

Schurz **COMMUNICATOR**

July 2013



Studebaker Museum honors SCI

~ Stories page 4

What's on the inside

Gene Hale, chief engineer at WSBT in Mishawaka, celebrated his 40th anniversary in May. Hale has been a part of some great WSBT history since joining the company while still in high school. **Page 9.**



Senior management at Schurz Communications Inc. made the decision in May to switch to a new corporate logo. It has SCI wrapped together on top of Schurz Communications in block letters. **Page 15.**



The new column in the Communicator being written by

Martin Switalski, SCI Vice President HR/Administration, is on **Page 21.** He writes about the new Human Resources Department and suggests it could use another name.



Brian Whipkey, editor at the



Somerset PA Daily American has been inducted into the Rockwood, PA High School Hall of Fame. Whipkey graduated in 1986 and went on to Indiana University of Pennsylvania. He joined the Daily

American in 1990. **Page 22.**

Michelle Wright has been named the new Vice President of Information Technology at Schurz Communications. A graduate of the University of New Mexico she joined SCI in 2012, coming from CUNA Mutual Insurance where she was a Senior Consultant. **Page 27.**



FROM THE EDITOR

When powerful tornadoes spread havoc over Moore, Oklahoma in late May the Schurz Communications properties in "tornado alley" felt it was essential that they send crews to the site to provide their viewers with pictures of the devastation, tell the stories of those effected and explain how viewers could help.

Moore was well outside the service area of the stations but this was no deterrent. **Stories on pages 6 ad 16.**

KWCH-TV in Wichita, KA sent Lauren Seabrook and Gene Taylor. The team from KY-TV in Springfield, MO was Emily Wood, Robin Yancey and Jim Hankins. The KSPR crew was Joanna Small and Brandon Foster.

Going the extra mile is a tradition at Schurz Communication properties and why they have a documented record of performing well in contests.

The past three months were no exception, topped off by KSPR-TV in Springfield, MO winning a national Edward R. Murrow award for Best Small Market Newscast. Story on page 29. The winning newscast was of KSPR's coverage of tornadoes that hit southwest Missouri on Leap Day 2012.

Three other SCI stations won Regional Murrow awards... WDBJ7 in Roanoke, VA, KWCH 12 in Wichita, KA that won two Murrows and KY3-TV in Springfield, MO.

These are just a sample of the remarkable award production by SCI properties.

The Hagerstown Herald-Mail won best of show and 19 other awards in the Maryland-Delaware-D.C. Press Association contest (Story on page 31). WSBT had a near sweep in the Associated Press Broadcast contest with 22 radio and TV awards (Story on page 30). KSPR-TV scored another coupe by taking the TV Station of the Year award in the Kansas City Press Club Contest (Story on page 28). SCI's Indiana properties collected 29 awards in the Indiana Associated Press Contest (Story on page 28). KY3 and KSPR won 19 awards in the Missouri Broadcast Association contest (Story on page 31). The Aberdeen American News won 15 awards in the South Dakota Newspaper Association contest (Story on page 30).

Innovation is a thread that runs through this issue of the Communicator.

It begins with a story on page 4 of SCI forging a unique partnership to launch a new content management system (CMS). Town News will be handling the newspaper and radio properties and Internet Broadcasting the television stations. The change will result in a new look for websites. The South Bend Tribune and WDBJ in Koanoke, VA are the beta sites. Story on page 4.

Next is a story on page 7 about WDBJ7 in Roanoke, VA launching an Innovation Team to help meet the challenge of a rapidly changing media world. The Innovation Team is the funnel through which employee generated ideas flow, meeting bi-weekly to examine proposals and decide which ones to move forward.

Digital innovations are the focus of the Digital Delivery section on pages 10 and 11. Ideas featured are from the Bloomington, IN Herald-Times, the Aberdeen SD American News, KTUU-TV in Anchorage, Alaska and KY3, Inc. in Springfield, MO.

--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 are being produced. Between 10 and 35 printed copies are sent to each SCI property and single copies are mailed to retirees.

On the cover

Todd Schurz, President and Chief Executive Officer of Schurz Communications, Inc., receives the award as Schurz Communications Inc., was inducted to the Hall of Champions at the Sudebaker National Museum in South Bend. Presenting the award is Ginger and Brian Lake (center) and Arthur J. Decio (right).

Learning valuable lessons from customers

By **TODD F. SCHURZ**
President/CEO

Schurz Communications Inc.

As a student, I always particularly enjoyed the days when we would take school field trips. It was more than just a day away from the classroom; it was the opportunity to see and learn something new.

Organizations offer valuable lessons for our company.

four valuable lessons for our company.

Let me start by briefly introducing the organizations:

--Alaska Communications today is a telecommunications company that provides a wide range of services, including wireline telephony, high speed Internet, wireless, information technology solutions, data centers, and wireless; it began in Juneau, Alaska in 1893.

-- NANA is an Alaska Native corporation that was established in 1971; its mission is to improve the lives of its shareholders, the Inupiaq Eskimo people. It is involved in a number of industries, including engineering and construction, resource development, information technology and telecommunications, facilities management and logistics, and real estate and hotel development.

--United Telecom started as a telephone company in rural western Kansas in 1951; it now offers wireline, broadband, video, and wireless (4G LTE technology).

Lesson #1: Each of the organizations has gone through profound business changes and had to gradually evolve or rapidly transform themselves - and those changes continue.

Wireline telephone service, the founding business for rural telephone companies, is already unprofitable for one of these companies, and that is before the planned changes to and reductions in fees from the Universal Service Fund.

Another company used to receive tens of millions of dollars from a national cellular phone company in roaming fees on its network; that national player has now entered their market, and those fees will be drastically reduced.

While it is fine to review our progress to date, we also need to continue to adapt in response to our customers to ensure our future.

Lesson #2: While we still need to make and execute plans, we also need to acknowledge that we cannot predict the future, so we need to be ready for something that might change the game.

NANA set a goal to grow revenues from \$68 million to over one billion dollars. As they thought about different strategies and tactics, they realized that they did not have an idea that would achieve that goal.

One of their member directors gave a sound piece of advice: "something will happen" that will change everything. That "something" turned out to be the terrorist attacks on September 11 and the resulting changes in government spending and contracting.

NANA today has projects on four continents in eight countries, 11,500 employees, and \$1.8 billion in revenue.

NANA was ready when the opportunity arose because they knew where they wanted to be long-term.

Our company has not set a specific financial goal as NANA, but we certainly have goals related to being the most preferred local media outlet - traditional and digital - and providing the best customer service in our markets.

Lesson #3: All of these changes and uncertainty have led to more

One of the great privileges of my position is to meet our customers and community partners when I travel to our local operations. In the past month, I had the chance to visit with three organizations that offer



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

complex relationships. Each of the three organizations on my field trips advertise with our company, so they are customers. Our companies also use some of them for services, so we are customers. In addition, we work with them on community sponsorships or events, so we are collaborators. We also are talking about potential joint ventures, so that makes us partners. And, finally, some of them sell advertising and other services that rival ours, so that makes us competitors.

I think these multi-layered and complicated relationships will be the norm. We need to be willing to engage in a number of discussions about a wide variety of issues (with the notable exception of anything that might violate our values or industry regulations and federal and state laws), and we need to clearly delineate what each party wants or needs from each other.

Lesson #4: In the midst of these changes, there remains a consistent sense of purpose and mission. I particularly like the following from NANA:

"When you do business with NANA, you're doing more than ensuring the success of your next business venture. You're helping to create employment, training and educational opportunities for NANA shareholders, preserving an important indigenous culture, investing in NANA communities, and ensuring the future of a people."

Alaska Communications is not as eloquent but is equally clear: "We will be the most successful broadband solutions company in Alaska by delivering the best customer experience in the markets we choose to serve."

I like to think any organization as committed to local journalism, local communities and customers as ours has a clear sense of mission as well.

Most of us already knew these lessons, but there were also some new twists for me. Let me encourage you to take a field trip and see what old lessons will be reinforced and what new things you will discover.

Be ready for something that might change the game

Iconic family recognizes iconic family

Studebaker Museum honors SCI

One iconic South Bend family company honored another iconic South Bend family company in April when the Studebaker National Museum honored Schurz Communications at its 12th annual Hall of Champions dinner at the museum.

The honor is bestowed on an outstanding individual or company that has contributed to the success of the Studebaker Corporation, the Studebaker National Museum, the transportation industry or the auto collection hobby in an extraordinary way or a South Bend area pioneering business which exemplifies the entrepreneurial spirit of the Studebaker family – a description that certainly fits Schurz Communications.

Members of the Schurz family, along with representatives from WSBT TV, WSBT Radio and the South Bend Tribune, were on hand to receive the honor.

WSBT-TV's Creative Services staff produced a video encompassing the history of Schurz Communications, which was played during

the evening.

SCI and its properties were selected for the honor because of their service to the community and the museum, according to a news release from the museum.

The Schurz Foundation, funded with profits from SCI companies, has been a generous supporter of the museum's initial capital campaign and various projects, including restoration of President Lincoln's carriage.

In 1872, two brothers-in-law — Alfred B. Miller and Elmer Crockett — founded the South Bend Tribune. Descendants of the family later launched the TV and radio stations. Last year marked a milestone for the companies: The Tribune turned 140 years old, WSBT Radio celebrated 90 years and WSBT-TV marked its 60th anniversary.

Honorary chairs of the dinner were Arthur J. Decio, and Brian and Ginger Lake. The general chairs were Paul and Deborah Cafiero.

Studebaker founded in South Bend in 1852

On Feb. 16, 1852, Henry and Clement Studebaker opened the H & C Studebaker Blacksmith Shop at the corner of Michigan and Jefferson streets in South Bend, IN

The shop evolved into the Studebaker Brothers Manufacturing Company and then to just the Studebaker Corporation, an icon in the automobile industry for nearly half a century.

Younger brothers Peter, John Mohler and Jacob joined the business soon after it started as it moved into the wagon and buggy business, becoming the largest manufacturer in the world.

Sensing new opportunities for the future the Studebakers entered the automobile market with an electric car in 1902. Thomas Edison purchased the second electric car made.

Gasoline powered models arrived in 1904 as Studebaker offered a full line of horse drawn and self propelled vehicles until 1920. During this era, Studebaker automobiles were produced in Detroit, Mich. while the South Bend plant remained dedicated to horse drawn vehicles.

Horse drawn production ended in 1920 and during this decade Studebaker began shifting automobile production from Detroit to South Bend.

Although the 1920s were very profitable years for Studebaker, the effects of the Great Depression were devastating in the 1930s and the company entered receivership in 1933. Company vice presidents Paul Hoffman and Harold Vance were appointed receivers and led the company back to solvency in 1935.

In 1936, Studebaker retained Raymond Loewy Associates to oversee its design



Production of Studebaker's iconic "bullet nose" vehicles began in the 1950s.

department. Loewy and his team created many Studebaker icons over the years including the 1939 Champion, the 1947 Starlight Coupe, the 1950 Bullet Nose, the 1953 Starliner Hardtop and the 1963 Avanti.

The onset of World War II saw Studebaker switch production to military vehicles and equipment as it had for every conflict since the Civil War. Studebaker's World War II defense contracts involved the production of B-17 Flying Fortress engines, US6 6x6 military trucks and the amphibious M29C Weasel.

Following the war, Studebaker introduced all new styling for the 1947 model year and established itself as the styling leader in the U.S. automobile industry. The 1950s introduced the famous "bullet nose" styling and 1951 marked the introduction of the V8 engine.

Despite its reputation as a styling leader, Studebaker faced intense competition in the 1950s and saw declining sales. In 1954 it merged with the Packard Motor Company, but Studebaker-Packard would fare no better. The Packard brand was terminated in 1958.

Studebaker rebounded in 1959 with the introduction of the compact Lark. Competition emerged immediately in this

field and Studebaker slid back into the red.

Studebaker rebounded again in 1962 with the introduction of the sporty Avanti, but the company's financial woes quickly returned. In 1963 the South Bend production plant was closed. Production at the Hamilton, Ontario, Canada plant continued for three more years until it was closed on March 17, 1966.

The Studebaker National Museum carries forward the legacy of the famous company. The museum was started in the late 19th Century when Clement Studebaker purchased the Studebaker carriage that had been used by President Abraham Lincoln.

By the 1960s the museum's collection included 37 vehicles and included four presidential carriages, the first and last automobiles built at the South Bend plant and the last Studebaker ever built.

The Studebaker National Museum Archives contain the surviving corporate archives of the Studebaker Corporation, the Packard Motor Car Company and other South Bend area industries.

The Museum's collection includes over 120 vehicles, with 70 on display at one time.

Content management system provides changes

SCI has forged a unique partnership

By **MICHAEL DEPP**
NetNewsCheck

In a move that could signal an evolutionary shift in media companies' content management system (CMS) thinking, Schurz Communications has inked a deal with Internet Broadcasting and TownNews.com to take over the CMSs at its broadcast, newspaper and radio properties.

The three-way partnership, the first to integrate two CMS providers, will see IB taking over Schurz's TV websites, while TownNews will power the back end of the company's newspaper and radio properties. The shift began in April.

"There's a lot of upshot here," said Kerry Oslund, Vice President of Digital for Schurz, of the move. "One is working with two best of breed companies acting as one."

That "acting as one" component will be perhaps the most compelling aspect to industry watchers as competition between CMS providers intensifies yet remains largely balkanized by their focus on different legacy platforms.

"Nobody out there could meet all of our requirements," Oslund said, "however, together IB and TownNews could meet our requirements and then some."

Among those requirements was a solid back-end content bridge between Schurz properties, which include 19 newspapers, nine television stations and 15 radio stations and other media companies that will be part of a new "content federation".

That content federation will have a footprint of more than 60 markets across the U.S., in which participating partners are using IB or TownNews CMSs. Rather than operating on a revenue share agreement, Oslund said it will be driven by an SEO-based currency using canonical tagging.

"Currency doesn't have to be cash," Oslund said. "The more our stories get picked up by a partner market, the more credit we get from the search engines as content originators."

That content alliance, which Oslund perceives will be joined by other media partners, has almost no market conflicts in its initial rollout, he noted, and it will focus on state and regional content.

On the CMS side, Oslund said that one of IB's and TownNews' most challenging tasks at the beginning of the transition will be handling rights management of content shared between respective properties so that it can flow seamlessly. Metadata associated with

Tribune gets a new look



each content object will determine whether or not it is shareable and with whom.

Another is integration of other technologies such as transaction solutions, which TownNews can provide given its many newspaper clients adopting paywalls, while broadcast-centric IB, which is owned by a group of investors including Hearst Television and Post Newsweek Stations, cannot.

"We contemplate a world where broadcasters may want to put up a pay meter around something or charge for access to some-

thing," Oslund said. "Right now, they can't because they don't have the technology."

However, he says the meter has a dormant switch that broadcasters should have the capacity to flip in the right content context.

Schurz began the rollout of the new system with The Tribune in South Bend, IN, on the TownNews side and WDBJ in Roanoke, VA with IB on the broadcast side.

"They're the pioneers, so they're going to take a few arrows in the transition," Oslund said. "It's never perfectly seamless."

