

Schurz COMMUNICATOR

January 2012



American News produces Capture book

- Story on page 10

Jeremy Speer, Gaylord, Mich. Herald Times editor, has been named Young Journalist of the year by his alma mater, Central Michigan University. Speer was named Herald Times editor in 2011 after six years as sports editor. **Story on page 12.**



SPEER

Roger Cornish

has spent 35 years at KWCH-TV in Wichita, Kan. serving as lead anchor on the dominant No. 1 newscast in Kansas for the last 25 of those years. He's the person Kansas turns to when big news is breaking.



CORNISH

Story on page 15.

WDBJ7 in Roanoke, Va. is at its best when covering the big story. The station proved it once again in December when it covered another shooting on the campus of Virginia Tech University in nearby Blacksburg. This shooting left two dead compared to 32 dead in the 2007 massacre. **Story on page 21.**



Kevin Lighty from KY3-TV in Springfield, Mo., was on the scene when history was made in Cape Canaveral, Fla. with the landing of the final flight in the nation's space shuttle program. **Story on page 22.**



LIGHTY

The Hagerstown

Herald-Mail produced two booklets for a new hospital in Hagerstown. The first was a 62-page Grand Opening publication and the second a 120-page Physician Directory. Both were inserted in the Herald-Mail with 10,000 print overruns. **Story on page 24.**



In reviewing the material produced by the contributing editors for this issue of the Schurz Communication it became immediately obvious the stories being produced reflect the transition to digital that is taking place in the media business.

Some stories focus directly on what's happening in the digital world.

In other instances digital isn't the main focus but has a significant influence on the story.

A perfect example of the later is the story on page 4 about how KTUU-TV, in Anchorage, covered the "storm of the century" that struck the west coast of Alaska

With the storm threatening, KTUU-TV dispatched the traditional news anchor and camera crew to the scene, some 680 miles away.

But KTUU-TV also turned to digital and urged its viewers to create an "iStorm" by sending text and photos on the storm that could be aired on the station. Viewers responded en masse. By the time the storm was over viewers had sent in 225 photos and videos

that had given KTUU-TV reporters and cameramen in 50 different Alaskan communities.

Another example of digital improvisation came in Aberdeen, SD where the News American brought together tech-savvy consumers and the latest in digital technology to stream high school

sports events on a weekly basis. The News American streamed two football games a week during the fall, one of them with live commentary and the other with only score updates. The News American has been turned into a virtual television station for sports. This story is on page 23.

On page 5 you can read about Schurz Communication moving to Google for a centralized Email/Instant Messaging platform. Andy MacDowell, SCI vice president Information Technology, writes about the benefits that will evolve from the change.

The lead story on the Digital Delivery page (Page 11) is about a Digital Media Kit that was developed by Christy Orwig, ad director at the Aberdeen American News, and Carrie Cole, digital manager. The kit has proven invaluable as a sales tool. It's made up of easy-to-read charts providing ready-to-use information about digital products available.

Another feature in this issue of the Communicator deserves a careful look.

This is a story on the Wellness page (Page 8) about Deanna Marker from the Somerset Daily American. She shares her experience of suffering a mild heart attack and also includes valuable information on heart attack symptoms to be on the lookout for and steps that can be taken to reduced the risk of a heart attack.

This was another award winning quarter for Schurz Communication with results detailed on pages 29 to 31.

Indiana properties won 39 awards in the Hoosier State Press Association Better Newspaper contest, The Bloomington Herald-Times won 17 awards and took second place in the General Excellence category. Virginia Black from the South Bend Tribune won the Story of the Year Award.



Communicator on the Web

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

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

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

On the cover

The Aberdeen, S.D. American News completed the first "Capture" book at a Schurz Communication property with its "Capture Dakota" that was produced in time for the Christmas season. The book provides color photographic representations of the Aberdeen area using photos submitted by photographers in the region. Website viewers voted online which photos should be included in the book. The first printing of 400 books was sold out in three weeks and a second printing of 400 books was produced.

Predictions for 2012 offered based on 2011

By TODD F. SCHURZ

President/CEO Schurz Communications

As we launch 2012, I want to offer a few predictions based on what we experienced in 2011. While historians look to the past and futurists look ahead, they share one common trait - both often look for inflection points that indicate that something changed, that the future and past look different from each other. I am neither a futurist, nor an historian, but I think 2011 may have been one of those years for our company. And it has to do with digital media (no surprise to anyone there).

For years, we have had two overriding goals in the digital side of the business - to increase our audience and our revenue faster than our peer groups. In 2011, our audience will consume over half a BILLION page views (+25% through 11 months).

We have seen double digit growth before, but there were three particularly noteworthy developments this year.

First, we saw continued growth as our sites evolve and mature as we all get better at the daily blocking and tackling. When you factor out KTUU (whose numbers were impacted by their Radio Flyer story in 2010), overall unique visitors grew 20%. Some of our larger sites saw huge growth in unique visitors and page views: KY3 (+48% and +123%) and Aberdeen (+47% and +84%).

In 2011, our audience will consume over half a BILLION page views

Second, we have learned over time and from each other to be better organized and prepared for those times when even the casual news consumer craves information. When the campus at Virginia Tech recently experienced another shooting death and suicide, WDBJ covered the story better than anyone else in the state (and I would argue the nation). The station had a special design and processes in place to cover the tragedy and saw over one million page views for two days. We have had other stations and newspapers cover major news events (i.e. severe weather) with similar results.

Third, the other area that experienced exponential growth was mobile. Through 11 months, our companies had 49.1 million mobile page views (our goal for this period was 25.2 million), and that does not include the audiences for our apps. We estimate that 15% of our digital consumption was on a mobile device in 2011, and that share of audience is accelerating rapidly. Just as consumer behavior changed when broadband eclipsed dial-up service in the home, I think we are seeing the same phenomenon as smart phones and tablets running on 3G and 4G networks enable mobile consumption.

In terms of revenue, digital revenue was the largest growth area of the company in 2011 (followed by cable broadband), and four companies: South Bend Tribune, Hagerstown Herald-Mail, Hoosier Times, and KY3 - all generated over \$1 million in digital revenue.

The biggest revenue story revolved around deals. We had some companies involved in daily deals or auctions sites before, but given the rapid growth and progress made by Groupon and LivingSocial across the nation, we decided to accelerate our efforts in 2011. Those efforts paid immediate dividends: over \$1 million in net revenue in just 11 months with 1,011 deals offered, 109,413 units sold, and over 149,000 additions to databases.



By TODD F. SCHURZ
President, CEO
Schurz
Communications

The story yet to be written on the revenue side is mobile. We made good progress, but audiences are way ahead of advertisers, but that may be changing very soon. An industry research firm projects that 6.3% of all local online advertising was served up on a mobile device in 2011. By 2016, the projection is that the mobile share will grow to 88%.

Before I offer my predictions, let me recognize a few interesting experiments and projects (space limits me from listing all of them).

In Wichita, KWCH has redesigned and relaunched fetchtoto.com, and hired a team and trained them to provide digital solutions and services to small and medium sized businesses.

In Petoskey, we have partnered with a local Verizon Wireless store and offer materials educating local business owners about the services we can provide them.

This year, we launched two apps based on the same social-media-based concept and coding; next year, we will expand on that and launch sites with different local content and a shared design.

In at least four locations in 2012, we will launch pay meters to try to grow and diversify our revenue base. In 2011, we joined a consortium of family-owned multi-media companies to investigate areas where we can invest and/or work collaboratively on digital ventures.

Now, here are some predictions for 2012.

--Digital audiences will continue to grow, and the growth will be primarily in mobile.

--Digital revenue will not be the fastest growing revenue area in 2012 (political revenue should be).

--Whether deals will be a long-term business or not, we will see continued growth in this area.

--Mobile revenue will still lag audience, but we will see this grow to over \$1 million either in 2012 or 2013.

--One of our experiments and/or investments will pleasantly surprise us.

--Additional media companies will proclaim that they are "Digital First" while our companies and staffs will make it happen every day for our customers in our local communities.

KTUU Channel 2 covers 'Storm of the Century'

By TED LAND

KTUU-TV Reporter

The National Weather Service special statement did not mince words:

“A POWERFUL AND EXTREMELY DANGEROUS STORM OF NEAR RECORD OR RECORD MAGNITUDE IS BEARING DOWN ON THE WEST COAST OF ALASKA. ALL PEOPLE IN THE AREA SHOULD TAKE PRECAUTIONS TO SAFEGUARD THEIR LIVES AND PROPERTY.”

The capitalization only added to the sense of urgency in our newsroom. We knew we had to go. But where? The winter storm was hundreds of miles wide and aiming for a swath of remote coastline the size of California.

KTUU photographer Carolyn Hall Jensen and I crammed a bunch of gear in cases, stuffed our warmest clothes in a duffel bag, and rushed to the airport.

After a few hours of booking and re-booking seats on flights that kept getting cancelled, we managed to secure a couple tickets to Unalakleet, a community of about 750 people on the Norton Sound, 680 miles northwest of Anchorage.

We landed in the afternoon with six heavy boxes of gear and no real plans for where to spend the night. Fortunately, some friendly locals recognized our logo, told us to pile in their pickup, and took us to the school, which was also an evacuation center with cots and sleeping bags where we'd spend our nights camping in the library. More importantly, for us, it would be our only connection to the outside world. We did not have a satellite uplink, or even cellphone service, but the Wifi in the classrooms was strong and we set out to make the most of it.

The following 72 hours were a nearly non-stop marathon of reporting, shooting, editing, tweeting, Facebooking, and interacting with viewers, who were watching from as far away as Australia.

When we knew we wouldn't have time to shoot and transmit video shots on our full size professional TV camera, we grabbed an iPad and shot and edited our stories in minutes. We even did livestreams for other NBC stations and The Weather Channel using the iPad and Skype video chat.

Carolyn and I worked solo, at times. She went out in 10 degree weather, braced herself against the punishing wind, and gathered interviews and natural sound of the rising storm surge. Meanwhile, stayed back at the school to update our web story, tweet the latest photos, and stream live video from my iPhone, which I taped to one of the school windows that looked out over the rising ocean.



KTUU Channel 2 reporter Ted Land and photojournalist Carolyn Hall Jensen in Unalakleet, Alaska, covering the massive storm that hit Western Alaska in November.

Viewers asked questions during our nearly six hours live webcasts, which continued into the early morning hours, and we answered -- providing critical information like backup emergency numbers -- for communities where phone lines were down.

KTUU was the only Anchorage media organization to cover the storm from the front lines and had the most complete coverage on-air and online. The station committed thousands of dollars toward getting us there. Alaskans took notice.

Digital 'watershed moment' for KTUU

When forecasters predicted a destructive early November storm of historic proportions was heading for Western Alaska, we at KTUU Channel 2 realized how important it was to get reporters on the story. So reporter Ted Land and photojournalist Carolyn Hall Jensen flew to Unalakleet with an unconventional set of newsgathering tools.

While Land and Hall were pioneering new ways to cover the hurricane-force storm, the Channel 2 Newsroom was the site of a digital revolution of its own: the iStorm.

We leveraged our platforms, from broadcast to Twitter, to ask Alaskans to send in updates as the storm intensified.

We didn't anticipate the magnitude of the flood of photos, videos and news tips that followed.

As the storm unfolded, western Alaskans texted photos of broken seawalls, e-mailed videos of hurricane-force winds battering homes and posted news tips to our Facebook feed in astonishing numbers.

"It was like having a reporter in each of 50 towns," said KTUU Digital Director Tim Akimoff. "The user-generated content paired with professional reporting on the ground and from the newsroom established KTUU as the dominant source for storm news and information. This wraparound, multiplatform coverage helped us to reach a half-million hits on our website in just two days."

By the time the storm was over KTUU had received 225 individual photos and videos from users. After the storm subsided, Channel 2 reporters dubbed the experience the "iStorm" -- possibly Alaska's most-covered single event in history, thanks to citizen journalists armed with smartphones.



This is a photo of the major flooding at the Bering Sea village of Shishmaref submitted to KTUU by viewer Brenda Tokeinna.

SCI moves to centralized Google platform

By ANDY MACDOWELL

Vice President Information Technology

Lions and Tigers and Google, oh my! Lions and Tigers and Google, oh my! Lions and Tigers and Google, oh my!



Andy MacDowell
Schurz Communication
Vice President
Information Technology

It is official, Schurz has moved to Google for a centralized Email/ Instant Messaging platform between the family of Schurz companies and our customers creating an opportunity portal to reach external customers. What a huge change for all of us, and what great opportunities lie before us as we move forward.

Many of us had questions, concerns, and anxieties about switching our email systems to something new, something we had not used before. Several of us had used Gmail for personal use, but we are talking about our business changing to Gmail. What is Schurz corporate thinking?

Well, we were thinking about all the great people we have in the companies who could share ideas if they had ways of collaborating with others, of the people who have solutions to problems others are just facing for the first time.

That is why we went to a central email system.

So, I would like to say to everyone, thank you! There are a lot of people who have put a lot of time and energy to making this work.

Thank you to all the users who had to put in the extra time to listen and watch training sessions. Without you this wouldn't be possible. Thank you all for the willingness to change.



I would like to specially thank Emily McKeown, Rachel Adkins, and Kim Sobchak for all of their work in promoting and managing the project for the Google migration.

Thank you to all the IT teams who had to add this project to their already busy schedule. Each and every IT person became a real trooper through all of this change, from the conference calls before the migration at their location, to picking up the support during and after their migration was completed. Thank you!

Some of the benefits we are now starting to see:

--I personally have been able to chat with Alaska, Kansas, and a few other sites that wasn't possible before;

--Several people are sharing documents from property to property;

--I have even shared a contract with one of our vendor's to finalize it for legal review. We finished the editing in 30 minutes on a call. In the past it would have been a slow email back and forth process. Talk about a time saver!

I am excited to hear more about opportunities to collaborate! But, before I close this message, I wanted to let you see what someone else was able to do to help support others.

"Andy,

"Is there assistance that we could offer to you and Emily in the migration that you are in the middle of? We might be able to assist with any configuration if needed."

The quote is from a message sent to me from Todd Crane at our Wichita TV station. The message isn't about his willingness to help, because a lot of people want to help. What the email message said to me was that he is able to help because he has same system now and the information is usable by others.

There are so many instances of this that I have heard via conversations. This is just one example. What a great start to a new beginning.

Frequently asked questions

FROM THE WDBJ(7) CLOSE UP

What are we migrating?

