

# **Schurz COMMUNICATOR**

**April 2013**

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***KTUU meets the Iditarod challenge***

***~ Story pages 14 - 15***

# What's on the inside

**Jeremy McBain**, executive editor of the Petoskey, Mich. News-Review, has tapped into his Scottish/Irish heritage to participate in a unique sporting event...the Highland games. Involved is lifting, tossing and hurling heavy objects with the winners based on distance or height. **Story on page 7.**



**Lia Green**, president of New Rushmore Radio in Rapid City, SD,

was featured in the January/February issue of Black Hills Women magazine, selected as one of the "10 Most Fabulous Women of the Black Hills".

Green, a Black Hills native, has been at the radio station for 35 years. **Story on page 9.**

**John Schurz**, new president of Orbitel Communications, a cable television company serving Arizona communities, has been selected as a member of the boards of the Southwest Cable Communication Association and the Maricopa Economic Development Alliance. **Story on page 9.**



**Andy Graham**, veteran Bloomington Herald-Times sportswriter, has been elected as a member of the Indiana Sportswriter and Sportscaster Hall of Fame, Class of 2013. Graham joined the Herald-Times in 1982 and spent 22 years as a sportswriter and 9 years covering education and the arts. **Story on page 12.**

**John Nelson**, executive editor of the Kentucky Newspaper Group, has been selected as an inductee into the Kentucky Journalism Hall of Fame. Nelson joined the Danville Advocate-Messenger as managing editor in 1997. He's a past president of the Kentucky Press Association and a tireless advocate for the First Amendment. **Story on page 19.**



# FROM THE EDITOR

A new column is making its debut in this issue of the Schurz Communicator. It's being written by Martin Switalski, one of the first additions to the corporate staff of Schurz Communications Inc. in 1988 and now Vice President HR/Administration. Switalski will be using the column for Human Resources updates and other subjects. His first column looks at the evolution of leadership at Schurz Communications and how the style hasn't changed over the past 25 years. The column is an anchor in the Out and About section in this and future Communicators.



The ability of Schurz Communication properties to shine in media contests, as reported in the Communicator, continues to amaze and the April issue is no exception. Stories on the awards won by SCI properties are on pages 27 through 31.

Members of the Danville Newspaper Group collected a total of 70 awards in the Kentucky Press Association contest, including General Excellence awards to the Danville Advocate-Messenger and the Jessamine Journal. The Advocate-Messenger and Jessamine Journal each won 20 individual awards, the Winchester Sun 17 and the Interior Journal 13.

In the Michigan Press Association contest Schurz Communications' Michigan Group won 26 awards including General Excellence for the Gaylord Herald Times and the Charlevoix Courier. Gaylord won 14 awards, the Petoskey News-Review 11 and the Courier 3.

The South Bend Tribune produced the Indiana Sports Photographer of the Year for 2012 in Robert Franklin. He won three other photo awards in the competition. SCI properties won 11 awards in all. **Story on page 30.**

The results for the SCI triannual print contest are on pages 28 and 29 and the judges had some kind words for the winners. Virginia Black of the South Bend Tribune produced the Story of the Year, Rich Janzaruk of the Bedford Times-Mail the Photo of the Year and Clay Jackson of the Danville Advocate-Messenger the Video of the Year.

The Bedford Times-Mail showcased basketball success in March and April. The Bedford North Lawrence Lady Stars won the Indiana state championship and a story is on page 5 about the remarkable year written by veteran Times-Mail reporter and columnist and former sports editor Bob Bridge.

On page 4 is a story on Kerry Oslund and Liz Thompson from Schurz Communication going to the Ukraine in February to work with employees at New Day publications. Later this year New Day staff members will be travelling to the United States to visit Schurz Communication properties including the South Bend Tribune, WSBT TV and radio in Mishawaka, the Hagerstown Herald-Mail and WDBJ7 in Roanoke, VA.

The South Bend Tribune found itself in the vortex of a media storm created when it was revealed that the much publicized romance involving Notre Dame football star Manti Te'o was a hoax. Tim Harmon follows this unique and complicated story on page 8.

The top print media sales efforts in the fourth quarter of 2012 were recognized in a company-wide contest. The winners are revealed on page 17.

--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

February and March are an exciting time for the news and sports teams at KTUU-TV in Anchorage, Alaska. The Iditarod and the Irondog Snowmobile races are packed into a frenzied four week period. The two high profile events attract Alaska's toughest adventurers and offer a chance for KTUU News to showcase why it is Alaska's top news outlet. The picture on the cover is of three-time Iditarod champion Lance Mackey during the ceremonial start of the 2013 race on the trails in Anchorage. A story on the two races can be found on page 14.

# Reflecting on changes in the media

By **TODD F. SCHURZ**

**President/CEO Schurz Communication**

As we have begun a new year, I wanted to share a few thoughts on some inflection points for the business. In mathematics, an inflection point is defined as where a curve changes from being concave upwards to concave downwards (or vice versa). In the real world, we call these turning points that may be the result of deeper changes. I believe we saw a few of these last year and can reasonably predict more in 2013.

--In 2012, our total digital revenues exceeded our three radio station groups' revenues.

We started in radio in 1922 with WGAZ-AM (the predecessor to WSBT-AM). While our three radio station groups are the tops in their respective communities, it is the smallest of our traditional media segments because we are in only three markets. As recently as 2004, radio revenues were six times as large as our digital revenues. That changed in 2012. While radio revenues grew over 27 percent from 2004 (in part due to our acquisition of New Rushmore Radio), digital revenues grew over 880 percent in that same time period.

--In 2012, cable internet service revenues exceeded basic cable video revenues.

The reason for the cable industry's start was to provide better and broader distribution of off-the-air video signals; this industry has changed considerably since we bought our first cable system, Antietam Cable, in 1968. We did not report cable internet revenues separately until 2007, when they were about 61 percent of basic video revenues. Again, while we saw growth in basic cable revenues (over 8 percent) in the past five years, that was dwarfed by the 86 percent increase in internet service revenues. It is easier to understand why we now lead with broadband and not video in some communities.



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

--In 2012, publishing revenues exceeded prior year for the first time since 2007.

While the growth was only 0.1 percent, it was our first growth in quite a while. When you look a little deeper, overall advertising revenues were down, except for local advertising and digital, and we saw increases in production and services revenues. While our newspapers' performance is markedly better than the overall industry, we are still facing some profound systemic challenges. The answer appears to lie in areas that are growing (local, digital, production) while holding on as long as we can to those areas in decline.

So, what inflection points can we expect in 2013? I think there are two that we can predict with great certainty.

--In 2013, our audiences on mobile devices will exceed those using desktop computers.

While we are continuing to see solid growth in our digital audiences, we are also seeing the impact of new smartphones and tablet devices (our cable systems have graphs that demonstrate this as more and more people use wireless devices on their home networks). Last year, mobile's share of our total audience was 35 percent (and 45 percent in December). There is no doubt that mobile will be our primary digital platform some time this year, and this has ramifications on how we design our sites and distribute our content.

--In 2013, our non-advertising revenue will be the highest in our history. This is part of a longer term trend across all media. In the past, advertising was the primary (or even sole) source of revenue. Over time, we have seen consumers pick up a larger share of the costs. While local advertising is still our largest and most important source of revenue, our non-advertising revenue will be almost half of the total in 2013.

We are certainly not the only media company seeing these inflection points and making some changes. There was a very interesting article recently in Bloomberg Businessweek titled "The Publishing Company that Beat the Internet" (with a great second headline: Meredith continues to make money in magazines. What does Des Moines know that New York doesn't?). The reporter, Felix Gillette, writes, "Meredith has profited from a few key strategies. They are experts at repurposing their content across multiple platforms (magazines, books, websites, mobile devices, tablets, etc.) and aggressively look beyond advertising and circulation for revenue."

It can be quite difficult to determine if an inflection point reflects a real change or just a fad; for example, Groupon-like deals are waning in some of our markets while still growing in others. However, the task is made much simpler if we remember one vital truth. This column has referred to revenues and business models to demonstrate some inflection points. But the key to everything that we do is to keep our focus on our ultimate customer - the consumer.

## Internet has potential to boost circulation

There are lots of folks in the newspaper industry who strongly blame the internet for dropping circulation numbers. But at least one SCI employee believes it could also be used to grow that circulation back.

At the annual conference of the Kentucky Press Association, SCI Kentucky Group Audience Manager John Preston spoke on doing just that. He told the attendees that the prevalent anti-internet sentiment in many newspapers is preventing them from taking full advantage of the web as a tool to grow print readership.

"The current decline in print circulation actually dates back to 1952" says Preston. "The number of subscribers for every 1,000 Americans has dropped steadily since then."

In his presentation, Preston focused on ways to use the internet to better communicate with subscribers, to promote coverage to new audiences, and to strengthen the perception that the newspaper is THE SOURCE for news and information.

"Our customers live in a connected digital world," Preston said. "Our employees are already a part of that world in their personal lives; they're beginning to realize the impact it can have professionally."

As audience manager, John Preston heads up both the digital and circulation departments for the Kentucky Group of Schurz Communications Inc.

# Ukraine project

## SCI teams working with New Day publications

By LIZ THOMPSON

Digital Director

Hagerstown Herald-Mail

Twenty years ago, not long after their country declared independence from the former Soviet Union, a group of journalists in a small city in Ukraine dared to start a media company called New Day.

Despite an office bombing and with none of the protections media in the United States enjoy, the newspaper company grew and now publishes four weekly newspapers. Today, its chief editors and owners want to focus some of their resources on digital opportunities to grow revenue and readership.

Schurz Communications Inc. Vice President of Digital Kerry Oslund and Herald-Mail Digital Director Liz Thompson traveled to Kirovograd, Ukraine in February as the first step in a partnership with New Day to help that company achieve its goal.

Coordinated by the non-profit organization IREX, and funded with a grant from the U.S. Embassy in Ukraine, SCI employees shared digital expertise and recommendations with the staff of New Day.

In Ukraine, where the organization has an office in Kiev, IREX oversees training programs for independently owned media outlets – newspaper, radio and television – with training in all aspects of operations.

Over the course of the coming year, New Day employees will visit SCI companies in the United States going to South Bend (South Bend Tribune, WSBT TV and Radio, and Corporate) in March, and The Herald-Mail in Hagerstown and WDBJ in Roanoke in July. Two other SCI employees will follow Oslund and Thompson's travels to Ukraine in June.

Oslund said the experience gives as much to SCI employees as it does to New Day employees.

"You can't help but be energized because of an experience like this," he said. "We came back with as many ideas as we took and we came back with renewed enthusiasm for what we do and the environment in which we do it."

Media in Ukraine do not enjoy the same protections that laws in the United States provide for a free press. Ukrainian media representatives are often in court fighting frivolous lawsuits and media



Training with the New Day staff included the editorial departments for the four weekly newspapers as well as the advertising, IT and circulation departments.



Left to right are New Day owners Eugene and Irina Shepitko, Liz Thompson, New Day owner Irina Yarovyj, Kerry Oslund and New Day owner Yuri Yarovyj.

throughout the country have faced lawsuits and retribution from politicians over coverage.

New Day owners – Eugene and Irina Shepitko and Yuri and Irina Yarovyj – took Thompson and Oslund on tours of Kirovograd and to a nearby town where they were serenaded by townspeople and school children, treated to lunch with town officials and toured the community's hospital, cultural center and sports center.

Thompson and Oslund also toured a former Soviet missile base, now a museum. They were able to go hundreds of feet underground in the missile command silo and see how crews of three lived and worked in the confined space for days at a time.

"It was an unforgettable experience and I am so happy to have taken part," Thompson said.

WDBJ and Herald-Times employees in Bloomington, IN have participated in IREX program in years past, but this was the first visit where the focus was on digital and online strategies.

### About New Day and Kirovograd

Noviy Den –or New Day – was founded in 1992 shortly after Ukraine declared its independence from Russia. Several journalists began the company, which has become a family business.

21st Channel, the largest of four weekly newspapers with a circulation of 39,000, serves the city of Kirovograd. A second weekly newspaper, Urban Life, has a circulation of 34,000 and serves readers in the surrounding countryside. Two, smaller weeklies are also published by New Day.

About 40 staff members work at New Day, including 16 journalists, five editors and a photographer.

# Blanket coverage by Times-Mail

## Bedford Lady Stars win state basketball title

By **BOB BRIDGE**

**Bedford, IN Times-Mail**

Few small communities experience the enthusiasm and exhilaration accompanying a basketball state championship in Indiana, where reverence for the round ball inspires annual fits of Hoosier Hysteria.

Bedford North Lawrence High School is a rare exception. BNL recently claimed its third championship in girls basketball. The Lady Stars secured their first two titles under the direction of Indiana Hall of Fame coach Pete Pritchett, who guided BNL to the state crown in 1983, his first season as head coach. He added a second title in 1991 and fashioned runner-up finishes in 1990 and 1992.

Pritchett's 12-year reign at BNL was the definition of dynasty. The Stars compiled a 271-25 record, with 10 of those losses coming in the state tourney.

Asked to explain his success, Pritchett said: "We had the teams, the school, the media and the community all involved. It was a team effort. We all worked together."

Times-Mail reporters often were chided for their comprehensive coverage of girls sports during those "glory days," but since the program was drawing more fans than almost all boys programs in the region, the attention was merited.

BNL's winning ways waned following Pritchett's departure. His successors struggled to win titles at any level, and attendance ebbed.

Enter Kurt Godlevske.

A former BNL basketball player who had set up shop in Michigan, Godlevske arrived at BNL at the outset of the 2006-07 campaign. Slowly, but steadily, he reconstructed the school's once-proud program.

The Stars won 13 games in 2010, then 16 in 2011.

BNL finally broke through in 2012. The Stars captured their first sectional title since Pritchett's exit and advanced to the regional before falling to undefeated Columbus North.

The 2013 Stars, dominated by juniors and sophomores, vowed to return to the finals for the first time since 1992.

They breezed to victory in their own holiday tourney and began January with a blowout of Edgewood before Scottsburg, another school with a proud tradition, put up a tussle before eventually succumbing, 58-53.

It was clear sailing throughout the remainder of the regular season as the Stars



won the HHC championship outright with a 58-41 triumph over Seymour.

The Stars stormed through the Class 4A Sectional at New Albany, routing their opponents by 39, 24 and 20 points. That set the stage for the much anticipated showdown with top-ranked Columbus North in the first game of the regional.

## Single copy sales reflect team support

Single copy sales by the Times-Mail during the tournament run by the Bedford-North Lawrence Lady Stars reflect the level of support for the team.

Sales on the Sunday after the championship game totaled 1,850, best in 12 months.

Even more surprising sales the Saturday of the title game was 1,530, best Saturday of the year.

BNL, executing within a whisper of perfection, charged to an early 20-point lead. North mounted a rally at the outset of the second half, but BNL stifled the uprising and rolled to a stunning 71-45 rout that had fans across the state blinking in disbelief.

Playing before a packed house at BNL Fieldhouse that evening, the Stars defeated Franklin Central to secure their first regional crown in 21 years.

The community now was fully engaged. Signs and decorations appeared on storefronts throughout town as the Stars prepared to host Indianapolis Roncalli in the Bedford Semistate.

Beat writer Jeff Bartlett, assisted by Sports Editor Sean Duncan and Bill Keane, fueled the excitement with game stories, previews, and both player and fan features.

But a return trip to the finals appeared bleak as Roncalli led by as many as 13 points late in the third quarter. The Stars didn't panic. They chipped away at Roncalli's cushion and eventually rallied to force overtime.

It was all BNL from there. The Stars forged in front in the opening minute of the extra period and charged to a 66-52 triumph.

All that stood between BNL and its third state championship was Fort Wayne South, a team the Stars had humbled during the regular season. But South, vastly improved, made the Stars earn it.

Junior Sammy Dillman sank a three with just over a minute remaining and the Stars converted a series of free throws in the final seconds to win, 54-51.

The Stars, 28-0, had capped the 17th undefeated season in IHSAA girls basketball history.

"The Times Mail did an incredible job of covering our Stars," said Jeff Callahan, BNL's athletic director. "I'd put their local coverage of all sports up against any newspaper."