The rollout will continue in full force across the company in the third quarter and conclude by the fourth quarter, he added.

Users, however, are unlikely to notice the shift, as Schurz selected near-identical templates to which to migrate the sites and the move won't bring with it a switch to responsive design. Not yet, at least.

"Quite frankly, we are going to wait for the business model to catch up," Oslund said. "The ad delivery model has not caught up with the user interface side of the house."

He anticipates that Schurz may adopt responsive design for its sites next year.

The IB/TownNews shift will also see Schurz moving to a new video solution that caps both platforms and is still coming together. And Oslund said it will also put Schurz in a more aggressive position to evolve its mobile platforms, as the company has seen its mobile traffic cross the tipping point with 52 percent of its overall traffic companywide now coming through the mobile side.

As to why Schurz's radio sites would move to TownNews' CMS rather than IB's, Oslund said that the company felt there might be more opportunities for radio sites if they behave in a more transactional mode like newspaper sites. He pointed to TownNews' classified strengths as adaptable, for instance, in a more vertical capacity.

For all the technological compatible strengths that the deal is bringing to bear for Schurz, however, Oslund added that there was one business-side upshot as well: A single bill.

"We'd like to stay focused on content production and revenue production and not so much on paperwork," he said.

Meanwhile, IB and TownNews will be focused on the partnership's implications for the larger market even as they hash through the myriad details of its execution.

Great American Brass Band Festival in 24th year Danville music event still popular

By JENNIFER BRUMMETT
Danville Advocate-Messenger

The Danville, KY Advocate-Messenger, which is a major sponsor of The Great American Brass Band Festival, said the GABBF Facebook page was overflowing with warmth and bonhomie after the 24th annual happening June 7, 8 and 9.

Jason Casanova wrote “Great time at The Great American Brass Band Festival this weekend! (Met) a lot of cool people, caught up with some friends, and played some great music!”

Festival Executive Director Niki Kinkade echoed the positive vibes of the Facebook posts.

“It was fantastic. ... We felt very happy (even) with the weather — the rain that did come on Sunday really was toward the end,” she explained.

“We were able to put the last band on the Norton Center stage, which made for some fun improvisation for the band.”

John Albright, a member of the GABBF committee, said he didn't see a lot of green grass during the weekend — presumably because it was covered up with festival attendees. About 45,000 attended this year's Great American Brass Band Festival, Kinkade estimated, which was up from the past six or seven years, where attendance hovered at about 40,000.

Kinkade added the rain Sunday probably kept people from attending the festival that day — but not too many.

With more than 50 performers filling the Norton Center stage, the grand finale Sunday was nothing short of grand.

Performers included the Commonwealth Trombones, the Black Dyke Band Youth Trombone Quartet, the Lexington Brass Band and featured members of other festival groups for the hour-long show.

Keeping with the main theme of the festival, the finale showcased more than 25 trombonists with guest soloists Wycliffe Gordon, Brett Baker and Scott Hartmann. Together, the featured bands and soloists performed seven main pieces ranging from patriotic compositions like “The Volunteer” and “The Star Spangled Banner” to more traditional brass pieces such as “Fanfare for the Vienna Philharmonic” and a Spanish march.

As a current member of the Millennium Brass ensemble and a past member of Empire Brass, Scott Hartmann has been no stranger to GABBF over the years. However, for Hartmann, this year's festival was particularly enjoyable.

“As a trombone player, I'm rather partial to this festival compared to the ones in the past. Trombones are normally background instruments so it was nice to have a chance to be in the forefront,” Hartmann said. “Every performer did a wonderful job, and it seemed like the audience really enjoyed it.”

Other performers, such as David Henderson, echoed Hartmann's sentiments. Despite this year being Henderson's 24th time at the festival, it was his first as a member of the Commonwealth Trombones.

Even as the festival came to its close, performers were already discussing future festivals and the importance of GABBF.

“This festival is a wonderful reminder of old small-town traditions,” Henderson said. “Danville is a perfect town to represent the impotence of this tradition, and this festival is the best example of it.”

Staff interns Sarah Cornett and Alden Homrich contributed to this story.



At the Great American Brass Band Festival parade at Danville, KY, the crowd was three to four deep along Main Street. And just like the past 23 years, the crowd fell in behind the last band and marched to the main stage to begin enjoying the day's brass band music. Photo by Clay Jackson



KY3 News broadcasts live from Moore

5 p.m. anchor Emily Wood (pictured here), photographer Robin Yancey and Jim Hankins, from KY3-TV in Springfield, MO, traveled to Moore, Oklahoma to cover the recovery from the EF-5 tornado. Wood, pictured here, anchored coverage live for the 5, 6, 9 and 10 p.m. newscasts using their newly upgraded HD satellite truck. Yancey shot and cut natural sound stories for KY3's Ozarks Today.

Innovation team launched at WDBJ7

By JIM McCABE

WDBJ7, Roanoke, VA

With the media world changing at moment's notice, WDBJ7 kicked off 2013 by introducing an Innovation Team.

This team has representatives from each of the departments and has been charged with overseeing WDBJ7's quest for station innovation.

Merriam-Webster defines innovation as the introduction of something new; a new idea, method, or device.

Trying to be innovative from a local television station's perspective can be a bit overwhelming. With Mobile TV, Netflix, Aereo, Watch ABC app, and The Hopper (just to name a few) there are numerous concerns and opportunities within the industry.

To pull from Stephen Covey's bestselling novel, "The Seven Habits of Highly Effective People," the problems, challenges, and opportunities we face fall into two areas--Circle of Concern and Circle of Influence. We could focus our efforts in the Circle of Concern--things over which we have little or no control: the national debt, terrorism, Mobile TV, the Hopper, etc.

We choose to focus our efforts on our Circle of Influence.

WDBJ7's Innovation team works on the things it can do something about: does this innovative idea save us money, make us money, and/or increase our viewership. Gaining an awareness of the areas in which we expend our energies is a giant step in becoming both proactive and innovative.

The team is now meeting on a bi-weekly basis and has reviewed over seventy-five ideas that have been submitted to the team from station employees.

Any employee submitting an idea and meeting the submission requirement of potentially saving us money, making us money or increasing viewership is automatically awarded a pair of movie tickets to a local theatre. Only the ideas that look like would have an immediate impact are pursued and advanced up to our General Manager, Jeff Marks.

During the 2013 1st quarter we had two winning ideas that were awarded an Idea Trophy along with a gift card. The winning ideas were:

--Live Stream all newscasts on website and mobile and sell/air different set of commercials to target people on the go. (Brent Watts



The Innovation Team launched at WDBJ7 is made up of representatives of different departments and meets bi-weekly. Left to right are Jim McCabe, Lori Richardson, Brian Britt, Brent Watts and Gena Fuqua.

submitted)--this is going to be happening soon according to Kelly Zuber, we are going to be a test station. New commercials equal new revenue.

--Energy savings research with studio lights during peak times with peak rates on AEP bill; switching to LED studio lights. (Alan Novitsky -- Already in process is switching lights to LED as well as compact fluorescent bulbs around the building thereby saving the station money).

The Innovation Team consists of Brian Britt, Gena Fuqua, Andy May, Jim McCabe, Lori Richardson, Brent Watts, and Kelly Zuber. The team welcomes any ideas from fellow Schurz properties, but I wouldn't count on any movie tickets arriving in the mail.

KY3-TV celebrating 60th anniversary



KY3-TV will take the show on the road for ten big nights in August and September to celebrate its 60th anniversary.

The Springfield, Missouri television station will bring back its beloved "Celebrate the Ozarks" theme by broadcasting its 5 p.m. and 6 p.m. newscasts from historic landmarks around the southwest Missouri and northern Arkansas area.

The audience will be invited to take part in the broadcasts.

anchors will travel to the areas to produce special reports in advance of each broadcast. KY3 has also brought back award winning journalist Ed Fillmer to shoot and edit several updates to his "Ozarks Life" reports. Fillmer will produce several "where are they now" segments on past on-air talent and newscasters.

The station stops will include Lake of the Ozarks, Branson, Eureka Springs, Harrison and Mountain Home. KY3 plans to bring a crew of about 20 staffers from news, operations, engineering and sales to each location using its newly upgraded HD satellite truck.

Finally, a new section to KY3.com and its mobile apps will focus on the ten night effort and anniversary.

The roller derby Adventure Indiana editor gets to live the adventures

EDITOR'S NOTE: Adventure Indiana magazine is published four times a year by Hoosier Times Inc. It focuses on south-central Indiana and the great outdoors around us, appealing to everyone from hunters to bicyclists. Editor Kathryn Gardiner does a first-person adventure for each edition — here's a recent column about her roller derby experience that appeared in the June edition of BetweenTheTimes..

By KATHRYN S. GARDINER
Adventure Indiana editor

At my first practice, I sat on a church-pew-turned-penalty-box next to Kaka Caliente (aka Tyler Ferguson, one of the most impressive athletic specimens I've had the pleasure of meeting) and watched women circle the track at the Bleeding Heartland Roller Girls training warehouse in Bloomington.

**There are no
size, age, skill,
or fitness
requirements;
everyone is
welcome**

On four wheels (eight if both feet are down), many of them seemed to glide like birds of prey, their movements swift, lithe and lethal. There are about five ways to stop on skates, Kaka told me. "Are any of them running into a wall and then crawling to the exit?" I asked.

Turns out, no.

When I signed up for the BHRG training boot camp, I expected fierceness in fishnets and wickedly cute nicknames.

What I didn't expect was how nice everyone was. No sooner would I — paff! — hit the ground (which I did, a lot) than I'd hear, "That looked great! You almost had that!" If you fall, they said, you were probably trying something new, and that is always encouraged.

Even within that positive environment, they don't sugarcoat their sport: Roller derby comes with injuries — it's a matter of when, not if — and they share tips and techniques for preventing and Adventure Indiana editor gets to live the adventures caring for them.

Safety is serious business: You forget a single piece of protective gear, you get off the track right now and get it.

I had rough days, and let me tell you, on skates, I was more dodo bird than bird of prey (I'm not getting one-on-one attention in some of the photos because of the magazine article — I was really that bad!), but I had tremendous fun with roller derby.

My skating improved, and the women I met there were just as tough, fun, smart and awesome as advertised. (My personal thanks to Kaka, Mo, Felony, Mauls, Knock'r and the other brilliant derby gals who gave me their time, talent and friendship. You're the coolest.)

Check out bleedingheartlandrollergirls.com for their next bout and maybe even hit the flat track yourself. There are no size, age, skill, or fitness requirements; everyone is welcome. And it's always a good time in my book if you leave with fresh bruises and new friends. Get after it, girls.



Protective gear is crucial to minimizing injuries when competing in roller derby. Novice Kathryn Gardiner is ready for action with a helmet, knee and elbow pads and gloves.

Digital conversion project complete in Coral Springs

Advanced Cable in Coral Springs, FL completed its second digital conversion for the Coral Springs system in April.

As a result of the all-digital conversion, we were able to meet many of our customers and provide them with upgrades including High Speed Internet, and home phone service. We also now provide over 100 channels in HD. Our PPV events are also now available in HD.

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.

Over 500 Coral Springs customers took advantage of exclusive offers to upgrade to Digital Cable and other services.

Gene Hale at WSBT for 40 years

By MICHELLE JEWELL

Executive Assistant to President/GM

It's no secret that as Chief Engineer, Gene Hale pretty much knows everything there is to know about WSBT, especially the Engineering department.

That knowledge has been earned through an impressive tenure with the station that spans longer than the lifetimes of some fellow employees!



HALE

Gene celebrated his 40th anniversary with WSBT in May and an interview revealed how he got started with WSBT.

Gene was a junior in high school and had nearly all the credits he needed to graduate. Planning his senior schedule, he decided to finish up his requirements for college by taking the one class he still needed and then working the rest of the day to save up college money.

Having Gene's best interest in mind, his guidance counselor proposed that he take an electronics class to round out his schedule. Gene agreed, despite the fact that this wasn't what he had in mind, and signed up for electronics.

In January of his senior year, his guidance counselor called him back into his office, and told him that a local TV station was looking for a high school senior to hire for its engineering department. The station wanted to hire the person upon graduation and then pay for him to get an engineering degree so he could become an engineer for the company.

Gene dismissed his chances because he had only one electronics class under his belt, but went for the interview anyway. Five interviews and extensive testing later, WSBT hired 17-year old Gene Hale as a Telecine operator where he loaded videotape and cued up commercial slides according to the audio cues sent from another department.

Soon, he was working eight hours a day and going to school four hours a day. Within two years, he had his degree and became an engineer at the station.

His first primary engineering assignment was as the News Department engineer and he was handed the responsibility of managing WSBT's new satellite truck. CBS had just instituted a program where it assisted affiliates with the purchase of a satellite truck if the affiliate agreed to make the truck available to the network upon request. WSBT took advantage of the opportunity and became the only station in the region with a truck after Indianapolis declined. Since WSBT had the only truck in the region, Gene did a lot of traveling for both WSBT and CBS.

He recalls traveling to Washington to cover President George H.W. Bush's inauguration in 1989. His wife Rosie traveled with him and the crew to help handle the administrative duties and leg-work. On Inauguration Day, after they'd gotten the truck set up, the CBS truck coordinator stopped by and was chatting. He asked Gene if he'd ever been to an inauguration and he, of course, said he hadn't. The CBS truck coordinator offered to watch his truck and arranged for tickets for Gene and Rosie to attend the Inauguration ceremony and the Inaugural Ball that evening. Gene said he and Rosie ended up dancing just yards away from the President and Mrs. Bush!

He also remembers a trip to Detroit to cover a freighter that was on fire on the water. It was a huge fire and there were stations and networks from all over on site covering the story. When crews had the fire out, all the news crews and trucks packed up and left, including the CBS team. Gene was the last one there, packing up WSBT's truck, when the fire suddenly flared up again! He flagged down a



Gene Hale, WSBT Chief Engineer

passerby with a camera and offered to pay him to use his camera. As it turns out, Gene makes a pretty good reporter and photog because WSBT had the exclusive on the re-emergence of the fire!

Of all the things he's seen change during his 40 years in the broadcast industry, what does Gene think is the biggest change? He says it would have to be the move from actual, physical equipment and materials to digital. He notes that even the evolution of tape from one size to another meant that you had something tangible in your hands to work with. Now, everything is a "file" and lives on a computer.

So, which does he like better, the old "materials" or digital? He says he'll take the old stuff any day! "It's easier to actually 'see' and diagnose a problem with the old equipment. Now, you may never find out what the problem was! You just reboot the computer and it's magically fixed! Or, not."

Gene's been part of some great WSBT history. When asked what he feels was one of the most important things he's been involved with, he says, without hesitation, building the new station. He says that it was a tremendous project that required countless long days, late nights and headaches. But, in an industry where we all are used to hearing complaints about why things didn't happen a certain way or why one decision was made instead of another, he marvels that he heard very little of that once the project was complete.

So, what's kept Gene at WSBT for so long? He gives the credit to his first boss, Bob Bell, for being such a valuable mentor and father-figure to him when he first joined WSBT. Gene has had offers from other companies over the years. He actually considered the first offer he got, from WISH in Indianapolis, and even interviewed with them. He came back and told Bob about it as a courtesy. Bob stepped out of his office for a few minutes and came back with a matching offer. Gene says that's all he needed to know he was in the right place and he's never once thought the grass was greener elsewhere.

