

Schurz **COMMUNICATOR**

April 2012



Burdick receives First Amendment Award

~ Story on page 4

What's on the inside



LYNCH

Schurz Communications is restructuring its expanding cable operations and **Brian Lynch**, president and general manager of Antietam Cable in Hagerstown, Md. has been given the additional responsibility of SCI Vice

President-Cable Operations. Story on page 5.

Charles Pittman, SCI Senior Vice President Publishing, was a member of Joe Paterno's first recruiting class at Penn State University and went on to All America honors. Pittman was picked to speak for the Penn State players of the 60s at Paterno's funeral. His remarks are on page 8.



PITTMAN



MCCLUSKEY

Brooke McCluskey, marketing manager for the Hoosier Times in Bloomington, Ind. has been recognized by Editor & Publisher magazine by being named to its "Top 25 Under 35" group, leading newspaper executives

in the country under the age of 35. Story on page 16.

James Mann has been a photographer at the Winchester Sun for 35 years and has made a significant contribution to the community with the thousands of pictures he has taken. The community gave back to Mann with a surprise recognition party. Story on page 20.



MANN



VAUGHT

For the seventh time in the past nine years **Larry Vaught**, sports editor of the Danville, Ky. Advocate-Messenger, has received the Kentucky Sportswriter of the Year award and will compete for the national award in

June. He has been sports editor since 1996. Story on page 31.

FROM THE EDITOR

The decision about a cover story for this issue of the Schurz Communicator was an easy one when word was received that Senior Vice President Electronics Marci Burdick would be presented with the First Amendment Public Service Award by the Radio, Television, Digital News Foundation (Story on page 4).

The award, one of the most prestigious in the broadcasting industry, is made each year to a person of distinction who works in an off-air, management capacity.

Marci has certainly earned the "person of distinction label" with the roles she has taken in broadcast industry organizations and the leadership she has demonstrated in directing the SCI electronic properties since being named senior vice president in 2003.

Burdick's responsibilities have expanded with the Schurz Communications acquisition of an Arizona cable company. The company is Western Broadband. It's headquartered in Sun Lakes, Az., a Phoenix suburb, and provides cable service to five planned retirement communities in Sun Lakes, Chandler, Eloy, Tucson and Oracle. The five communities have collectively 23,000 residences. Western Broadband will be added to the SCI cable group that already includes companies in Hagerstown, Md. and Coral Springs, Fl. (Story on page 5).

Another acquisition by Schurz Communications has expanded telephone book publishing in Northern Michigan. Schurz owned

Northern Michigan Review company, which operates the PhoneGuide Phone directories, has acquired Central Michigan Directories Phonebook company. It serves five northern Michigan counties with a distribution of 110,000 phone directories. (Story on page 23).

Pages 6 and 7 in this Communicator are devoted to Schurz Communications' rich history, focusing on anniversaries being celebrated this year by South Bend/Mishawaka properties.

The Tribune is 140 years old in 2012, WSBT Radio 90 years old and WSBT Television is 60.

Two stories in this issue of the Communicator deserve special attention.

The first is a report on a trip to China made by a pair of SCI employees. Making the trip were Connie Groop from the Aberdeen American News and Chase Adams from the New Rushmore Radio group's KBHB. The two were part of a group of 31 from South Dakota who made the trip to learn about agricultural practices in China. The story is on page 9.

The second is on "The 49th Report," a groundbreaking special report series that is being rolled out by KTUU-TV in the nation's 49th state, Alaska. The first of these hour-long specials addressed Alaska's high suicide rate, more than twice the national average. This story is on page 24.

This was another quarter of award winning performances by Schurz Communication properties.

SCI Kentucky properties won 65 awards in the Kentucky Press Association competition including the Winchester Sun being named the General Excellence winner with its 26 awards. Story on page 29.



Communicator on the Web

Each issue of the Schurz Communicator is being made available electronically on the SCI website.

Each employee should receive an email indicating when the magazine is available on the Web.

A reduced number of printed copies is being produced, Between 10 and 35 copies are being sent to each property and Schurz Communication retirees are receiving a copy in the mail.

On the cover

Marci Burdick, Schurz Communications Senior Vice President Electronics, receives her First Amendment Public Service award from Mark Kraham, chairman of the Radio, Television, Digital News Association Foundation. The First Amendment award is the highest honor made to broadcasting executives. The presentation was made at a black tie dinner in Washington, D.C. Story on page 4.

Asking right question challenge of the future

By TODD F. SCHURZ

President/CEO Schurz Communications

One of my favorite business thinkers is the late Peter Drucker. He was a prolific writer, who could succinctly capture the essence of complex situations in a sentence or two. I particularly like his approach to discerning the right responses to uncertainty: "The most serious mistakes are not being made as a result of wrong answers. The truly dangerous thing is asking the wrong questions."

Over the past few years, the publishing industry has had far more challenges than I think anyone anticipated. While our operations

We must move faster and accelerate our product and service development in digital technologies

have performed better on average than the industry, we have faced significant challenges because we are going through systemic change. In addition, I believe these same forces impacting ink-on-paper, namely technological innovation and changing consumer preferences, will also have an effect on broadcasting and cable. It might be later and to a lesser degree, but there is no doubt that it is coming.

In 2011, our company decided to join a group with some like-minded, family-owned companies involved in multiple media and/or with considerable experience in digital technologies. Over the course of numerous meetings, calls, and e-mails with consultants and each other, we discussed research, trends, threats and opportunities.

We reached three broad conclusions.

First, we must move faster and accelerate our product and service development in digital technologies.

Second, we are stronger together than apart because we can leverage more opportunities across multiple operations (in 24 states) and remove some of the risk for each individual company.

Third, we need to focus on solutions for small and medium-sized businesses because they are the core of our local markets.

I expect that we will see some interesting developments in 2012 as a result of our work with this group.

But to return to Drucker, one of my personal goals was to see if our organization is asking the right questions. Here are the ones that I came up with:

--If we were starting an operation today, what would we look like and where would we invest? For example, will we ever purchase a printing press again? We chose to further invest in our press in Bloomington and to outsource printing and inserting in Hagerstown; I would argue both decisions made good sense.

--Since we have focused so much on managing decline in recent years, it has impacted our culture and perspective. What opportunities have we missed as a result?

--How can we effectively educate, reach, and serve new customers (i.e. small and medium-sized businesses) and do so efficiently and profitably?

--How do we make a legacy business viable in a digital future? What is the business model?

--For legacy businesses, we are trying to answer, "how do we keep it going?" For new innovations, we are trying to answer, "What's the next big thing? Do we enter and, if so, how?" These involve different and often conflicting skill sets. How are we resolving this tension?

Last year, our company's board of directors asked senior management to think more deeply about what we need to do for our publishing businesses to succeed in the future. We developed the following list, and I would argue these seven items are true for all of our con-

tent-based businesses:



TODD F. SCHURZ
President, CEO
Schurz
Communications

tent-based businesses:

1. We need to continue to reduce fixed costs and move to variable/scalable costs and/or reduce costs through standardization, centralization, outsourcing, and collaboration within and outside of the company for our traditional products.

2. We need to get our people and processes better prepared for the digital future.

3. We need to find ways to produce, acquire, aggregate or curate more high quality content that people will pay for (or we can monetize in other ways).

4. We need to find ways to monetize content and/or new and shifting audiences.

5. We need to continue to develop new products and services for new digital platforms, with a particular emphasis on tablets and mobile devices.

6. We need to instill a more customer-oriented sales culture and continue to innovate and develop new, niche products (print and digital) to stem and eventually reverse revenue declines.

7. We need to be more strategic and more aggressive in our acquisition and investment process.

Let me finish with how I think we should approach these.

As we innovate, either with new products or services or even business models, we need to make it safe to experiment. We will never get them all right, so we need to try different ideas and limit our risk until we figure out where to focus our resources.

We also need to engage people with different skills and, talents in the process. Highly engaged teams with diverse perspectives generate more ideas and better ideas. These "need to" activities raise as many questions as they provide answers, and we will need to grapple with them at all levels of the organization.

My other recommendation is to face uncomfortable facts head-on. The military has an acronym OODA that describes one of their standard practices: observe, orient, decide, act. We have to see things as they are (and not as we might wish they were). If our assumptions and projections are wrong, let's go through a similar process as the military and ask ourselves: What has changed? Why? What are we going to do about it?

None of us has all the answers today, but I think we are on our way. I am confident that we will find those elusive correct answers as long as we try to address the right questions in the right way.

We need to make it safe to experiment

Burdick receives First Amendment award

Marci Burdick, Schurz Communication Senior Vice President Electronics, has been presented the prestigious First Amendment Service Award for 2012 by the Radio Television Digital News Foundation.

The presentation was made at the RTDNF First Amendment Awards dinner, a black-tie event, held March 15 at the Ritz-Carlton Hotel in Washington, D.C.

Burdick was one of four award winners. The First Amendment Leadership Award went to Steve Capus, NBC News president. Martha Raddatz, ABC News senior foreign affairs correspondent, received the Leonard Zeidenberg First Amendment Award and the Special Recognition First Amendment Award went to Jim Bohannon, Dial Globe Radio Networks news anchor and talk show host.

The First Amendment Service Award Burdick received is presented to a person of distinction who works in an off-air, management capacity.

Jeff Marks, president and general manager of SCI owned WDBJ-TV in Roanoke, Va., made the introductory remarks for Burdick.

“As the chair of this organization (RTDNA),” Marks commented, “she was one of the strongest advocates for a free press and for proper recognition for the man who made the most famous speech in broadcast journalism history at an RTDNA meet-



ing in 1958, Ed Murrow. It was on her watch as chair that a postage stamp dedicated to Edward R. Murrow, was unveiled 35 years later at the Miami Beach convention in 1993.

“In her service as an industry leader, on the RTNDA, NAB and NBC boards, she has had only two purposes: one is to protect the First Amendment rights of journalists to tell and the public to receive the news. The other is to protect the free over-the-air broadcast industry as the lynchpin of democracy that we believe it is.

“As a news director, she trained so many who went on to great careers on and off the air. She has at all times guided her news teams to outstanding reporting, service to the community and high ethical standards.

“Marci has the astounding ability to teach without flaunting her knowledge...to encourage without sounding phony...to speak directly without speaking hurtfully... and to support without seeming to be correcting.

“I have not met a person who has had

anything other than a high opinion of Marci for her drive, her knowledge, her sensitivity, her experience and her compassion.”

Burdick has been senior vice president electronics for Schurz Communication since 2003. Her responsibilities include supervision of two cable companies, nine television stations and 13 radio stations.

She has won numerous awards for excellence in journalism both as a reporter and news manager including two national Edward R. Murrow awards, many regional Murrows, four regional Emmy awards and the national Iris Award.

She is a past chairwoman of the RTDNA and was the first woman elected to that position. She also served 10 years on the RTDNA board, is a member of the National Association of Broadcasters board, a past president of the NBC Affiliates Association and a past chairwoman of the Radio-Television News Directors Association.

Burdick, and her husband, John, have four children and five granddaughters.

Exceptional local news is the rule: Burdick

EDITOR'S NOTE: Broadcasting & Cable magazine covered Marci Burdick's acceptance remarks when she was presented the First Amendment award in Washington, D.C.

**By JOHN EGGERTON
Broadcasting & Cable Magazine**

Marci Burdick, senior Vice president of Schurz Communications, talked Wednesday night about the work being done at her station group and others to serve the community through local news, suggesting Washington too often focuses on the exceptions, rather than the exceptional news that is the norm.

Burdick was addressing an audience of journalists at the Radio-Television Digital News Foundation First Amendment awards dinner.

That exceptional news included the alarming suicide rate in Alaska -- Schurz owns KTUU Anchorage -- told through the story of a Kenyan distance runner who tried to kill himself by freezing to death, instead lost both legs, and is now counseling people about depression.

Then there was the reports of shoddy pediatric dental practices and fraudulent billing in Kansas -- KWCH TV Wichita -- that resulted in the shut-down of some clinics.

The service award over the past few years has been an opportunity for broadcasters to make their case for the value of a broadcasting service that has been under the gun from a spectrum-seeking missile called the FCC. Burdick was no exception.

She said she had received letters from viewers of Schurz' KY3 TV

Springfield, Mo., about the tornadoes in Joplin and Branson, saying they had first gotten the text alert from the station in the middle of the night, and turned to the station's website for live radar, and turned on the TV “and you were the only ones on the air. You saved my life.”

She said that in a world of multiple streams and instant communications, radio and television was serving “in more ways and more people than ever before.”

Burdick pointed out that during last year's RTDNF dinner, she was not at the dinner but on vacation in Hawaii, the same night the massive earthquake hit Japan and created the tsunami. During the overnight hours, when she did not know how high the deadly waters would rise or how far they would travel, as RTDNA was honoring executives from Hearst and Raycom, she was in an evacuation shelter in Hawaii watching ten hours of wall-to-wall news on Hearst and Raycom stations in Hawaii. “I saw coverage that was inspiring, responsible, measured, thorough and complete.”

She said that often in Washington, “stories of the worst of the worst in broadcast journalism become legend and what occurs after is regulating the exception, and not the rule. It is the coverage like those stations provided a year ago, and our stations provide every day, that should not be overlooked.” she said.

Burdick got a shout out from National Association of Broadcasters President Gordon Smith Wednesday night. “Across the industry, her example is stellar,” Smith said.

SCI acquires Arizona cable company

Schurz Communications has acquired Western Broadband, a cable television company that serves five retirement communities in the Phoenix and Tucson areas in Arizona.

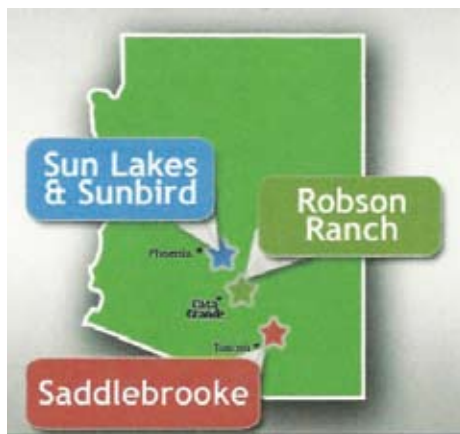
Headquartered in Sun Lakes, Arizona, Western Broadband provides video, voice and internet services to customers in the planned retirement communities of Sun Lakes in Sun Lakes, AZ, Sun Bird in Chandler, AZ, Robson Ranch in Eloy, AZ, SaddleBrooke in Tucson, AZ and SaddleBrooke Ranch in Oracle, AZ.

Western Broadband will add 8,600 cable customers to the 80,000 subscriber base two other Schurz cable companies have in the Hagerstown, MD and Coral Springs/Weston, FL markets..

The five Arizona communities that are being added collectively have 23,000 residences.

Western has delivered state-of-the-art services, including a wide range of digital and high definition channels, wireless modems, pay-per-view, and Digital Video Recorders. From its headquarters location in Sun Lakes, Western's team of technicians and customer service personnel provide outstanding service and response to its customers.

Key executives for Western Broadband are Tom Basinger, chief executive officer and president; Tom Adamson, chief financial officer; Bryan Johnson, director of marketing and programming; Linda Taylor, director



of customer service and Jerry Scullaw, technical operations manager.

"We are delighted to welcome Western Broadband into our family firm," commented Schurz Communications CEO Todd Schurz. "Our company's acquisition strategy is to find well-run companies that provide high-quality products and outstanding customer service that complement our portfolio of cable, television, newspaper, radio and digital businesses. Western Broadband and its employees embody those values and goals."

Prior to the acquisition by Schurz Communications, Western Broadband was a portfolio company of Evergreen Pacific Partners, a private equity firm based in

Seattle, WA. Tim Bernardez, co-founder of Evergreen Pacific Partners commented, "Western Broadband is led by a very capable and dedicated group of employees; it has been a pleasure to be affiliated with the company and we are pleased to see it now be owned by a stable and successful company like Schurz Communications".

