

Schurz COMMUNICATOR

January 2013



Danville hosts V-P debate again

~ Stories pages 4-5

What's on the inside



Franklin D. Schurz, Jr., retired former president of Schurz Communications, was honored as a "Partner in Philanthropy" by Indiana University. He received the Cornerstone Award, which recognizes individuals whose voluntary involvement has been instrumental in the success of an IU philanthropic initiative. **Story on page 8.**

The circulation of the Aberdeen American News' **Outdoor Forum** jumped from 15,000 to 60,000 with the start of pheasant hunting season in South Dakota. The monthly magazine is distributed throughout the state. The pheasant hunting issues also jumped in size from 32 pages to 64 pages. **Story on page 11.**



Carol Maloney, wife of Bloomington Herald-Times publisher Mayer Maloney, was honored by the Greater Bloomington Chamber of Commerce with its Catalyst Award for bringing people together for great achievement. Carol started the 100+ Women Who Care organization in 2011. **Story on page 14.**

The Advocate-Messenger in Danville, KY has introduced a new app, **KY X-tra**, for the smartphone or tablet that will link some stories or photos in the newspaper to digital content such as videos, additional photographs or links to additional online information. **Story on page 26.**



Longtime Danville Advocate-Messenger Sports Editor **Larry Vaught** has been named winner of the 2013 Tom Hammond Kentucky Sports Media Award, which recognizes individuals who have made an impact on the lives of Kentuckians. Vaught has been sports editor since 1996. **Story on page 29.**



FROM THE EDITOR

The nation's spotlight focused on several geographic areas this fall in which Schurz Communications properties are located.

Danville, KY shown the brightest when it hosted the 2012 Vice Presidential debate matching Democrat Joe Biden and Republican Paul Ryan.

That Danville, home to SCI's Advocate-Messenger, was selected for the debate is a remarkable achievement considering that vice presidential debates have historically gone to metropolitan areas...Houston, Philadelphia, Omaha, Atlanta, St. Petersburg, Cleveland and St. Louis. Making the Danville selection even more remarkable is that this was the second time for the community. It also hosted the Joe Lieberman-Dick Chaney debate in 2000.

The debate not only attracted thousands of people to Danville but got the city's name in front of millions more watching it on television. The Biden-Ryan debate was the third most watched in history with 51.4 million viewers.

Stories on the debate are on pages 4 and 5.

South Bend found itself in the national spotlight for a reason once almost traditional, but rare in recent years...the Fighting Irish football team. In the Knute Rockne, Frank Leahy, Ara Parseghian and Lou Holtz eras, Notre Dame being atop the national football polls was almost commonplace. It hadn't happened for 17 years, however, until Brian Kelly coached the Irish to an undefeated regular season this year.

The South Bend Tribune created NDInsider to be the prime source for Notre Dame sports news in print and digitally and also published a hardback book on the remarkable season. Stories on the Tribune's initiatives are on page 9 plus a story on WSBT Radio's plans for coverage of the national championship game.

Another Indiana city with an SCI property was in the sports spotlight. The Indiana University basketball team, located in Bloomington, home of the Herald-Times, was ranked No. 1 in the country for most of the first month of the season, before an overtime loss to Butler. Reports on the Herald-Times coverage of the IU season will be in the April Communicator.

Stories on page 7 are about three positions in the Schurz Communications organization that have been filled. John Schurz has been named president/general manager of the Arizona Cable companies. Brian Green has replaced Schurz as president and general manager of the WASK Radio Group in Lafayette, IN. Green has been with WASK for 18 years. The other position is at the Imperial Valley Press in El Centro, CA. DUBY Petit, who began her SCI career there 10 years ago, is returning as general manager.

Schurz Communications is looking for big ideas for the future of the media business and is making \$25,000 annual commitments to Notre Dame, Indiana and Purdue universities to provide cash awards for innovative ideas produced by students at the universities. The first \$3,500 award was made to students at Notre Dame. **Story on page 8.**

--Bill Schrader, Editor



Communicator on the Web

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

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

On the cover

The cover story for the January issue of the Schurz Communicator was an easy selection with Danville, KY playing host to the 2012 Vice Presidential debate for the second time since the nationally televised debates began in 1976. The debate attracted hundreds of media from around the world. One of the gymnasiums in Sutcliffe Hall, on the Centre College campus, was converted into a media center with row after row of tables where journalists could watch the debate on large monitors and write and file their reports. Stories on the debate are on pages 4 and 5.

Budgeting a learning experience

By TODD F. SCHURZ

President/CEO Schurz Communication

In all of my years of writing and reviewing budgets, I have never heard anyone tell me that they enjoy the process. We all know it is important and necessary, but it is not fun.

So, let me start this year with a confession: I really enjoyed the reviews for this year's budgets, largely due to some conversations we had during the process. Each of the publishers and general managers shared the lessons he or she learned in 2012.

Insight that comes from open dialogue is invaluable

I cannot list them all in this column, but I would share a few that particularly struck me.

--Changes in consumer behavior means we need to utilize our assets differently

Our cable systems in Hagerstown, Maryland and Weston, Florida completed the move to all-digital systems (we will do the same in Coral Springs, Florida in 2013).

As more consumers use broadband Internet connections and as the average consumer uses more bandwidth for video, gaming, and a wide variety of activities and devices, we are seeing surging demand for Internet, and we have had to upgrade our networks to meet that demand -- as well as for high-definition video and other products and services.

We can literally track this phenomenon on our cable systems, and there is no question that this is impacting all of our companies. Our most critical assets are people and time, so I encourage you to think about what each of us needs to do to meet our customers' changing needs.

--You can build revenue in difficult times if you are systematic and purposeful.

While cash flow is what we use to re-invest in the company, top-line revenue growth supports all of our day-to-day activities.

Prior to 2008, we used to assume revenue growth at each of our companies. As a result of the experience of the "great recession" of 2008 and 2009, we no longer make that assumption; we all agree that "hope is not a strategy". The key discussion we have is not so much the revenue number as much as it is how it will be achieved.



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

Revenue growth is still possible, but it is hard work -- whether it is "twenty dials a day", increasing the number of accounts, stopping unprofitable products, or providing new services.

And we are seeing the results of those efforts - our publishing segment revenue declined by almost 33 percent from 2007 to 2011, and in 2012, we were less than 1 percent below 2011. As one publisher said, "we re-structured the organization with greater customer focus."

-- Innovation is difficult, yet worthwhile

Our fastest growth area for audiences and revenues is digital, and as we have all learned, it is hard work to innovate.

One of our general managers summed up the challenges of innovation well: the growth of digital products and the development of new skills is a much longer curve than we are used to; the integration of a digital sales team is difficult internally and externally; a knowledgeable sales manager is critical to growth of digital revenue stream; and it is important to produce content for the unique attributes of each platform (i.e. mobile)

We are experimenting and innovating while balancing the demands of our long-standing operations; we are growing the new while maintaining the old.

Another property manager summed it up nicely: "Our most important initiative is to increase revenue and share from existing products and gain new revenue with new products and clients without jeopardizing our company, personal and product integrity."

--Traditional media helped build our digital businesses through promotion, content creation, cross-selling and allocated revenue.

Now, our digital businesses are helping our traditional media companies build new products and reach new clients.

This final lesson learned is really the result of the last three. As we have innovated, focused more on customers, and used assets differently in response to changing consumer behavior, we have seen subtle yet unmistakable shifts in our organization.

When the staff at KY3 and KSPR in Springfield, Missouri launched the O-Zone, they learned from their peers at KWCH in Wichita and added their own twists. The O-Zone is a dynamic website for both desktop and mobile; it is also the brand that we utilize on-air to cover local high school sports. On-line and on-air build upon each other.

In another example, a publisher told me that the classified staff starts with digital and then adds print as an effective complement for customers - an exact reversal from a decade ago.

Let me conclude with two final thoughts. First, the insight that comes from honest and open dialogue is invaluable, and it reminds me how fortunate I am to work with such a talented and remarkable group of people. And second, our companies and our people are ready to tackle whatever opportunities or challenges 2013 may have in store.



KY3's O-Zone is a dynamic website

Danville sheds 'Mayberry' image for debate

By TODD KLEFFMAN

Danville Advocate-Messenger

Danville recently won accolades from a website for being among the Top 10 Mayberry-like towns in America, and it's not too difficult to see the parallels that connect that bucolic TV town of the 1960s to our fair city's station in 2012.

Mayberry had its town band and its pie-eating contests and Danville has its Great American Brass Band and BBQ festivals. In both locations, friendly crowds gather to hob-nob with their neighbors and guests, there's hardly a hint of trouble, and a good time is had by all.

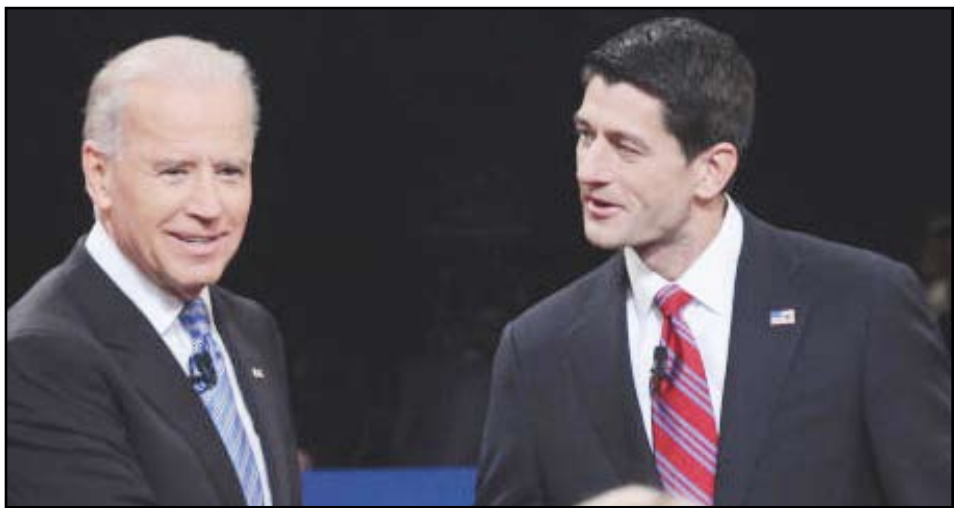
Mayberry, however, never hosted a vice presidential debate.

"We were just voted one of the top Mayberry-like communities in the country. We're not used to this kind of high-security event," said Danville Police Chief Andy Griffith, er, Tony Gray. "A lot of people were concerned about road closures and things like that, and maybe feel like they're in prison a little bit."

With the much-anticipated showdown between Vice President Joe Biden and Congressman Paul Ryan looming ever closer, debate preparations made Centre College take on the look and feel of a militarized zone. Street traffic picked up noticeably. Concrete barriers and eight-foot-high fencing were installed. Temporary towers erected. Serious looking men with earpieces stood out among students strolling the campus.

Longtime Danville resident Rusty Ellis, who lives less than half a block from the debate's ground zero, the Norton Centre, said it's been a bit disconcerting to watch as "Centre is starting to look like an armed camp. It really is surprising to see all the fencing and barriers going up."

Ellis and other members of the condominium complex were briefed by Centre Vice-President Richard Trollinger, Kentucky State Police Capt. Lisa Rudzinski and the head of the Secret Service in Kentucky on what to



Joe Biden, left, and Paul Ryan shake hands before the Danville debate

expect as the debate drew closer.

As security ramped up in the hours leading up to the debate, Charleston Green residents had to carry identification with them when they come and go from their homes, Ellis said, and visitors were discouraged. Guests who do come were required to show ID and know the phone number of the person they are visiting. There were three checkpoints to pass through. Window blinds must be drawn and residents are advised not to stand in front of windows because they might appear to be potential assassins, Ellis said.

"It's a little inconvenient, but it's not like we're being photographed or fingerprinted," said Ellis, who went to Lexington for dinner Thursday evening and watched the debate in a more hassle-free environment. "I think it's a good thing for Danville and for Centre, but it's not quite as easy for everyone as it was 12 years ago."

Centre hosted the vice presidential debate between Dick Cheney and Joe Lieberman in 2000, but that was before the 2001 terrorist attacks forced security for any possible target events to be raised to the highest levels.

Gray was a detective in 2000 and was stationed directly in front of the Norton Center

in a monitoring and crowd control role. Security at the first debate could be described as lax compared to what's involved this year, he said.

The main concern of the Secret Service is to protect Biden, Ryan and other high-level dignitaries who may attend. Kentucky State Police was the lead agency and had a heavy presence with uniformed and plain clothes officers. The Danville Police Department and Boyle County Sheriff's Office, with additional manpower from Lexington Metro Police and other agencies, had officers inside the debate area, on the perimeter and keeping peace in the rest of the city, Gray said.

"We still have to have the manpower available to handle a significant event outside of what's going on at the debate," the chief said.

Travel restrictions began at 10 a.m. Tuesday, with West Walnut and College streets on the Centre campus being closed to traffic. Beginning at 10 p.m. on Wednesday, streets leading into Centre between Fourth, Main and Russell streets were shut down except for local residents.

The big clamp-down came at 6 p.m. Thursday, three hours before the scheduled start of the debate. Main Street extending out Perryville Road to the bypass and Fourth Street from Main to Grant were off limits, mainly to provide routes for arriving VIPs to get to Centre. Those closures remained in effect until Ryan and Biden were whisked away, Gray said.

While streets close to the Norton Center were blocked with heavy-duty concrete barriers designed to prevent a vehicle loaded with explosives from reaching the site, other restricted streets further used "soft barricades" consisting of wooden barriers or

(Continued on next page)

Vice-Presidential debate history

YEAR	LOCATION	PARTICIPANTS
1976	Alley Theater, Houston, TX	Walter Mondale (D), Bob Dole (R)
1980	None	
1984	Pennsylvania Hall, Philadelphia, PA	Geraldine Ferraro (D), George Bush (R)
1988	Omaha Auditorium, Omaha, NEB	Lloyd Bentson (D), Dan Quayle (R)
1992	Georgia Tech U., Atlanta, GA	Al Gore (D), Dan Quayle (R), James Stockdale (I)
1996	Bayfront Center, St. Petersburg, FL	Al Gore (D), Jack Kemp (R)
2000	Centre College, Danville, KY	Joe Lieberman (D), Dick Chaney (R)
2004	Case University, Cleveland, OH	John Edwards (D), Dick Chaney (R)
2008	Washington U., St. Louis, MO	Joe Biden (D), Sarah Palin (R)
2012	Centre College, Danville, KY	Joe Biden (D), Paul Ryan (R)



Post debate Media room

Following the vice presidential debate at Centre College Sutcliffe Hall was used as “Spin Alley” where TV networks and other journalists gathered to find and interview political experts and politicians.

(Continued from previous page)

police vehicles to impede traffic flow, Gray said.

Danville officers and sheriff’s deputies manned those stations because they are likely to know residents who live on those streets, which will allow them easier passage, he said.

Pedestrians attending debate related activities also had to deal with obstacles.

The heart of campus around the Norton Centre was accessible only to those with credentials. The AARP Debate Festival — featuring music and big screen monitors for



Advocate reporter David Brock interviews Huffington Post editorial director Howard Fineman just prior to the vice presidential debate.

many people might show up to take part in the spectacle, Gray said, but they are anticipating a crowd at least as big as the 10,000 to 15,000 that annually fill up the campus for the Brass Band Festival.

As residents express some concerns and confusion about how an event of international scope will impact their daily lives, Gray is trying to allay their worries with a decidedly Mayberry of the 21st Century approach.

“I’ve been telling people it’s going to be a little like a 5K race,” he said. “Some streets will be closed and there will be some minor inconveniences, but it will be over in a few hours and things will get back to normal.”