"The number of stories and pictures was incredible, and the coverage leading up to the state finals was unbelievable. As a former coach and now as the athletic director, I truly appreciate the time and effort put in by the T-M staff."

BNL's crowds for the regional, semistate, and state finals ranked among the most robust in recent tourney history.

With all the key players from the 2013 title team scheduled to return, readers are anticipating another thrilling tournament run in 2014.

# Outsourcing

## Daily American has moved printing off site

By the DAILY AMERICAN

The Somerset, Pa. Daily American has entered into a partnership with the Altoona Mirror to handle Somerset's printing needs.

Effective March 8, the Daily American and its related products began being printed in Altoona and delivered to Somerset.

Andrew Bruns, publisher of the Daily American, said it's no longer feasible for newspapers to buy a press and only have it running a few hours a day. "We are seeing this trend across the country where newspapers with modern presses are printing several newspapers," he said.

The Daily American's press dates back to 1978 and is showing its age. "Unfortunately, it's way too expensive to replace the press for a single newspaper," he said.

Bruns said the newspaper will still retain its local advertising, editorial and office staff members to serve the local community.

Rebecca Flyte, general manager of the Daily American, said the decision was difficult for the company and has been discussed for more than six months.

"With this change comes the loss of nine full-time and nine part-time jobs from the pressroom and mailroom," she said. "We have been blessed to have had great staffs in these areas, employees that have often gone



above and beyond to ensure that our papers are printed and get out the door on time. No challenge was too big."

Flyte said for the future of the local newspaper, the decision to partner with another newspaper had to be made. "The days of only printing your newspaper, without having many other print jobs to justify the expense of maintaining the equipment, are coming to an end," Flyte said.

"Our customers will notice a paper with better and brighter color and sharper registration, but really that is the only change. This move allows us to focus all of our efforts on providing the local news and advertising that our readers want," she added.

The Altoona Mirror made sure the transition went smoothly for both properties.

"Everyone at the Mirror understands the value and importance of a small newspaper

to its community, so we don't consider this arrangement just another job, it's a real and important partnership," said Raymond M. Eckenrode, general manager of advertising for the Mirror. "And we think the Daily American is a great partner for us, just big enough to keep us very busy in Altoona, but not so big as to cause a dramatic change in routine for our own employees and readers."

"This has been a difficult decision to make because of the people we have here, but a decision that ultimately did have to be made to provide our readers and advertisers with better products, due to the more advanced equipment and technology the Altoona Mirror has," Flyte said.

Bruns agreed saying that other newspapers that wait to develop printing partnerships will have a difficult time in the future finding an affordable press that has an open time slot with an acceptable news deadline.

## Mailroom, printing press shuttered at IV Press

By RICHARD MONTENEGRO BROWN  
IV Press Local Content Editor

The end of the printing era has come to the Imperial Valley Press in El Centro, CA., the final piece in a series of sweeping changes announced by Publisher Gerard Delaney.

Beginning the end of January, the Press and its related products were no longer printed on the premises, as parent company Schurz Communications Inc. approved the outsourcing of the print operation and mailroom services to Gannett Printing Services in Palm Springs, CA.

"Technology has passed us by. ... This is a 40-year-old machine (the printing press) and we spend a lot of money maintaining that machine," Delaney said. "We spent \$100,000 last year just keeping it going."

Delaney explained the print and mailroom employees do a fantastic job, often against the odds handed them with continually malfunctioning and outdated equipment. "This is not about the employees," he said.

What the readers and the customers gain, Delaney said, is better and brighter color and



sharper registration.. What the company gains is far less newsprint waste and no maintenance costs.

The move to Gannett will affect the end product minimally, with deadline moved up no more than an hour each night and delivery times in the morning going unchanged.

Sadly, Delaney said, the decision comes with the loss of people, some of whom have been with the company more than 10 years. Fourteen full-time and 10 part-time positions are being eliminated.

However, three full-time positions will be hired back — one as a driver and two in distribution.

He said the company is attempting to assist in any way it can with life after the layoffs, including what he described as a generous severance package for all affected employ-

ees, some sort of job counseling through the state Employment Development Department and the Workforce Development Board and 45-day notice so they can work and still seek other employment opportunities.

"We're not just handing them a check and patting them on the back," Delaney said. "They are Imperial Valley Press family."

As many as three full-time positions have been found at other Schurz properties for those who want them, he said, and Gannett has also agreed to priority hiring for displaced Press workers as they expand their operation because of this newspaper.

Although Delaney stressed the decision to outsource was about finding better, more efficient practices, he acknowledges the company will save money — yet it wasn't the driving factor.

"This company is in better financial shape than it has been in five years. We're profitable. But when you have the opportunity to save additional monies and put out better-quality products, as a businessman you have to go forward."

# Highland games participant

## *Petoskey's McBain likes to throw things*

Jeremy McBain, executive editor of the Petoskey News-Review, likes to throw things around. While wearing a kilt.

McBain, 37, grew up in a Scottish/Irish family, learned to play bagpipes and "always wanted to give it (Highland games) a try."

His first competition was in 2003 in Alma, Mich., where he finished second to last. Since that first game he has gone on to become a regular competitor in up to 12 Highland games each year throughout the state of Michigan and the Midwest, finishing in the top three at many and even taking a few first place finishes.

Highland games?

These games are serious business: competitors vie for bragging rights and trophies, often engraved swords, by lifting, tossing and hurling heavy objects. Several games are judged for distance, some for height, some for who can lift the heaviest. It takes a lot of training, said McBain, who trains in his backyard "whenever the snow is gone" and year-round in a gym.



**MCBAIN**

Working out hasn't kept McBain from injury in the games. He has broken both feet, fingers; blown out his knees and calves, injured his back, and his abdominal muscles have been pulled and torn.

One of the oldest of organized sports, after the Olympics, Highland games originated in Scotland where the chief of each clan would test his men for battle. There are Highland games in countries around the world.

They are family events, usually with food, Highland dancing and bagpipes.

In fact, McBain's daughter, Kiera, 8,

attended her first Highland game event when she was just a month old. Now, she will often practice with her father by throwing small rocks in the yard while he is lifting the big ones. The men McBain competes against are all friends, and are considered "uncles" to his daughter.

Women also compete in the games, using smaller weight rocks and weights, against one another, not against men.

There are seven different events in the games, and the athletes must compete in all seven and they must compete wearing a kilt.

The caber toss is McBain's best event and is most popular with the crowds. A caber is a 20 foot "telephone" pole that weighs about 120-150 pounds. It must be hoisted overhead and tossed, end over end, and the winner is the strongman whose caber flips perfectly in the air and lands directly opposite of them. Picture the competitor standing on a clock face at 6 o'clock, the competitor whose caber flips and lands closest to the 12 o'clock position is the winner.

The stone put is a 16 pound riverstone, thrown like a shot put using any throwing style. Contestants get three throws.

The braemar stone is also thrown like a shot put but from a standing position with no foot movement. The braemar weighs 25-35 pounds.

In the two weights for distance events, a 28 pound cannon ball on a chain is lifted, spun around one arm and thrown. A 56 pound cannon



**Jeremy McBain, executive editor of the Petoskey News-Review and an active Highland Games participant, demonstrates two events in the games, Caber Toss at the left, and Weight for Height at the right.**

ball is also thrown.

"A good throw is one you walk away from," McBain said.

The heavy (22 pound) and light (16 pound) hammer are round cannon balls on a 4-foot long stick. With feet in a fixed position, the hammer is whirled about one's head and thrown. McBain says most contestants attach heavy blades to their shoes which are thrust in the ground to keep the competitor stuck because the weight of the hammer can literally pull a competitor off their feet.

"The first time I threw the hammer, it pulled me off balance and threw me 10 feet," he said.

Other events include a sheaf toss and weight for height. The sheaf toss is a burlap bag filled with 25 pounds of wool and twine, pitched with a pitchfork over a high jump pole three times.

Weight for height has the athlete lifting a 56 pound weight with one arm and tossing it over the high jump pole, also three times.

There are judges on the field to measure distance or height. In caber toss the judge stands behind the athlete to determine which toss lands best.

Other events that are optional for a game include the farmer's walk and stones of strength.

In the farmer's walk, competitors pick up 250 pounds in each hand and carry it for distance. In the stones of strength, competitors must pick up boulders weighing between 275 pounds to 450 pounds and either carry them for distance or throw them.

McBain's first competition in 2013 will take place Memorial weekend in Alma. In 2014 he is planing to travel to Scotland, to Inverness, where his ancestors are from, not as a competitor, but to serve as a game judge.

# News Makers

*Tribune newsroom was at the vortex*

## Media storm followed Manti Te'o hoax

By **TIM HARMON**

**South Bend Tribune Managing Editor**

Within minutes after deadspin.com posted its revelation that Manti Te'o's girlfriend, Lennay Kekua, was a myth the South Bend Tribune newsroom was besieged with calls from representatives of the new and old media around the country.

Manti, of course, was unavailable for comment, and we clearly had played a seminal role in spreading his legend -- so we were among the next-best choices for reporters desperate for someone, anyone, to talk.

NPR, Reuters, NBC, The New York Times, The Washington Post, CNN and so many others -- everyone wanted a piece of us.

We tried to find time to give interviews to reporters who were patient and polite, and tried to ignore the rude ones. We were more concerned with getting the story right ourselves.

Was the fabricated girlfriend a crude attempt to build support for Te'o's Heisman Trophy candidacy? Was it some kind of a plot to influence the championship game or give gamblers an edge?

Manti claimed to be as in the dark as everyone else -- but was he telling the truth?

There was another concern. Our book on Notre Dame's remarkable season was in the process of being printed. The evening the hoax story broke, we called our contact at Triumph Publishing and asked him to suspend everything until we had sorted out the truth.

It was a curiosity piece for most of the media, an unexpected postscript to the astonishing rise and precipitous fall of Notre Dame's 2012-2013 football team.

But All-American Te'o's enshrinement as a hero in South Bend and among Notre Dame partisans everywhere began long before his grandmother died in September and his girlfriend supposedly passed away hours later. He was known and especially beloved as a humble and well motivated student-athlete. He was a Mormon from Hawaii who got off the plane wearing shorts when he first visited South Bend during a snowstorm -- but ultimately decided to pass up an offer from USC to study and play in South Bend.



**Notre Dame's Manti Te'o**

Over Te'o's four years at Notre Dame, Tribune Staff Writer Eric Hansen wrote about him extensively, getting to know Manti's parents, Brian and Otilia, along the way.

The revelations about the hoax were a shock to all of us, but most of all to Eric, who had had a long conversation with Brian Te'o about Lennay. We wondered: If Manti was in on the deception, did he lie to his dad? Or was the whole family involved?

We played through the shock and produced some stories that added key details to the unfolding puzzle and were widely referenced and linked in the frenetic, seemingly global Web discussion. Staff Writer Margaret Fosmoe put together an authoritative hoax

timeline and, with Staff Writer Erin Blasko, scored a key interview with two of the Notre Dame officials with whom Manti had shared the secret after he discovered he had been duped.

Hansen had a fascinating interview with the local Mormon bishop, who revealed that he had talked with "Lennay" many times on the phone.

The bishop said that he had suspected nothing amiss and in fact had believed that she had been a positive influence on Manti and in fact had led him to reconnect with his Mormon beliefs.

Hansen also was able to get Brian Te'o to explain why he had been so sure about details of the "relationship" when Eric interviewed him in October: Lennay's "brother" had had long telephone conversations with Manti's father after her "death."

It was impossible to get definitive answers, though, until Manti appeared with Katie Couric and the real hoaxer, Ronaiah Tuiasosopo, explained his strategy and recreated his bizarre "Lennay" falsetto on Dr. Phil's show.

By the end of January, it was over. Our book went to press with a rewritten introduction and life returned to normal in a sobered, wiser Tribune newsroom.

## Benton Winchester Sun 2012 Employee of the Year

Rhonda Benton was selected as the recipient The Winchester Sun's 2012 Fred Baber Employee of the Year Award.



**BENTON**

Benton currently serves as a classified sales representative and oversees front office operations. She originally joined the staff in July 2010 as an advertising sales consultant. She is a graduate of George Rogers Clark High

School in Winchester, and attended Eastern Kentucky University in Richmond and Kentucky Technical College.

To qualify for the award, which is determined by company managers, employees must first have been selected as employee of the quarter. Benton was named top employee during the third quarter of 2012. She also earned the honor during the second quarter of 2011.

The award is named in honor of retired employee Fred Baber, who worked at the Sun for more than 50 years.

Benton, her husband Jeremy and daughter Olivia reside in Winchester.



# New Rushmore's Green profiled in magazine

*EDITOR'S NOTE: The January/February issue of Black Hills Women Magazine included a feature that profiled the "10 Most Fabulous Women of the Black Hills". Lia Green, president of Schurz Communications, Inc. owned New Rushmore Radio, was one of the 10 profiled. The story is below.*

It was 35 years ago when Sturgis, S.D. native Lia Green was approached about working at a local radio station. Since that time, Lia has worked her way to become general manager and president of one of the largest media groups in the region, New Rushmore Radio.

In her role, Lia oversees 50 employees and six radio stations. "I love what I do," she says, "simply because I love making an impact on people's businesses and lives."

While she contributes to the community through New Rushmore Radio, Lia is also very active in the community. "I'm passionate about the continued growth and success of business, and supporting the arts and nonprofits in the Black Hills," said Lia.

Those aren't just empty sentiments either; Lia really puts her actions into it. She is a member of several community boards, including past chair of the Chamber of Commerce Board of Directors, and director on the Destination Rapid City Board of Directors to name a few.



Photo by Katie Adkins, Katie Adkins Photography  
**Lia Green, New Rushmore Radio President**

Lia has also been honored on several occasions for her leadership from organizations like Zonta and the Black Hills Advertising Federation to name a few.

Lia attributes some of her success to simply figuring out at a young age that it was "up to her" to make things happen in her own life and in her community.

As serious as that sounds, it is also very important to Lia to "enjoy the ride" This is it, there is no rehearsal, enjoy life and engage in humor; it gets you through the rough stuff," says Lia.

## Schurz director on Arizona boards

John Schurz, President and General Manager of Orbital Communications and Western Broadband in Arizona, has been named a director of the Southwest Cable Communication Association (SWCCA) and the Maricopa Economic Development Alliance (MEDA).

John's predecessor at the Arizona Cable companies, Keith Kirkman, is the immediate past president of SWCCA (formerly the Arizona-New Mexico Cable Communications Association), and was active with both organizations. The SWCCA supports a positive environment for the cable communications industry and its subscribers in the areas of government relations and industry resources.

MEDA is a public-private partnership comprised of Maricopa's leading business executives, elected officials, and public sector executives who together champion strategies and solutions for economic growth, prosperity, and workforce development in

the City of Maricopa.

"Since January when I arrived in Arizona, I've been welcomed in the business community," said Schurz. "Through Keith's years of efforts, our companies have an outstanding reputation in the southwest cable industry, and in the city of Maricopa. I'm looking forward to contributing to both organizations."

Additionally, John has been overseeing

and directing the April 1 merger of Orbital Communications and Western Broadband into one Arizona cable company, taking the name Orbital Communications, which will serve the areas of Maricopa, Sun Lakes, SunBird, Robson Ranch, SaddleBrooke, and SaddleBrooke Ranch.



**SCHURZ**

## Cocanougher is Danville Employee of the Year



**COCANOUGHER**

James Cocanougher has been awarded the first annual Mary Schurz Award presented to The Employee of the Year at The Advocate-Messenger in Danville, Ky.

Cocanougher is maintenance manger has been with The Advocate for 19 years.

Scott Schurz Jr., president, editor and publisher of The Advocate said James epitomizes teamwork within our organization.

"Everyone knows that if you ask James to do something that it is done yesterday," Schurz said. "He wears a lot of hats, many of which he seeks out in order to make the company stronger. He is the ultimate team player. I think Mary would have been pleased with selection for all these reasons, and all the times he helped her, especially after her health failed."

# 2012 Employee Awards made at Tribune

Peggy Bassier of the advertising department is the newest recipient of the Franklin D. Schurz Award for an outstanding full-time employee of the South Bend Tribune.