Evergreen Pacific Partners formed Western Broadband in 2005 when it acquired the cable assets of Sun Lakes, Arizona based Robson Communities, a group of affiliated companies that are the largest private developer of active adult retirement communities in Arizona.

Schurz Communications, Inc. is a diversified, privately-owned communications company based in the South Bend, Indiana area. It operates two other cable systems and also publishes eleven daily and eight weekly newspapers, and operates ten television stations in seven markets and thirteen radio stations in three markets. Schurz also owns a phone directory business and a printing company. Geographically, the company has a presence in Alaska, Arizona, California, Florida, Georgia, Indiana, Kansas, Kentucky, Maryland, Michigan, Missouri, Pennsylvania, South Dakota, and Virginia.

SCI restructures cable operations; Lynch VP

Schurz Communications, Inc. is realigning oversight of its cable division.

Electronic Division Senior Vice President Marci Burdick has announced that cable veteran Brian Lynch has been named to the newly created position of Vice President-Cable Operations. Lynch has served as president and general manager of Schurz' Antietam Cable Communications in Hagerstown, MD for the past two years..

SCI has announced that it has acquired Western Broadband in Sun Lakes, Arizona, to add it to its subscriber base in the Hagerstown, MD and Coral Springs/Weston, FL markets.

Burdick says Lynch will continue to be based in Hagerstown and will add over-all responsibility for the cable division to his current



BRIAN LYNCH
New SCI Cable Division VP

responsibilities. "Brian Lynch has a keen, strategic mind, a great eye for talent and a heart for the customer experience," Burdick said. "He has assembled a superior staff in Maryland that will enable him to broaden his role with Schurz."

Lynch is a 32 year veteran of the industry joined Schurz Jan. 6, 2010.

He brought to SCI 23 years of cable experience, including a 17-year career with Comcast. He served as Area Vice President at Comcast of Greater Baltimore, He was the senior operations official, responsible for all aspects of the cable system.

Prior to his Baltimore stint he was Vice President/General Manager of Comcast-Delmarva Division, responsible for cable systems in Dover, Del., Harford County, Md. and Ocean City, Md.

Lynch has been a leader in the cable television industry over the years, serving on the Board of Directors of The Cable Telecommunications Assoc of MD/DE/DC for more than 18 years, twice being elected chairman of that board.

Schurz President/CEO Todd Schurz commented, " Brian's leadership has been demonstrated not just at the property level, but within the industry. We look forward to expanding his ideas and energy across our company."

2012 milestone year for SCI

Tribune

South Bend was approaching its 50th anniversary and had a population of 10,000 in the spring of 1872 when the first South Bend Tribune was published.

Alfred B. Miller and Elmer Crockett produced the four page issue on March 9, 1872.

Miller, who was known to everyone as Alf, was born in South Bend in 1840, the son of a former Ohio newspaperman who operated a print shop in South Bend and was sheriff of St. Joseph County. Alf was an artilleryman in the Civil War and after the war returned to South Bend to begin his newspaper career with the St. Joseph County Register.

Crockett was born in Mishawaka, IN in 1844, a descendant of the American West hero, Davy Crockett. He was also a newspaperman, but focused on production as printing foreman at the Register. In 1868 Crockett married Miller's sister, Anna.

In 1872, at the ages of 32 and 28 Miller and Crockett started their own newspaper. Miller became editor and president and Crockett was mechanical superintendent and vice-president.

The newspaper grew quickly despite the competition from two other weeklies and in 1873 began daily publication. Circulation continued to grow under the direction of Miller.

In 1892, after a brief illness, Alf Miller died and editorship of the Tribune was passed to his son Frederick A., who was only 24.

This began a 61-year association with the Tribune for Miller. He was at his desk every day until five days before his death in 1954 at the age of 85. His skills as editor equaled those of his father and circulation growth accelerated through World War I and into the 1920s.

This was a critical decade for the Tribune. A four-unit Goss press was acquired, the Sunday Tribune introduced, the comics expanded to a full page, circulation expanded to outside the city and it pulled ahead in circulation of the rival News-Times that ceased publication in 1938.

To cope with the growth the Tribune underwent a series of physical expansions, culminating with the construction of the Tribune building in 1921 with subsequent expansions in 1951, 1962, 1976, 1985 and 1991.

When Fred Miller died in 1954 editorship and operating responsibilities stayed in the family. Mr. and Mrs. Miller were childless, so the new editor was Franklin D. Schurz, a nephew of Mrs. Miller. A

SCI growth chart

Schurz Communication has grown over the past 140 years from a single weekly newspaper in South Bend, Indiana, to a multi media corporation with 28 properties in 12 states. The properties and their founding or acquisition dates are:

- 1872 – South Bend, IN Tribune
- 1922 – WSBT Radio, Mishawaka, IN
- 1952 – WSBT-TV, Mishawaka, IN
- 1960 – Hagerstown, MD Herald-Mail
- 1964 – Imperial Valley Press, El Centro, Calif.
- 1966 – Bloomington, IN Herald-Times
- 1966 – Bedford, IN Times-Mail
- 1968 – Antietam Cable, Hagerstown, MD
- 1969 – WDBJ-TV, Roanoke, VA
- 1978 – Danville, KY Advocate-Messenger
- 1987 – KY3-TV, Springfield, MO
- 1989 – Associated Desert Shoppers, Palm Desert, Calif.
- 1991 – WASK Radio Group, Lafayette, IN
- 1997 – Somerset, PA Daily American
- 1998 – Martinsville, IN Reporter-Times
- 1998 – Mooresville-Decatur, IN Times
- 2000 – Rainbow Printing, Bedford, IN
- 2001 – Jessamine Journal, Nicholasville, KY
- 2004 – Interior Journal, Stanford, KY
- 2005 – Winchester, KY Sun
- 2006 – Aderdeen, SD American News
- 2006 – Petoskey, Mich News-Review
- 2006 – Gaylord, Mich. Herald Times
- 2006 – Charlevoix, Mich. Courier
- 2006 – PhoneGuide Community Telephone Directory, Petoskey, Mich.
- 2006 – New Rushmore Radio, Rapid City, SD
- 2006 – KWCH-TV, Wichita, KA
- 2008 – KTUU-TV, Anchorage, Alaska
- 2011 – Central Michigan Directories, Petoskey, Mich.
- 2012 – Western Broadband Cable, Sun Lakes, AZ

native of South Bend he had been preparing for the responsibility with 30 years as a member of the Tribune organization.

(Continued on page 7)



Alfred B. Miller
1872-1893

Frederick A. Miller
1893-1954

Franklin D. Schurz Sr.
1954-1972

Franklin D. Schurz Jr.
1972-1982

John J. McGann
1982-1995

Todd Schurz
1995-Present

Over its first 125 years the South Bend Tribune had only six publishers. Frederick A. Miller was the longest serving, in that capacity for 61 years. This graphic originally appeared in the Spring 1997 issue of the Schurz Communicator.

WASK Radio Group marks 70 years on the air

By JOHN SCHURZ

WASK Radio Group President

A hearty congratulations to our sister properties in the South Bend, IN market.

But, there are congratulations to be shared among our team as well. This year marks 70 years on the air for the WASK Radio Group in Greater Lafayette.

WASK-AM/FM started operation in Lafayette's Wallace Building with the original antenna stationed in the Wabash Valley along Route 43 in West Lafayette in 1942.

Everything old is new again. Coincidentally, Schurz and WASK's histories were linked long before SCI purchased

WASK, Inc. in 1991...or, rather, repurchased. In 1941, O.E. Richardson purchased WFAM from the South Bend Tribune. His plan was to move WFAM to Lafayette. The FCC refused Richardson the rights to WFAM with the move so, he obtained the grant in 1941 for call letters WASK. Tower and transmitter installations were completed in 1942 and thus began our history in Tippecanoe County.

Eight years later, WASK moved to McCarty Lane and eventually added another tenant...WASK-TV, which would later become WLFI when it split off from the radio stations. Richardson was the first

owner (also owning stations in Hammond, IN – WHIP and WJOB), but subsequent owners include Henry Rosenthal (WKOA/ WASK Traffic Director Teresa Nehrig's dad) and the Duchossois family.

Through its history, neither building fire nor flood could halt WASK's winning spirit. That spirit remains alive today. This team has shown great resiliency during tough times and we continue to persevere and succeed. Thank you all for not only helping to maintain the radio group's great reputation which has been built over the last 70 years, but also for making history every day.

2012 milestone year for SCI

(Continued from page 6)

Under his administrative leadership the Tribune took on a national profile. He served as the first president of the American Newspaper Publishing Association's Research Institute, which resulted in the Tribune being a testing laboratory for machinery and processes developed for the newspaper industry.

The Tribune reached out in other ways under Schurz, launching an acquisition strategy beginning with the Hagerstown, Md. Herald-Mail in 1960. The acquisitions brought another generation of "newspapering" Schurz family members into the foreground. Franklin D. Schurz Jr. became publisher of the Maryland operation. When Franklin Jr. returned to South Bend as associate publisher in 1971 brother James M. Schurz became Hagerstown publisher. The Bloomington Herald-Times and Bedford Times-Mail were acquired in 1966 and a third son, Scott C. Schurz became publisher. The Danville Ky. Advocate-Messenger was acquired in 1978 with sister Mary taking the publisher position.

In 1972, on the 100th anniversary of the Tribune's founding, Franklin Schurz Sr., stepped down from operating responsibilities and turned them over to Franklin Jr.

The year 1995 was another important milestone for The Tribune when another Schurz generation moved into a key administrative position. Todd Schurz, son of Jim Schurz, was named Tribune editor and publisher and David Ray, a fourth generation Crockett, was named vice president for development and planning.

Subsequently Scott C. Schurz Jr., was named editor and publisher of the Kentucky properties and his brother, John, was named president and general manager of the WASK Radio Group in Lafayette, Ind.

WSBT-TV

The television industry was in its infancy when the South Bend Tribune was awarded Channel 34 in 1952, one of the first Ultra High Frequency stations in the United States.

It was a bold move for the Tribune. Many of the nation's newspapers were leery of this new media and the competition challenges it was going to present.

When WSBT-TV went on the air at 5 p.m. Dec. 12, 1952, it was appropriately with 10 minutes of news and a weather report, ushering in a 60 year commitment to being the news leader in the market.

The early 1950s were in stark contrast to today's increasingly competitive television market. WSBT-TV was the only station in the market until 1954 and then WNDU-TV was added in 1955.

The market for a UHF signal was small in 1952. Most television sets only picked up channels 1 through 13. A converter box was required

South Bend Tribune



to pick up WSBT-TV.

In 1958 WSBT-TV switched from channel 34 to Channel 22 and increased its broadcast power.

Programming was in equally short supply. WSBT-TV started out broadcasting only five hours a day. By 1953 the broadcast day expanded as the station began producing its own programming.

In 1953 WSBT-TV established one of its many industry firsts by telecasting a high school basketball tournament.

The creative WSBT-TV staff came up with a number of popular local productions, including "Hoosier Favorites", at its peak attracting 50 percent of the local audience.

WSBT Radio

It all began in 1922 on the third floor of the Tribune building. A young man, motivated by technical curiosity, got an idea for a box of transistors that he called radio.

Within a month the experiment became a permanent radio station, WGAZ, proclaiming South Bend as the "World's Greatest Automotive Zone," seizing on the notoriety of the Studebaker plant in South Bend.

The first commercially sponsored program was broadcast on July 3, 1922, ten minutes of music. This makes WSBT the oldest commercial radio station in Indiana and one of the oldest in the United States.

WSBT paved the way for a trend commonplace in the industry today when it became a broadcasting partner with the fledgling Columbia Broadcasting System (CBS) in 1932.

In 1983 WSBT became one of the earliest AM stereo stations in the country.

It was the smallest market station in the country to receive the prestigious Golden Mike Award in 1989.

Another milestone came in 1995 when it was the first broadcaster in South Bend to go 100 percent digital.

Fred Miller, WSBT's founding father, wouldn't recognize the equipment in the WSBT studios today, but he would immediately feel at home with the pioneering spirit that encompasses today's staff and the mission to bring broadcasting at its best to Michiana.

SCI's Pittman reflects on Joe Paterno

By Charles Pittman
Schurz Communications Inc.

EDITOR'S NOTE: This guest column is by Charles Pittman, senior vice president of publishing at Schurz Communications Inc.



PITTMAN

85. Pittman was speaking for the Penn State players of the 1960s.

For most of my life, Joe Paterno has been a constant: I was one of his first recruits, so when he recruited me, I could always expect a call or visit from him, telling me: "Good game, Charlie." Or, "How's the family, Charlie?" Or, "Don't go to the University of Maryland, Charlie."

And he has always made me feel special — from my teens and into my adulthood. And, with each passing birthday, I saw that this was a man creating a historic legacy. He loved my mom and dad and always recalled how he remembers them from my recruiting visit to Penn State. How uncomfortable they were and how he and Sue went out of their way to make them feel comfortable. You see, Jim Kates and I were Joe's first black recruits.

Joe worked hard to recruit me at Penn State, and it seemed, through my young eyes, that he worked even harder to break my spirit. Nothing seemed good enough for him. He pushed me so hard that he once had me in tears. I called my parents my sophomore year and told them I wanted to come home. My father talked me out of that one.

What I know now is that Joe wasn't trying to build perfection — that doesn't exist and he knew it. He was, bit by bit, building a habit of excellence; he was building a proud program for the school, the state and the hundreds of young men he watched over for a half century. He cherished honesty, effort, academics, sportsmanship and citizenship.

I was forged from that crucible, from Joe's Grand Experiment, and I think the life I have lived is one of Joe's thousands of gifts to the world. Like Joe, many of his former players have tried to make society bet-

ter in the ways that we can.

Joe didn't take himself too seriously, and he never let us do that, either. I remember visiting the campus, years after my playing days, and seeing some art on the wall showing Penn State's All-American running backs. My picture was in the center, and Joe teased me, saying, "How did your picture get in there with those guys?"

Joe made his program his second family — thank you, Sue, for sharing him with us — and family brings comfort; family survives hard times; it outlasts controversy; our Penn State family has always lived by Joe's edict that you take care of the little things and the big things will take care of themselves.

That is not gone, and it will not go away simply because the architect is no longer here. Joe built something fine and good and long lasting, and I am humbled by the good fortune of having known him as a coach and a friend. My son, Tony, was so impressed by Joe that he turned down Harvard, Yale and Princeton so he could play football for Coach Joe Paterno.

So, now with grown children, grandkids and 42 years removed from my playing days, I thought Joe Paterno had taught me all that he could teach me. I was wrong. Despite being pushed away from his beloved game and under the extreme pressure of the events of the past few months, Joe's grace was startling. Though his body eventually failed, his spirit never did.



CHARLES PITTMAN
All-American halfback at Penn State

Like the great teacher he was all of his life, he had one more lesson for me. I got the call that he passed away on my birthday. What an omen. For me, it means that there is still much to do in this world, and those who believed and still believe in Joe's spirit must continue that Grand Experiment. It is needed now, more than ever. Rest in peace, Coach. We'll take it from here.

Coach Paterno's career can't be measured by wins, losses

From the Quad-City Times
Davenport, IA

Charles Pittman, an all-American halfback for the Nittany Lions in 1969 and the publisher of the Quad-City Times from 1998 to 2002 said the life of Joe Paterno can't be measured in the record setting number of games his teams won.

"He may be the winningest coach of all time, but he taught every player who played for him that there are more important things in life," said Pittman.

Pittman, whose son, Tony, started at defensive back for the Nittany Lions in the mid 1990s, said Paterno wanted his players to enjoy the "total college experience," believing that the education they received in the classroom, in the dormitories and on the field would guide them to a successful future.

