

# Schurz COMMUNICATOR

January 2014

HOME EDITION  
Forty-Eight Pages

## The South Bend Tribune

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SOUTH BEND TRIBUNE, FRIDAY EVENING, NOVEMBER 22, 1963

PRICE FIVE CENTS

# JOHN KENNEDY SHOT

## President Gunned Down in Dallas Motorcade

### Protest on Autobahn Rejected by Russia

MOSCOW (AP)—The Soviet Union accused the United States today of trying to make the rules for the Autobahn as the Allies insist they have the right to move on the autobahn as they like. The Kremlin note said the American authorities to establish at their discretion the range of duties and manner of action of Soviet representatives at the checkpoint in checking American servicemen are in general absolutely untenable.

A Russian note to the U.S. government rejected an American protest over the stalling of a U.S. Army convoy for 42 hours Nov. 4-5 because the Americans refused to dismount from their vehicles and he counted.

The Soviet reply revealed the threat of more interference with allied troop convoys on the 110-mile lifeline highway between West Berlin and West Germany.

### IKEDA WINS BIG MANDATE

### Japanese Premier Runs Far Ahead In Voting

TOKYO (UPI)—Pro-American Premier Iyataka Ikeda today won a massive mandate to run the country for another four years. He remained far ahead of the opposition Socialists and Communists despite their slight gains.

Final official returns from yesterday's election gave Ikeda's Liberal Democrats 292 seats in the 467-seat lower house, a loss of 12 from his showing in the last elections in 1960.

The main group of Socialists lost one seat, dropping from 142

Four convoys held up. Since Oct. 10 the Russians have held up three American convoys and one British convoy at Soviet checkpoints on the autobahn because the convoys' commanders refused to allow their men to be counted.

The Western Allies said their long-established procedure was to permit their troops to dismount for a Soviet head count only if more than 20 men were aboard, not counting drivers and conductors. The Allies also refused to leave their truck tailgates to permit a head count.

The Western powers spelled out this procedure to the Soviet troops on Oct. 28.

During the six-week period from Oct. 10, a number of other allied convoys with fewer than 20 passengers have made the autobahn trip without interference.

Charges Proven. The Russian note charged that the American artificially provoked the delay Nov. 4-5 and that it was a result of "unfortunate actions" by U.S. officers in charge of the convoy.

It warned that "the entire responsibility for possible undesirable consequences of the violation by American servicemen of control procedure at Soviet checkpoints will rest entirely



PRESIDENT JOHN F. KENNEDY

### Texas Governor Connally Is Also Ambush Victim

BULLETIN

DALLAS, Tex. (AP)—Rep. Albert Thomas, D-Tex., said today he is informed President Kennedy and Gov. John Connally of Texas were both still alive after having been shot in an assassination attempt.

DALLAS (AP)—President Kennedy and Texas Gov. John Connally were shot today just as their motorcade left downtown Dallas. Mrs. Kennedy jumped up and grabbed Mr. Kennedy. She cried, "Oh, No!" The motorcade sped on.

Associated Press photographer James W. Altgens said he saw blood on the president's head.

Altgens said he heard two shots but thought someone was shooting fireworks until he saw the blood on the president.

Altgens said he saw no one with a gun.

Associated Press reporter Jack Bell asked Kenneth O'Donnell, presidential assistant, if Kennedy was dead. O'Donnell gave no answer.

Kennedy was reported taken to Parkland Hospital, near the Dallas Trade Mart, where he was to have made a speech.

Bell said Kennedy was transferred to an ambulance. He lay on a seat of the car. Blood stained everything. Bell reported three shots were fired as the motorcade entered the triple underpass which leads to the Stemmons Freeway route to Parkland Hospital.

Pandemonium broke loose around the scene. The Secret Service waved the motorcade on at top speed to the hospital.

Even at high speed it took nearly five minutes to get the car to the ambulance entrance of the hospital.

Mrs. Kennedy Weeping. Reporters saw Kennedy lying flat on his face on the seat of his car.

Bell said a man and a woman were scrambling on the upper level of a walkway overlooking the underpass.

Lawrence O'Brien, presidential aide, said he had no information on whether the president still was alive.

Mrs. Kennedy was weeping and trying to hold up her husband's head when reporters reached the car.

Clint Hill, a Secret Service



GOV JOHN CONNALLY

Five World (in Sunday, Oct. 25, came intense relief Khrushchev announced he had ordered work stopped on missile bases, said the missiles would be crated and returned to Russia and promised that the United Nations would verify the dismantling.

