

Schurz COMMUNICATOR

October 2012



Imperial Valley is all shook up

~ Story on page 4

What's on the inside

The **Indiana University School of Informatics and Computing** is collaborating with Schurz Communications on a program to consider real-world digital solutions and opportunities for 21st century media companies. A \$25,000 gift from SCI will provide cash prizes for winning prototypes. **Story on Page 10.**



As the nation honors the sesquicentennial of the **Civil War**, Antietam Cable in Hagerstown, MD, is bringing its subscribers a series that visits historic Civil War sites in the Washington County area in Pre-War through Post-War years. **Story on page 17.**



Dave Elliott, a veteran of 28 years with Schurz Communications, most of it as Human Resources Director for the Hagerstown Herald-Mail, has been named Recruiting Manager for Schurz



Communications. The move is a part of the creation of a corporate Human Resources team. **Story on page 22.**

The prestigious "Gold Pan Award" is made annually by the Anchorage, Alaska Chamber of Commerce to recognize individuals and organizations that make a difference in the community. The 2012 winner is **Dan Newman**, account executive for KTUU-TV who has named "Volunteer of the Year." **Story on page 24.**



Brian Green, Vice President and Director of Sales at the WASK Radio Group in Lafayette, IN, has been selected as a participant in the National Association of Broadcasters Foundation Broadcast Leadership Training Program. **Story on page 25.**



FROM THE EDITOR

Weather figured prominently in the news coverage at several Schurz Communications properties over the last three months.

For most of the Midwest drought conditions left a lasting impression.

In other areas the weather demonstrated its penchant for severity.

Nowhere was this more visible than in the Imperial Valley of California where "Earthquake swarms" struck in late August creating widespread damage.

This weather outbreak, which produced 300 earthquakes in a matter of hours, is the Communicator cover story for October. Details on the earthquakes can be found in the On the Cover section below and on page 4.

Another focus of the ravaging weather was on Anchorage in Alaska.

Windy weather in the nation's northernmost state is nothing out of the ordinary.

But the wind storm that struck on Sept. 4, one of the most violent in Anchorage history, reached 131 miles per hour.

KTUU-TV in Anchorage was ready for the challenge. News coverage leading up to the storm covered all platforms to keep viewers up to date and outlining when and where peak wind gusts were expected.

With the winds downing power lines KTUU-TV reverted to the social media to keep powerless Alaskans informed about the storm's progress. **Story on page 5.**

The third property that had to deal with a severe storm was WDBJ7 in Roanoke, VA.

The station produced market-leading coverage of a major storm that swept through southwest Virginia in late June.

The severity of the storm left thousands of viewers without power and proved a real test of all the station's platforms. WDBJ7's digital products responded to the need and the digital department stayed busy around the clock updating reports and responding to emails.

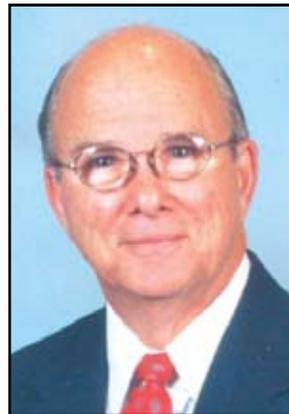
The WDBJ7 core web site received an extra 2,000,000 page views from Friday night through Monday night and mobile numbers were half a million over normal. Complete details are on page 16.

This was another banner period for Schurz properties in their pursuit of prominence in the profession.

The Hagerstown, MD Herald-Mail added to the mounting number of SCI Newspapers of the Year winners. It ran away with the Maryland-Delaware-D.C. award in the 30,000 to 75,000 circulation category by taking 17 first place awards and 15 second place. The Herald-Mail has compiled the impressive record of winning the Newspaper of the Year award 10 times in the last 26 years. **Story on page 28.**

On the broadcast side KWCH-TV in Wichita, Kansas and satellite station KBSH-DT in Hays, compiled the remarkable record of both winning Station Of The Year awards. KWCH-TV won eight firsts, five seconds and an honorable mention. It also won the Tony Jewell Community Service Award to complete the sweep. **Story on page 31.**

--Bill Schrader, Editor



Communicator on the Web

Each issue of the Schurz Communicator is being made available electronically on the SCI web site. Back issues can also be found on the site.

A reduced number of printed copies is being produced. Between 10 and 35 copies are sent to each SCI property and single copies are mailed to retirees.

On the cover

A 5.3 magnitude earthquake is severe enough to do widespread damage. But when it is followed by nearly 300 more quakes of almost equal severity mass destruction is the end result. And that's what happened in the Imperial Valley in southeastern California on Sunday, August 26. It's called an "earthquake swarm" and this one was unusual for the severity of all the quakes. They resulted in extensive damage in Brawley, where they were centered, as evidenced by the cover picture of scattered products in a grocery store and broken windows pictured with the cover story on page 4.

SCI innovating more than ever before

By **TODD F. SCHURZ**

President/CEO Schurz Communications, Inc.

There is considerable activity for all of the department heads, financial managers, publishers and general managers right now because we are in the midst of strategic plans and budgets, the processes we use to plan for next year and to look farther into the future. Across the organization, we spend thousands of hours on our plans and budgets, and it is my privilege to be one of the people who reviews all of them.

There are five organization-wide strategic priorities, and each local company's plan must address the first four (local companies are encouraged to add more if they wish):

1. Dynamically grow revenues.
2. Improve performance to ensure sustained growth.
3. Attract, invest in, communicate with, and retain top talent in the communities we serve.
4. Be the preferred digital media resource in our local communities and digital markets.
5. Invest in or acquire high quality properties that augment our diverse media mix.

Over the years, there are elements that have stayed fairly consistent, such as our intimate understanding of our customers and our staff's personal commitment to our communities and their future. As you can also imagine, there have been substantial adjustments in the plans, reflecting the dramatic changes in technology, consumer behavior, and industry fortunes. As a result, we have more innovation going on throughout the organization than ever before.

One definition of insanity is "doing the same thing over and over again and expecting different results." There is a simple thought from an article I recently read: if an organization wants to do **different** things, then it has to do things differently. This year, we are making some changes "post-plans" that we hope will benefit everyone as

Strategic plans and budgets are used to plan for next year and look into the future.

SWOT (strength, weakness, opportunity, threat) analyses, risk management, and plan narratives - on Google Documents so the publishers and general managers can learn from their peer group. When you add it all up, there are hundreds of good ideas in these documents. Woodrow Wilson, the 28th President of the United States, once said, "I not only use all the brains that I have, but all that I can borrow." Everyone is encouraged to borrow good ideas from each other.

Second, we have begun an audit of all major capital projects over the past three years to look at how we are using our resources. The goal is to create an informative and helpful database that is accessible to all publishers and general managers. While this project is still in its very early stages, we want to have a way for people to see how others are solving similar problems and taking advantage of different opportunities. In addition, we can look for opportunities to negotiate better pricing and/or service with shared vendors.

Third, we have begun to develop guidelines for potential investments. We are now looking at more investments, usually in small digital media start-ups, than ever before. We need to establish criteria or filters so we can focus on those areas that we are most interested



TODD F. SCHURZ
President/CEO
Schurz
Communications, Inc.

in. In a related manner, we have begun to work on "post-mortems" on investments that did not work out as planned (for example, we just ended our partnership to launch The Onion publication in Indianapolis). What are the lessons learned from this project or investment that we need to remember for other projects/investments? What could we have done to mitigate some of the risks and/or better ensure success? Again, our goal is to post these for review by general managers and publishers across the organization.

So, why the focus on doing things differently? Because we are innovating more than ever before. It is a relatively new experience for all of us. When we try something new for the first time, we are, by definition, novices and probably not very good at it. As we gain more experience and expertise, we improve. The goal of these efforts is for all us to learn and improve.

Our organization needs innovation, and it needs to involve all of us. We need the visibility and close contact with the customer that our staffs in all of our local communities have; we also need to understand how it all fits together and which projects have greater potential from an enterprise-wide perspective. We also need to build innovation capacity (skills, resources, and time) within our organization. Clarity is also critically important in this process.

We need to make certain that we articulate the problem to be solved and focus on simplicity. We need to have shared language and definitions. Finally, flexibility is also important in this process. When we are dealing with new ideas, products and services, we need to test assumptions and make small bets.

The strategic plans and budgets are intended to be working documents; I know that many plans are reviewed and adjusted more frequently than once a year. One general manager described their plan as a map; we may go a different route than we thought when we first started, but at least we know our destination. If you have not been a part of writing your company's plan, please ask your publisher or general manager about it.

We are looking for investments more than ever before.

300 earthquakes strike Imperial Valley

By CELESTE ALVAREZ

Imperial Valley Press, El Centro, CA

More than 300 earthquakes struck near Brawley, CA, 12 miles north of El Centro, on Sunday, Aug. 26, causing Pioneers Memorial Hospital to be evacuated, some Brawley residents to be displaced and schools to close.

The cluster of low-to-moderate earthquakes intensified around noon Sunday, when three earthquakes hit within a minute of each other, initially measuring at 5.3, 5.4 and 5.3 in magnitude, causing the majority of structural damages in Brawley.

Several residents reported damage to the interiors of their homes. Some structural damage was reported in the city.

The series of quakes has allowed Brawley students to extend their summer break by a day, as local school officials have reported that schools would remain closed to allow for inspection.

Patients at Brawley's Pioneers Memorial Hospital were also affected by the earthquakes, as the hospital evacuated patients out of the facility due to a power outage and structural damages sustained by the quake.

"Forty-nine patients were transferred throughout the region," Peinado said.

The power was later re-established throughout the hospital. The power outage was part of many sporadic outages throughout Imperial County, primarily occurring in Brawley due to the rolling quakes, explained Imperial Irrigation District spokeswoman Marion Champion.

Families living in a mobile home neighborhood were also forced to evacuate their home after a 5.5-magnitude earthquake struck five miles north of Brawley around 2 p.m. Twenty mobile homes were shifted from their foundations, affecting a number of families, according to Peinado.

Staff at the Emergency Operations Center worked with the American Red Cross to help open a local shelter for the families affected by the quake, said Peinado.

Sixteen fire stations responded to Brawley to help assess the extent of earthquake damages.

With earthquakes not unusual for the Southern California region, National Earthquake Information Center geophysicist Paul Caruso reflected on the history of earthquakes in the Brawley region.

"It looks like in 2010 there were a swarm in that area," Caruso said.

The largest recorded earthquake near the city of Brawley was a 6.9-magnitude quake that rumbled through the city in 1940, Caruso



The "earthquake swarm" that struck the Imperial Valley in California in August knocked out store windows in Brawley.

explained.

As many quakes continued to shake Brawley and surrounding areas, Caruso explained that the San Andreas fault line is an active fault system, which produces swarms of earthquakes.

With the Southern California Earthquake Center having reported the likelihood of more 5.5-magnitude earthquakes to come in the 24 hours after Sunday's quakes, residents are being asked to take precautions.

"Do not try to run out of buildings while shaking is occurring because you never know what is falling off the roof or people could be knocked down by quakes," Caruso said. He also advised that people dive under desks or tables and wait until shaking stops and then go outside.

'Earthquake swarms' not so rare in region

Parts of Southern California that were rattled by an 'earthquake swarm' could be affected for several days, officials say.

Hardest hit was Imperial County, where most quakes were centered.

No deaths or critical injuries were reported as a result of the quakes, the largest of which measured magnitudes 5.3 and 5.5.

"Obviously, all this activity is related or interconnected, but it doesn't really follow the typical main shock, aftershock activity," said Rob Graves, a seismologist with the U.S. Geological Survey.

"Such earthquake swarms are not unprecedented or unusual in the region," Graves said. "The most recent, also centered near Brawley, was in 2005, when the area was shaken by hundreds of earthquakes, the largest measuring magnitude 5.1. A previous swarm in 1981 reached a magnitude of 5.8.

The earthquakes caused cosmetic damage to at least three buildings dating to the 1930s in downtown Brawley, said Capt. Jesse Zendejas of the Brawley Fire Department. Crews were still assessing other areas of the city, he said, but no injuries had been reported.

The cause of the swarm phenomenon is not entirely understood, Graves said, although he noted that the Brawley area is a transition between known active earthquake faults, including the Imperial fault to the south and the San Andreas fault to the north.

The data collected during this event may give clues to what causes the phenomenon, he said.



The series of some 300 quakes that rocked the Imperial Valley Aug. 26 caused extensive residential damage.



The severe windstorms that struck Anchorage, Alaska did major damage, toppling trees on houses (left) and downing a massive, 110-foot Sitka Spruce landmark flagpole in a military veterans memorial park.

KTUU-TV engages record audience

Massive windstorm hits Anchorage

By **BRAD HILLWIG**
KTUU-TV, Anchorage, Alaska

Windy weather in Alaska is not normally a major headline. Rarely does it even make the back pages. But on September 4, forecasters quickly determined that an extraordinary wind storm was bearing down on South Central Alaska.

The storm began sweeping up from the Bering Sea, threatening to pummel Anchorage and surrounding areas with fierce winds in excess of 100 miles per hour. Strong windstorms are not entirely unusual in Alaska, particularly during cold winter months. But with summer foliage still in full bloom, there were concerns that the wind might topple trees, damage buildings and cause power outages.

Channel 2's News coverage leading up to the storm covered all platforms. In a blustery live shot, Reporter Dan Fiorucci demonstrated the strength of the rising winds and highlighted the risks associated with downed trees hitting power lines. Meteorologist Jackie Purcell put the severity of the storm in perspective by outlining when and where peak wind gusts were expected to hit. Online, social media chatter began picking up and photos of wind damage were trickling into KTUU.com.

By nightfall the storm was full blown. With an unofficial wind gust of 131 miles per hour reported on the Anchorage hillside, Alaskans understood that this was a powerful weather event. Channel 2 reporters provided a steady stream of updates and site reports online and the KTUU.com web team used text alerts to deliver critical information. During the Late Edition, Anchors Mike Ross and Maria Downey improvised updates and warnings as new information about power outages and downed power lines came in minute by minute.

Coverage was moving along as planned, right up until the power went out.

It is perhaps the worst fear of any broadcaster: Going off the air right when viewers need information the most. The station was prepared with generators and backup power, but a power outage during the Late Edition was a troubling indication of the storm's power.

With a dangerous situation unfolding, worried viewers began calling the newsroom for updates. The News team turned to social media to connect with Alaskans. Even as the power went down for more than 35,000 residents, many still had mobile devices that were connected and charged.

As extreme conditions continued into the night, viewers stayed informed. "By engaging our viewers through digital means during a

time of massive power outages," News Director Tracy Sabo comments, "we were able to inform Alaskans about the storm's impact and communicate with viewers regularly through the use of our KTUU News and Weather apps, text alerts, emails and social media like Facebook and Twitter".

And the proof is in the numbers. As the storm continued into the night, KTUU Digital Manager Jeff Rivet reports that many of the station's digital platforms set new single-day usage records, including:

--KTUU.com desktop Page Views: 306,982 -- single best day in 23 months

--Mobile Page Views: 79,758 -- best day ever

--News App Page Views: 59,633 -- best day ever

--Weather App Page Views: 319,116 -- (Can only view metric by monthly totals, predicting best month on record).

"News organizations in Alaska must be extraordinarily prepared to operate in extreme climates," Sabo says, "but must also remain incredibly adaptive to reach our audience no matter the extenuating challenges. The windstorm reminded us all that a multi-platform approach is paramount."