Getting to know the Schurz family and its philosophy through-out the years has just reinforced his commitment to WSBT and Schurz Communications.

So, it certainly sounds as if Gene is going to be with us awhile longer. And for that, and all that he brings to the company, we are very grateful.

Climbware

HoosierTimes launches digital agency venture

By CHAD GIDDENS

Hoosier Times, Bloomington, IN

In late March, The HoosierTimes in Bloomington, IN launched its newest venture, Climbwire Digital Solutions, in an effort to diversify its revenue stream and continue to be the local media company with the most solutions for small and medium businesses to grow their revenue.

This type of digital agency is becoming more common among media companies and is one of the first such projects within Schurz Communications.

The new division is designed to help businesses with online solutions such as:

- Web site development, Help will be provided to design and develop a web presence with informative and optimized content to give the site improved search visibility, social media links and analytics;
 - Mobile optimization, A mobile web site is the best way to make a businesses information available. Consumers are given anywhere access to a web site while generating new business.
 - Search, Market the business to people looking for local products. Be more focused and turn customer searches into leads with targeted ads.
 - Retarget. Reach more searchers, more often and more effectively with keyword level search retargeting. Enable advertisers to combine the effectiveness of search with the reach and brand impact of display.
 - Social media management.
 - Pay-per-click advertising.
- Travis Trestler was hired as the digital solutions specialist, which entails researching local business's websites, search engine presence, social media efforts and much more. He then analyzes those business's needs and determines what products we offer that can help



Hoosier Times Advertising Sales Manager Chad Giddens talks about Climbware Digital Solutions at the 2013 Bloomington Business and Technology Expo at the Monroe County Convention Center.

them solve problems.

Climbwire has contracted with Propel Marketing, a division of GateHouse Media, to serve as our product fulfillment partner, meaning we sell products locally, but work with a company that already has an infrastructure in place to deliver digital solutions in an efficient and effective manner.

You can learn more about Climbwire by 'Liking' us on Facebook and checking out our page www.Facebook.com/ClimbwireDigitalServices. We also have a presence on Twitter (@Climbwire_DS), and on LinkedIn and YouTube.

American News partners with cable company

By SCOTT WALTMAN

Aberdeen American News

A partnership between the Aberdeen SD American News and an Aberdeen communications company is getting more important news and information to people across the Aberdeen area in northeast South Dakota.

The deal allows all Northern Valley Communications Internet subscribers get free access to the American News' online site, aberdeennews.com.

Northern Valley Communications has roughly 3,500 Internet service subscribers who now have access to the region's best news, agriculture, sports and entertainment coverage, said Carrie Cole, digital media manager for the American News and aberdeennews.com.

Cole said NVC pays the American News \$1,250 a month to provide free access to the website to its customers. The American News pays a 10 percent fee to Press+ to open the IP addresses, she said.

And there are other benefits for joint American News and NVC patrons, Cole said. The American News offers memberships to their e-edition and mobile application to NVC Internet subscribers for a discounted price of \$5 a month. The regular rate is \$7.99 a month.

American News subscribers and members who are also NCV customers also get access to a free movie channel from NVC, Cole said. That fits in the American News' digital membership benefit plan in which members get perks beyond just access to the online

website, e-edition and mobile app, she said.

"We have not started promoting the free movie channel benefit yet, but have plans to roll something out soon," Cole said.

Northern Valley Communications has started promoting the benefit in its newsletter and on its website, she said.

The American News/NVC partnership sparked interest from another communications company that would like to offer the same benefits to its customers, Cole said.

"We might look into it after a few more months of testing with NVC," she said. "We're monitoring digital memberships to see if this partnership increases digital-only cancellations. So far, we haven't seen a dramatic increase."

Alaska's first live streaming for newscasts

KTUU-TV launches 'Airwave' mobile app

**By The KTUU Staff
Anchorage, Alaska**

After months of planning and preparation, KTUU-TV announced the launch of Airwave, a groundbreaking new mobile application that allows users to live stream all Channel 2 News newscasts and special reports.

The application also features an "On Demand" function which automatically stores news broadcasts and special reports for up to seven days, giving users unparalleled access to Channel 2 News' award-winning broadcasts. Live streaming on the white-labeled application, which is powered by Syncbak, is available to viewers anywhere that Channel 2 News is broadcast on television.

The branding of Airwave began earlier this year when KTUU developed a positioning strategy for the application. It started by creating a name. KTUU Marketing Director Brad Hillwig convened an internal focus group to comb through dozens of names generated by previous brainstorming sessions.

"We really wanted the application to be its own brand because it gives us tremendous flexibility as we grow and develop the product into the future," Hillwig says.

KTUU's management team settled on the name Airwave because of its subtle allusion to traditional television, its simplicity and its branding potential.



Once the name was finalized, a visual look was developed and a comprehensive promotional strategy was mapped out. Promotion of the application included significant integration with Newscasts—as reporters and anchors introduced Airwave to viewers—as well as TV promos, web ads, social media mentions and a press release.

The immediate goal was to make a big impact with tech-savvy news consumers and to generate buzz for this first-of-its-kind application in Alaska. Alaskan's responded to the launch with more than 2,800 downloads in the first four days. By day nine, Airwave had been downloaded more than 3,750 times. According to Syncbak officials, Airwave's launch far exceeded that of previous white-labeled applications.

"We're extremely pleased with the early response to Airwave," Hillwig added. "It

just goes to show that our news viewers needed a mobile solution. Our next challenge is to build on this success and ensure that audiences make Airwave a part of their daily lives."

For KTUU-TV, Airwave marks a continued push into the digital news frontier. In addition to being Alaska's dominant broadcast news outlet, KTUU has produced one of Alaska's most-visited websites, KTUU.com, and developed market-leading mobile applications for news and weather.

Channel 2 News Director Tracy Sabo says Airwave is a natural addition to KTUU-TV's digital portfolio given today's multi-media approach to journalism. "We define ourselves by the accuracy and quality of our journalism, and also by our ability to meet the needs of our audience. Whether it is breaking news or in-depth storytelling, timely and accurate information has the ability to strengthen communities. Airwave literally puts our broadcasts into people's hands, and that's a powerful instrument for all news consumers in Alaska."

Airwave differs from so-called "TV everywhere" devices and platforms offered by cable and satellite operators due to the fact that it is a free service.

"People want access to content on their terms – when they want it and where they want it, and Airwave delivers that access to Channel 2 News," says Andy MacLeod, President and General Manager of KTUU-TV. "It's a win for the consumer, and for our advertisers who will reach more viewers when the tablet and smart phone audience is tallied along with traditional television viewership by Nielsen Media."

Nielsen Media Research, which tabulates broadcast ratings for local markets, allows on demand newscasts to be included in viewership totals for up to three days after they initially air.

Upon rollout, Airwave's content will primarily focus on Channel 2 News and it's award-winning newscasts and special reports. However, Airwave users will also have immediate access to "Katie", KTUU's popular afternoon talk show featuring Katie Couric. KTUU-TV expects to add additional programming as Airwave grows to meet consumer preferences.

Weather app leads way Major growth experienced by KY3 Inc. mobile apps

**By CHRIS REOGLE
KY3 Digital Content Manager**

KY3 Inc., in Springfield, MO, has experienced incredible growth among its mobile products for the first half of 2013. The mobile platforms exceed the desktop by nearly two-to-one in monthly reporting. Mobile page views have increased by 115 percent for KY3, increased by 67 percent for KSPR.

The WSI Weather Apps lead the way for both television stations. The apps feature our daily forecasts, radar for the Ozarks or anywhere in the country, and push alerts for thunderstorm or tornado warnings. Our meteorologists promote the app often during their weather-casts. We also use social

media to push our viewers to download the app, especially before and during strong storms.

We have taken a different strategy with our news apps. We have encouraged our staff to "push alert" more stories. The alerts are not always breaking news, but stories that may engage our audience even more. Another area of emphasis on the news app has been photo galleries for the app, while promoting them on social media.

The new Ozarks Sports Zone has the mobile itch too. Mobile makes up 40-percent of the sports site's page views.

KY3 Inc. has embraced the mobile emphasis. We know that's the future of the digital world.

Community Involvement

WDBJ7's Hometown Honors cites top students

By LOLLY QUIGLEY

WDBJ7 Director of Sales

For more than ten years, WDBJ7 in Roanoke, VA has held a special event for the top high school graduating seniors in central and south-west Virginia, called Hometown Honors.

In late winter, WDBJ7 contacts guidance counselors from each high school in the viewing area to ask for submissions of the two top seniors in their graduating class.

Close to 90 students representing high schools in the market made for a record turn out this year!

Some students and their parents traveled hours to reach the campus of Roanoke College for 2013's Hometown Honors banquet. They all loved the event and made sure it was a part of their day. One student even came for the event in between running in a track meet for her school and some students needed to return to their hometowns to attend Prom that same night!

Each senior dons their cap and gown and is interviewed on camera. After a group shot, everyone gathers for a luncheon with their attending family members. At lunch, sponsors of the event have the privilege of addressing the students and their families with congratulations and give words of encouragement.

The video made of the ceremony is edited to feature several seniors in thirty-second commercials. The commercials are flanked by the sponsors and WDBJ7 anchors as opens and closes.

The video is edited into a DVD which is sold to the families, if they choose to purchase a keepsake of the event.

Each senior receives a small gift from WDBJ7 and a certificate of recognition.

Special thanks go to Kim Sokolik (Research Director) for her excellent event coordination and to Rich Maxey (Commercial Production) for organizing the shoots and editing many, many commercials.

Kimberly McBroom (Anchor), Melissa Gaona (Reporter) and Seth Kovar (Anchor) thank you for interviewing the students.

Jean Jadhon (Anchor) and Chris Hurst (Anchor) did a great job



Top high school graduates gather for a group picture at Roanoke College.

hosting the lunch along with the sponsors. Jean and Chris are featured in the Hometown Honors commercials, along with the sponsors.

Tim Wright, Mike Morgan (Promotions), Jamey Hansbrough, Ellen Martin, Jim McCabe, Kris Kietzmann, Stephanie Sterrett, Becky Vaughn (Account Executives), Cameron May (Sales Assistant), Brian Boush (NSM), Carol Agee (LSM/DSM), Carissa Divant , Samantha Thompson (Associate Web Producers) and Dan Dennison (News Director), thank you all for your help in the sales, news and production effort.

The event sponsors included Haley Toyota, Daniel L. Crandall Attorney of Law, Magic City Ford, Delta Dental, and Bojangles!

This is a great community event for Your Hometown News Leader, WDBJ7.

Advanced Cable raises dollars with tourney

Advanced Cable Communications and the Coral Springs Rotary hosted the Annual Charity Golf tournament at the Carolina Club in Margate in April.

This year's event raised over \$22,000 to support Coral Springs Rotary Club Charities, Cancer Week for Kids at Boggy Creek, and the Dan Marino Foundation. This year's tournament had over 100 golfers enjoying a four-person scramble format followed by a banquet luncheon with silent auction and great raffle items.

Founded in 1976, Camp Boggy Creek is a permanent year round facility where children with chronic or life threatening illnesses including cancer can come to camp at no charge.



KY3-TV wraps up 'Ready to Learn' effort

KY3-TV News in Springfield, MO wrapped up its "Ready to Learn" partnership with the Springfield News-Leader newspaper by holding a live town meeting from its community room (pictured above). The mayor, school superintendent, police chief and "Care to Learn" founder Doug Pitt took part in the live discussion on the Ozarks CW. In the four weeks prior, KY3 News was featured on the front of the Sunday News-Leader as it teamed-up the paper to produce special reports on the need for better early childhood education. On several Sundays the newspaper ran a co-branded story on the issue and KY3 News ran its stories on the same topic at 10 p.m.

KTUU-TV partners to sponsor unique Youth Olympics

By KTUU Staff
Anchorage, Alaska

It's defined by fierce competition, world records, culture and sportsmanship. The Native Youth Olympics (NYO) are Alaska's unique version of the Olympic Games, and they were on full display in Anchorage in April.

More than 600 athletes from across the state gathered for the 43rd annual games to compete in events like the Seal Hop, the One-Foot High Kick and the Eskimo Stick Pull.

For thousands of years, survival in the harsh environs of rural Alaska has depended on individual skills and knowledge, as well as the ability to work together. Today's NYO games are not only rooted in Native Alaska tradition, but also carry the spirit of sportsmanship and teamwork.



The One Foot High Kick was one of the events in the Native Youth Olympics held in Anchorage in April and promoted by KTUU-TV.

With Alaska's rural areas often facing very serious challenges such as high rates of substance abuse, domestic violence and suicide, NYO inspires kids to set and achieve healthy goals. According to an athlete survey conducted by NYO, 67 percent of participants credited the games as an incentive to stay in school, and a staggering 88% learned more about culture and values through the competition.

This year KTUU-TV once again partnered with the Native Youth Olympics to

drive awareness to the games. "It's a truly Alaskan event," says KTUU Marketing Director Brad Hillwig. "At times the atmosphere is as thrilling as it comes in sports. To watch these amazing athletes from all over Alaska compete with such intensity yet such respect for one's opponent is pretty inspiring. You see kids competing, but also encouraging, helping and coaching. The games really represent what sports should be."

As part of the partnership, KTUU produced and aired a PSA for the NYO games featuring a former champion and highlighting the values of sportsmanship, leadership and heritage. In return, KTUU received numerous sponsorship placements at the games as well as the opportunity to directly sponsor the Indian Stick Pull—an event in which two contestants grapple over a tapered and greased wooden dowel. "Being aligned with NYO is of great value to our brand because the games represent Alaska culture in such a positive way. It's a partnership we'd like to grow into the future."

The three-day event, which routinely draws media and spectators from across the state, was covered extensively by KTUU's sports team and through numerous photo galleries on KTUU.com. As for the competition itself, athletes from rural Alaskan communities like Dillingham, Unalaska and Galena demonstrated a high level of skill and new state and world records were set by several outstanding athletes. Apaay Campbell of the Bering Strait region set a new world record in the girls' Kneel Jump with a 55 1/2-inch leap. Steven Ugale of Unalaska set a new world record in the toe kick, with a stunning 96-inch effort.



Advanced Cable in the community

Advanced Cable in Coral Springs, FL participated in an End of the School Year Bash at the Ridges, one of the largest developments in Weston. Scooby Doo was brought in from the cartoon network for the kids to take pictures with and to meet. The prize wheel is always a big hit with great chances to win giveaways. Pictured left to right at the Advanced Cable booth are Carolyn Beurskens, Lenore Indell, Melissa Krupin and Michelle Fitzpatrick.



Herald Times promotes recycling

The Gaylord, MI Herald Times staff is on board with the countywide recycling program passed by voters in November. The Herald Times staff placed a recycling bin in its break room which is being filled with cardboard, plastic containers and nonrefundable bottles. The staff already recycles refundable plastic containers (Michigan has a 10-cent deposit) and, of course, newspapers. Staff writer Chris Engle is shown with the recycle bin.