We're migrating all your email messages, all scheduled events in your calendar, and all your personal contacts from Outlook to Google Apps.

What will happen?

On December 12 your new Google Apps account will begin receiving new mail. You will no longer receive email in Exchange/Outlook but you will have all your mail, contacts, and calendar events ready for you in Google.

What will I need to do?

Log in to your Google Apps account and begin using it for all your email correspondence and calendar scheduling.

Depending on how you currently use email, you might also need to complete the following tasks: Recreate email rules

using the "filters" feature in Google Mail. Create your email signature. Set up your mobile device and synchronize your data (if applicable).

Will my email address change?

No. The username that you will use to log in to Google Apps may be different, but your email address will remain the same.

Will I still be able to access my old email account after the switchover?

Yes, after migration you can still access your old email to view your email, calendar, and contacts. However, you can't make any changes there or send and receive messages.

How much time is required to set up my account?

You'll be able to master the basics -- sending and receiving email and viewing

and scheduling meetings -- very quickly. However, the time required to completely move over to Google Apps can vary, depending on how you currently use your email. For example, for a typical email and calendar migration, expect to spend a few hours over the course of a week or so, to take training, review documentation, and set up your services. It will take a few days to get used to the new interface!

Will you help me set up and use my Google Apps account?

To help you get started with your new Google Apps account, we'll provide you with training and documentation that contains instructions for accessing your account, setting up your new services and mobile device, and using the services. You'll also have access to an online learning site with additional training resources.

KWCH-TV sets United Way fund raising record

BY CASI BARTON

Sunflower Broadcasting, Inc.

“Let’s Face It.”

This was the 2011 motto for the United Way campaign at KWCH-TV in Wichita, Kan., that will be remembered as one of the most exciting ever.

During the month of October Sunflower Broadcasting, Inc. did its fair share of fund raising for the United Way.

The campaign started with a friendly M&M guessing competition; the person who guessed the closest number of M&M’s in a jar (without going over) won. Also, in October, came the announcement of the grand prizes to be given away... iPad2, Reba tickets and a substantial gift bag that included Botanical Illumination tickets.

The following week Sunflower Broadcasting had a station wide Office Bingo game through-out the whole week. This was a great way to get names entered in the grand prize giveaway and a candy bar given to participants provided instant gratification.

For week three of the fundraiser, Sunflower Broadcasting had a scrumptious bake and craft sale. Employees donated items such as cookies, brownies and cake balls to sell.

For the final, and most heated, week of fundraising the station turned against their co-workers for the first ever Sunflower Relay Race. Employees voted with their United Way donation for their co-workers to participate in the wacky relay race. The race included everything from high heeled racing to tri-cycle racing — and boy was it fun!

Four members from specific departments participated in the relay. There were six teams.. The news team consisting of Michael Schwanke, Kim Wilhelm, Grant Meech and Marielkis Salazar won the race.



The winning team in the KWCH-TV relay race for the United Way came from the newsroom and was made up of, left to right, Kim Wilhelm, Marielkis Salazar, Grant Meech and Michael Schwanke.

Then came the drawing for the grand prizes. First went to Seth Yager, second to Malea Deschner and third to Todd Crane.

After all the fun was over and the dust cleared it was time to crunch numbers to see how much money we raised. In total Sunflower Broadcasting came together and rose over \$14,350, setting a new station record.

United Way Committee members were Stephanie Ayesch, Casi Barton, Matthew Browne, Melissa Lock and Melissa Scheffler.

Antietam drive collects 4,700 pounds of food

Antietam Cable Television, in Hagerstown, Md., partnered with Food Resources, Washington County’s Food Bank Warehouse, in October and November, to provide food to low income families in the community. The effort raised over 4,700 pounds of food to be distributed to residents in Washington County, MD.

Antietam Cable donated over \$20,000 in advertising and other services. In addition, Antietam Cable donated all food proceeds from a promotion it offered that provided free service upgrades to existing customers and free installation of services to new customers in exchange for food donations at the time of the service change or installation. Antietam Cable also provided a link on its web site, to the Food Resources site, that provided a method for residents to make a donation directly.

“The need for food in our local region has continued to increase, those that had been generous to us in the past now are coming to us out of need. Year over year the need for donations has grown” says Lynn Jackson, Director of Operations of Food Resources. “This is one of the largest gifts of food we have received. Antietam Cable and its customer, for the second year in a row, has aided Food Resources in helping meet the current need, raised awareness of the issue of hunger in our region, and provided a bit of hope this holiday season to the working poor and seniors in Washington County, MD.”



WASK team ‘Lights The Night’

Team WASK from Lafayette, Ind. participated in the 2011 Leukemia Lymphoma Society “Light The Night” walk. Team members were Lisa Fleming, Bryan McGarvey, Annie James, Annie’s daughter Sydney, Cynthia Andreas, Lisa Harvey, Jo Reynolds, Hollie Hughes and Kate Walker. Liz Mitchell, also from WASK, had her own team. Even with a rainy start 300 participated in the walk and raised \$70,239.46, with \$892 coming from WASK.

Customer appreciation

The Jessamine Journal in Nicholasville, Kentucky, paid a special tribute to its customers in October when it fed nearly 300 people during a community appreciation luncheon at the Journal office. Jessamine Journal staff members baked desserts for the event and spent the late morning and early afternoon interacting with members of the community.



WASK Radio Group has 'Feed The Need' day

On Nov. 23, the day before Thanksgiving, the WASK Radio Group in Lafayette, Ind. (98.7 WASK, 93-5 'KHY, K105, B102.9 and ESPN 1450AM), broadcast live for eight hours to help 'Feed The Need' by raising awareness and collecting food items for Food Finders Food Bank, the Lafayette area food bank.

During this time of the year Food Finders Food Bank has a great shortage on items. They go out as fast as they come in.

To help this great need, the WASK Radio Group, organized its third annual Feed The Need Day at all Marsh Supermarkets in Lafayette and West Lafayette from 10 a.m. to 6 p.m.

The WASK Radio Group helped bring in over 27,000 meals.



Advanced Cable was a major sponsor of the Coral Springs, Fla., Holiday Parade again this year, which included having a float in the parade. Michelle Fitzpatrick, left, and Melissa Krupin, right, stand in front of the Advanced Cable float.

Advanced Cable helps spread holiday cheer

Advanced Cable has partnered again with its customers to support the City of Coral Springs Annual Giving Tree, the Dan Marino Foundation and the Kiwanis Club.

The giving tree project, through the assistance of charitable business members of the community, has gathered toys, non-perishable foods and monies for local families in need.

Customers are invited to take advantage of the opportunity to install new cable TV services, High Speed Internet or Home Phone Service for a discounted installation charge in exchange for a new unwrapped toy or a donation used to purchase toys and gift cards.

The toy drive takes place just before Thanksgiving through the third week in December. Over the last twelve years Advance Cable has donated more than \$28,000 in toys and gift cards to these worthy charities.

Advanced Cable is also the major sponsor of the Coral Springs Holiday Parade annually providing the Grand Marshall and free commercials promoting the event. The Advanced Cable production crew films the event and airs it on the local channel for all to enjoy. This year's event was very popular with Sponge Bob Square Pants as the Grand Marshal.

Helping hands

On Oct. 8 a handful of the "Women of KWCH", in Wichita, Kan., rubbed elbows with the "Women of Kansas" as they aided in painting a house for the Stepping Stones Ministries, which gives support to victims of domestic violence.

Anchor Cindy Klose and Station Manager Joan Barrett, pictured at the right, were two of the six women who lent a helping hand. The others who took time out to help such an amazing cause, were Elyse Molstad, Melody Pettit, Anne Meyer and Hanna Davis.



Somerset employee shares heart attack experience

Heart health an overlooked issue

Women's heart health is an issue that is often overlooked by doctors and women alike. But for Somerset, Pa. Daily American employee Deanna Marker, the problem became all too real when she suffered a mild heart attack one September morning.

Deanna, who works in Distribution, said she had been experiencing a lot of heartburn prior to the heart attack she suffered. She ignored her symptoms until Sept. 23, when she became very ill and was forced to visit her doctor that morning.

"I awoke at 2 a.m. and was sicker than a dog," she said. "I thought it was the flu. It felt like my chest was bruised. But I had no heaviness in breathing."

She attempted to leave for work but quickly realized she was ill equipped to drive. "I had the shakes really bad," she said.

Once at the doctor's office, she found out she had suffered a mild heart attack. The heartburn she had been regularly experiencing was one of the few symptoms she experienced.

"I found out that part of my heart wasn't moving. My artery was blocked," she said.

Deanna underwent a coronary artery procedure and is now on five different medications. One of them is a blood thinner, she



DEANNA MARKER

said. Another is to help lower her cholesterol. Deanna's doctor told her to take a month off

from working and driving.

Overall, her recovery is going smoothly.

"I'm doing fine," she said. "The strange thing is that I didn't even know I was having a heart attack."

Heart attack symptoms

Deanna's experience calls to mind the fact that heart attack symptoms typically vary between the two sexes. While men may experience pain in the chest, doctors say many women do not. According to MedicineNet.com, symptoms of women's heart attacks typically include:

- Trouble sleeping or breathing
- Feeling sick to the stomach
- Feeling scared or nervous
- New or worse headaches
- An ache in the chest
- Feeling "heavy" or "tight" in the chest;
- Burning feeling in the chest
- Pain in the back, between the shoulders
- Pain or tightness in the chest that spreads to the jaw, neck, shoulders, ear, or the inside of the arms

Steps to lower heart attack risk

These are steps you can take to lower your risk of heart problems

- Find out if heart disease runs in your family.
- Visit your doctor or clinic often. Find out if you are at risk.
- Don't smoke. Stay away from other people who are smoking.
- Get your blood pressure checked often. You might need medicine to keep it at the right level.
- Control your diabetes.
- Get your cholesterol checked often.
- Stay active. Walking every day can lower your chances of a heart attack.
- Visit your doctor if you have any concerns. Deanna thinks this is an important step in preventing heart problems early on.

Home workout ideas that promote wellness

When you're feeling the pinch of tough economic times — not to mention the demands of family life and other obligations — sometimes the gym just isn't an option. But that's no reason to skip a workout!

There are plenty of ways to break a sweat and get fit in and around your home. And you don't have to buy expensive equipment to do it. Here are just a few of my favorite at-home workout ideas:

All the exercises can be done at home. All you need is some inexpensive equipment — a pair of dumbbells, a mat, and a jump rope — and some space. If you don't want to spring for equipment, there are plenty of hard-core exercises that use your own body weight as resistance.

The push-up is a classic exercise that will tone your chest, arms, and back; the lunge is fantastic for strengthening your lower body.

Add some cardio to your morning routine

with a run around the neighborhood or a quick jump-rope session. Because cardio represents weight-loss bonus points, add it in whenever you can. Working out in the morning, though, is a great way to wake yourself up and boost your energy for the entire day.

When your kids head off to bed at night, do your circuit-training exercises. When little Jimmy's sleeping, you won't be distracted — you'll be ready to kick butt.

Get creative and put to use common household items, such as soup cans and water bottles, as exercise equipment.

Pick up a few workout DVDs. I have a whole collection of fitness DVDs that give you a complete workout: No More Trouble Zones offers a hard-core strength-training routine, Banish Fat, Boost Metabolism gives you a killer cardio workout, and 30-Day Shred is an intense total-body blast that's great when you're short on time.

Ask Jackie

EAP can provide child care information sources

Dear Jackie,

QUESTION -- *I am the spouse of an employee that has EAP and WorkLife services through HealthAdvocate. I am going through a divorce and need child care resources in my area for my five (5) year old daughter. I am not sure what is available or whether I would want her going to a facility or have someone come to my house. There are so many options out there and I don't know enough about them...I have been a "stay-at-home mom" since my daughter's birth and now find myself needing to enter the workforce and have someone else care for her. This is a very difficult time for us. Can the EAP help me and my daughter?*

ANSWER -- Of course! Through the services provided by HealthAdvocate, the EAP will provide you with a list of confirmed day-care openings in your geographic location. These listings, provided by one of our Work/Life Specialists, will include resources, options and other rel-

evant information that can assist you in making an informed decision regarding you and your daughter's care and needs.

The EAP also provides you with unlimited access to our Work/Life website which allows you to complete "self-searches" for child care resources and facilities (care centers, family and child care homes, summer camps, etc.) The site also provides directions to those facilities and other pertinent information to help you evaluate and decide on a course of action. The website contains helpful articles and links to assist you when communicating with your provider, FAQ's to help you make a better informed decision and much more!

If you are unfamiliar with the website simply call the Schurz Choice CARE Line at 877-919-WELL option # 3 and speak with one of our Work/Life Specialists who can assist you and provide a tour in navigating this comprehensive website.

Please remember the Work/Life

resource can also assist you with financial and legal issues you may experience. Again, you can easily contact a Work/Life Specialist through the Schurz Choice CARE Line or utilize the website to find articles, printable legal documents, information on budgeting, helpful links regarding legal and financial issues and other resources. There is also an opportunity for you to speak with a legal or financial professional to guide you with the numerous hurdles one experiences through a divorce.

Often times, going through a divorce can be emotionally draining. Please keep in mind that HealthAdvocate's confidential EAP service can greatly assist you and your daughter through the ups and downs of such a personal event. When you are ready, the EAP is available to help 24 hours a day, seven days a week.

In summary, your EAP and HealthAdvocate services are not only available to you, but also extend to your daughter, your parents and parents-in-law. Decisions regarding the needs and care of our family are frequently difficult. HealthAdvocate is a resource to find the information and guidance you need to make the correct decision for your situation as well as support you through any related issues. Whether you are just looking for general information, or would like to speak to a counselor to better deal with how these issues affect your life and family, you only need to call the Schurz Choice CARE Line at 877-919-WELL option # 3 to speak with a qualified counselor.

Get rid of that belly bulge

QUESTION -- What is the best way to get rid of belly bulge?

ANSWER -- Contrary to what you might think, getting rid of belly bulge is all about diet and cardio rather than strength-training exercises that target the abdominals.

This is because belly bulge results from excess body fat, not lack of muscle.

The best way to reduce the bulge, therefore, is to reduce your body fat, and we all know what that requires — eating right and exercising, baby!

It is possible to carry extra water

weight in your tummy. To get rid of this, try cutting your sodium intake to 1,500 mg a day and increasing your water intake. This will help you reduce water retention and lessen a bit the spongy appearance of belly fat.