By daybreak on September 5, Alaskans awoke to a landscape peppered with damage. The wind had knocked down power lines, pushed trees onto homes, blown debris and trees into roadways, overturned floatplanes and left many residents without power for up to six days. At a military veteran's memorial in downtown Anchorage, a 110-foot landmark flagpole made of Sitka Spruce was toppled by the wind, serving as a symbol the storm's force and historical significance. Workers discovered that a time capsule containing items from 1961 had been perched atop the flagpole. It was now broken, its contents left to weather the elements before being gathered up by bystanders and workers.

Even as the storm passed, Alaskans turned to Channel 2 to assess the damage and to see how others had fared throughout a chaotic night. Photos and video streamed into KTUU.com, chatter continued on social media and, with power restored at the station, KTUU continued telling the story on air.

Sabo sums up KTUU's successful coverage of this extraordinary event by pointing to the station's ability to change based on the needs of the story. "Due to our unrivaled adaptability," she says, "Channel 2 was able to successfully deliver uninterrupted in-depth digital coverage."

The Herald-Mail rebrands, renovates

By C.J. LOVELACE

Hagerstown Herald-Mail

In the wake of the largest renovation in company history and the launch of a new television channel with Antietam Cable, The Hagerstown Herald-Mail Co. is swimming into uncharted waters under a new name.

Since the addition of the TV station, HMTV6, the company has been rebranded as Herald-Mail Media, offering its traditional daily print and online products along with television news and weather.

"I think it's a real exciting time in our industry, and specifically for our company," Herald-Mail Media President Andy Bruns said. "Our readership has never been higher, when you count online and print, and now we've got a new venture into television. And it's really exciting."

Nearly \$500,000 in renovations have gone into the company's building at 100 Summit Ave. The upgrade included new carpeting and paint throughout the building, numerous new windows and tint, remodeled bathrooms and a spacious new lunchroom with new furniture for employees, Bruns said.

All of this is in addition to a television studio and control room that have been installed in the lower level of the building, where broadcasts for HMTV6 — Channel 6 on Antietam Cable — are produced.

Asked about the move to add a television news and weather channel to the company's offerings, Bruns said it's a great way to take advantage of the area's largest newsroom to bring local coverage to Washington County that viewers can't find anywhere else.

Antietam Cable, a sister company of Herald-Mail Media, and also owned by Schurz Communications Inc., recently went through an expansion that enabled the company to add channels, which gave both companies the opportunity to partner in the new venture, Bruns

said.

"I don't care where they read us, or see us or watch us. That's the whole point," he said. "We have the story. It's all about the content. And if we've got the story that they're interested in, we will serve it up to them in as many ways as they can possibly consume it."

Building renovations were completed over a 14-week period ending in July, Bruns said, but the vision began about a year ago when the printing press was removed from the building, and printing of the 364-days-a-year newspaper was outsourced to Frederick, Md.

With the former pressroom vacated, that area was renovated with new flooring and paint. Bruns said he doesn't know yet what the space might be used for, but he is open to ideas, including possibly renting or leasing the space.

The former pressroom, built with floor-to-ceiling windows, recently hosted hundreds who attended a Washington County Chamber of Commerce mixer.

The renovation has "been a neat process and it was a big investment, but well worth it and something that it was time to do," said Bruns, who has held his current post with the company for about a year.

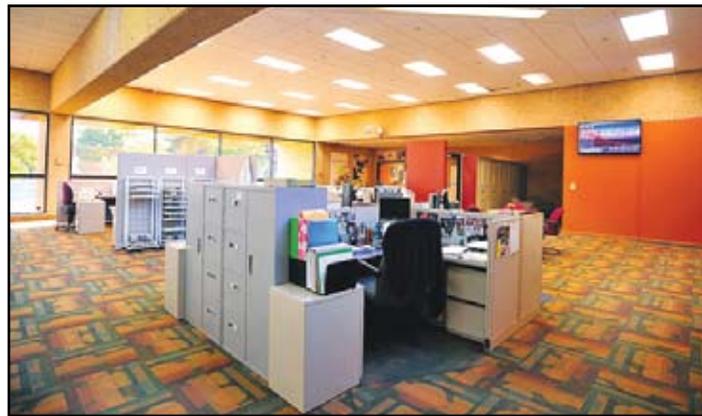
"We look at this as an investment in not only our property, but in Washington County and specifically downtown Hagerstown," Bruns said. "We're here to stay and we want to have a nice place for our folks to work."

Moving forward, Bruns said, Herald-Mail Media will continue to change with the industry, but he wanted to assure readers, and now viewers, that the company and its local content aren't going anywhere.

"We've been around for 185 years. We'll be around for 185 more," he said. "I can only imagine how we'll deliver the news then, but we'll still be the ones delivering it."



ADVERTISING DEPARTMENT



ADVERTISING DEPARTMENT



FORMER PRESS ROOM UPPER LEVEL



LUNCHROOM

SCI editors gather in South Bend

By **TIM HARMON**
Managing Editor
South Bend Tribune

Editors of the 10 Schurz newspapers get together regularly to share ideas and discuss challenges. But it's usually on a telephone conference-call.

For the first time in several years, the editors talked face-to-face Sept. 22-24, at the University of Notre Dame's Innovation Park in South Bend.

There were introductions all around at the Sunday evening's kickoff dinner -- many had never met one another.

The conference, organized by the group's president, Petoskey's Jeremy McBain, included a look at the latest digital-presentation strategies presented by Val Hoepfner, manager of multimedia education at the Freedom Forum Diversity Institute; SCI Mobile Director Sandy Martin; and SCI Director of Digital Content and Audience Development Duby Petit.

The panel urged the editors to make sure reporters had smartphones and understood how to use social media to drive readership. They shared a variety of journalist-friendly apps, such as Dragon Dictation, a voice-recognition tool, and iMovie, a handy video-editing system.

Media consultant Gordon Borrell told the group smaller newspapers appear to be rebounding this year. "We think that newspa-



The Schurz Newspaper Editors Group met in South Bend, Ind., in late September to discuss strategies for the future. From left are: Peggy Dale and Richard Montenegro Brown from El Centro, Calif., John Nelson, Danville, Ky., Jake Womer, Hagerstown, Md., J.J. Perry, Aberdeen, S.D., Tim Harmon, South Bend, Ind., Mike Lewis, Bedford, Ind., Brian Culp, Martinsville, Ind., Bob Zaltsberg, Bloomington, Ind., Jeremy McBain, Petoskey, Mich., and Brian Whipkey, Somerset, Pa.

pers probably are not going to continue to decline," Borrell said. But his firm also does not expect papers to grow.

Borrell stressed, though, that digital opportunities are expanding for media companies who understand how to take advantage of them.

Today, with so many types of of informa-

tion coming at us, "our attention span is a lot shorter. The challenge is getting people's attention -- differentiating yourself."

As Hoepfner had in an earlier session, Borrell told the editors it's important to understand the difference between the way people use print and digital information.

"Print is a lean-back medium," Borrell said. "Digital, you're leaning forward."

That distinction is why digital is more of a disrupter for advertising than for news, he emphasized.

The Internet, he said, "is sustaining technology for news -- everything that you do should sustain the printed product."

But the web is a goldmine for advertising, he said. "The Internet plays at the low end of the funnel, when people are really thinking about buying."

In fact, Borrell said, "Websites with no news content are making the most money."

Thus, he urged newspapers to use the web to drive news readers back to the core product and "start thinking a little more commerce-oriented" about digital. "It's a great challenge and a huge, huge opportunity," Borrell said.

The editors also toured the SCI and WSBT facilities in Mishawaka and heard an inspiring speech on motivation and leadership by Notre Dame Vice President Lou Nanni.

Remote broadcasts value demonstrated by SCI trio

"Preparing for the Big One," suggests that television stations that regularly produce major remote newscasts are better prepared to respond to major breaking news and weather events.

This was the title of a break-out session at the Excellence in Journalism 2012 conference, co-sponsored by the Society of Professional Journalists and the Radio/Television Digital News Association.

Schurz Communications news directors Dan Dennison from WDBJ-TV in Roanoke, Virginia; Scott Brady with KY3 in Springfield, Missouri; and Chad Cross, formerly of KWCH-TV in Wichita, Kansas, combined forces to show examples of pre-planned, large scale remote broadcasts that demonstrated station capacity while identifying system and/or techni-

cal weaknesses.

They suggested to an audience of 40 news directors, radio journalists, and journalism students that what is learned from periodic pre-arranged remote news broadcasts gives a station a competitive advantage when emergency situations develop.

The Schurz team provided a check-list of staffing, technical, and production resources and issues to consider for both planned and unplanned live events. They showed video clips of remote broadcasts from both types of live coverage including university campus shootings and tornadoes.

The Excellence in Journalism conference, now in its second year under SPJ/RTDNA joint sponsorship, was held in Ft. Lauderdale, Florida, Sept. 19-22, 2012.

The "NEW" Schurz.com launched

By RACHEL LITTLE

Digital Sales Support Manager, SCI Digital

Schurz Communications launched its redesigned corporate website in July 2012— one it believes delivers a simplified and focused first impression of the company.

The site conveys what's important to Schurz: People, family and careers focused on delivering exceptional service and opportunities to local readers, viewers, subscriber-members, advertisers, agencies, strategic partners, as well as current and potential employees.

It is no surprise the visual centerpiece of Schurz.com is photos of its people. These images will be updated frequently and are purposefully selected to help a visitor feel welcomed and at home. The further design and functionality challenge for the new Schurz.com was to build on lessons learned from the old Schurz.com. Analytics were used to determine what to better showcase and what to eliminate.

"Schurz.com has been re-designed multiple times over the years," said Todd Schurz, president and CEO. "Unlike our company's many consumer-facing sites, this site's primary users are current and prospective employees and potential vendors. It is meant for people trying to get to know us."

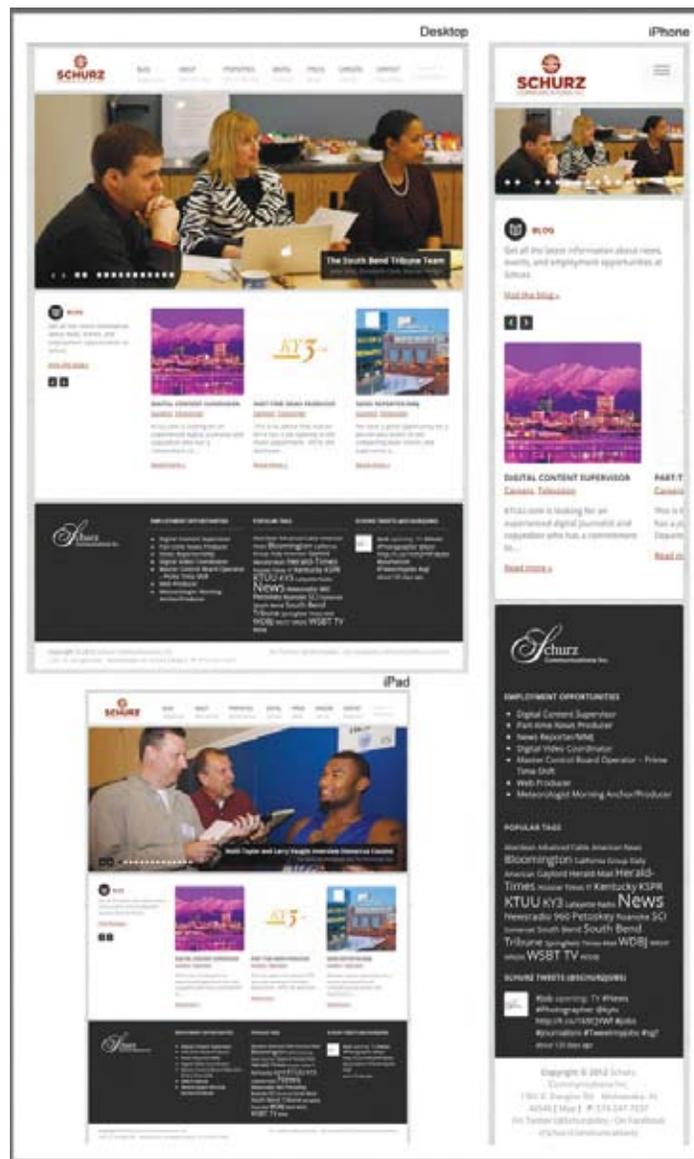
With that in mind, on the homepage, you will see frequently updated job postings and company news. The simple navigation gets a visitor easily and quickly to the content of most interest: Happenings, Who We Are, Where We Are, Careers and Contacts.

Showcasing Careers at Schurz.com is becoming a bigger focus, as Schurz.com will be the place applicants and new employees go to access a new company-wide "onboarding" system.

Sean Miller, HR Services and Systems Manager, said, "The new schurz.com will soon include a virtual career center. The career center will include posting for all positions open across Schurz locations. Applicants will be able to find positions by location or area of interest, and then will be able to apply online. Once hired, applicants will use the same system to complete their employee onboarding electronically. The system will allow for a more streamlined recruitment process for all Schurz properties. Internal candidates will be able to access a similar feature, the Internal Career Center, via Employee Self Service."

The site is powered by Wordpress and a very "clean" template that is intuitive and easy to use. It is also dynamic, so it reshapes itself for desktop, mobile and tablets. This "reshaping" feature is called "responsive design" and the new Schurz.com is among the first sites in the company to use this design method. Both design and content are easy to change and update.

Jim Gosz, Digital Creative Director and Rachel Little, Digital Sales Support Manager led the redesign. Jim and Rachel are corpo-



rate artist-designers supporting local operations.

Questions, ideas, employee photos, content updates please contact: Rachel Little, RLittle@Schurz.com.

Greenbrier major event for WDBJ7

By TRAVIS WELLS
WDBJ7, Roanoke, VA

An estimated 230,000 golf fans rolled through the gates of the Greenbrier Resort for the third annual Greenbrier Classic PGA Tour event and included several thousand volunteers and fans from the WDBJ7 viewing area.

The WDBJ7 sports team of Karen Loftus, Carl Deffenbaugh, and Travis Wells provided coverage of the tournament from the devastating storms that knocked down nearly 80 trees on the Old White Course the weekend prior, to the subsequent cleanup effort, to the final putt holed by Ted Potter, Jr. to win a

sudden death playoff on Sunday afternoon. News intern Alison Parker roamed the course on Saturday, taking still pictures and putting together a nice photo gallery for WDBJ7.com.

Highlights from the week included appearances by both Tiger Woods and Phil Mickelson. Mickelson played his pro-am round Wednesday with Virginia Tech football coach Frank Beamer.

Greenbrier owner Jim Justice announced early in the week the extension of the contract with the PGA Tour to hold the Greenbrier Classic through 2021.

USS Somerset

Navy ship is named for 9/11 attack site

The USS Somerset -- the last of three ships named for 9/11 attack sites -- was christened July 28 in honor of the passengers and crew of the plane that crashed in a rural area near Somerset before terrorists could reach their intended target.

Passengers of United Airlines Flight 93 stormed the cockpit and thwarted an attack on Washington, but the plane crashed, killing all 40 passengers and crew members.

"The men and women of Flight 93... thought they were going to San Francisco to work, to play, to learn, to live their lives in peace while others guarded them," said Navy Rear Admiral David Lewis. "Instead they found themselves in a war, on the front lines, in the opening battle. It was a new kind of war, one with new rules, maybe no rules at all. They had no preparation, no training, no guidance. And they performed superbly."