Robert Jackson of the subscriber services department received the Franklin D. Schurz Award for a part-time employee.

Those 2012 honors and others were announced at The Tribune's second annual Employee Awards Luncheon Feb. 21, at the Palais Royale banquet center in downtown South Bend. The cost of the luncheon was covered by a trade arrangement with the restaurant.

Others honored included:

- Monica Enders, Customer Service Employee of the Year.
- Jennifer Ellis, Tribune Engagement Award, for her work on iNtheBend maga-



**BASSIER**



**JACKSON**

zine and iNtheBend.com.

- Roshanda Benson, Packaging Employee of the Year.
- Tony Graves, Pressroom Employee of the Year.
- Karen Tuberville and Peggy Slone,

Digital Sales Award.

-- Kim Kilbride, Santiago Flores, Greg Swiercz, Robert Franklin and James Brosher, Digital Content Award, for "The Skinny Dreams," a series of multimedia stories about a woman who underwent bariatric surgery.

There were some new award categories this year:

Shannon Troxel of the accounting department received the Unsung Hero Award.

Three news staff writers received Key Connection Awards for in-depth and investigative writing in areas that we're focusing our coverage on:

- Virginia Black, Voice for the Vulnerable.
- Kim Kilbride, Watchdog.
- Margaret Fosmoe, Education.

## KSPR's Kaplan travels to the Holy Land

By **JONAH KAPLAN**  
KSPR-TV, Springfield, MO

- "Are you crazy?"
- "Isn't it dangerous?"
- "Wow - good for you."

That's just a small sample of the many reactions I encountered when KSPR gave me the green light to travel to Israel and report from Jerusalem. I thought it would be an ideal project for our unique community - stories for people of faith from an area enriched by faith.

The truth is I was going to Israel anyway - my brother, Rafe, is a paratrooper in the Israel Defense Forces. He's 24, a graduate of Indiana University, and one of the most patriotic American citizens you'll ever meet (he's also a huge Philadelphia Phillies fan, underscoring his pride for the red, white and blue).

Because we're Jewish, Rafe made the courageous decision to join the Jewish people's army - the IDF - and in Israel, any Jew can enlist to protect our homeland. So he did, and this past January was to be



**KSPR's Jonah Kaplan and brother Rafe**

my first time seeing him in several months.

So now that I'm traveling the 6,500 miles from Springfield to Jerusalem, why not take a camera and tripod, too?

That was my pitch - and my manager, Bridget Lovelle, was gracious enough to sign up: KSPR's Journey to Jerusalem.

I spent eight days in Israel and arranged a special private tour with Shlomo Eyal, a veteran guide from Israel's Ministry of Tourism. With my camera and tripod in hand, I followed Eyal and visited some of the holiest sites in the world: the Western Wall, the Mount of Olives and the Church of the Holy Sepulcher, among them.

The camera couldn't capture every moment, and it certainly couldn't capture every feeling - but several viewers in the Ozarks expressed their gratitude and praise for a glimpse into Jerusalem.

I sure was grateful for the opportunity to bring them there. P.S. My brother, Rafe, says hi. Shalom.

## Danville's Vaught gets sports media award

Danville, KY Advocate-Messenger Sports Editor Larry Vaught received the Tom Hammond Kentucky Sports Media Award, presented during the second annual Bluegrass Sports Awards ceremony.

Vaught's award was one of five given out.

Scott C. Schurz Jr., editor and publisher of the Kentucky Group Inc. called the award winners "an incredibly talented and deserving group" and expressed his pleasure that Larry Vaught was one of the recipients



**VAUGHT**

# Eastern Kentucky U pipeline to Journal

By JONATHAN KLEPPINGER

Jessamine Journal, Nicholasville, KY

The Jessamine Journal's newest reporter is the latest in a pipeline of Eastern Kentucky University graduates at the paper.

Kelly McKinney, 34, graduated from EKU in 2007 and has worked at two newspapers in the region since then. She joins fellow Eastern graduates Jonathan Kleppinger and Jonathan Stark in the newsroom; eight of the last 12 news employees hired at The Journal have been Eastern Kentucky graduates..



McKINNEY

McKinney grew up in Lexington and didn't have a career path picked out yet when she started college. "When I first started at EKU, I didn't know what I wanted to do. I decided on journalism because it's a field where you get to learn about a lot of different things," McKinney said. "I really enjoy getting to meet so many different people; you never know who you're going to meet or what you're going to be writing about."

McKinney worked at EKU's student newspaper, The Eastern Progress, as a staff writer, section editor, managing editor and copy editor. Since graduation, she has worked at Danville's Advocate-Messenger as a page designer and copy editor, and at The Richmond Register as a reporter.

"I'm pleased Kelly accepted the position," Journal managing editor Mike Moore said. "I think Kelly brings a lot to the table. Most importantly, she's a polished veteran, having worked in the real world outside of a college newspaper newsroom."

"I actually lived here with my family when I was a little girl, but I don't remember much of it," she said. "So far, it seems like a pretty close-knit community — everybody knows everybody, and everybody's been really nice and helpful to me so far."

## Retirement

### Cathy Hughes, Bloomington Herald-Times

By BARB RALLS  
Bloomington Herald-Times

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

She was hired in 1989, to work part time in the mailroom.

She was promoted to full time at the Herald-Times in 1995. She then was moved to nights as shift supervisor, overseeing the staff of three. Later, she was moved back to the day shift. Cathy moved to copy services manager in 1999, where she supervised a staff of three people in taking advertising proofs to customers, taking cor-



HUGHES

rections over the phone and making sure the ads were ready to print in the paper, making newsroom pages and placing the ads. The department also archived ads to CDs and retrieved some of these for the artists.

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



Retired Bloomington Herald-Times sports writer Lynn Houser, center, waves after being presented the Distinguished Media Service Award by Indiana High School Athletic Association Commissioner Bobby Cox, left. At the right is Lynn's wife, Pat.

## Herald-Times' Houser receives media award

By ANDY GRAHAM

Bloomington Herald-Times

Former Bloomington Herald-Times sports writer Lynn Houser was presented with an Indiana High School Athletic Association's Distinguished Media Service Award before a January boys' basketball game at Edgewood High School.

IHSAA Commissioner Bobby Cox, Assistant Commissioner Sandy Searcy and sports information director Jason Wille were all on hand to honor Lynn, who accepted the award alongside his wife, Pat, at center court amid a standing ovation.

"I was pretty overwhelmed," Lynn said afterward. "I was really moved by it, just very appreciative. And to have the presentation at Edgewood on a night they were playing South, with my having so many ties to both schools over the years, was really good timing."

"It was so nice for Commissioner Cox himself to come all the way down from Carmel to make the presentation, giving up a Friday night to do it, and for Sandy and Jason to be there. They treated us to a great dinner at Janko's, too. It was a pretty great evening, all around."

Lynn provided quality documentation of the Indiana sports scene for 36 years, the last 28 at the Herald-Times, prior to his retirement last spring.

He began his career in 1976 as sports editor of the Kendallville News-Sun. In between, he covered 18 Indiana high school basketball finals and 15 Indiana high school football finals, four NCAA Final Fours, three NBA Conference Finals and the 2007 Super Bowl to cover the Indianapolis Colts, a team he began reporting on in 1995.

The 62-year-old received numerous writing awards during his career. The Hoosier State Press Association, Indiana Associated Press Managing Editors, Indiana Society of Professional Journalists and the Indiana Sportswriters and Sportscasters Association all lauded him for his work, including citations for Indiana Sportswriter of the Year in 1994 and "Best of American Sports Writing" in 2007.

A member of the Bloomington City Golf Hall of Fame and the ISSA Hall of Fame, Lynn currently serves as president of the Monroe County Sports Hall of Fame and has been vice president of the ISSA since 2004.

# HT's Graham Hall of Fame pick for '13

Bloomington Herald-Times sports writer Andy Graham has been inducted into the Indiana Sportswriters and Sportscasters Association's 2013 Hall of Fame class.



**GRAHAM**

The ceremony was held April 13 at the Wyndham Hotel in Indianapolis.

Andy, a Westfield, Indiana native and 1978 Indiana University graduate, joined The Herald-Telephone as a part-time sports reporter in 1982 and became full

time in 1983.

He has won many awards over the years, including the 1997 Corky Lamm Award as the state's top sportswriter and, most recently, a 2012 Hoosier State Press Association first place for sports columns.

He worked alongside Bob Hammel, the H-T's former sports editor, in covering the vast majority of Indiana University football and men's basketball games for 15 years, before becoming the primary beat writer for IU football. He also covered IU men's soccer during that span.

He is also in the Bloomington Softball Hall of Fame for his coverage.

After a nine-year hiatus to cover education and the arts, during which he won additional statewide awards and inaugurated the Herald-Times Scholastic Stars section, Andy returned to the sports department in September 2010.

## Powers named to KPA board

Helen Powers, regional advertising director for the Kentucky Group Inc., has been selected as advertising chair for the Kentucky Press Association board of directors.



**POWERS**

Powers said, "It is with great honor to be awarded the opportunity to serve on the KPA board. It will expand on my experiences and I

hope to contribute as much to the KPA as I will gain in return."

# Promotions / New Employees

## Danville, KY

Terry Fryer has been named Advertising Sales Manager for The Advocate-Messenger in Danville, Ky



**FRYER**

He has been involved with media sales and management for 11 years including broadcast, radio, print and digital.

Originally from Boston, Mass., he began in media sales with the Yellow Pages in 2003.

He became online media sales consultant for Lexington, KY television station WLEX in 2008 and held the position until joining the Advocate-Messenger.

Fryer is married and has twin 14-year-old daughters. He's an active runner, running six miles every day and participating in 5K and 10K runs.

## Jessamine Journal

The new sports editor at the Jessamine Journal in Nicholasville, KY knew what he wanted to do before he was a teenager.

"I loved writing and I loved sports, so I thought I would put the two together," he said.

Cody Porter, 22, graduated from the University of Kentucky last December. He worked for the student newspaper, The Kentucky Kernel, from the football beat up to the sports editor job.

But he already had his major experience before college, he said, having worked as a sports writer for the Big Sandy News in his hometown of Prestonsburg straight out of high school.

Porter said he is excited about his new position, which he started Feb. 22. "You can't turn down just getting to watch sports as a career and then relating it to other people in the community," he said.

## Winchester, KY

Tiffany Sokolowski, a former journalist and marketing specialist, is the new circulation manager at The Winchester Sun.

Prior to joining the Sun, Sokolowski was the director of marketing for Baldwin CPAs, PLLC, an accounting firm with headquarters in Richmond, Ky. She created



**SOKOLOWSKI**

a wide range of materials to market the firm, planned and organized events, maintained the firm's marketing plan and budget among other tasks.

Sokolowski also was an editorial assistant and news clerk at The Richmond Register for about six years, managing everything from obituaries to children's published letters to Santa Claus.

A 2005 graduate of the University of the Cumberlands, she was a charter member of the Young Professional Ambassadors of Women Leading Kentucky.

## Somerset, PA

Bruce Siwy has been promoted at the Somerset, PA Daily American.

Siwy has been the Sunday editor of the Daily American since August 2012 and now has taken on the additional responsibilities of editing content for the weekly Our Town publication in Johnstown.

Having Bruce oversee the content for both the Sunday Daily American and the Our Town allows him the opportunity to share writers and stories in each publication.

"In the past we may have had two writers working on the same story for each of the publications. Having Bruce supervise the content, we are better able to share resources and eliminate redundancies," said Brian Whipkey, editor of the Daily American.



**SIWY**

## WSBT, Mishawaka, IN

Janet Lassen has joined the Digital Team at WSBT in Mishawaka.

She will be specializing as WSBT's "Deals Account Executive" and be in charge of developing new and exciting deals for the WSBT Wild Program.

Lassen comes to WSBT with a strong sales background - most recently serving as a Senior Regional Inside Sales Manager for Interactive Digital Solutions in Indianapolis.



**LASSEN**

# WDBJ7 team kicks off NASCAR racing season

By TRAVIS WELLS  
WDBJ7, Roanoke, VA

The sports department at WDBJ7 in Roanoke, VA, kicked off the racing season in grand fashion.

On February 8, sports director Travis Wells and weekend anchor Karen Loftus traveled to Charlotte, North Carolina for the NASCAR Hall of Fame induction ceremony. Five new members were inducted, including Patrick County native Leonard Wood, of the famed Wood Brothers Racing Team.

Travis and chief photographer Lynn Eller were in Daytona Beach, Florida from February 13 through 17. They flew down with Martinsville Speedway President Clay Campbell in his private plane.

Clay competed in the ARCA race at the World Center of Racing and finished 14th after starting 24th.

In addition to covering the ARCA race and Clay's weekend, Travis and Lynn also took part in NASCAR Media Day festivities, interviewing the major players in the sport, including Dale Earnhardt, Jr., Tony Stewart, Danica Patrick, and Jimmie Johnson. WDBJ7 again proved that it's the place to turn to for NASCAR racing coverage.

Live shots were provided in both Charlotte and in Daytona via LiveU cell phoned backpack which made it possible to provide shots from specific venues, such as the pits, on the tracks or in the induction hall without having to string miles of NASCAR cable.



WDBJ7 photographer Lynn Eller provides live shots of NASCAR races at Daytona Beach, FL.

## In Memory

### Bettie Nunn, Martinsville Reporter-Times

As a reporter, managing editor and editor emeritus, Bette Nunn made a mark on Martinsville through tireless reporting about the city. But her biggest mark, and what many remember most, was the support and positive energy she lent to the community.

Bette, 81, died Jan. 17 at Miller's Merry Manor in Mooresville after a prolonged illness.

For nearly 42 years, she was employed by The Martinsville Reporter-Times and for more than 30 years she was associate and managing editor. She retired in 2003, but continued to write for the newspaper.

City leaders remember her as a person who always had the welfare of Martinsville and its residents at the heart of her writing and her actions.

Bette was also a historian, writing several books that detailed the history of Martinsville and several significant events.

She won many awards during her lifetime. The most significant was the Sagamore of the Wabash award, given to her by then-Gov. Frank O'Bannon. But the two she said she appreciated the most came when she was named to the Martinsville High School Alumni Hall of Fame in 2009 and when she was named "the Good Will Ambassador for the City of Martinsville" in 2011 by Mayor Phil Deardard.



WARNELL

### Xavier "Al" Warnell, WSBT, Mishawaka

Xavier "Al" Warnell, a member of the advertising sales department at WSBT in Mishawaka died March 15, He was 63.

Warnell was praised by his co-workers at WSBT for his selling skills, his sense of humor, his willingness to help associates, his positive attitude and his genuine concerns for individuals

## 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 are:

### 40 Years

Eugene Hale, WSBT, Mishawaka, IN  
Al Levy, South Bend Tribune

### 35 Years

Lia Green, New Rushmore Radio, Rapid City, SD  
Cal Kincaid, New Rushmore Radio, Rapid City, SD

### 30 Years

Gayle Bell, South Bend Tribune  
Rick Carter, WSBT, Mishawaka, IN

### 25 Years

Brian Britt, WDBJ7, Roanoke, VA  
Shelley Cataldo, WSBT, Mishawaka, IN  
Paul Colley, WDBJ7, Roanoke, VA

## Sunflower Broadcasting award goes to Reiter

Steve Reiter, Maintenance Manager for Sunflower Broadcasting, Inc. won the Kim Setty Spirit of Excellence award for 2012.

Steve has shown a dedication of service to the continuous well being of all Sunflower Broadcasting stations. He's the guy who gets the call in the middle of the night, when something goes wrong or there is server weather.

Steve might remote in to fix the problem or sometimes he even has to drive two, three or up to five hours to get to the transmitter or microwave that's off the air. He does all of this behind the scene without making a sound. He is not looking for glory. He just wants to make everything run smooth.

## KTUU covers Alaska sporting events

By BRAD HILLWIG  
KTUU-TV, Anchorage, Alaska

Just before 11pm on a cold March night Mitch Seavey and his dog team charged down Front Street in Nome, Alaska to claim victory in the 41st running of the Iditarod Trail Sled Dog Race. It also marked the end of a different kind of race for KTUU-TV, as the station completed a full month of extensive coverage of two iconic Alaskan sporting events.