But really, it comes down to healthy eating and consistent exercise. Stick with it, kid — it'll come off. Just keep at it and be patient with yourself.

Fight heartburn

If you have gastroesophageal reflux disease (GERD), how you eat is almost as important as what you eat. That means slow it down, no late-night snacks and don't hit the hay right after meals.

But choosing food wisely is also a key. Opt for a low-fat, high-fiber diet that's heavy on whole grains, fruits and vegetables and lean meats.

Among the best GERD-soothing foods are: oatmeal, ginger, pasta (hold the red sauce), beans and applesauce.

Herald Times walks from Michigan to California

The results are in from the Gaylord, Mich. Herald Times "Log Your Miles" Challenge. The Herald Times staff walked, jogged, hit the treadmill or other machines and tallied up their miles from March 7 through Oct. 30, 2011. The staff accumulated a total of 2,199.4 miles — enough to walk from Gaylord to Baker, Calif.

Karen Gregor of Ad Sales took top honors, logging 621 miles and earning her a \$50 gift card. Six other staff members totaled 150 miles or more during the challenge and each received a \$20 gift card for their efforts, including Cathy Landry, 375.4; Kurt Kolka, 243; Gina DeForge, 229; Paul Gunderson, 204.5; Vicky Plummer, 180; and Kathleen Murray 150.

Vicky Plummer, Herald Times wellness committee coordinator, said, "It was nice to see the participation and everybody tracking their progress. It motivated everyone to get up and move to help them stay fit and healthy."

American News gets into book publishing

Just in time for holiday gift-giving, the Aberdeen American News has completed the first Capture book at a Schurz property.

Charles Pittman, Schurz Communications Senior Vice President Publishing, brought the idea to the table after learning about Pediment Publishing, a Washington-based speciality publisher, that works with individual newspapers to produce high-end coffee table books that appeal to that specific newspaper's readership.

Pediment has done similar projects including Capture My Chicago, Capture Arkansas and Capture Wisconsin.

Aberdeen's new product, Capture Dakota, is a photographic representation of the uniqueness of the region. Photographers from the two-state area were invited to submit their work at CaptureDakota.com. American News subscribers and others who joined the site viewed then voted on submissions.

The book showcases the winning photos selected by CaptureDakota.com audiences. It is filled with photos of broad prairie landscapes, wildlife, working ranches, and Dakotans from various lifestyles all seen through the artistic eyes of photographers.

While the project targets those passionate about photography, it also appeals to those interested in social media, explained American News publisher Cory Bollinger. Viewers vote for their favorite photos, share their favorites on social networking sites, and encourage others to vote.

"Traffic to the site and the amount of interaction between photographers and members was well beyond our expectations," Bollinger said. The 13,491 photos submitted by both professional and amateur photographers received more than 324,000 votes and 13,000 comments.

Finding a major sponsor for the project was fairly straightforward. A second hospital, Sanford Medical, is under construction in Aberdeen and the company wanted to connect with the community in a prominent way. As the major sponsor, Sanford received co-billing on the book with AberdeenNews.com, had a presence in the weekly ads promoting the project, and placed the only full page ad in the fin-



Landscape picture from the Capture Dakota book

ished product.

The gift-quality book was ideal for Dakotans to buy as a keepsake or send to family in other parts of the country. The first printing of 400 books sold out in three weeks. Presales, done by Pediment through direct email to the contributing photographers, accounted for a considerable portion of the first run. By mid-December sales were over 500 with a total of 800 books printed.

Bollinger credits American News staff Mike Moe, Maria Sevareid and Dan Richardt for working so hard to bring this project from the drawing board to reality. "Mike, Maria and Dan took on the project with great passion and pushed to get sponsorship to create a nice profit as well as a significant traffic driver that captures an audience passion point for area photographers," Bollinger said.

Hoosier Times employees urged to support advertisers

The Hoosier Times newspaper group established a new program to recognize advertisers and encourage employees to do business with them.

It is called "Our Money Matters," and employees at each of the Hoosier Times properties are asked to save receipts when they spend money with advertisers and turn them in.

A list of the most recent advertisers is given to employees monthly with their pay stubs.

At the end of the month, all receipts are combined for a drawing and one name is selected to win a \$25 gift card to be used at any of the businesses on the list.

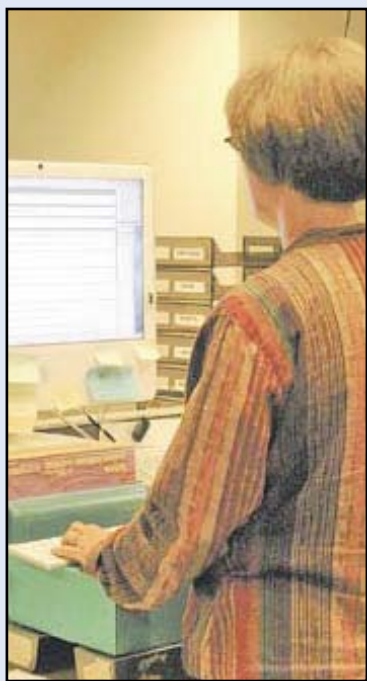
Each month, Hoosier Times Publisher Mayer Maloney and advertising director Laurie Ragle send notes to the higher-performing businesses and thank them for doing business with the newspapers, pointing out that, in turn, the newspapers do business with them.

Ellen Ware at the Bedford Times-Mail was selected as the winner in the August drawing. Julie Crothers at the Martinsville Reporter-Times and Rita Boyer from the Bloomington Herald-Times were the September and October winners. The winner in November was Karen DeWitt from the Reporter-Times.

A total of 698 receipts were turned in in September for the contest drawing and in October more than \$17,000 in receipts were turned in. The total receipts soared in November to \$34,807.

Standing work station

Andrea Murray is among several employees at the Bloomington Herald-Times who recently elevated their work stations so they can stand while doing computer work. Some people find that standing makes them more mentally alert and others say it eliminates chronic back or hip pain.



DIGITAL DELIVERY

Digital kit drives Aberdeen online sales

The Aberdeen American has received kudos for a new digital media kit it launched in November.

Christy Orwig, American News ad director, and Digital Manager Carrie Cole, concluded that the rate card for digital products wasn't effective and should be replaced with a monthly document that provided detailed information about the online products.

The kit is called an Online Sales and Forecast document.

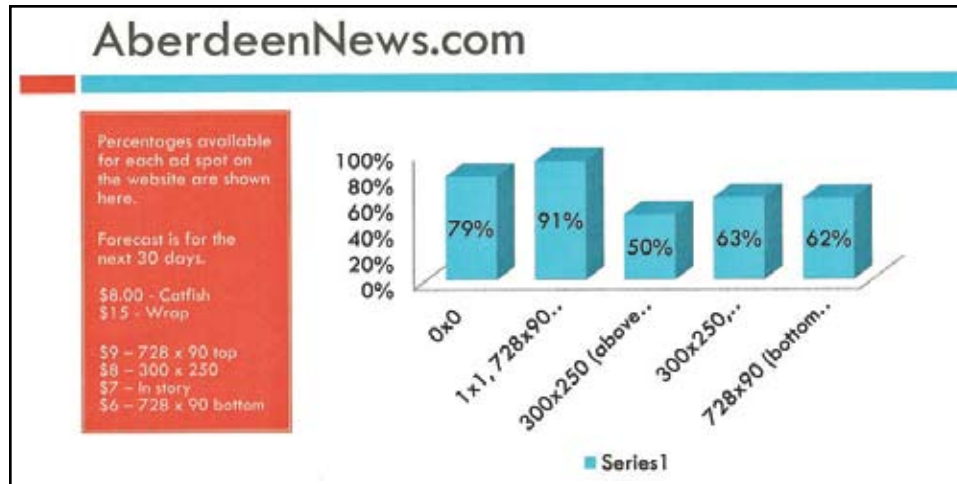
"I think it's excellent," commented American News Publisher Cory Bollinger. "It is very clean and very easy for Carrie to update so that sales people know what is available in our digital product lines as well as the most current statistics. The plan is to update the document monthly."

The kit is made up of a series of easy-to-read charts providing ready-to-use statistical data.

The lead chart provides a forecast of the percentages available for each digital ad spot on AberdeenNews.com.

The next page is a chart with ad size examples.

This is followed by a sales forecast chart for FarmForum.net.



One of the easy to read charts in the Aberdeen News digital media kit.

The next page is devoted to Photo Galleries and sponsorships available.

Page 5 details sponsorships available on FarmForum.mobi and page 6 outlines the Email blast.

Next is a chart that details the web statistics for the month compared to the month the previous year. Included are overall page views, overall unique visitors, time on site and registered users.

The next page charts the top photo

galleries for the month. Photo galleries account for up to 30 percent of page views.

Mobile statistics are on the next page, tracking all mobile page views, page views for AberdeenNews.mobi and iPad page views. App downloads are also tracked.

The final page is called Online extras and provides information valuable for the online sales staff.

All-digital initiative at Antietam Cable

Antietam Cable is undertaking a project to bring digital quality video signals to all of its customers. Currently, Antietam Cable television customers who receive video service without a digital converter box receive the video and audio signals in an analog format.

Analog is a legacy technology that is not able to provide the better quality video and sound that a digital signal can deliver. Shortly after the first of the year, Antietam will begin converting its analog video signals to exclusive digital delivery.

Unlike DirecTV, Dish Network and the other large cable providers that require a converter box on every TV regardless of the level of video services their customers select, Antietam is choosing not to require a digital box if a television is digital-ready.

For customers getting video services without the use of a digital converter and who do not have a digital television, Antietam is providing a Digital Adaptor. A digital adaptor is different than our traditional converter box in that it just serves as a digital tuner without the features such as digital guide, Video On Demand, and digital music.

UPickEm platform proves huge success

By KELLY ZUBER
WDBJ7 Digital Director



WATTS

Our first online contest using our new UPickEm platform was a huge success.

"Light Up Your Hometowns" encouraged people to submit a photo of their "over-the-top" outdoor Christmas light display.

Nearly 50 people posted pictures of their light creations. Some of the displays are set to music and some even have their own websites.

When the submissions were in, the users got to vote on the best display. The winner received a visit from WDBJ7 meteorologist Brent Watts who did the weather live from the winner's front yard.

WDBJ7 also launched a College Bowl Game Contest through UPickEm and is making plans to launch dozens more contests in 2012.

Carissa Divant led the contest team.

News Makers

Ramsey does show live from WSBT

By SALLY BROWN
WSBT General Manager

WSBT was extremely honored to have nationally syndicated talk show host, Dave Ramsey, perform his daily radio show LIVE from our studios.

Dave was making the rounds across the country promoting his new book, "EntreLeadership: 20 Years of Practical Business Wisdom from the Trenches", and visited the area for a book signing at Barnes & Noble.

Dave arrived in town late morning with a little time to spare before doing his show, so Bob Montgomery made a quick call to Notre Dame and arranged a private tour of the football stadium for Dave.

Then Dave did his show live from our studios from 2pm to 5pm and it went flawlessly. Dave was able to greet clients before heading over to Barnes & Noble where a crowd of some-where around 1,000 people waited in line to greet him.

Dave Ramsey's show is carried on 450 radio stations across the country everyday.

Bob Montgomery and I are fortunate enough to be on Ramsey's Affiliate Executive Counsel and participate in quarterly conference calls and an annual meeting in order to share feedback with Dave and be kept in the loop on what's going on in Ramsey's world.

We have visited Ramsey's studios a few times and feel very fortunate to have been able to host his show.

The Ramsey Show originates from a studio in the Financial Peace Plaza in Nashville, Tenn. and he speaks daily to some five



Dave Ramsey broadcasting from WSBT in Mishawaka, Ind.

million listeners. Adjacent to the studio is Martha's Place that includes Dave's bookstore, where Dave's best-selling books, plus CDs, DVDs, T-shirts and other items are for sale. Martha, the Director of Guest Relations, is on hand to provide homemade cookies and free hot coffee to visitors. Also in the complex is Financial Peace University.

Ramsey's career began as a highly successful real estate dealer who eventually lost everything. That experience prompted him to form a company to counsel people facing financial stress. This second career took off with the publishing of his first book, "Financial Peace". Then he started a radio call-in show, The Money Game, that evolved into the current nationally syndicated show. He produced two other best-selling books along the way.

Many companies define success by the dollars coming in, but Ramsey's group defines success by the numbers of lives that are changed, listeners getting out of debt and readers taking their first baby step towards saving \$1,000.

Gaylord's Speer Young Journalist of Year

The Central Michigan University Hall of Fame organizing committee has named Jeremy Speer, editor of the Gaylord Herald Times, the 2011 Young Journalist of the Year.

Speer, a 2005 Central Michigan graduate who majored in journalism, was promoted to editor in Gaylord in April

after serving as the paper's sports editor for nearly six years.

"I am humbled by this honor and am very thankful for being recognized," Speer said. "This list of recipients of this award is impressive and I'm very honored to be part of this group."

The award recognizes the accomplishments of a CMU journalism grad with one to seven years' experience who has remained true "to the ethics and expectations modeled at CMU."

Speer was recognized as part of the Journalism Hall of Fame induction ceremonies Nov. 11 in Mount Pleasant.

Paul Gunderson, general manager of the Herald Times, lauded Speer's performance at generating local news, his help in developing the paper's website and his record of community service.

Matt Schoch, one of Speer's classmates

and now a reporter at the Springfield (Mo.) News-Leader, noted Speer's commitment to his craft. "At 28, he is certainly one of the youngest newspaper editors in the country. The community is lucky to have a journalist with his commitment and skill," Schoch said.

Paul Costanzo, senior sports reporter at the Port Huron Times Herald, another of Speer's classmates, said Speer's "passion for telling stories and his ability to connect on a personal level with his sources while staying objective is uncanny."

Speer and his wife, Betsy, who is a high school English teacher, have a daughter, Isabelle. Speer's father, Bill, is publisher of The Alpena News. His mother, Diane, is Lifestyles Editor at The Alpena News.



Jeremy Speer
Gaylord Herald Times
Editor

People



WALTMAN

This past summer, **Scott Waltman** of the Aberdeen American News spent a month in Reno, Nevada attend the Maynard Institute Multimedia Editing Program at the University of Nevada-Reno.

Waltman spent four weeks immersed in all facets of multimedia journalism. Through an internal American News selection process, Waltman was chosen to apply for the institute. He was accepted and received a \$6,000 fellowship funded by the Donald W. Reynolds Foundation.