Advocate’s best efforts recognized

By SCOTT SCHURZ, JR.
Advocate-Messenger Publisher

The Danville Advocate-Messenger had a number of employees who did a great job covering the Vice Presidential Debate in October.

David Brock, who had done a marvelous job throughout the year on this story, created numerous enterprise stories that were both well-conceived and written (He was interviewed on Sirius radio on his coverage).

Todd Kleffman generated some great copy that week, as well. On the night before the debate, he was pulled off the story to cover a murder. There was a press conference at 10:30 and Todd stayed late to file stories for the Website.

Stephanie Mojica and Kendra Peek offered terrific support. Stephanie wrote stories about how local students participated at both high school and college levels. Kendra covered the impact of the media and social media and did a great job.

watching the debate — on the lawn in front of Old Centre had only one entry/exit point on the west end of Main Street near Maple Avenue. Similarly, the only way to get in and out of Speakers Park on the football practice field was a gate on Russell Street. Traveling between the those two sites required a good little hike along Main, Fourth and Russell streets, because the center of campus was off limits.

Parking close to campus was hard to find. Satellite parking lots at the Boyle County Fairgrounds and Lexington Avenue Baptist Church had shuttle buses running to and from the downtown area beginning at 10 a.m. on Thursday, and Gray advised those driving to town for the debate to use them.

Debate planners and security were still finalizing details for the event and likely will be up until the last minute, so additional restrictions could be imposed, Gray said, recalling from the 2000 debate that many of the VIPs decided to attend at the last minute, creating some chaos trying to get them to the show on time.

Organizers don’t have a clear idea of how

Danville debate 3rd most viewed

While Centre College’s hosting of the Vice Presidential Debate registered 51.4 million viewers according to Nielsen, the New York Times pointed out that the debate competed that night with two key contests that may have drained off five to six million additional viewers: the Yankees-Orioles and Steelers-Titans games.

Nonetheless, the 2012 VP Debate was the third-most watched debate, behind the 2008 Biden-Palin debate (69.9 million) and the 1984 Bush-Ferraro debate (56.7 million).

According to the Commission on Presidential Debates, 3,236 media personnel were credentialed, representing 1,542 news organizations from 40 countries.

Also, an important front-page splash was the image of Centre College students Ben Boone, Tommy Munoz and Alex Birmingham standing in for the candidates and moderator that appeared on the Wall Street Journal on Oct. 11.

Superstorm Sandy

Hurricane leaves an imprint on areas served by SCI

The most devastating storm in decades to hit the country's most densely populated eastern states took nearly 100 lives, cut off communication and left millions without power. Thousands who left their water menaced homes wondered when they might return.

The National Hurricane Center announced on 8 a.m. Oct. 29 that Sandy had come

ashore about five miles from Atlantic City with the sea surging a record of nearly 13 feet at the Battery at the foot of Manhattan Island.

Sandy inched inland across Pennsylvania, then banked toward western New York, causing more havoc and leaving behind a dazed New York City, a water logged Atlantic Coast and a moonscape of disarray

and debris

The superstorm had varying degrees of impact on the areas where Schurz

Communications has properties in the East,

Below are reports from WDBJ7 in Roanoke, Va., the Somerset, PA Daily American, the Hagerstown, MD Herald-Mail and Antietam Cable in Hagerstown.

Roanoke, Va.

By DAN DENNISON
WDBJ7, Roanoke, VA

With solid recent experience of covering last summer's devastating derecho, the WDBJ7 team was well prepared before, during and after Hurricane Sandy to cover her impacts on southwestern Virginia and beyond.

The First Alert Weather team began warning of high winds, heavy rains, mountain snows, and mid-winter like temperatures more than a week before the storms' arrival off the East Coast.

While our viewing area did experience high winds, some power outages, and a little mountain snow, we were not impacted nearly as dramatically as people in the Northeast. We did mobilize our entire team across the region for live reporting out in the storm with more live shots, from more locations, more accurate reporting and forecasting than any other television broadcast news organization in the region.

The news and production teams' efforts got solid support from promotions with the creation of an advance spot which replaced scheduled sweeps promotions, followed by a proof-of-performance spot.

Following the storm WDBJ7 promoted a food drive to provide relief in the areas that were hit the hardest by the storm...New York and New Jersey.

Somerset, PA

Superstorm/Hurricane Sandy created a lot of havoc in Somerset County, Pa., home of the Daily American newspaper.

One woman died when the car she was riding in slid on a snow-covered roadway and went into a pond. The 81-year-old woman could not be rescued in time. The car was driven by the victim's daughter.

Across the county, we had either snow or heavy rain. The southern part of the county received up to 20 inches of snow causing more than 3,000 homes and businesses to lose their electrical service for several days. In the northern part of the county, homes and roadways were flooded with high water. We posted several online updates about the damage as well as gathered a large variety of storm photos for our newspaper and website.

Hagerstown, MD-Herald-Mail

The Tri-State area surrounding Hagerstown, Md., was spared from the worst of the Superstorm Sandy

Heavy wind and rain left thousands without power for days, but area residents did not experience the devastating force that hit New Jersey and New York.

At 8:30 p.m. Oct. 30, more than 11,000 area residents were still without power, with nearby Franklin County, Pa., hit the hardest of



Orenda Park in Boswell, Pa., was under water as part of Hurricane Sandy's impact in the region.

any county in Herald-Mail Media's coverage area. About 5.9 inches of rain fell in Washington County, Md., from Sunday through Tuesday night. The highest wind recorded in Hagerstown was a 40 mph gust at 12:14 a.m. Tuesday. Snow fell in some higher elevations of Washington County.

The Herald-Mail Media building weathered the storm without any surprises, and the news teams did use all of the platforms available to inform readers and viewers.

The HMTV6 team broke in live with several news and weather updates on Oct. 29 and Oct. 30. Their efforts, including those of the staff meteorologist really amplified HM Media's coverage.

Hagerstown, MD - Antietam Cable

With predictions of a hurricane of epic proportions on the way, managers and employees at Antietam Cable in Hagerstown, MD prepared for its impact.

A standing procedure within the technical department is to review the weather forecast every day to assess any potential system impact, to communicate with internal staff and contractors to agree on a preparedness plan, and to adjust staffing needs as necessary.

The department maintains contact with local municipalities, phone and power companies in the event of an emergency. Technicians monitor the system power supplies and react immediately if a problem is detected.

Less than a quarter of the system was affected, and the majority of those issues were due to power company outages in localized areas. Additionally, several trees fell onto cable lines throughout the county, but in most cases the lines withstood the assault and the cable plant remained active.

Overall, the effects of the storm were much less than originally anticipated, and Antietam Cable staff and employees across all departments were well prepared to manage the situation.

John Schurz heads Arizona cable companies

Schurz Communications, Inc. has announced the appointment of John Schurz as President / General Manager of Orbitel Communications, L.L.C and Western Broadband, LLC effective immediately.



JOHN SCHURZ

John, a fifth generation member of the Schurz family, joins the Arizona operations after most recently serving as President/ General Manager of the Schurz

owned WASK radio group in Lafayette, Indiana.

John is a 1995 graduate of Dennison University. In 2011, he earned a Masters in Business Administration from Purdue University.

John and his wife, Rachel, and their three children (Sydney, Mallory and Graham) recently relocated to Arizona.

John takes over this role from Keith Kirkman. Keith joined Orbitel in August

2005. During his tenure, he has led the company through unprecedented growth and expansion including the sale of Orbitel to MCG Capital in 2007, the purchase of Maricopa Broadband in 2011, the sale of Orbitel to Schurz in 2012 and most recently the integration of Orbitel and WBB into a combined business unit for Schurz.

Keith will be leaving Arizona on March 31 relocating to Minnesota to join his family and pursue other professional endeavors.

Brian Lynch, vice president of the SCI Cable Division, traveled to Arizona to visit with Arizona cable companies personnel

about this exciting change and about plans for growth in 2013. All-staff meetings were conducted on January 10 in Maricopa and on January 11 in Sun Lakes. The meetings provided an opportunity for the staff to formally meet John Schurz and ask any questions.

“As we welcome John,” Lynch said in the announcement, “please join me in thanking Keith for his years of leadership to the Arizona cable operations.”

Green WASK Radio president

Brian Green has been named President/ General Manager of the WASK Radio Station group in Lafayette, IN.

Marci Burdick, Senior Vice President of WASK’s parent company, Schurz Communications, made the announcement to the WASK staff in October. Burdick said, “Brian Green is passionate about the Lafayette area as someone who grew up here. He is dedicated to helping his employees and our business partners reach their goals. And, he understands that technology

is changing radio and is up to the challenge of guiding the WASK stations through those changes.”

Green began his career at WASK in 1994 as an account executive, rising to General Sales Manager in 2004 and to Director of Sales in 2007. Under his leadership, the stations have set numerous sales records and expanded their customer bases.



BRIAN GREEN

He began his new duties in December, replacing John Schurz who is moving into a corporate role.

Green said, “I’m honored, humbled and proud. I’ve had the tremendous experience of learning under two fantastic leaders and mentors in John Trent and John Schurz. I’m looking forward to the challenges and know that I’ll be leading an awesome group of people who will help us carry the tradition of the WASK Radio Group forward.”

John Schurz added, “Brian is absolutely the right person for the job and SCI could not have chosen a better leader. The WASK Team will greatly benefit from his stewardship and reach even greater successes.”

Green is a veteran of the U.S. Air Force. He has also been active in his community as a founding member of the Tippecanoe County Golf Association, a member of the Indiana Golf Association, TIPCO Soccer volunteer coach, past president WEA baseball and an IHSAA Basketball Tournament official.

A native of Monon, Indiana Brian and his wife Lori reside in Lafayette. Rhey have three children.

Petit Imperial Valley Press GM

By CELESTE ALVAREZ
Imperial Valley Press

For Duby Petit, the idea of turning full circle within Schurz Communications was an honor and a surprise she never expected.



DUBY PETIT

Having begun her career with the Schurz family some 10 years ago as an employee of Imperial Valley Press, Petit recalled the warm and loving

camaraderie she had felt at the El Centro newspaper company as she transitioned from classified director, to marketing, to one of the first digital directors for the newspaper.

“The leadership of Schurz is just unmatched,” Petit said.

Now in her third week back at the Imperial Valley Press, Petit is using her diverse skills in media for her new position as general manager for the advertisement, circulation and digital departments.

Before heading back to the Imperial Valley paper, Petit was able to spread her love for the company to fellow Schurz networks when she became part of the Schurz Corporate Digital Team.

“I really feel like I have learned so much from each individual market, and I value all the relationships I’ve built,” Petit said.

For a number of years, Petit assisted fellow Schurz agencies in print, broadcast, radio and other mediums, gaining a larger understanding of the company’s core values.

“The Schurz family just really supports the employees. It’s a place where you can really expand your ideas, try them out, and its encouraged,” Petit said.

Petit credits much of her success within Schurz to her friend and former Imperial Valley Press publisher, the late Dave Leone. “When he passed away it left a big hole, so being here feels weird without him. He taught me so much, so I feel confident coming back, and with Gerard’s guidance, I think it’s going to be really exciting,” Petit said.

Staff Writer Celeste Alvarez can be reached at 760-337-3442 or at calvarez@ivpressonline.com

Franklin Schurz honored

IU recognizes him as 'Partner In Philanthropy'

Franklin D. Schurz Jr. was one of five people recently honored as a "Partner in Philanthropy" by Indiana University and the IU Foundation.

Schurz received the Cornerstone Award, which recognizes individuals whose partnership and volunteer involvement have been instrumental in the success of a single IU philanthropic initiative for a campus, program or school.



FRANKLIN SCHURZ JR. HONORED BY IU

For more than 30 years, Schurz has been instrumental to the growth of I.U.'s South Bend campus. His contributions include creating the Opportunity Scholarship, which he established in 2003 to address low enrollment and retention rates among Hispanic and African-American students. This endowed scholarship fund is one of IU South Bend's largest and is awarded based on academic achievement and financial need. To date this scholarship has benefited more than 65 students.

Schurz also has served on the Indiana University South Bend chancellor's advisory board since the early 1980s, contributed to the campus's land-acquisition efforts and cultivated other donors in the community.

Schurz is the retired former president of Schurz Communications Inc., and the former editor and publisher of the South Bend Tribune.

SCI committed to community

**By SALLY BROWN
President/General Manager
WSBT, Mishawaka, IN**

It's no secret that Schurz Communications is committed to the community.

The company is one of the oldest in the South Bend area and remains a vital local

entity even though it has expanded to other areas of the country in the last several decades.

What sometimes goes unnoticed, however, is the Schurz family's long-standing dedication to helping our community in ways that are more quiet, yet just as substantive.

Innovation award

South Bend pair selected for first prize

**By MARGARET FOSMOE
South Bend Tribune**

Snapping and sharing photos taken at a football game, wedding or other gathering is easy. Sharing those images with others based on location or event can be more challenging.

University of Notre Dame juniors Taylor

Seale and Ryan Shea have an idea for sharing photos based on where they were shot or uploaded. First they add a pin to a mobile map showing the event location, then they add photos, then they allow others to view those images and share photos from the same event.

It's essentially crowdsourcing photos, Seale told an audience at the University of Notre Dame.

Seale, of Ogden, Utah, and Shea, of Elmhurst, Ill., won first prize in the first ever Notre Dame-Schurz Communications

Innovation Prize competition. This year's contest focused on creative mobile development.

Schurz Communications Inc made a two-year commitment of \$25,000 annually toward the contest. A committee of Schurz executives and Notre Dame professors picked the top three projects from a field of six finalists.

As the top winners, Seale and Shea shared a \$3,500 cash award.

Their model app would allow users to share the photos on Facebook, restrict who can add photos and filter events by categories. It also could be used to display news images.

"Instead of creating a rift between conventional media and social media, we're trying to bring them together," Seale said.

Schurz Communications Inc. is looking for big ideas for the future of the media business, said Todd Schurz, the company's president and chief executive officer. But a major aspect of the competition is identifying the next "big people" in the field of innovation, he said. "We want to get to know you as individuals," Schurz told the participants. Some of the model apps may be devel-

oped as formal business ventures.

Students David Lopes and Nathan Wickham won second place and \$1,500 for their News Cloud app. The app provides the user a screen of floating words. The user highlights specific words - such as "Mishawaka" and "football" for example - pulls them into a graphic cloud, and then the screen fills with news articles containing those specific words.

Students Justin Bartlett and Eli Kloswick won third place and \$1,000 for their Mobile Radio Contest app. The app allows a user to shake a smartphone, tap and instantly enter radio station contests for cash, prizes or merchandise.

Other entries involved apps that allow users to build music, play lists inspired by live radio broadcasts, match college students as prospective roommates, and add user-generated information to professional news reports.

Schurz Communications funded a similar media innovation challenge for students at Indiana University in Bloomington. Those winners will be announced in early 2013. For more information, see www.schurz.com.

South Bend Tribune in position to score

By **TIM HARMON**
AND ELISABETH CLARK
South Bend Tribune

We've covered Notre Dame football through good times and bad. We're there for the practices and the press conferences as well as every game.

So when what was universally expected to be another mediocre season began against Navy Sept. 1 in Dublin, Ireland, two of our writers and a photographer were on hand. When the soon-to-be-All-American Manti Te'o was mourning the deaths of his grandmother and girlfriend in Hawaii, we were the first to tell the story. And we were in Lansing when Te'o played the game of his life in their memory as the Irish beat Michigan State.

Along the way, it began to dawn on even the most cynical Notre Dame observer that something special was going on this year.

The Tribune was ready.

In August we had launched a new brand dedicated to Notre Dame sports: NDInsider.

The NDInsider brand is now the premier source for Notre Dame sports news in print and digital.