"As a coach he was tough, demanding," Pittman said. "He was that way with his

coaches, with his players, with his equipment managers. He wanted everyone to buy into striving for excellence, but he also knew that excellence didn't happen without sacrifice."

Pittman and son, Tony, put on Penn State uniforms nearly 40 years apart, but both share similar memories of how Paterno could get a little feisty on the practice field, and then find a way to bring everyone together.

"He would get all over us," the senior Pittman said, "and that would lead us to rally around each other to prove him wrong. "He knew what he was doing. By the end of the day, we'd achieve the goals he wanted us to achieve,"

"That was Joe," Tony Pittman added. "He got his point across but the next minute he was coaching you up. He always believed that things would work out, but he did things his own way."

Two from SCI properties to China

QUESTION -- Which Schurz-owned ag-related newspaper has international distribution?

ANSWER -- The Aberdeen, S.D., American News' Farm Forum, thanks to editor Connie Groop. She toted several copies of the weekly publication, locally referred to as "The Green Sheet," to Beijing, China in February.

Groop, who has been an American News employee for 19 years, the past nine as editor of the Farm Forum, was one of a contingent of 31 South Dakotans who went to China to learn about agricultural practices in that vast country.

Chase Adams, radio announcer at Schurz-owned KBHB (The Voice of Agriculture) in Sturgis, S.D., was also part of the group.

"We were there nine days," Adams said. "We started in the northern part of the country and worked down the eastern seaboard."

The trip was the culmination of an 18 month commitment by Adams and Groop as participants of the South Dakota Ag and Rural Leadership organization.

The purpose of the SDARL is to develop members as leaders in agriculture related issues so they would "pay it forward" by developing future agriculture leaders. This is the sixth leadership class to graduate.

"We would meet every other month in different places around the state," said Groop. "We were in Pierre for four days during the legislative session."

The SDARL is privately funded with contributions from individuals and ag-related industry. It was a huge commitment for Groop, Adams and the other 29 members of the class. "We had to complete an application and submit letters of spousal and employer support.



American News' Connie Groop holding a Farm Forum in China

Each individual was expected to contribute more than \$4,000 to the project.

Neither Adams nor Groop expressed any regret.

"For me, the most memorable part of the trip was being on the Great Wall -- standing on the great edifice they built to protect themselves," Groop said. She also was struck by the vast differences in farming techniques between the United States and China. "I was amazed just standing in the field with the farmers and seeing how they work -- they use hoes and pick axes," she said.

"The government does not tell them what to plant," said Adams, "but will subsidize certain seeds or fertilizer. A family can get two or three crops each year out of half an acre."

"The Chinese government owns all the land and each family member over the age of 18 is given 1/6 of an acre (one mu) of land," said Adams. Because China enforces strict birth control policies, most families only have one child. But there are often two or three generations living in one small house.

"Farmers have little status and make little money, so the child will move to the city where he or she can earn a lot more and then send it home," said Groop. "China is an odd mix of Capitalism and Communism, she added.

"China is a 30 year old country with 5,000 years of history," said Adams. "The country is developing at a rapid pace, but the society is very different."

Adams, who has worked for seven years, recalled his most memorable moment: "Arriving in Beijing, a city with a population of 18 million and you didn't see people out," Adams said. "One might expect the streets to be buzzing with foot and motor traffic, much like New York City, but that was not the case. We did see massive developments in infrastructure -- 50 and 60 story apartment buildings, many in the construction phase. The ability of this country to complete such massive projects is impressive," he said, adding that it is not unusual for the government to relocate hundreds of families and villages in order to seize the land for a construction project.

A formal graduation ceremony will soon take place, but it will mark not the end, but rather the beginning. "We have become a close-knit group," said Connie.



KBHB's Chase Adams and Rebecca (Feickert) Rink in China

Community Involvement

Neighbors In Need joint WSBT, Tribune project

By SALLY BROWN

WSBT General Manager

It's amazing the good things that can be accomplished when people work together. The "Neighbors In Need" donation drive sponsored by Schurz Communication properties in South Bend and Mishawaka is a perfect example.

On Monday, February 20, from 6 a.m. to 7 p.m. the WSBT stations in Mishawaka served as the donation center for the sixth "Neighbors In Need" donation drive.

Well before any cars pulled into the drive-

way with food or cash donations, staff from WSBT-TV, WSBT Radio and the South Bend Tribune were behind the scenes working hard to make this another successful event for the community. Work began on Friday setting up the drop off staging area.

Partnering with Martins Supermarkets, WSBT and the Tribune collected \$11,943 in cash and 6,106 pounds of food to benefit the Food Bank of Northern Indiana and Gleaners Food Bank of Southwest Michigan! This year, the United Way's "People Gotta Eat" program was incorporated into the drive.

Since the first "Neighbors In Need" event in February, 2009, nearly 50,000 pounds of food and \$70,000 in cash donations have been collected.

Marci Burdick, Schurz Communications' Senior VP, Electronic Division, headed the "Neighbors In Need" committee, comprised of staff from all three properties including John Haferkamp (TV), Kimberly Crim (Radio), Scott Leiter (TV), Zane Torrence (TV), Bob Montgomery (Radio), Virginia Black (Tribune) and Tim Harmon (Tribune).

All three properties generated interest in the event—before, during and after—with stories and features highlighting the needs in the community. Food Bank volunteers and employees were on hand to accept donations throughout the day and Radio and TV cover

the event with live cut-ins and messages until the last car came through.

The weather was relatively nice for the most recent drive, but even during snowstorms, rain and freezing temperatures, the dedication of staff and the community to this event is evident.

Without the good work of the Neighbors In Need committee and all employees who pitched in, this event could not have achieved the success it has. An extra round of applause goes to Scott and Zane who managed all of the logistics of the day. Thanks to everyone for another job well done!



Volunteers were in the WSBT parking lot in Mishawaka during the Neighbors In Need project to collect items dropped off. Collecting items is Meteorologist Paul Emmick.



Throughout the day Monday, Feb. 20, WSBT TV and Radio covered the Neighbors In Need drive with live cut-ins and messages. On the screen here is Morning Anchor Kirk Mason.



IV Press Mid-Winter Fair partner

Again this year the Imperial Valley Press in El Centro, Calif. was a partner in the California Mid Winter Fair and Fiesta. The newspaper did several new things this year on the advertising side that helped sell fair tickets and promote good will in the community. The newspaper set up shop at the Fair to sell subscriptions and renewals. A popular attraction in the IV Press Fair booth was the Spin the Wheel game, operated here by Deidre DuBose, Valley Women Magazine editor. The game earned \$894 that went to the Newspapers in Education fund that helps pay for the Regional Spelling Bee.

Basketball Shootout major WDBJ7 sponsored event

The Salem, Virginia Kiwanis Club and Your Hometown Station®, WDBJ7 in Roanoke, Virginia, partnered to present the Roy Stanley Memorial Shootout basketball tournament.

The one-day event featured eight of the leading high school basketball teams in the Roanoke Valley and the state of Virginia and was held Saturday, February 4, at the Salem Civic Center. Comcast signed on as the presenting sponsor.

"This is a wonderful joint venture for the Salem Kiwanis Club," says Brenda Giles, club president. "Roy was such an icon in the valley and we're most appreciative for the opportunity to be associated with his memory."

Since the death of Stanley, long time sports director at WDBJ7, the station through the RSM Charitable Foundation, has awarded more than 50 scholarships to deserving high school seniors in the WDBJ7 viewing area. Following the completion of the successful tournament, the Salem Kiwanis Club joined the RSM Charitable Foundation list of scholarship donors.



WDBJ7 employees invest in their hometown

Your Hometown Station®.

Those three words are much more than a slogan.

WDBJ7 employees showed once again this year that they are

invested in their hometown and aim to Live United.

Several members from the news, production, promotions, sales and management team attended the annual United Way Celebration lunch on Wednesday, January 25. News7's Kimberly McBroom and Seth Kovar emceed the event.

For the 2011 campaign, more WDBJ7 employees opened their wallets and they were recognized with a Campaign



WDBJ7 anchors Kimberly McBroom and Seth Kovar co-hosted the awards luncheon for the Roanoke Valley United Way.

Achievement Award for having a 50 percent participation rate.

WSBT7 Production Manager Gena Fuqua was on hand to accept the award.

WDBJ7 also took home a Gold Award. This acknowledgment went to companies with employees giving of \$277 to \$364 per capita.

The total amount contributed by the WDBJ7 team for the 2011 campaign was \$31,541.

WSBT's I Love To Read program hits a new record

I Love to Read is back for another great year was WSBT in Mishawaka, Ind.

Once again, Teachers Credit Union was WSBT's partner in the project. It provided the cash prizes and the trip to Disney World for the winners.

The number of participants increased once again this year to a record high. The 11,000 student bar was broken and over 500 classrooms were involved this year throughout the viewing area.

Everyday WSBT picked four schools to compete in a vote to win a visit to the classroom by WSBT. Voting began at 5:30 PM and went through the following morning with the winner announced at 6:55 AM.

The competition was fierce and it drove thousands every day to the WSBT website and Facebook page. This month-long event is always successful and helps WSBT dominate the February rating book,

Advanced Cable sponsors tournament

Advanced Cable in Coral Springs, FL was a major sponsor this year of the Kreul Classic, a national basketball tournament for high school students.

The tournament took place over four days.

Widely recognized as one of the country's premier prep tournaments, the top-caliber competition also serves as the fundraising vehicle for the organization's academic scholarship program.



WDBJ7 was well represented at the Roanoke Valley United Way awards luncheon.

News in Brief

WDBJ7, Roanoke, Va.

A record crowd attended the 9th annual WDBJ7 sponsored Guns and Hoses Charity ice hockey game, with 6,100 fans packing the Roanoke Civic Center to watch the contest between the Roanoke fire and rescue personnel versus the police officers.

The game is played to benefit the Muscular Dystrophy Association. This year a record \$27,000 was raised for the charity.

It was a great game and a lot of fun to be a part of. WDBJ7 Meteorologist Leo Hirsbrunner was coach for the Hoses.

The final score was the Guns 5 and the Hoses 1, but the game was a lot closer than the score showed.

The parking lot was filled for the game and it was necessary to push back the start time because of the line of traffic on route 460 and I-581 to get into the Civic Center.

WASK Radio Group, Lafayette, Ind.

Lafayette's rock station, 93.5 'KHY, Everything That Rocks, held the Seventh Annual Grab Life By The Ball Dodgeball Tournament and raised over \$1,000 for the American Cancer Society's fight against testicular cancer.

The most common form of cancer for men ages 15 to 40 is testicular cancer. Most cases are treatable if detected early.

The Dodgeball Tournament is an effort to not only raise money but remind young men to get checked.

The Dodgeball Tournament was held at the International Sports Club gymnasium on Saturday, March 3. A total of 33 teams came out to participate and to help make a difference.

Antietam Cable, Hagerstown, Md.

After a long winter, blues lovers were ready to rock at this year's Cabin Fever Blues Bash, in Hagerstown, MD.

The concert raises both awareness and funds for the larger Western MD Blues Fest coming May 30- June 3, 2012 in downtown Hagerstown.

Once again this year, Antietam Cable Television showed its community spirit as one of the primary sponsors of the event. Antietam was mentioned in all event advertising, displayed banners at the concert, received stage mentions, gave away promotional t-shirts to lucky attendees, and distributed free VIP tickets to employees interested in going to the show.

The Bobby Parker Band rocked the stage at this year's event and performed for an audience of approximately 800 fans at the historic Maryland Theatre on March 1.

Advanced Cable serves a healthy breakfast

On Friday, March 9, the Wellness Committee at Advanced Cable in Coral Springs, FL sponsored and prepared a healthy breakfast for all employees.

The theme of the event was to encourage employees to eat a healthy breakfast, since this is the most important meal of the day.

The committee arranged to have three food stations...cooked to order omelets, turkey sausage with fresh fruit and a "Power Breakfast to Go".

There were three choices for omelets (zucchini, tomato and mozzarella, peppers, tomato and cheddar and mushroom, spinach and feta).

The power breakfast to go was simply a baked egg with oatmeal recipe, which was provided by one of the committee members.

Turkey sausage, fresh fruit, coffee and tea rounded out the menu.

The event was an overwhelming success and will hopefully motivate employees to start every day off with a healthy breakfast.

Vice President and General Manager Jim Pagano joined in the fun and even assisted as a chef. "I saw a lot of smiles at that event, and appreciated the great ideas that the Wellness Committee is sharing with all employees," said Pagano.

Weight Lost Challenge at KWCH

Seventeen employees at KWCH in Wichita, Kan., participated in a Weight Loss Challenge that lasted from Thanksgiving through the Super Bowl.

Veshaun Reynolds won first place by losing 9.21 percent body fat. For all her hard work she won \$112 in cash.



Employees at Advanced Cable in Coral Springs, Fla., line up to get a healthy breakfast March 9. The employees had three healthy breakfast choices.

In second place was Kevin Hager, who lost 6.85 percent body fat and won \$48 cash.

Third place and \$10 went to Heather Williams who lost 3.51 percent body fat.

Habits for Health Challenge keep people active

Schurz Communication properties participated in Habits for Health Challenge during March.

Employees could participate by doing at least 10 different healthy habit activities for a four week period.

Activities in the Challenge fell under one of four focus areas.

Examples were: Financial -- Opening a savings account, attending a money management seminar, checking credit report annually, completing your living will; Emotional -- One hour of meditation a week, four hours of community service, sleeping at least seven hours a night, participating in community or committee events; Physical -- Joining a fitness center, participating in a community walk, getting a dental or visual exam, participating in a smoking cessation program; and Nutritional -- Participating in Weight Watchers, creating a daily food log, limiting yourself to one canned drink a day, drink eight glasses of water a day and bringing a healthy lunch to work.

Tips for eating healthy when you are eating out

FROM THE WASK WISE & WELL

- * As a beverage choice, ask for water or order fat-free or low-fat milk, unsweetened tea, or other drinks without added sugars.
- * Ask for whole wheat bread for sandwiches.
- * In a restaurant, start your meal with a salad packed with veggies, to help control hunger and feel satisfied sooner.
- * Ask for salad dressing to be served on the side. Then use only as much as you want.
- * Choose main dishes that include vegetables, such as stir fries, kebobs, or pasta with a tomato sauce.
- * Order steamed, grilled, or broiled dishes instead of those that are fried or sautéed.
- * Choose a "small" or "medium" portion. This includes main dishes, side dishes, and beverages.
- * Order an item from the menu instead of heading for the "all-you-can-eat" buffet.
- * If main portions at a restaurant are larger than you want, try one of these strategies to keep from overeating:
 - * Order an appetizer or side dish instead of

an entrée.

- * Share a main dish with a friend.
- * If you can chill the extra food right away, take leftovers home in a "doggy bag."
- * When your food is delivered, set aside or pack half of it to go immediately.
- * Resign from the "clean your plate club" - when you've eaten enough, leave the rest.
- * To keep your meal moderate in calories, fat, and sugars:
 - * Ask for salad dressing to be served "on the side" so you can add only as much as you want.
 - * Order foods that do not have creamy sauces or gravies
 - * Add little or no butter to your food.
 - * Choose fruits for dessert most often.
 - * On long commutes or shopping trips, pack some fresh fruit, cut-up vegetables, low-fat string cheese sticks, or a handful of unsalted nuts to help you avoid stopping for sweet or fatty snacks.

Ask Jackie

Tips for dealing with a difficult family member

Dear Jackie,

This is hard to admit but I frequently have a hard time dealing with a difficult family member. Sometimes I find myself distracted and impatient at work because I am thinking about my mother-in-law who is very judgmental and insensitive. She is always putting me down. She seems to love to stir the soup. It really gets to me and it affects my relationships at home and at work. Are there any resources available to help me? I thought about calling our EAP, but I'm not the therapy type.