Richard Brown, local content editor at the Imperial Valley Press in El Centro, Calif., flew to Chicago in October to launch his three-year fellowship with the Inland Press Association.



BROWN

Martinsville, Ind. Reporter-Times news editor **Aleasha Sandley** has received the Theodore H. Barrett media Coverage Award from the Indiana Psychological Association in recognition of a story,

“Psychology of a school shooter,” written in the aftermath of the March 25 shooting at West Middle School in Martinsville.

Kim McBroom, right, Morning Anchor at WDBK7 in Roanoke, Va., emceed the Hopes and Dreams Gala. The event raised more than \$5,500 for HopeTree Family Services and Special Olympics Virginia. Actress-model-author Jennifer O’Neill, left, was the keynote speaker.



O'NEILL AND MCBROOM



The “Women of News7” who participated in the breast cancer PSA project were, front row from left, Melissa Gaona, Hollani Davis, Jean Jadhon, Elizabeth Harrington, Karen Kiley and Holly Pietrzak. Back row, from left, are Kimberly McBroom, Susan Bahorich and Karen Loftus.

Women of News7 make PSA for breast cancer awareness

October was Breast Cancer Awareness month and WDBJ7 in Roanoke, Va. and Carilion Clinic partnered to raise awareness.

The “Women Of News7” decided to create and produce a breast cancer awareness public service announcement.

Jean Jadhon, Hollani Davis, Kimberly McBroom, Susan Bahorich, Holly Pietrzak, Karen Kiley, Karen Loftus, Melissa Gaona, and Elizabeth Harrington participated in the 30-second PSA. It was shot and edited by Mike Pettit with help from Rick Maxey and Tim Wright.

The spot has been received very well by viewers and Carilion. It highlights the importance of early detection and prevention of breast cancer and further demonstrates WDBJ7’s commitment to this important health issue.

In addition to the PSA, Carilion Clinic provided a breast cancer expert for a live interview on News7 at Five, each Tuesday during the month of October. Following the live interviews, the cancer doctors and experts stayed in the studio for one hour and answer questions during a live chat on wdbj7.com.

Hundreds of women participated in the chat and received valuable and potentially life-saving information.

Sales Star

In a short period of time with Advanced Cable Communications, **Jose Garcia**, center, has become a sales star! Jose, a call center professional, has been able to capture 22 phone lines and Internet services away from ATT U-verse! He’s also leading the pack in the 10 @ 30 internet sales contest, based on Advanced Cable’s Ultra internet product. Pictured with Jose are, **Carlos DeJesus**, Customer Service Manager, left, and **Samantha D’Eliseo**, call center supervisor.





Bloomington Herald-Times food columnist Lynn Schwartzberg, left, and Hoosier Times marketing manager Brooke McCluskey handle some on-stage duties during the highly successful Taste of Home Cooking School that this year attracted 725 people.

Herald-Times annual cooking school sizzles

As snowflakes danced outdoors, a crowd of cooks and sponsors warmed up indoors at the Indiana University Auditorium during Nov. 10's Taste of Home Cooking School.



Marie Canning, left, and Deborah Stroud-Hubbard hand out goody bags to participants attending the Bloomington Herald-Times annual Taste of Home Cooking school.

The cooking demonstration show, hosted by Taste of Home magazine and sponsored by The Bloomington Herald-Times, featured eight recipes prepared live on stage. Culinary specialist Dana Elliott was the star of the show, eliciting waves of laughter with witty kitchen tips.

As the audience of 725 people arrived, each received a goody bag filled with items from local and national sponsors. In the lobby, 24 local shops showed off their

products and food samples.

One hundred "VIP" ticketholders also visited a private pre-show reception in the auditorium balcony, where Elliott made a special appearance and Chateau Thomas Winery provided complimentary wine.

Hoosier Times Marketing Manager Brooke McCluskey coordinated the show with the help of advertising coordinator Rita Boyer. Hoosier Times advertising account executives sold advertisements, booths and sponsorships.

Perhaps the most unique sponsorship was with Kurt Felts' client Hair Techniques Salon & Spa. During the show stylists from Hair Techniques trimmed six models' hair into bold new styles for the entire audience to see.

Other Hoosier Times employees who helped during the show were Laurie Ragle, Chad Giddens, Tena Kern, Marie Canning, Shaylan Owen, Tim Smith, Deborah Stroud-Hubbard, Susan Rannochio, Roger Hartwell and Kathryn Gardiner.

Recipes included Breakfast Pizza, Roasted Red Pepper Spread, Chicken with Creamy Dijon Herb Sauce, Individual Beef Wellingtons, Easy Lasagna Skillet, Buffalo Chicken Wraps, Hot Fudge Cake and an Irish Creme drink.

Softball promotes working together

The Lucky 7s softball team at WSBJ7 in Roanoke, Va, had a highly successful season this year.

They got off to a fast start with two wins in the first three games, including a come from behind win over the Fall Bawlers.

With a strong mix of crafty veterans, skillful newcomers and a mustache with an attitude, the 7s played inspired softball. They had games every Tuesday and Thursday.

The 7s continued their winning ways as the season progressed, including a thrilling 12-11 win over the Blue Healers.

The softball team was more than just recreational activity for WDBJ7 employees, whether winning or losing.

The impact of the team on the station caught the attention of General Manager Jeff Marks.

He included it as one of the 2012 goals in the station's strategic plan.

The paragraph about the goal read:

"Win the League Softball Championship: In fact, winning is not as important as the impact of softball and other tactical opportunities to get people from various departments playing together. We will use 2011's success in this area as a springboard to developing more team building."



The WDBJ7 Lucky 7s softball team. Front, from left, are Megan Kanode, Gena Fuqua and Stephanie Sterrett. Middle, from left, are Molly Binion and Rena Cromer. Back, from left, are John Thomas, Joe Scartelli, Melanie Crabtree, Kim Pinckney, Lynn Eller and Brock Sigmon.

Warrior Dash

Jennifer Cardella, left, and Cathy Hammond represented Advanced Cable in the annual Warrior Dash, a mud crawling, fire-leaping extreme 5K. This fierce running series is held across the country and the globe each year on the most challenging and rugged terrains. The South Florida event was held on Sat., Dec. 3, at Quiet Waters Park. Over 7,000 entrants completed the course. All participants are treated to music, beer and warrior helmets following their finish.



Each issue of the Schurz Communicator recognizes employees at SCI properties with 20 years of service 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 April issue.

35 Years

Roger Cornish, KWCH-TV, Wichita, Kan.

30 Years

Kelly Zuber, WDBJ7, Roanoke, Va.

Ernesto Lopez, Desert Shoppers, Palm Desert, Calif.

Cynthia Garland, Antietam Cable, Hagerstown, Md.

25 Years

Alan Ford, Aberdeen, S.D. American News

William Lucas, Antietam Cable, Hagerstown, Md.

Steve South, Antietam Cable, Hagerstown, Md.

Jeff Matejovsky, WSBT, Mishawaka, Ind.

20 Years

Kimberly Turner, Desert Shoppers, Palm Desert, Ca

David Dull, Antietam Cable, Hagerstown, Md.

Tom Coomer, KTUU-TV, Anchorage, Alaska

Peggy McCormack, KTUU-TV, Anchorage, Alaska

Roger Cornish celebrates 35 years at KWCH-TV

BY CINDY KLOSE

Anchor, KWCH-TV, Wichita, Kan.



CORNISH

As he celebrates his 35th anniversary at Channel 12, you could understand if Roger Cornish acted liked a big shot.

He's been the lead anchor on the dominant number one newscast in Kansas for more than 25 years. He's the person Kansans turn to when big news is breaking—from tornadoes and terrorist attacks to the capture and sentencing of a serial killer.

But there's no big anchor drama or ego with Roger. He's so humble, he still fills the machines with paper each day before we print the newscast!

Roger is a leader in the newsroom -- the first to get in front of the camera to break-in with a story and the first to offer to post it to the web site.

And where some longtime anchors may balk at learning new technology, most days you'll find Roger writing and editing a story for the six o'clock news

While Roger may sometimes wonder what kind of career he would have had if he'd left Kansas and worked in other markets, how lucky is our newsroom to have his knowledge of local history and his savant-like recall of important dates?

And he does it all with an un-matchable sense of humor.

Viewers both love and fear his response to complaints and questions. Roger's Answerback segment is the highlight of the Sunday night news.

Congratulations on 35 years Roger! It's been fun to share twenty of those years with you.

Herald-Times manager Dennis Laffoon has other job in the pulpit

Dennis Laffoon, creative services manager for the SCI ad hub at The Bloomington Herald-Times, is a busy man.

In addition to his SCI job, Rev. Laffoon became the pastor of Bethel African Methodist Episcopal Church at 302 N. Rogers St. in Bloomington earlier this year.

A native of Gary, Indiana Dennis received his bachelor of arts degree in graphic design from Indiana University's Bloomington campus in 1993.

After years of serving the church, he answered his call to preach in 1999 and pursued a master's of divinity degree from Christian Theological Seminary in Indianapolis, which he completed in 2007.

He is a published writer with the African American Lectionary through Vanderbilt University Divinity School and is a distinguished fellow of the Wabash Pastoral Leadership Program, sponsored by the Lilly Endowment.

A husband to Rev. Rochelle Laffoon, together they have three children, Laurence Malik, Brittany Cheri and Aubrey Xavier, who they describe as their "special gifts."

A Bloomington resident for more than 20 years, Dennis spent four years as pastor of Bethel A.M.E. Church in New Albany, Indiana commuting there twice a week, before becoming pastor of the church where his ministry began.

What excites him most about ministry is the opportunity to be creative.

"The church and unchurched alike, need to be reminded of God's love, and that reminder doesn't have to fit the mold of anything that has been done before," Dennis said.

He takes pleasure in trying some of the creative ideas that God gives him in the form of song, poetry and visual imagery.



LAFFOON

Dancing with stars

News Anchor Chris Hurst at WDBJ7 in Roanoke, Va. volunteered his dancing skills to help The Salvation Army's Turning Point domestic violence shelter. Chris said he had a great time at the event held in the ballroom at the Patrick Henry Hotel. Dancing with the Valley Stars raised more than \$25,000. Pictured with Chris is Jewel Barber, his dance instructor.



Retirement

Ron Cummings Rainbow Printing, Bedford, Ind.

Ron Cummings retired from Rainbow Printing in Bedford on Dec. 16, after 36 1/2 years with the company. He turned 65 on Dec. 11.

"It has been many years since I started my career in printing," Ron said. "It all started in 1965 at the Bedford Times-Mail, under owner Stewart Riley.

"I started as a copy boy, rolling teletype tape for use in the Linotype machines, playing ad runner, mail clerk (my transportation was a three-wheeled Harley-Davidson), pouring the pigs (hot lead) for the Linotype machines and flying papers off the press (taking papers off the press, usually 25 at a time)." Ron said.

In less than a year, Ron said he left the Times-Mail for a full-time job, and then spent four years in the Air Force. After the service, he went to several other jobs before meeting Glen Vergon, the Times-Mail circulation manager, in 1975. The meeting must have been successful because he started his second career at the Times-Mail on July 7, 1975, as a district manager in charge of motor route carriers and foot routes.

Later, he was moved to the mailroom as a shift supervisor.

The Times-Mail became involved in commercial printing, using 24-foot box trucks for delivery. He began driving a truck, making deliveries as far east as Columbus, Ohio; as far west as St. Louis, Mo.; as far north as Kokomo; and as far south as the Kentucky/Tennessee state line.

After Rainbow Printing was acquired by the Schurz company, Ron was transferred there to make printing deliveries. Ron spent about 11 years as a delivery driver.

Ron is a native of Lawrence County. He graduated from Shawswick High School in 1964. Ron and his wife, Sherry, will be married 42 years in January. Before Christmas, they moved to Plainfield, Ind. to be closer to a daughter and Ron's younger brother.

Lawrence Young Tom Henahan WDBJ7, Roanoke, Va.

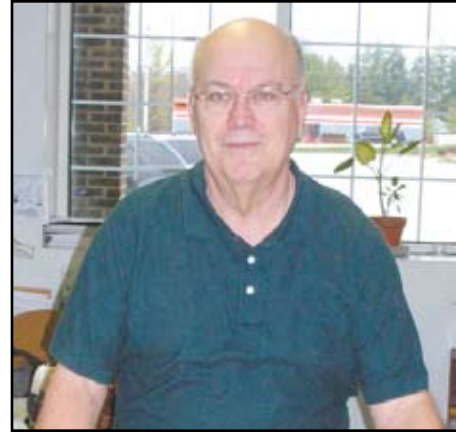
The elite group of retirees at WDBJ7 in Roanoke, Va. has welcomed two new

members.

Lawrence Young and Tom Henahan have announced their retirement.

Young has been with WDBJ7 for 34 years. His retirement was effective the end of December.

Henahan has been at WDBJ7 for over 30 years and plans to work through the end of January.



Ron Cummings

KWCH's Pettit, Gordon receive Cancer Society Media Award

The American Cancer Society has recognize Melody Pettit and Brian Gordon from KWCH-TV in Wichita, Kan., as winners of the 2011 High Plains Media Award in the category of Medium Market Television, Feature.

The award was one of 19 given to journalists for their cancer-related news stories within the High Plains Division (Hawaii, Kansas, Missouri, Nebraska, Oklahoma, and Texas).

This year, more than 59 journalists submitted 96 entries into the annual awards program. Submissions included news and feature stories from online, radio, television, newspaper, and magazine journalists.

"In their 'Halloween House' story that aired on October 30, 2010, reporter Pettit and photojournalist Gordon told of the love and support bestowed on a breast cancer patient by her friends," said Dana Kemp, spokesperson for the Society. "We are extremely grateful for their efforts to highlight the struggles and triumphs of those facing cancer."

The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community.

The society saves lives by helping people stay well by preventing cancer or detecting it early; by helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back by rallying lawmakers to pass laws to defeat cancer and by rallying communities



PETTIT



GORDON

worldwide to join the fight.

As the nation's largest non-governmental investor in cancer research, contributing more than \$3.5 billion, the Society turns what it knows about cancer into what it does. As a result, more than 11 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year.

To learn more about us or to get help, call us anytime, day or night, at 1-800-227-2345 or visit cancer.org.

Bedford Times-Mail chili cook-off won by Mayer Maloney

Publisher Mayer Maloney was the winner of the recent chili cook-off at the Bedford Times-Mail.