Although Khrushchev's retreat was interpreted as a step forward for the United States and the Free World in the Cold War, there still were trouble spots around the earth, imperiling the peace.

Unsettled was the question of West Berlin which Khrushchev sought to free of Allied occupation troops. The United States and Russia still were unable to make penetrations continued in Southeast Asia (Communists) China had invaded India. Latin America, poor and economically

### World Trade Takes Drastic Turnabout' 3 AND HIMSELF

FARMER KILLS 3 AND HIMSELF

The largest turnout of the current Texas tour was on the streets to greet Kennedy. An estimated 250,000 people lined

# 50th anniversary JFK assassination

~ Stories page 4-5

# What's on the inside

**Dan Carpenter**, multi-media journalist for KTUU-TV in Anchorage, Alaska, is a graduate of the University of Alaska Anchorage. A recent issue of the school's newspaper included an in-depth profile of Carpenter. It is reprinted on page 7.



**Halloween** has long been a favorite holiday for Schurz Communications companies. Employees come to work that day with costumes that stretch the imagination.

Pages 12, 13 and 14 include pictures of several of the costumes that were worn this year.

**Jeffrey Marks**, president of WDBJ7 in Roanoke, VA, writes about the partnership his station and KTUU-TV in Anchorage, Alaska developed with the TV station in Borjomi, Georgia over the past year. **Story on page 16.**



The **Bloomington, IN Herald-Times** launched a highly successful promotion to recognize "Everyday Heroes" in the community who were nominated and selected by their peers. The 24 named were recognized in a

special section and honored at a breakfast. **Story on page 19.**

**Franklin Schurz Jr.**, former editor and publisher of the South Bend Tribune and former chairman and CEO of Schurz Communications, has been inducted into the South Bend Hall of Fame. **Story on page 22.**



# FROM THE EDITOR

The lead story in this issue of the Communicator on page 6 is on the announcement that Schurz Communications has agreed to make another acquisition, KOTA-TV in Rapid City, South Dakota and three satellite stations.

Schurz Communications is familiar with the Black Hills market, having previously acquired New Rushmore Radio, a group of six radio stations in the Rapid City area. SCI has one other South Dakota property, the Aberdeen News American, at the other end of the state.

Also on page 6 is a story unique to the newspaper industry that has left a trail of shrinking newsroom staffs. The Bloomington Herald-Times has announced it will be adding to its newsroom in 2014. Editor Bob Zaltsberg writes that four fulltime and one part-time position will be added, in a reinvestment initiative by the newspaper in its local news and readers.

"As often is the case with the Herald-Times," Zaltsberg wrote, "we're embarking on a course that many who study the media today would call unconventional. As everyone moves toward digital, why should anyone double down on print?... We're reinvesting in what's long been our core product, the printed newspaper, while we continue to improve and expand our digital offerings."

A feature in this issue of the Communicator worthy of special attention is the column written by Martin Switalski. SCI vice president human resources/administration. Martin devotes the column on page 21 to a review of the excellent employee benefits provided by Schurz Communications, with details about each benefit.

The year 2013 was a milestone for KWCH 12 in the Sunshine Broadcasting Group in Wichita, KS. It celebrated its 60th anniversary of broadcasting, the first television station in Kansas. On page 17 Erika Maley writes how KWCH celebrated its anniversary by interacting with viewers around the state and thanking them for making it the No. 1 station in Kansas.

The awards section of this issue of the Communicator on pages 27 – 31 is jammed as usual, but worthy of special recognition for how SCI newspapers performed in the state contests for Indiana and Michigan.

The Indiana contest is on page 27 and includes 42 awards in the Hoosier State Press Association news contest, 17 by the South Bend Tribune, 13 by the Bloomington Herald-Times, 7 by the Mooresville/Decatur Times, 3 by the Martinsville Reporter and 2 by the Bedford Times-Mail. The Tribune, Herald-Times and Mooresville/Decatur Times were each recognized in the General Excellence competition. SCI won nine awards in the HSPA ad contest.

Schurz Communications newspapers won 23 awards in the Michigan Press Association Better Newspaper Contest, including 14 awards for the Gaylord Herald Times as it was winning the Newspaper of the Year award for the 19th time in the past 23 years. The Petoskey News-Review won five awards, including a third in General Excellence, and the Charlevoix Courier won four awards.