February and March are an exciting time for the Channel 2 News and Sports teams, with the Iron Dog snowmobile race and the Iditarod both packed into a frenzied four-week stretch. Each year, these high-profile events offer the chance for Channel 2 News to showcase just why it's Alaska's top news outlet.

February in Alaska typically means frigid weather, scarce sunlight and plenty of snow. It is also when some of Alaska's toughest adventurers compete in the Iron Dog. Aptly labeled the World's Longest, Toughest Snowmobile Race, the 2,000 mile high-octane sprint stretches from Big Lake to Fairbanks, covering Alaska's most punishing arctic landscapes.

Providing news coverage of such a fast-moving race is rife with technical, logistical and geographic challenges.

Much like the racer's approach to the difficult trail, KTUU-TV's coverage plan was built on maximizing speed with a well-choreographed strategy. The coverage crews kept race fans engaged with daily live reports along the trail and a steady stream of featured content to KTUU.com and Channel 2's mobile applications. Coverage also featured a pre-race documentary, live shows for the race start and finish, and a post-race documentary.

To capture the action on the trail, two-person crews were placed in several key locations. Sports Reporter Kari Bustamante, who led the on-air race coverage, was initially staged in Nome with photographer Kuba Wuls and live uplink technicians. All crews were tasked with gathering video, photos and interviews with racers as they navigated the rugged trail to Fairbanks. The crews also provided a steady stream of social media updates, including race standings, interviews, trail news and occasionally a glimpse behind-the-scenes.

Once in Fairbanks, KTUU-TV's trail crews joined together to set the stage for the live broadcast of the race finish. They were greeted with a familiar sight as 2012 race champs Marc McKenna and Dusty VanMeter sped along the finish line to defend their title.

By the time the checkered flag signaled the end of the Iron Dog race, planning was already in full swing for coverage of the 2013 Iditarod. The coverage called for a live pre-race show just before the race's ceremonial start in downtown Anchorage, live reports daily from the trail and a live broadcast of the finish in Nome.

KTUU-TV has a long history of bringing the Iditarod to viewers, which means the station's coverage strategy has been honed over years of experience. But the realities of Alaska can put even the best plans to a stern test. It is imperative that crews stay ahead of race leaders, and unpredictable weather systems can often disrupt race times and travel schedules. As such, ingenuity and flexibility are two key attributes of successful Iditarod trail crews.

"This year's Iron Dog and Iditarod races were covered by



The KTUU-TV team that provided coverage of Alaska's two major winter sporting events were, left to right, Jeff Rivet, KTUU Digital Manager; Justin Shoffner trail pilot for News crews; Albert Lutan, KTUU Photographer; Tracy Sabo, KTUU News Director; Jim Filley, KTUU uplink technician; Barry Sowinski, KTUU uplink technician; Blake Essig, KTUU Reporter; and Charlie Sokaitis, KTUU Sports Anchor/Reporter.

ground, snow machine, helicopter and fixed wing aircraft by many tireless KTUU staffers at all levels", says Channel 2's News Director Tracy Sabo. "It's that kind of dedication and commitment that has proven Channel 2 News is the place to turn for coverage of these two iconic Alaskan events, both on TV and online from around the world, and our staff wouldn't want it any other way."

Crews covering this year's Iditarod were able to avoid major weather-related setbacks as they navigated the trail. In some spots, journalists experienced unseasonably warm temperatures reaching into the upper 30's.

Channel 2 Sports Anchor/Reporter Charlie Sokaitis and News Photographer Albert Lutan led KTUU-TV's coverage from the trail, providing daily live reports from key checkpoints and a steady stream of social media updates.

Covering the Iditarod requires extensive knowledge of the race, the competitors, the villages serving as checkpoints, and vantage points from which to obtain great photography. In other words, experience counts. Sokaitis and Lutan are fast becoming trail veterans, having also teamed up for 2012's race.

Channel 2 Reporter Blake Essig and News Photographer Kuba Wuls were also following the race, delivering daily feature stories as the Iditarod trail snaked through villages in the heart of Alaska.

On the trail, the race was a closely contested battle from start to finish. As the 2013 Iditarod drew closer to Nome, it became clear that it would be one of the tightest races in years. Only 13-

(Continued on page 15)

# KWCH gets a rare look inside Children's Home

In a single year more than two thousand children walk through its doors. The Wichita Children's Home sees severe abuse, neglect, and kids with nowhere else to go. This year the home celebrates its 125th anniversary and KWCH's Michael Schwanke got a rare look inside.

Like most kids who walk through the doors of the Wichita Children's Home, the first group of children KWCH saw arrived in a police car. Three of them, all siblings, walked in with a police officer by their side.

They were met with warm smiles and quickly walked into a nearby room. Within minutes, the little girl began crying and asking to go home. The case manager did her best to provide comfort with offering food and a hug.

Kids normally aren't at the home long. Little ones, infants to 12 year olds, are usually only there for a few hours. Emergency foster families are called and take the children home. Teens can stay for a few days, but if needed are also moved to foster families or foster agencies.

There are many cases that involve severe abuse and kids who come in with bruises and broken bones.

Case Manager Lisa Brown, says even after seeing some of the worst abuse cases, there are some that are hard to talk about even today. KWCH asked her to tell them about one of the cases.

"It was an abuse case," said Brown crying. "It was young man who was beaten by his brother because he was getting involved in gangs. He was beaten, not only was he beaten, he had bite marks over 75 percent of his body, trying to teach him a lesson," she continued. But, that boy found safety at the Wichita Children's Home.

Human trafficking is also a growing problem. The Wichita Children's home is seeing teenage girls who have been sold into prostitution.

The staff says The Wichita Children's Home is a place where every child, no matter what, is given an opportunity. "There's no child that should ever be thrown away. Every child deserves a chance," she said.

Work at the Wichita Children's Home never stops. It's open day and night, 365 days a year. It's only the first stop for kids who need a safe place.

## First Lady pays visit to Walmart in Springfield

First Lady Michelle Obama visited a Walmart Neighborhood Market February 28 in Springfield, Mo.

She traveled to the Springfield to promote her "Let's Move" initiative. Why Walmart? She is teaming up with the Ozarks retailer, working with it to provide more healthy and affordable options in the grocery section of the stores for families.

The "Let's Move" program focuses on a good diet and an active lifestyle. Parents and schools are given information to help them make healthy choices for children.

Although access was little-to-none to the first lady, that did not stop the properties of KY3 Inc. from sharing this special day with the Ozarks.

KY3 photographer Jerrod McCully followed Mrs. Obama throughout the



First Lady Michelle Obama speaks to employees and shoppers at the Walmart store in Springfield, MO.

market as Walmart representatives gave her a tour. We then streamed her entire speech live on KY3.com and KSPR.com.

## Two Alaska races covered by KTUU-TV

(Continued from page 14)

minutes separated veteran mushers Mitch Seavey and Aliy Zirkle heading into the final checkpoints.

Conjuring a late-race burst of energy from his team, Seavey extended his lead on the final run from White Mountain to the burlled arch in Nome to win by 24-minutes. The finish occurred only moments after the end of the Channel 2 Late Edition. KTUU-TV was able to build enthusiasm and interest for the impending finish during the newscast, and then cut in to broadcast Seavey's winning moment.

## IV Press' Adami wins 2 awards in contest

Chelcey Adami, seasoned reporter and photographer at the Imperial Valley Press in El Centro, Calif., has collected two more awards to add to her compilation of honors.

Chelcey was recognized in the Feature Story and Photo Essay categories in the California Newspaper Association.

The feature story, "Wounded Veteran Pushes Forward" is about a Veteran who lost both his legs in Afghanistan when an improvised explosive device went off.

## Advanced Cable active in Festival

Advanced Cable in Coral Springs, FL participated in the 9th Annual Festival of the Arts, which highlighted some of America's finest artisans and contemporary crafters.

There were exciting performing arts events including fine dance, theatrical, and

literary presentations.

The festival attracted 30,000 - 40,000 people from all over the South Florida area. With its tree canopy, restaurants and shops, The Walk of Coral Springs provided the perfect venue for the Festival.

# Finalist for Leading Edge

## Herald-Mail nominated for business award

Herald-Mail Media has been nominated for a 2013 Washington County Business Award.

The company was named a finalist for the Leading Edge Award, which is given each year to a Washington County business that leverages technology to advance its organization.

HM Media was nominated for its expansion into television news in addition to its print, Web and social media platforms.

Midway through 2012 HM Media launched a 24-hour local news and weather cable channel, partnering with its sister company, Antietam Cable Television. HMTV6 is

available on Antietam Cable Channel 6 with a focus on local news, sports and weather.

To deliver information to a television audience, HM Media hired a staff of news anchors and meteorologist led by news director/anchor Rachel Harvey-Jones, an experienced multi-media journalist.

HMTV6 has two studios in the HM Media headquarters in downtown Hagerstown. Studio 1 is in the basement level of the building in the former company lunchroom. Studio 2 is directly above on the first floor in a former reception area.

In addition to daily news and weather, HMTV6 also produces local programming

such as:

--Through a Veterans Eye – important information for local veterans

--Reach Out – a program spotlighting local nonprofits

--The Calendar – a closer look at upcoming events and activities

--Headline News – an in-depth look at local issues

--Starting 5 – a look at local sports with the HM Media sports team

HM Media went on to be named one of three finalists for the award, which ultimately was given Feb. 27 to a local biotechnology firm.

## WSBT Radio Bridal Expo biggest ever



The biggest bridal show in Northern Indiana did not disappoint this year.

General Sales Manager, Tony Gazzana led his sales team at WSBT Radio in Mishawaka, IN to sell the largest number ever of booths for the 2013 show. Over 70 vendors were present to display products and talk about services to the regions altar bound couples.

Taking place on the campus of the University of Notre Dame, the show was in its 27th year. All of the traditional vendor types participated, but there were also many that might not have been expected, like water treatment, exercise programs, basement waterproofing and others.

This show always enjoys double the attendance of any other Bridal Show in the region and this year was no exception. Brides, grooms and their families strolled through collecting information for their big day, signing up for lots of show specials and tasting delectable samples provided by caterers and

bakeries.

And then there were the Fashion Shows. Unique to this expo is the way the Fashion Show is held in a room separate from the vendor booths. It allows attendees to give their full attention to the gowns and tuxes on display while outside the room, other attendees can chat uninterrupted with vendors.

National Sales Manager Marci Sears doubles as the director of the Fashion Show. It is always fun and features 65-70 garments, most of which are, of course, wedding gowns. This year four bridal shops were on the runway along with three tuxedo shops, so virtually every style of wedding attire was shown.

The Sunny 101.5/Oldies 94.3 team is always extremely grateful to the person who coordinates the entire Expo, Sales Assistant Pat Morris. Pat works really hard every year meeting the many deadlines a huge show like this requires, meeting with suppliers and coordinating set up times.

## KWCH-TV is celebrating 60th birthday in 2013

By ERIKA SCHLUP  
KWCH-TV, Wichita, Kan.

KWCH 12 in Wichita, Kan. is turning 60 this year. To celebrate, the station will be traveling across Kansas to attend a variety of events.

These events include festivals like the Sunflower Balloon Festival in Anthony, Kan., Dodge City Days in Dodge City, Kan. and Old Settlers Day in Halstead, Kan. Many of the events include a parade that KWCH will participate in and throw out candy from the 50s. Other events include emceeding concerts and giving away KWCH 60th anniversary shirts.

KWCH has also partnered with numerous

museums and zoos to have a 60 percent off day in June. Anchors and reporters will go to the museums to say hello and giveaway a KWCH gift basket.

To promote their anniversary KWCH has five second IDs running saying, "Happy 60th anniversary KWCH 12!" from various personalities on CBS shows and personalities from Kansas. They also have other TV promotions running about specific events. The campaign also has online content and social media posts.

KWCH's 60th anniversary webpage includes history of the station and monthly stories about the station. Viewers are also encouraged to share their memories of

KWCH.

On June 15 KWCH will host a day of old shows. Programming for the day will include shows like Beverly Hillbillies, the Lucy Show, and Ozzie and Harriet. That day they will also air a special 50s style Weekend Crew show and a special 60th Anniversary show.

At the Kansas State Fair, KWCH will do a live broadcast from the fair during their 5 p.m. and 6 p.m. newscasts – just like they did in the 60s. During their noon newscasts, they will have a hula hoop contest. The first 12 people to get a hula hoop from the KWCH booth will participate and the winner will receive a 60th anniversary shirt.



# Winners are named in print ad contest

Winners have been named in a Schurz Communication print advertising contest that helped generate a 5.25 percent gain in advertising revenue for the fourth quarter of 2012.

Awards were made in five advertising categories...highest revenue, highest percentage year-over-year increase in revenue, highest digital revenue year-over-year, grand prize winners and sales manager with the highest year-over-year revenue growth.

Jandell Herum, vice president advertising for the South Bend Tribune, coordinated the contest.

Winners by category were:

Highest revenue (\$1,000 VISA Gift Card for each winner): Lynde Ross, Aberdeen American-News; Andy Kirchner, Bloomington Herald-Times; Ellen Ware, Bedford Times-Mail; Kathy Smith, Hagerstown Herald-Mail; Donna Schneider, Aberdeen American-News.

Highest percentage year-over-year increase (\$1,000 VISA Gift Card to each winner): Don Dix, Aberdeen American-News; Karah Smith, Winchester Sun; Jason Shank, Hagerstown Herald-Mail; Melissa Bibb, Danville Advocate-Messenger; Jeff Metz, Petoskey News-Review.

Highest digital revenue gain year-over-year (\$1,000 Visa Gift Card to each winner): Karrie Elliott, Hagerstown Herald-Mail; Karen Tuberville, South Bend Tribune; Erica Weiss, Bloomington Herald-Times.

Grand Prize – Two highest revenue producers (\$2,500 or Caribbean trip to the winners): Jamal Henry, South Bend Tribune; Natalie Chabot, South Bend Tribune.

Two sales managers with highest year-over-year revenue growth. (\$1,000 VISA Gift Card to each winner): Nancy Fuller, South Bend Tribune; Christy Orwig, Aberdeen American-News.

## CatchItKansas.com sponsors 32-team basketball classic

By JEFFREY GRABER  
KWCH-TV, Wichita, KA

For many high school athletes, playing basketball on a Division I court is only a dream. With the help of CatchItKansas.com, that dream was made a reality with the fourth annual Catch It Kansas Classic.

As the title sponsor of the Classic, Catch It Kansas helped the Greater Wichita Athletic League and the Ark Valley Chisholm Trail League bring 36 different teams to Wichita for a weekend of jam-packed basketball action.

This year, for the first time, the event was split into two locations, with games played at Charles Koch Arena, home of the Wichita State Shockers, and at Hartman Arena, just north of Wichita.

The weekend started with four games at each location on Friday, and concluded on Saturday with six games at Koch Arena, and another four at Hartman Arena, for a total of 18 games.

In all, it was estimated that more than 10,000 people came out to watch games, with more than 5,000 at Koch Arena for the final game of the Classic. Wichita North and Andover each brought huge student sections, and many community members came out to get a first-hand look at North star Conner Frankamp. Frankamp finished his senior season as the career scoring leader in GWAL history, and will play collegiately at the University of Kansas next season.



## WDBJ7 United Way Campaign Cited

The United Way campaign at WDBJ7 was singled out for excellence at the celebration luncheon. The campaign brought in pledges of \$6,250,000, an increase over last year. The WDBJ7 campaign totaled \$64,523 between employee and company pledges, up \$4,810 from last year. Employees joined WDBJ7 President Jeff Marks, who is the outgoing Roanoke Valley United Way board chairman, at the event. Left to right are John Vawter, Monica Taylor, Jim McCabe, Carol Agee, Lolly Quigley and Jamey Hansbrough.

## American News follows band to inaugural parade

By SCOTT WALTMAN  
Aberdeen, SD American News

When the Northern State University marching band went to Washington, D.C., for President Barack Obama's inauguration parade, readers of the Aberdeen American News and aberdeennews.com went along, too.