ANSWER -- You are not alone! In recent studies it has been found that over 70% of us have a frustrating or difficult relative who keeps stirring up conflicts. Now, it is normal and healthy to have some stressful interactions in your family, and in this case, your mother-in-law will not change overnight. But there are specific things you can do to

significantly change how you respond to this and other family members who will likely be with you for some time.

Though you indicated you are not the therapy type, sometimes speaking with someone who is objective and removed from the emotional and family side of the issue can be helpful. Through the HealthAdvocateEAP provided to you by Schurz, you will be able to speak with a counselor who can assess the situations you find stressful and difficult, and suggest practical strategies for dealing with them. It is also helpful to have an unbiased individual point out the things that are in your control, like the way you respond to your mother-in-law; and that there are things that are out of your control, like the obligation of having them over for holidays. For example, the counselor you speak with at HealthAdvocate may recommend that you enlist more support from your husband or another family

member and take steps to limit the amount of time you spend with her and/or the topics of conversation you engage in. Sometimes, an objective ear is all we need to validate how we feel and think, and that allows us to take positive action towards resolving the issue.

Difficult family relationships strain our physical, emotional, psychological and intellectual well-being. Left unattended it can have a negative impact on other relationships both personally and professionally. These issues are rarely "left at home" and can negatively impact us at work through our behavior and performance. It is better to acknowledge there is a problem and understand it is not without resolution. The EAP may be the place to get started. It is a free and confidential benefit provided to you by Schurz.

If you are still uncomfortable speaking with someone, about this or other difficult situations, there are also numerous resources available through the HealthAdvocate website including "skill builders" to help with improving positive communication or cope with criticism, webinars that are available "on-demand" from work or home that deal with relationships/communications, assessments for conflict management and assertiveness, information on how to enlist other family members in partnerships and much more!

Thank you.

Prevention the most effective treatment for seasonal allergies

FROM THE WSBT TRANSMITTER

The most effective type of treatment for seasonal allergies is prevention.

As the prime allergy seasons of spring and summer approach, many are vulnerable to red eyes, runny noses and sore throats.

This year, try a simple plan to help limit your exposure to outdoor allergens like pollen, which blows from budding trees and grasses:

- Keep your windows closed at night. This will prevent pollen from entering your home.
- Consider portable air purifiers. Units with HEPA filters are best.
- Maintain your home's central air/heating system by replacing hypoallergenic filters at least once a month.
- Keep your pet's fur groomed, to limit the transfer of outdoor allergens.
- Limit your outdoor activities during humid and windy conditions. Pollen potency and activity is highest during these times.
- After exposure to outdoor pollens, change your clothes and wash your hair.
- Avoid hanging wet sheets or clothing outside to dry where they may be exposed to pollen.

When you think of the possible side effects that many prescription and over-the-counter medications can cause, a bit of prevention isn't much to ask to breathe easier.

If your symptoms persist, however, contact your physician for further action.

Additional allergy resources: Anthem.com, and click on "MyHealth@Anthem".

Top 10 road trip snacks

FROM THE SOMERSET DAILY AMERICAN WHAT'S UP

Hitting the road? Keep your nosh healthy and light with our tips.

Summer means road trips to the cottage, the lake, and other vacation destinations. Don't let road-trip weight-loss anxiety get in the way of your summer fun. Instead, read our tips for the best road trip snacks suited for any kind of travel.

We suggest you bring along a small cooler to keep your healthy snacks fresher for longer.

Grape tomatoes: Actually a fruit, these miniature tomatoes, when ripe, make a delicious snack. This is a no-mess, grab-and-go snack, and one you can reach your hand in the bag for over and over.

Quaker® Quakes: These delicious snacks come in a variety of flavors and can satisfy even the most stubborn sweet or salty craving.

Summer berries are in abundance: Throw together blueberries, strawberries, raspberries, blackberries, or any mix of berries in a plastic container. This snack can get messy, so unless you've got a bunch of napkins tucked away in your glove compartment, leave this one for the rest stop.

Popcorn sprinkled with low-fat Parmesan cheese or hot chili peppers.

Open the lid of your yogurt and toss in some crushed cereal or granola for a little extra crunch. This will give you a solid dose of calcium, and although a little more challenging to eat in the car, you can make it work by placing the yogurt in your cup holder.

Cheese and crackers: Decorate some whole wheat crackers with your favorite low-fat cheese, and portion them out in plastic bags for easy access. You can use string cheese and snack on it by itself too.

DIGITAL DELIVERY

Free coupon site brings traffic and revenue

It all started with a lunch coupon. In mid-2011, Hoosier Times advertising director Laurie Ragle and marketing manager Brooke McCluskey met for lunch at Mr. Hibachi, a new advertiser running a popular “10 percent off buffet” newspaper coupon.

After seeing many people redeem the coupon, and knowing the popularity of coupons in general, Ragle and McCluskey wondered if the newspaper coupon concept could be taken to a new level. At lunch they discussed the impact of a new competitor coupon website making a splash in their market, and the possibility of Hoosier Times answering the challenge.

HoosierTimesCoupons.com was born. Todd Davidson, Digital Director, developed the look and layout of the site, which is free to the public and has a free mobile/tab-



let version. Davidson created features like sorting by geography/business type, Facebook interactivity, and a link that enrolls users in a weekly “Coupon Alert” e-newsletter. He also created a “get this coupon by text message” function that provides an optional add-on for advertisers. The mobile/tablet version features a sleek phone-friendly layout with a map showing nearby coupon advertisers.

When the product debuted in January 2012, the sales staff had sold packages to 55

advertisers for a total of 160 coupons and 70 mobile offers. HoosierTimesCoupons.com launched with a promotional fanfare that included Facebook posts across the company’s news websites, online ads, email newsletters and full-page newspaper ads.

Readers reacted with enthusiasm. In the first month, HoosierTimesCoupons.com had 6,911 visits from 5,107 people. That month it generated 50,300 pageviews, 680 coupons were printed, 81 text-message coupons were sent by mobile phone, and the site gained 60 new Facebook followers and 38 new Facebook business connections.

According to Davidson, the SCI Center for Interactive Development plans to roll out coupon sites and mobile products for other Schurz properties by April 2012.

Advocate’s CatAList app reaches new audience

The Kentucky Group is reaching new audiences in a whole new way with its new iPhone app CatAList. The app was released in January and had over 2,500 downloads in the first two weeks.



CatAList is a Twitter based app that allows users to track the conversations of University of Kentucky basketball players and their opponents. It pits UK’s tweets that are left justified against those they are about to play that are right justified.

The tweets are buttressed with more extensive and exclusive team analysis by Advocate Messenger Sports Editor Larry Vaught, who has covered Kentucky sports since 1975, and The Winchester Sun’s Keith Taylor about upcoming games.

The impetus for the app was to expand the online reach of the Advocate-Messenger by tapping into a larger regional audience that would be attracted by Kentucky basketball.

There were already two paid Kentucky basketball apps in the market so CatAList was made free. Revenue comes from display advertising and an exclusive sponsor. The Advocate-Messenger is casting a regional net for future potential advertisers.

The app was adapted from HuddleUp, which SCI developed to help cover Notre Dame football.

“We got a lot of help on this from SCI Mobile Director Sandy Martin and the develop team in Bloomington,” says Kentucky Audience Relations Manager John Preston. “This is a perfect example of how a project developed for one property can be repurposed and used many times.”

An Android version of CatAList is expected by next season.

News in Brief

CatchItKansas.com sets record

CatchItKansas.com has a tradition of covering every high school state championship in the State of Kansas, regardless whether the schools participating are outside the coverage area,

Because of this, CatchItKansas.com tends to see its biggest page views during the state tournaments, and early March was no different. It was a busy two weeks with Sub-State and State tournaments going on. Games were played on 10 of the 13 days from Feb 27 – March 10.

With hundreds of teams in action, it meant record numbers for the website. On March 10, the final day of the State tournaments, CatchItKansas.com passed the page views of March 2011. For four straight days, page views per day were near 100,000 in content alone. This number does not include the stats views, mobile app page views, or MyLocker downloads.

For the fourth consecutive year a special Catch It Kansas Show Championship Edition was produced on Saturday night. It featured highlights from all 14 championship games (seven classifications, boys and girls). CatchItKansas.com was the only media company in the state to have complete coverage from all seven sites across Kansas.

Antietam launches mobile site

Antietam Cable Television in Hagerstown, Md. has optimized it’s www.antietamcable.com website for mobile consumption.

Various studies of consumer behavior have predicted that by mid-2013, more people will use mobile phones than PCs to get online. In a mobile environment, sites designed to be viewed on a PC can be woefully inadequate.

“We wanted to make ours thumb-friendly,” says Cindy Garland, Director of Marketing for Antietam Cable. “We studied consumer behavior in our market to discern how many customers were using a mobile device to visit the site, and which pages were of most interest to them. For ease of use, we wanted big, fat buttons, a large font size and simple navigation.”

IDEAS Worth Sharing

American News Kid's Design ad project has record year

It was another record year for the American News' annual Kid's Design an Ad project — both for revenue and participation.

The project, which is done by the American News' advertising department and is in its 12th year, brought in \$35,411 — about \$7,000 more than in 2011.

The American News received 1,811 ad entries designed by first through fifth graders from 17 schools and 110 classrooms throughout the coverage area.

Ad reps then took the ads out to their accounts for purchase. The ads that are purchased are put in a pull-out, coffee-table style tabloid book. This year's book was 168 pages — besting last year by 40 pages.

For each of the 641 ads sold, \$5 went back to the classroom that submitted it.

This year, \$3,205 was returned to the classrooms. To date, more than \$22,000 has been donated.

"It takes a great deal of time and organization for the entire staff to organize, produce and sell, but this has become our No. 1 revenue producing special section for the entire year," said Christy Orwig, advertising director.



IV Press has successful launch

Design an Ad is an interactive program that allows students in elementary grades K-8 the opportunity to create advertisements for Imperial Valley businesses as well as learn about design, marketing, their local community and various occupations in a creative and fun way.

The Imperial Valley Press in El Centro, Calif. learned about this project from a sister company and modified it slightly.

The project was started before Christmas and businesses are still buying advertisements and more classrooms are signing on to do the project before school lets out.

The latest business to participate purchased every ad that was drawn for them in a full page display ad. The newspaper continues to get amazing reviews from the teachers on how much they loved the project and how it was beneficial to their students.

The program is free to schools and the ad rate for businesses has been modified.



KWCH takes telemarketing program to new heights

Imitation is really the sincerest form of flattery.

At least two other stations, including KY3 in Springfield and a non-Schurz station, have implemented telemarketing programs based on the success realized by KWCH in Wichita, Kan.

In November, KWCH Interactive launched a test telemarketing program to be used in scheduling CatchitKansas.com sales appointments. Once the test was over, the program was continued.

After eight weeks of telemarketing, the KWCH sales reps have pitched CatchitKansas.com and other Sunflower Broadcasting products to almost 300 new businesses and closed almost 15 new accounts.

As part of the KWCH 2012 sales plan, it's going to be telemarketing about 20 more weeks. SCI Digital (the digital division of Schurz Communications) is also going to fund an additional four weeks when a new product is launched later this year.

Advance Cable going F.A.S.T.

Customer Service at Advanced Cable in Coral Springs, FL has launched a new F.A.S.T. sales process.

F.A.S.T. stands for:

F – Friendly (Greet every customer as if they are our friends)

A – Analyze (For opportunities to inform, upsell and retain)

S – Suggest (A product)

T – Transact (Close the sale).

Interactive training sessions with actual customer scenario role playing was part of the instructional training.

HTO VIP Open House Update
Hoosier Times Online

Hi Mary,

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Open House Update

This week's Open House Update is brought to you by:

Ron Plecher
Broker/Associate
RE/MAX REALTY PROPERTIES

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812.320.2142
www.ronplecher.com

Listings are in price order from lowest to highest. Questions about these listings? Please contact the realty company listed.

Price	Location	Time	Broker	Map
\$64,900	2252 S. Henderson Bloomington, IN	Sunday, 2:30-4:30	FC Tucker	Map It
\$74,900	Falls Crest Drive Bloomington, IN	Sunday, 2:30-4:30	Remax	Map It
\$95,000	2276 E. Hill East Bloomington, IN	Sunday, 12-2	Remax Justin Indy Walker	Map It
\$99,900	2011 S. Oaklawn Circle Bloomington, IN	Sunday, 2:30-4:30	FC Tucker	Map It
\$103,000	522 S. Village Bloomington, IN	Sunday, 12-2	Stirling Real Estate	Map It

Open House e-mail

The Bloomington, Ind. Herald-Times has launched a program to send customer who sign up for it an HTO VIP Open House Update e-mail every Thursday. The e-mail lists the real estate open houses scheduled for the coming weekend.

News Makers

McCluskey named to E&Ps 'Top 25 Under 35'

Brooke McCluskey, marketing manager for the Hoosier Times in Bloomington, Ind., has been recognized by Editor & Publisher by being named to its annual 'Top 25 Under 35' group of newspaper executives.

Each year, Editor and Publisher recognizes 25 newspaper professionals under age 35 who represent the next generation of newspaper publishing leaders. Those recognized are, in the words of the magazine, "young, bright, and capable of tackling whatever the changing newspaper climate throws at them. They are people with business acumen who will lead through trying times and have the vision to implement bold, new strategies to move their newspapers forward."

A feature article on the 'Top 25 Under 35' will appear in the April issue of Editor and Publisher.

Nominees for 'Top 25 Under 35' recognition were publishers, editors, advertising executives, circulation managers and other newspaper leaders who own or work for print newspapers or online-only former newspapers.

"Each one of these young leaders has what it takes to move their brands forward," Editor and Publisher noted, "and guide their newspapers or media companies through journalism's confusing and uncharted territory. They know one thing for sure: Keep up or get out. They are the generation that is re-energizing what some want to believe is a dying industry. They know better,

"There is a different journalism than their older counterparts. Although they've practically grown up with the Internet and a cell-phone at their fingertips, they're smart enough to know that if they don't understand a new piece of technology, they can always ask someone five years younger than them to figure it out. Change is something so familiar, they simply roll with it."



Hoosier Times' Brooke McCluskey

Photo by Deborah Stroud-Hubbard

McCluskey began her newspaper career as a reporter on her seventh grade newspaper. She was features editor for her high school newspaper and later worked as a writer and editor for university publications while pursuing a marketing degree at Southeast Missouri State University in Cape Girardeau, Missouri.

She joined the advertising staff of The Bloomington Herald-Times in 2000 and in 2006 was promoted to marketing manager of the Hoosier Times.

Herald Times' Speer in Otsego County leadership class

Gaylord, Mich. Herald Times editor Jeremy Speer is taking part in the Gaylord Area Chamber of Commerce's Leadership Otsego County this year.

The popular program identifies new managers and potential community leaders and sends them through a nine-month program where they learn the ins and outs of the community.

Modules include team building, community history, government, education, local economy, human services and environment. The program also includes the creation of a personal leadership plan. Also, participants are required to take part in one community service project.

Speer will graduate from the program in June.

Stone is Winchester Sun's Employer of the Year

Winchester Sun Employee of the Year David Stone said winning the Sun's top award was a pleasant surprise.

"I was surprised I was named Employee of the Quarter, but I was shocked when I was named Employee of the Year, because there are so many other hardworking people at the Sun," Stone said.

Stone has served as News Designer and Design Editor in his nearly 14 years at the Sun. He was part of the paper staff from 1996 to 2006, returning in 2008. He is a two-time Employee of the Quarter Award recipient and has received numerous Kentucky Press Association Awards for both page design and headline writing.

"I enjoy the variety of my job," Stone said. "There's something new every day."