In another outstanding performance KTUU-TV in Anchorage, Alaska won 13 Alaska Goldie awards in the Alaska Broadcast Association contest.

--Bill Schrader, Editor



## Communicator on the Web

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

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

## On the cover

It was 50 years ago Nov. 22 that President John F. Kennedy was shot and killed while motoring through the streets of Dallas, Texas enroute to a speaking engagement at the Dallas Trade Mart. Schurz Communications newspapers used the 50th anniversary of Kennedy's death as an occasion to celebrate the life of the first U.S. president born in the 20th century. A part of the Kennedy package at most of the newspapers was a reproduction of the front page following the assassination. The South Bend Tribune front page is on the cover and other front pages are on pages 4 and 5.

# Lessons learned the past two years

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

**Schurz Communications, Inc.**

In the January 2013 Communicator, I wrote a column about some of the lessons that were learned throughout our company in 2012, including:

- Changes in consumer behavior means we need to utilize our assets differently;
- You can build revenue in difficult times if you are systematic and purposeful;
- Innovation is difficult, yet worthwhile,
- Traditional media helped build our digital businesses through promotion, content creation, cross-selling and allocated revenue; now, our digital businesses are helping our traditional media companies build new products and reach new clients.

All of those lessons are still applicable as we start 2014, and I would like to add a few more that the publishers and general managers shared with me as we wrapped up last year.

## **1. It is good to have solid plans. It is also good to have contingency plans when things go awry.**

I have written on multiple occasions about the great innovative ideas in our companies' plans.

What struck me this year is that we know that not all of our assumptions turn out to be true - which can then at times upend the most thoughtful strategies and brilliant tactics.

Another person said that they know their projections will probably be wrong - they just do not know if we are too aggressive or too conservative. Strong plans are an asset, but not as much as the honest humility to admit mistakes and the flexibility to make needed course corrections.

## **2. Broadband and mobile devices are still having significant impact and will continue to change consumer behavior.**

In an analysis of all our industries - publishing, television broadcasting, radio broadcasting, and cable providers - the only common key success factor among them was the ability to quickly adopt new technology.

Every general manager and publisher had examples on how his or her businesses had been impacted, positively and/or negatively, by the rapid changes in technology. I thought the following statistic, projection and quote were revealing.

--There was more time spent by the average American adult daily in 2013 on digital media (four hours, 40 minutes) than other media (television is No.2 with four hours, 31 minutes). And mobile con-



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

sumption makes up two hours and 21 minutes of the digital time spent - a little more than half of the total.

--In 2012, the average American spent 4.8 hours per day watching video, with linear television accounting for 66.1 percent of the time; in 2020, the average American will spend 7 hours per day watching video, with over-the-top video (which means delivered via Internet protocol to fixed or wireless devices) making up 48 percent of the time.

--"It's predictable that devices - and consumer behavior - are well ahead of content providers and marketers. Adoption of technology almost always outpaces the business models that grow up around them." Jonathan Nelson, CEO of Omnicom Digital

## **3. Great employees who focus on our customers help us stand apart from others.**

We have seen the most active mergers and acquisitions years across all of our industries as companies try to gain economies of scale and improve leverage in negotiations,

I am convinced that our focus on serving our customers and communities is the right path. I particularly like the analogy used by one of our general managers. "If we meet our customers' expectations, we will survive. If we meet their desires, we will succeed. If we go above and beyond that by meeting their unrecognized needs, then we will transform our relationship."

We face larger competitors who may have an edge over us in negotiations with vendors, I believe our products and services will be the most preferred by our customers (as they are today) because they know we listen to and respond to them. They know that we genuinely care about our communities.

Let me finish with one last quote that is my goal for 2014: "Passion is about what you do. Pride is about what you deliver."



**FIRST. FAST.**  
**ACCURATE.**

## **WSBT-TV gets new look**

WSBT TV's newscasts took on a whole new look Oct. 31, the first day of November sweeps. That was the day it launched a new graphics package including a new logo and it introduced its new branding statement - First Fast and Accurate. Working on the project included Scott Leiter, Chris Perry, Rod Copley and The Weather Department.

# JFK assassination commemorated in SCI newspapers

On Nov. 22, 1963, newspapers in the Schurz Communication family carried the shocking news from Dallas, Texas that President John F. Kennedy had been assassinated.