The Aberdeen newspaper and its website provided extensive coverage of the NSU Marching Wolves' trip east.

In addition to stories in the print edition and online, the American News live-streamed the band as it marched in front of Obama and other dignitaries during the Jan. 21 parade.

"We had a general idea of when the Marching Wolves would appear on the livecast from the parade order on C-Span," said Will Elkins, video and mobile content leader for aberdeennews.com and the American News. "I turned on the White House's live video feed from the parade and watched until NSU was next to perform."

The performance was also archived so aberdeennews.com members could watch it later on.

"I put the player in full-screen mode and then used software that would live capture your computer screen and save it as a video file," Elkins explained.

There were also numerous stories in the American News, including about the band's preparation for trip, fundraising to be able to afford the excursion and adventures on the road.

American News reporters contacted university and band officials and band members in the days before the Marching Wolves left Aberdeen to make sure they had contact information that would lead to better stories. Reporters also arranged for the band members to email pictures back to the newspaper for use online and in the print edition.

Thanks to the advance work, which included contacting other media outlets and the state's congressional delegation, the American News and aberdeennews.com also got an image from MCT Photo Service of the band marching past Obama with the president applauding as it played.

## KWCH staff responds to record snow

By **ERIKA SCHLUP**  
KWCH-TV, Wichita, KA

Wichita received 21.2 inches of snow. That is the most snow Wichita has ever received in one month – breaking the 1913 record with 20.5 inches of snow.

Starting on Wednesday, February 20, Wichita received 14.2 inches of snow. Five days later another snow storm moved in dropping seven more inches.

Seeing this as an opportunity, KWCH 12 hit the road before the first snow storm. It had reporters covering the snow storm across the state. Meteorologist Ross Janssen and Reporter Lauren Seabrook headed to Hays to join the Hays bureau team – where snow was predicted to be the heaviest. Crews in Dodge City also went live from its facility.

With the first snow storm, KWCH 12 went into continuous coverage for 7.5 hours starting at 5 a.m. as viewers woke up and continued until 12:30 p.m. as the snow ended. The continuous coverage included live reports from Hays and Dodge.

For the next storm, the KWCH 12 team pulled together once again. In preparation of the snow storm, the traffic department came in on Sunday to fill logs for the next several days. The creative services department also came in Sunday and created spots to inform viewers in the KWCH 12 coverage area about the possible blizzard like snow storm. To ensure that coverage was not interrupted, plans were made to have four-wheel drive vehicles for morning crews to take home.

Starting February 25, KWCH 12 had live updates every 30-minutes on the storm and

how it was effecting the Kansas communities. The majority of schools were closed for four school days in a row. KWCH 12 also had special one-hour newscasts for the 4 p.m., 6 p.m. and 9 p.m. and the morning newscast started one-hour earlier on February 26. Keeping in mind the deaf and

hard of hearing community, KWCH also had the 6 p.m. newscast on February 25 live closed captioned. KWCH's very own Michael Schwanke was also on CBS Evening News with Scott Pelley talking about the storm.

## WDBJ7 snow coverage memorable television

By **DAN DENNISON**  
WDBJ7, Roanoke, VA

“To be frank, this was a newscast that could have played in the top twenty markets and done very well. It showed how your team can give complete coverage of a rapidly changing situation.”

This is what consultant Andrew Finlayson of Smith-Geiger had to say about WDBJ7 coverage of the March 6, 2013 snow storm that blanketed the Roanoke region.

Virginia Gov. Bob McDonnell declared a state of emergency and about 50 National Guard troops were sent out to help clear roads. Up to 20 inches of snow piled up in the central and western parts of Virginia.

With live crews in Roanoke, Lynchburg, Botetourt and Rockbridge counties, WDBJ7 viewers got up-to-the-minute information and road conditions to help them plan their days and commutes.

Utilizing one of the station's LiveU bonded cell phone backpacks, First Alert meteorologist Jay Webb and photographer Andy May provided live, views of road conditions



**WDBJ7 ZPhotographer Andy May operates the LiveU cell phone backpack to provide live views of the road conditions.**

across the region.

In advance of the storm WDBJ7 developed a set of safety protocols to allow the use of this amazing technology while in a moving vehicle.

It was memorable television.



**Kevin Phillips watches, along with his daughter Carisa, and grandson's Owen (in the wheelchair) and Mason, as Angie Kleiwer, Rapid City Regional Hospital Foundation Director, announces Owen as the Children's Miracle Network Miracle Champion from South Dakota.**

## New Rushmore Radiothon raises \$97,500 in two days

New Rushmore Radio in Rapid City SD spent two full days broadcasting from the lobby of Rapid City Regional Hospital raising \$97,200 for the Children's Miracle Network.

This was New Rushmore Radio's annual "One Call, One Miracle" Radiothon 93.9 The Mix, 100.3 The Fox, 97.5 The Hills, HOt 93.1 and Kat Country 98.7 were "live" from 6am-6pm.

93.9 The Mix, and 97.5 The Hills personality Kevin Phillips' Grandson Owen Salway was named the Miracle Champion from the Children's Miracle Network during the Radiothon. Phillips was surprised during his portion of the broadcast as Owen was selected to represent South Dakota at the Children's Miracle Network's annual National Champion's Event at Disney World.

Owen, his older brother Mason, his mother Carisa and Kevin Phillips will represent South Dakota at Disney World, and then Washington, DC.

Phillips will broadcast from both locations.

# Danville's Nelson to Kentucky Hall of Fame

John Nelson, executive editor of The Danville Advocate-Messenger and its sister publications in Stanford, Nicholasville and Winchester, has been selected as an inductee to the Kentucky Journalism Hall of Fame.

Nelson, a past president of the Kentucky Press Association, is one of five inductees.

Scott C. Schurz Jr., president, editor and publisher of the Kentucky Group said, "We are proud that John Nelson will be inducted into Kentucky Journalism Hall of Fame and that his contributions within the state have been recognized. He has been a tireless 1st Amendment advocate, positively impacting the whole state, in addition to our newsrooms, publications and communities daily."

Nelson was the editor of two weeklies before joining the Advocate-Messenger in



**JOHN NELSON  
EXECUTIVE  
EDITOR**

1997. He's a graduate of Eastern Kentucky University and currently serves on the advisory boards of the Department of Mass Communication and the Eastern Progress.

Nelson received the Bingham Freedom of Information Award in 2005, the Russ Metz Most Valuable Member Award in

2006 as outgoing Kentucky Press Association president, was president of the Bluegrass Chapter of the Society of Professional Journalists in 2006, and received the James Madison Award from the Scripps Howard First Amendment Center in 2010.

Also inducted to the Hall of Fame were Marla Ridenour, Akron (Ohio) Beacon Journal; the late Ralph Gabbard, TV executive; Don Modlin, retired news director of WKYU-FM; and Bill Goodman with Kentucky Educational Television.

The Kentucky Journalism Hall of Fame was established in 1980 by the University of Kentucky Journalism Alumni Association. The purpose is to recognize Kentuckians who have made significant contributions to the profession of journalism.

## News in Brief

### Digital Delivery at Advanced

Advanced Cable completed the Coral Springs upgrade to an all-digital delivery platform on April 1.

As a result of the all-digital conversion, we are able to deliver more HD Channels to all of our customers. We are now offering over 100 Channels in HD. Advanced was able to launch 47 new HD channels, including live Pay-Per-View events Channels were also added to the 5 new channels to the Advanced Digital Plus package and the 9 additional digital music channels.

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

The conversion also created an opportunity to meet with many customers face-to-face and showcase products and services, superior customer service and localism. Approximately 600 Coral Springs customers upgraded their services to Digital Cable, HD or other services.

### KWCH volunteers set record

Numana, Volunteer Kansas, and KWCH teamed up in February to help feed hungry kids in Haiti. Hundreds of people filled the Kansas Colliseum to pack beans and rice into bags as fast as they could, hoping to break a world record.

800 children in Haiti hadn't had food at school since September; after an earthquake devastated the area. The goal was to be able to feed these children for a year at school.

KWCH had more than 20 employees volunteer to help that day.

A group in Canada broke the standing record the day before Wichita's event. Canada packaged more than 350,000 meals. Wichita volunteers broke that record by more than 120,000 meals - Making their total 479,034.

Staff from the Guinness Book of World Records were also on site to document the new record.



### Lunch-N-Learn WDBJ communication tool

"Everything you ever wanted to know about television but were afraid to ask" is the general theme of WDBJ's monthly Lunch-N-Learn.

Employees enjoy lunch while learning about a topic related to television and/or digital.

During political season, the topic was political advertising regulations.

Since then, we've had sessions on the history of television, space including how satellites work and we even had a session where employees demonstrated cool apps they have downloaded to their smart phones or tablets.

The March session was "performed" by the sales group, demonstrating how internet retargeting works and proved to be funny, interactive and informative.

It's all part of the continued effort to increase employees' knowledge of our industry and products.

### KBHB spearheads drive

KBHB Radio in Sturgis, SD, helped the small community of Union Center raise enough money to build a new fire hall.

The January 12 'radiothon' was hosted by Dean Kinney, and raised nearly \$70,000.

The community of Union Center is located approximately 40 miles east of Sturgis.

The current fire hall is a small make-shift shelter that houses one truck. The new fire hall will be able to house all the rural community's vehicles, and their equipment.

It only took four hours to raise the necessary funding.

# SCI leadership style hasn't changed

*EDITOR'S NOTE: A new column is introduced in this issue of the Schurz*

*Communicator. It's being written by Martin Switalski, SCI Vice President HR/Administration. Switalski joined SCI in 1988 to form an internal audit function. He was named Corporate Controller in 1995 and moved into his current position in 2004.*

*Martin is a CPA with Bachelor's Degree from Ball State University and a Master's Degree from the University of Notre Dame. He will use the column for Human Resources updates and other subjects. His first column looks at the evolution of leadership at SCI. The column will appear in the Out and About section of the Communicator.*

## By MARTIN SWITALSKI SCI Vice-President HR/Administration

Many things change. Some things stay the same. This May I will be celebrating my twenty-fifth anniversary with Schurz.

I remember the day I started. Back in 1988, Schurz "Corporate" was located on the third floor of the South Bend Tribune and included Frank Schurz, Jr., President, Nickki Coleman, Frank's Executive Assistant, and Anne Strantz, Assistant Secretary of the corporation. Jim Schurz, Vice President (and Frank's younger brother) maintained his office at The Herald Mail Company in Hagerstown, Maryland. My new boss, Jim Young, Chief Financial Officer, worked out of his home office in Fernandina Beach, Florida. My hiring increased "Corporate's" headcount by twenty percent – from five to six. That was it. That was "Corporate" in 1988.

Now fast forward to 2013. "Corporate" currently employs fifty, and plans to add five IT folks this year.

Schurz grew adding several newspapers, television and radio stations, and cable television operations. Technology has surely changed. I remember when we required each location to purchase a facsimile machine. Back in 1988 we didn't have e-mail or mobile telephones. My, how things have changed.

The first half of my career, I traveled frequently with Frank, Jim and Jim to visit the operating locations for the annual on-site budget reviews. We would meet with the publisher or general manager and various department managers. The conversations were always about how the operations were doing, what they were planning for the coming year, and what all that looked like from a financial point of view.

Frank also visited every location every year and would meet with the publishers, general



**MARTIN SWITALSKI**  
**SCI V-P HR**  
**ADMINISTRATION**

managers and department heads for his annual "futures" discussions. What we all witnessed during those visits was a consistent leadership style – basically, "How are you doing? How can I help? What resources do you need?"

Again, fast forward to 2013. This leadership style has not changed. "Corporate" executives Todd Schurz, Charles Pittman, Marci Burdick, Gary Hoipkemier, and Kerry Oslund now make those visits. The conversations are essentially the same – basically, "How are you doing? How can we help? What resources do you need?"

Today we have a name for this style of leadership – servant leadership. The servant-leader puts the needs of others first and helps people develop and perform as highly as possible. I'm not suggesting that we've never had leaders with an autocratic power style at Schurz, but by and large, that's not the Schurz culture and that style does not work in the long run.

Several years ago several of our leaders met, discussed, and wrote down Schurz' core values:

We constantly strive to improve to meet the needs and wants of readers, listeners, viewers, users, and advertisers. We believe that talent-

ed and dedicated employees have made the company successful in the past and are the hope of the future. We are committed to providing an environment that gives our employees the opportunity to achieve their potential.

Our company's strength mirrors the strength of our communities. We support our local communities as a good corporate citizen and encourage active involvement. We are committed to excellence in all that we do. We hold each other accountable for using our best efforts to achieve success.

We believe in acting for the benefit of the entire organization and delegating decision making authority to the appropriate level. We believe strong local leaders empower our operations and people to nimbly and successfully serve our customers and communities.

Our goal is to be the leader in news and information in our markets. We believe that financial profitability provides the resources necessary for the company's long-term health and growth.

We value our reputation for honesty and fairness. Our credibility and integrity will never be sacrificed to achieve other objectives. We are stewards of this company. Earlier generations started it, grew it and gave it to us to grow. We reinvest for the future and will pass it along to successive generations.

I have witnessed these core values in action consistently over the past twenty-five years. I hope that you consistently witness them too.

So, while many things have changed over the past twenty-five years at Schurz, the successful Schurz leadership style and Schurz core values have not changed. You can learn more about the servant style of leadership in the book *The Servant Leader* by Ken Blanchard.

## Garage sale shows relevance of classified advertising

By VICKI ROCK  
Somerset Daily American

Tom Koppenhofer, advertising director of the Daily American in Somerset, said the newspaper's second annual indoor yard sale was not intended to be a big money-maker.

"It is intended to reinforce the relevance of local classifieds," he said. "We specifically advertised on the classified pages and it was held by the classified department. It reinforces the strength and viability of local classifieds. We also gave back to the community — we did all the advertising, set up and rented the venue. All the

vendors did was set up and display their stuff."

Pat Foley, classified advertising supervisor, coordinated the vendors. This year 28 vendors had 32 spaces.

"We are limited by the space in the school cafeteria," she said. "We had to turn others away."

In addition to people selling crafts, collectible and baked goods, several charities had tables in the sale.

"It got so crowded between 8 and 9 that you could hardly walk past the tables," he said. "Every vendor I spoke to wanted to know when the next one will be held."

## WSBT's I Love To Read involves 10,000 students

By PAUL WASOWSKI  
WSBT, Mishawaka, IN

The WSBT/Teachers Credit Union I Love to Read 2013 Challenge kicked off February 4 with more than 10,000 students in more than 460 classes registered.

The excitement level was at an all time high, as this program is one of the favorites of WSBT and the Michiana community as well.

For those who are not familiar with the I Love to Read Challenge, here is how it works: students are encouraged to read as many minutes as possible during school and after from February 4 through March 1. Those minutes are logged by the student and turned into their teacher at the end of I Love to Read.

But there is more to I Learn to Read as awards are available from Teachers Credit Union: the top three students (based on minutes read) in grades K-6 each receive a \$50 gift card, the top classroom in each grade receive a \$250 gift card and the Rise to the Challenge Award, for students who overcome an obstacle/challenge to excel at reading, is awarded in each grade as well; a \$50 gift card.

But one of the most popular awards is the Creative Teacher Award, given to one teacher who through creativity, motivation, etc. inspire their class to read. The award is a trip to Disney World.



WSBT anchor Cindy Ward reads to students at the Kennedy Primary Academy in South Bend.

The other element to I Love to Read (and maybe the most fun part) is the voting competition. Each day during I Love to Read, five schools are posted on the WSBT web site and facebook page. Then from 5 pm to 7 am the next morning, parents, students, aunts, uncles, grandparents, whoever can vote for the school they want to win. The next morning votes are tabulated, the winner announced on First Thing in the Morning, and the best part is that someone from WSBT News visits that school and reads to all the students! Then that story can viewed on WSBT News at 5.

## WASK helps community with Gown Town

By LIZ MITCHELL  
WASK Radio Group

B102.9 and K105 in Lafayette, IN wanted to do something a little different to help members of the community.