The Employee of the Year is selected

from the year's Employee of the Quarter winners. Stone was Employee of the Quarter for the fourth quarter of 2011, and was named Employee of the Month in March 2009.

"It was nice to be recognized by management," Stone said. "It makes you feel like you've done your job well."

His newspaper career began as a college student in 1984, and his previous jobs include general assignment reporting at The Herald News in Dayton, Tenn., and serving as News Editor at The Daily Post-Athenian in Athens, Tenn. While in Tennessee, he received two Tennessee Associated Press Managing Editors' Awards.

Stone and his wife, Lesia, came to Kentucky in 1995. They have two children.

KTUU meteorologist receives honor from Alaska legislature

By Brad Hillwig

KTUU-TV, Anchorage, Alaska

Channel 2 veteran meteorologist Jackie Purcell was honored in February by the Alaska legislature.

One of Alaska's most beloved television personalities, Purcell has been with Channel 2 for more than two decades. She is known throughout Alaska not only for her accurate weather reports each night, but also for her community presence and service work throughout the years.

The citation, presented by Representative Berta Gardner, reads:

"The Twenty-seventh Alaska State Legislature is pleased to recognize Jackie Purcell for more than 20 years of service as a broadcast journalist and Alaska's leading meteorologist.

"Alaskans depend on accurate and comprehensive weather reports whether engaging in fishing, subsistence use, aviation or any other myriad of activities that constitute the Alaskan lifestyle. Throughout the years, through rain or shine, sleet or snow, Jackie has



KTUU's Purcell is honored

served Alaskans across our state by broadcasting thorough and timely weather forecasts – and she has done it with grace, professionalism and good humor.

"Jackie grew up in Anchorage and graduated from Bartlett High School in 1979. She attended Gonzaga University in Spokane, Washington, graduating in 1983 with a degree in communications and a minor in political science. She started her career in 1984 at a small radio station in Chickasha, Oklahoma, but moved home to Alaska in 1985, working her way through radio and television until becoming the full-time weather person for Channel 2 News in December 1990."

"It's a gratifying experience to work in a job you love, in a town you love, surrounded by people and scenery you love. Wow!" Jackie has said about her job at KTUU.



The WDBJ7 morning news and operations teams

WDBJ7 adds staffing to morning show team

By DAN DENNISON
WDBJ7, Roanoke, Va.

Recognizing that morning news programs set the tone and agenda for each news day, WDBJ7, Your Hometown News Leader, has added additional staffing to the news and operations teams working on the morning show.

Two additional associate producers, Teri Jones and Andrew Wagner, have been re-assigned to the morning show to assist with writing, working the assignment desk, and covering breaking news and new developments.

Last fall, Seth Kovar joined the team as executive producer and co-anchor. The departure of both Bob Grebe and Bruce Young has led to the promotions of Melissa Gaona as morning reporter and Nick Beaty as morning photographer. Adam Ward has moved over from the operations team and is now the full-time morning editor.

At full-staff the WDBJ7 morning team has 16 news and operations staff working on the highest rated morning news program in the Roanoke/Lynchburg market. On days of breaking news, like the I-81 crash that closed the Interstate for more than nine hours, WDBJ7 had the only live on-the-scene coverage during the morning day part; continuing proof of performance as Your Hometown News Leader.

Rios compete in Marathon

On Sunday morning, January 29, Orlando Rios, Vice President Finance at Advanced Cable in Coral Springs, FL, and his wife, Charlotte, (pictured at the right) joined more than 25,000 runners for the 10th Miami ING Marathon and half marathon.

This event attracts runners from all over the world since Miami provides one of the most scenic courses in the United States.

Both Orlando and Charlotte committed to training for two months prior to the race. Their family was there to cheer them on and both completed the half marathon with very respectable times; Orlando finished in 2:21 and Charlotte, 2:39.

"It was an amazing experience for my wife and me, and gave us a great sense of accomplishment," stated Rios. "We may shoot for a full marathon next year".

All the employees at Advanced Cable congratulate Orlando and Charlotte on their incredible achievement!



67 years of experience leaves Herald-Times

The Bloomington, Ind. Herald-Times lost 67 years of valuable experience with the retirement of Steve Snyder, Lynn Houser and Monty Howell.

Snyder had been with the Herald-Times 28 years, joining the staff in 1984 as art director.

He had been working at the time as a designer in the Indiana University telecommunications department, and had been there for 14 years.

Steve said that when he came to the Herald-Times, there hadn't been an art director position. "In the way of graphics, there were three artists who did ad makeup the old felt-tip marker way." Steve said. "And Joel Pett did editorial cartoons part time. And that was it. Pett had just left. So we created a new department."

Over the years he has been involved in redesigning the newspaper and has done editorial graphics, commercial graphics and marketing. Editorial was his favorite.

Steve grew up in Anderson, Ind. and graduated from Pendleton High School in 1964. He had a brief experiment with college and was drafted in 1966, spending nearly two years in Southeast Asia. After he got back to Anderson after the service he landed a job at a publishing house doing graphics. He said he came to Indiana University to visit a friend in 1970, and ended up getting the job in the IU telecom department.



SNYDER



HOUSER



HOWELL

Steve has plans to keep busy in retirement. First, he wants to return to painting. He received a painting fellowship from the National Endowment for the Arts in 1980 and bought a lot of oil paint, but he hasn't had time to use them, what with working and raising a family.

Houser, 62, joined the Herald-Times sports staff in 1984 after eight years as sports editor of the Kendallville, Ind. News-Sun. His duties have taken him to four Final Fours. He has also covered three NBA conference finals, 18 Indiana high school basketball finals, 15 Indiana high school football finals and the Indianapolis Colts since 1995.

In 1994, he received the Corky Lamm award as the Indiana Sportswriters and Sportscasters Association Sportswriter of the Year. Lynn has served as the vice president of that organization since 2004.

In 2010, Lynn became the fifth member of The Herald-Times family to be inducted into the ISSA Hall of Fame, joining Bob Hammel, Rex Kirts, John Harrell and Stan Sutton.

It was the second Hall of Fame induction for Lynn, who in 2008 entered the Bloomington City Golf Hall of Fame for his quarter-century of coverage.

In 2009, Lynn founded the Monroe County Sports Hall of Fame, and was later elected president. He still serves in that capacity.

A native of Fort Wayne, Lynn graduated from Indiana University in 1972 and served in the U.S. Navy from 1972 to 1976. He and his wife, Pat, have been married for 27 years. They have three children and six grandchildren.

Howell has been a part-time photographer at the Herald-Times for the past 12 years.

For the last several years he has worked almost exclusively on weekends as he pursued a nursing degree from Ivy Tech Community College. He received that degree in 2011 and now works at IU Health Bloomington Hospital.

Dunn retires after 44 years

After more than 44 years working in the advertising department at The Danville, Ky. Advocate-Messenger Jerry Dunn has retired.

In September 1967, Jerry returned from Fort Dix, N.J., after serving on active duty with the Army to continue his advertising career with The Advocate-Messenger. In September 1981, he was promoted to national advertising manager and on Sept. 8, 2007, he was promoted to the advertising manager for The Advocate-Messenger and The Interior Journal.



DUNN

Advocate carrier retires after 30 years on the job

BY JOANNA KING

Danville Advocate-Messenger

Shirley Owsley's plans no longer have to include a daily drive to Danville, now that she has decided to retire — again.

Owsley retired after 30 years from Centre College six years ago.



Publisher Scott Schurz Jr. and Shirley Owsley

James "Buck" Owsley, get a route. Eventually that route became hers.

She has gone through at least five cars and many pairs of brakes. She even broke her ankle once on a soft spot in a yard. After that, her employer was pretty good about putting up boxes for her so she didn't have to get out of her car.

Owsley's son Buck grew up. He farms and is the owner of a trucking company. She put her three daughters through college and says her newspaper money has helped with those expenses, and with house payments and car payments over the years.

This time, she is retiring after more than 30 years as a newspaper carrier for The Danville, Ky. Advocate-Messenger.

Owsley didn't originally set out to do the job she is retiring from after more than three decades. Her daughter, Andrea, began delivering papers at a young age and continued through high school, and Owsley also let her son,

South Bend Tribune holds Employee Banquet

By ELISABETH CLARK
South Bend Tribune

The past met the future as the South Bend Tribune held its first annual Employee Banquet February 23, at the grand old ballroom of the Palais Royale.

Almost 200 employees (over half of all employees) turned out for a buffet luncheon and awards ceremony. The Tribune worked out a partnership with the Palais Royale that allowed the meal to be budget friendly.



Joni Gibley

The awards ceremony was held to celebrate Tribune successes. The highlight of the ceremony was the awarding of the annual Franklin D. Schurz Awards to the full- and part-time employees of the year.

The full time winner was Darrick Lee. According to Vice President of Operations, Kevin Shaw, "Darrick has been with the Tribune for over 22 years and is currently the Packaging Manager. He is responsible for the inserting operations, which include 4 full time and 48 part time employees. Darrick works very closely with the advertising and subscriber services departments to insure a quality production run in a timely fashion. He is well liked by his staff and other managers. Darrick is always looking for ways to do things more efficiently while saving the company money."

The part time award went to Joni Gibley of the newsroom. Cory Havens, deputy managing editor for news, stated, "We rely so much on Joni Gibley for her flexibility, dedication and skill. She has a demonstrated ability and propensity to do whatever it takes to get the job done, whether that's her job or anyone else's she can help with. Not only does she nearly single-handedly produce Tribune Business weekly, but she regularly steps in to edit other stories when her coworkers fall behind. She is a go-to source for grammar, style and content questions. She does all of this with positivity, humor and grace."

In addition to the Franklin D. Schurz awards, each department honored employees who contributed significantly.

WDBJ7's Davis honored by SCLC

Hollani Davis, WDBJ7 anchor/reporter, has been honored by the Roanoke Chapter of the Southern Christian Leadership Conference (SCLC).



Hollani Davis

She received the organization's media award at its 17th Annual Martin Luther King, Jr. Holiday Banquet. Davis was one of three media figures honored. Eight community leaders were presented Drum Major for Justice awards. In addition, awards were given for community service, religious affairs and the Dr. Pernelle Chub-Wilson Award.

Tom Henahan and Lawrence Young WDBJ7, Roanoke, Va.

A lunch was held for Tom Henahan who retired from WDBJ Television in Roanoke, Va. after more than 30 years of service.



Tom Henahan

Henahan was joined at the luncheon by co-workers, retirees, friends and family. Quite a few stepped forward to share a "Tom" story or two with the group after the luncheon.

Lawrence Young has retired after 30 plus years as a WDBJ7 photographer.



Ed Henry, Vice President Administration at the South Bend Tribune, presents the full time Franklin D. D Schurz Award for 2011 to Derrick Lee, packaging manager.

The Retail Advertising Sales Person of the Year went to Peggy Slone.

Dorothy Visel was awarded the Classified Sales Person of the Year.

The first ever New Digital Initiative Award went to Natalie Staublin.

The Operations Efficiency Award went to Tim Schrimsher. Patti Wilson and Betty Aitken shared the District Manger of the Year Award.

Derek Hopkins won the Packaging Employee of the Year.

The first annual Best Audience Engagement Award went to Notre Dame writer, Eric Hansen.

Five employees shared the award for Best Digital Content: Kevin Allen, Erin Blasko, Cory Havens, Adam Powell and John Slott.

Slott also received the Best Local News Website award.

Best Niche Site awards went to Melissa Jackson and Alice Culp.

Retirement



Photographer Lawrence Young

Lawrence decided to retire with no fanfare, but his co-workers couldn't let him off that easy. Mike Bell out together and narrated a slide show of highlights of Young's career and Joe Dashiell shared a few memories of his days with Lawrence as well as some of his priceless photos.

Winchester Community honors Mann

In October 1976, then Winchester, Ky. Sun editor, Bill Blakeman, made a decision he considers one of his best during his 40-year tenure at the newspaper.

Faced with having to hire a new photographer, he chose someone young, “barely dry behind the ears,” but, Blakeman said, “he seemed to know something about photography.”

It turns out he was right — James Mann knows a little something about photography. For more than 35 years, he has been taking pictures of everything in Clark County from house fires and wrecks to county fairs and beauty pageants. Most people who grew up in Clark County have seen their face in the newspaper at least once, and it’s all because of a photographer committed to getting the best shot and photographing the news, anytime and anywhere.

When Mann showed up at the home of Will and Michelle Hodgkin on French Avenue Thursday night, he thought he was just covering a story, like always. What he didn’t know was, this time he was the story.

Friends and family told Mann the monthly Chamber After Hours event was in honor of Blakeman’s work at the paper. When Blakeman picked up a microphone and began speaking to the crowd, it soon became apparent that this party was for a different newsmen.

“Jim has chronicled life in the community,” Blackman said. “Perhaps it was a ribbon-cutting for a new business; the demolition of a once proud structure being torn down for a new building; sometimes it was a groundbreaking for what would become a new community landmark — school, hospital or industry.”

Blackman spoke about coming to work at 6:30 a.m. and finding Mann already hard at work in the darkroom, often after having been out all night covering breaking news.

Mann’s family, including wife, Charlene; son and daughter-in-law Brandon and Erin Mann; grandson, Andrew Mann; and sister, Joan Mann, were all present to see him accept the award.



Winchester Sun photographer James Mann was front and center when he was honored during a Chamber After Hours event.

Joan Mann said her brother’s interest in photography began as a child, and he honed his skills taking pictures for his high school yearbook in Washington County, and serving on the school newspaper staff.

The siblings’ great-grandfather, James W. Miller, also was a photographer and the younger James shares his birthday.

Guests viewed a slide show of Mann’s photography from over the years, including several first place Kentucky Press Association award winners, and family photos. Charlene Mann said living with a photographer for so many years turned her home into a gallery, but she wishes she had more pictures of the man behind the camera.

Times-Mail’s Routh is Grand Marshal

When Steve Dobson was named general chairman of the Mitchell, Ind. Persimmon Festival he knew exactly who he wanted to be Grand Marshal of the Persimmon Parade.

Dobson wanted to pay homage to Mitchell’s celebrated past and great future.

The one person to best represent Mitchell history was Jeff Routh, veteran newspaperman for the Bedford Times-Mail.

Routh, a lifetime resident of Mitchell, has served in a wide variety of volunteer roles and capacities over the years and is currently president of the Mitchell Alumni Association. As an extension of this involvement Routh has accumulated a vast knowledge of Mitchell history.

“I want to take this time to pay Jeff back for all the work he has done behind the scenes over the years,” Dobson said.

In Memory

Kim Setty KWCH, Wichita, Kan.

Kim Setty longtime anchor and reporter of KWCH in Wichita, Kan. died Jan. 5 after a six year battle with Breast Cancer.



Kim Setty

Kim’s last News Director, Chad Cross, wrote this tribute to her life:

“Kim shared 24 years with the people who work at KWCH and those who watched her on air. In that time, she balanced dedication to her job and devotion to her family; she balanced the gravity, and comedy, of working in the news business; and, while battling breast cancer in the public eye, she balanced fighting for her life and keeping normalcy in her family’s life.

“Kim started at KWCH in May 1987 as a bureau reporter in her hometown of

Hutchinson. By the next year, she’d moved up the ranks to become anchor and producer of Eyewitness News at Noon, a newscast that earned high ratings under her command. Before working at KWCH, Kim reported for WIBW TV in Topeka. She began her broadcasting career on the radio, which helped Kim work her way through college at the University of Kansas.

“She’s best known for her series of consumer stories called, Does It Work? Trying to help viewers not waste money, she searched for products with hard-to-believe claims and recruited everyday people to test them. She concluded each story by asking testers for a verdict with her familiar question, “does it work?”