Flight 93 was hijacked after taking off from New Jersey. It crashed after passengers and crew, some alerted by cell phone calls from loved ones about the other 9/11 attacks in New York and Washington decided to fight the hijackers. Investigators later determined the hijackers intended to crash the plane into the White House or the Capitol in Washington, DC, where the House and Senate were in session that morning.

About two dozen of the relatives of the passengers aboard Flight 93 attended the christening of the USS Somerset at the Huntington Ingalls Industries shipyard in Avondale, Louisiana, a New Orleans suburb.

The USS Somerset is one of three amphibious landing crafts named after the sites where planes, taken over by terrorists, were crashed, killing nearly 3,000 people.

The USS Somerset's bow -- the first part of the ship to push through the water -- was made from 7.5 tons of steel melted down from the bucket of a huge coal-mining crane that stood near the crash site. It was on the crane that miners hung a large American flag to serve as a landmark and to honor the dead.

The USS New York's bow was made from 7.5 tons of steel from the New York World Trade Center. Steel from the Pentagon in Washington, DC, will be displayed in a small tribute room in the USS Arlington.

Mary Jo Meyers, wife of retired Air Force General Richard B. Meyers, the 15th chairman of the Joint Chiefs of Staff, smashed a ribbon-encased bottle of sparkling wine against a sharp-edged breaker bar mounted on the hull of the USS Somerset.



Daily American Editor Brian Whipkey stands in front of the USS Somerset.

The Daily American goes to New Orleans for christening

Part of being a newspaper reporter is being able to go where you have to in finding a story.

In July Brian Whipkey, the Daily American's editor in Somerset, Pa., traveled to New Orleans for a local story.

He was among about 20 representatives of Somerset County who were on hand as the Navy christened a ship, in honor of America's County.

The Navy christened the USS Somerset as part of its fleet of ships. The 684-foot long vessel was named in honor of the heroes of United Flight 93 who crashed on Sept. 11, 2001, in Stonycreek Township.

"It was an interesting trip that produced a story, two videos and a photo gallery," Whipkey said. "It's always amazing how the events of Sept. 11 have impacted our country,"

Part of the ship was built with iron taken from a drag line that was located near Flight 93's impact site. A piece of Somerset County history will be part of a ship that has been designed to protect and serve others.

"Naming the ship is a fitting tribute to the heroes of Flight 93," Whipkey added.

Coverage also included several advance stories, two videos and a photo gallery.



Great Black Hills Duck Race

93.9 The Mix in Rapid City sponsored the 23rd Annual Great Black Hills Duck Race. Mix Morning Animal Kevin Phillips has been the Duck Race Chairman for all 23 years. 18,000 little rubber ducks race 1.5 miles down Rapid Creek. Over \$95,000 was raised to benefit the Children's Miracle Network. It is estimated that 93.9 The Mix has helped raise almost two million dollars for CMN with Duck Race over the past 23 years. In the photo, Kevin Phillips starts the race from a bridge along with Duck Race mascot "Quacky".

SCI, IU collaborating on program

"The big motivator is not our money. It's our problems. That's what the universities want. They want real-world problems that can infuse their programs with real-world challenges."

*Kerry Oslund,
Vice President for digital media
Schurz Communications*

**By MIKE LEONARD
Bloomington Herald-Times**

Indiana University will collaborate with Schurz Communications, an Indiana-based multimedia company and parent company of The Bloomington Herald-Times, on an innovation challenge beginning this semester.

Hoosier undergraduates, graduate students and faculty will be asked to consider real-world digital solutions and opportunities for 21st-century media companies. A \$25,000 gift from Schurz Communications will be



apportioned by the IU School of Informatics and Computing to provide sizable cash prizes for winning prototypes that meet agreed guidelines.

Schurz Communications operates cable, high-speed data, TV, radio, print and digital (mobile, social and desktop) media businesses in Indiana and across the U.S. Winning innovators will have opportunities to advance their ideas, as Schurz and its investment partners are actively seeking early-stage technologies.

To enliven projects, the IU School of Informatics and Computing will receive custom feeds, application programming interfaces and real-world data sets from Schurz Communications' wide array of media businesses and vendors.

"We are delighted to partner with Schurz Communications on this exciting collaboration," Informatics Dean Bobby Schnabel said in a prepared statement. "Partnerships like this energize our students and create even more excitement about the breadth of opportunities available in the school. Together, Schurz and our school can push the envelope of innovation, encourage entrepreneurial activities and have real impact on the world."

IU's School of Informatics and Computing is the first interdisciplinary information technology school of its kind, where students and faculty use technology to advance discoveries from music to microbiology to media. More than 2,000 undergraduate and graduate students are enrolled there.

"This partnership provides an amazing opportunity for our students to both learn and innovate around the world of information and media concepts provided by Schurz," said Dennis Groth, the school's associate dean for undergraduate studies. "Key to the partnership is the interaction between our students and Schurz professionals, which creates a winning combination of access to information, experience in media and information delivery, and innovative ideas from skilled and energized students."

"New technologies are providing numerous opportunities for media organizations, citizens, businesses and communities to engage with each other," Schurz CEO Todd Schurz said in the news release. "Indiana University is at the forefront of understanding the impact of technology and how we can best utilize it to improve all areas of our lives. Our firm is excited to work with Indiana University's School of Informatics and Computing faculty and students."

Monthly peer reviews identify best practices

**By DUBY PETIT
Digital Media Director - Audience
Development**

The digital leaders of SCI continue looking for the best practices in the company through a series of monthly peer reviews.

Each month, one property monitors and reviews the digital platforms of another property.

Members of the Schurz corporate digital team evaluate the stand-out items and nominate three of them for mention during the monthly digital media leaders (DML) conference call. The DMLs vote on which item they believe is most excellent. The monthly winning property receives \$500 for their work, intended to be invested in their digital efforts.

In addition to the monthly contests, SCI's digital leaders are showcasing their best stuff in a quarterly contest. A group of property managers judge the entries based on criteria like mobile, social and multimedia elements. One submission is selected as best in show. The quarterly winning property receives \$2,000 for its digital efforts.

Interested in seeing what the DMLs are doing? Check out the Google Collection called DML Resources - it is open to everyone with an SCI Google Mail account!

If you have any questions, please feel free to contact DUBY PETIT at dpetit@schurz.com
Monthly Peer Review Winners

June: Bloomington Herald Times Online - Gravestones <http://www.heraldtimesonline.com/gravestones/>

July: South Bend Tribune - <http://www.inthebend.com>

August: KTUU-TV, Anchorage Alaska - Military Page <http://www.ktuu.com/news/alaskamilitary/>

And congratulations to Q2 Digital Incentive winners.

--Best Web Element -- Hagerstown, Md. - Pet Contest;

--Best Mobile Element -- Sunflower Broadcasting, Wichita - One of a Kind Kansas;

--Best Social Element. Sunflower Broadcasting, Wichita - One of a Kind Kansas;

--Best Multi-Media Element -- Sunflower Broadcasting, Wichita - One of a Kind Kansas;

--Best Photo Element -- Hagerstown, Md. - Pet Contest;

--BEST OF SHOW (Winner gets \$2000)
-- Sunflower Broadcasting, Wichita - One of a Kind Kansas.

Passes digital rivals IVPressOnline hustles its way tech-forward

By MICHAEL DEPP
NetNewsCheck

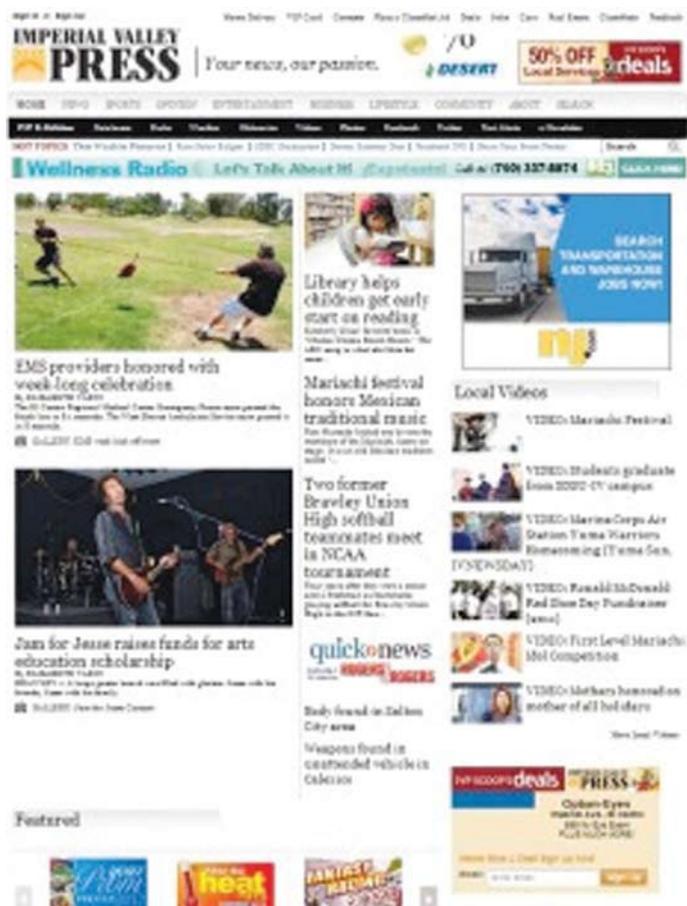
Schurz Communications' Imperial Valley Press has pushed hard into the digital realm, taking advantage of multimedia content — especially video — and mobile products, including local high school sports updates, making it disproportionately tech-forward compared to the community it covers.

It isn't often the case that a newspaper's website is more tech-forward than the community it reports on, but the Imperial Valley Press has hustled its way to that exception.

Located two hours east of San Diego and just 15 miles from the Mexican border, this southern California county cuts an unassuming profile, rich in agriculture with an economy further bolstered by two state prisons and a contingent of the U.S. border patrol. The local news is standard community fare — fires, football, fundraisers — but Ivpressonline.com has found a way to deepen the digital dimension through a clean, easily navigable interface and a rich trove of multimedia content, especially videos.

Jeanette Quintero, digital media director for the paper, credits parent company Schurz Communications with allowing this small newsroom to be disproportionately tech-forward. "They've really gone out there, looked around and found everything they can to bring back to their properties," Quintero said. "It's up to the properties to use or not use the digital products they push, but that's where my team comes in."

That team includes Laura Gonzales, who splits her time as a staff



Daily American videos local sporting events

By BRIAN WHIPKEY
Editor, Somerset Daily American

The Somerset Daily American has expanded its local sports reporting with live videos of local games.

We started shooting a couple little league playoff games this summer and now have expanded to a weekly high school football game.

Each Friday of the season we are posting the action from one Somerset County game live on dailyamerican.com.

We have a cameraman following the action throughout all four quarters and a few local football experts are providing the commentary.

One of the challenges of making this project a reality is having locations with a strong cellphone - Internet connection. Daily American digital media manager Jose Vargas traveled around the region to find athletic fields that have enough broadband strength to deliver quality video.

We should be able to provide a live feed to most Somerset County teams over the season. Unfortunately there are a few rural athletic fields where the cellphone signal is not yet strong enough for our video feed.

In addition, Genna Smith, digital media advertising manager, is selling a variety of sponsorships on the video display page.

It's become a great partnership with the schools, community, sports fans and local businesses.

videos per week that amplify her regular reporting and bring in a regular income, the site having sold all of its pre-roll to a local casino, according to Quintero.

"You can't just make a video for the sake of video," Gonzales said. "It needs to tell a story."

Gonzales, whose videos received an EPPY award from Editor & Publisher in 2011, said more action-oriented pieces transfer well to video, while she prefers to make slideshows for more emotional stories driven by powerful images or human expressions.

From a technical standpoint, the videos aren't tricky, Gonzales added, noting that she shoots them on a simple Sony Handicam and edits them on Adobe Premier, simultaneously uploading the videos to YouTube and the site's own video player. For its part, the print edition often uses QR codes to drive readers to watch.

Elsewhere on the site, which has also won EPPY and Local Media Association awards for best design, Quintero said they are also tapping into video to feed the community's endless hunger for high school sports, especially football. During football season, the site live streams a "Game of the Week," sending out text alerts with updated game scores for the games it's not streaming to subscribers.

Quintero said the paper's other digital forays have been steady, if not colossal in scale. A full-time digital sales rep has helped revive the site's weekly deals program, which is now in its second incarnation.

With two vertical sites (the Spanish-language, weekly-updated Adelante Valle and an upscale women's bimonthly) and a news app for iPhone and Android monetized by display ads, Imperial Valley Press is keeping a brisk digital profile despite its small size. And all of it is edging toward a major step that Quintero said the site is eyeing for 2012: a paywall with a meter set somewhere in the 10-20 story range.

Ask Jackie

Positive events affect us in adverse ways

Dear Jackie,

I work for an organization that enlists the support of HealthAdvocate and understand there are various services to assist me and my family. I know I am not the only who worries about their college aged children but I do have concerns about my son leaving for school, away from us (his parents) for the first time, and being exposed to drugs, alcohol and the illegal use of prescription medications. We have a history of chemical dependency in our family and with everything you hear on the news lately about “bath salts”, “synthetic marijuana” and kids selling their prescribed medication, I am fearful for him. I want him to be successful and I worry about him. My family (spouse, two other children and my sister) all tell me not to. But it is hard. I feel better just writing this on paper but are there any resources for me to help?

Thank you, M.B

Hello M.B., I am glad you wrote in. Let’s break this down. After all, you eat an elephant one bite at a time and I am a little concerned, from the tenor of your letter, that your fears may be interfering with your happiness, home life and possibly work.

The EAP (Employee Assistance Program) provided by HealthAdvocate is available to you and your dependents should the need arise. You are correct, there is a quite a bit of substance abuse on college campuses, just as there are on high school campuses and in the workplace. With the advent of the “synthetic” substances and their marketing “incense”; and the perception, among young adults that “because it is prescribed and is a medication even if not prescribed for me...it must be safe...” should be a concern for us. It

should not be an all-consuming concern. You indicated there have been family members who were chemically dependent. That does not mean others in your family will be. They have statistically a higher likelihood but that is not a guarantee. Second, your concerns are valid but take a look at your new college aged child’s past behavior, patterns of friendships and relationship you have with them. Likely, though there may have been some ups and downs, they will be able to be their own person through the support and guidance you have given them and will continue to offer.

If you have trouble sleeping, eating, difficulties enjoying the family you have at home, find your work performance start to decline and/or been supportively confronted regarding your behavior and performance at work, it may be time to give the EAP at HealthAdvocate a call. Positive events, such as a child leaving for college, can affect us in an adverse way. The EAP can help you evaluate your concerns, provide education regarding, in this case, substance use among young adults, and offer assistive strategies to allow you the opportunity to be realistic about your “fears”. It is never easy having a loved one leave home away from our watchful eye. But as we have experienced in the past, it is what is necessary to help them become their own person.

Please give us a call. I am positive we can assist you and your family. Thanks for writing in.

Jacki Schimpf
Client Operations Manager
HealthAdvocate
610-941-4200
jschimpf@healthadvocate.com



Steve Hill, Advanced Cable lead dispatcher

‘Company Gym Night’ promotes wellness at Advanced Cable

In keeping up with Advanced Cable Communications’ simple mission to “Make our Customers Happy” and in part “Making our Employees Happy” co-worker Irma Benitez suggested having a “Company Gym Night” at a new You Fit location in Coral Springs.