The print portion started with NDInsider Game Plan, a 16-page tabloid inside each Friday paper during the season. On Saturdays, our Gameday section wrapped the paper. Our Sunday Game Wrap section enclosed the sports section.

We also extended the new brand digitally. Fans read our world-class Notre Dame coverage on NDInsider.com via web, mobile and tablet platforms. A daily ND football



story kept the sites fresh. We've added an NDInsider newsletter, which gives readers an opportunity to get all the Notre Dame headlines delivered to their e-mail inbox. So far the open rates have been almost 40 percent for this e-newsletter.

Earlier this year, we hired Tyler James as a full-time recruiting writer to keep fans up to date on the latest commitments, leans, visits and trends. He also orchestrates our content on the Huddle Up app, available at the iTunes store.

We've added former Notre Dame quarterback Evan Sharpley as a columnist to take

you inside the huddle each week.

There have been well attended weekly web chats with football beat writer Eric Hansen as well, where fans can get answers to their Notre Dame football questions. (Eric also has a Tweet Nation of more than 6,000 fans.)

Consumer and advertiser response has been overwhelming. Page views on Notre Dame content are up and the NDInsider suite of products has brought in over \$100,000 in revenue so far.

Our new brand and products put us in a great position to ramp up our content, products and advertising when Notre Dame, through its own good play and a series of unexpected losses by three undefeated teams late in the year, suddenly rocketed to Number One for the first time in 17 years and found itself bound for the championship game against Alabama in Miami Jan. 7.

Book, superfan package captures ND success

The South Bend Tribune advertising team spent the middle of December selling a double-sized, 32-page special edition of NDInsider, to run the Sunday before the Alabama game Jan. 7.

The Tribune is also working with Triumph books to produce a book that hit store shelves three to four days after the Jan. 7

national championship game.

The 128-page book will feature photos and stories from envy game this season, as well as from the Heisman ceremony in New York where Manti Te'o, who didn't have a special, catchy Heisman name, came in second to Johnny Football.

The accounts of the championship game were the stories that were written and photos that were shot that night by the five-man team the Tribune sent to Miami.

The Tribune also produced an introductory essay for the book summing up the season and looking toward next year.

At least some of the book material had to be done ahead because, amazingly, the book went to press at mid-day the next day after the national championship game -- and was on store shelves as early as three days later!

The Tribune put on a pre-Christmas push, offering our "UNDefeated Season" books in hardcover. Purchasers could get a holiday gift card before Christmas to put it under the tree.

Hardback and soft back editions will be printed, win or lose, though the title will change if Notre Dame is unable to overcome Alabama.

WSBT Radio covers big game

By **BOB MONTGOMERY**
Director News & Talk Programming
WSBT Radio, Mishawaka, IN

News and Sports Radio 960am and 96.1fm WSBT is on the Road to the college football national championship.

We provided unprecedented coverage of the national title game when Notre Dame took on Alabama Jan. 7 in Miami.

WSBT Radio Sports Director Darin Pritchett was live in Miami starting January 2nd with four hours of Budweiser's Weekday Sportsbeat each week-day. He'll also be providing several daily reports for all our radio stations, including live morning reports on JT in the Morning and Jack, Bruce and Abby.

Gameday Monday, JT in the Morning will join Darin live from Miami with the morning show followed by the Notre Dame Gameday Preview at 9, ESPN's Colin Cowherd live from Miami at 10 and Gameday Sports-beat beginning at 1pm. In fact, our live coverage from Miami starts at 4am Gameday Monday and runs until the postgame show about midnight.

JT is back live from Miami the next morning hopefully hoisting that national championship Crystal Trophy!

We're proud to once again prove no one covers the Irish like News and Sports Radio 960am and 96.1fm.

WeatherFest

Thousands attracted to WDBJ7 weather festival

WDBJ7 in Roanoke, VA, staged its first WeatherFest in October, an event designed to inform and celebrate the weather events that impact the lives of its television audience.

The timing of the event, on Oct. 19 and 20, was fortuitous, coming 10 days ahead of the western Virginia area being slammed by Superstorm Sandy (see stories on page 6).

The festival examined severe weather as well as the ways weather is used for recreation.

The event took place at the WDBJ7 Digital Broadcast Center, with booths set up in the areas surrounding the building.

Several thousand visitors were attracted to the well-received event. The festival ran from 10 a.m. to 4 p.m. each day.

Friday was reserved for schools, home schoolers and scouts and over 2,000 attended. The number was matched when the festival



Conducting a weather seminar at the WeatherFest is Chief Meteorologist Robin Reed

was open to adults on Saturday.

Providing this many people with an enjoyable and meaningful experience required the assistance of a number of WDBJ7 staff members. Tour guides alone required 30 people each day. WDBJ7 retirees came back to provide valuable assistance.

Kelly Zuber provided the leadership to help develop and execute the program.

Cooperation and teamwork across all departments at WDBJ7 was visible as employees stepped outside their departments to provide assistance.

Seven of the 30 booths provided information on how to cope with the weather. These booths represented the National Weather Service at Blacksburg, VA, WDBJ7, Appalachian Power, Virginia Tech University and Renewable and Energy and Resources.

Information they provided included a presentation on how a family can prepare for a weather event, dramatic videos of severe weather, a demonstration how to be a meteorologist, an opportunity to see up close the vehicle used by the Virginia Tech storm chasers and examining the numerous career pathways that are emerging relating to all forms of renewable energy.

Recreational weather booths included Virginia Sailing Association, Blue Ridge Soaring Society, Hot Air Ballooning, Wintergreen Resort, Roanoke Valley Astronomical Society, Science Museum Of Western Virginia, Kite Club and Honeytree Early Learning Center.

There were also booths with participatory weather activities including Weather Crafts and Weather Games.

Three food vendors were also on hand.

WDBJ7 took full advantage of the event to promote itself. In addition to meteorologist presentations, WDBJ7 news vehicles were on display, opportunities were offered to have a photo taken with one of the WDBJ7 anchors, tours of the WDBJ7 studio were offered plus an opportunity to share apps.



Meteorologists were in the spotlight when WDBJ7 in Roanoke, VA staged its first Weatherfest in October. Brent Watts is making a weather presentation to a school group here.



Weather related equipment was on display at the WeatherFest. Youngsters look over this boom.



One of the highlights of the WeatherFest was having your picture taken with a WDBJ7 news anchor. Morning Anchor Seth Kovar poses here with a group of students.

IDEAS Worth Sharing

Pheasant season boosts Outdoor Forum

By CALVIN MEN
Aberdeen American News

The Outdoor Forum in Aberdeen, S.D., saw circulation double in September and October — from 15,000 per month to 60,000.

The spike in numbers was due to the start of pheasant hunting season in South Dakota, when residents and out-of-state visitors alike flock to the state. Andrew Johnson, editor for the Forum, said the focus this year was on key distribution points throughout the state, such as bait shops and gun stores.

It was a trial run for the Forum, which earlier this year started publishing monthly. Before that, it was published annually during the beginning of the pheasant season.

“The approach was different. The content remains local but there were more how-tos and more specific hunting information other than just the basics of where to go, when you can go and where you can eat,” Johnson



said.

In issues past, the content was focused on

helping out-of-state readers on general hunting needs, Johnson said. But with more issues to distribute content, the Forum's September and October issues featured more niche articles, such as how to take photos while hunting or tips to train hunting dogs.

“We can never get away from the fact that pheasant is king,” Johnson said, adding that the pheasant related issues generate the most revenue. However, the new format allowed other aspects of the outdoors to be explored.”

Still, the pheasant issues were noticeably larger than others. The usual page number for issues is 32 pages. The pheasant issues were 64 pages plus a 16 pages for additional ads sold, said Jay Kleinknecht, advertising manager for the Forum.

Kleinknecht said advertisers and readers alike are receptive of the new delivery format of the Outdoor Forum.

Hoosier Times introduces expanded TV section

Beginning Dec. 1, all four of the Hoosier Times newspapers in Bloomington, Bedford Martinsville and Mooresville had a “new and improved” television section detailing a week’s worth of programming.



Previously named TV Week, the new TV Times has 24 tabloid pages vs. the old 16 page section and includes new content, starting with a story about the featured personality or program on the cover.

Other special features include Best Bets, directing viewers to programming on each night of the week; two full pages of Big Ten and

national sports programming; a home and a garden page; a cooking and food page; expanded movie listings; two new puzzles, Sudoku and a crossword, and a quiz.

Besides that, cable and satellite systems have been added to the grids, which make it more useful and appealing to more readers.

The new section was also appealing to advertisers with 35 signed up for annual contracts, generating six figure revenue.

The section was also more appealing to readers judging from single copy sales increases ranging from 4 to 10 percent on Saturday when the section is inserted.

Dining Guide

Every newspaper deals with restaurants that will not let go of their cash to advertise.

The Bloomington Herald-Times decided to ask for gift cards totaling \$700 in lieu of cash for the purchase of a full page ad in the dining guide.

The newspaper had a special Buy It Now promotion for three days in order to sell the cards.

It found that restaurant gift cards are the most sought after by the newspaper's Buy It Now customers and they generally retain a higher percent of value.

If a restaurant chose to not trade with gift cards it could purchase a full page ad for \$600. Only one customer chose to purchase as oppose to trade.

Social Security section

Laurie Ragle at the Hoosier-Times newspapers in Indiana was contacted by a representative of the Indiana Social Security Department to discuss the idea of partnering on a special project.

The idea was for the Hoosier-Times to create a tabloid section with the Social Security office providing content and the Herald-Times advertising department selling ads. The section brought in \$9,000 of unexpected revenue for 2012.

The Social Security representative asked if the Hoosier Times could do a section again in 2013, so it's currently on the schedule for April, 2013.

United Way Week event-filled at WSBT

It was an event-filled week at WSBT as employees participated in the United Way campaign.

United Way team members Shannon Galloway, Judy Felty, Shelli Harmon, Donna Culpepper and Dan Langwell outdid themselves planning good eats and fun activities.

Each department collaborated on creating a basket to be raffled off. Baskets overflowed with yummy treats, movie passes, wine, candles, old-time candy, gift cards and much more. The baskets were on display in Shannon's office, where raffle tickets

were sold that could be placed in the envelope of a favorite basket. In addition to the fabulous and valuable baskets, other prizes raffled were a \$50 gift card to Best Buy, a \$50 gift card to Meijer, a \$25 gift card to Cheddars, a \$25 gift card to movies and \$30 worth of car washes from Mike's.

Then there was the athletic and hilarious Scavenger Hunt. Contestants dashed through the building gathering signatures. Tia Broz and Ashley Henderson prevailed until noon, when Donna Snyder and Pat Morris beat their time.

Competition was fierce in the 3:30 time

slot, with Brian Cook and Jake Foglesong puffing over the finish line first. But their triumph was short-lived...they had missed one of the stations. The winners were proclaimed: Amanda Courter and Chris Boynton with an amazing time of 4:30! Amanda and Chris staggered, uh, walked away with \$25 Visa cards.

On Monday and Wednesday we were treated to delicious baked goods and the Thursday highlight was a pancake and sausage breakfast. Turns out raising money for the United Way is very fattening!

KWCH 'Race for Cure' gets strong support

By ERIKA SCHLUP

Sunflower Broadcasting, Wichita, KA

Every two minutes a woman is diagnosed with breast cancer in the United States and every 13 minutes a woman dies from the disease. These are the kind of statistics the Susan G. Komen 'Race for the Cure' is trying to change.

KWCH-TV, in Wichita, KA, asked its viewers to help with this effort by joining them at the 'Race for the Cure'. For the second year, KWCH was the television media sponsor for the race.



Among the participants in the "Race for the Cure" were, from left, Anne Meyer, Grant Meech and Kara Sewell.

more than 20 years as the Eyewitness News at Noon anchor and Does it Work reporter.

"The Mid-Kansas Affiliate of Susan G. Komen for the Cure has raised nearly \$5 million to invest in research, education, outreach, survivorship and screening services," said Lindsay Smith, the Mid-Kansas Affiliate of Susan G. Komen for the Cure Executive Director.

The money raised at the race goes to fund grants for the women and men in 95 counties served by the foundation. "We serve those who desperately need our help, and to continue to invest in research to find the cures for breast cancer," she said. Last year the Mid-Kansas chapter granted more than \$529,000 in community grants.

On race day, KWCH gave away pink KWCH sunglasses and Storm Team 12 weather umbrellas every hour.

KWCH's Cindy Klose and Jenn Bates emceed the event. Other Eyewitness news reporters, anchors, and meteorologists also attended.

KWCH participated with 'Race for the Cure' in memory of the late Kim Setty. She died last January after a six year battle with cancer. She worked at KWCH for



Teddy Bear toss at Rapid City

New Rushmore Radio Morning Show co-host Kris Killian, from Kat Country 98.7 in Rapid City, SD, represented Kat Country and the Rapid City Jaycees at a Rapid City Rush hockey game. Fans threw almost 1,300 teddy bears on the ice after the Rush scored its first goal. The Teddy Bears were donated to the U.S. Marines for Toys for Tots. Kris paused for a photo with two of Rapid City's local Marines.

WDBJ backs food drive

What do you get when you combine beautiful weather, strong news coverage and a community that cares?

Two and a half trailers full of food and water. This adds up to 43,000 pounds, or 21.5 tons, of food donations.

These donations of food will help both those hard hit by Hurricane Sandy and our local communities.

When you take in over a ton of food per hour it takes a lot of people to make it work smoothly. The staff of WDBJ7, Kroger, Feeding America and volunteers from Calvary Baptist Church in Roanoke came forward to provide the personnel for toting, packing and greeting through two days of the food drive.

Water bottles for a Cause

By JENN BATES
KWCH-TV, Wichita, KA

It was a pretty random request at our last staff luncheon: I wanted all the water bottles I could find!

I recently started volunteering at the Caring Hands Humane Society in Newton. I met Will Tate of the Caring Hands staff one day on our morning show when I was in to shoot a Fantasy Football segment. He told me about their business and said they were always looking for volunteers so I signed up!



Jenn Bates with water bottles

My main duty in my few hours there a week is to prepare and hand out treats to all of the dogs and sometimes the cats. I take the water bottles, cut them in half then fill each half with dog food and either cottage cheese or yogurt (depends on

the supply in the fridge). I then fill them with a little bit of water and if we've got enough toys I'll put a chew toy in there too.

Then the toys are put in the big freezer to make them into doggie treat popsicles! We also just started using yogurt containers to make the treats since they're easier to get out once frozen.

There are always dogs and plenty of cats available for adoption there! And they're always looking for things like water bottles, yogurt containers, newspapers and chew toys among other things. They rely a lot on donations in order to keep everything running smoothly.

It's been a lot of fun volunteering there and so far my boyfriend is amazed that I haven't brought home a pet! Trust me, I've been tempted.

Employee participation grows

Sunflower Broadcasting, Inc. in Wichita, KA knows how important it is to support the community.

For the 2013 United Way campaign, a change was made in the fund raising approach to encourage employees to make a pledge to the United Way and to their community.

In previous several years, employee participation has been stagnant with only 38 to 40 employees making pledges. Instead of planning weekly fund raising events they kept their focus in increasing employee participation, even if just one dollar per pay check. Pledges quickly add up to help those in need in the community.

Employees were motivated and encouraged with free pizza for signing up, a drawing with fabulous prizes; including a mobile TV, tickets to events, free gym membership, and KWCH coolers filled with goodies.

Sunflower Broadcasting, Inc. is proud to announce that participation increased from 39 participants in 2012 to 62 for 2013! That is a 59 percent increase!

Jan Carrera, Lynn Wilken, James Luce, Dan Rivers, Erika Schlup and Melissa Lock were recognized for heading up the United Way campaign this year.