“There’s a lot of 5Ks, there’s a lot of can

drives and those are all great, but this is really something different that the community just responded tremendously,” B102.9 Morning Host and Program Director Logan said.

That’s why four years ago they started

Gown Town, a program in place to help girls in high school get a prom dress free of charge.

“Prom dresses are expensive,” K105 Morning Host Shamus said. “It’s expensive to go to prom and we figured that a lot of people had prom dresses in their closets that they probably weren’t going to wear again so we thought what if people were to donate those dresses.”

This year more than 2,500 dresses have been donated by the community. The goal of Gown Town is to make sure every girl can go to prom and not worry about the price tag.

Both Logan and Shamus said they never imagined they’d be surrounded by thousands of dresses, but seeing how happy young girls are to have a dress is something they’ll never forget.

“We’ve had quite a few dresses of girls bringing back their dresses the next year and making sure that we’re going to do it again because after they’re done they want to make sure to bring it back so a girl can use it next year,” Shamus said.

Shamus said Gown Town grows every year tripling in size since the first time. This year more than 400 girls attended Gown Town. There were no requirements to get a dress and the event was open to all high school girls.

## Herald Times has busy blood drive

Once again, the Gaylord, Mich. community has demonstrated its generosity.

At the American Red Cross blood drive held Wednesday Jan. 30, at the Eagles Hall, Biz Bauer from the Red Cross reported that from 72 potential donors, 62 productive units of blood were collected. That was 77 percent above the goal of 35 productive units.

“Our goal was 38 units,” Bauer said. “This was this busiest Herald Times drive we’ve ever had.” The Herald Times, assisted by volunteers from RSVP, sponsors the drive every year in an effort to create awareness and help provide a consistent supply of blood.

The need for a healthy blood supply is constant and great, especially during the cold weather season.



Mo Droppers, of Gaylord, makes his 71st donation at the blood drive Wednesday. Though he has never needed blood, giving is the right thing to do, he said.

# IDEAS Worth Sharing

## Herald-Times Bride's Guide helps promote Bridal Show

The 2013 South-Central Indiana Bride's Guide debuted at the Bloomington Bridal Show at the Bloomington/Monroe County Convention Center in January.

For the sixth year in a row, the publication featured local models — all volunteers, often with no previous modeling experience.

Each year, the magazine's editor, Kathryn S. Gardiner, runs an ad in the classifieds section of The Bloomington Herald-Times, The Bedford Times-Mail and the Martinsville Reporter-Times requesting volunteers for a bridal magazine photo shoot. Out of more than 100 applicants, five or six men and women were chosen to be the faces of that year's guide.

This year's models include Jaymi Edwards, a Martinsville native, who posed in her very own wedding dress from Nedra's Formal & Bridal!

Nedra provides bridal and bridesmaids

dresses each year and Cathy Teeters from Beautiful Weddings, creates custom bouquets for the photo shoot.

All photographs are shot in-house by Deborah Stroud-Hubbard.

This year's guide was also in the hands of a brand-new designer, as the previous designer, Shaylan Owen, now works as the marketing manager. Christine Canning in the Herald-Times Creative department took on her very first large-scale project and designed many one-of-a-kind illustrations for the magazine's new infographic approach to a wedding to-do list.

At the Bloomington Bridal Show, every registered bride received a copy of the magazine, and Kathryn and Shaylan were also on hand to distribute additional copies at the official South Central Indiana Bride's Guide booth.



These are the faces of the 2013 South Central Indiana Bride's Guide: in front, Jaymi Edwards; and in back, from left, Michael Horsley, Ewa Fricks, Shanna Bell and Holly McCullough

## Innovation Wall encourages new ideas at WDBJ7

It's not only wall art, but also a blank canvas for innovative ideas!

The wall across from the exercise room at WDBJ7 in Roanoke, VA, is now the Innovation Wall.

When WDBJ7 employees have great ideas, they write them down, and hang them up on the wall or even spell them out on the magnetic wall.

What is innovation?

It's anything that promotes efficiency, productivity, quality, competitive positioning and market share.

Quarterly awards will be given to the best innovative ideas.

The innovative thoughts can also be emailed to [ideas@wdbj7.com](mailto:ideas@wdbj7.com).

Several ideas have already been implemented.

## IV Press gets renewals Subscription campaign success

By DUBY PETIT  
Imperial Valley Press

In the past, the Imperial Valley Press in El Centro, CA, would price new subscriptions lower than renewals — just like the cable companies (sorry SCI cable markets).

Our standard rate is \$134 per year. Last year new subscribers paid \$79.99 and current subscribers paid \$99.99 to renew their subscriptions for one year. We generated 246 orders in 2012 that generated about \$24,000.

Publisher, Gerard Delaney asked, "Why don't we reverse that? Why not show our appreciation to our loyal subscribers and offer a lower rate?"

We also decided to go one step further and offer an even greater discount for those subscribers who committed to renewing their subscription for two years.

In addition to the great rates, we also gave the team an incentive. We had a goal of 400 orders. If the team hit 400 orders, the circulation team received a \$1,000 bonus (divided among the circulation staff based on the number of shifts that each worked) and the

non-circulation staff member who sold the most orders per shift received a \$50 bonus.

The result was one of our best renewal campaigns ever. We generated 446 orders! 162 of those orders were for two year renewals! Our revenue was nearly \$45,000!

## American News has annual obit page

A special page in the Aberdeen, SD American News published early this year gave readers the opportunity to remember and reflect on the lives of community members who died in 2012.

The page included the names of people whose obituaries were published in the American News.

"Though they weren't all well-known, each person on this list was important in the lives of their families, friends and communities," the page read. "We hope you take a few minutes to read through these listings and give a few moments of your time in memory."

## Ask Jackie

### Stress normal physical response to events

Dear Jackie,

I work for an organization that enlists the support of HealthAdvocate. I am experiencing a lot of "STRESS" lately. It really came out when I had a fight (verbal) with one of my co-workers the other day. They would not see my point of view

regarding an assignment we've been working on and could not or would not agree that I am right. If I had to reflect and be honest...I know I can be difficult to be around when I am stressed and...I am not always right. Is there something I can do to help improve my relationships at work and decrease the stress I am experiencing?

I appreciate your questions and candor. It is difficult for most of us to admit we are not always right. So congratulations on your PSR (person self-reflection) that you can be "difficult" to be around and that you are experiencing some "stress" in your life.

To tell you the truth: we all are experiencing stress. It is necessary to function professionally and personally. Stress is a normal physical response to events that make you feel threatened or upset your balance in some way.

When you sense danger – whether it's real or imagined – the body's defenses kick into high gear in an automatic process known as the "fight-or-flight" reaction, or the stress response.

The stress response is the body's way of protecting you. When working properly, it helps you stay focused, energetic, and alert. In emergency situations, stress can save your life – giving you extra strength to defend yourself, for example, or spurring you to slam on the brakes to avoid an accident.

The stress response also helps you rise to meet challenges.

Stress is what keeps you on your toes during a presentation at work, sharpens your concentration when you're attempting the game-winning free throw, or drives you to study for an exam when you'd rather be watching TV. But beyond a certain point, stress stops being helpful and starts causing major damage to your health, your mood, your productivity, your relationships and your quality of life.

It is not easy to get along with everyone all of the time. We all may appear, difficult (in our mood, responses, interactions etc.) when we are stressed.

One way of dealing with it is to pull back and away from the situation. Take a look at it as if you were watching it from a balcony and ask yourself: "Was I really that difficult?; should I have handled or how could I have handled this differently. If I had, would message have been better received? Was the timing right on this interaction? Did I let the stress I am feeling interfere with my better judgment?"

Stress and its adverse effects is a valid concern for all of us and too much to address in this column. To answer your question, HealthAdvocate EAP can provide you with assistance. Meeting with a professional counselor to help identify your stressors, their triggers and tools to reduce their occurrence is a good place to start.

There are also a number of resources available on our website that deal specifically with stress, effective communication and dealing with issues in a proactive way, rather than reactive. Remember, we're there when you need us. Give us a call today at 877-919-WELL or check out the website at [www.healthadvocate.com/schurz](http://www.healthadvocate.com/schurz)

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Members of the Wellness team at Advanced Cable at Coral Springs, FL are, left to right, Jason Collins, Megan Taylor, Mike Masterson, Candice Soeder, Jennifer Cardella, Lenore Indell, Irma Benitz, Claudia Santos-Barrera, Steve Hill, Carolyn Beirskens, Samantha D'Eliseo, Don Kalin and Melissa Krupin.

## Advanced Cable Wellness Committee wraps-up year

The Wellness team at Advanced Cable in Coral Springs, FL had an extremely busy year in 2012.

Besides launching and executing the corporate Q1 "Habits for Health" Campaign, the Q2 "Know your Numbers" campaign, the Q3 "Count the Costs" campaign and the Q4 "Freeze" campaign, the team also sponsored some Advanced Cable Wellness events.

In January we raised awareness regarding the importance of getting an annual physical, and awarded a wellness point for any employee who had a physical.

In March we sponsored a "healthy breakfast" event for all employees. This event turned out to be a huge success as we had a larger turnout for the breakfast.

In May we invited a representative from PNC Bank to meet with employees and explain the benefits of opening an account at PNC.

In June we had our "Gym Night" at the new You Fit Health Club in Coral Springs. Employees were given a tour of the gym and were offered a free membership. Instructors were also available to explain how to use all of the machines.

In October we sponsored our annual "Wellness Walk" at Tephford Park in Tamarac. After completing a three mile walk, the group enjoyed a healthy snack of egg white sandwiches and juice.

# DIGITAL DELIVERY

## KY3 launches digital deals, loyalty program

By KENT OGLESBY

KY3-TV, Springfield, MO

KY3-TV in Springfield, Mo has launched a new digital program called KY3VIP that incorporates both web and mobile-based discounts and rewards.

Partnering with The Holos Corporation from Jefferson City, Missouri, KY3 saw an opportunity to launch a cutting-edge program that gives local businesses the opportunity to promote targeted discounts and offers, while building a digital loyalty program at the same time.

KY3VIP is free for local consumers to download on either iPhone or Android devices.

Once consumers create free accounts, they are prompted to start “favoriting” the businesses they know and love in order to start receiving their offers. These offers can be claimed and redeemed through the app, or

by printing the website.

Businesses are able to tailor their offers to help drive businesses on specific days of the week, or in the specific categories they choose to promote. Business owners are given access to an easy-to-use admin panel to publish offers “on the fly”, or to schedule them ahead of time. New offers are pushed to the consumers that “favorite” their business through the app, or through e-mail.

KY3VIP also includes a robust digital loyalty program that awards points to consumers as they claim and redeem offers with their favorite businesses. Once a pre-determined level of points is earned, the app will “unlock” a special loyalty offer at that business.

The admin section of KY3VIP tracks all claimed and redeemed offers, giving business owners an in-depth look at the demo-

graphic and geographic makeup of their customers who are using KY3VIP, as well as rich analytics on the types of offers that are producing the highest return and ROI.

KY3VIP also launched a major contest, partnering with one of the local grocery chains. The grocer gave away a \$500 gift card a day for 60 consecutive days, and consumers were required to create an account on KY3VIP to enter the contest. At the time this article was written (approx 50 days into the contest period), over 16,500 people had entered the contest.

KY3 launched the VIP program with seminars for local business owners, and allowed the businesses to try it out for free for 60 days. In the initial 2 ½ months since launch, KY3VIP has produced 180 active businesses, 26,100 registered users, 59,880 claimed offers and 1,070 redeemed offers

## SCI Innovative prize won by IU students

Twenty-first birthdays can be memorable or not remembered at all. Indiana University student Nick El Khoury had more reason to celebrate than merely reaching the age to legally go to bars.

El Khoury and partner Murat Kacan teamed up to win the first Schurz Innovation Prize at Indiana University after seven finalists presented their ideas to a panel of judges.

Schurz Communications Inc. launched the competition with a \$25,000 gift to IU’s School of Informatics and Computing to encourage students to come up with real-world digital innovations and solutions to the challenges facing 21st-century media companies.

Kacan and El Khoury proposed redesigned and visually attractive online and mobile platforms that would reward readers for subscribing to the media site by offering enticing discounts and deals available only to subscribers and pushed to their mobile phones, for example.

That would create a self-sustaining audience, El Khoury said, because the value of the subscription would be more than returned by restaurant discounts and other rewards.

Kacan said their proposal, called The Mix, focuses on locally based rewards because regular customers are the “life blood” for retailers and media outlets.

Restaurants and other potential participants would benefit from direct and targeted advertising that would easily offset the cost of the discounts offered.

Kacan estimated that he and El Khoury probably invested “a couple hundred man-hours” into developing their idea.

They clearly outpaced the competition with their presentation, using small, hand-held tablets to seamlessly pass their oral description back and forth while using the same tablets to control the visual presentation on the big screen the audience could see.



Mayer Maloney, left, publisher of the Hoosier Times newspapers, presents a check tinnovation Prize winners Murat Kacan, center, and Nick El Khoury, at the University Club at the Indiana memorial Union in Bloomington, Indiana.

Hoosier Times Publisher Mayer Maloney praised the team’s project and awarded the students the \$4,500 first prize. Kevin Ferri won second place and \$2,000 and Robin Dalton took third and \$1,000.

Dennis Groth, associate professor of informatics and computing, said the competition — which relaunches this semester — is valuable to students.

“Anything that provides realism — an opportunity to demonstrate their learning in the real world — is really good,” he said. “We can do things out of books, but it’s a better learning experience to tackle real-world situations.”

Travis Brown, director of strategic initiatives for informatics, praised the competition and the way it is structured to the audience during the time the judges were evaluating the proposals and choosing the winners. “I’ve seen a lot of company projects and I’ve never seen one that didn’t take your intellectual property as their own when it’s over,” he said.



# O-Zone destination for Springfield sports

By CHRISTOPHER PARKER  
KY3-TV, Springfield, MO

March 17 marked the seven-month anniversary of the launch of OzarksSportsZone.com.

It has been a whirlwind of activity getting through the first two seasons with winter wrapping up on March 16.



Since launch, the "O-Zone" as it's known, has tallied 7.5 million page views, 1116,371 video views, 1,017 photo gal-

eries posted, and 833,296 total visitors.

The first seven months have gone better than anything we could have expected thanks to the team in place. It's an 11 person group responsible for nightly sportscasts for KY3, KSPR and the Ozarks CW, along with a weekly 30 minute special on Friday nights, and of course the websites.

Many of the most successful stories have come from on-air talent ranging from a coach proposing to his girlfriend at mid-court after a basketball game to an athlete from small town Cassville making it back to the basketball court just months after suffering a ruptured spleen in football.

One thing communities have responded to most are the weekly interactive poll question and Photo of the Week contests. Poll questions have generated 307,000 page views and the Photo of the Week contests have generated 185,000 page views since launch.

Social media has also been a key factor in the success of the O-Zone.

## Kentucky Group launches new basketball site

Basketball has always been king in the Bluegrass State. The University of Kentucky men's basketball team owns eight NCAA Championship titles and has won more ball games than any other college team.

This season, however, it's the women's team that's turning heads. UK Hoops, as the women's team is called, is ranked in the top 10 and on the verge of becoming a national contender.

In response, the Kentucky Group has launched a website called WildcatHoops.com dedicated to covering the women's team.

Preston decided to get creative. He partnered with a former intern to make WildcatHoops.com a reality.

WildcatHoops is built under the Kentucky Group's umbrella site, CentralKyNews.com, but it marketed as a stand-alone. It features local coverage of UK Hoops, social media feeds from the players, as well as AP and shared content.



**Walnut Grove cousins Heather and Lexi Harman celebrate after winning the Missouri State Basketball championship.**

Every piece of content we post gets tweeted via @OzarksOzone to our 2,100 followers. Our Facebook page is up to 3,700 likes in just seven months. These two social media outlets have generated 177,000 visits for 1 million page views.

Whether its scores, highlights, photos or just the latest in local sports Ozark's fans are learning quickly that Ozarks Sports Zone is THE destination.

Year one is already a success, but we at the O-Zone are excited for the future as we continue to grow and evolve in an ever changing industry. Next up, spring sports before embarking upon the inaugural "1 Awards", a year-end banquet designed to honor the best and brightest in all sports.