WDBJ7 honors Teacher of the Year

Hollani Davis presents a \$500 check on behalf of WDBJ7 to the Roanoke City Public Schools Teacher of the Year, Daniel Kuehl. Next to Kuehl is school superintendent Rita Bishop

What to do about prescription drug abuse

Dear Jackie

Recently I've been hearing a lot in the news, and from my neighbors and family, about kids using prescription drugs. What I don't understand, and am concerned about, is hearing that kids are using someone else's medication to get high and to improve their grades?! I may be out of touch on the current drug scene but this has me thinking about my own teens. I know my kids and their friends don't engage in this kind of behavior...but how would I know and what can I do?

This is not a new issue in today's drug culture. People of all ages have used prescription medication (their own, someone else's or purchased "on the street") inappropriately to get high. It is interesting to note that you are not alone:

Only 1 percent of parents believe their teens have used attention-deficit hyperactivity (ADHD) drugs such as Adderall or Ritalin to help them study, but 10 percent of high school students have done so, a new nationwide poll suggests. The poll, conducted by the C.S. Mott Children's Hospital in Ann Arbor, Michigan, found half of parents say they are very concerned about teens using "study drugs" in their communities. Only 27 percent of parents said they have talked with their teens about using "study drugs." Parents may not know

their children are using these drugs because their effects are more subtle than drugs such as cocaine and heroin. The study also found there was little evidence to support the use of study drugs improves grades.

One suggestion would be to get informed about what is available and have a compassionate but direct discussion with your teens. This conversation is not an accusation, it is a two way give and take of information. You're letting them know you are not as naive as they may think you are; it shows you are educated on the matter and concerned for their health and wellbeing.

Besides alcohol, some of the most commonly abused drugs include: marijuana (pot), amphetamines (speed), methamphetamine (meth/crank), barbiturates (downers), cocaine, methaqualone (ludes), opium alkaloids (heroin), synthetic opioids Rx pain relievers), benzodiazepines (xanax), including flunitrazepam (Rohypnol), gamma-hydroxybutyrate (GHB), phencyclidine, methylenedioxymethamphetamine (MDMA, ecstasy), ketamine, anabolic steroids and a host of legal prescription drugs.

HealthAdvocate can assist with your concerns regarding your teens and can help educate you on this topic. HealthAdvocate's EAP can provide education counseling and support through our website www.healthadvocate.com/schurz and by contacting HealthAdvocate through the Schurz Care Line at (877) 919-WELL. It may be beneficial to speak with one of our Nursing Advocates or Counselor regarding your concerns and chart of course of action from there. HealthAdvocate and help you prepare for the conversation and its successful delivery.

Jackie Schimpf, Client Operations Manager
Health Advocate, 610-941-4200

Journaling best way to get healthy start

By **JENNIFER DONNAT**
Human Resources
Associated Desert Shoppers

The benefits of good health are vast! Healthy people have energy, and strength to participate in life!

Schurz Communications, Inc., encourages us to be healthy. The company provides us with a personal trainer and all we need to do is participate!

The current company challenge is "Habits for Health"! It takes discipline and commitment to reap the benefits of healthy habits.

The best way to begin is journaling your activities.

Simple tasks add up to events, such as, walking the dog for 15 minutes, sweeping the kitchen floor, mowing the lawn (not on a riding lawn mower) and washing the windows!

--Create an exercise goal and share that goal with a friend (accountability)

--Exercise at the same time of the day twice in a week

--Use a small plate for your meals, this helps reduce the portion sizes!

--Try a new fruit or vegetable

--Drink water add a little lemon for flavor!

--Go meatless for one meal a day

--Work life balance is very important for mental and physical health



KWCH participants in the HARD CHARGE four mile obstacle course included weekend crew member Shane Konicki, Meridith Olney, meteorologist Ross Janssen and anchor Kara Sewell.

Sunflower Broadcasting is charging forward

HARD CHARGE is the premier televised obstacle running series. Designed to challenge every fitness level, HARD CHARGE courses are four to six miles and feature various military-inspired obstacles.

The event was filmed for the Wichita/Park City episode of the HARD CHARGE Televised Series in April.

The series made its debut on KWCH June 22 with the Wichita/Park City episode.

The entire series, which features all 2013 events across the U.S., will air on local CW affiliate, KSCW, throughout 2013 and into 2014, and nationally on Comcast Sports Net.

HARD CHARGE is the first and only obstacle course racing television series. It focuses on the world's fastest-growing adventure sport and the athletes who compete for the title of CHARGE Champion.

Daily American reporters carrying iPads

By BRIAN WHIPKEY
Somerset, PA Daily American

At most events it's easy to see which person is there covering it for the newspaper: They're the ones with the pads and pencils.

For decades our reporters have always had news reporter notepads and cameras. With the evolution of our industry, however, our team is starting to use a different type of pad to record information, photographs and video.

Schurz Communications, the parent company of the Somerset PA Daily American, has provided iPad mini computers for each of the staff writers to use in the field.

On May 7 and 8 writers received advanced training on how to implement the

latest technology in delivering a variety of information to readers.

Val Hoepfner, a digital journalist, teacher, trainer and media strategist, led the two-day session on photos and video. One of the sessions involved the advertising team and focused on our new growing digital audience.

The iPads won't replace a lot of our traditional news-gathering devices such as notebooks, cameras with long telephoto lenses or video cameras with several auxiliary microphones. The change involves making our reporters be more mobile journalists.

These new tablet devices will provide immediate access to our office from the field. They can take high-quality video clips and photos that can be immediately

accessed in our newsroom and be used for our newspaper pages or website.

In addition, the writers can update our readers with the status of a ball game or a major announcement. You can follow our writers on Facebook and Twitter to receive reports during the writing process. Those who have been following our reporters have received a variety of game updates, scores and breaking news alerts.

With the implementation of computer tablet technology, we will be able to inform our audience, more efficiently.

The news industry continues to evolve. Fortunately the Daily American has employees who are willing to adapt to new technology to make sure our readers receive their news in the format they desire.



New SCI corporate logo

Senior management at Schurz Communications Inc. met in May and discussed which company logo will be used in the future on websites, stationary and company communications. For the last year two different logos have been used.

The decision was made to use only the new one (above) with the SCI wrapped together over Schurz Communications in block lettering and not the old one (below), the stylized signature for Schurz that had been in use since the late 1990s.



Arizona companies unite as Orbitel

Orbitel Communications and Western Broadband officially combined their operations in April, creating one larger cable TV, internet and phone company serving the Arizona communities of Maricopa, Sun Lakes, SunBird, Robson Ranch, SaddleBrooke and SaddleBrooke Ranch.

John Schurz, President and CEO of Orbitel, wrote to current customers telling them "the merger will allow the companies to combine the best practices of both and double the size and efficiency of customer service."

Plans are to grow the business with additions and improvements, including bringing the same services, products and pricing to all the various communities.

Particularly in the areas that were served by Western Broadband, Schurz reports that his staff is working toward launching more video channels and HDTV, introducing DVR, providing faster internet speeds with Turbo Drive, adding wireless network installation, and promoting unlimited digital phone.

In all areas, the addition of Video On Demand (VOD) is a top priority. "It's an exciting time around the company," says Schurz. "We've got a lot of projects and the strength and expertise of Schurz Communications is what can make all this happen in Arizona."



The Western Broadband sign comes down

KWCH covers the Moore, Oklahoma tornado

By ERIKA SCHLUP and
LAUREN SEABROOK
KWCH-TV, Wichita, KA

When devastation hits and Kansans need help, KWCH 12 is there to give as much support as they can. In recent years, KWCH 12 has had numerous donation and blood drives to help give back to the community in the time of need.

In Kansas, tornadoes are a part of the spring and summer seasons. People know tornadoes are going to happen and KWCH 12 is dedicated to help keep people safe and as prepared as possible when severe weather breaks.

When the Moore, Oklahoma tornado hit, the question “how do we help?” was brought up in the KWCH newsroom.

The day after the Moore tornado, KWCH had a live donation drive benefiting the American Red Cross. The telethon ran from 4 – 7 p.m. In just three hours KWCH viewers helped raise more than \$18,000.

However, not everyone was able to donate cash. So, KWCH 12 partnered with Goodwill for a two-day donation drive. Viewers took their gently used clothing and household goods to Goodwill stores within the KWCH viewing area.

Moore, OK is not in KWCH’s viewing area. But, KWCH felt it was essential to send a crew down to tell the stories of those affected by the tornado and explain how Kansans could help.

Lauren Seabrook is one of KWCH 12’s newest reporters and an Oklahoma native - the perfect person to help tell Oklahoma’s story.

This is her report:

On May 20, 2013 around 3 p.m. I was sitting in a live truck writing my story for the day. We were reporting on the aftermath of a tiny tornado that touched down the night before just southwest of Wichita.

The damage was minor. No one was hurt. But to the farmers who lost a few storage buildings, the storm seemed to hit hard. As I was searching for the words to explain the impact of this EF-1 tornado, my cell phone made a ding. Then another. After about five or six, I took my focus off my story to see what was going on.

“massive tornado headed towards Moore again”

“worse than May 3rd”

“kids are still at school”

Those are just a few of the text messages I got from family and friends that afternoon. My heart rate spiked and a bit of panic followed. It was happening again, but this time it was worse.

Oklahomans use the phrase “May 3rd” as an adjective. It’s like a level of intensity. Anyone who lived in the Sooner state when that tornado hit in 1999 knows it was one of the most horrific times in Oklahoma history. We never thought we would see something worse.

As all of this information was flowing through my mind I had to return my focus to work. I needed to finish writing my story and still had liveness to do. Just before the first liveness, my news director sent me a text.

“Call me after the 5, I want to send you to Oklahoma”

I knew that my personal and professional life were about to collide.

Later that evening, I talked to my family. Mom gave me the news. My cousin and his family survived the storm in a newly installed underground shelter. My great uncle and aunt got in their car and outran it. They all survived, but they all lost everything. My mom was happy to hear that I was coming home, but as moms do, she worried about what I would see.

After a night of gut-wrenching news coverage and very little sleep, photojournalist George Taylor and I were on our way to Oklahoma.

The route was familiar. I had driven it hundreds of times before. But as we got closer to Moore the level of destruction was becoming a reality. The National Guardsmen waved our news vehicle into a neigh-



The devastation that Lauren Seabrook found when she arrived at Moore, Oklahoma was beyond comprehension. This was all that was left of a cousin’s house.

borhood. A neighborhood with very little still standing.

One of the first families we met was just walking down the street. It was a mom, a dad, the dad’s brother and two kids. They were carrying a few picture frames with small stacks of stuff on top of them. It was all they managed to save from their home. As we approached them, a cold rain started coming down.

They were all in t-shirts and shorts. We offered them ponchos that a lady down the road gave us. There were five of them and we had five ponchos to give.

The dad was telling us about digging through the debris and pulling out his neighbors and that’s when we noticed he wasn’t wearing any shoes. It was nearly 18 hours after the tornado hit and this man had been walking through nails, splinters and broken glass barefoot.

My photographer George, who had just put on his work boots about 20 minutes before, grabbed his tennis shoes and gave them to the man. A perfect fit. His gratitude flowed through the tears in his eyes.

The little boy tugged on my arm so I squatted down to his level. He wanted me to know that a tornado hit his house and that his best friend had to be rescued at school.

Overwhelming sentences for an eight year old, but all I could focus on were his tiny white lips. This little boy was beyond thirsty and I could see it. I asked him if they had anything to drink and he said no. They couldn’t find their “fridge.” We brought bottles of water with us to keep us hydrated but I realized we had that water for a reason. Have you ever seen a child chug down an entire bottle of water in one drink? I have.

Through the devastation, we found some amazing stories.

A husband and wife who spent their wedding anniversary scrubbing mud off a cemetery wall to prepare it for Memorial Day. Many of the victims would later be buried there.

A man giving out breakfast burritos to victims who hadn’t eaten since the storm.

Oklahomans are independent, determined, and proud. They work hard to build a life. And every year Mother Nature picks a few and takes it all away. But time and time again, Oklahomans have shown they are resilient and that even the strongest forces on Earth can’t break their spirit.



BROWN



DUKES



GODOLLEI



HOPKINS



MISHLER



REDDING

Tribune/WSBT 25 Year Club has 7 inductees

The South Bend Tribune/WSBT 25 Year Club met for its 42nd annual dinner meeting on May 8 at the WSBT Station Community room.

The 25 Year Club was founded by Tribune Publisher Franklin D. Schurz Sr. in 1971 as a way of recognizing employees who had been with Tribune and WSBT properties 25 years. The Club currently has 186 members.

A Polish buffet was served. David Ray, retired Editor/Publisher of the South Bend Tribune, was the keynote speaker and introduced each new inductee.

Fifty five people attended the dinner.



David C. Ray
Honorary
Inductee

Members who had passed away since May 2012 were remembered: Ed Berger, Mike Goss, Lewis "Bud" Haber, Ed McCuen, Ron Ryback, Dunny Sims, Charles Stuppy.

The Club inductees for 2013 were:

--Sally Brown, president and general manager of WSBT, Inc. has been with WSBT since April 1987.

--Howard Dukes, arts and entertainment writer at The Tribune, began as an intern in the newsroom and then joined the staff in May of 1987.

--David Godollei, systems analyst at The Tribune, began in April 1987 as a management assistance trainee in the production department.

--Derek Hopkins, packaging department at The Tribune, began working as a 16 year-old in June of 1987 twice a week in the inserting department and mail table.

--Earl Mishler, night editor at The Tribune, started his career as a sports writer in the late 60's. He left in 1988 to start a desktop publishing company then returned to The Tribune in 2007.

--Alesia Redding, editorial page editor at The Tribune was hired in May of 1987 into a work/study program while still attending Indiana University South Bend and worked in the "Living Today" department.

An honorary inductee this year was David C. Ray, retired editor and publisher of The Tribune. David retired in May of 2011. In the early 60's he worked as a summer intern at the paper and in 1968 joined the Navy. After retiring from the Navy, David joined the Schurz company in 1990 and was trained in all operations, eventually being assigned to the newspaper. He was editor and publisher from Feb. 2000 to May 2011.

The 2013-2014 officers and board members of the 25-Year Club are:

President Anita Glenn; vice president Peggy Bassier; secretary/treasurer Cheryl Morey; and board members Terry Bland, Becky Ponder, David Godollei, Phil Patnaude, Diana Chamberlain, Becky Emmons, Bob Lux, Mary Prince, Judy Lane, Bob Blondell, Ray Leliaert.



