're not talking about their Harley. You're talking about their kid," he said.

But for actor Kevin Costner, the type of bike he rode at his Sunday afternoon charity rally was a minor detail. "It's a really black, big shiny Harley," the actor said.

"There's some details that I just don't care about."

Costner then led 200 motorcyclists on a ride from the Community Events Center in Sturgis to Tatanka, north of Deadwood, in an effort to raise money for college scholarships for Black Hills State University and Tatanka: Story of the Bison, a center he created to raise awareness of the relationship between Native Americans and buffalo. Each participant paid \$125.

"The idea that we're raising money for someone to go to college feels kind of good," Costner said.

Leather-clad bikers lined up before the ride to get their picture taken with Costner, who wore light-colored jeans and a green shirt as he affably signed autographs. His celebrity appearance is one of many this week, with The Beach Boys, B.B. King and Kid Rock scheduled to perform.

Christopher Coppola of Los Angeles came to Sturgis for the first time to join Costner's ride and raise awareness of Native American culture.

"The world right now ... there's so much destruction," he said. "Native American culture teaches you harmony with your surroundings. We can learn a lot from Native American culture."

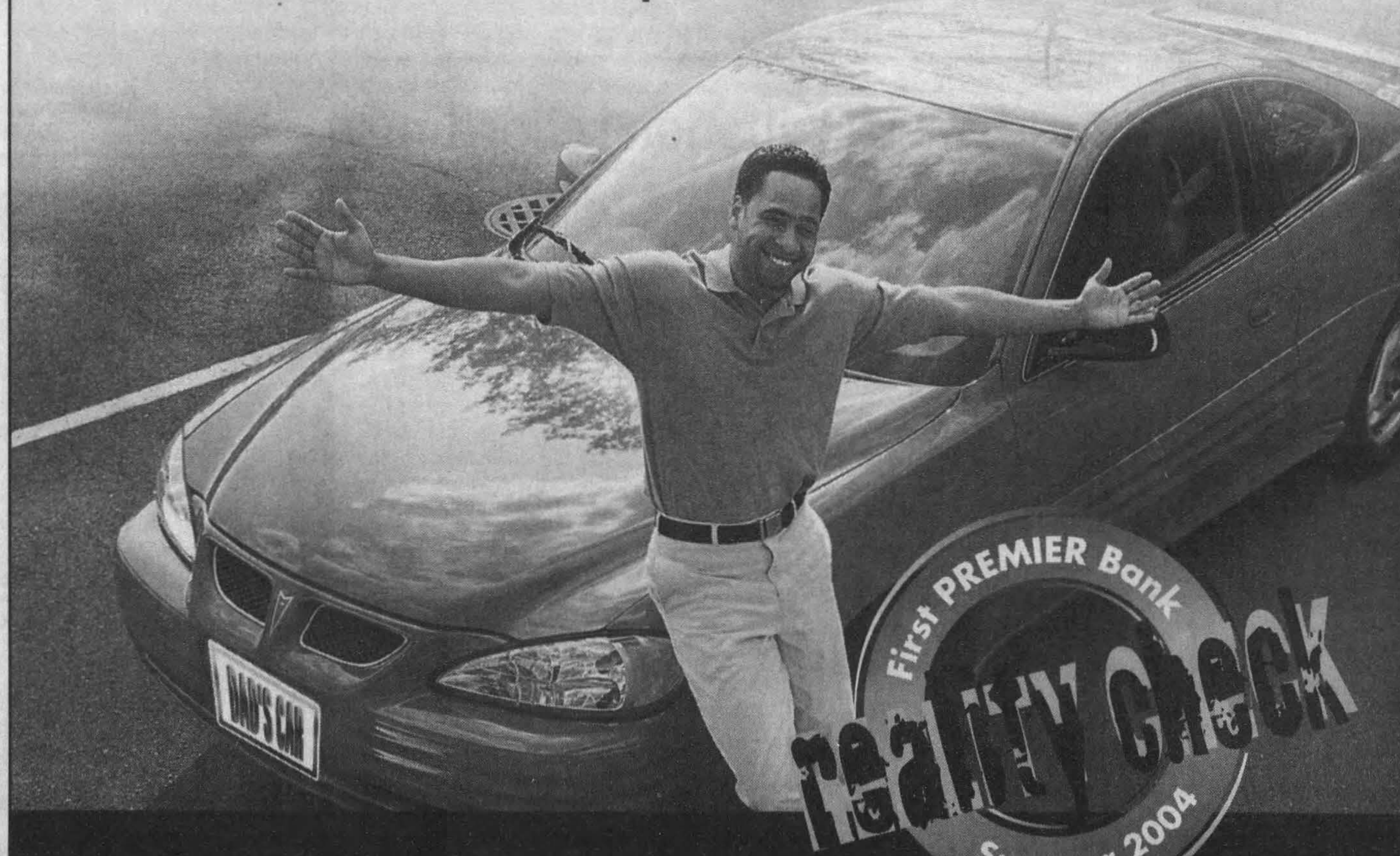
Coppola was drawn to motorcycles six years ago after his brother introduced him to the thrill of the ride. Now "Zen moments" and camaraderie of bikers kept him riding.