A table was set up with bottles of water for all our employees who attended. Each participant received coaching, encouragement and motivation from one another to reach or exceed an established gym night goal.

Each participant earned a point in conjunction with Schurz’s quarterly Wellness Campaign and a sports towel to remind us of Advanced Cable’s commitment in keeping us healthier through responsible eating and a personal consistent physical regimen!

Attending “Company Gym Night” were: Claudia Barrera, Arlene Dacres, Melissa Krupin, Irma Benitez, Debbie Hansen, Raynaldo Quinones, Jennifer Cardella, Steve Hill, Jorell Torres, Nelson Cintron, Cathlene Hammond, Desmond Chung Lenore Indell.

H-Tlive launched

Herald-Times introduces interactive feature

By **BOB ZALTSBERG**
Bloomington Herald-Times Editor

A formal term for what we've launched at The Herald-Times is augmented reality.

What that means is that you can now download an app to your smartphone or tablet and it will link some stories and photos in the Herald-

Times with digital content such as videos or additional photographs.

This is new stuff. The first newspaper in the United States to try out this technology was the Philadelphia Inquirer, which did so in May. The Arkansas Democrat and Gazette launched July 1. The H-T is No. 3, and No. 1 in Indiana.

The Inquirer and Democrat did it — and we're doing it — in partnership with a company called Aurasma, a division of Hewlett-Packard, which calls its technology "radical" and says it "represents the future of how we use our mobile devices by bringing the physical and virtual worlds together for the first time."

The technology is kind of like a QR code, only no special marks or coding is needed for the image on the newspaper page to launch interactive features on your mobile device.

Our version is called HTlive, and you can download the app for it by going to either the AppStore for Apple products or the Google Play Store for Android. Once you download the app, here's how it works:

Open the app on your tablet or smartphone and aim the camera at one of the pho-

tos or graphics that's marked with a special HTlive icon. In today's paper, a good place to start is with the Pathways column by Chris Howell. Just aim your camera toward the photograph, not the icon.

Next, you'll be connected to digital content. You can double tap the video to pull the device away from the newspaper page. In the case of Pathways, the digital content will feature photographer Howell explaining why he chose the photo he did for the front-page, and take you through the other choices he had when he made his decision.

We'll be using the technology to enhance news coverage, but we have many other plans in mind for using it as well. We intend to link the main image of our Tuesday In School features to a video; to link a new print feature on our Wednesday Food page to a how-to cooking video produced by Chef Jeff Taber and the Hospitality Administration program at Ivy Tech Community College; to link photos in our Thursday Calendar section to videos of the bands booked to play in town; to link our high school and IU sports photos to enhanced digital coverage including video, video interviews and photo galleries.

We do a daily video from the newsroom talking about the latest stories we're working on, and we'll have a link to that in each day's newspaper, too, so readers can easily stay abreast of what we're working on.

In addition, content from the printed page can be updated all day using this technology and the app, just as it is on the HeraldTimesOnline.com web site.

We're looking for different ways to tell stories and the Aurasma technology and the HTlive page will help us do that in ways we haven't even conceived yet. The app is free; I hope you'll give it a try.



A double front page launched H-Tlive, with the outside page featuring a column by Editor Bob Zaltsberg to launch the feature.

Unique promotion launches H-Tlive

A you-have-to-see-it-to-believe-it idea, The Bloomington Herald-Times launched HTlive with a unique promotion.

It explained how to download the app, and then asked readers to use their devices on the ad itself to see first-hand how the technology works.

Those who did so were excited to see their papers come to life with a sample video complete with music.

Users can even create their own physical-virtual interactions using the app—it inspires those who experience the technology to think of new ways to use it.

Beginning with news, features and sports content, The Herald-Times plans to aggressively expand its use of HTlive to magazines, advertising and more.

Additional information, details about obtaining the app, and a new-user tutorial can be found at <http://www.heraldtimesonline.com/pages/htlivepage>.

For more information, contact Shaylan Owen, marketing manager, The Herald-Times, (812) 349-1400, sowen@heraldt.com.

Daily American races raise \$636,745 for local charities

By BRIAN WHIPKEY
Editor, Somerset Daily American

It's been 25 years since the Somerset, PA Daily American 10K race kicked off as a charity fundraiser.

In the beginning, Daily American promotions director Jeff O'Brien, circulation supervisor Sam Foglesong and Dave Mapes, a race coordinator, talked about doing something to raise money for Special Olympics. O'Brien offered to have the Daily American sponsor a race, Foglesong said.

In the beginning the race was associated with the community arts center, Laurel Arts. Shortly after, the Daily American took over as the race sponsor. A committee of about 15 people was formed to plan the race.

The race beneficiary for about seven years was Special Olympics. Then the event branched out to help other charities.

The 10K committee gathers requests from different organizations that are asking for donations. It whittles the requests down to about five with input from Daily American administration. Those nominees make a presentation to the committee for selection as the beneficiary for that year's event.

In 2004 the fitness challenge and 5K were added to the event because the participation numbers were falling off, Foglesong said. By adding the new events, more people started participating and the Daily American race raised even more money.

The first year, 1987, the 10K Walk and Run featured 119 finishers, raising \$4,000. In 2012, the 1,104 participants raised \$52,000. Over the years the Daily American Fitness Challenge and 10K and 5K Race has raised \$636,745.35 for local charities.

The committee members also gather donations of food and drinks for race day.

Some of those who have benefited from the money raised are: Somerset Military Family Support Group, Somerset Community Clinic, Somerset County Rails to Trails Association, The Salvation Army, the SAM van, Somerset Volunteer Fire Department, Meals On Wheels, Somerset Food Pantry, New Day Inc., In Touch Hospice, Birthright, The Humane Society and Boys & Girls Club.

In 2008-09, the race raised \$45,000 for



More than 1,000 competed in this year's Somerset, PA Daily American 10K and 5K races.

the new organization Our Brothers Keeper. "We were instrumental in starting Our Brothers Keeper which gives area pastors another outlet for helping people who miss out on the other programs offered," Foglesong said.

"We've had our ups and downs over the years but in the years when the economy is bad, that's when this is needed the most," Foglesong said.

The event isn't put together without the help of many volunteers, Foglesong said. Several hundred volunteers are needed each year to keep the race flowing.

The race has been fortunate to have good weather most of the years as well, Foglesong said.

WDBJ7 a leader in UW campaign

By JEFF MARKS

WDBJ7 President/General Manager

We had reason to celebrate at the United Way campaign cook-out.

As of Aug. 9, 58 WDBJ7 team members have pledged to support United Way's efforts in education, income and health in 2013. That's an increase of 4 percent in participation over the current year.

And many of our contributors have raised their giving level. The total employee contribution, as of this moment, is \$35,457, a jump of 8 percent.

When we add in the WDBJ7 company match, we'll be giving \$63,651 through United Way of Roanoke Valley in 2013, making us one of the leading companies in this year's campaign.

Congratulations and thank you. And special thanks go to Joe Dashiell for leading this campaign with passion.

Gaylord Herald Times Senior Expo participant

The Gaylord, Mich. Herald Times participated in the second annual It's About Choice Senior Expo at the Otsego County Sportsplex, Sept. 5.

The Herald Times had a booth where it showed off its products, including Prime Times, a successful section devoted to area residents age 55 and older.

Herald Times staff members manned the booth during the expo that attracted hundreds of visitors.

The Herald Times maintains an active face in the Otsego County business community, as the newspaper also has an annual booth at the Gaylord Business Showcase



Sales associate Karen Gregor, left, and Tanya Southwell work the Gaylord Herald Times booth at the Senior Expo.

and staff members regularly attend Business After Hours events.

WSBT-TV Weather Camp returns

After a three-year hiatus, WSBT-TV Storm-Tracker Weather Camp returned in July bigger and better than ever!

A total of 140 young, smiling faces were in the halls of WSBT-TV the week of July 23rd which translated to happy parents and grandparents and most of all, great promotion for the station.

Special thanks goes out to the WSBT-TV Weather Team - Paul Emmick, Cari Peugeot, Abby Weppler and Matt Rudkin who all came in early and stayed late, spending an extra four hours a day with the children doing craft projects, power point presentations and all the "green screen" action they could handle!

Of course, this project could not have been possible without the herculean efforts of Scott Leiter and Zane Torrence.

Other key staff involved in the event who deserve special thanks include Nick Scholten, Paul Wasowski, Lee Stevens, Isaiah Cooks, Jake Foglesong, the entire Production Crew, Dan Langwell, Kelsey McClure, and Donna Culpepper.

WSBT-TV had planned to bring the Weather Camp back last year, but half the weather staff drank some funny water and started birthing babies all summer long

With no babies in sight it was a go for the Weather Camp in 2012.

For one week in July, WSBT hand-selected 125 to 150 children ages 2nd grade to 6th grade to participate in the camp. Each day 25 to 30 new faces were at the station to meet the meteorologists, tour the facilities, try their hand at the weather wall and watch the news-



Two young weather watchers demonstrate their weather watching techniques.

cast.

Everyone who has been a part of the event in the past had missed it and were excited about bringing it back.



KY3 Inc. volunteers take a break from painting the Salvation Army. Volunteers, from left, are Barbie Carrigan, Kristy Kotschedoff, Gene Hartley, Michael Paparella, Jay Scherder, Scott Brady and Brian Vandenberg.

For Days of Caring KY3 Inc. has 26 volunteers

It was a day in which the business leaders rolled up their sleeves and put some sweat equity and a whole lot of heart into their community.

August 23 was the 20th Day of Caring for the Ozarks and included over 1,700 volunteers from 76 companies lending a hand to the local non-profit community. Day of Caring is a project of the United Way of the Ozarks.

Twenty six KY3, Inc. staff members, gave up their ties and suits and participated in this year's event. It was kicked off with a breakfast that was emceed by KYTV Sports Director, Ned Reynolds.

The KY3, Inc. staff got the opportunity to spend their "Day of Caring" at the area Salvation Army and at its men's shelter, Harbor House. Volunteers did anything from mowing the lawn, landscaping, painting and washing windows to cleaning and preparing and serving a meal for those in need.

The day included lots of sweat, a few blisters, many smiles and a greater appreciation for those who serve our community day-in and day-out.

Online News Producer, Gene Hartley coordinated the station efforts.

Stanley Classic attracts 4,000

More than 4,000 people came to see the Western Virginia Education Football Classic in honor of Roy Stanley.

Stanley was a much loved sportscaster and employee at WDBJ7 for more than 30 years before his death on April 9, 2002.

The game is a partnership of WDBJ7 in Roanoke, Va., Ferrum College and Total Action Against Poverty.

The fans watched Emory & Henry and Ferrum Panthers open the football season at W.B. Adams Stadium in Ferrum.

Education was the central theme of the game. It was organized by Total Action Against Poverty (TAP) as a part of its program to return high school dropouts back to school and on to a path toward a degree.



A check for \$1,000 for the Roy Stanley Memorial Foundation was presented at halftime of the Western Virginia Roy Stanley Education Classic.

Out About

WDBJ7 helps area weather major storm

By DAN DENNISON
WSBJ7, Roanoke, VA

Southwest Virginia again relied on Your Hometown News Leader WDBJ7 in Roanoke, VA, for vital and potentially life-saving information during the fierce wind storm that swept across the region in late June.

First Alert meteorologist Brent Watts began warning people of the dangers of the storm during primetime programming. By 9:30 p.m. and with the realization that hundreds of thousands of people were without power, we went into wall-to-wall coverage lasting until midnight. On Saturday morning WDBJ7 had comprehensive coverage, with multiple live shots and live interviews with Appalachian Power Co., officials.

WDBJ7 extended the 6 p.m. news on Saturday to an hour. Our market-leading coverage continued across the day on Sunday and then on Monday we aired a 90-minute newscast between 5:00 p.m. and 6:30 p.m.

Many staff members lost power themselves, in some cases, for more than a week; but everyone who was called readily agreed to come in and help. It was a true team effort with people from all around the station working long-hours even when they may not have had hot water, cooking facilities, or air conditioning at home.

The big wind that blew through the Roanoke area brought lots of destruction and big numbers to the WDBJ7 digital products. The storm was a real test of all the station's platforms. With so many Web users out of power, people were scrambling to use other types of media to access information.

Fortunately, WDBJ7 had digital products that could accommodate



A major storm hit southwest Virginia in June that left major damage in its wake.

the needs. The digital department stayed busy around the clock updating reports on the core site, mobile, apps, and social media. We live streamed all the newscasts for people who had laptop access but no TV and sent out dozens of e-mail and text alerts.

The WDBJ7 core site received an extra 2,000,000 page views from Friday night through Monday night, and our mobile numbers were half a million over normal.

"The people of WDBJ7 played a lifesaving role on Friday June 29 and for several days after," noted Jeff Marks, station president and general manager.

WSBT Radio expands Bridal Expo to Elkhart

By JIM ROBERTS
WSBT Radio Group General Manager

For over 25 years, the WSBT Radio Group has executed the single largest bridal expo in the state of Indiana.

Each January, 2000 people attend the show at the Notre Dame Joyce Center to meet with photographers, banquet halls, DJs, caterers, and dress shops.

One of our mottos in radio is "if once is good, twice must be even better!" With that in mind, the first annual Elkhart County Bridal Expo was launched.

Over 50 different wedding vendors gathered at the RV Hall of Fame and Museum on Sunday August 19 from 10am to 4pm.

The list of vendors included 36 businesses that had never participated in the January



Left to right Bruce Kayser, Abby Weppler and Jack Reichert from WSBT Radio at the Elkhart Expo.

show in South Bend.

Fashion shows are always a highlight and

we had two of them, taking place at 11am and 2pm. The fashion show exhibited approximately 50 garments from five different shops allowing future brides a panoramic view of the latest gowns and formal wear.

Research has shown that early fall is the second most popular time of year for Bridal Shows and produces excellent attendance.

This is the first time WSBT used a registration "ticket" for all of those attending. The ticket provided an area for the bride to fill out personal contact information and a checklist of items they still need to finalize for their wedding. This information will provide a much greater value to participating clients.

Antietam Cable project

Civil War Documentary Series is produced

By DAVID DULL

Antietam Cable, Hagerstown, MD

As the nation honors the sesquicentennial of the American Civil War, Antietam Cable is proud to bring their subscribers an unprecedented look at the impact the Civil War had on Washington County.

This new series visits many different locations in the area and talks with noted historians and authors including Dennis Frye, Chief Historian at Harper's Ferry National Park, Ted Alexander, Chief Historian at Antietam National Battlefield and Dr. Thomas Clemens, retired History Professor at Hagerstown Community College and author. Through their interviews as well as interviews with local and national experts,



each episode looks at topics such as "The John Brown Raid", "The Underground Railroad", "War Sentiments & Martial Law", "The Aftermath of the Maryland Campaign", "Confederate Defense at

Williamsport", "The Ransom of Hagerstown", and "Hating & Healing".

Episodes will cover many different topics beginning in the Pre-War years through the Post War years and even into the 20th Century. The series will visit, in-depth, the actual locations where events took place which many are accessible by the general public.

This series offers a unique look into the history of Washington County during a time in our nation's history that pitted Americans against Americans. To honor the 150th Anniversary of the Battle of Antietam, the series began Monday, September 17 at 8pm on Antietam Cable Channel.