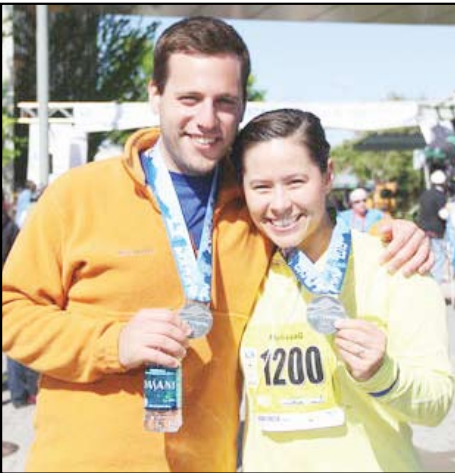
Record breaking year for KY3 telethon for children

The Children's Miracle Network Hospitals telethon on KY3 in Springfield, MO set an all-time record of more than \$1.5 Million and also had extremely high phone bank contributions. "We wanted to express our appreciation to the entire KY3 team for the excellent job done during our 2013 Children's Miracle Network Telethon," said Tem Seibert, CMNH Director, "Everyone who prepared for and implemented the 2013 Telethon did a remarkable job. From editing packages, producing television spots, working with the local and national programming, etc. everyone pitched in to help make this a record breaking Telethon for our kids. The hosts and operations crew did a great job making sure everything ran smoothly."

Marathon a programming challenge for WDBJ7

By DAN DENNISON
WDBJ 7, Roanoke, VA

In the pre-dawn hours of April 20, a large team of WDBJ7 employees began setting up for what proved to be one of the most ambitious live programming undertakings we



WDBJ7 reporters Melissa Gaona and David Kaplan were participants in the half marathon race and proudly display their medals.

have ever performed.

Over the course of the next 12 hours and 26.2 miles, Your Hometown News Leader provided first-ever coverage of the Foot Levelers Blue Ridge Marathon.

Beginning with a special hour-long report at 7 a.m. and finishing with a live wrap up at 7 p.m., WDBJ7's Celebration of the Outdoors brought our viewers the stories of the marathon, its runners, walkers, spectators and legends.

Highlights included the Haley Toyota Race Cam which followed lead runners live through the tough course; interviews and stories on race legends Frank Shorter, Bill Rodgers, and Bart Yasso; and of course, the participation of reporters Melissa Gaona and David Kaplan in the half marathon.

Also participating were Stephanie Sterrett and retired WDBJ7 business manager Ed Allen, who was the winner of the half marathon in the 65 to 69 age group..

Every available piece of live equipment was used to blanket the marathon course.

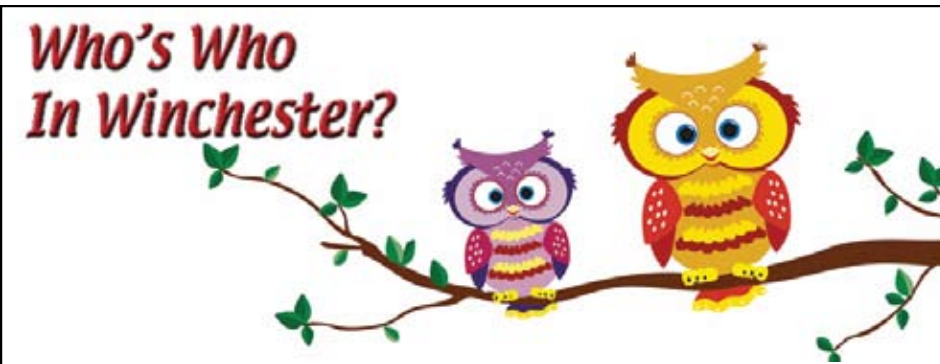
Six months of planning, involving 65 WDBJ7 staffers resulted in outstanding live



WDBJ7 anchors Chris Hurst and Jean Jadhon reported on the marathon.

programming. A debrief, a week later, resulted in three dozen best practices, lessons learned or considerations for our next big live programming project.

A big shout-out and thank-you to everyone from all departments who contributed to a true company-wide effort, which was a marathon in and of itself.



Sunny and Sol are the two mascots used by the Winchester Sun to promote its new "Who's Who In Winchester" section.

Who's Who a link to subscribers

By TIFFANY SOKOLOWSKI
Winchester Sun Circulation Director

"Who's Who in Winchester" is an endeavor put forth to give Winchester, KY Sun subscribers more value in their hometown newspaper.

Combining a local Facebook group and a page in our newspaper dedicated solely to subscribers that prints in each Monday's edition, our hopes are to specifically print community material and submissions from subscribers to give them one more reason to read the newspaper.

We have created two mascots for "Who's Who" - we call them Sunny and Sol (puns

intended since we are The Winchester Sun). They "fly" around town interviewing subscribers to profile in our "Who's Who in Winchester" section.

The Facebook page comes in to play when we ask the same questions there and tie in those who may be reading and interacting more online with those who may only read the hard copy.

This idea gives our Circulation department a direct line to our subscribers and a nice way to interact with our readers.

Our Facebook link is www.facebook.com/groups/winchestersun

Herald Times is 'on the map'



Taking advantage of its location on the 45th parallel (halfway between the Equator and the North Pole), the Gaylord, MI Herald Times has started selling T-shirts out of its front office. The shirts highlight Gaylord's location on the 45th parallel, as well as its location near iconic highways I-75 and Old US-27. The idea was hatched and designed by Herald Times design editor Frank Michels (shown modeling shirt). So far, the shirts have been a hit among locals and early summer visitors to the Gaylord area.

VOIP phone system comes to WDBJ7

By BRIAN BRITT

WDBJ 7, Roanoke, VA

The first week in May WDBJ7 in Roanoke, VA became the first Schurz property with the new corporate-standard Cisco VOIP phone system.

After months of planning, configuration, running wires and head scratching, our team put the system online around 10 a.m. Sunday morning.

VOIP will allow for cost savings as all

the SCI properties tie together their systems and will add features over time like voice-mail playable from your Google in-box.

It also allows for much greater flexibility since it is software based rather than a hard-wired system.

The phone on your desk is basically a computer now.

WDBJ7's installation partner, Advanced Logic Industries, conducted user training and has managed the system set-up.

Advanced Logic will be conducting administration classes on the system for the IT department.

"A special thank you for all the hard work and planning that made this transition go so smoothly," commented WDBJ7 President and General Manager Jeff Marks, singling out Brian Britt, Patrick Old and Alan Novitsky from WDBJ7 and Michelle Wright and Dwayne Nethercutt from SCI.

Rushmore radio promotion Daily American finds students good reporters



Hot 93.1 in Rapid City, SD and KBHS in Sturgis, SD helped promote the two end of the school year events. KBHS helped promote the annual DAM 5K run/walk in May in honor of former Sturgis High School student athlete, and former San Diego Chargers player Douglas Alan Miller's foundation. Since 2000, with the help of KBHB, the foundation has donated over \$30,000 to youth-related activities. Several KBHB employees participated in the DAM 5K and the All School Family 1K/2K Run and Walk. Hot 93.1 promoted the event, provided music at the finish line. Hot 93.1 morning co-host Beth Knight emcee'd the event and handed out Hot Shirts for the kids.

KY3 Inc. pushes safety with Safe and Sound Expo

KY3-TV and KSPR-TV in Springfield, MO launched a public service campaign called Safe and Sound by staging a joint safety expo.

The event was held at the Springfield Exposition Center. An estimated 3000 viewers visited the nearly 50 vendors to find out ways to keep them and their families safe.

Agencies such as the American Red Cross, National Weather Service, Office of Emergency Management, Missouri Highway Patrol and City Utilities used demonstrations and provided information to increase the public's awareness of safety.

KY3 also commissioned a weather safety coloring book for elementary aged children.

Another item drawing attention was a safety house built for KY3 by Rick Ramsey. Numerous safety features were designed into the house that was built on a trailer allowing the display to be portable. It will be available for other public safety events not only by KY3, but also can be shared with other agencies.

The fourth grade from Johnstown Christian School toured the Somerset, PA Daily American and made quite an impression on employees!

In the fall Wendy Stemple, NIE Coordinator, had visited Marsha Carr's classroom and did a presentation on the newspaper. Marsha and her student teacher, Lisa Yanov (Liberty University), followed up the presentation by using the newspapers weekly in the classroom.

The students were given the role of reporters before coming for the tour. Each student received a notebook and pen from their teacher and were asked to prepare questions using the who, what, where, when and why basis. A few brought cameras prepared to snap some photos. Some students went a step further and wore hats with press cards and ties!

The students were eager to ask questions of Wendy and the other available employees. They took their notes and photos back to the classroom to prepare their own newspaper. This was definitely one of the best tours we've had here!



Fourth grade class visits Daily American

Advocate-Messenger event attracts 600

On May 30, The Danville, KY Advocate-Messenger hosted its sixth Taste of Home Cooking School.

Nearly 600 people attended the cooking school and 14 vendors set up display booths and gave out samples and coupons.

This is the fifth year that Candi Campbell, NIE coordinator, has worked with Taste of Home cooking school, which is a fund raiser for the Newspaper in Education program.

Campbell said it's definitely an anticipated event for our community. "I had calls coming in about ticket sales and about vendor space even before the first ad ran. Often, people will tell me when purchasing their tickets that they haven't missed a Danville show yet!" she said.

Tape archival project set at WDBJ7

By MARK LAYMAN
WDBJ7, Roanoke, VA

The tape archives at WDBJ7 in Roanoke, VA are on a variety of formats dating back to 1956; the most extensive video record of the region.

WDBJ is in the process of converting the entire library into a digital video searchable database.

Garrett Brumfield has ingested hundreds of hours of video into a set of servers. The project is now complete through the year 1976.

There are interviews with Presidents Reagan, Ford, Nixon, Carter and Bush. The archive holds historical pieces including Dr. Martin Luther King in Danville, the construction of I-81, I-581, and Colonial Avenue and State Route 419 with stop signs instead of traffic lights.

There are sports segments with Dizzy Dean, Muhammad Ali, Bob "Front Row" Uecker and Jerry West, and Frank Beamer playing football for Virginia Tech.

The ultimate goal is preservation of a great video time line of Southwest Virginia combined with the ability to quickly search, edit and display video assets no other area television station has.



Accepting the IMAGINE award on behalf of the Imperial Valley Press included, from left, Richard Brown, Sara Douglass, Gerald Delaney, Peggy Jackson, Jeanette Quintero, Maria Benavides and Marlena Rascon.

Architects of Change cited IV Press gets IMAGINE award

The Imperial Valley Press in El Centro, CA received one of seven prestigious awards at the Annual IMAGINE Awards event held by the City of El Centro.

IMAGINE is an acronym that stands for Innovator, Motivator, Architect of Change, Genius, Industrious, Noble and Entrepreneur.

IV Press was acknowledged for Architects of Change and rightly so. The newspaper industry exemplifies Architects of Change better than any industry in America today.

For more than 100 years, Imperial Valley Press has connected with its community. Through creativity, research and years of hard work, the IV Press has pushed itself harder than ever to continue to be the quick-

est, most reliable source of news and information in the Valley.

It has consistently scrutinize its business model as the world and technology endlessly changes the way news is read and received and communicated on a second by second basis.

The look, content, even concept of IV Press has been drastically altered throughout the last decade and even more so recently, as it maintains a vital point of reference.

Under the guidance of new management, IV Press has made great strides to work together and brainstorm better than even before to deliver a quality product to readers and give them more of what they want in their paper and online.



Winter Visitor Guide successful publication

The 2013 Winter Visitor Guide is the most successful annual publication produced by the Associated Desert Shoppers in Palm Desert, CA.

For 21 years the magazine has been published for the visitors to the Colorado River and Imperial Valley areas.

This year's Winter Visitors Guide featured fascinating stories about our communities' history and heritage. It listed exciting things for visitors to do in the warm sunny southwest and was also jam-packed with advertising specials, sales, promotions and deals targeted to the winter residents of the area.

Visitors can find the book in several hundred distribution areas from the months of December through May and with 75,000 copies being printed it has become the most popular guide in the markets.

Yearly revenue from the Winter Visitor Guide and the smaller Summer Guide are of vital importance to the Shoppers' yearly budget boosting sales numbers during winter and early summer.

To see the more than 200 pages of fun, interesting and historical facts visit the Shoppers' website: www.greenand-whitesheet.com.

Overview of new Human Resources Dept.

By MARTIN SWITALSKI

SCI Vice President HR/Administration
“Human Resources”

That’s the name we gave the new corporate department launched in 2012. Quoting from Si, of Duck Dynasty fame, “Hey, what kind of name is HR?... Hey, HR ain’t a woman’s name... What does HR stand for?... Mine is a capital S with a little i”. I agree with Si. I think we can come up with a better name than Human Resources and would welcome your suggestions.

Okay, back to HR. Schurz’ core values states “We believe that talented and dedicated employees have made the company successful in the past and are the hope of the future.” In 2012 we reorganized our Human Resources efforts to focus on our employees – the hope of our future. This is not an effort to reduce costs. It is our mission to hire and retain the best talent we possibly can.

The initial HR reorganization was accomplished by first identifying the best HR professionals within Schurz’ and elevating their roles to full-time HR Business Partners for our operating locations.

Second, we implemented some technology to reduce the amount of effort and time processing paper transactions.

Third, we redesigned our recruiting and hiring process.

These first three steps provided the foundation to get our transactional and compliance house in order so that the HR team can focus on our employees – the hope of our future.

Please allow me to boast a bit about the team of HR Business Partners we assembled for our employees. I think you will recognize at least one. They include: Kim Sutton at the



MARTIN SWITALSKI
SCI V-P HR/ ADMINISTRATION

Hoosier Times in Bloomington - Kim is partners with our southern Indiana and Kentucky publishing operations; Ed Henry at the South Bend Tribune; Monica Taylor at WDBJ in Roanoke - Monica is partners with WDBJ and our Hagerstown and Somerset publishing operations. Beth Keeling, at KY3 in Springfield - Beth is partners with KY3 and with KTUU in Anchorage; Melissa Lock at KWCH in Wichita - Melissa is partners with KWCH and our cable operations in Maryland, Florida and Arizona; Shannon Galloway at WSBT - Shannon is partners with WSBT-TV and our radio groups in South Bend, Lafayette, and Rapid City; Jennifer Donnatt at Imperial Valley Press in El Centro - Jennifer is partners with our California and South Dakota publishing operations. Sean Miller, our HR systems manager, is Northern Michigan’s HR business partner. These outstanding professionals bring over 120 years of HR experience to their partners – our employees. They are each passionate about their mission – retain the best talent we possibly can.

Our redesigned recruiting and hiring activities are led by Dave Elliott at the Herald-Mail in Hagerstown with the assistance of Caitlin

Guindon, a recent graduate of Shippensburg (PA) University. All Schurz’ job openings are online at www.schurz.jobs. Tell your talented friends. I recommend watching this great welcoming video that all new hires see www.schurz.com/sci-employee. Again, tell your talented friends. Recruiting and hiring the best talent is a tremendous, seemingly never-ending challenge in most any business.

Consider that Schurz continuously employs about 2,300 people. Each year about 25 percent of employees, almost 600, leave Schurz for a variety of reasons. (Note that the U.S. non-public average approximates 45 percent)

That leaves Dave and his team with the challenge of finding, recruiting and hiring about 600 people each year. And we don’t just want anyone – we want the best talent. Since November we’ve recruited 272 new hires.