Feed The Need in Lafayette

On Wednesday, November 21, The WASK Radio Group in Lafayette, IN, teamed with Marsh Supermarkets for the fifth year of Feed the Need Day, to benefit Food Finders Food Bank. Each radio station broadcasted live at the area Marsh stores from 10am-6pm the day before Thanksgiving collecting food and monetary donations as shoppers made their last-minute grocery store runs. The radio group raised a total of 11,482 pounds of non-perishable food items and \$5,767 in cash donations, totaling 26,870 meals to help feed the needy in the community!

WSBT backs Operation Honor

WSBT in Mishawaka, IN, teamed up with the Rotary Club of South Bend the day after Veterans Day to collect donations for

troops serving overseas.

Volunteers from Rotary and the Blue Star Moms sorted the donations and filled the boxes with snacks, personal hygiene products and other gifts for servicemen and women.

This was WSBT's



Abby Wepler urges contributions

third year working on this project to take care of servicemen and women who don't get to come home for Christmas.

Prior to the drive WSBT promoted the event throughout the day and in newscasts.

Then on the event day, Abby Wepler pleaded with the audience to come, donate and make a difference.

KWCH-TV supports Food Bank

KWCH's annual Harvest of Hope live broadcast on Saturday, November 10, helped raise food and money donations for the Kansas Food Bank.

Roger Cornish, KWCH anchor, conducted live interviews during Eyewitness News Saturday Morning with broadcast partners including Brian Walker, President and CEO, Kansas Food Bank; Debi Kreutzman, Kansas Food Bank Community Relations Manager; Ken DeLuca, VP of Merchandising of Dillons Food Stores; Sheila Lowrie, Dillons Food Stores Communication Coordinator; Geoff Graves, Senior Director of Operations at Fugate Enterprises; and Larry Gunkel, Food 4 Kids Program Director.

During the week leading up to the live broadcast, Eyewitness News reports highlighting the programs and services of the Kansas Food Bank were featured in the 10:00pm newscasts. The Kansas

News Makers

WSBT's Pate elected to Hall of Fame

Joe Pate, formerly with WSBT in Mishawaka, IN, was inducted into the Indiana Broadcasters Association (IBA) Hall of Fame in October.

Joe was sports director for WSBT-TV and radio from 1962-73, and then became Director of Sports Development and Media Director at Cranfill Advertising in Indianapolis. He was a main player in developing the TV and radio broadcasts for Purdue and Indiana University basketball and football.

He was also the voice of Purdue basketball and football for 18 years on a statewide network.

Joe was responsible for establishing and implementing the sports networks for the Indiana High Schol Athletic Association beginning in 1977 and managed these networks through 1997.

Due to the IHSAA's success Pate was involved in setting up similar networks in Illinois, Ohio, Tennessee and Wisconsin.



WSBT President Sally Brown congratulates Joe Pate and his wife Sue at the Hall of Fame induction ceremony in Indianapolis.

WSBT's Bob Lux remembers that when he started at the station in 1969, Joe was

the sports director. Bob's responsibilities included hosting the afternoon radio show as well as writing, producing and anchoring the sports segment on the 11:00pm newscasts on WSBT-TV.

Bob says that since this was truly his first experience hosting his own show, Joe became his mentor and showed him how to add visuals, edit sports films (yes, FILM) and all that came with producing a TV show.

Bob says that Joe's help made learning the ins-and-outs of the TV side of broadcast very enjoyable and he's always been grateful to Joe for the extra time he spent helping him in his new TV career. Bob notes that whenever he gives tours of WSBT, he makes a point to point out the picture of Joe in our display case in the lobby and he still keeps in touch with him via email.

Bloomington Chamber honors Carol Maloney

Quick, decisive, powerful and fun describe the action of 100+ Women Who Care in Bloomington. These women give big-dollar donations to helping organizations such as Big Brothers, Big Sisters, Jill's House, New Hope Family Shelter, Volunteers in Medicine, and Stepping Stones shelter for young people.

"The idea is simple and the time commitment is minimal," states Carol Maloney, wife of Hoosier Times Group of newspapers president and publisher Mayer Maloney, who launched the group.

"In a nutshell, a group of women commit to giving \$100 per quarter—\$400 per year—for donations, plus an annual \$100 to an endowment fund at the Community Foundation of Bloomington and Monroe County.

"Each quarter the group meets and any member wishing to promote a particular organization puts their name and the organization name on a ticket in a basket. Three tickets are drawn at random and each of the threemembers drawn gives a short presentation about the organization they are promoting. After the three presentations, all present



CAROL MALONEY

members vote and the top vote-getting organization receives the donation for the quarter."

And what a donation it is: \$17,000 to Stepping Stones, a shelter for teenagers in November, and more than \$92,000 in the last 12 months.

The Greater Bloomington Chamber of Commerce honored Carol with the Dianne Breeden Lee Catalyst Award, which recognizes a community member who brings people together and motivates them to great achievement.

Carol started 100+ Women Who Care in Bloomington in November 2011 after hearing about a similar group in Grand Haven, MI where the Maloneys used to live.

The Bloomington group began with a core group of women who recruited the initial members. In their first year of operation they grew from 81 members at their first meeting to 170 at the November 2012 meeting.

"Our membership is diverse," explains Carol "We range from women in their twenties to women in their eighties. Some work, some do not. Mothers bring their daughters and daughters bring their mothers."

The group meets the first Wednesday in February, May, August and November and the meeting portion lasts for less than one hour but the social portion continues for as long as the women want to stay.

Times-Mail's Routh parade grand marshal

EDITOR'S NOTE: This column first appeared in the Bedford, IN Times-Mail just before the Sept. 29 Persimmon Festival Parade and was written by Times-Mail Staff Writer Jeff Routh.

By JEFF ROUTH
Bedford Times-Mail

When asked to write a column about my thoughts on my being named grand marshal of the 2012 Mitchell Persimmon Festival Parade, the lyrics of Mac Davis' hit, "Oh, Lord, It's Hard To Be Humble", and Carly Simon's "You're So Vain", began running through my head. I soon realized, this was not going to be an easy task.

When 2012 General Chairman Steve Dobson hinted to me two years ago when he became festival co-chairman, that he wanted to name me grand marshal, I shook my head and said, "No you don't." He persisted, but I didn't know he had really followed through until late last year when Crystal Shetler, who in addition to writing and paginating duties at The Times-Mail, serves on the Greater Mitchell Chamber of Commerce board of directors, announced in a Times-Mail staff meeting that I had been given the honor. It didn't become official until the chamber's annual dinner this spring when Dobson announced it to the world, or at least the small part of it that was at the dinner.

I was honored, humbled and somewhat embarrassed at the meeting, and I'm sure the same sentiments will be present on Sept. 29



Jeff Routh, Bedford Times-Mail

when I make my way along the parade route: I'm sure there will be those who wonder, "What did he do to deserve this?" (I might add that I kind of agree with them); to others who will be like fellow Times-Mail staffer Tina Howard, who said, "Jeff, most grand marshals are either old or dying. It

doesn't look good for you"; to a few (probably very few) who along the way will say "well deserved",

Shetler once asked me why I'd never done my bit (for the Persimmon Festival), going through the chairs of the festival committee. My answer: I never really wanted that. I did chair Mitchell's Sesqui-centennial in 2002, but that had more to do with my love of history than getting my name in the festival program book as a past chairman. I have chaired an event or two along the way over the years, and I enjoy my time behind the camera, chronicling festival events, letting others take their place in front of the camera, whether it be one of the little queens in her moment on center stage, to the poop-scoopers in the parade. In 20-plus years with the Times-Mail and several more with the former Mitchell Tribune, I've taken tens of thousands of pictures (I shoot at least 500 frames a year). In all those years, I know of only one picture taken of me in my official duties, that was by a classmate as she walked by the stage after the parade. She stopped, as she said, "to snap a photo of the photographer."

When Dobson told me his theme was going to deal with Mitchell's history, I guess I was somewhat a logical choice. Miss Dorothy Stroud is not with us any longer, and by default, I guess, I am Mitchell's historian, if there is such an animal.

I guess all those long hours of cranking through microfilm and bound volumes of the Mitchell Tribune paid off. I've never gotten the book written, but it did get me named grand marshal.

I get lots of phone calls and emails asking me questions. Sometimes I can help. Other times I can't. I don't know a lot about who lived at a certain address, or what store was there in Main Street in the 1920s. That hasn't been my focus. I just want people to know that Mitchell has been and still is a nice place to live.

Sure, we've had our ups and downs over the years, from two men claiming to be mayor at the same time in 1909, to recognizing one of our own native sons, Virgil (Gus) Grissom, as one of America's first men in space.

My claim to fame is just being a regular guy who loves his hometown and its history. And, by the way, Saturday will be Mitchell's 160th birthday. Hope to see you in 40 years for the bicentennial. Maybe I could be Grand Marshal again – at least I would fit one of Howard's requirements (or maybe both); I'd be rapidly approaching my 94th birthday.



Halloween party at Imperial Valley Press

The staff at the Imperial Valley Press in El Centro, CA, celebrated Halloween this year by coming to work appropriately attired. Left to right are Jean Martinez, office manager; Lynessa Ruiz, customer service; Jonathan Contreras, customer service; Belem Herrera, sales rep; Eric Swain, IT; Chelcey Adami, reporter; Elizabeth Varin, reporter; Alejandro Davilla, reporter; and Karina Lopez, reporter.

Aberdeen's Richardt takes Chamber post

By SCOTT WALTMAN
Aberdeen American News

After working for more than eight years at the American News in Aberdeen, Emily (Arthur) Richardt has moved on, taking a job with the Aberdeen Area Chamber of Commerce.



RICHARDT

include overseeing the City of Aberdeen's marketing, which comes with a \$92,000 budget in 2013.

She also oversees marketing and advertising for the Chamber itself and works with the agency's agriculture, health care, political affairs and other committees.

Richardt, 31, attended Iowa State University and is now taking classes at Northern State University in Aberdeen. She started at the American News in May 2004, working first copy editor/reporter. After a short time doing that job, she became a full-time reporter, handling the emergency services and city beats. During her last year or so at the American News, she was the special sections editor in the Advertising Department.

Sunflower's Miller gets Slater Award

Joe Miller, Sunflower Broadcasting, Inc. controller, has been recognized for all of his hard work. He was awarded the 2012 Sonny Slater award.



MILLER

The Sonny Slater Award was established in 1992 to honor Sonny Slater and to recognize a Kansas broadcaster, who is not an owner or general manager, for service to his or her station and community.

Sonny Slater was farm director at KSAL Radio in Salina for 40 plus years. He retired on May 25, 1990.



Halloween at Rapid City radio

Classic Rock 100.3 the Fox/KFXS-FM in Rapid City, SD, hosted its annual listener appreciation party on Halloween night. It was a packed house full of Fox listeners. Free food was provided and the grand door prize awarded was a flyaway package to Las Vegas. Left to right are The Fox's Stevie Mason, the couple winning the door prize, 100.3 The Fox's PD Gunner and 100.3 The Fox's Brad

Northern Review adds staffers Focus will be on niche products

Two new employees of Northern Michigan Review will focus on sales of advertising space in the Petoskey-based company's niche publications.

Carol Donohue and Robin Petruska, both 55, recently joined Northern Michigan Review — parent company of the Petoskey News-Review — as niche sales specialists. They will help clients secure advertising opportunities in publications such as Home Life and Up North Bride magazines, summer and winter editions of The Guide, and the Northern Michigan Health & Wellness Directory.

"Both Robin and Carol have many years of sales experience and are looking forward to developing advertising solutions for our customers," said Christy Lyons, display advertising director for Northern Michigan Review.

Donohue has 30-plus years of experience relating to advertising. She has worked for advertising agencies as well as in advertising sales for television stations.

Donohue has been a Northern Michigan resident since 2000. During that time, she spent about five years as owner of a retail business in Cadillac, and has also worked for television outlets in the region. Before moving to Northern Michigan, the Grosse Pointe native spent some time working in

advertising for WDIV-TV (Channel 4) in Detroit.

In her new position, Donohue expects she'll enjoy working with local businesses, putting her expertise to use to help them grow and promote themselves, and helping to improve on Northern Michigan Review's niche offerings.

"I think my experience in retail, owning a store, will help me be able to see the viewpoint of the local shop owner," she said.

Donohue noted that she can sometimes help clients enhance their advertising value through approaches such as co-op advertising, a type of cost-sharing arrangement between retailers and vendors that supply them.

A Petoskey resident, Donohue has two sons and three grandchildren.

Petruska has had numerous stints in sales positions through the years, early on in the automotive aftermarket field and more recently in retail. She said she's happy to again be in a sales representative position.

"I just like being out and meeting the people and helping them get their business in front of new people," she said.

Petruska is a Northwood University graduate and 34-year resident of the Gaylord area.

She's married to Gene and has three children, with her first grandchild on the way.

Al Levy South Bend Tribune

Al Levy, an Information Systems Applications Manager, retired on January 4, 2013, ending a 40 year career with the South Bend Tribune.



LEVY

It's funny where life takes you. As a child, Al Levy subbed on paper routes for the South Bend Tribune, not ever thinking he would one day have a job there. He began his career at the Tribune in 1972, as a District Sales Manager in the Circulation Department.

Levy was promoted to Circulation Operations Manager in 1978. In the early 1980s, he was involved in computerizing everything in the Circulation Department.

In 1996, he left the Tribune to go to work for GEAC, based in Tampa, FL, one of the previous owners of the Atex CIS system. After nine months, he returned to the South Bend area and started back with the newspaper as the Information Systems Applications Manager supporting the advertising and circulation system. In this role for 16 years, he has automated numerous processes, created hundreds of custom reports, extracts, and processes, installed too many upgrades to count, and provided supports to many, many people.

After 40 years at the Tribune, what are Levy's plans? Volunteering at his church is at the top of his list. He also plans to try to do all of the things he didn't get to do earlier in his life like travelling, especially to places he's never been, like Hawaii, Las Vegas, and New Orleans. He'd also like to try an Alaskan cruise.

Tom Adamson Western Broadband

Tom Adamson, CFO of Western Broadband, a cable TV, internet and phone

company in Sun Lakes Arizona, retired in December after six and one-half years with the company.

He and his wife of 42 years, Jacqueline, moved to Arizona from Chicago in 1984, and now, Tom joked, he can finally begin to live the good retirement life he has watched others enjoy in Arizona!

Tom began his career as a CPA, after graduating from Loyola College in Chicago, and worked in business and consulting before joining Western Broadband as controller. He has overseen the company's financial growth and its purchase by Schurz Communications.



ADAMSON

Janine Tjardes-Bullock Bloomington Herald-Times

Janine Tjardes-Bullock, 62, retired from The Bloomington, IN Herald-Times on Nov. 16 after 43 years on the job.

She started in August 1969. "I just popped in one day and said I needed a job, and they sent me to Scott Schurz," Janine said. "I had worked for my dad part time at Alden's department store." Her dad was the manager at Alden's and Janine worked there through her high school years. She then went on to Indiana University, studying marketing, for one year.

Janine said she started out at the Herald-Times in dispatch, running proofs for ads when the paper was still being produced on hot metal.

She worked in dispatch in the early 1970s. When Marvin Lewis was hired as advertising director in 1974, he asked her to become an account executive.

The job of selling advertising has really changed from those days. "Now, they call us multi-media consultants. We sell so many different things. You have to be online,

mobile and on social media. I'm out of my comfort zone now," she said.

Janine also worked for a while in a special products division, selling Adventure Indiana, BizNet, Persimmon Festival, H&L Magazine, the Chamber Directory for Lawrence and Monroe counties, the Lawrence County Medical Guide, a church guide and other niche products that were not part of the paper.