Coordinator Maria Sanders said the employees did the judging. "The chilis are numbered, so no one knows whose chilis are whose," she wrote in an email.

Other entries were prepared by Jenny Purcell in pre-press, Kay Child in display advertising, Krystal Shetler in the newsroom, Maria Sanders in circulation and Angie Blanton in classified advertising.

This is the 19th year for the cook-off. Mayer's name will go on a plaque, she said.

Promotions, New Employees

WDBJ7, Roanoke, Va.

Seth Kovar has joined the WDBJ7 news team as Mornin' co-anchor and executive producer. He comes to WDBJ7 from KXXV in Waco, Tex. where he was morning and 11 am anchor. Prior to that he was a multimedia television journalist in the Sherman-Denison, Tex. market. He is a graduate of the journalism school at the University of Texas in Austin.

Mike Pettit has filled the position of creative director for WDBJ7. He will be responsible for developing the overall look for WDBJ7 and will assist in commercial and public service production. Mike will work closely with Mike Bell on the overall marketing direction.

Hank Ebert, new SNG/ENG coordinator at WDBJ7, will be the stations traffic cop with editing assignments to make sure the work flow is handled efficiently.

Bethany Tucker, new associate producer at WDBJ7, comes to the station from San Luis Obispo, Calif. She spent more than three years as a producer with the NBC affiliate there.



KOVAR



PETTIT



EBERT

content and services through multiple platforms.

Preston will oversee the development of an overall packaging plan that best serves Advocate-Messenger customers. This program and packaging strategy will be very similar to the consultative efforts on the advertising side. The goal is to grow total audience, both digital and print.

Advocate-Messenger, Danville, Ky.

Digital Media Manager **John Preston** at the Danville Advocate-Messenger has taken over the responsibility for customer and audience development related departments, including circulation, on an interim basis.

This new structure will allow the Advocate-Messenger to take advantage of the new technology in place to offer and monetize

KWCH-TV, Wichita, Kan.

Kim Hynes started working for KWCH-TV in October of 2003. Now, after eight years of working as a reporter at Sunflower Broadcasting, she has been promoted to Digital Content Manager. She will help supervise content produced by the news department and manage the distribution of content on Sunflower Broadcasting's digital products.

With her years of reporting experience, Kim has strong news judgment and many sources in the community. She has also set an example of making the web a priority in her daily reporting routine. When not at work, she's usually reading cookbooks looking for new recipes to try.



PRESTON



HAYNES



SWAUGER

Our Town, Johnstown, Pa.

Kirk Swauger has been named the new editor of Our Town, the Somerset Daily American affiliate in Johnstown, Pa..

Swauger is a veteran journalist from the area with a long career in the newspaper business and he brings a lot of energy and ideas to his new assignment.

News Briefs

Reporters **Elizabeth Varin**, **Chelcey Adami** and **Alejandro Davila** from the Imperial Valley Press in El Centro, Calif. have been recognized. Varin has been awarded a fellowship for health and environmental reporting at the University of Southern California School of Journalism. Adami was awarded a scholarship for the addiction studies program for journalists through Wake Forest University, beginning her training in Washington, DC. Davila's documentary film on working in the Imperial Valley farm fields was accepted to the Morelia, Mexico Film Festival, which he attended in October...

Jeremy Speer, editor of the Gaylord, Mich. Herald Times, served as race director for the inaugural Gaylord Turkey Trot, a Thanksgiving Day 5k race that benefited the Friendship Housing Center, the local homeless shelter.

Visit by Santa

Santa made his visit to KWCH-TV in Wichita, Kan. in December. The children of station employees enjoyed chocolate covered popcorn, homemade frosted sugar cookies and hot coca while waiting to visit with Santa. Dan Rivers and daughter Olivia visit Santa in this picture.





Bloomington Herald-Times

Several Bloomington Herald-Times staffers dressed up for Halloween, including, from left, front row, Rex Williams, Tony Brown, Ray Brown and Anthony Lewellen, with Donna Helms behind Ray and Anthony. The back row, from left, are Pam Bird, Joyce Thomas, Anna Farris and Shannon Pridemore.



Danville Advocate-Messenger

The Danville Advocate-Messenger held a Halloween costume contest which featured characters including a scarecrow, Snooki from the MTV reality show, Betty Boop and a characterization of Advocate ace reporter, Todd Kleffman. Left to right are Brenda Townes, Candy Campbell, Kacey Hill, Mandy Simpson, Cindy Dominguez, Lisa Kindel and Crystal Etherington.



South Bend, Ind. Tribune

Rochelle Day, a designer in the South Bend Tribune newsroom, won the first prize in the Halloween costume contest with her portrayal of "Blind Justice". Second went to Stephanie Amaba in subscriber services, third to Margaret Fosmoe and Santiago Flores in the newsroom and honorable mention to Amanda Temple in ad services and Dave Bruckbauer in classified.



WDBJ7 Roanoke, Va.

Mary Carpenter and Kim Sokolik, who entered the Halloween costume contest at WDBJ7 in Roanoke, Va. as "2 Broke Girls", came away with the first place prize. The activities committee that put on the Halloween party at WDBJ7 was made up of Rena Cromer, Tom Henahan, Lori Richardson, Monica Taylor, Kim Sokolik, Carissa Divant, Carol Agee, Becky Vaughn and Lauren Wood.



WASK Lafayette, Ind.

Among those who came in costume to the WASK Radio Group Halloween Party in Lafayette, Ind. were, bottom row, from left, Teresa Nehrig, Melissa Johnson, Hollie Hughes, Shamus, Jo Reynolds, Cynthia Andres, Annie James, Susan Bowman and top row, left to right, Lisa Fleming and Liz Mitchell.

KY3-TV, Springfield, Mo.

For the Halloween party at KY3-TV in Springfield, Mo, each department decorated and the station invited all employees' and clients' children to come trick or treating. Other special events were a pirates treasurer hunt and a haunted cemetery. A number of employees came to work in costume. Among those in costume were, from left, Anna Meek, afternoon receptionist dressed as a pirate; Lisa Bench, account executive, dressed as a witch; and Ellen Joyce, morning receptionist, dressed as Beetle Juice.



Advanced Cable Communication Coral Springs, Fla.

The call center representatives at Advanced Cable Communications in Coral Springs, Fla. celebrated Halloween by coming to work in costume and enjoying a potluck lunch they contributed to. The costumed reps, from left, are Steve Happ, Nelson Cintron, Samantha D'Eliseo, Yanick Bazile, Barbara Abramowitz, Megan Taylor and Kristen Gill.

IV Press El Centro, Calif.

The winner of the Halloween Costume Contest at the Imperial Valley Press in El Centro, Calif. was Noreyda Montoya. She came to work dressed like a pink Crayola crayon.



WDBJ7 at its best covering shooting

One of the hallmarks of a great local television station is how it reacts to the big, breaking story.

The team at WDBJ7 in Roanoke, Va. did it well on Thursday, Dec. 8, when a police officer was shot and killed on the campus of Virginia Tech University. Virginia Tech is located in Blacksburg, 15 miles southwest of Roanoke.

Virginia Tech was the scene of the deadliest shooting massacre in United States history on April 15, 2007, when Seung-Hui Cho, a senior English major at Virginia Tech, killed 32 people and wounded 25.

In the December shooting a gunman killed a police officer in a campus parking lot and then apparently shot himself to death nearby in a baffling attack that shook up the campus.

Ironically, the shooting took place on the same day Virginia Tech officials were in Washington, fighting a government fine over their alleged mishandling of the 2007 bloodbath.

Before it became clear that the gunman in this year's attack was dead, the school applied the lessons learned during the last tragedy, locking down the campus and using a high-tech alert system to warn students and faculty members to stay indoors.

WDBJ7 earned the viewers' attention covering the latest shooting because it had the most reporters on the scene, experienced anchors to give authority to the coverage, excellent production and a sense of urgency.

It was the WDBJ7 broadcast stream that was picked up by news cooperatives and seen around the country.

More than one million page views registered that day on the WDBJ7 website. Even more astounding were the 400,000 video



views for WDBJ7's live stream and clips. The station chatted, it tweeted, it Facebooked, and the audience responded with praise and thanks.

People in every department at WDBJ7 contributed by answering phones, delivering food and just standing by in case they were needed,

This is the kind of action that reinforces a number one position.

Bloomington presidential bid falls short

Bloomington and Indiana University were passed over as a host for one of three 2012 presidential debates for the second time.

Indiana University first applied for a presidential debate in 2008. While the university didn't receive a debate, it was a finalist, which helped pave the way to being a finalist for the 2012 debate.

The Indiana University bid for the debate was coordinated by a coalition of campus organizations, including the Union Board, the IU Student Association, the Political and Civic Engagement Program and the Residence Halls Association.

Vice Presidential debate back at Danville's Centre College

By DAVID BROCK
Danville Advocate-Messenger

Eleven years after the nation's collective attention was drawn to Danville, Ky.'s Centre College for a vice-presidential debate, the school has snagged the coveted hosting gig a second time.

Centre, where Joe Lieberman and Dick Cheney debated in 2000 and was a backup location during the 2008 election, will be the setting for the only scheduled vice-presidential debate on Oct. 11, 2012.

The three presidential debates will take place at the University of Denver in Colorado, Hofstra University in Hempstead, N.Y. and Lynn University in Boca Raton, Fla., with Washington University in St. Louis acting as a backup.

With throngs of political staff and media set to descend on Danville, work

must get under way soon on planning for the influx of thousands of people who will be on and around the campus.

Although the commission limits the number of people allowed inside the Norton Center to 700, it also requires space for 3,000 media members, a group likely to look vastly different than in 2000, when many of the current electronic media sources either didn't exist or were in their beginning stages.

The timing of the event will create a busy schedule for Danville civic leaders and for the Advocate-Messenger staff.

The Oct. 11 debate will occur only days after the 150th Anniversary of the Battle of Perryville, the most famous and bloody of Civil War battles. Thousands of re-enactors will be pouring into the Danville area to take part in this event.

At Cape for final shuttle landing

KSPR's Lighty an eye-witness to history

By KEVIN LIGHTY

KSPR-TV, Springfield, Mo.

It was literally, a once in a lifetime opportunity. On July 21, 2011, NASA's 30-year space shuttle program came to an end in Cape Canaveral, Florida. I had the opportunity to be part of a rare group of people to witness it all come to an end.

While many members of the media were in attendance to cover this historic landing, I was selected to be part of a different group, The NASA Tweetup. This is a new program that NASA started about TWO years ago. NASA invited anyone who had a twitter account to sign up for the opportunity to cover a space shuttle launch or landing. So I signed up, along with thousands of others and finally, on the final space shuttle landing, I was selected. Better late than never and especially cool since it was the final landing.

While I was officially with the "tweetup" group I was also granted media credentials to get even more access.

I went from being the chief meteorologist to a one man band reporter. I packed my bags, tripod, camera, mic, and the most important piece, the live box. This new technology is essentially a SAT truck in a backpack. The backpack is connected to multiple cell phone wireless cards with different carriers,

and I can plug in my camera and send back audio and video over the cell towers and back to my station in Springfield.

Once arriving in Florida, I immediately hooked up the live box, called the station, and said let's do a live hit right now for the 4pm newscast. I hooked the camera up and within five minutes I was on the air. I also continued to gather video to help put together packages to send back to the station for later stories.

The shuttle landing was to occur at 5:57 a.m. on July 21, 2011, and I was going to do everything I could to cover this story to the best of my ability as a one man band while also par-



Kevin Lighty stands on the tarmac just after Space Shuttle Atlantis landed.



This is Kevin Lighty's STS-135 media pass for the final space shuttle landing.

ticipating in the tweetup program by constantly tweeting about my experiences.

I carried all of my equipment to the perch, up with other members of the media. I soon found out the spot I chose had Good Morning America on one side of me and CNN on the other. Then there was little ol' me with my camera, tripod, light, mic, and live box. While GMA had 20 people working hard to get their shot up, I sent back my live shots to the station with a crew of one.

Right at 5:21 a.m., with reentry and the sound of the double sonic boom, Atlantis slid onto the runway for the last time. It was a very cool feeling to be there. Cheers rang out amongst the crowd as everyone watched the shuttle program roll to a stop.

Just when I thought I had seen it all, NASA, for the first time ever in its 30-year shuttle program, allowed 100 members of the media to be bused to the runway to take pictures and video of the shuttle just hours after it landed. This was unprecedented and I was lucky number 100 of 100 on that list. Right place, at the right time, I guess.

Being a space junkie, this was something I have always wanted to witness, and "all of the stars aligned" to allow me to fulfill my personal dream, while also helping out my station by providing local coverage of the event. It will be something I will never forget and am thankful I had the opportunity to be a part of it.



This shot was taken on the tarmac with the KSPR camera pointed towards Space Shuttle Atlantis.

40,000 watched football News American is live streaming high school sports

It's time for Friday night football, but your high school team is playing three hours away. The local radio station is carrying the game, but do you even know where your radio is? Many of today's tech-savvy consumers can find their computer and go to a website faster than they can find a radio and dial in the station.

Recognizing the broad geography of South Dakota school conferences and residents' Internet preferences, The Aberdeen American News streams at least two games a week at Aberdeennews.com (www.aberdeennews.com/sports/video/) during the football, volleyball and basketball seasons. The American News sports department decides the hottest game for the week, rotating geographically and by district as much as possible. Mobile/Video leader Will Elkins provides live commentary. The second game is one of the local high school games, streamed live with only score updates announced.

Elkins leads a sports streaming team that includes himself and seven local high school students. The students attend a short video training session at the beginning of the season and then handle the equipment and live feed at the various games. The American News sports department writes preview stories to promote each week's live-streamed games, and the digital sales department sells ad spots for the pregame show, postgame show and Player of the Game award.

The sports events are streamed through an agreement with iNKBarrel Video Networks. Six of the 11 daily newspapers in the state participate in the network, making it possible for Aberdeennews.com (www.aberdeennews.com/sports/video/) to stream local high school games.

Once the game is captured on video, many things can be done with it. Within 24 hours it is uploaded to AberdeenNews.com (www.aberdeennews.com/sports/video/) where fans can watch all the recorded games from the 2010 and 2011 seasons. Viewers can purchase DVD's of archived games and season highlights. The site also generates interest with its Play of the Week and free 24/7 availability of recorded games.