At any point in time about five percent of Schurz’ jobs are open - currently 123. Are you, or do you have any talented friends, looking for an adventure? There are currently 11 openings in Anchorage. Yesterday, Anchorage had a temperature of 67 degrees with 19 hours and 20 minutes of sunlight. KTUU NBC 2 is by far the Number 1 station in the market beating all other stations combined. (KTUU morning, early and late news shares of 64 percent, 45 percent, and 40 percent, respectively, with no competitor above nine percent. That’s No. 1! They are also building a new state-of-the art broadcast facility. The King and Sockeye salmon are on the run. Tell your talented friends - www.schurz.jobs

Now to the really important HR people at Schurz – the backroom. This is the team that makes certain that every Schurz employee and retiree gets paid and receives their benefits. The team includes Wendy Hill, who oversees benefits and compliance, Sean Miller who manages the systems, Susan Miller who processes nearly every Schurz paycheck, Jaime Hurt and Beth Campbell who ensure employees and retirees receive their benefits. Certainly everyone knows Kim Hamm in Bloomington. If you ever have an issue with your group insurance benefits – call Kim at 877-919-9355 option 1. Kim is a fantastic resource that will assist you.

So, that’s a quick overview of the new Human Resources at Schurz. I’m still thinking about Si and want a new name for Human Resources. I promise a reward. Please share your suggestions with me at martys@schurz.com. Have a great summer!

Antietam Cable launches ultra-fast internet service

By CYNTHIA GARLAND

Director of Marketing, Antietam Cable

Antietam Cable in Hagerstown, MD launched an enhanced residential high speed Internet option for its wildly popular broadband Internet service in April 1.

Antietam’s Ultra-Fast 30 service boasts speeds up to 30Mbps download and 5Mbps upload.

“Mom listening to Internet radio, Dad streaming a high definition movie, the kids playing online games -- all at the same time. This is the new norm,” comments Alan Mayman, Antietam Cable IT Director. “30 Megabits per second, a 100 percent performance increase for our hungriest residential

customers, provides the speed they need for today’s Internet.”

“National Cable & Telecommunications Association president Michael Powell opened the 2013 Cable Show in Washington D.C. by praising the cable industry for ‘expanding the user experience to any screen you want, anytime you want, and anywhere you want,’ notes Antietam President and General Manager, Brian Lynch. “Antietam’s staff is working toward the launch of our TV Everywhere product which will deploy throughout the coming months. The Ultra Fast 30 is the perfect complimentary product that will greatly enhance the user experience.”

News Makers

Schurz Award winners are announced

By MARGARET FOSMOE
South Bend Tribune

John Quinn thinks reading news on a tablet would be more enjoyable and engaging if it were more like a computer game.

A game where the user earns points and wins rewards for rating news articles, sharing content and commenting on stories.



QUINN

He calls his creation NewsQuest, an application for iPads that allows users to do all those things.

Quinn — a University of Notre Dame junior — won first place in the apps category of the Notre Dame-Schurz Awards for Innovation. He was presented with a check for \$3,500 for his concept.

The competition is sponsored by Schurz Communications. The goal is to encourage students to develop digital solutions and innovations for media companies.

“A lot of people my age like these rewards-based apps,” said Quinn, a computer science major. Rewarding Web customers with points or coupons provides them a sense of accomplishment and keeps them coming back to a website, he said.

The other category was in the area of using “big data” sciences to advance media companies.

The top team in that category — also winning \$3,500 — was composed of Notre Dame graduate students Jian Xu and Wenzhao Sun, who analyzed more than 200 professional Twitter accounts associated with SCI media properties to determine the most effective strategies for using Twitter to share news and draw more users.

The team’s analysis suggests that tweeting in the evenings and on weekends can be more effective than during weekdays for news organizations. They also found that longer tweets are more effective, and using one hashtag in a tweet produces better results than multiple hashtags.



Sun and Jian Xu won the Schurz/Notre Dame Innovation Prize in the using “big data” sciences to advance media companies category.

A total of \$13,000 in cash prizes was awarded, with the first-place teams in each category winning \$3,500; second-place, \$2,000; and third-place, \$1,000.

Other teams in the app category presented concepts such as a location-based social media platform, a way to share YouTube music videos and a game that allows the user to guess scrambled words in several languages.

Other teams in the big data category presented ideas for predicting how many clicks a news article might get on a website based on previous data, predicting online visitor frequency and analyzing how many website visitors view news videos in their entirety.

Most videos posted on SCI news organization websites are about two minutes long, but the data show the most popular videos are those under 30 seconds or four to five minutes in length, the student team of Frederick Nwangang and Jonathan Simpkins reported.

Gregory named News Director



GREGORY

Brian Gregory is the new News Director at KWCH in Wichita, KA.

He began his career as an intern at WJET-TV in Erie, Pennsylvania, working his way up as a photographer, assignment editor, and producer. He

moved to WVLT in Knoxville as EP, then Assistant News Director before heading west to Sacramento as EP.

Daily American’s Whipkey inducted into Hall of Fame

The Somerset, PA Daily American’s editor has been inducted into his high school’s Hall of Fame.

Rockwood Area High School inducted Brian Whipkey into its Hall of Fame June 3.

Whipkey is a 1986 graduate of Rockwood and a December 1989 graduate from Indiana University of Pennsylvania. He has a bachelor’s degree in Journalism.

In January 1990 he was hired as a general assignment reporter for the Daily American



WHIPKEY

newspaper in Somerset. Over the years he held several positions including city editor and a page designer. In November 2003, he was named editor of the newsroom, a position he holds today.

Whipkey, 44, is a member of the Beulah United Methodist Church, the Somerset Rotary Club, a member of the Foundation Board of Allegany College of Maryland, Somerset Campus, board member of the Somerset County Mobile Food Bank, past president of the Somerset County Chamber of Commerce, and former advisory board member of the Salvation Army Somerset Service Center. He and his wife, Barbara, live in Lincoln Township.

30 Year Anniversary for Sunburst Races

This year marked the 30th anniversary of the Sunburst Marathon in South Bend.

WSBT TV and Radio and the South Bend Tribune have been there since the very beginning.

When the race started 30 years ago it attracted 300 runners. This year the total topped 10,000.

WSBT TV and Radio, the Tribune and SCI corporate were represented by 35 runners and walkers, not including their friends and family members.

Sunburst Races is one of the premier regional running events in the Midwest. The race begins in downtown South Bend and finishes on the field of the venerable University of Notre Dame football stadium.

The race, owned and managed by Memorial Hospital in South Bend, coincides with the University of Notre Dame Reunion Weekend.

No matter your physical state you can participate. There are six different events making up the Sunburst Races. On Friday night a Family Walk meanders through the streets of downtown South Bend and attracts 500 young children and their families. Race day events include a Fun Walk, 5K run, 10K run, Half Marathon and Marathon.

The Sunburst Marathon is a Boston Marathon qualifier and both the Half Marathon and the Marathon are certified by the United States Track and Field governing



Between WSBT TV/Radio and corporate employees Schurz Communications had roughly 35 runners and walkers participating in this year's Sunburst Races. The race has been held annually in South Bend for 30 years, starting downtown and ending at Notre Dame stadium. Among those participating were, from left, Jesse Agostino, Patti Gennicks, Shannon Galloway, Bruce Keyser, Sherie McCarthy, Josh Taylor, Scott Leiter, Jack Reichert and Ted Smucker. In the inset is Jaime Hurt and husband Mike.

body.

Proceeds from the Sunburst Races benefit the Memorial Children's Hospital.

It all started 30 years ago with a group of middle aged guys recovering from heart attacks and the battle of the bulge. They huddled with Notre Dame in creating the event

so they could tap into Notre Dame's alumni, bringing them back into town for a weekend before football kicked into high gear. The event is a big boost for South Bend's tourism industry.

KWCH honors Top of the Class seniors

By ERIKA SCHLUP
KWCH-TV, Wichita, KA

KWCH 12 in Wichita, KA hosted the 22nd annual Top of the Class appreciation breakfast in May.

The event honors the top graduating seniors at high schools across central Kansas, recognized for both their academic achievements as well as extra-curricular activities.

High school counselors were asked to pick a student to represent their school. In addition to looking at the student's G.P.A., they were also asked to take into account awards, honor classes, clubs and sport involvement.

The KWCH 12 Top of the Class ceremony took place at Corporate Caterers. It began with a breakfast and wrapped up with a commercial taping of each graduating senior.

The commercials featuring the Top of the Class students will air throughout the summer on KWCH 12, KSCW (channel 33/cable 5) and Always On 12.2. Students' biographies and pictures will also be featured online at kwch.com.



Jenn Bates, KWCH sports reporter, gave a motivational speech at the Top of the Class breakfast that honored top seniors from high schools in the Wichita area. KWCH anchors Cindy Klose, left, and Roger Cornish, center, hosted the event.

McPherson College sponsored the event. Each Top of the Class student received an \$11,000 scholarship for four years to McPherson College – totaling \$44,000 for the four years.

Eyewitness News anchors Roger Cornish and Cindy Klose hosted the event. Sports Reporter Jenn Bates also gave a motivational speech.

KWCH 12 promoting station's 60th anniversary

By ERIKA SCHLUP
KWCH-TV, Wichita, KA

KWCH 12 is continuing to celebrate its 60th anniversary.

The last two months, station representatives have attended over ten events across the state of Kansas; including, McPherson's All School Day, the Wichita River Festival and Beef Empire Days in Garden City.

KWCH also partnered with Eddy's Toyota to giveaway a 2013 Toyota Corolla. KWCH is taking the special 60th anniversary car to each of the events. They will give the car

away at the end of September.

KWCH continues to have monthly web stories about the history of KWCH and how things have changed over the years on their 60th anniversary webpage.

On June 15, KWCH aired "Flashback 12" programming which included shows from the 50s and 60s. Programming included the Red Skelton Show, Ozzie and Harriet, and Beverly Hillbillies; a special 60th anniversary show about the history of KWCH; even a 50s style Weekend Crew episode.

KWCH continued celebrating by having a

KWCH 12 Family Fun Day on June 29.

KWCH sent on-air personalities to different museums and zoos across the state to meet viewers. In return, each participating location reduced admission by 60 percent. KWCH and the museums and zoos also had a small giveaway; which included a \$60 Visa gift card and a gift certificate from the museum or zoo.

In September, KWCH will celebrate at the Kansas State Fair with hula hoop contests and a live broadcast of the 6 p.m. news.

Orbitel Communications awards two scholarships

Orbitel Communications, Schurz Communications' cable company in Arizona, presented \$500 scholarships to Maricopa High School seniors Rebecca Mason and Karell Garcia for their achievements in



Orbitel President/CEO John Schurz presents scholarship awards to MHS students Rebecca Mason, middle, and Karell Garcia.

leadership, extracurricular activities, community service and academics.

"We are proud of the Orbitel scholarship, which provides extra assistance toward the high cost of a college education," said John Schurz, president and CEO of Orbitel Communication.

"This is our fourth year presenting scholarships and it is our hope that we may continue to offer these each year. We are

happy to help these winners as they work to achieve their goals."

Rebecca Mason has excelled academically with a 4.18 weighted GPA. Her involvement in campus activities and clubs has provided her opportunities to lead her peers and become a well-rounded student. Her passion is to help people, she dreams of being a family counselor to help heal broken families and bring strength back to the American family. Rebecca has been accepted at Brigham Young University.

Karell Garcia holds a 4.76 weighted GPA while participating in honors and Advanced Placement classes. Her teachers have described her as a model student and an admirable leader. Having been accepted to Arizona State University, Karell plans to study elementary education and perhaps get a master's degree in English. Her No. 1 goal is to be the first person to graduate college in her family.

Both students graduated in May. Karell was Class of 2013 valedictorian.

Orbitel Communications is a locally based broadband communication company providing cable TV, high speed internet, and digital telephone services to the residents and businesses in Arizona.

WDBJ7 staffers in parade



WDBJ7 was prominently represented in one of Roanoke's largest events, the annual St. Patrick's Day Parade. It was gratifying when WDBJ7's audience warmly greeted the staff along the parade route. After the parade people stayed downtown for the Shamrock Festival, a new event this year. Carrying the WDBJ7 banner in the parade were, from left, Mike Pettit, Mike Bell, Robin Reed, Kimberly McBroom, Brent Watts and David Kaplan.

American News honors 2 sports team members

By SCOTT WALTMAN
Aberdeen, SD American News

Two members of the Aberdeen SD American News sports team have been honored in recent months for their efforts and exceptional work.

Sports writers Deb Smith and Shawn Werre were the American News newsroom recognition award winners for April and May, respectively, said J.J. Perry, executive editor of the American News.

Smith was recognized for her efforts to find and write feature stories for sports while events were being canceled left and right because of poor weather.

Werre is a careful, diligent worker, whose efforts extend beyond the sports section, Perry said. Aside from writing sports stories, Werre does news clerk work.

Smith and Werre each received a \$50 bonus for their efforts, courtesy of Charles Pittman and Schurz.

Jim Roberts, general manager for WSBT Radio, was among the honorees in this year's Michiana Forty Under 40. This is an annual award given by the Chamber of Commerce of St Joseph County to local professionals for their business success and community contributions.



ROBERTS

Jamal Henry of the South Bend Tribune has been honored with the "Excellence in Consultive Advertising Sales and New Business Development" award from AdMall. Henry generated an additional \$7,500 in revenue.



HENRY

Martinsville, IN Reporter-Times staff writer **Ronald Hawkins** has been selected for the fifth time to serve on and moderate panels at InConJunction, the annual science fiction and fantasy gathering. He will moderate a panel on Kurt Vonnegut Jr., where he'll present a short video, and one on "The Wild Wild West," and be on panels about classic science fiction movies, future employment and the timeline of mass media.



HAWKINS

Jennifer Ellis of the South Bend Tribune has been selected as a member of the 2013 Michiana Forty Under 40 Class. Jennifer helped found and edits In the Bend and is a valued member of the Tribune digital staff. She has been with the Tribune five years.



ELLIS

Associated Desert Shoppers team member **Paul Kryczko** rode in the 15th Annual Tour de Palm Springs. The bicycle ride attracted over 10,000 riders and benefits various charities throughout the region.



KRYCZKO

Sue May Bloomington Herald-Times

Sue May retired from The Bloomington, IN Herald-Times on April 24 after more than 40 years of service.

When she first came to the Herald-Times, in 1968, she was the receptionist. "I had one of those old switchboards with the little plug-ins. I had to be really careful not to unplug anyone," she said. "I worked with a lot of great people in the business office."

She quit in 1969, because she was pregnant with her first child, son Chris. She took off about a year to stay home with him and then went to work at RCA for about a year until she got pregnant with daughter, Trisha, in 1972.

She came back to the Herald-Times in 1973 and worked again as a receptionist for about five years and then quit again, to spend more time with the kids.

For the next four years, she would fill in at the Herald-Times when people were off sick or on vacation — classifieds, business office and dispatch. At the end of those four years, there was an opening for full time, in classifieds, so she took it.

She was in classifieds until they asked her if she wanted to be an advertising coordinator, and she has been there ever since.

Sue, a native of Bloomington, went to Bloomington High School South. After high school, she was a long distance operator for Indiana Bell for about a year until she came to the Herald-Times.

She married her husband, Chuck, on Aug. 11, 1967.

"I feel like I've been very blessed working with the Schurz family," she said. "Scott has always made me feel like I mattered. I'm going to miss coming to work and spending the day with some wonderful people."