“The Kansas Association of Broadcasters recognized Kim with accolades for Does It Work? as well as the Noon newscast she anchored. She also won awards for reporting on homeless children in Kansas and a story about Girl Scouts visiting their incarcerated mothers. In 2011, Kim received recognition by Goodwill Industries.”

Contest celebrates SCI Google transition

To celebrate and call attention to the Schurz Communications transition to Google employees were invited to participate in three fun contests.

One of the contests was company-wide, a “Show Off Google Style” competition. On the day of the property’s Google migration, employees were urged to wear colors of the Google logo, homemade accessories, the Google logo or anything that might be considered showing the “Google spirit”.

The Google Guides from each property participating in the contest choose a winner from among those who elected to dress up. Then they sent a picture of the winner to SCI in Mishawaka where Kim Hamm, Rachel Adkins and Emily McKeown selected a winner.

The winner received an iPad.

Greg Haney from KY3-TV in Springfield, Mo., was judged the winner. He created a Google launch rocket, impressing the judges

with his craftiness, his creative costume idea and his Google enthusiasm.

Haney and some of the local winners in the contest are pictured below.

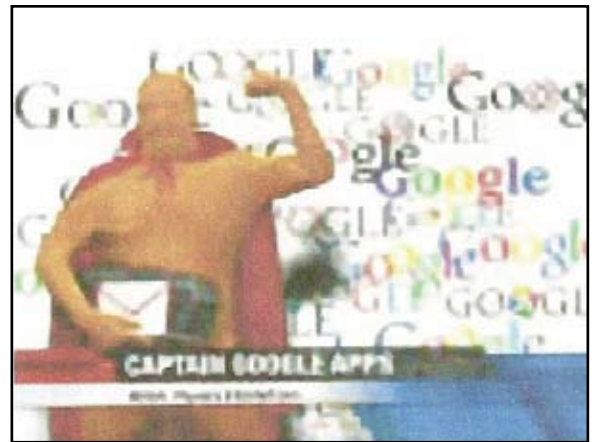
Two other smaller contests were conducted for the Google transition.

The “Hidden Google Poster” competition was to find a Google logo that the Google Guide at each property had hidden in the building. A property-wide drawing among those who found the logo was then held to determine who would win a \$20 Visa gift card.

The object in the “Google Bean Guessing Contest” was to guess how many colored jelly beans were in a jar that was located by the main door at each participating property. The person guessing the closest number won a \$10 gift card at Starbucks or another local coffee shop.



Greg Haney, KY3-TV, Springfield and his Google rocket



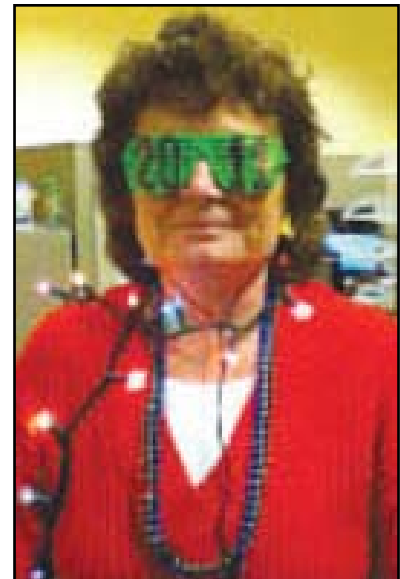
Ryan Holston, WSBT, Mishawaka



Brian Britt and Levi, the dog, WDBJ7, Roanoke, Va.



Michelle Sihrer, Aberdeen, S,D, American News



Karrie Elliot, Hagerstown, Md. Herald-Mail

Promotions / New Employees

Antietam Cable names Sarkisian

Pete Sarkisian began working at Antietam Cable in Hagerstown, Md. as a consultant in the technical department in August 2011, but after six months, he was hired on full time as the Director of Technical Operations.

He is originally from Connecticut, where he worked for Comcast. He started as a technician in 1983, and then moved into management. As Comcast continued to acquire new systems his roll expanded to five properties, and he was offered an opportunity as Technical and Engineering Director for the Delmarva area.

He moved to Maryland in 2003, still working for Comcast. In 2007 he left the Delmarva Comcast location and moved to Baltimore. After his time with Comcast, Pete was the General Manager for the State of Maryland for Dish Network for about two years.

Morin Herald-Times Digital Manager

A goal of the newsroom at the Herald-Times in Bloomington the past three years has been to further embrace and better use relatively new digital tools.

J.J. Perry was the first digital manager hired to help achieve this goal. He left a year ago to become editor of the Aberdeen, S.D., American News, another newspaper in the Schurz group.

Sarah Morin had been the lead digital editor since J.J. left and on Jan. 1 she was named digital manager, giving her more responsibility in leading the newsroom's digital initiatives.

Morin has a journalism degree from Indiana University and a graduate degree in journalism from New York University. She came to Indiana in 2001 and first worked for the Bloomfield Evening News before joining the Herald-Times in 2002.

Promotions made at American News

Tyler Oliver has been promoted to marketing manager at the Aberdeen American News.

In his job he will develop and implement marketing strategies and programs to strengthen the Aberdeen News Company's position in the marketplace through advertising, readership and brand development.

Oliver previously worked at the American News as a graphic designer making contributions in marketing, special sections and other departments.

Two other promotions at the American News were Joe Johnson and Michelle Sihrer being named night news editors.

Johnson has been with the American News for 17 1/2 years and was previously the assistant night news editor.



Employees of the Year at WSBT in Mishawaka, Ind. were Pat Morris, WSBT Radio, and Jason Overholt, WSBT TV. They are flanked by WSBT Radio General Manager, Jim Roberts, and TV General Manager Sally Brown.

Morris, Overholt WSBT Employees of the Year

Pat Morris and Jason Overholt were honored by their co-workers with the Radio and TV Employees of the Year awards for 2011 at WSBT in Mishawaka, Ind.

"Choosing an Employee of The Year is difficult every year and this year was no exception," noted Sally Brown, WSBT Television general manager. "The number of nominations for the 2011 TV Employee of The Year was the most we've seen in several years. That speaks volumes about our station and our staff - especially since the nominations come from co-workers."

Although Jason Overholt, the WSBT TV Employee of the Year has only been with WSBT for three years, in that short time he has accepted new challenges and has become a valuable part of the News department in particular and the station in general.

He is responsible for the WSBT news product that requires the greatest amount of change on a daily (make that hourly) basis. He has put forth creative ideas and is willing to go the extra mile to make sure that WSBT remains Michiana's news leader.

Pat Morris, WSBT Radio Employee of the Year, is the radio group Administrative Assistant/Sales Assistant. She has been thought of as the "go to person" for WSBT Radio for the past seven plus years. That theme was mentioned throughout the nominations she received.

Jerry Jacob back with KY3-TV

Jerry Jacob, veteran journalist and former News anchor at KY3 in Springfield, Mo., has returned to station.

Jacob left KY3 in 2007 to enlist in the United States Army. Sgt. Jacob served five years as a combat medic, completing tours of duty in Haiti, Iraq, and Afghanistan.

Before leaving to serve his country, Jacob was a reporter and anchor at KY3 for eleven years. He covered many of the biggest stories including reporting on local victims of the Terror Attacks on the World Trade Center. He was profoundly affected by the events of September 11 and enlisted just before his 42nd birthday when the Army briefly raised the maximum age for enlistees.

KY3 President and General Manager Brian McDonough said, "We all have a great deal of respect for Jerry's service to our country. He has always demonstrated a tremendous commitment to our community and I am thrilled he has decided to return to KY3."



Jerry Jacob



MORIN



OLIVER



JOHNSON



SIHRER

Out About

Net Promoter Score measures customer loyalty

In the fourth quarter of 2011 Schurz Communication properties had an Advertising Satisfaction Study completed to ascertain their Net Promoter Score (NPS).

The NPS has been embraced by leading companies worldwide as the standard for measuring and improving customer loyalty.

The project, which was directed by Schurz Communication Director of Strategic Marketing Chuck Lynds, entailed contacting advertisers at the print, television, radio and cable properties by e-mail and getting their feedback about how well their needs are being met.

The NPS is based on the premise that every company's customers can be divided into three categories... Promoters, Passives



Chuck Lynds
SCI Director
Strategic Marketing

and Detractors.

By asking one simple question...How likely is it that you would recommend (company X) to a business like your own as a way to advertise, on a scale of 0 to 10 with 10 the highest?...it's possible to track these groups and get a clear measure of the com-

pany's performance through the customers eyes.

Using the 0 to 10 scale Promoters rank 9 to 10, Passives 7 to 8 and Detractors 0 to 6.

The Net Promoter Score is calculated by taking the percentage of customers who are Promoters and subtracting the percentage who are Detractors.

Lynds noted that the results of the survey aren't intended to be used as a measure of one property against another one, but used internally to drive improvement in customer loyalty, acting on customer feedback to achieve the end result, and comparing trends from one study to the next at each property. The goal is to see improvement in the score from one study to the next, leading to a strong, positive NPS.

Lynds said previous advertiser satisfaction studies were completed in 2008 and 2009. The results this year are used to track whether progress is being made.

In addition to collecting the Net Promoter Score data, the study also measured evaluations of advertisers' satisfaction with various detailed aspects of our service including our sales reps, ad services and billing, as well as comparisons with the other media the advertisers are using. With this additional data, we can better understand why we get the Net Promoter Score that we do.

In the latter part of 2011 another Satisfaction Study was conducted, this one for the daily print properties to measure satisfaction of delivery services for existing subscribers.

Subscriber lists were randomized and 150 subscribers at each property were selected to participate.

The goal was to get a feel for the overall service satisfaction and among the criteria measured were delivery time, consistency of delivery, where newspaper is placed, payment method, the way complaints are handled and overall level of satisfaction.

"We need to make sure we are providing a level of service we need to retain the subscribers," Lynds said. A similar subscriber survey was conducted several years ago.

Northern Michigan Review adds phone book company

The Northern Michigan Review, which publishes the Petoskey News-Review, has purchased CMD (Central Michigan Directories) Phonebook.

News-Review publisher Doug Caldwell said the new investment is a positive step toward the company's continued growth. "This is a very fortuitous opportunity for our company to expand. We feel like there is a natural synergy between our products," Caldwell said.

CMD Phonebook currently serves Clare, Gladwin, Isabella, Gratiot and Midland counties, with a distribution of 111,000, said Larry Hensley, Petoskey News-Review chief financial officer and publisher of the PhoneGuide and CMD Phonebook.

Caldwell and Hensley said this opportunity allows Northern Michigan Review to expand its resources in the independent yellow pages.

"It allows Northern Michigan Review to have a larger coverage area than what we currently do," Hensley said. "It allows our readers, advertisers, employees, audience, a much broader scale than what we currently offer."

Along with the News-Review, Northern Michigan Review publications include the PhoneGuide phone directories, Charlevoix Courier and Gaylord Herald Times newspapers, entertainment publication The Graphic and HomeLife and GoodLife magazines. The combined coverage area of these publications includes Emmet, Charlevoix, Otsego, Mackinac, Cheboygan, Presque Isle, Antrim, Kalkaska, Crawford, Montmorency, Oscoda and Roscommon counties.

Advanced Cable has C-SPAN winners

On March 8 C-SPAN announced winners in the network's 2012 Student Cam video documentary competition.

Of the eight second prize winners, one is from the Advanced Cable service area and of the forty-eight honorable mentions six are from the Advanced Cable area.

David Starr of Coral Glades High School is a three time winner. Cypress Bay High School and Falcon Cove Middle School in our Weston service area also produced winning videos.

The 49th Report

KTUU-TV makes broadcast history with special

By Brad Hillwig

KTUU-TV, Anchorage, Alaska

February marked a historic month for KTUU-TV in Anchorage, Alaska as the station rolled out a groundbreaking special report entitled “The 49th Report: A Night of Hope”.

The live hour-long special, hosted by award-winning journalist and Channel 2 veteran Steve Mac Donald, addressed Alaska’s high suicide rate, which is more than twice the national average. In some rural villages across Alaska the suicide rate is up to a staggering 20 times higher than the national average.

The program included live elements from four different locations: Panel discussions in Anchorage and Bethel, a live report from Juneau and live commentary from Barrow. It is said to be the first time in Alaska broadcast history that a program has simultaneously gone live from four different locations.

Additionally, Channel 2 partnered with Alaska’s Careline, a suicide and depression help line, to provide support for those in need.

The special report received sponsorship from the Alaska Mental Health Trust and a strong promotional push on air and online in the weeks leading up to the event. “This was a milestone moment for Channel 2”, said Mac Donald who produced the program alongside Clinton Bennett. “There were significant technical hurdles and serious concerns over the sensitivity of the subject matter. But at the end

of the day, we pulled off a historic broadcast that had a positive impact on Alaskans and their communities”, Mac Donald continued. “This story about suicide in Alaska needed to be told and we did it with teamwork, class and a focus on bringing hope to those who may need it. It truly was journalism at its best.”

Preceded by a series of powerful stories throughout the week on Channel 2 News, “A Night of Hope” was an effort to reach out to people in despair and to start a discussion about a topic that is often difficult to talk about.

Reporter Rhonda McBride and Chief Photographer Eric Sowl profiled the village of Alukanuk, a community that had endured a painful suicide epidemic, but is now finding ways to use tradition to fight back against suicide.

Mac Donald and Photographer Carolyn Hall Jensen provided a powerful profile of University of Alaska Anchorage Track Star Marko Cheseto, who had confronted suicide and decided that his story would be one of inspiration.

Viewer feedback has been positive, as one viewer, Elle, said: “I’m an Alaska Native. I have dealt with depression and have considered suicide in the past. Growing up I was witness to domestic violence, alcoholism and child abandonment. Alaska Native people are still dealing with historical trauma. The Alaska Native culture is strong whether it is in the urban area or out in the village. We are a strong people and all of Alaska must continue this discussion. I thank Marko Cheseto for telling his story and wanting to help other people. Marko has a story of hope.”

The execution and content of this landmark special report also included several key web and social media elements. The entire hour-long broadcast was streamed live on KTUU.com, with an additional hour of discussion and interaction continuing online after the close of the broadcast. Questions, feedback and comments from viewers following along on social media were monitored on air and introduced as discussion points during the live broadcast to encourage viewer engagement.

This initial chapter is only the beginning for “The 49th Report” franchise. Four times a year, during each ratings period, “The 49th Report” will be a key element of KTUU’s in-depth news coverage. This recurring special news report will take an closer look at state-wide issues and topics of great interest to Alaskans. Each edition will include a live town hall style broadcast hosted by Mac Donald as well as several associated series stories on Channel 2 News leading up to the event. If the success of the first broadcast is any indication, “The 49th Report” will be a valuable addition to Channel 2’s market-leading news coverage.

Service enhancements at Antietam

The year has been an exciting and busy time at Antietam Cable with the company nearing completion of its digital conversion project .

As a result, more system capacity is available to launch additional programming and enhanced services.

Antietam has announced the addition of five new standard definition channels and 24 new HD channels launching in April. This will more than triple the number of channels in Antietam’s HD offering over the past two years – bringing the total to 80 HD channels now available. Some of the new networks include Big Ten HD, The Cooking Channel HD, WGN America HD, Nat Geo Wild HD, and more!

Antietam has also substantially increase the speeds of its residential Internet tiers

Somerset Daily American launches farm publication

The Somerset, Pa. Daily American launched a new product in February that has been designed to reach Somerset County’s main industry -- agriculture.

Members of the Somerset County Farm Bureau approached the Daily American about creating a new publication dedicated to issues and events that involve life on the farm.

After several meetings and planning sessions, The Daily American launched a new monthly newsprint magazine, appropriately called Farm, Field and Garden. It also has a website farmfielddandgarden.com

The new free publication is available in local businesses that cater to the agricultural industry. It is also mailed to a select demographic affiliated with farming and agriculture groups and agencies.