Janine has a definite plan for retirement, moving to Osprey, Fla.," she said.



TJARDES

Henry Bryant WDBJ7, Roanoke, VA

Henry Bryant has retired after 30 years with WDBJ7 in Roanoke, VA

He was honored by family and friends at a retirement luncheon.

Michael Jones Karen Gregor Gaylord, Mich. Herald Times

Two of the longest-tenured employees of the Gaylord, Mich, Herald Times retired at the end of December.

Sales representative Karen Gregor will enjoy retirement after spending 22 years at the Herald Times. Well regarded throughout Otsego County, Karen also lent her pen to the editorial department yearly when she battled longtime Herald Times publisher Jim Grisso in dueling columns prior to the yearly Michigan State vs. Michigan football game.

Michael Jones is also retiring after spending 12 years as a news reporter. Jones' primary beats were crime, courts, schools, Otsego County and the arts. He is planning on continuing some of those functions as a part-time correspondent. He will also write a recurring column for the newspaper. Jones has won awards every year in the Michigan Press Association editorial contest and is a member of the local historical society board.



'Professor' Marks

Jeff Marks, president and general manager at WDBJ7 in Roanoke, VA, participated in the executive in residence program at Ferrum College, located in Ferrum, VA, in the foothills of the Blue Ridge Mountains. Marks spent a day on the Ferrum campus speaking to several classes and later gave a keynote address on the rapid changes taking place in the media industry.



JONES



GREGOR

Deseret News publisher makes presentation to Tribune staffers

Chris Lee, Executive Vice President and Publisher of The Deseret News in Salt Lake City, Utah, came to South Bend in October to watch the Notre Dame-Brigham Young University football game. But he also spent an afternoon at The Tribune, where he talked to managers and editors about his paper's innovative coverage and digital strategies.

Several staffers from The Elkhart Truth also took part in the presentation.

Owned by the Mormon Church, The Deseret News has increased readership with a series of initiatives, including

-- Covering key areas of interest to its readers: The family; financial responsibility; excellence in education; care for the needy; values in the media; and faith in the community.

-- Appealing to readers -- Mormons and others -- who share their values worldwide.

-- Combining the print newsroom with TV and radio news operations owned by the parent company.

-- Pursuing a digital strategy that is separate from but cautiously linked to the print operation. The Deseret News' digital platforms use content from the merged newsroom, but the digital staff focuses on enhancing that with evergreen content, syndicated material, and contributions from outside writers.

-- Assembling a nationally based editorial board and a growing army of unpaid correspondents who write knowledgeably about areas of their expertise or interest.

Lee said he enjoyed the visit to The Tribune and mostly enjoyed his family's experience at Notre Dame Stadium, where the Irish beat BYU 17-14.



Desert News Publisher Chris Lee at Tribune

Orbitel customer wins cash

Linda Hurth's Orbitel Communications monthly cable bill won her \$100 in cash in the October InMaricopa.com Win Cash promotion.

All the Maricopa, AZ resident had to do was make a purchase from the 100 participating merchants, then save her receipt and register to win on the InMaricopa.com website. Winners are drawn at random each month.

At the Orbitel offices in Bashas' Shopping Center, Linda received her cash in the form of a crisp \$100 bill. She remarked that she wasn't surprised it was the Orbitel purchase that proved lucky for her. Having just moved to Maricopa, she's been dealing with a number of move-in related purchases, "but

Orbitel was the easiest of all," she said. "The customer service was great, from the clear pricing, to the services offered, right to the professional installation."

Linda was especially pleased that Orbitel doesn't have any long term contracts in order to get low prices and savings on cable TV, high speed internet or home phone.

"This all started by seeing billboards on the 347" she said, both for Orbitel and InMaricopa.com's Win Cash promotion.

"Then my home builder gave me a \$50 new resident Orbitel gift card, and now I win \$100. So far I've earned \$150 just for being an Orbitel customer!"



Linda Hurth, center, won the Orbitel Communications Win Cash promotion. Left is Orbitel President and CEO Keith Kirkman, and right is InMaricopa.com publisher Scott Bartle.

Secret Santa

Every year to get into the holiday spirit several employees at the Herald-Mail in Hagerstown, MD, participate in a Secret Santa activity. Each person draws a name and for the two weeks before Christmas becomes someone's Secret Santa, leaving surprises on desks and doors. Pictured left to right Karrie Elliott, Jackie Connelly, Kathy Gelwicks, Tina South, front; Susan Snyder and Kim Tagg, Katie Ridenour, Robert Kornides, Kathi Smith, Staci Doll, Kristie Sundberg, Chris Copley, Carol Nemzek, Roslyn Levine, Cherish Harvey, and Karri Ernde



Promotions / New Employees

Aberdeen, SD American News

Mark Herman has joined the Aberdeen American News in Aberdeen, S.D. as the new director of circulation.

Herman comes to the News after spending 15 years at the West Central Tribune in Willmar, Minn.

"It was just something that a friend of mine request I look into," he said of how he got started. "I started out as district manager and worked my way up."

From district sales manager in 1998, he worked his way up to distribution center/mailroom manager. In 2003, he became circulation director of the paper and held the position until 2012.

His decision to come to Aberdeen was partially motivated by the dynamics of the town.

"It wasn't like a totally strange place. It was just like home," he said. "We really like the people and what the town had to offer and I thought yeah Aberdeen is a great move."

In addition, he said there was good communication between American News Publisher Cory Bollinger and himself.

"That's what hit it off right away," he said. "When you work with somebody on your level and you feel like you can go to bat with them anytime, you feel important."

Herman will move to Aberdeen with his wife, Kari; daughter, Kyla; and son, Adam.

He began employment at the American News Jan. 14.



ELISABETH CLARK



JOHN SLOTT

South Bend Tribune employees promoted

Elisabeth Clark has been promoted to Vice President of Audience & Engagement at The South Bend Tribune.

In this new role, she will develop strategies and concepts to grow and connect with audiences across all media platforms including print, digital, social and mobile.

As a 14-year veteran of The Tribune Elisabeth has worked closely across many departments. In this new role as VP of Audience & Engagement, Elisabeth leads The Tribune's circulation sales, retention, marketing, and web development teams.

John Slott has been promoted to Digital Content Editor at The Tribune. He will be concentrating his efforts on creating and presenting material for the Tribune's digital products.

In this role, John will be leading the digital news team. He will be devoting much of his time to planning and training for the web, cell and mobile-tablet sites, as well as coordinating day-to-day operations. He supervises two colleagues who also are key to making The Tribune's digital strategy work: Jen Ellis and Terry Bland.

Ellis now has the new title of iNthebend editor. She has been the driving force behind this highly successful new product for print and online.

Jen worked with Arts and Entertainment Editor Andy Hughes and Design Editor John Stump to create the new section, and with Slott to revamp the iNthebend.com web site. Ellis also has started a three-year Inland Press Association Fellowship.



JEN ELLIS

WDBJ7 Roanoke, VA

Nadia Singh has joined the WDBJ7 news team as weekend anchor and general assignment reporter.

Singh was most recently an anchor and reporter at Blue Ridge News 11 in Ephrata, PA.

Nadia holds a B.A. degree in journalism, with a minor in Spanish, from the University of Maryland. She also earned her MBA at Maryland.

WASK Radio Group, Lafayette, IN

Scott Lindahl has been named

General Sales Manager of WASK-FM, WKOA-FM and ESPN 1450AM in Lafayette, Indiana.

Lindahl replaces Brian Green who was promoted to President/General Manager of the WASK Radio Group. (See story on page 7).

Green said, "We're excited to get someone like Scott. Not only does he have significant management experience but he has 20 years of radio broadcast experience and comes to us with a passion that certainly matches what we were looking for."

Lindahl started his career in 1993 as an Account Executive for Sunbrook Communications in Billings, Montana.

He moved to Clear Channel in 1999 as Director of Sales for their five-station cluster in Billings before heading to Cumulus in 2001 to take over Market Manager duties in Owatonna, Minnesota.

In 2009 Scott moved to Gap West Broadcasting to Market Manager Missoula, Bozeman and Billings.

Lindahl said, "I'm very excited to get started with Schurz, their reputation in the broadcast industry is impeccable".



SINGH

Petoskey, Mich. News-Review

Just in time for the night of the presidential election, the Petoskey, Mich. News-Review welcomed aboard its new digital editor, Zac Britton.

Britton, 40, a graduate of Northern Michigan University, took over online and digital duties on Monday, Nov. 5, and will also serve as the News-Review's courts and crimes reporter.



BRITTON



MCBAIN

He brings a total of 12 years of newspaper experience.

He began his reporting career as a sportswriter at The Alpena News in the mid-1990s. A love of the outdoors took Britton to Idaho Falls, where he worked at its newspaper, the Post-Register, also as a sports reporter.

After two years at the Post-Register, Britton returned to Michigan. He worked as a sports and staff writer at the Eagle Herald in Marinette-Menominee, twin towns that straddle the Wisconsin and Michigan border at the western end of the Upper Peninsula.

He worked at the Eagle Herald for five years and then served as editor for two years at Cheboygan Daily Tribune.

Britton will also bring experience in page lay-out and photography to the News-Review, and is familiar with working with both print and getting print articles on the web.

"The increased demand and interest in newspapers' online platforms really became an interest for me over the past two years," said Britton.

He says he is happy to have come to Petoskey. "The News-Review is a newspaper I've respected since my tenure at Alpena, almost 20 years ago," said Britton. "Its continued emphasis on quality local coverage has not changed since that time. My hope is to add to that online and with digital upgrades as well as the police and courts reporter."

Serving as editor of the Petoskey News-Review since 2010, Jeremy McBain has been named executive editor. He became the News-Review news editor in 2007. Prior to coming to the News-Review, McBain led the Northern Michigan weekly, the Charlevoix Courier, as editor.

Brougham news editor for Petoskey News-Review

Rachel Brougham, 34, has begun work as the Petoskey News-Review's news editor after the departure of long-time wire editor, Neil Stilwell.

Brougham has served the newspaper for three years as a reporter covering health, education, arts, entertainment, food, feature stories, investigations and also writes a weekly column and serves on the paper's editorial board.

"I like the fact that we all live here. Being able to write about things that impact me is something I enjoy," said Brougham of working for a community newspaper.

"It felt like a natural fit," she said about applying for the news editor position.

Before coming to the News-Review, Brougham worked as an executive producer for a Northern Michigan television station for five years and worked as a freelance writer.

In her new position, she will help reporters develop stories and complete investigations, serve on the paper's editorial board, edit the opinion page and continue to write a weekly column and cover health-related stories.

"Rachel's incredible journalistic talents make her an excellent choice to help lead our newsroom," said executive editor Jeremy McBain, "I look forward to working with her to further enhance our content."

Brougham, an Eastern Michigan University graduate, lives just north of Petoskey with her husband, Colin and 3-year-old son, Thom. In her free time, she enjoys reading classic literature, running and spending time outside.



RACHEL BROUGHAM

Antietam Cable employees honored for service to city



JENNY RICKER AND CINDY GARLAND

The City of Hagerstown has recognized two Antietam Cable employees for service and dedication. Cindy Garland, Director of Marketing, and Jenny Ricker, VOiP Support Analyst, were each presented with awards signifying ten or more years of volunteer service.

"I am proud to have been a volunteer to the City of Hagerstown and Augustoberfest for the past 11 years," commented Ricker, who has also served on a committee for the Western MD Blues Fest and Hollyfest.

Garland has also served on and chaired committees for over 17 years for events including the Western MD Blues Fest, Harvest Hoedown, City Center Ghost Tours, City Center Jazz Nights, Augustoberfest, and Hollyfest.

"Not only do I get to represent Antietam Cable but I also get to contribute to improving the quality of life in my home town," said Garland.

The awards were presented by Hagerstown Mayor Robert Bruchey during the City's annual volunteer luncheon on November 16, 2012.

Out About

Sesquicentennial for famous Kentucky event Perryville Battlefield is rededicated

By KENDRA PEEK

Danville Advocate-Messenger

PERRYVILLE — The grass is green, the sun is shining and the birds are chirping, a scene very unlike 150 years ago, when the temperatures were unusually hot and the ground was extremely dry.

Monday marked the exact date of the sesquicentennial of the Battle of Perryville. To remember the day, a rededication of monuments was held at Perryville Battlefield State Historic site.

Special guests included those with direct ancestors who served at the battle, specifically former CIA and FBI Director William Webster, great-grandson of George P. Webster, a Union officer. Another special guest speaker was Simon B. Buckner IV, great-grandson of Simon B. Buckner, a Confederate officer who returned home.

“The battle was so horrific in many ways, it brought out the best in people,” Webster said. He emphasized that his great-grandfather had a large sense of duty, honor and country, and passed along that value to his



Re-enactors form a battle line at Perryville

family.

Webster was able to attend the 100-year For Buckner, he feels a sense of responsibility to those who, unlike his great-great-grandfather, were unable to return home after the war. “It’s important to a lot of people to know we still care. There are a lot of others that didn’t make it back, it’s important for us to be here for them,” he said.

Beyond that, the men feel that we must remember not the differences that divided the country all those years ago, but instead

remember the things that unify us.

Webster brought with him four generations of family members to experience the battlefield. “This place matters...It’s very moving for my family,” said Steve Taylor, a cousin of Webster and another descendant of Colonel Webster.

According to Bernard O’Bryan, Kentucky Department Commander for Sons of Union Veterans of the Civil War, much like the corn that is so prevalent in our region, so grow heroes in Perryville.



Darla Patterson, left, Western Broadband Customer Service Representative, presents Pat Warren, with her new iPad, she won at a Customer Appreciation event.

Cable companies take their show on the road

Orbitel Communications and Western Broadband, Schurz Communications’ Arizona cable companies, took the business on the road during the months of October and November with participated in a total of eight community events in a 10 week period.

The marketing team, with the help of the Customer Service Representatives and Technicians, provided customer information, updated channel lineups, special offers, and raffles to thousands of residents in the communities they serve.

“We took advantage of every opportunity to talk to our customers,” said Bryan Johnson, Director of Marketing. “At these events we learn our customers needs and wants, and it helps Orbitel and Western Broadband serve them better.”

At each event customers filled out a short customer survey, and were entered for a chance to win an Apple iPad. Pat Warren, a Western Broadband customer in Sun Lakes, Arizona, won the iPad! Pat currently had cable TV and internet service with Western Broadband.

Advanced Cable brings digital to Weston

Advanced Cable in Coral Springs, FL, completed the Weston conversion to an all-digital delivery platform on December 4.

As a result of the conversion, Advanced was able to give Weston customers what is most requested, ...more HD. Advanced was able to launch 45 new HD channels, including live Pay-Per-View events and 44 popular cable channels that customers want to see in HD.

Channels were also added to the Advanced Digital Plus package and the digital music lineup.

Future benefits of the project may be more HD channels, 3D, more VOD, faster Internet speeds and new technologies as they are developed.

The conversion also created an opportunity to meet with many customers face-to-face and showcase products and services, superior customer service and localism. Approximately 600 Weston customers took advantage of exclusive offers to upgrade to Digital Cable and other services.

The Advanced Cable staff is looking forward to getting the all-digital project underway in the Coral Springs system at the start of the New Year. This project assists Advanced Cable in fulfilling its mission "To Make Our Customers Happy" by giving them more of what they want.



Advanced Cable customers had a variety of activities at big event.

Red Carpet is rolled out

On December 6, Advanced Cable hosted a Customer Appreciation Event for its Weston customers.

The red carpet was rolled out in the afternoon at Weston Regional Park .

All Advanced Cable customer's and family members were invited for an afternoon of fun, food and prizes.