With hundreds of thousands of bikers sharing the winding roads of the Black Hills this week, camaraderie won't be hard to come by.

Your son borrowed the car to go to a game.
Your daughter borrowed it to see a movie.
Your other son . . . well, let's just say he's not very good at returning things.

You need a reality check.

Get the keys to your freedom back for under \$196 a month.



With a First PREMIER Bank Reality Check you can afford the things you want or need now . . . like a family vacation. Simply visit with a First PREMIER Banker. With today's low rates we'll put together a loan that fits your life and budget. Plus, new and existing First PREMIER Bank checking customers enjoy a 1/2% interest rate reduction. We'll even give you an answer in 30 minutes so you can go back to enjoying life.

First PREMIER Bank
Member FDIC

It's the little things that matter.

www.firstpremier.com

*Monthly payment is based upon the following example: A personal installment loan of \$10,000 for 60 months on a 1999 or newer vehicle with an interest rate of 5.95% and a corresponding ANNUAL PERCENTAGE RATE (APR) of 6.38% as of June 29, 2004. The interest rate is 1/2% higher without a First PREMIER Bank checking account. A one-time loan fee of \$105 will be added to your loan or can be paid in cash. The interest rate and APR are based upon factors such as your credit score, term of the loan, age of the vehicle, and whether you have a First PREMIER Bank checking account, thus your APR and monthly payment may be different. Down payment requirements vary. Please call a First PREMIER Bank Personal Banker for more information or other loan options.

Senior Blue...
the right choice for South Dakotans 65 or over!

PRINS INSURANCE, INC.
5517 N. Cliff Ave.
Sioux Falls, SD
605-332-5300
www.prinsinsurance.com

Wellmark Blue Cross and Blue Shield of South Dakota is an Independent Licensee of the Blue Cross and Blue Shield Association. © 2001 Wellmark, Inc.

LENNOX® REBATE
Limited supply of rebates on Signature Series equipment \$300
Elite Series equipment \$150
Ends August 30th or sooner

TESSIER'S INC.
Mechanical Contractors
700 W. Cherokee Ave. • Sioux Falls, SD • (605) 336-3175

CLINIC APPOINTMENTS That Fit Your Lifestyle

Appointments in family medicine starting at 7:30 a.m. and over the lunch hour on Tuesdays and Fridays.



University of South Dakota Physicians

We Practice What We Teach.

To schedule an appointment, please call 782-2000 or 1-877-938-3224 • 1310 W. 22nd Street, Sioux Falls, SD

Meet the bloggers

Below is a look at some of the bloggers most concerned with writing on South Dakota politics. Several listed here have joined to form the Dakota Blog Alliance, which will host a free, public conference Saturday in Sioux Falls. "A New Populism? Blogs, Politics, and the Media in South Dakota" will run from 9:30 a.m.-5 p.m. in Room 201 of the Madsen Center on the Augustana College campus.