Cathy Hughes Bloomington Herald-Times

Cathy Hughes retired from The Bloomington, IN Herald-Times March 29 after more than 23 years of service.

Before coming to the Herald-Times, Cathy worked at the TIS warehouse, on 17th Street for eight years and became interested in printing while working there.

She decided she would like to continue in printing and went to work for a commercial printer in Ellettsville.

Then she came to The Herald-Times working in the mailroom and then moved to



Sue May gives a hug to co-worker Joyce Thomas at her retirement party in April in the Herald-Times conference room.

composing in a part-time role.

As the technology evolution continued, Cathy was part of that process and was promoted to full time on 1995. She then was moved to nights as shift supervisor, overseeing the staff of three.

Cathy became copy services manager in 1999, supervising a staff of three people in taking advertising proofs to customers, getting corrections over the phone and making sure the ads were ready to print in the paper, making news-room pages and placing the ads.

When copy services was dissolved in a reorganization, Cathy moved into what is now called prepress.

Cathy married in 1968, and she and husband, Mark, had two children, a daughter, Cassie, and a son, Nick.

In retirement, Cathy said, she has projects in her house and yard that she would like to get done.



Cathy Hughes does a dance during her retirement party as Hoosier-Times Publisher Mayer Maloney looks on.

Victory in the Valley is KWCH, FetchToto effort

For 22 years, Victory in the Valley has raised money for cancer patients with their annual event; the East Meets West Walk/Run.

This year KSCW, in Wichita, KA, and Fetchtoto teamed up to help raise awareness for the cause. The race specifically benefits cancer patients and families living in Wichita and throughout Kansas.

The 2013 Victory in the Valley took place at Exploration Place on Saturday, May 18.

When registering, participants chose to run or walk for either the 'Eastside Team' or the 'Westside Team', in a friendly competition between members of the East or West side of Wichita.

Members of KWCH and KSCW participated in the race, with KSCW Crew Co-host, Katie, as captain of the Eastside and the other half of the KSCW Crew, Shane, as captain of the Westside.

Victory in the Valley began in 1983 with the mission to assist and encourage cancer patients and families. All net race proceeds will be used by Victory in the Valley to directly benefit cancer patients & families in Wichita and throughout Kansas. For more information on Victory in the Valley: www.victory-inthevalley.com

Involved in water tower project

Cathlene Hammond, staff producer at Advanced Cable in Coral Springs, FL, helped the Coral Springs Museum of Art with its nine-month long project of painting a mural on the city's water tank.

The project started in August, 2012 with the creation of the Task Force of which Cathlene was a member. This dedicated group of volunteers from various businesses and the community came up with artistic events every month and brought the community together to paint the water tank in February, 2013.

Cathlene created and organized the first event in September, 2012 titled "The Joy of Music." Cathlene invited the community to come out to the museum with their instruments or even make an instrument out of household items and play together. The event was a big hit and everybody got to make a lot of music loudly in the normally quiet museum.

Anniversaries

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

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

The anniversaries being recognized for May, June and July are:

30 Years

Rick Carter, WSBT, Mishawaka, IN

25 Years

Dean Kinney, New Rushmore Radio, Rapid City, SD
Bonnie Kolasa, Interior Journal, Sanford, KY

20 Years

Andy Hughes, South Bend Tribune
Jennifer Brummett, Danville, KY Advocate-Messenger



Streaming to Alaska

The ability of Kat Country 98.7's in Rapid City, SD to stream on-line is paying off for midday host, Dean Taylor. Dean is pictured here with Heather and Robert, two Kat listeners that stream Kat Country on-line in Alaska. They happened to be in Rapid City and dropped off a t-shirt for Dean.

Top rated newscast expands

The News at 9 p.m. on the Ozarks CW in Springfield, MO has expanded to a full hour.

The first half hour is loaded with news, live shots and packages are rarely used.

Lisa Rose and Ethan Forhertz anchor the news, Chief Meteorologist Ron Hearst does geo-targeted forecasts and Chad Plein has expanded local sports coverage.

KY3 veteran Sport Director Ned Reynolds is also doing a nightly segment with Chad called "Reynolds Recalls." Reynolds and Plein look back at the greatest moments in sports history.

The 9 p.m. newscast has double the numbers of the newscast on the former FOX station in Springfield. According to Rentrak an average audience of about 50,000 viewers each night.



Veteran KY3 sports director Ned Reynolds, left, teams with Chad Plein to present "Reynolds Recalls" on Ozarks CW.

KWCH's Gauna Top 40 Under 40

KWCH 12's Creative Services Director Dominic Gauna has been named a "Top 40 Under 40" by the Wichita Business Journal.

Gauna joined KWCH 12 in 1997 in the Production Department directing live newscasts for the number one news station in town, KWCH 12 Eyewitness News. Gauna worked his way up to Director of Production. He was named Creative Services Director in July 2012.

The "Top 40 Under 40" is an honor given every year by the Wichita Business Journal recognizing some of the city's top leaders under the age of 40. This year there were approximately 300 nominees, a record for the publication.



GAUNA

Wright new SCI V-P Information Technology

Michelle Wright has been named the new Vice-President of Information Technology at Schurz Communications.

Michelle joined SCI in 2012 as Director of Project Management and quickly began management of the publishing systems replacement projects as well as the construction of the new KTUU station for Northern Lights Media in Anchorage, Alaska.

On May 13, 2013, Michelle was named Vice President of Information Technology.

Michelle came to Schurz from CUNA Mutual Insurance where she was Senior Consultant responsible for delivery of corporate business and IT process improvement efforts.

Previously Wright held roles as IT Planning and Programs Director for The



MICHELLE WRIGHT
Vice President
Information Technology

University of Notre Dame and Senior Manager at Whirlpool Corporation.

Michelle spent the majority of her career at

Liberty Mutual Insurance where she managed a staff of developers and technologists in support of five U.S. call center sites and was responsible for desktop support, application development, data center management, and procurement of call center technology.

Michelle received her Bachelor of Arts degree in Journalism from the University of New Mexico and holds a Master of Business Administration in Technology Management from Walden University. She holds certifications in IT Management (ITIL), Change Management, Executive Leadership, and is a Lean Six Sigma (Black Belt).

Michelle is the very proud mother of three children

Aberdeen American News

Mark Herman's upbeat attitude and willingness to try new ideas have helped better serve the subscribers and advertisers of the American News and Farm Forum in Aberdeen, SD.

Herman moved to Aberdeen in January to start working as the newspaper's circulation director.

When Herman arrived in Aberdeen after working for 14 years at the West Central Tribune in Wilmar, Minn., he assessed the American News' circulation department from the bottom up to see how things could be improved.

Herman compares his coming into the American News from the outside to that of a new coach taking over an athletic team. The new coach might have some new ideas that take time to implement. "You can't change the culture overnight," he said.

A winning attitude is key in leading a successful department, he said.

Many people don't realize the challenges a carriers and the circulation department of a 365-day-a-year newspaper face, Herman said. In South Dakota, they include brutal winter weather and, in the case of Aberdeen, vast geography. Some issues of the American News have a more than two-hour, one-way trek before they reach their destination, he said.

KY3-TV, Springfield, MO

Shayla Patrick joined KY3 News in Springfield, Missouri as a multi-media journalist in May. Patrick has worked at KSN News in Joplin, Missouri where she was a reporter. Prior to that she worked at the CBS affiliate in Springfield as a production assistant and was an Intern at KSPR News.

Shayla has strong ties to Springfield. She graduated from Missouri State University where she played on the volleyball team from 2006-2010.

Somerset Daily American

Michelle Ganassi has been named the Digital Content Leader for the Daily American in Somerset, Pa.

Ganassi will be monitoring the company's website and helping reporters utilize the various story-telling techniques including videos and photo collections.

"Michelle has had a strong interest in the Somerset website and has



PATRICK



GANASSI



MALLORY

been leading the newsroom in organizing videos and photo galleries. "This position is a natural transition for her," Brian Whipkey, editor, said. In addition she will be teaching the newsroom how to use the new TownNews content management system.

Ganassi joined the Daily American in July 2005. She previously interned for The Catholic Accent in Greensburg and The Wheeling News-Register, in Wheeling, W.Va.

She received her bachelor's degree in communications with a specialization in journalism from West Liberty State College, West Liberty, West Virginia, in 2005

While attending West Liberty State College, she was the editor of the college newspaper, The Trumpet.

Jessamine Journal

Robin Mallory has moved from Palm Coast, Fla. to join the advertising staff at the Jessamine Journal in Nicholasville, KY as supervisor of ad sales.

Mallory made the move with her husband and four children.

The Belmont Abbey College graduate previously worked as a sales manager for Halifax Media Group, owner of The Daytona Beach News-Journal and Florida Pennysavers, among other publications.

Mallory said she is excited about the Journal's advertising promise because of its location. "We want to keep the hometown feel of the paper, but also want to branch out a bit and see what business opportunities lie around Lexington," Mallory said.

"The Journal has changed and evolved into so much more than just a paper," Mallory said. "The potential is great. The paper has a good name and a good following."

Awards & Honors

Tribune captures top individual award

SCI properties win 29 Indiana AP awards

Schurz Communication Inc. Indiana properties won 29 awards in the Indiana Associated Press Media Editors contest, including the prestigious Kent Cooper trophy, the top individual award in the competition.

South Bend Tribune staff writer Virginia Black and former reporter Mary Kate Malone were honored with the Cooper award for their series "For the Love of Children," which focused on the 2011 beating death of 10-year-old Tranelle Sturgis, the deaths of other Indiana children and the policies of the Department of Child Services.

Judges called the series "incredible journalism in so many different forms" and said, "Lives were changed because of these stories."

That series as well as "The Skinny Dream" series by Kim Kilbride were among 16 Tribune works awarded prizes including eight firsts, six seconds and two thirds.

The Bloomington Herald-Times won nine awards including two firsts, three seconds and four thirds.

The Bedford Times-Mail won one first and one second.

The Tribune's "For the Love of Children" series won first places for Nondeadline News Reporting and First Amendment/Community Affairs.

Kilbride's series about a woman's efforts to lose weight and her journey through bariatric surgery won first places for Feature Series and Use of Multimedia.

Other first place winners from the Tribune were;

-- Greg Swiercz, Video/Slide Show, for his online work for the "Skinny Dream" series. Regarding the series, judges said it "was a compelling piece of work and a wonderful story of one person's

struggle" and, that "nothing else even came close" to the quality of the multimedia portion of the series";:

--Lou Mumford, Feature Writing, for "A magical role he loved," about the death of a Niles man known for his longtime role as Santa

--Eric Hansen, Nondeadline Sports Reporting, for "A promise kept fuels Lewis-Moore's climb back."

--Santiago Flores, Feature Photo, of local Sikhs after worship.

Six Tribune staffers won second place awards: Joseph Dits, Nondeadline News Reporting; Virginia Black, Feature Series; Ed Semmler, Column Writing; John Stump, Use of Graphics; Paul Ditlinger and the copy desk, Headline Writing; Robert Franklin, Sports Photo.

Third place awards went to: Franklin, Feature Photo, and Margaret Fosmoe, Feature Writing.

The Bloomington Herald-Times firsts went to Laura Lane for Nondeadline News Reporting for a story on convicted killer Robert Lee getting out of prison and coming back to town and to Stewart Moon and Penny Reid for Page One Make-Up.

The Herald-Times second place winners were: Abby Tonsing, Deadline News Reporting; Dustin Dopirak, Nondeadline Sports Reporting; and David Snodgress, Sports Photo.

The Herald-Times third place winners were: Dopirak, Deadline Sports Reporting; Jeremy Price, Column Writing Sports; and Chris Howell, Sports Photo and Photo Package.

Rich Janzaruk won the Bedford Times-Mail first place in the Sports Photo category and Bob Bridge won the second place for Column Writing Sports.

KSPR named Kansas City Press Club Station of Year

The Kansas City Press Club Station of the Year is a goal stations in Kansas and Missouri strive for every year in a competition among all stations, large and small.

For 2013 the winner was KSPR-TV in Springfield, MO.

It was in some elite company with the Kansas City Star winning Newspaper of the Year and KCUR, the public radio station in Kansas City, winning Radio Station of the Year.

Enroute to its Station of the Year award KSPR won 24 Kansas City Press Club awards...10 golds, nine silvers and five bronzes...competing in the large market division.

Ozark Sports Zone, won two awards.

The winners by category were:

Newsicast:

Gold - KSPR News at 6 - Leap Day Tornadoes; Bronze - KSPR News at 6 - Winter Storm.

Best deadline/spot news/breaking news:

Gold - Jonah Kaplan and Brandon Foster

- Branson Tornado; Silver - Jonah Kaplan and Tony Nguyen - School Bus Terror; Bronze - Jonah Kaplan and Brandon Foster - House Fire.

Business reporting:

Silver - Joanna Small - Tattoo Removal

Feature reporting:

Silver - Joanna Small - While They Were Away

Profile:

Gold - Kevin Lighty - Tornado Survivor; Bronze - Lauren Matter and Ben Knaup - Lage Grisby (tornado child)

Sports reporting:

Silver - Mike Scott and Brandon Foster - Haven's Hope

Photojournalism/Breaking news:

Gold - Joel Girdner - Brush Fire; Silver - Brandon Foster - Police Chase; Bronze - Brandon Foster - BWI Crackdown

Photojournalism/Overall:

Gold - Brandon Foster - Into the Dark; Silver - Mary Moloney - Patriot Guard

Photojournalism/Sports:

Gold - Brandon Foster - Haven's Hope
Beat Reporting:

Gold - Mary Moloney - Ozarks Crime; Silver - Marshals Most Wanted

Public Service Project:

Silver - St. Jude special - KSPR; Bronze - MDA - KSPR

Documentary:

Gold - KSPR - Joplin 1 year anniversary

Regular Franchise Feature:

Gold - Hugh Keeton - Game of the week preview

Online news website (Newspapers and TV stations combined)

Silver - kspr.com.

Graphics:

Gold: Joe Daves, Kevin Lighty, Keith Brown.

The Ozark Sports Zone winners were: Photojournalism/Sports - Bronze, Chris Parker; and Online news website

--Honorable mention.

KSPR wins national Murrow award

KSPR-TV, the ABC affiliate in Springfield, Missouri, is pleased to announce that it has been selected as a winner of a 2013 national Edward R. Murrow Award for best small market newscast.

The national Murrow awards recognize work of the highest quality produced by radio, television and online news organizations around the world.

This award is given to only one station in the United States by the Radio Television Digital News Association.

The winning newscast was KSPR's coverage of the Leap Day Tornadoes in February of 2012.

The newscast first had to win the regional Murrow to qualify for the national award. When it did, KSPR competed against twelve other regional winners for the top prize.

"I am humbled daily by the outstanding



work of all our employees. Their commitment to our viewers, our community and to each other is evident each and every day during our broadcasts," says KY3, Inc. General Manager Brian McDonough. "We

WDBJ7, KWCH win Regional Murrows

--Stories pages 30, 31

are honored that the dedication and commitment of our KSPR team has been recognized with the prestigious national Edward R. Murrow Award."