The pages will have a variety of stories helping people learn about life on the farm and related hobbies. “The content is being written by people who are involved in agriculture or who grew up on a farm,” Brian Whipkey, editor, said about meeting the needs of the target audience.

Tom Koppenhofer, advertising manager, said his team has been busy working with local businesses about being a part of this new venture. “It’s a labor of love. We are always willing to respond to the needs of our communities.”

“Advertisers have embraced this opportunity. We are very pleased with their commitment to Farm, Field and Garden.”



WDBJ7's aerial pictures provided breathtaking views of the tractor trailer wreck on Interstate 81 that left one person dead and closed the highway for a period of time. WDBJ7 dominated the on-air and web markets with its dramatic photos.

WDBJ7 in the air for wreck coverage

By DAN SWEENEY

WDBJ7, Roanoke, Va.,

On air and in the air, WDBJ7 in Roanoke, Va., dominated coverage of a deadly tractor-trailer accident, the ensuing chemical spill and the shutdown of Interstate 81 on February 2 in Botetourt County.

A big part of that coverage was the WDBJ7 decision to send a helicopter over the scene.

Lynn Eller shot video, and I shot some photos for our Website. WDBJ7 was the only media outlet to have aerial shots.

Personally, it was my first helicopter ride and an experience I'll never forget.

This came together so quickly that I didn't have any time to be scared. The only thoughts going through my mind were "Don't screw this up; this is costing the company a lot of money."

Once the nerves from the dollar signs were out of my head, I got nervous when I realized we'd be flying without doors so we could shoot video and pictures without a glare.

The wreck was near Purgatory Mountain, and on two different occasions I thought I was headed to the mountain's namesake.

The first was when a gust of wind almost sent my cell phone on a 300-foot freefall. The second was when three buzzards decided to play a high-stakes game of chicken. Fortunately, the birds descended with a few seconds to spare.

As soon as we got the video and photos we needed, we headed back to Roanoke. The views were breathtaking.

As a result of our excursion, we had more than 280,000 page views on that day. We average about 120,000 on a good day.

Lynn's raw video footage was posted to the Web got more than 3,000 page views -- that's as many get in a day for all video views. The photo gallery netted more than 100,000 views.

Once again, your Hometown News Leader WDBJ7 owned the big story.

American News event Employee recognition picture perfect party

No need to come in your Sunday best to the post-holiday employee recognition party at the American News in Aberdeen, SD.

Hats, sunglasses, props and even feather boas were provided. There was even a crocodile head for the brave.

"We rented a photo booth... and we tricked the employees into trying it out," said Maria Severeid, a sales rep who helped plan the event. "They had to get their photo taken in order to be eligible to win prizes."



The gentleman who runs the photo booth is an American News advertiser and is Severeid's account.

"I have been to a couple of weddings with a photo booth and really enjoyed them," Severeid said.

And so did everyone at the American News' event. The booth was a big hit.

Herald-Mail makes 25-Year-Club changes

The Hagerstown, Md. Herald-Mail's 25-Year Club has found new ways to re-energize itself — changing its membership requirement and thus, its name.

The club, for employees and retirees with at least 25 years' service, had no new members to admit in 2011. So, when the club's annual meeting drew only a third of its 50-plus members, those present agreed to two new ideas

First, they agreed to change the group to a 20-year club.

They decided that opening the membership to those with at least 20 years' service, would better reflect the modern-day trend of people staying fewer years with one employer.

In addition, club members agreed to a special celebration at this year's annual meeting.

In recognition of the club's 40th anniversary, the members agreed to host a reunion, inviting former employees — folks who worked at the paper a couple decades ago, but didn't stay long enough to join the club.

Sunflower creates partnership

What started as conversation about maximizing dollars, ended with the largest health care provider in Kansas, Via Christi Health, deciding to partner with Sunflower Broadcasting.

Under the partnership Via Christi Health will concentrate its advertising spending in the Wichita market with KWCH-TV and in turn KWCH's production expertise will be utilized by Via Christi that will also get additional exposure by providing weekly content for KWCH.com's Health Source

Via Christi worked with the KWCH to redesign the Health Source page on KWCH's website and Via Christi provides the exclusive content for the page.

The designers and copy writers at Via Christi had a specific look in mind and Sunflower Broadcasting had the tools needed to accomplish it. The spots were shot using a Letus Elite lens adapter and included over 30 doctors at 18 different locations. The campaign includes spots on KWCH, KSCW, and KDCU as well as the Health Source sponsorship online.

KTUU-TV covers world's toughest race

By Brad Hillwig

KTUU-TV, Anchorage, Alaska

It's no secret that Alaska is known for extreme adventures. Mountaineering, dog sledding, Bearing Sea crab fishing, and even ice-road trucking quickly come to mind. But how about extreme TV coverage?

Each February, Alaska's toughest adventurers pause to witness the Iron Dog. Aptly labeled the World's Longest, Toughest Snowmobile Race, it's a 2,000 mile sprint from Big Lake to Fairbanks, covering some of Alaska's most punishing winter landscapes.

When KTUU-TV inked a media rights deal with the Iron Dog, planning began for extensive race coverage. All involved knew it would be a big challenge to provide in-depth coverage of such a vast and fast-moving race. Not only is the distance equivalent to driving from Chicago to Los Angeles, but it does not follow the road system and pauses only briefly at checkpoints located in remote villages.

The action occurs in the most remote regions of Alaska as racers—who compete in teams of two—speed along the trail jockeying for position. The unpredictability of the weather, too, is a major factor. “You never know what to expect”, says KTUU Sports Reporter Lauren Magiera, who covered the race in 2011. “Mother Nature and Lady Luck control this race without a doubt. Last year there was an incredible storm that locked everyone out of Nome and kept us stranded. Airports were closed and nobody could come in or leave via snow machine either. There is no way we could have expected something like that.”

Despite the challenges, KTUU-TV's coverage plan, much like the race, was born of an ambitious resolve. It called for daily live reports along the trail and a steady stream of featured content to KTUU.com and Channel 2's mobile applications. Coverage would also include a one-hour pre-race documentary, live shows for the race start and finish, and a post-race documentary.

To capture the action on the trail, two-person crews were placed in several villages along the way. Magiera, who led the on-air race coverage, was initially staged in Nome with photographer Carolyn Hall Jensen, KTUU Digital Director Tim Akimoff and live uplink technicians. All crews were tasked with gathering video, photos and interviews with racers as they made their way towards Fairbanks. The crews were also to provide a steady stream of social media updates, including race standings, interviews, trail news and occasionally a glimpse behind-the-scenes.

The logistical challenges of the race also presented an opportunity to incorporate user-generated content. Prior to the race, Magiera fronted a promotional piece inviting Alaskan's to send photos and videos as racers passed through their communities. As the race progressed, the response was very strong and viewers provided additional content to web, mobile and broadcast platforms, giving greater breadth to the overall coverage.

Unlike the previous year, the 2012 Iron Dog was marked with pristine weather. “It was a steady minus 2 to 8 degrees outside, the sky was as clear as I've ever seen it and the sun was blazing to a blinding level”, Magiera said. “The frozen ocean looked like the surface of the moon, it's such an incredible experience being out in rural Alaska”. Good weather translated into fast racing conditions. “Racers were able to accelerate and push the limits causing record breaking times”, says Magiera.

Due to the fast pace of the race, KTUU's crew had to hustle to keep up with leaders Mark McKenna and Dusty VanMeter (Team 17). The pair opened up a narrow lead on the competition as they



KTUU-TV was on hand at Fairbanks for a shot of the winning team in the 2,000-Mile Iron Dog Snowbill Race crossing the finish line. Mark McKenna and Dusty VanMeter cross the finish line 44 minutes ahead of the second place team.

pulled in to Nome, the halfway point of the race. At that time, Tyler Huntington and Tre West (Team 6) were running in fifth place, but they were determined to challenge the leaders.

In anticipation of a close race, KTUU crews were stationed in checkpoints along the way to the finish, to report the progress of the leaders and capture the action. Magiera and crew left Nome and established their operation at the finish line in Fairbanks to begin preparing for a live show. As the racers sped towards Fairbanks, McKenna and VanMeter were able to hold off the challengers to claim victory. Huntington and West buzzed across the finish line, trailing the leaders by just 44 minutes.

For KTUU's trail team, the week-long coverage culminated with a successful live show as the winner's raced across the finish line. Because of the collaborative and extensive coverage, Alaskan's were able to experience this unique event as never before. “The Iron Dog is such an Alaskan kind of race,” Magiera commented, “it's about speed, safety and facing versatility in the harsh Alaskan conditions.” And this year, it was about fantastic race coverage too.

Anchorage snowfall hits record levels this winter

While much of the Lower 48 states were basking in summer-like temperatures as the spring season approached the folks in Alaska were being treated to just the opposite.

The first three months of 2012 provided the Lower 48 with its fourth warmest winter on record and 36 states set daily high temperature records in March.

In contrast, Anchorage, home of SCI-owned KTUU-TV, had received 11 feet of snow by mid-March, double the average of 69.5 inches.

The record snowfall for Anchorage, 132.5 inches set in 1952, was expected to be surpassed with more snow coming in late March and April. The latest snow date on record for Anchorage is May 22, 1964.

WDBJ7 is sharing expertise

By JEFF MARKS

WDBJ7 President/General Manager

Our two nearest Schurz Communications Inc. sister properties are in Hagerstown, Maryland.

They are the cable system, Antietam Cable, and the newspaper, The Herald-Mail. These two media companies are working together to produce newscasts and they are examining ways in which they might expand the services they provide to their two subscriber bases.

The Herald-Mail's 70 journalists make a powerful news-gathering team and they are now producing video as well as copy. Antietam has a large distribution system, so it's a good fit.

Mike Pettit from WDBJ7 has visited the

studio and advised them on production. Mike Bell is working with them to see if any of the equipment no longer in use at WAGT in Augusta can help the project. I was in Hagerstown last week to find out if there are other ways in which we can help.

One aid we have offered is to invite the primary news anchor to Roanoke for some coaching from our consultant, Andrew Finlayson. Mike Pettit will make another visit in the next few weeks. We have put the project managers in touch with a vendor for an automated news and weather system that might fit the project's needs.

We look across SCI for opportunities to share expertise among our 19 companies, as far away as Alaska and as close as Maryland.

The Herald-Mail



Tiffany Gray from WSBT was one of the models for wedding dresses at the WSBT Bridal Expo.

WSBT Bridal Expo biggest, best in events 26 year history

By MARCI SEARS

WSBT Radio National Sales Manager

For the 26th year, The WSBT Radio Group put on the Bridal Expo on the campus of Notre Dame University.

This was without question, the biggest, best, most well attended and best revenue-producing show in recorded history,

The sales team members outdid themselves in the sale of booths and tables. And Pat Morris, (yes, that's Pat Morris, the radio Employee of the Year) once again coordinated the entire event with her unequalled attention to detail.

The fashion show featured almost 70 gar-

ments provided by participating vendors and again, was a huge success. Our own Tiffany Gray served as a model! Many of the attendees sought out specific stores following the show to ask about fashions they had seen on the runway.

In addition to the traditional components of the show, like the booths, door prizes, and fashion shows, this year a "Groom's Room" was added. Big screen TV's were set up in a curtained-off lounge area with large, comfy couches, high-tops with chairs and some adult beverages were available for purchase. The Groom's Room allowed plenty of space to relax and let the guys hang out while the ladies cruised the show.

Jack, Bruce and Abby from Sunny, and Shelley Harmon from REAL were there talking with the attendees and were dressed in some "stunning" wedding attire provided by Louie's Tux Shop and David's Bridal.

In the debriefing following the show, the sales staff relayed countless comments made to them by clients about what a fabulous show it was and how it was the best one in the entire state! Most of the clients were ready to sign on the dotted line for next year.

Sunflower aids LLS campaign

Sunflower Broadcasting, Inc. in Wichita, Kan. is partnering with the Kansas Leukemia and Lymphoma Society (LLS) for its annual fundraising campaign. The event is a Man and Woman of the Year contest. Candidates compete to raise donations for the organization, utilizing various KWCH-TV stations, websites and social media platforms.

The goal is to help promote this very active non-profit organization as well as to increase the station's number of Facebook fans in the process.

KWCH created a contest for the 12 candidates competing by creating a photo gallery with their photos on its Facebook page. The station will give \$1,000 to the candidate who has the most "likes" or "shares" of their photo at the end of the campaign.

Sunflower Broadcasting, Inc. has also promoted the candidate's events by allowing them to add information on Fetchtoto.com's community calendar and has given them the opportunity to have a taped interview on one of KSCW's weekend shows.

Black, Howell receive top SCI Awards for 2011

Virginia Black from the South Bend Tribune and Chris Howell from the Bloomington Herald-Times have been named winners of the Schurz Communications Story of the Year and Photograph of the Year awards for 2011.

Black's Story of the Year entry was lauded by judge John Beck, editor of the Champaign (Ill.) News-Gazette.

4th Quarter SCI award winners

— See page 30

“A great piece of explanatory journalism and a terrific example of compelling writing,” Beck said. “Once I started reading this piece, I could not stop despite its length. Story-telling at its finest, but as with all good narrative stories, its foundation is good reporting. This must have been a shocking incident in the community, and it deals with the homeless — people who usually are nameless and faceless to us. But the reporter shows them as people, not just shadows in the background.”

Receiving the second place award were Chris Fyall, Laura Lane and Michael Malik of The Bloomington Herald-Times for what the judge called “excellent watchdog journalism.”



Chris Howell's winning entry in the SCI Photo of the Year competition

Their entry was a story on troubles with township government.

Howell's photograph of an Indiana University football player stretching over the goal line for a touchdown was selected as the year's best.

Doing the judging was Randy Greenwell, director of photography at the Norfolk Virginian Pilot and his staff.

“It came down to a choice between two

entries,” Greenwell wrote about the judging. “One was a delightful moment from the 2011 Lawrence County 4-H Queen contest and the other a spectacular sports action of the horizontal touchdown reach. After a fair bit of consideration, it was decided that the technical superiority and perfect framing of the football photo edged out the warmth and storytelling of the 4-H Queen Contest.”

KTUU's Hall Jensen receives NPPA honor

By Brad Hillwig

KTUU-TV, Anchorage, Alaska

Photojournalist Carolyn Hall Jensen, from KTUU-TV in Anchorage, Alaska, has been named the NPPA West Regional Photographer of the Year for work done in 2011.

This prestigious award measures each photographer's body of work for the entire year in several different genres of storytelling - breaking news, deadline storytelling, general assignment, feature storytelling and in-depth storytelling.

Hall Jensen displayed an impressive range of storytelling skills by placing 10 winning stories across all five categories during the year. “The key to earning this honor was consistency”, Hall Jensen says. “I have standards that I've set for myself. I am always striving to reach, push and exceed them. I think having a standard of excellence and always putting forth the effort to try to meet that standard everyday is important. I can't have days where I mail it in.”

Hall Jensen has also credited her success to KTUU's commitment to good writing and



Carolyn Hall Jensen

strong storytelling. Her approach to visual storytelling hinges on capturing “the essence of our community's individual and collective character through natural moments” she says. But while natural elements are key to storytelling, Hall Jensen is quick to point out that technical skills are important as well. “The ability to wrap these gifts in a technically superior presentation of images and sound is what separates the good and the great. I continually strive to improve my

technical skills and the social sensitivity it takes to be a good journalist.”

In Alaska—a unique, vast and beautiful state—the opportunities for great visual storytelling are seemingly endless, but it takes both skill and passion to capture the essence of the last frontier. Likewise, Hall Jensen's winning entries included wildly diverse topics such as a car that was driven into a house and an eccentric character running an unconventional wildlife center. Each story was told with crisp pacing, a compelling variety of images and a focus on getting at the humanity of each subject. “I love knowing the people, and telling their stories, in the community I serve”, Hall Jensen says.