John Hinderaker, a Watertown native and Harvard Law School graduate, will present the keynote address, "The Rise of Blogs and Their Impact on the Media and Politics," at 1:30 p.m. Hinderaker is a lawyer with the Minneapolis law firm Faegre & Benson and a fellow with the California-based Claremont Institute for the Study of Statesmanship and Political Philosophy. He posts under the name "Hindrocket" at www.powerlineblog.com.

Peter Curtis, Rapid City
WHO: A third-year college student at Hampshire College in Amherst, Mass., studying production and analysis of non-fiction media, particularly TV.
BLOG: South Dakotans for a Sound Society. Link at <http://southdakotans.blogspot.com>.

PARTY: Registered Democrat. Volunteered for a few days on Sen. Tom Daschle's campaign. Considers himself more a progressive than a Democrat.

BACKGROUND: Former managing editor of Hampshire's student-run newspaper, *The Climax*. Founder of Rapid City's own Food Not Bombs, an organization that serves and advocates for the city's homeless.

Tim Gebhart, Sioux Falls
WHO: A lawyer at Davenport, Evans, Hurwitz & Smith.
BLOG: A Progressive on the Prairie, "Thoughts while vastly outnumbered in the Northern Great Plains." Link at <http://prairieprogressive.blogspot.com>.

PARTY: Registered Democrat. Has not worked or volunteered for any campaign in decades. Contributions to federal elections total less than \$500 in the past five years.

BACKGROUND: Undergrad in political science. Covered politics 1980-1983 before law school, working for United Press International and the *Rapid City Journal*.

Mark Haugen, Valley Springs
WHO: A writer who works as a columnist for the *Tea-Harrisburg Champion* and a freelance writer for area publications including the *Sioux Falls Business Journal*, owned by the *Argus Leader*.
BLOG: The Bird, actually more a companion Web site to the independent newspaper of the same name, published out of Rapid City. Link at <http://the-bird.typepad.com>.

bird.typepad.com.

PARTY: Registered Republican. Has never made a contribution, been paid by or volunteered for a political campaign.

BACKGROUND: Undergraduate in journalism and English from Augustana College. Former jobs include owner and editor of the *Champion*, recently sold to the *Argus Leader*; editor of the *Tri-State Neighbor*; sports information director at Augustana; and reporter at the *Argus Leader*. "Adopted by" the Dakota Blog Alliance, as *The Bird* dedicates a printed page to blogging and its site will link to SDBA pages soon.

Jon Lauck, Sioux Falls
WHO: An associate professor of history at South Dakota State University.

BLOG: Daschle v. Thune, "Analyzing the biggest Senate race in the U.S.A." Link at <http://daschlevthune.typepad.com>.

PARTY: Registered Republican. Worked in Iowa on Bob Dole's 1996 presidential campaign and as a legal consultant for John Thune's 2002 Senate race. Is a paid consultant for Thune's current Senate bid and a board member of the Minnehaha County Republicans.

BACKGROUND: Undergrad degree from SDSU, with master's and doctoral degrees in history from the University of Iowa. Also holds a law degree from the University of Minnesota and practiced previously with Gebhart's Sioux Falls firm. Author of "American Agriculture and the Problem of Monopoly" and a member of the Dakota Blog Alliance.

Ryne McClaren, Chadron, Neb.
WHO: A Dawes County employee, he's a deputy for a district court clerk.

BLOG: Ryne McClaren: A Weblog, "I have a tendency to wear my mind on my sleeve." Link at <http://rynemcc Lauren.typepad.com/blog>.

PARTY: Registered Republican. Has volunteered for campaigns on the local level. Has never contributed money to a campaign.

BACKGROUND: Born and raised in Custer, he calls himself the "blogger-in-exile" member of the Dakota Blog Alliance. Undergraduate degree in justice studies, with a minor in criminal justice, from Chadron State College. Says he "did a lot of experimenting in college, mostly with class schedules." DBA member.

Quentin Riggins, Vermillion
WHO: A second-year law student at the University of South Dakota.

BLOG: Quentin Riggins Blog. Link at http://election2004.typepad.com/quentin_riggins_blog online.