About 300 residents from Weston turned out for this event. Customers and their families enjoyed meeting programmers, interacting with product demos, taking photos with Scooby Doo, dancing to the music provided by DJ X-Treme from Mix 98.3 and getting balloon sculptures from Pantina the Clown.

They were also able to play at the MLB Network "Strike Zone" and win prizes.

Customers were excited and thrilled to meet the programmers and talk to them about their favorite shows receive premiums and learn about new shows on the way.

Interactive displays within the tent, included digital/HD service, multi-room DVR, Wi-Fi, internet and phone service, where live demonstrations took place.

Many customers signed up for new services at the event. Additional live raffle prizes were awarded to customers throughout the evening.

It was a successful event for Advanced Cable and the Programmers and a great opportunity to connect with our customer's and to show our appreciation for their continued loyalty.



IV Press adds IV Focus

IV Focus is the latest product to join the Imperial Valley Press family in El Centro, Calif.

Published as an addition to Sunday's newspaper, IV Focus currently is a four-page section that, as its name suggests, focuses on the community through photos.

Because space in the daily newspaper often limits the amount of photos accompanying local stories, IV Focus offers the space to use some of the extra photos shot by the newspaper's talented staff in an expanded format.

The section also includes a monthly calendar of community activities and paid advertisement.

IV Focus debuted in October and already has become a popular segment of Sunday's Imperial Valley Press.

KWCH's FactFinder12 exposes a drug problem

By BRIAN HEAP
KWCH-TV, Wichita, KA

They are the unintended victims of drug abuse. Every year, hundreds of Kansas children are removed from homes because their parents are making, using, or selling illegal drugs.

Law enforcement officers and social services workers call them "drug endangered children". A KWCH-TV story looked into the problem few want to acknowledge or talk about. If nothing is done to intervene in the children's lives, most will grow up to abuse drugs and 6 out of 10 will end up in prison.

Delilah Reyes knows the life. She comes from a line of addicts. By the age of 11, she was using alcohol; a path that eventually led to heroin and crack. Five of her eight children were taken away by the state because of drugs. It wasn't until she became pregnant with her sixth child she decided to get clean.

Reyes's children haven't become statistics, but thousands of others will. A team of law enforcement officers, prosecutors and social services counselors meet regularly in Sedgwick County to work toward solutions. The experts say citizens can no longer ignore the problem.

New satellite dish installed by Antietam

In the early morning hours of October 17, the technical staff at Antietam Cable in Hagerstown, MD, went to work replacing the primary satellite dish, that was originally installed in 1997, with a new one called a Simulsat 5B Reflector.

The dish weighs approximately three tons, and is responsible for receiving 95 percent of the channels Antietam Cable has on its system.

The process, including prep work, took approximately 18 hours over two days.

It started with replacing the old Simulsat base with a new base, then lifting the new Simulsat 5B Reflector and seating it on the base. The new dish was aligned and peaking for satellites by 10:30 a.m.

The new 5B Simulsat Multibeam Earth Station can receive signals from up to 35 satellites, and is truly the “backbone” of how Antietam Cable receives and disseminates its channels to customers.

As a result of the replacement, Antietam customers can enjoy improved signal quality on all channels served by the equipment. The new satellite has a lifespan of about 15 years.

Gary Davis, Vice President of Engineering, says “the process of replacing the old satellite was a combined effort of all the Antietam Cable technical staff, and went seamlessly. The replacement was up and running for customers at the beginning of the work day”.

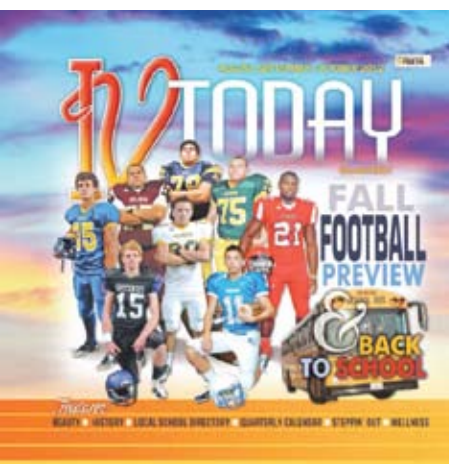


Antietam technicians (above) working on the new master satellite dish are dwarfed by the size of the 6,000 pound piece of equipment that was put in place with a giant crane. Below is the finished product.

IV Today replaces special sections

Throughout the years, the Imperial Valley Press in El Centro, CA, has always had “Special Sections”

It wasn't until this year, with Gerard Delaney's direction, that the decision was made to go with a quarterly publication encompassing all the special sections that previously were monthly or sometimes bi-monthly.



This provided for a beautiful, full book with three month's of content that was a better read for readers and an easier sell for advertising representatuvs.

The first IV Today debuted in February covering the annual Fair, Naval Air Show

and other first quarter activities. It was a great success!

The second one came out in May and focused on Spring and Summer activities.

It was not until the third edition in mid-August that we knew we had a winner. This edition zeroed in on high school football and had an overall Back-to-School theme. El Centro is very involved in supporting the local high school athletes and this edition was a tremendous success. Local businesses provided support by doing shoot-outs to certain schools and teams showing their individual support.

Going on our second year in 2013, we are very optimistic. It will be an anticipated publication all year long.



Festival of trees

Goodwill Industries of Kansas' Festival of Trees celebrated its 20th anniversary this year and KWCH-TV in Wichita has decorated a tree every year. The theme for this year's KWCH tree was 12 Days of Christmas and included Patience Brewster's 12 Days Ornament Collection. This year the tree sold for \$500. The four day event raised \$80,000 and attracted over 3,000 people to see the decorated trees.

Life in SOMERSET COUNTY

Volume 6

Pennsylvania



Daily American book features photos of Somerset County

By VICKI ROCK

Somerset Daily American

The Daily American in Somerset, Pa., published a book this fall regarding life in Somerset County.

People who have seen the final proof of the Daily American's newest book are impressed with the photographs.

"The photographs are fantastic," said Peg Beckner, who organized the photos. "They reproduced sharp and clear. They show Somerset County — people, scenery and the different seasons, and nature. I saw them as they came in, then when I looked at the proof I saw things I hadn't seen when looking at them the first time. This has got to be a keeper."

Many more photographs were submitted than could be used in the book. This is the seventh in the series of books published by the Daily American. It has been five years since the last one, "Hometown Heroes."

Advertising director Tom Koppenhofer said sales are going extremely well. Shortly after the book was released in December almost 300 books had been sold.

"We had the idea of trying to put a book together that shows life in Somerset County," he said. "There are some beautiful top quality photographs and a lot of excellent photographers in Somerset County. You have to see it to understand it. People really love them, so we recommend you order 'Life in Somerset County' early."

April Sanner of the Our Town newspaper was the graphic designer. She did the overall layout and design of the book.

A lot of other Daily American employees assisted in the production. Bruce Siwy called people to write quotes about the county, Sally Pritts and Alyssa Choiniere typed the information about the photographs and Elwood Clevenger scanned hard copies of photographs into the computer system.

General manager Rebecca Flyte said she wanted to thank the readers for submitting such great photographs.

Editor Brian Whipkey said it was interesting to see the variety of images that people submitted for their impressions of life in Somerset County.

3rd annual PressFest success for IV Press

This past November the Imperial Valley Press in El Centro, CA, held the Third Annual PressFest 7x7 Soccer Tournament.

The soccer portion of the Fest has been a huge draw and main focus for the event each year. It always brings a crowd of families, friends and co workers, as all of our teams this year were sponsored by local businesses. Many of those businesses have their own employees and appreciate the opportunity for their employees to get together outside of work.

It's an exciting but intense, friendly tournament as the players are competitive and the sponsors enjoy battling it out for the victory title in the next day's headline.

Next year we plan to add an additional field for youth soccer as well as more platforms for adult and child Zumba routines as that has been a favorite addition to the event. The more families and community interaction we can incorporate, the better it has been.

One other new facet this year was to reach out to nonprofit vendors like schools, kids clubs and service clubs to help them fund raise at the event rather than only contacting commercial vendors.

The IV Press has been very proactive in giving back to the community throughout the year and found a new way to do so with Press Fest.



Soccer action during PressFest



KRCS has hockey night

Hot 93.1/KRCS-FM in Rapid City, SD, was the title sponsor at a hockey game for the local CHL professional hockey team, the Rapid City Rush. A Hot 93.1 listener won the right to drop the ceremonial first puck prior to the game. On hand for the event were Hot 93.1 personalities Beth Knight and Oakley Tye. Program Director Jay Day is also the Public Address announcer for the Rush. Hot 93.1's sister station, 100.3 The Fox/KFXS, is the flagship radio station for the Rush.

KTUU presents groundbreaking programs

By BRAD HILLWIG

KTUU-TV, Anchorage, Alaska

In the bustling, deadline-driven world of broadcast television, producing unique content that extends beyond the daily newscasts can challenge even the most efficient teams.

In November, KTUU-TV Channel 2 News in Anchorage Alaska, pulled off a double feature with two unique hour-long special reports.

In February of 2012, Channel 2 News launched a quarterly public affairs program called “The 49th Report”. Since its inception, the show—which often includes a mix of pre-produced and live town hall elements—has tackled ambitious statewide issues, such as Alaska’s hidden suicide epidemic, the economic impact of Alaska’s military bases and the delicate balance between pristine wilderness and tourism in Denali National Park.

November’s edition of “The 49th Report” was broken into two separate one-hour reports, a fully pre-produced investigative feature and an entirely live town hall forum.

The first special report, “The Fairbanks Four,” revisited a 15-year-old Fairbanks, Alaska murder case that continues to raise controversy about Alaska’s criminal Justice system today.

Veteran Channel 2 reporter Steve MacDonald examined the events leading to the beating death of Jonathan Hartman, a 15-year-old white Fairbanks resident. Police quickly concluded that the crime was committed by three Alaska Native teenagers and one young Native American man, a quartet soon dubbed “The Fairbanks Four.”

In the years since the murder, charges of racism surfaced and a grassroots movement called “Free the Fairbanks Four” gained momentum after a group of University of Alaska Fairbanks journalism students

reviewed the case and found what they refer to as serious problems with the convictions. The debate revolves around the validity of key evidence, the reliability of eye witnesses and the question of whether or not the suspects own confessions were coerced as police used the controversial Reid method of interrogation.

Through a series of tense jailhouse interviews with the four convicted men—who stridently maintain their innocence—MacDonald examined the key events surrounding the crime and the convictions, weaving an intriguing tale that raised questions of guilt, innocence and injustice. The story, it appears, may yet have another chapter as the Alaska “Innocence Project” has recently begun to reexamine the evidence in the case.

Channel 2’s second special report in November, “One Alaska: Bridging the Divide”, a live one-hour forum hosted by MacDonald and fellow veteran reporter Rhonda McBride, was designed to open the debate about how to bridge the perceived cultural gap between Alaska’s rural areas and its urban hubs.

“Our goal in hosting this program is to

bring important parties together on a large stage,” says KTUU News Director Tracy Sabo. “Some have a small voice. Others have larger voices, but I believe this is an important starting point -- to hear from all of these voices as we look for solutions to bridging the urban rural divide in Alaska.”

“One Alaska” focused primarily on the topics of the Alaska justice system, energy, subsistence and the political landscape. It’s a complex set of issues that, Sabo says, will take some time to fully explore.

“I anticipate many more conversations to be sparked by this first community discussion,” she said, conversations that Sabo hopes KTUU can revisit in-depth during future public affairs programs like the “49th Report” and the “One Alaska” forum.

Throughout the program, panelists—who came from leadership, subsistence, political and private sector backgrounds—discussed ways to achieve a more unified Alaska, something that’s crucial in a state defined by its harsh environment and contains just 722,000 residents spread across 623,000 square miles.

WKOA Radiothon produces record results for hospital

K105 in Lafayette, IN, celebrated record contributions for Riley Hospital for Children. As listeners donated more than \$101,000.

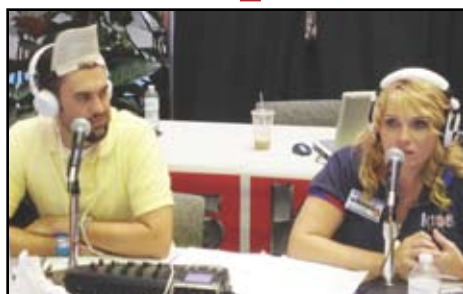
All it takes is a phone call and a few bucks and you can help save thousands of childrens’ lives.

On two days Shamus and Annie from K105 hosted WKOA’s 7th annual radiothon to raise money for some of the sickest children at Riley Hospital for Children in Indianapolis.

“Fifteen dollars a day,” K105’s morning show host, Shamus said. “That’s 50 cents a day and all of the money goes towards Riley hospital. The families here appreciate it so much. It might not sound like much, it’s only 15 dollars but when you have hundreds and hundreds of people to do that, it makes a big difference and it fills in the gaps.”

Riley Hospital for Children is home to nearly 240,000 of the sickest children every year. Ten thousand of those children are from families in the Greater Lafayette area.

“AJ who we first met here 4 years ago and he had leukemia he couldn’t be here today because he’s out living his life,” Shamus said. “And then we have stories like Jackson who was actually buried yesterday. He had leukemia and was only three years old. He was a huge story for us.”



K105’s Shamus and Annie

“It’s just tremendous,” Annie James, music director at K105 said. “Even as a parent myself with a kid that was here, I still had no idea the outreach of this place.”

Last year K105 listeners donated nearly \$83,000 to Riley Hospital for Children. And this year, K105 listeners donated more than \$101,000.

“We always try to increase every single year. Last year we had about \$83,000,” Shamus said. “It’s tough times but our listeners always come through.”

At Riley Hospital Children, they have a saying. “Hope Happens Here,” and although the phone lines are down for this year’s radiothon, you can still be a part of making miracles happen by visit RileyKids.org.

Herald Times has Showcase role

The Gaylord, Mich. Herald Times again participated in the 2012 Gaylord Area Chamber of Commerce Business Showcase at Treetops Resort.

The event brought together more than 50 local businesses who share their services with members of the Gaylord community.

This year, Herald Times staff members passed out their products, gave away Herald Times merchandise and held a drawing for an advertising package.

Advocate has adopted membership model

By **SCOTT C. SCHURZ JR.**
Publisher, Kentucky Newspapers

Our central Kentucky newspapers, The Advocate-Messenger, The Interior Journal, The Jessamine Journal and The Winchester Sun, have proudly served our communities for more than 150 years. Our length of service is due in part to an unrelenting adherence to our core values and producing content and services that add value to the lives of our customers.

We understand that over time, our customers' wants and needs have changed and that

our intensely local coverage and advertising has become even more relevant to our community. Our portfolio of products continues to expand based on customer feedback, as does the number of offerings that our customers can take advantage of at no additional cost. Translation: We offer our customers more content in more ways than ever, and that content is hyperlocal and unavailable anywhere else.

In order to keep pace with ever-changing economic realities, we must look to new fiscal models that allow us to continue to

improve our connection to customers, our content and overall product portfolio.

With this in mind, on Dec. 3 we joined a growing number of newspapers when we migrated from a subscription model to more sustainable membership model. What's the difference between a subscription and a membership? A subscription model is print-focused, while our new membership model will include a variety of products, including the printed newspaper, our E-edition, unlimited access to our website, some free classified categories, some free announcements within the paper and other membership benefits. We intend to deliver increasingly compelling local content and services to our customers with the immediacy and convenience allowed by current technology.

With the launch of our membership program, full members will have unlimited access to all content on our website, as well as other benefits. Non-members will have access to a limited number of local stories per month as set by our metered paywall.