## Launched by Farm Forum

# Website focuses on farm equipment

Farmers and ranchers nationwide can now look for agriculture equipment on a new website operated by the Farm Forum in Aberdeen, S.D.

Trucks, tractors, combines, planting equipment and other implements are sold on the new website farmforumequipment.com. Information about the machinery being sold is listed much like it would be in a classified ad in a newspaper. Photos of the equipment are also posted online.

Contact information of sellers is also included in the listings so potential buyers can ask questions or seek further information. And there's a search command that allows shoppers to look for trucks or implements by make, model, price range, age or other qualifiers.

Christy Orwig, advertising director of the Aberdeen American News and the Farm Forum, said she thought that the agricultural publication needed a strong online presence to be able to compete with other online farm

papers.

"Farm Forum is very well-know for the print product, but needed the online and mobile presence," she said. "We were also asked by dealers to come up with a solution so they would have a choice of where they run their inventory."

Orwig credited Tim Zeeb, a Farm Forum sales representative, with helping with the undertaking.

"Tim Zeeb introduced me to Digital Community Holdings Company, and from there, farmforumequipment.com came to life, Orwig said.

"Farm Forum readers will now be able to view implement dealers' entire lines of inventory in one place. We are just in the early stages of sales. So far, we are getting food feedback and dealers are wanting to try the site," she said. "

There's also advertising space available for farming-related businesses on the webpage, Orwig said.

# Aberdeen ramping up its use of Twitter

Reporters and editors for the Aberdeen, SD American News are ramping up their use of Twitter to better inform readers and the community.

News reporters have been given goals requiring them to increase their number of tweets and followers. With more and more people looking for news and information via social media sources, the idea to up the newsroom's Twitter firepower came from J.J. Perry, executive editor of the American News.

And during the recent Class B state wrestling tournament in Aberdeen, the sports department incorporated significantly more tweets than in past years. In essence, the sports section sacrificed an annual feature for more Twitter use, said John Papendick, sports editor.

"For the past 20 years or so, we ran a ring

of champions in the Sunday morning (print) edition," he said.

The feature included mug shots of each individual weight class winner and an action shot of a championship match. But creating it took considerable resources.

"To do this, we had to take mugs of all semifinal winners," Papendick said. "We had to have a runner on each mat to bring the semifinal winners to the photographer. We also had to have someone watch the mats while the runners were gone in case there was a quick pin."

He said four people worked about four hours each to create the ring of champions, plus the photographer had to process the images and put them in the system because the champions were not be known until Saturday night.

Getting rid of the ring of champions freed

up a lot of time for tweeting, Papendick said.

"This way, we were able to Tweet through the semifinals of both state tournaments. We had a reporter tweeting semifinal scores from the site while the sports editor back at the office tweeted the championship matches with name, school, year in school and current record for each weight class," Papendick said.

At the same time as the Class B state tournament was ongoing, the Class A tourney was in Watertown. The American News staffed both events.

Papendick said the experiment worked well and allowed for solid and up-to-date coverage of both wrestling tournaments.

"We picked up new followers, and it worked out well to change out an old newspaper tradition for new technology and quicker responding time," he said.

## WDBJ7 web staff launches app for NASCAR fans

The Web staff at WDBJ7 in Roanoke, VA, and Schurz Communications, Inc.'s digital team have been working together

to launch Race Chatter, a new app for NASCAR fans.

WDBJ7 is hoping this racing app will go national and will appeal to race fans in all our markets.

SCI's Center for Excellence for Development built the app from scratch using some of the features that went into WDBJ7's own Huddle Up Virginia



Tech app.

Race Chatter aggregates Twitter feeds from drivers, crew chiefs, race teams, and tracks into one easy to use app.

WDBJ7's digital team brings content and commentary to the app and helped SCI identify which races and teams needed to be included.

The app is now available to Apple users by searching WDBJ7 and should be available to droid users sometime soon.

You'll start seeing quite a bit of promotion for Race Chatter as SCI begins to roll out the new product in all our markets.

## Facebook contest a huge success

By JEFFRY A. MARKS  
WDBJ7 President

WDBJ7 added more than 3,000 email addresses to its Deals database and 10,000 Facebook likes with a simple contest.

When the Roanoke television and digital outlet offered a \$500 grocery gift card, the entries poured in.

Viewers and visitors were asked to register at a WDBJ7 Facebook page. There was an alternate way through the WDBJ7 Web contest page, but most folks went right to Facebook.

The strength of WDBJ7 in the digital market became clear as the entries began coming in through 19 Facebook pages. Fourteen of those pages belonged to WDBJ7 anchors and reporters. The rest were generic and topical Facebook pages maintained by the WDBJ7 digital team.

WDBJ7's Facebook pages have aggregated more than 100,000 likes, and the number is growing quickly.

A \$500 gift card turned out to be an inexpensive way of building WDBJ7's universe of followers.

## Digital team surveys 'state of art'

By KELLY ZUBER  
WDBJ7, Roanoke, VA

In an effort to see what the "state of the art" is in broadcast and newspaper Web sites, the digital media team at WDBJ7 in Roanoke, VA, is surfing the country.

The group divided up the top 100 television markets in the country and reviewed three television Web sites and at least one newspaper Web site in each market. The team is looking at the sites like a newcomer to the area would see them, trying to find content items and graphic treatments that catch the attention of the users.

Our group may find something at a station site in Omaha that we would like to replicate on wdbj7.com. The graphic look in Miami may stand out as both beautiful and appealing.

We're finding new ways to display social media icons or links to our apps that take up less space but are easy to navigate.

By the time the digital media team is done, the group will have reviewed more than 400 Web sites across the country.

So what's the purpose of this exercise? We were looking for the best of the best ideas to incorporate into our wdbj7.com redesign.

# Awards & Honors

## General Excellence to Advocate-Messenger, Jessamine Journal Kentucky Group wins 70 awards in contest

The Kentucky Group won 70 awards in the Kentucky Press Association Editorial contest including first place for General Excellence by the Danville Advocate-Messenger and the Jessamine Journal.

The competition was by circulation categories with Danville competing in the Daily Class 2 division, the Winchester Sun in the Daily Class 1 division, the Jessamine Journal in the Weekly Class 3 division and the Interior Journal in the Weekly Class 2 division.

The Advocate-Messenger won 20 individual awards including eight firsts, five seconds, five thirds and two honorable mentions.

The Sun won 17 awards including four firsts, seven seconds, five thirds and one honorable mention.

The Jessamine Journal won 20 awards including eight firsts, four seconds, five thirds and three honorable mentions.

The Interior Journal took a third in General Excellence while winning 13 individual awards including four firsts, three seconds, four thirds and two honorable mentions.

The Advocate-Messenger won three section first place awards for Best Special Section, Best Sports Special Section and Best Front Page. Kasey Hill, who won the Best Front Page award, also took second in the category. Todd Kleefman and David Brock turned in outstanding performances in the writing categories, winning three firsts, three seconds, two thirds and an honorable mention between them.

The Winchester Sun had several outstanding individual performances. David Stone took two firsts for Best Lifestyle Page and Best front page plus two seconds. Keith Taylor won a first for best sports column plus two seconds and a third, James Mann won four awards in the photo competition

The Jessamine Journal had three outstanding individual performances. Jonathan Stark won eight awards including firsts for Best Sports Story, Best Sports Picture Essay, Best Sports Picture, Best Graphic and Best Sports Page/Section plus a second, a third and an honorable mention. Jonathan Kleppinger won nine awards including firsts for Best Enterprise or Analytical Story, Best Sports Picture Essay and Best Lifestyle Page plus a second, three thirds and two honorable mentions. Mike Moore won three awards including firsts for Best General



KLEEFMAN



BROCK



STONE



STARK



J. KLEPPINGER



MOORE



B. KLEPPINGER



LEEDY

News Picture and Best Feature Picture and a third.

The Interior Journal had two outstanding individual performances. Ben Kleppinger won six awards including firsts for Best Enterprise or Analytical Story and Best General News Picture, plus two seconds, a third and an honorable mention. Nancy Leedy won four awards including firsts for Best Sports Story and Best Sports Section plus a third and an honorable mention.

The individual award winners by newspaper were:

### DANVILLE ADVOCATE-MESSENGER (DAILY CLASS 2)

**Firsts** – Best General News Story, Todd Kleefman; Best Column, Joanna King; Best Sports Feature Story, Larry Vaught; Best On-Going/Extended Coverage Story, David Brock; Best Business/Agribusiness Story, Todd Kleefman; Best Special Section, Staff; Best Sports Special Section, Staff; Best Front Page, Kasey Hill;

**Seconds** – Best Spot News Coverage, Todd Kleefman; Best General News Story, Todd Kleefman; Best Investigative Story of Series, Todd Kleefman; Best Feature Picture, Clay Jackson; Best Front Page, Kasey Hill;

**Thirds** – Best Feature Story, David Brock; Best Enterprise or Analytical Story,

David Brock; Best Sports Picture Essay, Clay Jackson; Best Graphic, Kasey Hill; Best Editorial Page, John Nelson;

**Honorable Mentions** – Best Spot News Coverage, David Brock; Best Business/Agribusiness Story – Joanna King.

### WINCHESTER SUN (DAILY CLASS 1)

**Firsts** – Best Sports Column, Keith Taylor; Best Sports Feature Story Bob Flynn; Best Lifestyle Page, David Stone; Best Front Page, David Stone; Best Sports Column, Keith Taylor;

**Seconds** – Best General News Story, Rachel Parsons Gilliam and Bob Flynn; Best Sports Column – Keith Taylor; Best Headline, David Stone; Best Spot News Picture, James Mann; Best Special Section, Staff; Best Sports Section, Keith Taylor; Best Lifestyle Page, David Stone;

**Thirds** – Best Sports Feature Story, Keith Taylor; Best On-Going/Extended Coverage Story, Fred Petke and Rachel Parsons Gilliam; Best Picture Essay, James Mann; Best Sports Picture, James Mann; Best Sports Picture Essay, James Mann;

**Honorable Mention** -- Best Feature Story, Bob Flynn;

(Continued on page 30)

# SCI print contest winners named

The final SCI Editorial Contest results for 2012 have been announced.

In a special recognition Virginia Black of the South Bend Tribune received The Story of the Year, selected from among the winners in the watchdog, sense-making and breaking news categories in 2012.

Multiple judges commented about the overall high quality of the entries.

## STORY OF THE YEAR

**Judge:** Margaret Holt, standards editor of The Chicago Tribune

**Winner:** Virginia Black, South Bend Tribune, Judge bows out

**Judge's comments:** "The watchdog entry of the South Bend Tribune – targeting the judge's leniency in the sentencing of a woman whose charge died in her care – is our pick for Story of the Year. The initial series, which was an earlier winner in the Schurz contest, ... was quite good. But it was by its nature a lengthy project that was necessarily heavy on the governance angle. It was more about process and, likely, a reflection on how dogged, good work leads to more important journalism. Basically, good stories beget more good stories. There is no substitute for deep, careful reporting. The entry based on October stories, by Virginia Black, was the ... contest winner for fall-through-December entries in the watchdog category."

## BEST WATCHDOG STORY – Daily Division

**Judge:** John Beck, executive editor, News-Gazette

**First place:** Virginia Black, South Bend Tribune, "Judge bows out"

**Judge's comments:** "A compelling story that exposes the appearance of a judge's conflict of interest in the case of a woman who received a light sentence in the death of a child in her care. Good writing, but more important a thorough examination of court records and other documents as well as many supporting interviews in a heart-rending case of child abuse."

**Second place:** Antoine Abou-Diwan, Chelcey Adami, Imperial Valley Press, "The spin cycle"

**Honorable mention:** Arnold Platou, The Herald-Mail, "Opinions on price of school site vary"

## BEST WATCHDOG STORY – Weekly Division

**Judge:** John Beck, executive editor, News-Gazette

**First place:** Ben Kleppinger, The Interior Journal, "Hutsonville bans mask-wearing"

**Judge's comments:** "Some good reporting on issues involving controversial ordinances passed by the city council, including appealing the denial of an open records request from the newspaper to the city council, the resignation of the mayor, appointment of a new mayor and repeal of the ordinances in question."

## BEST EXPLANATORY OR SENSE-MAKING STORY – Daily Division

**Judge:** John Beck, executive editor, News-Gazette

**First place:** Joe Dits, South Bend Tribune, "Voice for the vulnerable"

**Judge's comments:** "People living in poverty often are invisible in their communities. Journalists often report on poverty issues from the perspective of social service agencies or government officials. This innovative project allows those living in poverty to tell their own stories and sheds light on a persistent societal problem."



RICH JANZARUK



CLAY JACKSON

## Photography contest winners are selected

Rich Janzaruk of the Bedford Times-Mail and Clay Jackson of the Danville Advocate Messenger were Photo and Video of the Year winners for 2012.

Other winners in the third triannual 2012 Photography Contest were also announced. They were:

### News & Feature

First – James Mann, Winchester Sun: College Street Fire

Second – Robert Franklin, South Bend Tribune: Shooting

### Sports

First – Chris Howell, Bloomington Herald-Times: Touchdown

Second – Robert Franklin, South Bend Tribune: Rebound

### Multimedia

First – Dave McMillion, Hagerstown Herald-Mail: Antietam

Second – Elizabeth Varin and Karina Lopez, Imperial Valley

Press: Soldier Return

### Photo and Video of the Year

Photo: Rich Janzaruk II, Bedford Times-Mail: 100 meter dash finish line

Video: Clay Jackson, Danville Advocate Messenger: Turtleman

All of the entries can be seen at:

<http://www.heraldtimesonline.com/gallery/n/1790> and <http://www.heraldtimesonline.com/gallery/n/1791>

The judges were from the Arkansas Democrat-Gazette in Little Rock, AR: Stephen B. Thornton, Staton Breidenthal, Benjamin Krain, Karen Segrave and Stephen B. Thornton

**Second place:** Virginia Black, South Bend Tribune, "The dollars of dying"

**Honorable mention:** Alejandro Davila, Imperial Valley Press, "Massive turbines on rise"

**Honorable mention:** Mike Leonard, the Herald-Times, "The IU varsity drinking team"

## BEST EXPLANATORY OR SENSE-MAKING STORY – Weekly Division

**Judge:** John Beck, executive editor, News-Gazette

(Continued on next page)

# SCI print contest winners named

(Continued from previous page)

**First place:** Ben Kleppinger, The Interior Journal, “New state school scores released

**Judge’s comments:** “The topic of school accountability scores is so complex that it’s difficult for reporters to explain clearly so readers understand. This story is not sexy, but it does a good job of explaining what the rankings say about the county’s schools a year after the state adopted a new performance rating system. Good use of quotes from school officials and many sources cited provide perspective.”

**Second place:** Jonathan Kleppinger, The Jessamine Journal, “October hiatus has become routine”

## PROFILE STORY — Weekly Division

**Judge:** George Garties, Bureau Chief for Illinois, Indiana & Wisconsin, Associated Press

**First place:** Jonathan Kleppinger, The Jessamine Journal, “34 Years of Air Time”

**Judge’s comments:** “Kleppinger skillfully takes readers through the career of a local radio announcer-turned-politician, back to his start as a shy teen-ager who yearned to be an on-air personality.

“The page design complements the writing, with Instagram-style photos from the subject’s past and a lead graph set large across two columns that pulls the reader in. I’m sure area residents found this story a revealing window on a man whose voice they’ve known for years.”

## PROFILE STORY — Daily Division

**Judge:** George Garties, Bureau Chief for Illinois, Indiana & Wisconsin, Associated Press

**First place:** Marie Gilbert, The Herald-Mail, “Eye-opening HCC sociology class uses hungry minds to help hungry people”

**Judge’s comments:** “Gilbert introduces readers to a community college sociology prof who really practices his discipline, taking students along to feed area residents at soup kitchens and experience income disparity first-hand. A carefully framed environmental portrait of the teacher and his students in a Salvation Army soup kitchen enhances the display, and the Herald-Mail print story also teases readers to the paper’s website for an online video.