PARTY: Registered Republican.

can. Active in College Republicans while attending Northern State University and has volunteered for Republican candidates' campaigns.

BACKGROUND: Undergraduate in speech communications with a political science double-major from NSU. Former opinion columnist for NSU's student-run newspaper, the *Exponent*. DBA member.

Jennifer Sanderson, Sioux Falls
WHO: A reporter covering South Dakota politics for the *Argus Leader*.

BLOG: None. But she thought this only fair. Link to articles at www.argusleader.com.

PARTY: Registered Democrat. Has never volunteered, worked for, contributed to or been paid by a political campaign. Votes.

BACKGROUND: Undergraduate degree in mass communications with an English double-major from USD. Has worked for the *Argus Leader* since August 1999 and before that spent a summer at the *Rapid City Journal*. Training grounds include USD's student-run newspaper, the *Volante*, and the Poynter Institute for Media Studies, where she was granted a writing fellowship. Knows Jason Van Beek (see below) from college days at USD.

Steve Sibson, Mitchell
WHO: An accountant who's a division controller for Toshiba America.

BLOG: Sibby Online, "In search of the truth." Link at <http://sibbyonline.blogspot.com>.

PARTY: Registered Democrat in 1974 but became a Reagan Democrat and left the party altogether in 1999 to vote as an Independent. Volunteered during Thune's Senate race in 2002 and that November, registered Republican.

BACKGROUND: Undergraduate degree and master's degree in accounting from USD. Strong interest in gun-control issues and their effects in the political arena. SDBA member.

Jason Van Beek, Vermillion
WHO: A third-year law student at USD who just took the bar exam.

BLOG: South Dakota Politics, "Because all politics is local." Link at <http://southdakotapolitics.blogspot.com> online.

PARTY: Registered Republican.

BACKGROUND: Undergraduate degrees in history and psychology and a master's in public administration. Previously a legislative intern for the U.S. Senate Republican Policy Committee and a legal intern for the South Dakota Office of the Attorney General. Member of the SDBA.

Money: Cheap ads for loyal audience

Continued from 1A

race for money.

"We made back our investment within the first hour of putting them up," said Dan Pfeiffer, a strategist for Daschle's campaign. The South Dakota Democrat ran ads on several blogs targeted to liberal readers earlier in the spring and summer featuring Daschle and Sen. John Kerry, the Democratic presidential nominee. Former Rep. John Thune, Daschle's opponent, also ran blog ads last spring, featuring his campaign logo and a link to his fund-raising Web page.

More Democratic candidates than Republicans are using blogs to raise money, in part because Republicans have long had a well-developed direct mail network they can use to solicit contributions. For Democrats, Internet fund raising opened the door to a whole new pool of small donations.

But for candidates of any political stripe, blogs offer two advantages.

These Web sites come with a built-in niche audience, so campaign fund-raisers know they'll probably find readers who are politically active and sympathetic to their candidates' positions, said Phil Tajitsu Nash, a Democratic online campaign strategist.

And as a relatively new medium that reaches far fewer people than television, blogs don't charge much to advertise. A large ad at the top of Daily Kos, which attracts more than 100,000 mostly liberal and progressive readers every day, costs only \$800 for a week, according to a price chart on Blogads.com, which manages ad transactions for most popular blogs of any political persuasion.

By comparison, TV ads can run

MORE ONLINE

► **WWW.DAILYKOS.COM:** A blogging site popular with Democrats.

► **WWW.INSTAPUNDIT.COM:** Popular site for conservative commentary and analysis.

credentials, letting them file up-to-the-minute reports from their seventh-floor roost in the Fleet Center. The Democratic Congressional Campaign Committee even threw a party during the week for bloggers, many who have indirectly helped House candidates raise hundreds of thousands of dollars.

Political strategists and bloggers say candidates can't expect ads to bring in cash if they don't appeal to readers. Campaigns need to make online activists feel the candidates appreciate their help.

"It's not an ATM," Pfeiffer said. So campaigns tend to take more risks with blog ads than in their television commercials or their public statements, playing to the politics of the people reading the site.