Advanced Cable goes all-digital in Weston

Advanced Cable is, in Coral Springs, FL, is in full swing converting analog video signals to digital delivery to its customer base in the Weston community.

In September, Advanced Cable began notifying customers of this network upgrade. The immediate benefits of going all-digital include enhanced picture and sound quality and more HD channels. Advanced plans to launch over 40 new HD channels before the end of the year.

Customers were advised that they may need a digital transport adapter (DTA) to continue receiving basic cable service on older model analog TV sets. Customers can get DTA's by ordering them online, calling in their order, or picking them up at the Weston office. An overflow trailer was set up adjacent to the Weston office to handle overflow customers who want to pick up their DTA at the office.

"This is a tremendous sales opportunity and a chance to meet customers face-to-face, some for the first time," said Jim Pagano, Vice President/General Manager. "It's a great forum to showcase our competitive advantages including our great products and services, superior customer service and localism."

A great offer is also available for upgrading to Digital Plus Cable instead of taking a DTA. Digital Plus offers more channels, digital music, an interactive on-screen guide and more.

"A huge focus in training employees prior to the launch emphasized selling additional services, continuing bundling efforts to increase retention rates, and to Make Our Customers Happy", said Michelle Fitzpatrick, Marketing Director.

Petoskey's Lyons meeting host

Christy Lyons, Advertising Director at the Petoskey News-Review and Chair of the Education Committee for the Michigan Press Association, hosted AdCon in Lansing on September 20.

Over 60 publishers, ad directors and sales reps from across the state attended sessions including: "Revive and Thrive in the New Normal" by Joe Bonura, Political and Issue Advocacy Advertising, and an Idea Exchange lead by Derek Price of Greenshoot Media.

Lyons will also lead the planning for the Michigan Press Association Annual Publishers' Meeting in January.



When the donation box overflows, the Western Broadband staff bags and prepares the donations for pick up by Fans Across America representative George Macedon (center). Pictured, left to right, are CSR Rob Montanya, CFO Tom Adamson, CSRs Holly Longman and Darla Patterson, and dispatcher Gary Maestas.

Arizona Cable is helping homeless

While most people think of Arizona's Sun Lakes area as a Mecca for fun-loving retirees, on any given day there are in excess of 225 homeless families in transition and over 450 homeless students enrolled fulltime in the area's Chandler Unified School District.

The team at Western Broadband wanted to make a difference for these families.

In partnering with the Santan Crown Rotary-Sun Lakes, the Western Broadband office is an official drop off point for school supplies, clothing, personal hygiene items and other necessities. It's all coordinated through the Fans Across America Charitable Foundation.

"We have a large box in our lobby for employees and customers to place donated items," says Tom Adamson, Western Broadband/Orbitel CFO. "Donations include bus passes, clothing, and even household items for when the families get back into permanent housing."



WDBJ7's new LiveU backpack device was put to use when Meteorologist Brent Watts, Dan Dennison, Dave Sidel and intern Brendan King hiked over three miles to a scenic viewpoint at the top of McAfee Knob to present the evening weather.

LiveU device expands WDBJ7 capability

DAN DENNISON
WDBJ7, Roanoke, VA

Get ready for the latest and greatest in HD live transmission capability. WDBJ7 has received its first LiveU backpack. The system, commonly promoted as bonded cell phone technology, combines numerous cell phone signals into high-definition audio and video for air.



Instead of having to send a live ENG or SNG truck out for live coverage, the LiveU fits in a backpack that is easily carried.

This opens up a whole new world of possibilities for live coverage and while bonded cell technology is not expected to replace larger and more expensive ENG/SNG trucks, its portability allows live broadcasts from remote locations as long as

you get a suitable cell phone signal

The first LiveU unit will be stationed in the Danville newsroom giving Justin Ward full live capability from the numerous towns and cities he covers daily. A second LiveU unit is in the works for 2013 for the Lynchburg/Bedford newsroom to give Tim Saunders the ability to provide daily live reports from a wide variety of locations.

The only downside of the technology is latency, which means there can be a long delay between the transmission of the live signal and receiving it back at the control room. This will require some producer training to learn when to cue live reporters to avoid lengthy on-air pauses.

Meteorologist Brent Watts provided live reports and weather forecasts from McAfee Knob, a popular and scenic viewpoint at 3200 feet above sea level on the Appalachian Trail in Roanoke County utilizing the recently acquired LiveU back-pack.

Arizona cable adds new Pac-12 network

Orbitel Communications and Western Broadband, the Schurz Communications Arizona cable companies, carried the new Pac-12 Arizona regional network when it debuted in August, providing 24/7 access to college teams in the Pac-12 Conference.

PAC-12 Arizona can be seen on Orbitel's channel lineup on expanded basic channel 71 and HD channel 871 and on Western Broadband's preferred basic Channel 76 and HD Channel 776.



A R I Z O N A

The Pac-12 Arizona Network televised three Arizona and Arizona State football games during the first three weeks of the 2012 football season, including the home debut of new ASU head coach Todd Graham and when Arizona and new head coach Rich Rodriguez hosted Oklahoma State.

Orbitel and Western Broadband customers will enjoy hundreds of live sporting events, including football games, men's and women's basketball games, soccer, lacrosse, and more. "Additionally, the network will showcase hundreds of events in premier Pac-12 Olympic sports, air live pre-and post game shows, and feature stories, comedy and other specialty content about the Pac-12," said Gina Linville, Orbitel vice president of operations and customer service.

"This channel addition will certainly please the many alumni and fans of the great schools of the Pac-12 who live in our communities. In addition, Orbitel is very excited to offer Pac-12 Arizona to its customers without any increase in rates."

The Pac-12 Arizona regional network is one of seven new networks carrying Pac-12 sports, and is wholly owned by the Pac-12 Conference and its member institutions. The Pac-12 has won 449 NCAA titles, by far the most of any conference in the country, and Pac-12 athletes have won 1,092 medals in the modern Olympic era. Women's sports have won 145 national championships, more than any other conference in the country.

Orbitel Communications is a Maricopa, AZ-based broadband communications company providing cable TV, high speed internet, and digital telephone services to the residents and businesses of Maricopa. Western Broadband provides cable TV, high speed Internet and phone service to residents of Sun Lakes, SunBird, Robson Ranch, SaddleBrooke and SaddleBrooke Ranch communities across Arizona.



Over the hill!

The Bedford Times-Mail's Carol Johnson had some surprises at work on her 50th birthday July 18. Black balloons floated over her desk that was surrounded by yellow tape saying "senior moment in progress". Johnson joined the Times-Mail in 1986 and served several years as managing editor.

Antietam partners with C-SPAN campaign bus

The C-SPAN Campaign 2012 Bus, in partnership with Antietam Cable in Hagerstown, Md. visited Washington County for the 150th commemoration of the Antietam Battle September 14 – 16.

The bus made four stops, including Hagerstown Community College, Smithsburg High School, Boonsboro High School, and Antietam National Battlefield. Students of the various schools and the general public toured the bus. The Student Government Association of Hagerstown Community College took the opportunity to set up their own display and register students to vote.

The Campaign 2012 Bus travels the country to promote and enhance C-SPAN's extensive resources and political coverage by stopping at major political events such as candidate debates and speeches in early primary states and meeting with voters on the campaign trail. The Campaign 2012 bus is designed to provide an interactive, self-guided multimedia experience demonstrating C-SPAN's offerings and unique campaign coverage.

Aboard the bus visitors found:

- Examples of C-SPAN's campaign coverage in both HD and SD
- Kiosks demonstrating C-SPAN's many web-based offerings including access to the network's 170,000+ hours searchable video archive-Video Library
- Campaign 2012 information and trivia
- Opportunities to stay connected with C-SPAN on social media



The C-SPAN campaign bus

platforms.

By using this educational resource, citizens can view historic events, see coverage of their elected officials, and keep track of mid-term election campaigns. To learn more about C-SPAN's Campaign 2012 Bus, go to www.c-span.org/bus.



Kathleen Murray and Cathy Landry

Gaylord pair setting example with their walking routine

Kathleen Murray and Cathy Landry of the Gaylord (MI) Herald Times took part in two 5K walks in the Gaylord area this summer all in the name of "fun and fitness."

Kathleen and Cathy participated in the Alpenfest 5K (3.1 miles) Walk in July and the Thunder Over Waters 5K Walk on Labor Day weekend.

The pair finished each walk in about 58 minutes and plans to continue to participate in more festival walks next year.

They will also be setting their sights on

preparing for and participating in the annual Labor Day Mackinac Bridge Walk, which is five miles long.

Kathleen and Cathy can also be found walking a mile route almost every workday near the Herald Times office where co-workers, family and friends driving by show their support with horn honking and hand waving.

At the old ball game

On a Saturday in August, WDBJ7 in Roanoke, VA, hosted a night at the ball game for employees and their families. With 75 in attendance, the evening started off with a cookout, hosted by the Salem Red Sox. Following the great food WDBJ7 anchor Hollani Davis threw out the first pitch. It was also Mayberry Night at the ball park and the Mayberry Deputy (a.k.a. David Browning) was on hand for photo ops. In the picture at the left he poses with Kelly Zuber, director of digital media at WSBJ7. A beautiful summer evening was enjoyed by all.





KWCH-TV, in Wichita, KA, unveiled the Kim Setty Spirit of Excellence Award plaque at a June luncheon to honor of the late station anchor. Setty died of cancer January 2012. Setty's family joined KWCH for the luncheon and were presented with books full of comments and e-mails from viewers and stories about Setty. Left to right are KWCH President and General Manager Joan Barrett, Kim's sister, Kim's husband, Kent Norton, Kim's mother, Nyrna Setty-Kelley, and Chad Cross.

'Does It Work' has been re-introduced by KWCH

KWCH-TV in Wichita, Kansas is proud to re-introduce a viewer favorite, "Does it Work."

The consumer segment was made popular by beloved anchor Kim Setty. Each week, viewers looked forward to seeing if the latest product would live-up to its claims as Kim put it through testing.

The series was put on hold while Kim was battling cancer. The KWCH family lost her in January. With her family's blessing, the series Kim was known for is being brought back.

Anchor/reporter Melissa Scheffler kicked-off "Does it Work" in July. Since Kim played such a key role in making it popular, the series was started with a tribute to her. Reminding viewers of her work, style, and laughter was important to us.

As part of the tribute, Melissa went through some of the items Kim ordered, but never got a chance to test. The first test was on a product Kim picked—the Vacation Vault.

Thanks to the branding Kim made famous, viewers were eager to help pick items to test and they quickly offered feedback on products. Viewers are telling us they love we brought "Does it Work" back, but they still miss Kim.

6th generation Schurz tours SCI properties

Tim Schurz, 18, a sixth generation Schurz family member and a Schurz Family Council member, spent five weeks late this summer leading up to his freshman year at Stanford University, getting to know the company.

Tim is from Zambia, Africa, and this was his first extended stay in the United States. He dedicated the stay to better understand Schurz Communications Inc.

"I'm interested in finding out if I'm interested in the communications business," Tim said.

On August 27 and 28 Tim spent some time in central Kentucky at The Advocate-Messenger in Danville and The Interior Journal in Stanford.

Other stops that he made included ones at the SCI corporate office, WSBT Radio and WSBT-TV in Mishawaka, IN, WASK Radio in Lafayette, IN, and the South Bend Tribune.



While visiting The Advocate-Messenger in Danville, Ky., this summer Tim Schurz had the process of printing a newspaper explained to him by Press Foreman Troy Maddox.

'Catch It Kansas' tailgate parties hosted by KWCH

This year for high school football KWCH-TV in Wichita, KA, is trying something a little different.

It has partnered with Yoder Meats and Wichita Technical Institute to host Catch It Kansas Tailgate Parties at local Kansas high school football games.

The Tailgate Party will serve as a fundraiser for the booster clubs as well. Each booster club has an opportunity to raise up to \$1,500 at their Tailgate Party. Other events that happen during the Tailgate Party include live reports during Eyewitness News at 4:00, 5:00 and 6:00 with members of the KSCW Crew and Sports Director Bruce Haertl.

Video of the game will also be featured during Eyewitness News at 10:00 and during The Catch It Kansas Show.

Throughout the Tailgate Party, Shane and Emily of the KSCW Crew hand out various giveaways at the game. People are also able to register at a table with our other Tailgate Party sponsor, Wichita Area Technical Institute, for a new mobile TV. The winner of the mobile TV was announced at halftime.



Antietam Cable booth at Hispanic Festival

Antietam Cable sponsored, and participated as a vendor in Hagerstown's 6th annual Hispanic Festival. The festival aims to celebrate Hispanic Heritage Month, by inviting the community and to raise money for scholarships. Nine scholarships, ranging from \$250-\$500 were awarded to Hispanic residents of Washington County. The event starts with a soccer tournament, and goes on to showcase local dance groups, live music, food, and vendor tables. Employees of Antietam Cable set up a booth at the event and interacted with member of the Hispanic community. Cindy Garland operates the booth in the photo at the left.

Western Broadband involved in the 'Fly The Flag' program

Six times a year more than 2,000 flags wave proudly in front of homes and businesses in Sun Lakes, Arizona, as part of the Fly the Flag program sponsored by the local Lions Club.

Western Broadband technicians and employees have joined in the effort by putting up and removing the flags for Presidents Day, Memorial Day, Flag Day, Independence Day, Labor Day and Veterans Day.

The program is the major fund raiser for the Lions Club, with residents donating \$40 a year for a flag to be displayed in their yard. In addition, flags are placed along the main streets and key areas in the community.

Western Broadband technician Frank Garcia says "I'm always glad to see our flag flying in peace and sunshine. It's an honorable and fun thing to do, plus I get to meet some new residents along the way. I either tell them 'Thanks for being a Western Broadband customer' or I tell them why they ought to be one!"



Western Broadband technician Frank Espinoza displays one of his truckload of flags he'll be installing again this Veterans Day. Sun Lakes, Arizona salutes America all across town by flying flags six times a year.



Get out the vote

Ray Brown, from the Bloomington, IN Herald-Times, had the winning entry in a competition sponsored by the Hoosier State Press Association to design a series of ads to 'get out the vote'. The winning ad is being distributed to newspapers throughout the state to be used as fillers prior to election day.

United Way of the Black Hills

Several Members of the New Rushmore Radio team in Rapid City, SD, attended, and spoke at the annual United Way Of The Black Hills Day Of Caring Event.

Around 1,500 people attended the luncheon, before taking off to do community tasks such as painting, cleaning parks, assisting the elderly with home improvements and more.

Pictured at the New Rushmore Radio table are left to right: Kevin Phillips, Sam Adams, Kris Killian, Beth Knight, Oakley Tye, Brad Anderson and Derek Stone.



KWCH aids Goodwill

Goodwill Industries of Kansas was low on clothing during the summer months, so KWCH-TV in Wichita, stepped in to lend a helping hand. For two weeks there was a heavy push for employees to clean out their closet and donate old and outgrown clothing. In return, employees were entered into a drawing to win tickets to Schlitterbahn Waterpark. In total, KWCH donated 736 pounds.

WSBT like home for new anchor team



Rick Schutt and Jennifer Copeland

Jennifer Copeland and Rick Schutt have joined WSBT-TV in Mishawaka, IN as the new primary anchor team.

They have joined Cindy Ward to deliver the news every Monday through Friday night.