**Second place:** Joseph Dits, South Bend Tribune, “Alliance driven by hugs and lessons in poverty”

**Honorable mention:** Mike Leonard, The Herald-Times, “Waltke lived through war, cancer, to take Honor Flight to Washington”

## BEST LOCALIZATION OF A NATIONAL OR REGIONAL STORY — Daily Division

**Judge:** George Garties, Bureau Chief for Illinois, Indiana & Wisconsin, Associated Press

**First place:** Joseph Dits, South Bend Tribune, “Something seem amiss? You have to catch it early”

**Judge’s comments:** “The majority of entries in this category were storied localizing the Sandy Hook school shooting, and most were pretty predictable, focusing on safety measures at local schools or the tried-and-true debate over gun control. Dits’ story gave readers looking for something THEY could do at least a glimmer of an answer: How to recognize trouble signs of mental illness and when to act. For looking beyond the obvious, Dits wins the close competition for first in this category.”

**Second place:** Jon Blau, April Toler and Mike Leonard, The Herald-Times, A1 package of reaction to Sandy Hook shooting, Dec. 18.

**Honorable mention:** Scott Feldman, American News, “Area residents race to beat new gun laws”

## BREAKING NEWS COVERAGE

**Judge:** Walter Middlebrook, assistant managing editor, The Detroit News

**First place:** The Herald-Mail staff, “Aftermath of a superstorm”

**Judge’s comments:** “Without a doubt, this was the most comprehensive package of stories in the competition. And it wasn’t a matter of volume; either of the Page 1 stories in this package would have taken this category. Superstorm Sandy was one of the biggest stories of the year and The Herald-Mail did an excellent job of telling all aspects of this great natural disaster and its human impact. It was almost unfair to compare this package, or any of these stories against the competition.”

**Second place:** Joseph Dits, South Bend Tribune, “Teachman to be chief”

**Honorable mentions:** Jeff Natalie-Lees, American News, “92 laid off” and Scott Feldman, American News, “Gas incident kills man”

## DISTINGUISHED SPORTS REPORTING/WRITING

**Judge:** Tim Ethridge, editor (and former sports editor) of The Evansville, Ind., Courier & Press

**First place:** The American News sports staff

**Judge’s comments:** “I have never been to Aberdeen, S.D., but thanks to the sports team at the American News I now have a feel for the role the Northern State football program has had in the area. The 32-page special section ‘History of Northern State Football, 1902 to 2012’ was difficult to put down, which only magnifies the effect it must have had on local readers.”

**Second place:** Daniel Kauffman, The Herald-Mail

**Honorable mention:** Al Lesar, South Bend Tribune, “When a high school athlete’s reality trumps invincibility.”

**Honorable mention:** Keith Taylor, The Winchester Sun, “The three of clubs”

## BEST PAGE ONE DESIGN

**Judges:** Chicago Tribune news editors, led by Ryan Marx, reviewed the entries in the Page 1 design category.

**First place:** Aberdeen American News copy desk

**Judge’s comments:** “The alternative presentation of ‘Gypsy Day’ is a compelling change of pace from traditional front-page design. The typography, though a touch too varied, serves to guide me through story. The church photography on the second page is rightfully given center stage carries the package well.”

**Second place:** Stewart Moon and Penny Reid, The Herald-Times

## BEST COMMENTARY

**Judge:** Mark M. Ridolfi, editorial page editor, Quad-City Times

**First place:** Bob Zaltsberg, The Herald-Times.

**Second place:** Rick Kazmer and Bruce Siwy, the Daily American

## DIGITAL SUCCESS STORIES

**Judge:** Mark M. Ridolfi, editorial page editor, Quad-City Times

**First place:** Herald-Mail election interaction

**Second place:** The Somerset Daily American.

# Herald-Times sports gets six awards

The Bloomington, IN Herald-Times sports staff was honored in six categories by the Associated Press Sports Editors in the annual national contest, results announced in February.

Dustin Dopirak (beat writing), Andy Graham (column writing), Mike Miller (feature writing) and Jeremy Price (column writing) were all named in the top 10 in their categories.

The beat writing and column writing categories are based on five entries, while the feature category was based on one entry. The final rankings for the writer categories will be released at a later date. Dustin won the category last year.

The Herald-Times was named in the top 10 for its Sunday section and in the top 10 for special sections for its preview of the Indiana University basketball season. The Herald-Times earned honorable mention for its daily section. The sections are ranked only as top 10 or honorable mention.

The Herald-Times' sports websites, which includes the Hoosier Scoop and Quick Hits blogs, previously had been named honorable mention by the Associated Press Sports Editors.

Pat Beane is the Herald-Times' sports editor.



Sports Photo of the Year shot by Tribune's Robert Franklin

## Sports Photo Of Year tops SCI awards in INPA contest

Schurz Communications Indiana properties won 11 awards, including Sports Photographer of the Year recognition, in the Indiana News Photographers Association annual contest.

Winners were announced in February after the judging on the Indiana University campus in Bloomington.

Robert Franklin, a South Bend Tribune photographer, won the Sports Photographer of the Year award.

Franklin was a multiple award winner, taking a second in the Spot News category, a third in the Sports Action category and an honorable mention in the Pictorial category.



ROBERT FRANKLIN

Other winners from Schurz Communications properties were:

- Chris Howell, Bloomington Herald-Times, second, Sports Action category;
- David Snodgrass, Bloomington Herald-Times, second, Feature category;
- James Brosher, South Bend Tribune, third, Feature Story category;
- David Snodgrass Bloomington Herald-Times, honorable mention, General News category;
- James Brosher, South Bemd Tribune, honorable mention, General News category;
- Chris Howell, Bloomington Herald-

Times, honorable mention, Feature category; and

--Jeremy Hogan, Bloomington Herald-Times, honorable mention, Feature category.

## Kentucky Group wins 70 awards in KPA contest

(Continued from page 27)

### JESSAMINE JOURNAL (WEEKLY CLASS 3)

**Firsts** -- Best Sports Story, Jonathan Stark; Best Enterprise or Analytical Story, Jonathan Kleppinger; Best General News Picture, Mike Moore; Best Feature Picture, Mike Moore; Best Sports Picture Essay, Jonathan Kleppinger and Jonathan Stark; Best Graphic, Jonathan Stark; Best Sports Page/Section, Jonathan Stark; Best Lifestyle Page, Jonathan Kleppinger;

**Seconds** -- Best Feature Story, Benjamin S. Rossi; Best Sports Picture, Jonathan Stark; Best Graphic, Staff; Best Front Page, Jonathan Kleppinger;

**Thirds** -- Best Investigative Story Of Series, Mike Moore; Best Headline, Jonathan Kleppinger; Best Graphic, Jonathan Kleppinger; Best Sports Page/Section, Jonathan Stark; Best Lifestyle Page, Jonathan Kleppinger;

**Honorable Mentions** -- Best General News Story, Jonathan Kleppinger; Best Sports Story, Jonathan Stark; Best Special Section, Jonathan Kleppinger;

### INTERIOR JOURNAL

**First** -- Best Sports Story, Nancy Leedy; Best Enterprise or Analytical Story, Ben Kleppinger; Best General News Picture, Ben Kleppinger; Best Sports Page/Section, Nancy Leedy;

**Second** -- Best Investigative Story or Series, Ben Kleppinger; Best Graphic, Ben Kleppinger;

**Third** -- Best Sports Picture, Nancy Leedy; Best Graphic, Ben Kleppinger; Best Newspaper Website -- Staff.

**Honorable Mention** -- Best Enterprise or Analytical Story, Ben Kleppinger; Best General News Picture, Nancy Leedy.

# Gaylord, Charlevoix first in General Excellence

## Michigan group wins 26 state contest awards

The Petoskey News-Review, Gaylord Herald Times and the Charlevoix Courier received 26 awards in the 2012 Michigan Press Association's Better Newspaper Contest.

Members of the Colorado Newspaper Association reviewed 2,542 entries submitted by 102 Michigan newspapers.

The Gaylord Herald Times won 14 awards, including five firsts, and won first place for General Excellence. It also won one second, five thirds and three honorable mentions. The News-Review won three firsts, two seconds, five thirds and an honorable mention in the Daily Class D Division. The Courier won a first in the general excellence competition and two other awards in the Weekly Class D Division.

"I salute executive editor Jeremy McBain (Petoskey News Review), and editors Jeremy Speer (Gaylord Herald Times) and Steve Zucker (Charlevoix Courier) and their editorial, graphic teams for an outstanding performance," said Northern Michigan Review Publisher, Doug Caldwell. "In reviewing the judges' comments, it is crystal clear that our commitment to local news combined with clean, crisp layouts produces an excellent community newspaper source for our audience."

"There is a proud tradition of quality community journalism at the Gaylord Herald Times and I believe our current staff is one of the best in this newspaper's history," said editor Speer. "We have quality individuals who deeply care about journalism and our community. I'm most proud that our awards won were diverse — each of our staff members had their hand in something that was award-winning."

"An excellent paper overall," the judge commented about the Herald Times. "Nice clean layout throughout. Hard-hitting news and strong editorial content. Good use of photos and section fronts, entertaining articles and columns. Paper is arranged very well. I bet readers and advertisers love this paper. Community journalism at its best. Nice job."

The judges comments on the Charlevoix Courier's general excellence award read: "The transition to broadsheet did improve this already excellent community newspaper. Very strong on community news, bold photos and headlines, great use of color and layout. All around clean design with well written stories. Overall, a delightful read. Well done!"

The contest winners by newspaper were:

### **Petoskey News-Review in the Daily Class D category:**

First -- News Enterprise Reporting, Sheri McWhirter. Charlevoix County FOIA Lawsuit Series," coverage of Freedom of Information Act lawsuit

First -- Lifestyle Pages, staff

First -- Best Headline, Neil Stilwell, "Planners pooh-pooh pooh park

Second -- Sports Column, Andy Sneddon, "Great eight, any way you look at it ... you get out what you put in..."

Second -- People, Babette Stenuis Stolz

Third -- Spot News Story. Rachel Brougham, Ryan Bentley, Sheri McWhirter, Heather Lockwood, "Snow My Gosh!"

Third -- Sports Feature, Andy Sneddon, "A man to admire and emulate"

Third -- Sports Coverage, Andy Sneddon, Steve Foley, Kurt Grangood.

Third -- Arts pages, Babette Stenuis Stolz

Third -- Lifestyle Pages, staff

Honorable Mention -- Design, staff.

### **Charlevoix Courier in the weekly Class D category:**

First, General Excellence, staff

Third, Design, staff

Honorable mention, Feature Photo, Steve Zucker.

### **Gaylord Herald Times in the Weekly Class C category:**

First -- News Enterprise Reporting, Chris Engle, Michael Jones, Speer, Cathy Landry and Frank Michels, "Marine killed while serving in Afghanistan," "Sgt. David Day funeral set," "Military escort for Day," and "Ultimate sacrifice."

First -- Special Section, Michels, Speer, Landry and Engle, "Wild Northern Michigan;"

First -- Local Columnist, Lorene Parshall, "Thought train;" "Sanctity of life;" "Stealing childhood;" "Occupy your mind with Occupy Wall Street;"

First -- Sports Picture, Bill Serveny, "Comeback falls short."

Second -- News Picture, Engle, "Ultimate sacrifice;"

Second -- Sports Feature, Jim Ryan, "Snow Making Vital when Mother Nature doesn't deliver."

Third -- News Feature, Michael Jones, "Cyberbullying 'getting worse' at local schools;"

Third -- Editorial Writingm Speer, Landry, Michels, Engle and Jones

Third -- Editorial Pages, Speer, Landry, Michels, Engle, Jones, Parshall and Kurt Kolka,

Third -- Sports Coverage, Matt Wenzel, Speer, Engle, Serveny, Ryan and Ian Callison,

Third -- Sports column, Engle, "One more cast."

Honorable Mention -- Lifestyle Pages, Michels, Speer, Landry and staff,

Honorable Mention -- Sports Column, Ryan, "Fuel for thought;"

Honorable Mention -- Sports Writing, Wenzel, "Spark comeback victory."

Petoskey News-Review reporter, Sheri McWhirter also won a first place in the Special Section category in the Daily Class C category for her piece, "On Guard," which was published while she worked for the Traverse City Record-Eagle.

## **KTUU-TV photographers earn NPPA top honors**

By BRAD HILLWIG

KTUU-TV Anchorage, Alaska

For years, visual storytelling has been a measure of excellence at KTUU-TV in Anchorage, Alaska, and 2012 was no different. The photography staff earned top honors in the National Press Photographers Association (NPPA) West General Region".

The award was determined by tallying points earned by individual photographers during the NPPA Quarterly Clip Contests, which include categories such as Spot, General and In-Depth News judged by journalists from other regions of the country

. KTUU-TV's talented staff finished the year with an impressive total of 174 points, with KOIN-TV of Portland coming in second with 97 points.

KTUU-TV Photojournalist Catherine Steward, now with WTVF-TV in Nashville, TN earned top honors in the West General Region with 84 individual points. KTUU-TV's Shawn Wilson and Albert Lutan had strong showings with second and sixth place finishes, respectively.

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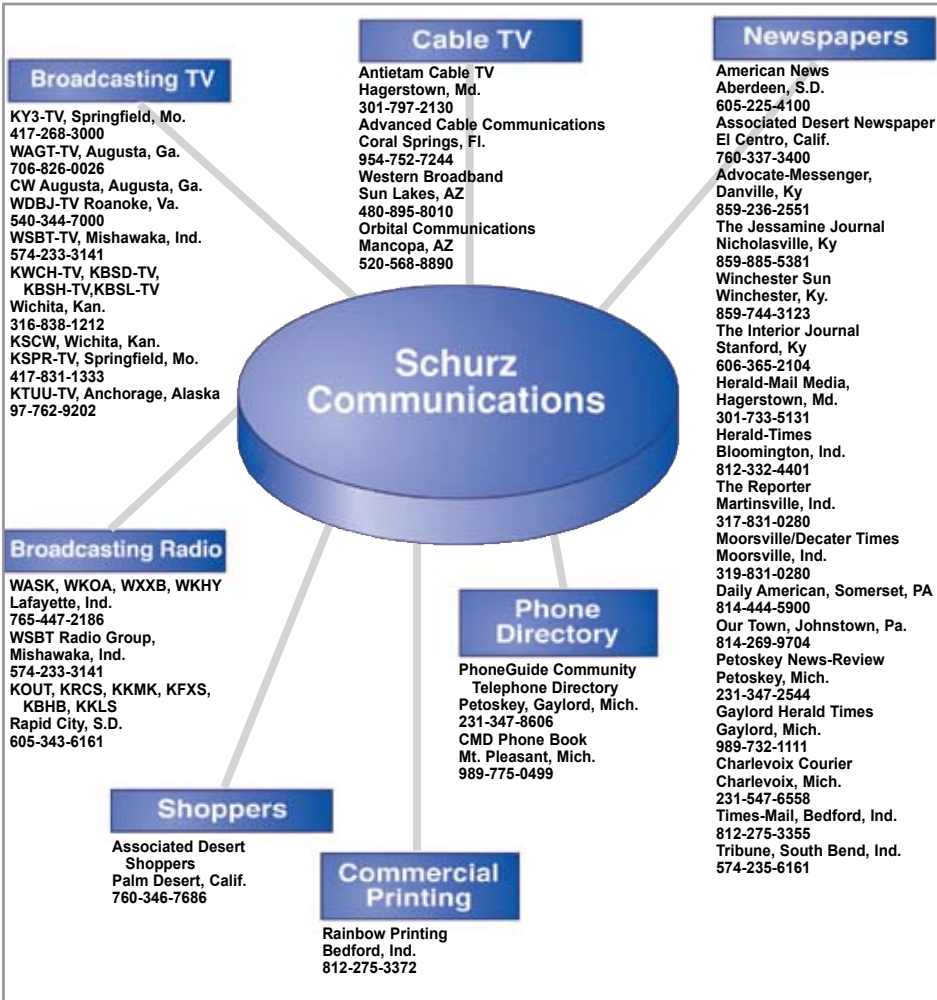
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# Schurz COMMUNICATOR

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