Selling game sponsorships and 15-second live ad reads has been successful. Aberdeennews.com/sports/video/ exceeded sales goals, providing decent revenue for a relatively new product as audience share continues to grow.

In 2010, the first year the American News provided live streaming of local sports, 54,000 viewers logged on to watch football and basketball. In the 2011 football season alone, 40,000 viewers watched.

While the American News didn't have the rights to broadcast the high school state tournaments, it did have updated links each day to find the games online. Most readers didn't realize the difference. They were just thrilled that the American News "had the games".

The American News is one of very few media outlets in the state to cover girls' volleyball matches, but it appears to be a smart move. The second most-watched video on the American News website was a volleyball game between big rivals Warner and Aberdeen. The most-watched game (football-basketball-volleyball) had 1,900 views live, plus more after the game ended.



South Bend Mayor Steve Lueke kicked off the "I love South Bend" campaign by unveiling a "I Love South Bend Blvd." street sign.

Sunny 101.5 promotes 'loving' South Bend

Back in January of this year, South Bend was given the disappointing title of "a dying city" by Newsweek magazine.

So radio station Sunny 101.5 and Downtown South Bend joined forces to create Love Notes to South Bend.

The station's own Tori James was among those involved. She moved to South Bend as a teenager. "I love what Downtown South Bend Incorporated is doing," she said, "all the events from Art Beat to the Holiday pop up shops. I like to get dressed up and go to a show at the Morris, or even walking along the East Race. I think the river is really beautiful"

But Tori—and a lot of others—didn't love Newsweek's report, putting South Bend on the map as a dying city. "A lot of us were very angry about making that list," James said. "But when you go downtown you still see a lot of empty storefronts, vacant storefronts."

So she came up with an idea. She first pitched it to her bosses and then city leaders. What if people who live, work and play in the city wrote love letters to put in vacant store windows?

The result was "Love Notes To South Bend", a full day devoted to showing South Bend how much the community appreciates the city.

As part of the festivities, Downtown South Bend, Inc., in conjunction with WSBT-TV and Sunny 101.5, collected the love notes, which were then displayed in an artful fashion in some of the vacant storefront windows along South Michigan Street downtown.

Residents and visitors submitted the notes both online and in person, at DTSS and other downtown locations, including the Morris Performing Arts Center and St. Joseph County Public Library.

South Bend Mayor Steve Lueke kicked off the event by unveiling an "I Love South Bend Blvd." street sign at the corner of Michigan and Wayne.

Overall, "Love Notes" was a success and lots of people expressed their appreciation for the city and WSBT spearheading a great event with a positive, uplifting message!



Herald-Mail produces book for hospital

By DAVE ELLIOTT

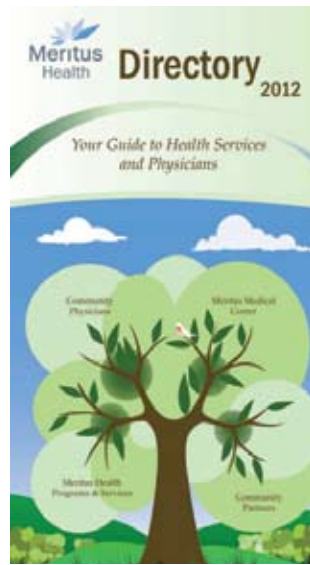
Hagerstown Herald-Mail

The Hagerstown, Md. Herald-Mail has successfully completed a project with Meritus Medical Center, the local hospital in Washington County.

For years, the hospital produced its own Physician Directory, which was an internal piece listing all the doctors with medical privileges at the hospital. The Herald-Mail always wanted to get in on that, and make it a community piece, but was turned away.

Last year, they built a new hospital (Meritus), and we approached them about doing a keepsake, grand opening publication, touting the new benefits and services that would be available to the community, and doing a bit of a nostalgic look back at the old hospital. We also agreed to donate 10 percent of the gross proceeds back to their foundation.

They went for that, and we did a nice, 68-page piece. We inserted it into our paper and gave them an additional 10,000 copies or so to distribute as they saw fit (pharmacies, grand opening events, etc.) We did just shy of \$60,000 in revenue (expenses of \$38,000), with the hospital making a modest ad buy and other busi-



This is the cover of the 120-page directory the Hagerstown Herald-Mail printed for Meritus hospital in Hagerstown. The directory was inserted in the newspaper and an additional 10,000 copies printed.

ness coming from the docs, contractors who had a hand in the building, and a few others, such as banks and realtors.

That helped us build a stronger relationship with them, as they were thrilled with the outcome. With that momentum, this year we approached them with a proposal to do the physician directory, and they went for it.

They wanted a different size than 8 1/2 inch by 11 inch, as they didn't feel that was 'directory-like,' so we scouted around and settled on a 6 inch by 10.875 inch size. Andy Bruns, our publisher, put us onto a printer in the Pittsburgh area who gave us a nice price.

From there, we began with last year's database of accounts and strengthened it a bit. We kept the rates intact, despite the reduced size (and took the donation from 10 percent to 5 percent). Reps called on some of their logical accounts, and our niche rep, Kristie Sundberg, and I handled all the medical folks. Meritus also placed a \$22,000 buy (getting a 10 percent discount), which certainly helped. We had outstanding support from the medical community, and ended with \$96,800 in revenue ... expenses will be at or below \$46,500.

The publication (120 pages) ran in our paper and all the alternates we deliver in the county on Sunday, December 11, plus numerous copies were distributed in our TMC, and we gave Meritus 15,000 copies.

Next year, we hope to expand the concept to other hospital groups in the area.

Newsradio WSBT has become ESPN affiliate

By BOB MONTGOMERY

WSBT Radio Group

Da da da...da da da. You know, it's hard to put music into words.

But there's a really good chance you either know the ESPN signature sound or have heard it before even if you're not a sports fan. That's because ESPN is the most recognizable brand in all of sports. When you factor in Notre Dame football and men's basketball and WSBT, the brand dominance for sports fans and



news followers can't get any bigger in Michiana.

That's why Newsradio 960-WSBT is excited to announce we're now an ESPN Radio affiliate. We're proud to give our listeners and our business partners a dominating experience on the air with the strongest local news and sports programming along with the strongest national sports product bar none.

We're starting with ESPN sports in the evenings and some on the weekend. As we work out of some of our other contracts, you'll hear much more ESPN Radio on Newsradio 960-WSBT.

Shoppers team visits ad services hub

In October team members of the Associated Desert Shoppers, Diana Hilgenberg and Becky Sawyer, visited the Ad Services department in South Bend to coordinate the Shopper ad flow and help the departments work better together.

It took nearly a year to integrate the Shoppers ad production into the Ad Tracker Online system and South Bend's Ad Services department, with the last of the sales representatives accounts absorbed in September.

The Shoppers have 25 sales representatives, 12 weekly publications plus several supplemental publications totaling a weekly average of 400 tabloid pages constructed entirely of display and classified ads. As many as 1000 ads are uploaded into the Ad Tracker Online system per week to support the Arizona, California and Nevada shopper publications.

Diana and Becky were honored to be part of the Tribune team for a week, meet the design team, observe the Ad Tracker system from the receiving end, relay concerns from the Shoppers, discuss problems and implement solutions to improve the coordination of the two departments.



HILGENBERG



SAWYER

‘One Of A Kind’ has impact on viewers

To kick-off November sweeps, KWCH-TV in Wichita, Kan., sent a crew on the road to visit a different town each day for a week.

KWCH called it “One of a Kind Kansas.” The main goals were to increase Facebook fans and build loyalty with communities outside the Wichita metro area. In promotions and newscasts leading up to the tour week, viewers were asked to nominate their towns by becoming KWCH fans on Facebook, then commenting about what makes their towns one-of-a-kind”.



Anchor Michael Schwanke shows the warm welcome KWCH received in Coldwater, Kansas.

KWCH created a custom “welcome” graphic on its Facebook landing page, instructing new visitors to “like” the station and explaining how to nominate their towns, along with custom banners on KWCH.com link-

ing to its Facebook page. Viewers were also asked to post pictures of their towns on the KWCH Facebook wall, which was used to produce a photo gallery on the KWCH website.

The crew consisted of chief meteorologist Merrill Teller, anchor Michael Schwanke, sports anchor Jenn Bates, multi-media reporters Jim Grawe, Melody Pettit and Karl Man, along with photojournalists Dennis Decker, Rob Schunn and Jason Massingill.

The KWCH sat truck was used for live shots each evening in the 4:00, 5:00 and 6:00 newscasts, then produced look-lives for the other shows. From sunrise to sunset each day, all members of the crew sent back iPhone photos and videos, giving a behind-the-scenes look at their travels, and hinting to viewers where the next destination would be. The crew’s documentary-style videos and pictures were a big hit with Facebook fans, who continued to root for their towns as our tour progressed, and try guessing where KWCH was headed next.

In all, people nominated more than 250 towns. Even the crew didn’t know what town they were going to next. The News



Toys - Toys - Toys

WDBJ7 in Roanoke, Va. has had a long relationship with the Salvation Army to support both the Angel Tree and Stocking Drive. With more users going web shopping the online tree has had spectacular growth. This year the WDBJ7 digital department used social media to push the project, creating the Facebook Angel of the Day. All 100 of the angels placed on the online tree were adopted by the deadline and many of the gifts that showed up in the lobby were from web users. WDBJ7 has been a Stocking Drive sponsor since 1992.

Director sent them a map and an agenda each night for their next day’s adventure. The multi-media reporters were sent to the town a day before the crew arrived, in order to produce more in-depth stories.

The crew’s schedule included visits to local schools, hospitals and businesses, along with stops to meet interesting characters and see unique attractions—all suggestions from viewers’ Facebook comments. Those moments were shown throughout the newscasts each day.

KWCH set a goal of gaining 1,000 new Facebook fans with this project, and ended up getting more than 2,300. The KWCH.com page views increased by nearly 78,000 the week of the tour and Facebook referrals increased by almost 7,000. The analytics gave us proof the project was successful, and the overwhelming feedback we received told us “One of a Kind Kansas” made a huge, positive impact on viewers.

Winchester Parade

The Winchester Sun was well represented in the annual Winchester Christmas parade on Dec. 3.



IDEO process produces ideas for Aberdeen

In September, nine staffers from the Aberdeen American News Center for Excellence in Agriculture participated in an IDEO style workshop to study farmers, ranchers and agribusiness in South Dakota.

The name IDEO comes from an innovation consulting company named IDEO, which focuses on a human-centered design process that evolves through the key steps of inspiration, ideation and implementation. Kerry Oslund, Schurz Communication Vice President Digital, led the two-day workshop.

Participants divided into three groups to follow a cattle rancher, crop grower and equipment dealer. Armed with pen, paper and digital cameras, each group spent the morning observing and interviewing their customer in hopes of answering the big question: How might we leverage SCI's unique footprint, much of which is in farming and ranching communities, to grow targeted audiences and revenue?

The afternoon brought everyone together to share their morning experiences followed by a brainstorming session to identify possible jobs to be done or experiences to be created. The brainstorming was fast-paced with a goal of 100 ideas in 20 minutes. From a wall full of sticky notes, the two newly formed teams each picked one idea for rapid prototyping.

In about an hour, two prototypes were ready for presentation to the whole group.



One prototype is an educational mobile unit for trade shows and field demonstrations. The unit would help farmers learn new technology in a hands-on environment. The second prototype is a combination brick and mortar store and mobile unit that offers farmers live product line demonstrations, such as satellite uplinking, in a classroom setting.

The prototyped ideas will be combined into one request for SCI Venture funding. While these ideas may or may not come to fruition, the most successful part of the process was that participants kept their focus on the customer and meeting that customer where he or she was, not expect-

ing the customer to come to the provider.

When those participating in the group were asked about the experience, they all felt that the hands on portion brought the wants and needs from the target customer into great focus.

The use of this type of anthropological research partnered with traditional scientific research and focus groups will help the team make better decisions when moving forward on innovative agriculture product lines.

Participating in the project were Chase Adams, Carrie Cole, Will Elkins, Connie Groop, Mike Moe, Christy Orwig, JJ Perry, Shawn Everett, and Cory Bollinger.



Goss Cosmo gone at Herald-Mail

The Goss Cosmo that served the Hagerstown Herald-Mail for years is now gone and left a 5,000 square foot footprint where it was. (Photo left). The next challenge for the Herald-Mail is developing a use for the space.

Aberdeen inherits Herald-Mail inserter

K&M Newspaper Services is at the American News in Aberdeen installing the hand-me-down inserting machine (Photo right) that was acquired from the Hagerstown Herald-Mail after it moved its press operation off site.





The Imperial Valley Press stage at the 2nd annual Press Fest was mobbed for a musical event, left, and the big attraction at the all day event was the soccer tournament, a goal being defended in the photo at the right.



IV Press sponsors Press Fest soccer tourney

This past October the Imperial Valley Press in El Centro, Calif., held the 2nd Annual Press Fest 7x7 Soccer Tournament.

Press Fest came about last year as a way to celebrate with the community the redesign of the newspaper and the changes made based on what readers wanted after extensive focus groups and sampling readers and nonreaders alike.

Moving forward in 2011, Press Fest was strictly a community event.

The IV Press wants to continue to be a big part of the community and prior to the first Press Fest, it had never engaged in an activity like this. The event gave great exposure for Imperial Valley Press, Adelante Valle and Valley Women Magazine as well as those who partnered with the newspaper on this initiative.

The 2011 Press Fest had many facets...soccer, live music, food and business vendor booths and activities for kids free of charge. It was a something-for-everyone type of event with the main focus on soccer. The soccer teams brought a big audience and kept everyone tuned in with intense but exciting games.

There is not another sporting event like this in the Imperial Valley. Sponsorships were obtained from multiple businesses that helped with the funding and resources to be able to orchestrate an event of this magnitude. Dozens said they would love to be part of this event again next year and appreciated the opportunity to participate and the exposure received.

The IV Press is proud of this event because it is largely made up of the community. In addition to sponsors local athletes made up the tournament, local talent made the live music and local vendors come out to sell their products. It's a great example for others to get involved and take part in these activities. The soccer tournament promoted exercise, good sportsmanship and community participation and it gave the teams a platform to be a great example and do what they love.

IV Press plans to continue to host this event and allow for more age groups in the soccer tournament, among other possibilities, as the event continues to grow in popularity in the Imperial Valley.