Breaking news, national stories and shared content, advertising, community calendars, photos and videos as well as comics and puzzles will continue to be accessible to all at all times. Note that we have a commitment to the community to "get the word out" with breaking news. People inside and outside our communities have come to count on us for critical breaking news on events like the 2009 ice storm, a train derailment or a hostage situation — and that won't change. We will make sure our audience can still count on us for those critical items in times of crisis. Our current subscribers will enjoy full membership through their current subscription period. We will send out information in our invoices, explaining what the changes and benefits mean to our customers. Membership options will range from full membership — which will mean a modest increase to some subscribers — to new digital-only options.

We believe that moving toward a membership model will allow us to continue to invest in the content and technology to add value to our customers' daily lives, whether they are at home or on the go. Thank you to our print subscribers for your continued membership, and welcome to our new digital and full membership members. Thanks to you, we can continue to provide compelling content for years to come, while supporting our communities.

KY X-tra app helps bring Advocate newspaper to life

EDITOR'S NOTE: The KY X-tra augmented reality app brings the newspaper to life! Point your iPhone, iPod Touch or iPad at the pages of the newspaper to unlock enhanced editorial content such as animations, videos, and audio that complement and enhance our print content.

One of the latest advances in the progression to living print - augmented reality - has become a reality in the products of Advocate Communications, Inc.

What that means is that you can now download an app to your smartphone or tablet and it will link some stories and photos with digital content such as videos, additional photographs or, in some cases, links to additional online information.

This is, to put it mildly, cutting edge technology.

Advocate Communications Inc., the parent company of The Advocate-Messenger, The Winchester Sun, The Jessamine Journal, The Interior-Journal, and Gloss - The Magazine, is doing this in partnership with Aurasma, a division of Hewlett-Packard, which calls its technology "radical" and says it "represents the future of how we use our mobile devices by bringing the physical and virtual worlds together for the first time."

Our version is called KY X-tra, and you can download the app for it by going to either the AppStore for Apple products or the Google Play Store for Android. The app is free; we hope you'll give it a try.

Once you download the app, here's how it works: Open the app on your tablet or smartphone and aim the camera at one of our pho-



tos or graphics that's marked with a special KY X-tra icon. Just aim your camera toward the photograph, not the icon. Tap the screen once to focus, and when the spinning wheel starts, you're found the aura. Once it begins to play, tap your screen twice and you may move your phone or tablet away from the graphic and watch.

Our KY X-tra app will see significant use in our printed products, merging printed products with additional related materials you can view on your mobile device.

To download the Apple version, go to <http://itunes.apple.com/us/app/ky-xtra/id557557684?mt=8>

To download the Android version go to https://play.google.com/store/apps/details?id=com.aurasma.skinned.ky_xtra&feature=search_result#?t=W251bGwSwxLDEsImNvbS5hdXJhc21hLnNraW5uZuWQua3lfeHRyYSJd

Aberdeen switches from free to paid website

By **SCOTT WALTMAN**

Aberdeen, SD American News

A major change has come with relatively few problems for the American News in Aberdeen, S.D.

The newspaper's website, aberdeennews.com, went from free to paid in late September. But the change has gone better than expected, said Carrie Cole, digital media manager for the American News.

Because the American News promoted the change to a paid website in print and on the website before the launch, it didn't come as a surprise to most readers. Instead, the biggest challenge was educating people about how to log into their accounts.

The fact that memberships have two accounts -- one for the website and one for the e-edition -- caused some confusion, Cole said. Members need to log into the accounts independently.

One pleasant surprise, she said, is that the paid digital memberships have led to an increase in the number of print subscriptions. All print subscribers get free digital memberships.

In all, the number of print subscribers to the American News has increased more than 180 since the introduction of the paid digital

memberships. Of that number, 51 are seven-day-a-week print subscribers.

To help generate interest in the digital memberships, the American News offered some introductory specials. For instance, half-price digital memberships were offered right after website went paid.

Readers could pay \$4 per month for the first year of their membership, and 449 people took advantage of the deal.

The American News also held training sessions to teach members how to log into and use their accounts.

In the days after the website went paid, the American News digital team was busy. Many members had questions about how to set up their accounts. Cole and her digital team counterpart, Will Elkins, were fielding a couple of dozen calls a day in late September, she said. But that number is down to about a call or two a day now, she added.

Many American News readers are older, so Cole and Elkins helped answer their technology and computer questions. And many print subscribers didn't realize they didn't have to pay extra for their digital memberships, which led to their calling the American News. Once they learned they had

free access to the website and the e-edition, they were pleased, she said.

"People are excited about the new e-edition. Before we made the change, our e-edition was an additional charge for everyone, including print subscribers. Now, everyone receives the e-edition as part of their membership." Cole said.

With the launch of the paid website also came the launch of two new apps and a website redesign for the American News.

"We transitioned our news apps to e-edition apps. Members can sign in to the apps with the same username and password set for the e-edition. We also did a complete redesign of our website two weeks before the launch of the paid membership. We want to make sure that if we're asking people to pay for it that it looks great," Cole said.

Most of the redesign changes were cosmetic. Some were to improve the layout and navigation, she added.

Readers who aren't members have access to four free online stories a month.

The switch to a paid website has led to fewer page views at aberdeennews.com, and that was expected, Cole said. But, she said, they have been able to fulfill all ad impressions booked on the site. And the number of e-edition views has increased, she said.

The American News had to delay the date it planned to convert to a paid website because of technical issues external vendors were having, Cole said. But since the switch, things have gone well, she added.

Being either a print subscriber to the American News or having digital membership means more than just excellent coverage of local events and topics of concern to residents of northeast South Dakota. Readers have some extra benefits, including discounted tickets to plays at Northern State University and admission to movies at the Capitol Theater thanks to a partnership with the downtown theater.

In December, 335 people with American News digital memberships or print subscriptions got free tickets to a showing of "It's A Wonderful Life" at the Capitol. And, in the first membership event, 245 readers got discounted tickets to an NSU theater production.

Tyler Oliver, marketing and design manager at the American News, said roughly 700 members/subscribers got tickets for the U.S. Air Force Band concert in October. Another 700 or so took advantage of their memberships and print subscriptions to procure tickets to a U.S. Navy Band concert in March.

And, he said, many readers took advantage of a shred truck offered as a membership/subscriber perk.

American News uses web to enhance 'Black Friday'

By **CALVIN MEN**

The Aberdeen American News

Bringing a better Black Friday experience to subscribers, the American News in Aberdeen, S.D., enlisted the help of readers.

Members of the digital department put out a call asking for volunteers to tweet, take pictures and report from stores while shopping in Aberdeen.

The correspondents were required to be shopping Aberdeen, have a smartphone, post at least ten tweets and submit five photos while out shopping on Black Friday. In addition, applicants were screened to ensure they had active twitter profiles.

The idea was in addition to the traditional coverage with videos of long lines and reporters out in the field.

"We thought 'What would really benefit our readers on Black Friday?' and decided that tweets about lines and deals from the stores would be what shoppers were looking for," said Carrie Cole, digital media manager for the American News. "Plus, it's something you can do while you're waiting in line."

A \$30 gift card was offered as an incentive for the readers to participate, Cole said. The

response was strong and by the Monday before Black Friday, seven shoppers were selected.

Aberdeen, a city with a population of 26,000 and circulation of 13,000, has only a limited number of stores and overlap in the tweets was bound to happen, Cole said.

But with seven shoppers tweeting, there would be variety, she said.

The tweets were managed using the hashtag #blackfridayan and pictures were pulled from Twitter into a gallery for the American News' website and Events App.

The shoppers' biographies were printed in the paper to promote online coverage and the Brown County Events app hosting Black Friday content.

The plan worked as the American News experienced an uptick in pageviews for the apps and website on Black Friday.

The photo gallery from the shoppers generated 20,000 page views alone.

In addition, there was increased traffic on the website on a day that doesn't normally elicit it, Elkins said.

Cole said the model and coverage will likely be used in future.

Awards & Honors

Three recognized for general excellence

SCI newspapers big winners in Indiana

Schurz Communications newspapers won a total of 57 awards, including three general excellence recognitions, in the Hoosier State Press Association 2012 contest announced at the annual awards banquet in Indianapolis Saturday, Dec. 8.

The Bloomington Herald-Times won 23 awards in Division 5, the second largest daily category. The South Bend Tribune won 18 awards in Division 6, for the largest newspapers. The Mooresville/Decatur Times won 11 awards in Division 2, the largest non-daily category. The Martinsville Reporter-Times won three awards in Division 3, the smallest daily category and the Bedford Times-Mail won two awards in Division 4, the next to smallest daily category.

In the General Excellence competition, one of the highest awards presented, Bloomington and South Bend took seconds in their division and the Mooresville/Decatur Times took third in its division.

The Bloomington Herald-Times was one of six finalists in the Story and Photo of the Year competitions that had all divisions competing together. The Story of the Year finalist was a series that looked at the effects of the recession on the Bloomington community. It was produced by the Herald-Times staff and also won first place in the Non-Deadline News category. Herald-Times Photographer Jeremy Hogan's picture of a family dealing with the aftermath of a tornado was a finalist in the Photo of the Year

competition.

Three individuals received special recognition.

Virginia Black and Mary Kate Malone won five awards including the prestigious Ray Moskowitz Awards. The pair also took a first in Best Community Service competition, seconds in Best Special Section and Best News Coverage With No Deadline Pressure and a third in the Best Ongoing News Coverage category.

Amy Hillenburg and Steve Page were responsible for all the awards won by the Mooresville/Decatur Times. Hillenburg won four firsts and a second and Page won three firsts and two thirds.

The winners by property were:

Bloomington Herald-Times

Firsts: Best News Coverage With No Deadline Pressure – staff; Best Business/Economic News Coverage – Rebecca Troyer, Bill Strother and Stewart Moon; Best Short Feature Story – Dann Denny; Best Sports Event Coverage – Dustin Dopirak; Best Sports Commentary – Andy Graham; Best Spot News Photo – Jeremy Hogan; Best Sports Action Photo – Chris Howell; Best Newspaper Design – Penny Reid, Stewart Moon and staff.

Seconds: Best Business/Economic News Coverage – Jon Blau; Best Profile Feature – Dann Denny; Best Spot News Photo – Jeremy Hogan; Best General News Photo – Jeremy Hogan; Best Sports Action Photo – Chris Howell; Best Feature Photo – David

Snodgrass; Best Multiple Picture Group – Chris Howell; Best Business Section – Bill Strother, Carol Kugler and Rod Spaw; General Excellence – Staff.

Thirds: Best Business/Economic News Coverage – Bill Strother; Best Profile Feature – Abby Tonsing; Best Feature Section – Carol Kugler and Stewart Moon; Best Online Site/Web Page – staff.

South Bend Tribune

Firsts: Best In Depth Feature – Virginia Black; Best Sports Event Coverage – Tom Noie; Best Sports Commentary – Al Lesar; Best Sports Action Photo – Robert Franklin; Best Feature Section – Jennifer Ellis and Andrew Hughes; Best Community Service – Virginia Black and Mary Kate Malone.

Seconds: Best News Coverage With No Deadline Pressure – Virginia Black and Mary Kate Malone; Best Editorial Writer – Chris Benninghoff; Best Short Feature Story – Dave Stephens; Best Profile Feature – Tom Noie; Best Sports Action Photo – Robert Franklin; Best Special Section – Virginia Black and Mary Kate Malone; General Excellence – Staff.

Thirds: Best Ongoing News Coverage – Virginia Black and Mary Kate Malone; Best In-Depth Feature – Kim Kilbride; Best Sports Feature Photo – Robert Franklin; Best Sports Section – Staff.

Mooresville/Decatur Times

Firsts: Best News Coverage With No Deadline Pressure – Amy Hillenburg; Best Editorial Writer – Amy Hillenburg; Best Sports Commentary – Steve Page; Best Sports Feature Photo – Steve Page; Best Editorial – Amy Hillenburg; Best Sports Page – Steve Page and Scott Roberts.

Seconds: Best News Coverage With No Deadline Pressure – Amy Hillenburg; Best Business Feature – Amy Hillenburg.

Thirds: Best Sports Event Coverage – Steve Page; Best Sports Action Photo – Steve Page; General Excellence – Staff.

Martinsville Reporter-Times

Firsts: Best Editorial – Brian Culp; Best Business Section – Staff.

Second: Best Sports Section – Julie Varnell and Scott Roberts.

Bedford Times-Mail

Firsts: Best Sports Commentary – Bob Bridge; Best Sports Action Photo – Garet Cobb.

KTUU-TV Photographers NPPA awards winners

By BRAD HILLWIG

KTUU-TV, Anchorage, Alaska

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

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

In the National Press Photographers Association 2nd Quarter contest, several

KTUU photographers earned awards in the West General Region:

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

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

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

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

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

Vaught wins Kentucky sports media award

By GARY MOYERS

Danville Advocate-Messenger

Long-time Advocate-Messenger sports editor Larry Vaught has been named the 2013 Tom Hammond Kentucky Sports Media Award winner by the Bluegrass Sports Commission.

Vaught, sports editor at The Advocate since 1996 after working under his father, the late Bill Vaught, since 1975, will be recognized at a banquet along with fellow honorees Dick Enberg, the late Louis Stout, and Ted Bassett on Jan. 31, 2013, at the Marriott Resort & Spa in Lexington.

“These award recipients are some of Kentucky’s greatest ambassadors – individuals who have and continue to promote this state around the country and the world,” said Dr. Pearse Lyons, president and founder of Alltech, presenting sponsor of the awards.

Pearse’s remarks were included in a press release from the Commission.

According to the release, the presentation “will feature five prestigious awards given out as a celebration of Kentucky’s rich sports



LARRY VAUGHT
ADVOCATE-
MESSENGER
SPORTS
EDITOR

tradition, highlighting the achievements of those who have made an impact on the lives of Kentuckians.”

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

Vaught has served as the president of the Kentucky Sports Writers Association and third vice president of the national Associated Press Sports Editors Association. He is a member of the Danville High

School’s Athletic Hall of Fame and the 12th Region Hall of Fame, and in 2010 was inducted into the Kentucky High School Athletic Association Hall of Fame. Vaught is also a six-time winner of Kentucky’s National Sportswriter of the Year, which is named by the National Sportscasters and Sportswriters Association.

“This year’s Bluegrass Sports Commission award winners are an incredibly talented and deserving group. We are very proud that Larry Vaught is one of the recipients and recognize the impact he has within our state,” said Scott Schurz Jr., president, editor and publisher of The Advocate-Messenger.

The Young Sports Award and Kentucky Sports Media Award winners were selected by the Bluegrass Sports Awards Committee from a list of nominations submitted by the general public and Kentucky sports media members, respectively. The Tom Hammond Award and the Jim Host Sports Business Award winners were nominated and selected by the committee.

SCI newspapers win 15 HSPA ad contest awards

Schurz Communication Indiana properties won 15 awards in the Hoosier State Press Association 2012 advertising awards competition.

The Bloomington Herald-Times won 10 awards, including three firsts. The Bedford Times-Mail won three awards and the Martinsville Reporter-Times won two.

Six individuals were multiple winners, Kurt Felts, Kathy Parrott, Perla Mateo-Lujan, Andy Lehman and Shannon Pridemore from the Herald-Times, Ellen Ware from the Times-Mail and Duke Freeman from the Reporter-Times.

The winners by property were:

Bloomington Herald-Times

First — Real Estate, Kathy Parrott; Online Display Advertising, Janine Tjardes and Chad Giddens.

Second — Professional Services, Kurt Felts; Real Estate, Kathy Parrott; Recruitment and Other, Stacey Toal and Perla Mateo-Lujan; Fashion and Personal Care, Andy Lehman and Susan Rannochio; Non-inserted Niche Publications, Kathryn Gardner and Andy Lehman.