Jennifer and Rick are no strangers to South Bend, and they are no strangers to each other. Jennifer used to work at WSBT and Rick worked at WSJV-FOX28. Ironically, their career paths crossed in Illinois, where Jennifer and Rick co-anchored together for a short period of time at WICD in Champaign.

Jennifer is remembered from her time at WSBT when she jump-started her broadcasting career as an award-winning reporter. She then took her career to WICD where she was a primary anchor. From there, she accepted the opportunity to anchor the early afternoon newscasts and be the primary fill-in anchor at WCNC in Charlotte, North Carolina. Most recently, Jennifer was a primary anchor at KSTP in Minneapolis, MN - Market 15.

Jennifer brings a strong work ethic, high

ethical standards, and a professional attitude.

She is married with two children. Raised near Cleveland, OH, Jennifer loves the Midwest, and she will be the first to tell you how excited she is to plant roots and raise her family in the South Bend area.

Rick Schutt is equally excited, as he returns to South Bend. He spent 11 years on the air at FOX 28. For eight of those years, he anchored sports before successfully transitioning to the news desk.

For the last five years, he has been the primary anchor at WICD-TV in Champaign, IL.

Rick and his family are very fond of the South Bend area, and while living in Illinois, they managed to return to South Bend a couple times per year... often to catch a Notre Dame football game.

In addition to his responsibilities in front of the camera, Rick has a history of being heavily involved in the community.

Herald-Mail's Elliott new SCI Recruitment Manager



ELLIOTT

As part of the formation of a corporate Human Resources team in 2012, Dave Elliott was named SCI's Recruitment Manager.

Dave has been with Schurz for 28 years, all of them (until this year) with

The Hagerstown, Md. Herald-Mail. For most of that time, he served as Human Resources Director for the newspaper, handling all HR functions, while also doing some corporate training at various properties and, for several years, handling all of SCI's employee pension calculations.

While with The Herald-Mail, Dave was extensively involved in the recruitment, interviewing and hiring process - which was his favorite part of the job.

"Doing all you can to hire the right folks is, at its foundation, perhaps the most important role of an HR department," he said. "It's my goal to do whatever I can to help Schurz identify, attract and hire the

best candidates for every position we have available."

As SCI looks to introduce a corporate-wide recruitment and hiring tool in the near future, Dave has been working hard - along with the rest of the HR team - to test its functionality and make sure it's ready to do the job when it goes live. He's also working on solutions that will help do candidate assessments on a more regular basis, and to find ways to identify strong potential employees that may have been missed previously. All the while, he's been working closely with many of the properties on their hiring needs - placing recruitment ads, conducting phone interviews, assisting with reference checks and more.

During Dave's time on the job, SCI has introduced a corporate Facebook page (as it begins to get involved with social media recruiting) and has added partners such as the University of Phoenix, where we now post openings (free of charge) that reach over 1 million Phoenix-educated students and alumni.

Dave can be reached at 301.791.7496, or delliott@schurz.com, at any time to assist with the hiring needs at any SCI property.

Gamble named Digital Media manager at WSBT

Bill Gamble, Operations Manager for WSBT Radio Group, has now assumed the role of Digital Media Director for WSBT Radio/TV in Mishawaka, IN.

Bill will continue as WSBT Radio's Operations Manager while adding TV's digital duties to his plate.

Bill has been directing the digital efforts for WSBT Radio Group since he arrived here nearly two years ago.

Prior to joining WSBT, Bill was Program Director at WUSN/US99 and WCFS/Fresh in Chicago. Before that, he served as Director of Operations and New Media for CBS Radio Denver where he oversaw CBS's country, classic hits and Hot AC stations as well as their web products.

Bill has done a great job of improving WSBT Radio Group's websites, increasing page views, developing apps, and significantly growing the station's Facebook and Twitter presence.



GAMBLE

McWhirter special publications editor

Sheri McWhirter, staff writer since 2011 at the Petoskey News-Review, has been named special publications editor.



MCWHIRTER

Her duties will include being editor of The Graphic and the News-Review's Saturday edition, along with magazines Home Life, Good Life, Winter and Summer Guide and Up North Bride.

McWhirter, 33, a graduate from Southern Illinois University Edwardsville, brings with her 11 years of journalism experience. Her goals will be to continue the success of her predecessor Maggie Peterson and "strive to entertain and delight our loyal readers."

McWhirter won multiple awards in her 11 years in journalism, including first place in 2011 from the Michigan Press Association for best investigative reporting and also first place in 2010 in the special sections category for a project about U.S. Coast Guard Air Station Traverse City.

McWhirter was one of 150 applications submitted to executive editor Jeremy McBain, Publisher Doug Caldwell said her personality and the fact that she's a very genuine person is what makes her right for the job. He also said they recognized she had the organizational skills to balance feature writing requirements for her different publications.

McBain said McWhirter knows the News-Review's products, policies and proved herself to be a creative and hard worker.

Soares KWCH news director

John Soares has been named news director at KWCH in Wichita, Kan.

He comes to Wichita after a two-year stint as news director at WJHL-TV. Prior to that he worked as a professor of journalism at California Polytechnic State University in San Luis Obispo, CA.

Soares' broadcasting experience also includes stints with KSBY-TV in San Luis Obispo as a freelance reporter/anchor and KCOY-TV in Santa Maria as the weekend news manager/producer and fill-in reporter/anchor.

He and his wife Kristi live in Wichita, KS.

Soares holds a B.A. in Political Science from Providence College in Rhode Island, a M.A. in Journalism from Emerson College in Boston, and a J.D. from Syracuse University College of Law.

Suski director of sales for WSBT TV/Digital

In mid-August, WSBT General Manager, Sally Brown, announced that Jim Suski has been promoted from Local Sales Manager to Director of Sales for WSBT TV/Digital.



SUSKI

Jim brings a great deal of experience in media sales and sales management to this position. He started his media sales career in 1985 at WSBT Radio. He worked there until 1995 when he departed for Lansing, MI to become General Sales Manager at a radio group.

He made the move to TV sales in 1998 at WOTV in Grand Rapids. Jim came back to South Bend in 2000 to sell for WNDU TV—then he came full circle by making the switch to a sales position at WSBT TV in 2007.

In 2010, Jim was promoted to Local Sales Manager and oversaw the activities of the new business development team. And now, he has taken over the helm of the entire TV sales department as Director of Sales!

Rose named controller for Arizona cable television properties

Latisha Rose, a five year employee of Western Broadband, has been promoted to controller of Orbitel Communications / Western Broadband, companies providing cable TV, internet and digital phone to areas in Arizona and both recently acquired by Shurz Communications.

Rose, a Pittsburgh, Pa. native who began her career with Heinz North America, was previously assistant controller for Western Broadband. She is known within the company as someone who gets things done, and then looks for more to do. Her responsibilities now include consolidating the Orbitel and Western Broadband accounting and general business practices into one Arizona entity.

When she and her husband and three children moved to Arizona, Rose was one year away from graduating college in Pennsylvania, having worked at Heinz and taken classes in the evenings and on weekends. Recognizing the importance of a degree in her field, she again resumed her studies and graduated in March 2011 from the University of Phoenix.



ROSE

Jim knows the South Bend market quite well and he is very passionate about WSBT, the staff, and its customers.

Sweeney WDBJ7 digital content manager

Dan Sweeney has been promoted to digital content manager for WDBJ7.com and for mobile products.

In the past year, Dan has helped grow the WDBJ7 Website and mobile sites to record levels of engagement with users.

He joined WDBJ7 as an associate producer in 2010. He moved to the digital department as internet news manager in 2011.

Dan is a graduate of Springfield College in Springfield, MA in 2005 where earned his bachelor's degree.



SWEENEY

Customer Service Lead at Advanced Cable

Ray Quiñones has been promoted to Customer Service Lead in the Advanced Cable Weston Retail Center.



QUIMONES

Ray will be overseeing all customer service processes and administrative functions and upselling products and services. He will be a big part in our effort to gain significant RGU growth from the Weston location and continue in our mission to "make our customers happy."

News Makers

Gold Pan Award goes to KTUU's Dan Newman

Each year the Anchorage Chamber of Commerce recognizes individuals and organizations making a positive difference in Alaska's communities.

The prestigious "Gold Pan Awards" are comprised of categories designed to honor those excelling at volunteerism, entrepreneurial excellence and distinguished community service across the 49th state.

Winners receive a large, engraved gold pan and plenty of glowing recognition.

This year, KTUU-TV Account Executive Dan Newman was honored as the Anchorage Chamber's "Volunteer of the Year" for work done in support of the member-driven business organization.

Anchorage Chamber President Sami Glascott remarked that Newman was an important fixture at all Chamber events throughout the year. He commented that, whether it was a networking event or a Military Appreciation luncheon, Newman's energy and enthusiasm distinguished him as an outstanding volunteer committed to making meaningful contributions.

During the evening, KTUU-TV was recognized as one of four finalists for the "Distinguished Community Service" Gold Pan award.

Throughout the year, the station works to be a leader in community service by partnering with key organizations such as Make a Wish Alaska, the Native Youth Olympics and the Muscular Dystrophy Association to name a few.

Although the award in this category ultimately went to local telecom firm Alaska Communications, the nomination was seen as a significant achievement. "Just being a finalist was a big win for us," says KTUU-TV Marketing Director Brad Hillwig.



Dan Newman with Gold Pan award



The colorful CBS "Buzz" during its stop in Wichita in August

CBS Buzz Tour makes August stop in Wichita

The CBS Buzz Tour stopped by Wichita in August. The Buzz Tour featured CBS reality star, Burton Roberts, from Survivor, along with activities and giveaways to thank fans for making CBS America's Most-Watched Network.

The Bus was at Lawrence-Dumont Stadium, for Baseball 'Round the Clock, on Saturday, August 4.

Roberts interacted with fans. Fans were able to participate in video chats, sneak peeks and screenings of CBS' new fall series. There were also contests and giveaways plus a chance to be digitally added to cast photos of several CBS series, which could be shared on Facebook and Twitter.

"KWCH and CBS have been partners for nearly 60 years. It's great to have the dominant news station and the entertainment giant on the same team," said Joan Barrett, President and General Manager of Sunflower Broadcasting, Inc. "This is just one way to say thanks to our fans for making KWCH and CBS number one in Wichita."



Joan Barrett, president and general manager at KWCH, visits with Burton Roberts from the CBS Survivor show.

Adams leaves KBHB for Washington

Long-time KBHB (Sturgis, SD) Farm/Ranch Director Chase Adams last day was September 30.

His new role will be Director of Communications for the National Cattlemen's Beef Association in Washington, DC.

During an outstanding eight-year run at KBHB, Chase has served as a Board

Member of the National Association of Farm Broadcasters and was named the "Broadcaster of the Year," by the United States Cattlemen's Association in 2010.

Adams also served on the Ag committee for the Sturgis Area Chamber of Commerce and is a Board member of the "Days of '76 Rodeo Museum in historic Deadwood, SD.

WASK's Green picked for leadership training

Brian Green, Vice-President and Director of Sales for the WASK Radio Group in Lafayette, IN, has been selected for the National Association of Broadcasters Education Foundation Broadcast Leadership Training Program.

The Broadcast Leadership Training program is targeted to senior level broadcast managers of proven ability who aspire to advance as group executives or station owners.

This 10-month Executive MBA-style program focuses on the unique process of assessing, purchasing, owning and operating radio and television stations. It provides a blueprint for talented business people to become a greater part of the industry and increase the diversity of voices available to the public.

Participants in the BLT program will meet one weekend a month at the NAB headquarters in Washington, D.C.

The WASK Radio Group is a property of Schurz Communications, a news and information company, which consists of seven business segments: Broadcasting Radio, Broadcasting TV, Cable TV, Newspaper Publishing, Shoppers, Commercial Printing and Digital Media.

The WASK Radio Group in Lafayette operates 98.7 WASK, 93.5 WKHY, 105.3 WKO, 102.9 WXXB and 1450AM ESPN Radio.



Brian Green, WASK vice president

Anniversaries

Each issue of the Schurz Communicator recognizes employees at SCI properties with 20 years of experience or more in five year increments.

If you have been overlooked, send an email to Editor Bill Schrader at bschrad500@aol.com and you will be included in the next issue.

35 Years

Lia Green, New Rushmore Radio, Rapid City, SD

Cal Kincaid, New Rushmore Radio, Rapid City, SD

25 Years

Mark Barker, WDBJ7, Roanoke, VA

Ellen Martin, WDBJ7, Roanoke, VA

Jenny Purcell, Times-Mail, Bedford, IN

Ronnetta Terrell, Times-Mail, Bedford, IN

20 Years

Jean Jadhon, WDBJ7, Roanoke, VA

Melissa Krupin, Advanced Cable Communications, Coral Springs, FL

Mike Bell, WDBJ7, Roanoke, VA



WDBJ7's President's Club inductees for 2012 Dan Sweeney, Brian Britt, Kerri Wilson and Ellen Martin gather with President and General Manager Jeff Marks (center).

WDBJ7 honors four President's Club winners are named

The 2011/2012 President's Club annual winners at WDBJ7 in Roanoke, VA, were announced at a staff meeting in July.

Dan Sweeney was selected for his initiative in creating new ways to connect with the digital audience.

Brian Britt was selected for his diligent

care of WDBJ7's IT system and managing the Google transition.

Kerri Wilson was selected for her diligence and creativity in creating the new look of WDBJ7.

Ellen Martin was selected for her consistent leadership in developing new business.

Awards & Honors

Petoskey News-Review first in Business Development contest

Newspaper projects ranging from salutes to hometown heroes to anniversary celebrations and business directories were honored in the 2012 Newspaper Business Development Contest sponsored by the Inland Press Foundation.

More awards on pages 28-31

recognize special sections, niche products and other publications that generated new revenue for their parent newspapers.

The Petoskey, MI News-Review was one of the winners in the competition. It took a first place in the Travel/Tourism/Transportation category.

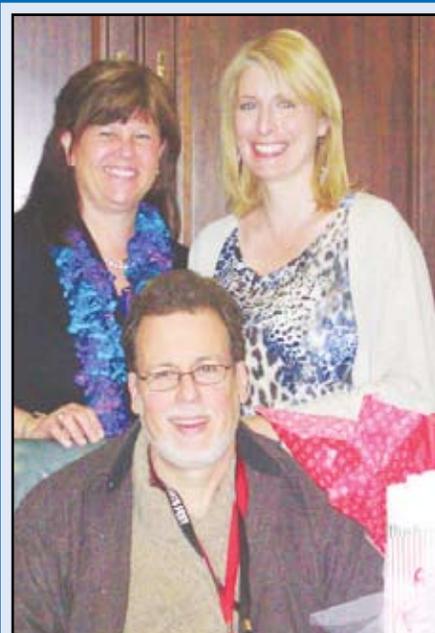
Winners were selected from 130 entries in the contest to

Its Welcome Back Resorters publication was the winner in the 10,000 to 50,000 circulation group.

The judges commented: "Helpful information and maps with a good layout in a product targeted to tourists."

Awards were presented at the 2012 Newspaper Business Development Conference held Aug. 9 to 10 at the Seyfarth Shaw Conference Center in The Citadel in downtown Chicago. Attendees received a "Great Ideas" DVD that includes all contest entries.