News in Brief

Advanced Cable

In December, Advanced Cable Communications in Coral Springs, Fla., began inserting advertisers' commercials on 12 HD channels, mirroring their schedules on the corresponding SD channels.

Since many of Advanced Cable service provider's cross-channel promos are available in HD, we are now tagging and customizing them in High Def. Additionally, the Video Production Department is planning to begin producing custom HD spots promoting our products in early 2012.

WASK Radio Group

K105, a member of the WASK Radio Group in Lafayette, Ind., in conjunction with the YWCA Cancer Care Program, hosted the Second Annual Bras Across the Wabash.

K105 collected used and new bras at local drop locations. Shamus and Annie took the donated bras and strung them across the downtown pedestrian bridge, with the help of about

50 listeners, on Tuesday October 25th in a show of "SUPPROT" for Breast Cancer Survivors, Fighters and Awareness. All the bras were donated to the YWCA Cancer Care Program after the event.

KY3-TV

KY3-TV in Springfield, Mo. has added 7 A.M. and 9 P.M. newscasts on The Ozarks CW. The 30 minute newscasts run Monday through Sunday, at 9 P.M. and is anchored by Lisa Rose and Ethan Forhertz, with Chief Meteorologist Ron Hearst and Sports Director Ned Reynolds.

KY3 News Director Scott Brady said, "It's all about providing more choice and greater convenience. Now viewers have even more options for getting local news and weather when they want it."

Ozarks Today, the Ozarks top-rated morning news expanded to a third hour, airing Monday through Friday, 7-8 A.M., on The Ozarks CW. The newscast is anchored by Maria Neider and Paul Adler, with KY3 Storm Team Meteorologist Brandon Beck.

Awards & Honors

SCI Indiana papers win 39 HSPA awards

Schurz Communications newspapers in Indiana won 39 awards in the Hoosier State Press Association Better Newspaper Contest announced in December.

The Bloomington Herald-Times won 17 awards in Division 5, including a second place finish in the General Excellence competition. The Herald-Times won four firsts, seven seconds and five thirds.

The Bedford Times-Mail won 10 awards in Division 5. It took four firsts, four seconds and two thirds. Two Times-Mail staffers each won four awards, Bob Bridge in the writing categories and Pete Schreiner in the photo categories.

The Mooresville/Decatur Times took six awards in Division 2, including a third place finish in General Excellence. It won three firsts, two seconds and one third. Sports Editor Steve Page won four of the awards.

The Martinsville Reporter-Times took two firsts and a second in Division 3.

The South Bend Tribune took a first and two thirds in Division 6, and its one first by Virginia Black in the In Depth Feature category went on to win the Story of the Year award, as the No. 1 story among all entries.

Bloomington Herald-Times first place winners were: Laura Lane, Chris Fyall and Michael Malik, Best News Coverage With No Deadline Pressure; Lynn Houser, Best Sports Columnist; Jeremy Hogan, Best General News Photo; Patrick Beane, Stewart Moon and John Harrell, Best

'Clarence and Me' series Black has Story of the Year

BY TIM HARMON
South Bend Tribune

Almost a decade ago, Virginia Black indulged her journalistic curiosity and stopped to talk with a man who had been walking down a downtown sidewalk with a blanket draped over his head. She ended up writing several articles about the man and his struggle with homelessness and schizophrenia.



BLACK

Black tried to keep in touch with Clarence Hardin in the intervening years. Last winter, dying of lung cancer in a South Bend care facility, estranged from his family, Clarence made it clear that she was the only one he trusted to look out for him, and, in fact, left his few possessions to her.

Her moving series "Clarence and Me,"

written and published after the 61-year-old man's death, was awarded the Hoosier State Press Association's top prize for writing -- "Story of the Year."

The series drew hundreds of phone calls and e-mails from readers, and raves from the three judges who individually selected the series on its way to the top prize.

Wrote one of the HSPA judges:

"Powerful, compelling writing that appropriately ignored the journalist's need to be at arm's length from subject. Sensitive, understanding portrayal."

A graduate of Purdue University, Virginia Black worked for The Journal Gazette and The News Sentinel in Fort Wayne, Ind. before joining The Tribune as features editor 18 years ago. She also served as Sunday editor, metro editor and assistant managing editor before becoming a senior writer/writing coach earlier this year. In her role as writing coach, she helps writers individually and holds regular training sessions with the writing staff.

Sports Section.

Herald-Times second place winners were: Staff, Best News Coverage Under Deadline Pressure; Bill Strother and Rebecca Troyer, Best News Coverage With No Deadline Pressure; Troyer, Best Business/Economic Coverage; Dustin

Dopirak, Best Sports Event Coverage; Hogan, Best Sports Photo; Chris Howell, Best Spot News Photo; Staff, Best Newspaper Design.

Herald-Times third place winners: Troyer, Best Editorial Writer; Lane, Best

(Continued on page 31)

Bridge has 32 years of awards at Bedford Times-Mail

Bob Bridge was in his first year as sports editor of the Bedford, Ind. Times-Mail when he won his first award in the Hoosier State Press Association Better Newspaper contest.

That was 32 years ago and Bridge has won numerous awards in the intervening years, culminated by four awards in the 2011 competition.

Bridge has expanded his horizons beyond sports over the years and his 2011 awards were for Best News Coverage Under Deadline, Best Editorial Writer, Best Sports Columnist and Best News Coverage



BRIDGE

Winter 2012

Schurz Communicator

With No Deadline Pressure.

Bridge fondly remembers his first HSPA award. "I won for a column on Al McGuire," he recalled.

Throughout the years Bridge has earned first-place awards for his sports stories and human interest columns from AP, UPI, the Society of Professional Journalists, as well as HSPA.

He was named the Corky Lamm Sportswriter of the Year in 1998 and was inducted into the Indiana Sportswriters and Sportscasters Association Hall of Fame in 2005.

Bridge has served on the Times-Mail's editorial board for more than 15 years.

"I prefer writing human interest columns and editorials to reporting, but I understand the challenges and value of

covering hard news," he said. "I truly appreciate the opportunity the Times-Mail has afforded me to explore different avenues of expression. And I realize I've been blessed to work with Bob Hammel, Bill Schrader, Laura Lane, Dann Denny, Mary Johnson and so many other gifted writers."

Bridge, a native of Evansville and graduate of Indiana University, said his most treasured achievement was winning the Bedford Chamber of Commerce's Community Service Award in 2008.

He said his basic mission never wavers. "I just want to resonate with the readers," he explained. "Awards are nice and it's reassuring to know your peers find merit in your work, but the bottom line is to inform and entertain the readers."

Gaylord Herald Times named Michigan Newspaper of Year

The Gaylord Herald Times has been named the Newspaper of the Year for 2011 in the Michigan Press Association annual competition.

The Herald Times collected 15 awards enroute to being named Newspaper of the Year, including six firsts, four seconds and six thirds.

One of the first place awards was to the staff for General Excellence.

The General Excellence judge commented: "Great package overall. Outstanding breaking news coverage, and individual feature pages. Nice variety of layout and graphics, while still being a cohesive whole. Good choices of type, vibrant photos, great range of ads. Nice, tight classified section. Haven't missed a thing in the easy to find sections just full of news and features."

The Herald Times had three multiple award winners in the Better Newspaper Contest.

Chris Engle took four awards, two firsts and two thirds. Jeremy Speer took

three awards, two firsts and a second. And Jim Ryan won two thirds.

The Herald Times contest winners were:

Firsts – Chris Engle, Feature Picture, "Big Ticket Moments"; Engle, Sports Column; Jeremy Speer, Sports Feature, "Earning Their Stripes"; Speer, Engle and Jim Ryan, Sports Coverage; and Frank Miichels, Lifestyle pages.

Seconds – Lorene Parshall, Newspaper Enterprise Reporting, "Special Report: Alpine Haus Fire – One Year Later"; Matt Wenzel, Feature Picture, "Upsetting the queen"; Bill Serveny, Sports Picture, "GHS cheerleaders on fire"; Speer, Sports Feature, "Iron Five: A team, a coach and the game they love".

Thirds – Michael Jones, Spot News Story, "Gaylord students in Cairo"; Engle, Local Columnist, "Word Sandwich"; Engle, Picture Story, "A day in the Pigeon River"; Ryan, Sports Column, "Fuel for thought"; Ryan, Sports Feature, "The GHS hockey family".



MURPHY



BOROWSKI



CARTER



HILL

SCI newspapers win In Inland Press contest

Staff members of The Bloomington, Ind. Herald-Times and Martinsville Reporter-Times won eight awards in the 2011 Inland Press Association editorial excellence, news writing and photography contests.

The Herald-Times won first place in its category in investigative reporting for a series on Indiana's township system. Laura Lane, Michael Malik and Chris Fyall were the primary reporters on the series, which also included photo, digital and graphic design support.

The Herald-Times also won second in editorial excellence for distinguished editorial writing. Editorials written by editorial writer Rebecca Troyer and editor Bob Zaltsberg were submitted in the entry of five opinions.

Herald-Times photographers won five awards.

Jeremy Hogan won a first place in news for a night picture of police making an arrest on West Eighth Street and a third in feature photos for a family living in a motel room after a fire destroyed their home.

Chris Howell won a second in sports for a football player stiff-arming a tackler and honorable mention in news for a scenic view of a night house fire.

David Snodgrass won a third in multimedia for an audio-slideshow of a man with cerebral palsy using his communication device.

The Herald-Times sister newspaper, the Reporter-Times, won third in editorial excellence in Category A, for newspapers with less than 10,000 circulation.

The Herald-Times competed in Category B, for newspapers from 10,000 to 25,000 in circulation in the writing competition. All entries from all newspapers were judged together in the photo awards competition.

The Inland Press Association was founded in 1885 by a group of U.S. newspaper executives who were seeking solutions to common problems. Nearly 1,200 newspapers in 50 of the United States, Canada and Bermuda belong, and daily and weekly newspapers in the association reach nearly 20 million U.S. homes each day.

Advanced Cable honors employees at luncheon

Employees at Advanced Cable in Coral Springs, Fla. and invited cable partners enjoyed a festive holiday luncheon on Dec. 16.

Each table was beautifully decorated by Lenore Indell, HR manager and Candice Soeder, accounting supervisor.

The following employees were recognized for their continued dedication and service to the company and its customers.

Special Recognition was awarded to Kristen Murphy, customer care professional who has been part of the Advanced Cable family just over a year.

Sharim Carter, service technician, whose work performance and professional and positive attitude was given special recognition for his ongoing commitment to customers.

Employees of the year honors went to Steve Hill, outstanding customer care professional who also fills in as a dispatcher. Steve consistently displays outstanding performance in communication and team involvement. Steve is a respected member of the Wellness Committee and is always encouraging his co-workers to focus on a healthier lifestyle.

Marcelo Borowski, service technician, was chosen as field employee of the year. Marcelo is tenacious in troubleshooting plant issues and successfully performs all assigned job duties at the highest standards.

3rd quarter SCI awards winners named

The Schurz Communications 3rd quarter winners in the quarterly print contest have been announced.

Judges for the contest categories were: Watchdog, John Papajohn, Chicago Tribune; Distinguished Sports Reporting, Tim Bannon, Chicago Tribune; Commentary, John McCormick, Chicago Tribune; Localization, Sheila Solomon, Chicago Tribune; Breaking News, Don Haar, Chicago Tribune; Innovation, James Janega, Chicago Tribune; Front Page Design, Chicago Tribune; Personality Profile, Margaret Holt, Chicago Tribune; Photography, Darrell Hoeman, Champaign News-Gazette.

Third quarter winners were:

Watchdog

FIRST. Laura Lane, The Bloomington Herald-Times, Pretrial Diversion. **Judges comment:** A probing account of the finances and policies of the Monroe County prosecutor's office, offering surprising insights into how the pretrial diversion program works as a money maker while giving students second and third chances.

SECOND. Andrew Schotz, The Hagerstown Herald-Mail, Delegation's expenses

Distinguished Sports Reporting/Writing

FIRST. Bob Wieneke, South Bend Tribune, Ready to Make a Splash. 2011 Notre Dame Football Annual. **Judges Comment:** Thoroughly reported and crisply written, Wieneke gives the reader a satisfying profile of the Irish running back.

SECOND. Lynn Houser, The Herald-Times. Something left to say.

HONORABLE MENTIONS: Dustin Dopirak, BloomingtonThe Herald-Times, A Way off the streets. Dave Vilhauer, Aberdeen American News. Successful Direction. Ryan Kartje, The Bloomington Herald-Times. Mental toughness makes Cougars' Fitzgerald an elite specialist.

Commentary

FIRST. Bob Parasiliti, The Hagerstown Herald-Mail. **Judges Comment:** Bob Parasiliti doesn't tell you a story, he shows you a story. His thorough and unhurried style let my imagination see the moments he chronicles unfold.

SECOND (tie), Amy Dulebohn, The Hagerstown Herald-Mail, and Rebecca Troyer, The Bloomington Herald-Times.

Localization

FIRST. Hagerstown Herald-Mail. **Judges Comment:** While there were numerous contest entries featuring 9/11 stories, The Herald-Mail, provided the most comprehensive and diverse stories.

SECOND. Joseph Dilts, South Bend Tribune.

HONORABLE MENTION: Judy Ellich, The Somerset Daily American

Breaking News

FIRST. Jennifer Fitch, The Hagerstown Herald-Mail. **Judges Comment:** Coverage of crash at air show. Good, quick work on a big breaking story. Reporter Jennifer Fitch was able to piece together a detailed narrative from witnesses – and produce a solid sidebar on the flying team and the plane involved in the accident – on a tight deadline.

SECOND. Eric Hansen, South Bend Tribune.

HONORABLE MENTION: The Somerset Daily American.

Innovation

FIRST. The Hagerstown Herald-Mail. **Judges Comment:** The Herald-Mail turned Herald-Mail.com into a “mini-Little League network” by streaming live video of 13 Little League tournament games. This was simple, effective, and meaningful to readers as well as clever and innovative.

SECOND. Todd Davidson and Sarah Morin, Innovation Entry. The HTO Expulsion/Suspension database.

HONORABLE MENTION. South Bend Tribune, Walking Through Time.

Front Page Design

FIRST. John Stump and Molly McClure, South Bend Tribune. 9/11 Cover. **Judges Comment:** This was not a fair fight. South Bend Tribune decided to go with a poster front for a 9/11 special wrap, and Stump and McClure did not let the opportunity go to waste. They chose a shot of NYC at night, with the lights of the 9/11 memorial in the center. The minimal typography aided the effect. Well executed.