Third — Automotive, Kurt Felts; Non-inserted Niche Publications, Laurie Ragle and Shannon Pridemore; Non-ROP and Non-traditional Revenue Products, Roger Hartwell and Shannon Pridemore.

Bedford Times-Mail

First — Home and Garden, Ellen Ware; Political, Melissa Fields and Perla Mateo-Lujan.

Third — Food and Drug, Ellen Ware and Tony Brown.

Martinsville Reporter-Times

First — Medical, Duke Freeman.

Third — Multiple Advertiser With Common Theme, Duke Freeman.

WSBT stations winners in broadcasters contest



TAYLOR

WSBT Radio was in competition with stations in the South

Bend, Evansville, Fort Wayne, Terre Haute, Muncie and Lafayette markets and won first place for WSBT-AM’s “WSBT Radio Sports” with Darin Pritchett, Rick Carter and Eric Hansen.

WSBT-TV had competition from all over the state of Indiana, with the exception of the Indianapolis metro market, and Josh Taylor won first and second place in the Commercial competition for his “Real Men of Cheapness” (first) and “Monteith Tire” (second) spots.

The Indiana Broadcasters Association 25th Annual Spectrum Awards were handed out November 10 in Indianapolis and WSBT Radio and WSBT-TV were both winners.

The Spectrum Awards recognize broadcast excellence for outstanding achievement in broadcasting by Indiana radio and television stations in the areas of reporting, community service and production creativity. Awards are made in several categories and are separated for large, medium, and small market stations.



SCI editorial contest winners announced

The results have been announced for the editorial and photojournalist contest covering the second third of the year.

Judges for the contest were from the staffs of The Oklahoman, Bellville, IL News-Democrat, Associated Press, Kansas City Star, Wichita Eagle and the Arlington Heights, IL Herald.

The winners and their categories were:

WATCHDOG REPORTING

Judge: Gary Dotson, City Editor, Belleville News-Democrat

Daily Division

First place -- Jon Blau and Victoria Ison, The Bloomington Herald-Times. "Homeless & Crime"

Judges Comments: Team reporting by Jon Blau and Victoria Ison produced an interesting and thorough look at how one community, through its charitable actions, winds up being penalized. The reporters not only presented the problem in stark terms but also attempted to offer solutions. The writing was crisp and the topic well-researched and well-presented.

Second place -- Julie E. Greene, The Hagerstown Herald-Mail. "Fairplay Fire Co. to address response concerns"

Honorable mention -- Jon Blau, The Bloomington Herald-Times. "Reel Estate: Traditional Nigerian online fraud schemes expand into rental market"

Honorable mention: Erin Blasko, South Bend Tribune. "State: Casino charges found on township credit card"

EXPLANATORY/SENSE-MAKING REPORTING

Judge: Jay F. Marks, Business Writer, The Oklahoman

Daily Division

First place--Virginia Black, South Bend Tribune. "Hungry for Relief"

Judges Comments: A thoroughly enlightening look at a little-known chromosomal disorder that causes insatiable hunger and a variety of challenges for affected people and their families

Second place--Jon Blau, The Bloomington Herald-Times. "Thinning the Herd"

Honorable mention: Margaret Fosmoe, South Bend Tribune. "Educating students about loan debt"

Honorable mention: Joseph Dits, South Bend Tribune. "More psychiatrists needed"

Weekly Division

First place--Ben Kleppinger, The Interior-Journal, Stanford, KY. "911 funding."

Second place--Ben Kleppinger, The Interior-Journal. "Empty houses weigh on Lincoln."

LOCALIZATION OF A NATIONAL OR REGIONAL STORY

Judge: George Garties, Associated Press bureau chief for Illinois, Indiana and Wisconsin

First place--Arnold S. Platou, The Hagerstown Herald-Mail. "Signs of rebirth, hope seen for local businesses"

Judges Comments: Platou took an ambitious look at how the national economic story is playing out at home by digging into one oft-cited measure of the economy: small businesses. Using county business permit records, he showed that the number of businesses licensed in the county is below historical levels, but that entrepreneurs do continue to start and buy businesses, if at lower levels.

Second place--Aberdeen American News, John Papendick. "Olympics feature".

PERSONALITY PROFILE

Judge: Steve Shirk, Managing Editor, The Kansas City Star

First place--Laura Gonzales, Imperial Valley Press, El Centro, CA.

Judges Comments: Laura delivered a nice, uplifting and timely package of snapshots of graduating seniors. What she gave up in depth of any one individual was made up for by the scope of the project. The print effort married well with an impressive online package.

Second place--Julie E. Greene, The Hagerstown Herald-Mail.

BREAKING NEWS COVERAGE

Judge: Sherry Chisenhall, editor of The Wichita Eagle

First place--Staff of Imperial Valley Press, El Centro, CA. "Quakes strike Brawley"

Judges Comments: Reporters and photographers used an impressive array of 21st-century reporting tools for first-day coverage of a series of earthquakes that rolled through Brawley, Calif. On a non-print-publication day, the staff turned its attention to multiple digital channels to share news with the community and provide public service reporting.

Second place--Jennifer Fitch, The Hagerstown Herald-Mail. "Pa. man charged in triple slaying"

SPORTS WRITING

Judge: Jenni Carlson, sports columnist, The Oklahoman

First place--Mike Miller, The Bloomington Herald-Times. "A balloon for Jeremy"

Judges Comments: A touching story of a high school football player and his sick brother. Mike writes it powerfully, starting with a lead that paints a clear picture and foreshadows what is about to come. The writing is clean and clear, and that makes for a well-told story. Storytelling is often lost in today's era of cutbacks, but Mike's story is a reminder of the good storytelling that we can and should do.

Second place--Al Lesar, South Bend Tribune. "Perfecting a presence"

Honorable mention: Tyler James, South Bend Tribune. "The Son Shines"

Honorable mention: Eric Hansen, South Bend Tribune. "A Promise Kept Fuels Lewis-Moore's Vision Quest"

COMMENTARY

Judge: J.E. McReynolds, Opinion Editor, The Oklahoman

First place--Alicia Notarianni, The Hagerstown Herald-Mail

Judges Comments: Beautiful exposition on a universal theme: A child's departure from the nest to his future in college and beyond. A mother's recount of an all-too-swift childhood transitioning into adulthood. Sweet and memorable but not overly sentimental.

Second place--John Nelson, The Danville Advocate-Messenger

Honorable mention--Bob Zaltsberg, The Bloomington Herald-Times

MOST COMPELLING DESIGN OF PAGE 1

Judge: Sherry Chisenhall, editor of The Wichita Eagle

First place--Penny Reid and Stewart Moon, TheBloomington Herald-Times

Judges Comments: Both front pages were excellent examples of using alternative story-telling formats in lively, vibrant packages that anchor the page. The "traffic hot spots" package was an outstanding blend of small graphic elements, fact-box content, photographs and maps, perfectly stitched together to move readers through the story concepts and down the page. Well done, with a pleasing color pallet that made for a package that is easy on the eye rather than one that feels like unrelated elements fired like buckshot – exactly how this type of story-telling form should work.

(Continued on next page)

KTUU-TV Sweeps 2012 Goldie awards

By BRAD HILLWIG

KTUU-TV, Anchorage, AK

Each year the Alaska Broadcasting Association recognizes the best in Alaska television and radio at the Goldie Awards banquet in downtown Anchorage.

This year, KTUU Channel 2's talented team was on full display, as the station took home awards in journalism, commercial production, promotion and service to the community.

Channel 2 received a Goldie for Best Television Newscast for "The Newshour" with Anchors Maria Downey and Mike

SCI editorial contest winners announced

(Continued from previous page)

Second place--Adelle Mapilis and Peggy Dale, Imperial Valley Press, El Centro, CA

DIGITAL SUCCESS STORY

Judge: Joe Hight, director of information and development, The Oklahoman/NewsOK.com

First place—Aberdeen American News, staff. Brown County Fair Coverage

Judges Comments: Wow, what an incredible effort to cover a fair! The Aberdeen News used traditional and innovative efforts to provide the best possible coverage for its readers and audience. This included launching a new app for the week of the fair that generated revenue. An impressive and well-planned effort! No wonder that it generated nearly 740,000 page views during the week.

Second place--Bill Strother and Carol Kugler, The Bloomington Herald-Times.

Kitchen Know-how videos using new HTLive page application:

The Visual Contest for May through August was judged by the photo staff at the Daily Herald in Arlington Heights, IL: Joe Lewnard, Bill Zars and Bob Chwedyk

The winners were:

News & Feature:

First -- Elizabeth Varin, Imperial Valley Press, El Centro, CA – Storm.

Second -- Eric Miller, Imperial Valley Press, El Centro, CA – Rain on Main

Honorable Mention -- John Davis, Aberdeen, SD News - Go Pig Go

Honorable Mention -- Chris Howell, Bloomington, IN Herald-Times – Horse Pull

Honorable Mention -- Chris Howell, Bloomington, IN Herald-Times – Standoff

Sports:

First -- Rich Janzaruk, Bedford, IN Times-Mail – Track

Ross, News Director Tracy Sabo, Executive Producer Clinton Bennett, Producers Ashleigh Ebert and Jordana Anderson, and Director David DeGraffenreid.

Channel 2 was also awarded Goldies for two different television commercials, one public-service announcement, and one promotional announcement. The employees recognized for their work were Producers Jeff Dowd, Kim Daehnke, Barry Sowinski, and Brad Hillwig; Editor Todd Dean; and Graphics Designer Colin Lamar.

Reporter Jason Lamb took home four Goldie awards in various television categories,

including best Breaking News Story for "You Could Hear It," a tense account of a house dangerously close to falling into the Matanuska River due to devastating erosion. Lamb was also awarded a best News Story Goldie for the piece "Democracy Fell Short," which detailed the public's outrage over a voting ballot shortage during a municipal election. Photojournalist Shawn Wilson collaborated with Lamb to claim a Goldie Award for Best Entertainment/Comedy Feature for their story about Stubbs, the cat mayor in the quirky small town of Talkeetna, Alaska. Finally, Lamb and Photojournalist Dan Carpenter were awarded a best News Investigative Reporting Goldie for "School Meal Nutrition," a piece examining the nutritional facts behind what students are eating in after-school programs.

Carpenter also received a Goldie Award for his News Feature "Kwethluk Children's Home," a personal tale about a Moravian children's home near the village of Kwethluk, Alaska, told through the eyes of one of its former residents.

Producer Tracy Sinclair, Director David DeGraffenreid, Announcer Kevin Wells, and Syntax Productions took home a Live Sports Event Goldie Award for "Iron Dog - Live Start."

KTUU also won a Service to Community Goldie Award for "The 49th Report: A Night of Hope," which was a special report addressing Alaska's hidden suicide epidemic. Host Steve MacDonald, Producer Clinton Bennett, Reporter Rhonda McBride, and Photojournalist Eric Sowl were the recipients of this award.

Other Goldie recipients from KTUU Channel 2 by categories were.

Television Commercial \$500 or less Division 1: "Sadler's - Victoria On Facebook".

Jeff Dowd and Colin Lamar.

Television Commercial \$500 or more Division 1: "Central Peninsula Hospital - First in the State". Kim Daehnke, Todd Dean, Kim Daehnke and Colin Lamar

TV Public Service Announcement :60 or less, Single Entry Division I: "Cook Inlet Tribal Council - Native Youth Olympics". Barry Sowinski.

TV Best Promotional Announcement :60 or less, Single Entry Division I: "Alaska". Brad Hillwig .

TV Best Television Newscast Division 1: "The Newshour". Tracy Sabo, Mike Ross, Maria Downey, Clinton Bennett, Ashleigh Ebert, Jordana Anderson and David DeGraffenreid.

Second -- Gareth Cobb, Bedford, IN Times-Mail – Race

Honorable Mention -- Jeremy Hogan, Bloomington, IN Herald-Times – Long Jump

Honorable Mention -- John Davis, Aberdeen, SD News – Loosing Face

Multimedia

First -- Clay Jackson, Danville, KY Advocate Messenger – "Yell Like Turtleman" at county fair <http://vimeo.com/45374473>

Second -- Elizabeth Varin, Imperial Valley Press, El Centro, CA – Storm rescue of driver caught in flooded river

Honorable Mention -- Eric Miller , Imperial Valley Press, El Centro, CA - Craft Beer

Gaylord's Parshall second in Inland

Gaylord, MI Herald Times staff writer Lorene Parshall won a second place award in the Explanatory Reporting category in the Inland Press Association's Journalism Contest.

She won for her story remembering the 1937 sit-down strike at an automobile plant in Flint, Michigan.

Parshall was also among the Herald Times winners in the 2012 Michigan Press Association Better Newspaper Contest.



PARSHALL

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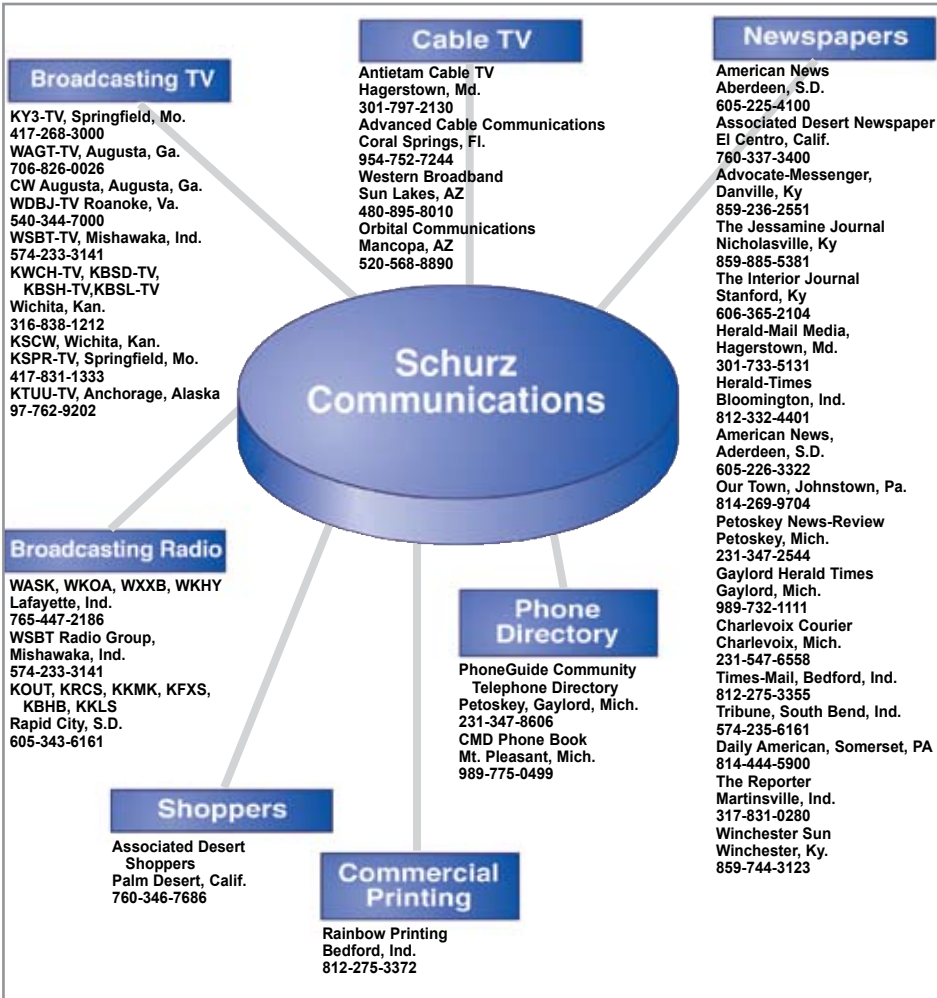
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Schurz Communicator

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