Important too, is a culture at KTUU that values visual storytelling and rewards those willing to go the extra mile in pursuit of the highest quality. “Carolyn is a journalist who gives her all,” says KTUU Chief Photographer Eric Sowl. “Her goal is perfection. She shows up knowing that she is going to work hard so she doesn't sweat the small stuff like a full hour lunch or if she had to work an odd schedule or a little OT.”

Winchester Sun General Excellence winner SCI newspapers win 65 KPA awards

Schurz Communications newspapers in Kentucky won 65 awards in the Kentucky Press Association awards.

The Winchester Sun won 26 of the awards and was named winner of the Daily Class 1 General Excellence award. The Sun won 11 firsts, 6 seconds, 4 thirds and 5 honorable mentions.

The Jessamine Journal won 16 awards in Weekly Class 3, the Danville Advocate-Messenger 12 awards in Daily Class 2 and the Interior Journal 11 awards in Weekly Class 2.

The Danville Advocate-Messenger's 12

awards included five firsts that enabled it to finish third in General Excellence. The Jessamine Journal and Interior Journal were also third in General Excellence in their circulation categories.

The Advocate-Messenger award winners were:

First – Mandy Simpson, Best Enterprise Story; Todd Kleffman, Best Investigative Story; Kleffman, Best Ongoing Story; David Brock, Best Business Story; Kasey Doyle, Best Front Page;

Second – Mike Marsee, Best Sports Story; Ben Kleppinger, Best Graphic;

Third – Larry Vaught, Best Sports Column; Doyle, Best Lifestyle Page; Staff, General Excellence;

Honorable Mention – Clay Jackson, Best Sports Picture; Jackson, Best Sports Picture Essay;

The Winchester Sun award winners were:

First – Rachel Parsons and Fred Petke, Best General News Story; Petke, Best Feature Story; Katie Perkowski, Best Investigative Story; Perkowski, Best Business Story; James Mann, Best Spot News Picture; Mann, Best Feature Picture; Mann, Best Picture Essay; Mann, Best Sports Picture; Shane Walters, Best Lifestyle Page; Staff, Best Newspaper Website; Staff, General Excellence;

Second – Petke, Best Feature Story; Keith Taylor, Best Sports Column; Taylor, Best Sports Feature Story; Mann, Best General News Picture; Mann, Best Picture Essay; Stone, Best Lifestyle Page;

Third – Bob Flynn, Best Feature Story; Parsons, Best Investigative Story; Perkowski, Best Business Story; Taylor, Best Sports Picture;

Honorable Mention -- Flynn, Best Feature Story; Parsons, Best Column; Flynn, Best Sports Feature Story; David Stone, Best Headline; Mann, Best General News Picture;

The Jessamine Journal award winners were:

First – Laura Butler, Best Feature Story; Ben Kleppinger and Shane Walters, Best Business Page; Ben Kleppinger, Best Lifestyle Page; Staff, Best Newspaper Website;

Second – Mike Moore, Best Business Story; Jonathan Stark, Best Sports Picture; Stark, Best Sports Picture Essay; Ben Kleppinger, Best Graphic; Ben Kleppinger, Best Lifestyle Page; Walters, Best Front Page;

Third – Jonathan Kleppinger, Best Feature Story; Ben Kleppinger, Best Headline; Stark, Best Graphic; Stark, Best Sports Page; Staff, General Excellence;

Honorable Mention -- Butler, Best Enterprise Story;

The Interior Journal award winners were:

First – Michael Broihier, Best Spot News Coverage; Broihier, Best General News Story; Nancy Leedy, Best Headline; Staff, Best Newspaper Website;

Second – Broihier, Best Investigative Story; Leedy, Best Sports Section; Broihier, Best Editorial Page;

Third – Broihier, Best General News Story; Leedy, Best Sports Story; Leedy, Best Sports Picture; Staff, General Excellence.

Indiana Journalism Award to Bloomington Herald-Times

The Bloomington, Ind. Herald-Times has been named winner of the Indiana Journalism Award for 2011.

The award is given annually for significant achievement in journalism.

The Herald-Times was honored for a series on township government in Indiana in which reporters Chris Fyall, Michael Malik and Laura Lane analyzed nearly a thousand annual reports filed by townships and interviewed dozens of people during a three-month investigation.

The series uncovered that three-fourths of the state's township trustees hired someone with the same last name of the trustee;

that some townships spent as much on administrative costs as they did on poor relief, a key function of the office; that the costs of operating the township offices generally increased during the period studied; and that about one in five of the trustees did not file their annual reports as required by state law.

Databases developed for the project showed the amount of cash held by each office, the amount of money spent on overhead, compliance with state rules and money given to people with the same last name as the elected trustees.

AP Sports Editor Association honors Herald-Times writers

The Bloomington, Ind. Herald-Times' sports writers Dustin Dopirak and Ryan Kartje were singled out for top honors in the Associated Press Sports Editor contest for newspapers under 30,000 circulation.

Dopirak was named best beat writer in the nation and Kartje finished second in the best columnist competition.

The two had previously been named top 10 finalists by the APSE.

Dopirak covers Indiana University football and basketball. Kartje covers high school football and is the Indiana University basketball columnist. The columnist category was judged based on five column submissions.

The two will be honored at the APSE's annual convention June 20-23 in Chicago.

The Herald-Times sports section earned honorable mention in the daily and Sunday section category.

The sports portion of HeraldTimesOnline.com was named one of the top 10 in the country.



Bloomington Herald-Times sports writers Dustin Dopirak, left, and Ryan Kartje will be honored by the Associated Sports Editor Association

4th Quarter SCI Awards winners named

The Schurz Communications 4th Quarter Awards winners in the quarterly print contest have been announced.

The fourth quarter winners were:

Sports Writing

FIRST. “Refracting Kelly’s vision” by Eric Hansen, South Bend Tribune. The story did a nice job putting an analytical/historical spin on a newsy situation that captured the uniqueness of the Notre Dame head-coaching position.

SECOND. “Welcome back” by Eric Hansen, South Bend Tribune. The story explains the factors that go into an athlete’s choice to go pro or stay in college. Excellent job painting the scene that leads up to the big decision.

HONORABLE MENTION. “After 3 long seasons, IU officially back,” by Ryan Kartje, Herald Times. The column captures the historical impact that one play in one game can make for a basketball program. Describes the action and the context well.

Judged by Dave Matter, Missouri University football beat writer, Columbia Daily Tribune

Page 1 Design

FIRST. The Herald-Times. Janice Rickert and Stewart Moon. Both front pages boast a clean, polished look and effective use of typography to help guide readers’ eyes to the most important elements of the page. The Dec. 13 page took advantage of Indiana being ranked in the Top 25 to create a eye-grabbing dominant visual while the November 5 edition took a tragic story and made it prominent with plenty of entry points to engage readers.

SECOND. Petoskey News-Review. Renee Tanner. Both editions are cleanly designed, with a commitment to a strong visual package with the main story. Of these, the Oct. 14 edition is the strongest, using multiple visual elements to help tell the story of the area’s slow economic recovery. The five-person “Man on the Street” package adds a nice humanizing touch to what can otherwise be a numbers-driven story.

Judged by Jason Tyler, page 1/features designer, Columbia Daily Tribune

Commentary

FIRST. Roger Vogel, Somerset Daily American. The lede sucked me in and the writing kept me going. This wasn’t the most important commentary in the category, but it was the most well-written and engaging.

SECOND. Bob Zaltsberg, The Herald-Times. Clear example of problem followed by strong call to action. Good use of an important community voice. A bit too lengthy, with perhaps more detail than needed, but overall it was an excellent component of watchdog journalism.

Localization

FIRST. Mike Leonard and Christy Mullins. The Bloomington Herald-Times. Complete coverage of local high school and university student caught up and arrested during the social upheaval in Egypt. The story and video, plus archived content of coverage leading up to Indiana University student Luke Gates’ arrest and release, bring the full range of emotions of detainment in a foreign country to the readers in Bloomington.

SECOND. Marie Gilbert. The Hagerstown Herald-Mail. Health coverage has been a national topic of debate for years and often the consequences and concerns are lost by the time the topic filters to the local level. Marie Gilbert pulls it back into the spotlight with a story that focuses on a Hagerstown woman who lives without health insurance, not by choice, but out of necessity.

It is a serious subject that is brought home in a serious manner.

Profile

FIRST. Mary Kate Malone. South Bend Tribune. Mary Kate Malone paints a poignant picture of true love in her story of Leo and Isabelle Michael. Only death could separate the couple from 65 years of marriage, and even then perhaps not for long. Leo dies at 93 years of age at a nursing home in South Bend where the two lived. Nineteen hours later, Isabelle suffers a massive heart attack and follows her beloved husband in death. A sad but touching story.

SECOND. Elizabeth Varin. Imperial Valley Press, El Centro, Calif. One in five people in Imperial County live in poverty, and Elizabeth Varin does a nice job of telling the story of two families in the county who struggle to maintain their identity, dignity and family. The work brings recognition to this serious problem in America, and only the continued coverage of the plight of those in poverty offers any hope of bringing solution to the problem.

Innovation

FIRST. “Petitions Investigations.” South Bend Tribune. John Slott and Adam Powell. An in-depth and revealing investigation of fraudulent petitions to qualify Barack Obama, Hillary Clinton and John Edwards for the 2008 Indiana primary ballot. Comparison graphics, pdfs of the petitions, archived stories involving the investigation and a searchable database that allows readers to check for their signatures on the petitions offer tremendous coverage and interaction with the reader. Excellent job of using different platforms to deliver hard-hitting watchdog journalism.

SECOND. “Holiday Hysteria.” South Bend Tribune. Cory Havens, John Kreighbaum, John Slott. Strictly for entertainment value, the Holiday Hysteria bracket is an excellent way of getting readers into the Christmas spirit by soliciting the best songs and movies of the holiday season. The bracket provides five weeks of interactive content that ultimately pits readers’ top 32 Christmas songs and top 32 movies against each other until a winner is decided in each category. A fun and festive way to draw traffic.

Watchdog

FIRST. Arnold Platou, Hagerstown Herald-Mail. Fire Proof? County releases millions to fire and rescue companies without examining annual financial reports. Excellent community watchdog journalism project found that no one had oversight responsibility for the millions of dollars allocated to volunteer fire companies from various sources, much of it from the proceeds of gaming. With a year of the reporter’s time invested, the project represents a significant amount of newsroom resources. It was exhaustively researched and sourced, and documented to the extent possible, and covered many angles, although some of the stories are too long. While no overt wrongdoing was discovered, the results showed clearly that no one was minding the store when it came to how the money was distributed and used. As the reporter states, “The issue is accountability.”

SECOND. Erin Blasko and Kevin Allen. South Bend Tribune. “Primary Forgery?” Another terrific watchdog project made for a tough choice. A joint investigation by the newspaper and Howey Politics Indiana revealed that the signatures of some northern Indiana residents were faked on petitions for Barack Obama and Hillary Clinton in the 2008 Indiana primary. Lots of legwork by the reporters, including contacting people whose signatures were on the petitions. The paper hired a handwriting expert and reproduced pages of the petitions to show signature comparisons. Stories are all clearly written, long but not too long, well documented with many sources. And they had an effect.

(Continued on page 31)

KY3, KSPR dominate

KY3-TV and KSPR-TV in Springfield, MO made a rare sweep of all three places awarded in the NPPA Quarterly Clip Contest news category for the third quarter of 2011. Joel Girdner took first place, Tom Schulthies second and Kuba Wuls won honorable mention. As a staff the KSPR photographers finished third overall in the point standings for 2011 and KY3's staff finished eighth. From an individual perspective Girdner finished third and Schulthies seventh for 2011. Three other photographers finished in the top 25.



Joel Girdner



Kuba Wuls



Tom Schulthies

Kentucky Sportswriter of the Year award to Danville's Vaught again

By GARY MOYERS
Danville Advocate-Messenger

In what has become an annual event, Larry Vaught of the Danville Advocate Messenger and vaughtsviews.com, has been named Kentucky's 2011 National Sportswriter of the Year by the National Sportscasters and Sportswriters Association.

This is the sixth consecutive year Vaught has received the award, and seventh in the last nine years.

"It never ceases to amaze me that my peers deem me worthy of this prestigious award," said Vaught. "It's a tremendous honor once again to receive this award, and I'm not sure exactly what I have done to deserve it. I enjoy providing information for Advocate-Messenger and vaughtsviews.com readers and try to find different story ideas to share on a regular basis."

Vaught will receive his honor at the association's banquet in June in Salisbury, N.C.

"Winning Kentucky Sportswriter of the Year is quite an honor," said Scott Schurz, publisher of The Advocate Messenger. "That Larry has taken the award seven out of the last nine years speaks to his impact on those who follow his work within our coverage area as well as around the state and beyond. While Larry should be honored by this praise from his peers, it is evident that his focus is on his readers and his craft."

Vaught is a 1970 graduate of Danville High School and 1974 graduate of the University of Kentucky, and began his career working for his late father, Bill Vaught, in the sports department at The Advocate in 1975. He became sports editor in 1996 upon the death of his father. this award."

SCI Award winners named

(Continued from page 30)

Breaking News

FIRST. Abby Tonsing and Danielle Paquette. The Bloomington Herald-Times. "Fatal shooting on South Side." Good coverage of the fatal shooting of a pizza delivery driver, including stories, photos of the scene shortly after the incident, video and photos online. Although the reporters had a day to pursue the coverage, they put together a package of stories that should have given readers plenty of information about the event that was probably of great concern in the community. Besides the news angles, reporters talked to the fiancée and father to give readers an idea of what he meant to them.

SECOND. Dan Dearth and Dave McMillion. Hagerstown Herald-Mail. "Police take three into custody." Good job of teamwork and of using the website and newspaper to present breaking news on deadline. The newspaper had a story and news photo as the incident was resolved, while the website had updates during the incident as well as video.

Sense Making Explanatory.

FIRST. Virginia Black, South Bend Tribune. "Manholes and Murder." A great piece of explanatory journalism and a terrific example of compelling writing. Once I started reading this piece, I could not stop despite its length. Story-telling at its finest, but as with all good narrative stories, its foundation is good reporting. This must have been a shocking incident in the community, and it deals with the homeless — people who usually are nameless and faceless to us. But the reporter shows them as people, not just shadows in the background. We get a real sense of the horror of the murders and the effects on those who loved them. Woven into the story are issues involved with the homeless in the community.

SECOND. Dann Denny, The Bloomington Herald-Times. "Midwife." A two-part series that examines the increase in home births and demand for midwife services. Clear writing, reporting on an issue that probably was not top of mind for most readers. Well-researched, lots of sources, focuses on real people to illustrate the issue.

Judges: Randy Greenwell, director of photography, and staff. Norfolk Virginian-Pilot

Below are the winners of the SCI 4th Quarter photography contest. Judging is not yet complete on the multimedia contest. The judges were Randy Greenwell, director of photography for the Norfolk Virginia Pilot and staff.

News and Feature

FIRST. David Snodgrass, Bloomington Herald-Times: "Cascades Play."

SECOND. Jeremy Hogan, Bloomington Herald-Times: "IU protest."

Comment: The first place image for news was a playful, joyous moment with good composition, a clean background and a lot of heart. Second place was a great document of the event that captured the intensity and emotion but fell just a little short on composition and technical quality.

Sports

FIRST. Chris Howell, Bloomington Herald-Times: "Touchdown Stretch."

SECOND. Gareth Cobb, Bedford Times-Mail: "Soccer Goal."

Comment: The ultra tight, ultra sharp photograph of the IU player splayed out reaching for the touchdown was a unanimous favorite. We pictured it running six columns or even turned sideways to run the length of the page. Second was just a really nice moment with the classic thrill/agoni juxtaposition.

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