SECOND. Kristina Wood and Stewart Moon, Bloomington Herald-Times. IU home opener, Sept. 10.

Sense Making Explanatory Journalism.

FIRST. Laura Lane, The Bloomington Herald-Times. Friends say drugs were at heart of trouble for man shot by police. **Judges Comment:** Strong legwork by Lane to track down people who knew Rick North, and clearly Lane has the ability to get people to open up to her. The raw stories from the subjects make this a compelling and sympathetic read.

SECOND. Heather Keels, The Hagerstown Herald-Mail. County landfill not just a hole.

Personality Profile

General comments: I totally applaud the effort to get more people into our news pages. That's something that readers of all publications tell us they crave, and these were some good examples. There were a couple of regular features that are nice ideas: “A Life Remembered,” in the Hagerstown Herald-Mail, and “Area personality” in the Somerset Daily American.

Which brings us to the winners.

FIRST. Eric Hansen, South Bend Tribune. Profile of Notre Dame's Manti Te'O.

SECOND. Dann Denny, Bloomington Herald-Times. The Duany family and how the family lives a dual life.

HONORABLE MENTION. Roger Moon, Bedford Times-Mail. News feature about the family that teaches together at the Burris Elementary School.

News and Feature Photo

FIRST. Garett Cobb, Bedford Times-Mail: Pageant Wait.

SECOND. G. Randall Goss, Petoskey News-Review: Crash & Burn.

HONORABLE MENTION. Jeremy Hogan, Bloomington Herald-Times: Culture Fest.

HONORABLE MENTION. Marcus Marter, South Bend Tribune: Lovesick.

HONORABLE MENTION. Robert Franklin, South Bend Tribune: Medical Pot

Sports Photo

FIRST. James Mann, Winchester Sun: Calf Roping.

SECOND. John Davis, Aberdeen American News: Foggy

(Continued on page 31)

Hoosier Times wins 38 advertising awards

The Hoosier Times advertising, marketing and design staff won 38 awards from the Hoosier State Press Association for their work in The Bloomington Herald-Times, The Bedford Times-Mail, The Martinsville Reporter-Times and The Mooresville/Decatur Times.

The HSPA Foundation and Indiana Newspaper Advertising Executives Association annual tearsheet contest winners were:

Home and Garden – First, Roger Hartwell and Andy Lehman. The Herald-Times

Financial Institutions – First, Andy Lehman and Roger Hartwell, The Herald-Times.

Medical – Second, Kurt Felts, The Herald-Times.

Automotive – First, Shannon Pridemore and Andy Kirchner, The Reporter-Times; Second, Shannon Pridemore, The Mooresville/Decatur-Times.

Real Estate – First, Susan Rannocho and Ray Brown, The Herald-Times; Second, Kathy Parrott and Shaylan Owen, Times-Mail; Second, Ray Brown and Susan Rannocho, The Herald-Times; Third, Ray Brown and Susan Rannocho, The Herald-Times.

Recruitment and Other – First, Susie Gilstrap, Times-Mail; First, Shannon Pridemore and Chad Giddens, The Herald-Times.

Education- Churches & Nonprofits – First, Susie Gilstrap, Times-Mail; Third, Marie Canning, The Herald-Times.

Fashion and Personal Care – First, Susie Gilstrap, Times-Mail; Third, Andy Lehman and Ellen Ware, Times-Mail.

Entertainment and Lifestyles – First, Susan Rannocho, The Herald-Times; Second - Perla Mateo-Lujan and Roger Hartwell, The Herald-Times.

Food and Drug – First, Andy Lehman and Ellen Ware, Times-Mail; Second, Andy Lehman and Melissa Fields, Times-

Mail.

Think Outside the Box – First, Shaylan Owen and Erica Weiss, The Reporter-Times; Third, Shaylan Owen and Andy Kirchner, The Reporter-Times.

Multiple Advertiser with a Common Theme – First, Shaylan Owen and Duke Freeman, The Reporter-Times; Second, Perla Mateo-Lujan, Staff and Gillian Field, The Herald-Times.

Noninserted Niche Publication – Third, Shaylan Owen, The Herald-Times.

House and Member Self Promotion – Second, Ray Brown and Brooke McCluskey, The Herald-Times; Third - Shaylan Owen and Brooke McCluskey, The Herald-Times.

ROP Series or Campaign – Second, Kurt Felts and Marie Canning, The Herald-Times.

Online Display Ad (Appearing on Web site) – First, Sam Mills and Chad Giddens, The Mooresville/Decatur-Times.

Online Display Ad (Appearing on Web site) – First, Sam Mills and Chad Giddens, The Reporter-Times; Second, Sam Mills and Chad Giddens, The Reporter-Times; Second, Sam Mills and Chad Giddens, Times-Mail; Second, Sam Mills and Chad Giddens, The Herald-Times; First, Sam Mills and Chad Giddens, The Herald-Times.

Best Creative Advertising Designers – First, Shannon Pridemore, The Herald-Times.

Daily Newspaper Salesperson of the Year – Third, Kurt Felts, The Herald-Times.

Best Newspaper Advertisement – First, Shannon Pridemore and Chad Giddens, The Herald-Times; Third, Shannon Pridemore and Andy Kirchner, The Reporter Times.

Best Use of Creative Graphics – Third, Sam Mills and Chad Giddens, The Mooresville/Decatur-Times.

SCI quarterly award winners named

(Continued from page 30)

Walk.

HONORABLE MENTION, Jeremy Hogan, Bloomington Herald-Times, Golf Lean.

HONORABLE MENTION. Robert Franklin, South Bend Tribune: High School Action.

HONORABLE MENTION. Chris Howell, Bloomington Herald-Times: Touchdown.

All of the entries are in a gallery at: <http://www.heraldtime-online.com/gallery/n/>

Multimedia

FIRST. Will Elkins, Aberdeen American News: Roller Derby <http://www.aberdeennews.com/videogallery/66289736/>

Sports/A-Beginner-s-Guide-to-Roller-Derby

SECOND. Clay Jackson Advocate Messenger: Radio Control

<http://www.centalkynews.com/videobeta/fc25f3bd-e886-4952-835a-4ed0d9e0d653/News/Radio-Controlled-plan/>

HONORABLE MENTION. Chris Howell, Bloomington Herald-Times: Governor visits county fair

HONORABLE MENTION. Clay Jackson, Danville Advocate Messenger: Harvest Festival

HONORABLE MENTION. Chris Howell, Bloomington Herald-Times: Ninja Softball.

HONORABLE MENTION. David Snodgrass, Bloomington Herald-Times: Lotus Music Festival.

SCI Indiana papers win 39 awards

(Continued from page 28)

Profile Feature; Howell, Best Spot News Photo; Staff, Best Business Section; Moon, Best Use of Graphics.

The Bedford Times-Mail winners were: First -- Bob Bridge, Best Editorial Writer; Pete Schreiner, Best General News Photo; Garett Cobb, Best Sports Action Photo; Schreiner, Best Feature Photo; Second – Bridge, Best News Coverage With No Deadline Pressure; Best Sports Columnist; Schreiner, Best Spot News Photo; Schreiner, Best Sports Feature Photo; Third – Carol Johnson, Bridge, Roger Moon and Mike Ricketts, Best News Coverage Under Deadline Pressure; Rich Janzaruk, Best General News Photo.

The Mooresville/Decatur Times winners were: First – Steve Page, Best Short Feature; Page, Best Sports News or Feature Coverage; Amy Hillenburg, Brian Culp and Todd Davidson, Best Website. Second – Page, Best Sports Feature Photo; Page, Best Sports Section; Third – Hillenburg, Best Business Section.

The Martinsville Reporter-Times winners were: First – Brian Culp, Best Editorial Page; Aleasha Sandley, Best Business Section; Second – Staff, Best News Coverage Under Deadline Pressure.

The South Bend Tribune winners were: First – Virginia Black, Best In Depth Feature; Third – Mary Kate Malone, Best Short Feature Story; Al Lesar, Eric Hansen and Malone, Best News Coverage Under Deadline Pressure.

SCHURZ COMMUNICATIONS, INC.

1301 E. Douglas Road
Mishawaka, IN 46545
574-247-7237 * Fax 574-247-7238
Web Page: www.schurz.com

Todd Schurz, President and CEO
574-247-7222 e-mail tschurz@schurz.com

Charles Pittman, Sr. Vice President - Publishing
574-247-7223 e-mail: cpittman@schurz.com

Marci Burdick, Sr. Vice President - Broadcasting
574-247-7224 e-mail: mburdick@schurz.com

Gary N. Hoipkemier, Sr. Vice President and Chief Financial Officer
574-247-7221 * Fax: 574-247-7238
e-mail: garyh@schurz.com

Martin D. Switalski, Vice President Finance & Administration
574-247-7225 e-mail: marlys@schurz.com

Andy MacDowell, Vice President Information Technology
574-247-7253 e-mail: amacdowell@schurz.com

Kerry G. Oslund, Vice President Digital Media
574-247-7240 e-mail: Koslumd@schurz.com

Gesumino A. Agostino, Corporate Controllor
574-247-7226 e-mail: Jessie@schurz.com

Wendy Hill, Corporate Benefits Manager
574-247-7228 e-mail: whill@schurz.com

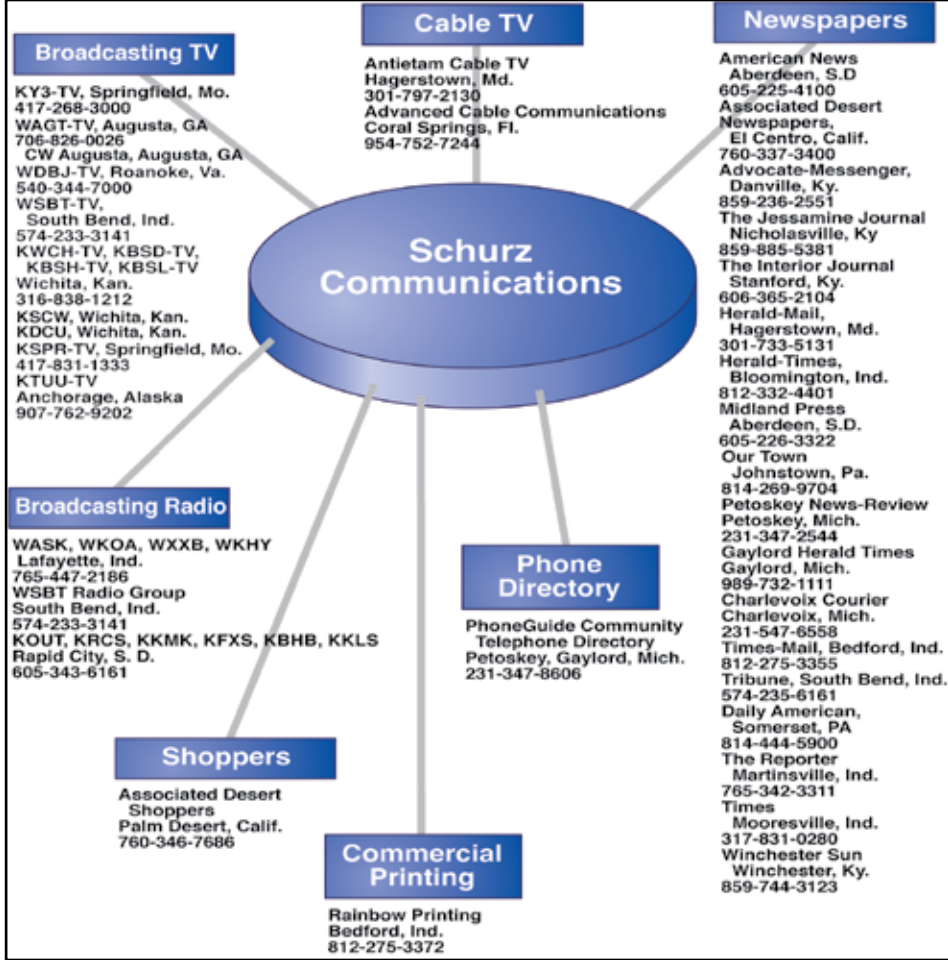
Bill Douglas, Procurement Specialist
574-247-7242 e-mail: wdouglas@schurz.com

Nickki Coleman, Executive Assistant
574-247-7229 e-mail: ncoleman@schurz.com

Judy Felty, Executive Assistant
574-247-7220 e-mail: jfelty@schurz.com

Kim Qualls, Administrative Assistant
574-247-7230 e-mail: kqualls@schurz.com

Franklin D. Schurz, Jr., Chairman
574-247-7219 e-mail: fschurz@schurz.com



Schurz COMMUNICATOR

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Bill Schrader, Editor

Contributing Editors

- Amy Jones, Aberdeen American News
- Carolyn Beurskens, Advanced Cable Communications
- Melissa Krupin, Advanced Cable Communications
- Cindy Garland, Antietam Cable TV Inc.
- Ernie Lopez, Associated Desert Shoppers
- Jeff Routh, Bedford Times-Mail
- Barb Ralls, Bloomington Herald-Times
- Robin Hart, Danville Advocate-Messenger
- Maritza Nunez, Imperial Valley Press
- Susan Snyder, Hagerstown Herald-Mail
- Mike Moore, Jessamine Journal
- Brian Culp, Martinsville Reporter
- Jeremy McBain, Potoskey News-Review
- Jeremy Speer, Gaylord Herald Times
- Lia Green, Rapid City Group
- Brian Whipkey, Somerset Daily American
- Tim Harmon, South Bend Tribune
- Jamal Henry, South Bend Tribune
- Scott Schurz, Winchester Sun
- Erika Schlup, KWCH/KSCW, Wichita, Kan.
- Janet Fumeaux, KY3 Springfield, Mo.
- Michelle Theriault, KTUU-TV, Anchorage, Alaska
- Laura Swen, KTUU-TV, Anchorage, Alaska
- Liz Hahn, WASK, WKO, WXXB, WKHY, Lafayette, Ind.
- Martha Graves, WDBJ-TV, Roanoke, Va.
- Shelley Cataldo, WSBT-TV, South Bend, Ind.
- Kimberly Crim, WSBT Radio Group

Please send correspondence to:
Bill Schrader, Editor • 500-9 Greentree Drive
Bedford, IN 47421-9675 • 812-275-1955
E-mail bschrad500@aol.com

Schurz Communications Inc. 813 16th Street Bedford, Ind 47421

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