In South Dakota, for instance, Daschle's TV ads have shown him walking through cornfields talking about ethanol. On the Internet, his ads feature Thune and President Bush, exhorting readers, "It's up to you to stop them!"

But to bloggers and online fund-raisers, that kind of candor and freshness underscores their appeal.

"What makes the blogs powerful is they are a little off the beaten path, they speak in a more unvarnished way, they will say things that people think but won't put on paper," said Joshua Micah Marshall, a freelance writer who runs the popular liberal blog TalkingPointsMemo.com, which gets about 100,000 readers a day. "All of those things allow them to get access to a lot of very committed people."

Reporter Mike Madden covers Congress for the *Argus Leader*. Reach him at mmadden@gannett.com.

Stop In Or Call MINNWEST Bank Today!

2.3% APY

Special Rate CD 11-month term
\$5,000 minimum opening deposit

MINNWEST BANK
® MINNWEST BANK GROUP

Corner of 57th & Louise, Sioux Falls
www.minnwestbank.com
(605) 362-7070

Annual Percentage Yields, based on interest rate of 2.30% is effective as of 7/22/04 and subject to change without notice. An opening deposit of \$5,000 required to earn APY. Substantial penalty for early withdrawal. Member FDIC.

Sounds: Kennedy assassination recording

Continued from 1A

Radio about the fragile state of old recordings in the Library of Congress. Of the 2.5 million recordings in the library's collection, 1.5 million are on wax cylinders or discs, which are especially vulnerable to damage.

The report got the physicists thinking: What if they could analyze the recordings the same way they track particles, examining

them with a digital video recorder that is guided by a computer?

"You could figure out what shape the groove in a record is, and then analyze it optically instead of playing it," Haber said. "There are damaged and delicate cylinders and discs they just don't want to touch anymore. If you could read them without touching, you might be able to bring them back."

The National Archives has asked Haber and Fadeyev to look

at the possibility of analyzing a Dictaphone belt that is the only known recording of the assassination of President Kennedy. The belt is broken and damaged, and the sound is extremely scratchy, Haber said. Scientists have examined it over the years, but have been unable to agree whether the belt recorded three gunshots or four - crucial information for determining how many gunmen were involved.

GET \$40 for BACK TO SCHOOL Subscription Special

Receive a \$10 gift card from each of these stores.
Lewis HyVee JCPenney Kum & Go

Subscribe to the *Argus Leader* for the school year.
Aug. 30, 2004-May 17, 2005
39 weeks for only \$3.75 per week!
Call 331-2222 or 1(800) 952-0127
Argus Leader
www.argusleader.com

I understand delivery and billing will continue beyond the initial order period unless the *Argus Leader* is notified by calling 605.331.2222. This offer is limited to households with carrier delivery. Higher rates apply for other delivery methods. Offer expires 08/30/2004. Other restrictions may apply. Cancellation penalties apply. Only available to those who have not been a subscriber in the last 30 days. *Appropriate taxes apply.

ORDER YOUR ARGUS-STURGIS COMMEMORATIVE PACKAGE

• 10 Argus Leader Sturgis Wraps
• Harley Bandana
• New 12 Page Sturgis Photo Argus Edition

\$10.99 tax inc.
Includes S & H
One bandana per order. Style may vary.

To order call Heidi Hunter at 1.800.952.0127 ext. 623 or stop by the Argus Leader • 200 S. Minnesota Ave. Sioux Falls
Order online at www.argusleader.com

Argus Leader
www.argusleader.com

PACKAGE SPONSOR
Sidewinder Bar
3613 N. Cliff Ave.
Sioux Falls, SD
605.330.0550
www.sidewinderbar.com
LIVE MUSIC thru Aug. 14

Number of Argus-Sturgis packages _____ @\$10.99 each (includes tax and S & H)
Total Cost _____

Name _____ City _____ State _____
Address _____
Zip _____ Home Phone _____ Email _____

Enclose payment or provide credit card information: Type card _____
Account # _____ Exp. date _____
Authorization Signature _____

Mail to: Argus Leader Sturgis • PO Box 5034 • Sioux Falls, SD 57117-5034