Commenting on the Business Development Contest Inland Executive Director Tom Slaughter noted that in today's business reality, generating new revenue sources is vital for newspapers.



iNthebend.com

To launch the new iNthebend.com entertainment print guide and updated web site, the South Bend Tribune "popped" in on advertisers with a special delivery...popcorn in a box that also contained a letter explaining the new product. Left to right are Jandell Herum, Tim Harmon and Elisabeth Clark.



Joanna Small wins

KY3, KSPR winners in Emmy contest

KY3 and KSPR in Springfield, MO, were winners in the Mid-America NATAS Emmy awards in September.

Joanna Small, reporter for KSPR, took home the Emmy for Continuing Coverage. Joanna won for her coverage of a mother who lost her son in the Joplin tornado.

Joanna's stories followed the mother from the day after the storm, a few days after the tornado, and on the anniversary.

KY3 News won Emmy awards for best morning and evening newscasts.

The first went to the Ozarks Today morning team for a live remote newscast after the Joplin, Missouri EF5 tornado.

The second Emmy was awarded to the evening team for its live broadcast after a tornado hit the historic music strip in Branson, Missouri.

Photographers at KTUU win NPPA Awards

By BRAD HILLWIG
KTUU-TV, Anchorage, Alaska

Great visual storytelling is about technical skill, focus and artistry. Combine those attributes with hard work and the results take care of themselves.

For years, KTUU-TV has distinguished itself as a powerhouse station for visual storytellers. Numerous national accolades have set a standard that KTUU photographers carry with them on each assignment. Even still, some are working to push the bar higher with every story.

In the National Press Photographers Association 2nd Quarter contest, several KTUU photographers earned awards in the West General Region:

--Spot News 1st Place: Albert Lutan "Great People Out There"

--Spot News HM: Shawn Wilson "A Shattering Experience"

--Deadline News 1st Place: Catherine Steward "We All Made it Out"

--Deadline News 2nd Place: Catherine Steward "It's in the Woods"

Steward, who joined KTUU in May of this year, also won a first place award in the In-Depth category for the story "Life as he Knows it", which she produced, shot and wrote at her previous station.

Stevenson completes associate degree work

Dee Stevenson, credit manager for the Herald-Mail in Hagerstown, Md. has earned her Associate of Applied Science in Paralegal Studies from Kaplan University.

The focus of her studies were on debtor, creditor and collection law as well as contract law. As a part-time student, in order to complete the required credit hours necessary to achieve this degree in just two years, she took classes year round with no Spring, Summer or Christmas breaks.

Two months before completing her studies she received an invitation to become a member of Alpha Beta Kappa National Honor Society. Qualifications for membership to this society are: excellence in classroom, shop, studio, and laboratory work; leadership and service in class and school activities, personal integrity and good moral character.

On October 7, Stevenson achieved her personal goal of having a daughter and son see her graduate Summa Cum Laude with a GPA of 3.90.



STEVENSON

Mohammed Ansari Bloomington, Ind. Herald-Times

Mohammed Ansari, 66, retired from The Herald-Times on Aug. 10 and friends celebrated with him at a retirement party on Aug. 8.

Mohammed started working in The Herald-Times circulation department in 1989 as city sales manager.

"In May 1989, we became a morning paper," Mohammed said. "It was one of the reasons I was brought over by Bill Goodman (former circulation manager, now deceased). I had been a distribution manager for the Indiana University Daily Student at that time."

"I was put in charge of single copy sales and home delivery," he added. "About 1995, my title evolved to single copy sales manager. I took on more single copy sales and limited home delivery."

A hawkers program was also set up in the 1990s. Bill and Mohammed would sell papers at 17th and Dunn streets at every home football game. Mohammed said he contracted kids, including his own, and adults to mingle with the crowd to sell papers.

Mohammed said he taught English in India before coming to Indiana University for a graduate program in folklore. He said he got his Ph.D. in folklore in 1986.

Mohammed met his wife, Carolyn, on the Indiana University campus. They got married in 1975. She now works for LifeDesigns, formerly Options for Better Living.

Mohammed teaches writing classes at Ivy Tech, and he teaches writing and folklore at Indiana University-Purdue University in Columbus. He is a member of the American Folklore Society.

Gary Holland Bloomington, Ind. Herald-Times

Gary Holland retired from The Bloomington Herald-Times on Aug. 31.

He came to The Herald-Times 14 1/2 years ago as a district manager in circulation.

"I'm 74 years old, which might make me one of the older retirees," he said. He called that a dubious distinction.

Gary is a native Wisconsin. After graduating from high school in 1957, he joined the Navy. Four years later, he received his honorable discharge and enrolled in the University of Wisconsin. He received his degree in marketing and went to work as a



MOHAMMED ANSARI

territory manager for the Standard Oil Co.

For the next 20 years, he said he specialized in recruiting sales and marketing professionals for the pulp and paper industry. The last three years he operated his own recruiting firm, Gary Holland & Associates.

He went to work for Madison Newspapers and developed a successful in-store subscription sales program.

Through this program, he met his current wife, Debra (Kit) Holland. She was working for The Herald-Times and went to Madison to observe his program to start it in the Bloomington area. They lived in Madison for four years and then moved back to Bloomington, where Gary said he was lucky enough to find a position as a district manager for The Herald Times, and has served in that position for more than 14 years.



HOLLAND

Jan Brooker Advanced Cable, Coral Springs, Fl

Jan Brooker retired from Advanced Cable on September 14, 2012.

She came to Advanced Cable as part of the acquisition of Gulf and Pacific Cable in 1998 where she was employed for seven years.

Jan was a call center representative, consistently performing as a top seller. She received both top seller awards and employee of the year awards during her tenure.

Jan looks forward to spending time with her two beautiful grandchildren, Summer and Bodie. She is an active member of her church and will now increase her volunteer hours at a local hospital.



BROOKER



KWCH-TV recognized

This September KWCH-TV in Wichita, Kan., was recognized by the Kansas chapter of the Leukemia and Lymphoma Society for helping raise money for cancer research. The station promoted a fundraising campaign on air and on-line. They also created a Facebook contest for viewers to vote to give \$1,000 to the charitable organization. The contest garnered over 5,000 votes on KWCH's Facebook page! Rebecca White is pictured here with 2013 Girl of the Year, cancer survivor Alya Gard.

In Memory

Claude Parsons Bedford Times-Mail Retired

Claude Parsons, who served as reporter and later editor of the Bedford, IN Times-Mail for 30 years and then another 25 years as a contributor after retirement, died Aug. 20. He was 84.

Parsons was remembered by former colleagues for his gentle and agreeable nature. A native of West Baden Springs, IN, he joined the Times-Mail as a reporter in 1956 and retired in 1986 as executive editor.

He began writing as a teenager when he wrote stories about his school's basketball team for the Paoli, IN Republican. He was also sports editor for his high school paper. After high school he enrolled in the Jordan Conservatory of Music at Butler University. He graduated in 1950.

Parsons found time for community service. He was a longtime member of the Bedford Lions Club, serving more than 50 years.

In 2011 he received the Lions International President's Letter of Commendation.

Awards & Honors

Herald-Mail 2011 Newspaper of the Year

The Hagerstown, Md. Herald-Mail won 32 awards and was named the 2011 Newspaper of the Year for its division by the Maryland-Delaware-D.C. Press Association.

The newspaper's awards included 17 first-place and 15 second-place honors in its division. The Herald-Mail is in Division B, for newspapers with daily circulation of between 30,000 and 75,000.

Publisher Andy Bruns said he was "thrilled and proud to have inherited such a quality staff" and promised to make sure the paper keeps the quality up in the years to come. "We would do it whether we got awards or not, but boy, it's nice to be recognized," he said.

This is the 10th time The Herald-Mail has been Newspaper of the Year since 1995. The last time was in 2007.

The winners and their categories include:

- News**
- 1st place, General News: Jennifer Fitch for "Linked by Tragedy"
 - 1st place, Investigative Reporting: Arnold Platou for "Fire and Rescue Files"
 - 1st place, Spot News: Jennifer Fitch for "Airplane Crashes at Martinsburg Air Show"
 - 1st place, Continuing Coverage: Marie Gilbert for "Living With Adversity"
 - 1st place, Public Service: Dan Dearth for "County to Close Senior Nutrition Site"
 - 1st place, Business Reporting: Kate Alexander for "Signs of the Times"
 - 1st place, Education Reporting: Janet Heim for "Tech High: Preparing Students for the Future"
 - 1st place, Arts/Entertainment Reporting:

Amy Dulebohn for "Grammy Winner Makes 'Marx' Across Genres"

- 1st place, Special Section: Staff for "The Civil War"
 - 2nd place, Spot News: Dave McMillion for "Blaze Destroys Market"
 - 2nd place, Feature Story Profile: Marie Gilbert for "Entering a New Frontier"
 - 2nd place, Continuing Coverage: Jennifer Fitch for "Water Activities Prohibited at Cowans Gap to Test Water for E. Coli Bacteria"
 - 2nd place, Public Service: Julie Greene for "Boy's Long Walk Home Changes School Policy"
 - 2nd place, Local Government: Heather Keels for "Backyard Chicken Raising Rising in Popularity"
 - 2nd place, Business Reporting: Heather Keels for "Closing the Doors on History"
 - 2nd place, Religion Reporting: Kate Alexander for "9/11 Brought Islam Under Scrutiny"
 - 2nd place, Arts/Entertainment Reporting: Chris Copley for "Artist Returns to His Roots"
- Editorial**
- 1st Place, Local Column — Feature or Humor: Alicia Notarianni for "Caregiving Reaps Many Rewards"
 - 2nd place, Local Column — Critical Thinking: Bill Kohler for "The Sound of Silence and Rock 'n' Roll"

Photography

- 1st place, General News Photo: Kevin

More awards on page 26

G. Gilbert for "Marine Laid to Rest" — 1st place, Spot News Photo: Ric Dugan and Chris Tilley for "Woman Shot in Dual Highway Standoff"

— 1st place, Feature Photo: Ric Dugan for "Sun Bakes Area"

— 1st place, Sports Photo: Joe Crocetta for "Clear Spring's Youth Serves Loss to Hancock"

— 2nd place, Spot News Photo: Joe Crocetta for "Moller Organ Building Burns"

Sports

— 1st place, Sports Story: Andrew Mason for "The Last Laugh: Riddle Isn't Joking with Record-Setting Punchline at JFK 50 Mile"

— 2nd Place: Daily Sports Column: Bob Parasiliti for "Life's Score Isn't Kept On the Field"

Design and Graphics

— 1st place, Page 1 Design: Joel Huffer for "Moller Organ Building Burns"

— 2nd place, Page 1 Design: Sherry Bourgeois for "Out of the Ashes"

— 2nd place, Headline: Jake Womer for "A Unique Enterprise"

Online

— 1st place, Multimedia Storytelling — Feature: Heather Keels for "Forty West Landfill Tour"

— 2nd place, General Website Excellence: Staff for Herald-Mail.com

— 2nd place, Best Use of Interactive Media: Staff for "Herald-Mail.com Little League Tournament"

SCI editorial contest winners announced

The results have been announced for the SCI editorial contest covering the first third of the year.

Staff of the Chicago Tribune judged the writing and digital success categories.

Woody Marshall of the Macon, Ga., Telegraph judged the photo and multimedia categories.

The winners in the Photo and Multimedia categories were published in the July Communicator.

BEST WATCHDOG REPORT

Judge: James Janega, Nation Manager, Chicago Tribune

First place -- Virginia Black and Mary Kate Malone, South Bend, IN Tribune

JUDGE'S COMMENTS: "Black and Malone used public records requests, tape archives, interviews with parents, judges, agencies, police, social workers and others to show that the Indiana child protection system was fatally failing its most at-risk children. The well-reported and well-told stories led state lawmakers to inves-

tigate the system and uncover Indiana DCS trying to cover its tracks with rule changes."

Second place -- Heather Keels. The Hagerstown, MD Herald-Mail

JUDGE'S COMMENTS: "The story written by Keels traced a tip from citizens to action by the state that revealed a potential health hazard to local residents. Washington County tested water in Conococheague Creek after the newspaper sent state and county officials photos of stream runoff taken by area fishermen in 2011. Follow-up testing by the Maryland Department of the Environment revealed in 2012 that seepage near two county landfills contained elevated arsenic levels at twice the safety limit set by the state."

Honorable mention -- Stephanie Mojica, Danville, KY Advocate-Messenger

BEST EXPLANATORY OR SENSE-MAKING STORY

Judge: James Janega, Nation Manager, Chicago Tribune

First place -- Bloomington, IN Herald-Times staff, led by Bill Strother and Rod Spaw

Continued on page 29

SCI Editorial Contest Winners Announced

Continued from page 28

JUDGE'S COMMENTS: "The Herald-Times presented an exhaustive series of stories looking at how a national economic downturn had affected Bloomington and the Indiana counties around it. Using economic data, anecdotes, photos and comparisons, the staff tells the story of the American heartland in recession."

Second place -- Jeff Natalie-Lees, Aberdeen, SD American News

JUDGE'S COMMENTS: "Natalie-Lees explains the need for changes in state bonding laws at the South Dakota Public Utilities Commission after the failure of Anderson Seed – a grain company that had complied with state surety bonding guidelines even as it went off the financial cliff, going out of business even as it owed a group of South Dakota farmers \$2.6 million. The risk faced by Anderson's customers is shared by many other South Dakota farmers."

Honorable mention -- Julie E. Greene, The Hagerstown, MD Herald-Mail

BEST COVERAGE OF A BREAKING NEWS STORY

Judge: Liam Ford, breaking news reporter, Chicago Tribune

First place -- Tom Moor and Margaret Fosmoe, South Bend, IN Tribune. "Again! 24 apartments burn"

JUDGE'S COMMENTS: "Does a good job of humanizing a large fire through the eyes of a father. Well-written and detailed fire story."

Second place -- Dan Dearth and C.J. Lovelace, The Hagerstown, MD Herald-Mail, "Woman dies in city fire, 3 family members critical"

JUDGE'S COMMENTS: "Natalie-Lees explains the need for changes in state bonding laws at the South Dakota Public Utilities Commission after the failure of Anderson Seed – a grain company that had complied with state surety bonding guidelines even as it went off the financial cliff, going out of business even as it owed a group of South Dakota farmers \$2.6 million. The risk faced by Anderson's customers is shared by many other South Dakota farmers."

Honorable mention -- Joanna King, Danville, KY Advocate-Messenger, "Truckloads of stolen property recovered"

BEST LOCALIZATION OF A NATIONAL OR REGIONAL STORY

Judge: Bridget Doyle, reporter, Chicago Tribune

First place -- Alejandro Davila, Imperial Valley Press, El Centro, CA, "Slab City: Last free place in America?"

JUDGE'S COMMENTS: "An incredibly interesting look into a local community that squats on land owned by the state of California. Enjoyed learning about their version of government – along with their public health issues and what the residents' perspective is like while sitting under a cultural spotlight. A fair and well-reported piece on the community."

Second place -- Margaret Fosmoe, South Bend, IN Tribune, "Prof's denounce 'incendiary' remarks"

BEST PERSONALITY PROFILE

Judge: Alexia Elejalde-Ruiz, features reporter, Chicago Tribune

First place -- Abby Tonsing, The Bloomington, IN Herald-Times, "We want to know what happened"

JUDGE'S COMMENTS: "Deft melding of the facts of the case and the plight of parents without a clue as to what happened to their child. Compassionate portrayal of the missing girl without being too sentimental. I particularly liked this line: 'Robert and Charlene

Spierer speak of their daughter in both the present and past tense, sometimes even in the same sentence' (though I would take out the 'even'). Timeline sidebar was helpful, though also would have liked to see a timeline of what happened the night she disappeared."