KSPR News Director Bridget Lovelle says, "The entire KSPR staff has worked very hard over the past few years to improve our coverage of news, sports and weather in the Ozarks. We are all very dedicated to our jobs and our community. This award is one of the highest we can achieve and I could not be prouder of this team."

The regional and national awards will be handed out in New York City on October 14, 2013.

KY3 stations dominate Missouri awards

The Missouri Broadcasters Association awards were given out June 1 and the KY3 properties thoroughly dominated with a total of 19 awards.

KY3 won five firsts and four certificates of merit (second).

KSPR also won nine awards with six firsts and three certificates of merit.

Ozark Sports Zone won one first.

The stations produced three multiple award winners...Jamie Dopp, James Holmes and Brandon Foster.

The award winners were:

KY3 FIRSTS

Complete Newscast - KY3 News at 6PM;

Investigative reporting - Crooked car dealer confronted - Sara Forhertz and Tom Schultheis;

Feature Report - Church battles trash dumpers - Paul Adler, Thomas Leonard, Justin Haase, Tom Schultheis and Jerrod McCully;

News Series - Lyme disease controversy - Jay Scherder and Tim Leimkuhler;

Special Program - SPS Hall of Fame - Charlie McDonald.

KY3 CERTIFICATES OF MERIT

Sports - Breaking 100 - Chad Plein;

Feature Reporting - General Lee-Beacon of Hope - Jay Scherder, Tim Leimkuhler and James Holmes;

Commercial Announcement - Millstone Custom Homes - Ben Clemmons and John Stinson;

Public Service Announcement or Campaign - Jamie Dopp.

KSPR FIRST PLACE

Best Documentary/Public Affairs - Joplin anniversary special (1 year later) - KSPR staff;

Best Weathercast - Kevin Lighty;

Best Spot News - Branson Tornado - Brandon Foster and Jonah Kaplan;

Best PSA - MDA - Jamie Dopp;

Best Promo - 4pm - Charlie McDonald;

Best Station Sponsored Community Event - MDA telethon - KSPR staff.

KSPR CERTIFICATE OF MERIT

Spot News - House Fire - Jonah Kaplan and Brandon Foster;

Website - Kspr.com

Newscast - KSPR at 6:00 p.m. - KSPR staff.

OZARKS SPORTS ZONE FIRST

Best website - Ozone staff

KWCH nominated for three Heartland Emmys

The KWCH 12 Eyewitness News team has been nominated for Emmy Awards by the National Academy of Television Arts and Sciences - Heartland Chapter.

The team's work was recognized in three separate categories as a representation of excellence in television and production. All nominees were announced in May.

Christina Taylor was nominated for her work as producer on "Tornado Weekend" in the Weekend Newscast - Medium Market category.

Michael Schwanke and George Taylor were nominated together for their work on "Science to Feeding Cows" in the Business/Consumer - News Single Story category.

Taylor is nominated for a second Emmy for his work in the Photographer - News category.

"I'm proud to see our Eyewitness News Team recognized for their talent and hard work," Sunflower Broadcasting President and General Manager Joan Barrett said. "We are fortunate to have a large and experienced team that brings such a high level of journalism to our newscasts every night."

WSBT Radio, TV have near sweep of awards

WSBT Radio's Associated Press awards this year were even bigger than last year.

The WSBT station, in Mishawaka, IN, took home nearly all the major awards during the 2013 Indiana Associated Press awards that were presented in April in Indianapolis.

For radio stations, the competition for these awards encompasses the entire state and includes some out-of-state entries from the Chicago and Fort Wayne areas.

For TV, the competition encompasses all of Indiana except the Indianapolis stations which are in a category by themselves.

The judges for these awards are peers in the industry, so it is a true honor for WSBT to have such important recognition of its accomplishments.

The WSBT stations won a total of 22 awards in the competition. WSBT Radio won eight awards, five first and three seconds. WSBT-TV won a total of 14 awards with 11 first and three seconds.

The WSBT Radio award winners were:

FIRST PLACE

Most Outstanding News Operation, Best Newscast (Aaron Lynch leaving Notre Dame); Best Spot News Reporting (Chemical fire); Best Sports Play-By-Play (Darin Pritchett – High School Football Game).

SECOND PLACE

Best Newscast (Aaron Lynch Leaving Notre Dame); Best Website; Best Newscast (Park Jefferson Fire – Live Reports from Kristen Bien).

The WSBT-TV award winners were:

FIRST PLACE

Outstanding News Operation; Outstanding Weather Operation; Best Newscast; Best Community Impact; Best Continuous Coverage



Bob Montgomery, left, Director of News and Talk Programming at WSBT Radio in Mishawaka, IN proudly displays the Outstanding News Operation award won in the Indiana Associated Press contest. At the right is Marge Kulba with the Best Producer award she won.

(Chemical Leak); Best General News (Bus Crossing Safety – Kristen Bien and Mark Honaker); Best News Series (Hometown Secrets); Best Producer (Marge Kulba); Best Reporter (Kelli Stopczynski); Best Sports Videography (Vintage Baseball – David McCoy); Best Station Photojournalism.

SECOND PLACE

Best Enterprise Story (A Detectives Perspective – Kelli Stopczynski and Jade Birch); Best Continuous Coverage (Wiretapping); Best Website.

American News wins news, ad awards

The staff at the Aberdeen, SD American News won 15 awards in the South Dakota Newspaper Association news/photo and advertising contests.

The news and photo departments won 10 awards including one first.

John Davis won the first for Best Feature Photo.

Other winners were:

Second place – Jeff Natalie-Lees for Best Feature Story; Jeff Bahr for Best Local Humorous Column; and Sports Team for Best Special Issue.

Third place – Sports Team for Best Sports Series; JJ Perry and John Papendick for Best Editorial; Joe Johnson for Best Headline; Calvin Men for Best Feature Photo; Staff for Best Typography; and Staff for General Excellence.

The advertising department won five awards, including two firsts, in the advertising contest.

One first went to the ad staff for Best Multiple Advertising Special for Design an Ad.

The other first went to Brenda VanMeter and the staff for Best Classified Section.

One second went to the staff for Best Advertising Special Section for Access Aberdeen. The other went to the staff for Most Original Creative Idea for Win A Proposal Contest.

The third went to Amanda Gibson, Mardell Weisenburger and Victoria Lusk for Best Multiple Advertising Spread for Celebrating Our Veterans.

WDBJ7 Regional Morrow and Emmy awards winner

WDBJ7 was selected by the Radio and Television Directors of News Association as the winner of the regional Edward R. Murrow Award for Overall Excellence for 2012.

This was for small market television stations in Region 12, which includes all of Virginia, Delaware, Maryland and the District of Columbia.

It was recognition from colleagues of the outstanding body of work produced by WDBJ7 as a team during the past year. The winning entry can be viewed at <http://vimeo.com/58574031>.

WDBJ7 was also the proud winner of three regional Emmy Awards for 2012.

An early and a late newscast from April 2012 each won Emmys in their respective time periods. These awards are from the Capital Region-Chesapeake Bay Region of the National Academy of Television Arts and Sciences.

WDBJ7 also won an Emmy for team coverage. In this last category the station competed against WRC-TV in Washington, which is a testament to the quality of the WDBJ7 work. WDBJ7 was nominated for a total of four regional Emmy awards.

Herald-Mail wins 20 regional awards

By C.J. LOVELACE

Hagerstown, MD Herald-Mail

The Hagerstown, MD Herald-Mail received 20 awards, including one Best In Show, from the Maryland-Delaware-D.C. Press Association.

The newspaper's awards included six first-place and 14 second-place honors in its division. The Herald-Mail is in Division B, for newspapers with daily circulation between 30,000 and 75,000.

Tri-State Editor Bill Kohler earned the Best In Show award in the Local Column: Critical Thinking category.

The winners and their categories include:
News Awards

First place, Spot News: Dave McMillion for "Fiery Wreck Ends Chase"

First place, Public Service: Arnold Platou for "We Want Full Transparency"

Second place, General News: Dan Dearth for "Rescue Mission Criticized for Accepting Violent Criminals"

Second place, Continuing Coverage: C.J. Lovelace for "Study Says New Stadium Could Help Revitalize Downtown Area"

Second place, Feature Story — Profile: Janet Heim for "Former Wrangler, 98,

Remembers His First-Hand Look at U.S. History"

Second place, Local Government: Andrew Schotz for "Cops Concede Error in Death Notification"

Second place, Public Service: Arnold Platou for "You Can't Make This Stuff Up"

Second place, Election or Ballot Initiatives: Staff for Election Previews and Q&A

Second place, Business Reporting: Arnold Platou for "Taking Advantage or Taking a Risk"

Second place, Medical/Science Reporting: Chris Copley for "Prey. Eat. Love it."

Editorial Awards

First place, Local Column — Critical Thinking: Bill Kohler for "Paterno's Statue Had To Fall..."

Second place, Local Column — Feature or Humor: Kate Coleman for "Working Mom Lives American Dream"

Photography Awards

First place, Feature Photo: Joe Crocetta for "Super Slide"

Second place, Sports Photo: Colleen McGrath for "Simply Perfect"

Second place, Best Photo Gallery: Ric Dugan for Battle of Antietam: "Bloody Lane" Re-Enactment

Design and graphics awards

First place, Headline: Sherry Bourgeois for "Powerless"

Second place, Headline: Dave Rhodes for "It's a Tree-For-All"

Multimedia and online awards

First place, General Web Site Excellence: Staff for Herald-Mail.com

Second place, Multimedia Storytelling — Sports: Dave Barnhart, C.J. Lovelace, Yvette May for JFK 50 Mile Ultramarathon

Second place, Best Web Video: C.J. Lovelace for "Antietam: Burying the dead"

KWCH 12 winner of two Regional Murrow awards

KWCH 12 Eyewitness News in Wichita, KA has been awarded two prestigious regional Edward R. Murrow Awards.

KWCH 12 won the 2013 awards for "Overall Small Market Excellence and Use of Sound and Video". Winners were announced by the Radio Television Digital News Association.

The award for Overall Excellence is selected by evaluating a station's news-cast, breaking news, continuing coverage, features, investigative reports and/or other work, including the television station's

web presence - which reflects the depth and scope of the news organization.

"It's always an honor to win any Murrow Award and receiving the recognition for Overall Excellence is especially gratifying for our team," said President and General Manager Joan Barrett. "It's also great to see the wonderful work by George Taylor recognized by his peers, yet again. It's well deserved."

Photojournalist Taylor won in the Sound/Video category with a composite of his work.

Bloomington, Bedford collect 11 awards in SPJ state contest

Schurz Communication newspapers in Bloomington and Bedford won 11 awards in the Indiana Society of Professional Journalist annual contest.

The Bloomington Herald-Times won nine awards, including two firsts and the Bedford Times-Mail won two awards, including one first.

The award winners were:

FIRST PLACE

Rich Janzaruk, Times-Mail, Sports Photography (Sectional track finals).

Jon Blau, Herald-Times, Coverage of Government or Politics, (Big Brother Is Reading Your Emails).

Jon Blau and Victoria Isom, Herald-Times, Criminal Justice Reporting (Bloomington Is Haven For Homeless, But At What Cost).

SECOND PLACE

Dann Denny, Herald-Times, Feature

Writing (Miracle Man).

Jon Blau, Herald-Times, Investigative Reporting (Nigerian Online Fraud Schemes).

Bob Bridge, Times-Mail, Sports Column Writing.

Mike Miller, Herald-Times, Sports Reporting

THIRD PLACE

Abby Tonsing, Herald-Times, Spot News Reporting (Bloomington Police Shoot, Wound Man)

Peter Jacobi, Herald-Times, Arts and Entertainment Reporting

Laura Lane, Herald-Times, Business or Consumer Affairs Reporting.

Laura Lane, Herald-Times, Criminal Justice Reporting (Convicted Killer Getting Out of Prison).

Daily American's Siwy is winner

The Somerset, PA Daily American's Sunday editor earned a second place writing award.

Bruce Siwy received second place in the Pennsylvania Newsmedia Association's annual Professional Keystone Press Awards.

Siwy entered a story in the sports category that he wrote about the stadium being used by Windber High School.



BRUCE SIWY

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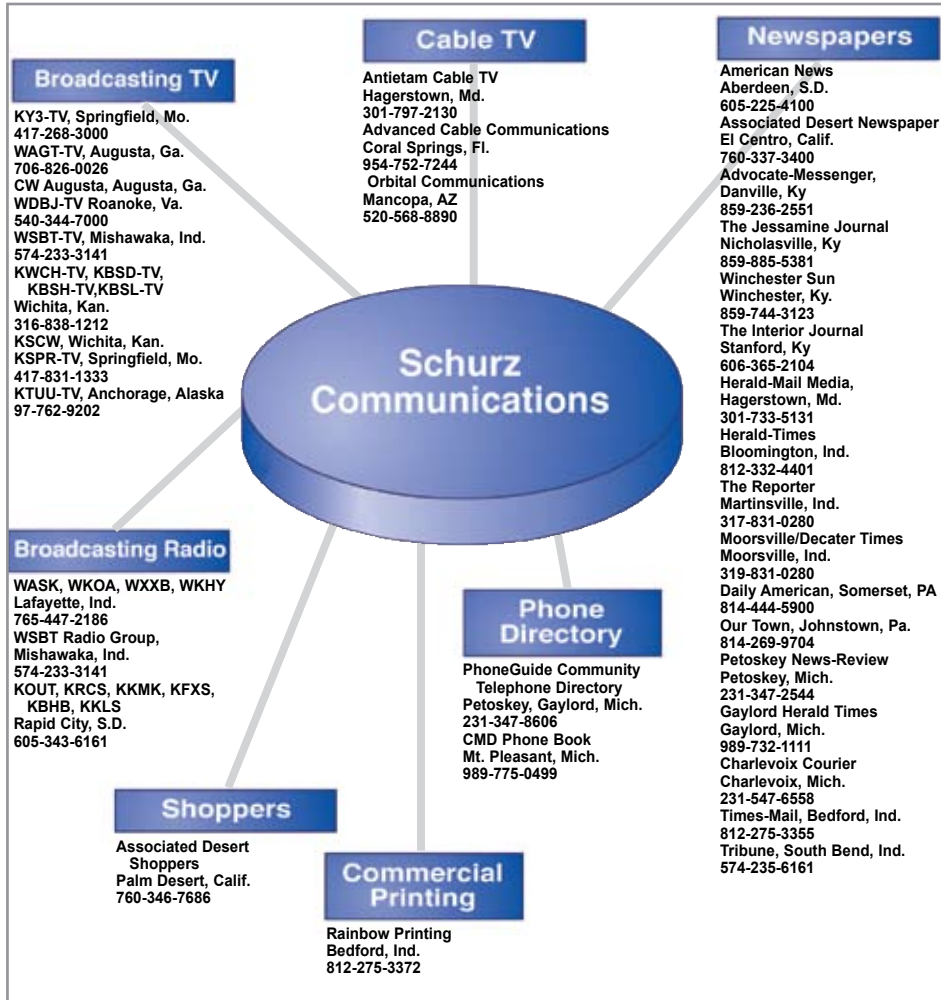
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Schurz COMMUNICATOR

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