Second place -- Joanna King, The Danville, KY Advocate-Messenger, "All-in"

Honorable mentions -- Tom Nole, South Bend, IN Tribune, "Driven to Dominate"

The Hagerstown, MD Herald-Mail, "A Man with a Vision"

BEST COMMENTARY

Judge: Greg Burns, senior correspondent and columnist, Chicago Tribune

First place -- Bob Zaltsberg, The Bloomington, IN Herald-Times

JUDGE'S COMMENTS: "For clearly written and strongly argued editorials tackling issues of intense local interest."

Second place -- Bob Bridge, The Bedford, IN Times-Mail

Honorable mention -- Joanna King, The Danville, KY Advocate-Messenger

MOST COMPELLING DESIGN OF PAGE 1

Judge: Jordan A. Dziura, editor/designer, Chicago Tribune

First place -- The Bloomington, IN Herald-Times, April 15, 2012, Penny Reid, Stewart Moon and Kristina Wood

JUDGE'S COMMENTS: "The 'Making the right connections' package holds a wealth of information for readers, and it was well-integrated and executed. We found it difficult to decipher some of the icons, but local readers who have been following this story are probably familiar with some of the details. Good use of refers to web site and coverage inside the paper. Skyboxes are simple and don't detract from stories below."

Second place -- The Hagerstown, MD Herald-Mail, April 19, 2012, Sherry Bourgeois

DIGITAL SUCCESS STORY

Judge: Heather Billings, news apps developer, Chicago Tribune

First place -- South Bend, IN Tribune, Tramel Sturgis audio.

JUDGE'S COMMENTS: "Powerful audio that required quick thinking and acting on the part of the reporters to publish before an injunction took effect. Having the audio as part of this package brings needed weight to this story of a child in danger."

Second place -- Aberdeen, SD American News, special flooding report.

DISTINGUISHED SPORTS REPORTING/WRITING

Judge: Tim Bannon, sports editor, Chicago Tribune

First place -- Dustin Dopirak, The Bloomington, IN Herald-Times, "Dream season comes to a close"

JUDGE'S COMMENTS: "Briskly written account of a significant NCAA tourney game. Well-reported, well-crafted and composed on deadline for the next day's paper. Lead captures an emotional moment, taking it beyond the mere fact of the game. Ending nicely ties it all together."

Second place -- Eric Hansen, South Bend, IN Tribune, "Eyes Wide Open"

Honorable mention -- Dustin Dopirak, The Bloomington, IN Herald-Times, "Hoosiers forced to get with 'Program.'"

SCI properties shine in NAB contest

KTUU-TV gets 2nd for 'Mobile Lovers'

By BRAD HILLWIG

KTUU-TV, Anchorage, Alaska

When KTUU-TV Account Executive Jennie Smelker and Digital Sales Manager Tony Freije approached Pizza Hut about a new promotion, they discovered that the popular pizza chain had some very specific goals. Pizza Hut wanted to increase its email database, promote mobile and online orders and target young digital-savvy consumers.

Smelker and Freije went to work on creating a promotion to accomplish Pizza Hut's goals and to keep this loyal client excited about advertising with KTUU-TV.

Thus, the "Pizza Hut Mobile Lovers Giveaway" was born. Little did Smelker and Freije know at the time, but they're innovative campaign was destined for big things.

The concept called for Pizza Hut to give away 200 pizzas over 30 days. To win one of the pizzas, participants had to register through the KTUU mobile application on their Smartphone or tablet.

An aggressive cross-platform promotional campaign was designed to drive participants to download the KTUU app from their respective app stores. In addition to online ad banners and a clever widget that simplified mobile downloads, the contest was built into the main headings of KTUU's



DAN NEWMAN ACCEPTS 'TOPPER' AWARD

Smartphone and tablet apps to increase visibility. An on-air promotion produced by Syntax Productions depicted flying pizza boxes invading Anchorage as a young text-crazed couple looked on, before registering to win. The message was clear: Pizza Hut is mobile, and you should join the fun!

The results of the promotion were significant. The campaign utilized every one of KTUU-TV's platforms while managing to accomplish Pizza Hut's original goals. Not only did downloads of KTUU apps increase 76 percent from the same time last year, but

Pizza Hut also experienced a strong uptick in sales during and after the promotion.

So successful was the campaign that it earned entry into the National Association of Broadcasters' (NAB) Small Market Money Makers Competition. Of the 130 entrants from across the nation, the "Mobile Lovers" promotion was selected as a "TOPPER", or one of the 25 best.

This meant an opportunity to compete for the grand prize at NAB's conference in Nashville, Tennessee. In mid-September, General Sales Manager Nancy Johnson and several members of the KTUU-TV sales team travelled to Nashville to represent the station during the final judging.

KTUU-TV Account Executive Dan Newman demonstrated the campaign in an exceptional two-minute video presentation. The video, which was produced by Syntax Productions, effectively detailed the key elements of the promotion using graphics and Alaska imagery (see the presentation video by visiting: <http://www.youtube.com/watch?v=Jl3DT0ez4Sg&feature=youtu.be>).

Early results were promising as "Mobile Lovers" won first place in the initial rounds of voting. During the finals, the team faced steep competition and ultimately earned a second place finish, behind winner WLBT in Jackson, Mississippi.

Parade of Homes Plus 2012 winning WSBT-TV entry

Brian Levan, TV Account Executive at WSBT in Mishawaka, IN, put together a very successful sales campaign this summer with the Parade of Homes Plus 2012. Not only was the campaign successful, it won top honors in the National Association of Broadcasters competition.

A huge showcase for the Builders Association of Elkhart County, the Parade of Homes provided a chance for Brian to sell many of the builders and remodelers involved a piece of the co-op advertising pie.

The spots persuaded viewers to build their dream house or to improve their current home with a member of the Builders Association and to check out the website for information and discount coupons for the Parade. The multi-platform campaign included advertising on WSBT-TV, SBT2, StormTracker Channel and wsbt.com.

All of the advertisers involved were very happy with the attendance and solid leads they received. The multi-platform campaign



BRIAN LEVAN
WSBT TV
Account Exec

and high quality production generated attendance and nearly \$16,000 in a 10-day flight, and featured 20 local businesses in the home builder category that traditionally does not advertise. The campaign brought many new clients to WSBT-TV who have continued to do business with the station.

Because of the Parade of Homes' success, Brian decided to submit it for the NAB Small Market Money Makers Competition.

Out of the 130 total contest entries from stations across the country, Brian's promotion was one of 25 selected as a "TOPPER" by the Small Market Exchange judging committee. That meant that he moved on to compete for honors as the Best-of-the-Best sales promotion during the Small Market Television Exchange.

After he was selected, he needed to submit a two-minute video to describe the project and to show the actual commercial.

Although Brian's campaign wasn't the winner, he considers himself and WSBT winners for reaching the top 25. "I want to thank Josh Taylor for producing this video, as well as Dan Langwell and Abby Weppler for their help," Brian said. "I could not have done this without all of them. WSBT, as well as Schurz Corporation, has much to be proud of!"

KWCH sweeps KAB contest top awards

KWCH-TV in Wichita, Kansas, made a clean sweep of the top awards in the Kansas Association of Broadcasters Television and Radio Award competition.

It topped off the awards by being selected as the Large Market Station of the Year.

KWCH-TV completed its sweep by getting the Tony Jewell Community Service Award for "One Of A Kind Kansas" produced by the news and web teams.

A KWCH-TV satellite, KBSH-DT in Hays, Kansas, was named the non-metro Station of the Year. It won two firsts and two seconds in the non-metro competition. Another satellite, KBSD-DT in Dodge City, Kansas won a first and an honorable mention in the non-metro competition.

In the Large Market contest categories KWCH took eight firsts, five seconds and one honorable mention.

The eight firsts in the competition were:

--**AM/Noon Newscast:** AM Newscast 4/16/12, Jennifer Montenegro.

--**News Feature/Enterprise Story:** Clicks for Kids, George Taylor, Michael Schwanke.

--**Sportscast:** NCAA Coverage 3/5/12, Heather Williams, Grant Meech, Jenn Bates, Bruce Heartl.

--**Weathercast:** Severe Weather Ross Forecast, Ross Janssen.

--**Single Topic Event News Coverage:** Oaklawn Tornado, Chad Cross, Eyewitness News Staff.

--**Special Program:** Rock Chalk Championship, Bruce Heartl, Jenn Bates, Jennifer Searle.

--**Commercial Series:** Chapada Chophouse, Eron Rawson.

--**Station Promotion Announcement:** School Boundry Decision, Shawn Hilferty, Stephanie Huff, Sarah Kallill, Dave Warren, Rob Gasaway.

The five seconds in the Large Market competition were:

--**Prime Newscast:** Eyewitness News At 10 Oaklawn Tornado, Christina Taylor.

--**Commercial, Any Length:** Thunderbird Tactical - Zombie Shoot, Dave Lyon, Eron Rawson.

--**Station Promotion Announcement:** Modern Day Sex Talk sweeps promo,

Shawn Hilferty, Stephanie Huff, Scott McMullen, Dave Warren, Rob Gasaway.

--**Station Promotion Campaign:** April 14 Tornado Coverage, Stephanie Huff, Shawn Hilferty, Sarah Kallill, Caleb Wilson.

--**Station Web Site:** KWCH Web Site, KWCH Web team.

The one honorable mention in the Large Market Competition was:

--**In-Depth News Reporting:** Clearing The Air, Michael Schwanke, Scott McMullen, Brian Gordon.

KBSH-DT winners in the non-metro competition were: Firsts--Commercial Any Length, Miller's of Clafin, Vashaun Reynolds; Commercial Series, Colby Community College Series, Vashaun Reynolds; Seconds -- Sportscast, 2-Minute Drill, Heather Williams; Commercial Any Length, The Mail - Black Friday, Vashaun Reynolds.

KBSD-TV winners in the non-metro competition were: First -- Sportscast, 2-Minute Drill, Danilynn Wilniak; Honorable Mention -- News Feature/Enterprise, Weightlifter Coach, Danilynn Welniak.

Gaylord Herald Times wins national awards

The Gaylord, Mich. Herald Times won five national awards in the Local Media Association 2011 Editorial Contest.

In its circulation class, the Herald Times won a variety of awards including first place in the Best Continuing Coverage category for its ongoing coverage of the casino dispute in Vanderbilt, spearheaded by staff writer Michael Jones.

The newspaper also took second place in Best Photojournalism for a shot taken by staff writer Chris Engle of the funeral for Marine Corps Staff Sgt. David Day, who died while serving in Afghanistan.

Second place was also earned in the Best Investigative Reporting category for the Herald Times' account of the struggles of the victims of the Alpine Haus fire by staff writer Lorene Parshall.

In addition, 2011's Spirit of Volunteerism section earned second place for Best Special Section. The publication highlights the annual winners of the Volunteer Center of Otsego County's Spirit of Volunteerism awards.

The Herald Times also won third place in the Best Sports Photo category for Bill Serveny's perfectly captured shot of the Gaylord High School cheerleaders.

"These awards not only show why I believe we are one of the best newspapers in our size around, but they show the great diversity of talents in our newsroom," said Herald Times editor Jeremy Speer. "Everyone in our newsroom had a hand in these, whether it was information gathering, editing, writing, planning, shooting pictures or designing. I am fortunate to work with a group that so consistently is recognized by our peers."

The Herald Times' editorial team includes editor Jeremy Speer, copy editor Cathy Landry, design editor Frank Michels, staff writers Chris Engle, Michael Jones, Lorene Parshall and Matt Wenzel, editorial assistants Kurt J. Kolka and Ian Callison and photographer Bill Serveny.



Holden receives award

New Rushmore Radio Account Executive Todd Hohen won first place in the radio category of the 2012 Commercial Production Awards at the South Dakota Broadcasters Association Leadership Conference which was held in Deadwood, SD. The 30 second commercial was for Zoom Soda and Candy of Rapid City. Todd wrote, and produced the commercial, which included his wife Luciene and son Jacob as voice talent. Luciene and Jacob were on hand for the awards ceremony (center), along with New Rushmore Radio General Manager Lia Green (right).

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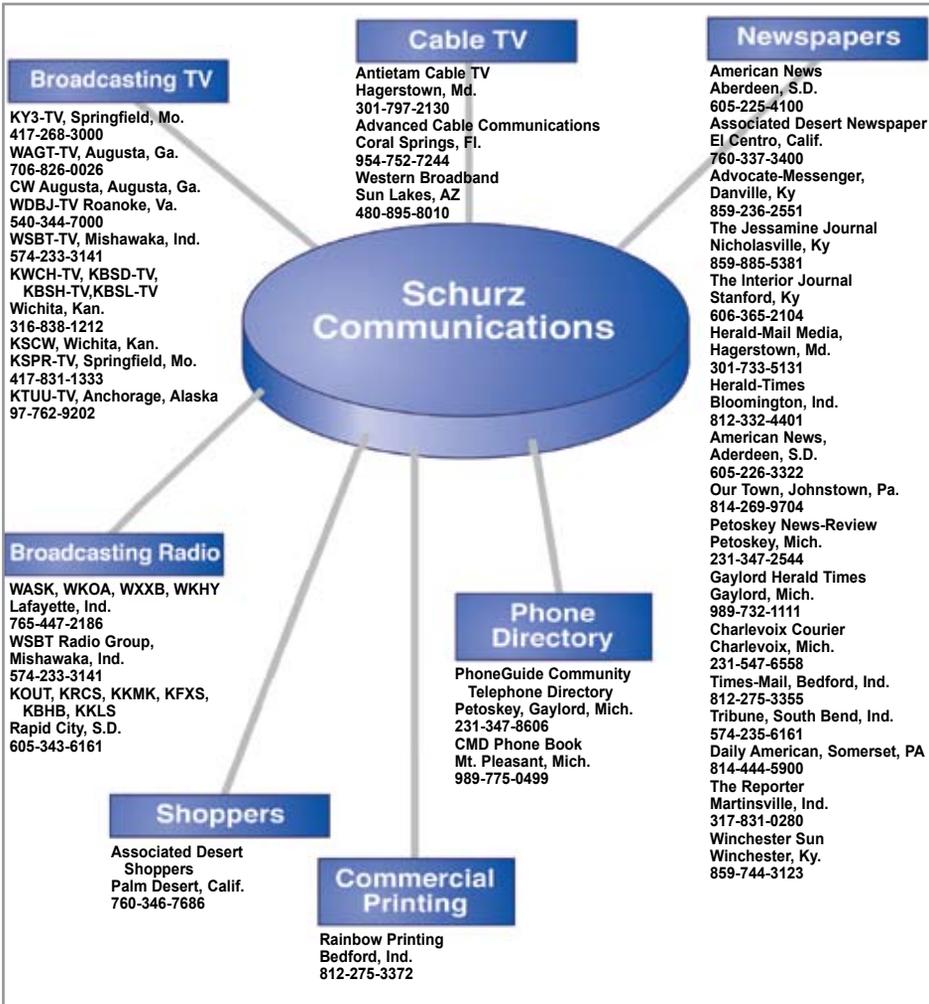
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Schurz Communicator

The Schurz Communicator is a quarterly publication for and about the people at Schurz Communications Inc.

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- Barb Ralls, Bloomington Herald-Times
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