Huge headlines screamed “PRESIDENT SLAIN.” Some of these front pages are reproduced on the cover of this Communicator and on this page and page 5.

The dramatic impact the slaying had on the nation is reflected in the coverage of the 50th anniversary on Nov. 22, 2013.

The South Bend Tribune carried a special column by Notre Dame administrator Matthew Storin, who was a student manager of the Notre Dame football team in 1963. He recounted the team learning of the shooting and the subsequent cancellation of the Iowa game. The Tribune also carried an interview with Notre Dame President Emeritus Theodore Hesburgh, who was close to the Kennedy family, and carried a timeline of the lengthy connections between Notre Dame and the Kennedy family.

The Bloomington Herald-Times did a story about the impact of the slaying on history, with three Indiana University professors as sources. A second story included interviews with people about where they were when they heard the news. Readers were also asked how they

think the assassination changed the nation and published 25 responses. The 2013 front page included the image of the front page in 1963.

The Imperial Valley Press took a couple of unique approaches in recalling the fateful day. One was to recount how its unique 1963 front page evolved with the largest headline in the paper’s history proclaiming “Kennedy Slain!” in big red letters. The second unique story ran



under the aegis of Vista Latina and reporter Heric Rubio helped explain why President Kennedy is still so revered by the Latino population in the U.S. JFK was the first president to actively court Hispanics in America.

The Aberdeen American News gave readers a chance to share their memories of the assassination and 60 readers sent in memories.

Also included was a reproduction of the 1963 front page and a copy of the American News editorial on Kennedy published two days after his death. “Historical events are a great way to repurpose and reuse our deep archives, and reach out to our ‘traditional’ newspaper readers,” commented Executive Editor J.J. Perry. “They



respond in a big way.”

The Bedford Times-Mail also included a unique approach. Also on the front page that reported the Kennedy assassination was a local story, reporting that Merlin Guthrie of Mitchell had earned the Eagle Scout rank. The Times-Mail staff tracked down Guthrie and got his comments on the impact of the president’s death.

The Hagerstown Herald-Mail focused its 50th anniversary coverage on interviews with locals who could remember the event. One was a first grader who went on to work in the office of Sen., Ted Kennedy. Another was a local historian who was 13 at the time. The interviews were filmed and cut down to TV package size so they could be used on the HMTV6 newscast. The Herald-Mail circulation department sold reproductions of the Nov.23, 1963 Dallas Morning News and sold hundreds of copies.

The coverage of the assassination by the Somerset Daily American included a story by Ron Bruner, a retired Daily American reporter who recounted what it was like in the newsroom to report the news and how they had to get larger type blocks from a nearby printer to make the large headline. The coverage also included a reprint of the editorial following the Kennedy death and a reproduction of the Nov. 23, 1963 front page. Reporter Vicki Rock interviewed people about their memories and how the event changed the country.

The Danville Advocate-Messenger included coverage of the extensive closings on Nov. 25, 2013, the day of the Kennedy funeral.

The Martinsville Reporter-Times included in its 50th anniversary coverage a story on how the Kennedy controversy has piqued the interest of students in history, a story that included “what if?” interviews with local residents and elected officials sharing their memories of John F. Kennedy.



## Expands South Dakota presence

# SCI agrees to purchase TV stations

Schurz Communications Inc. announced Oct. 31 that it had entered into a binding Asset Purchase Agreement for the acquisition of KOTA-TV in Rapid City, SD and three satellite television stations... KDUH-TV, Scottsbluff, NE; KHSD-TV, Lead-Deadwood, SD; and KSGW-TV, Sheridan, WY

The seller is Duhamel Broadcasting Enterprises.

Schurz Communications already has a presence in South Dakota, owning New Rushmore Radio in Rapid City (KKLS-AM, KBHB-AM, KMKM-FM, KOUT-FM, KFXS-FM, KRCS-FM) and the American News newspaper in Aberdeen. SCI's other nationwide assets include ten TV stations, three cable companies, seven other radio stations and ten additional daily and eight weekly newspapers.

When KOTA-TV went on the air in the summer of 1955 it was Rapid City's first television station and the second in South Dakota. It has been owned by the Duhamel family since inception.

KDUH-TV began broadcasting in 1958, KHSD-TV in 1966 and KSGW-TV in 1977.

In 2002 KOTA-DT began broadcasting as South Dakota's first full powered HDTV station. KDUH-DT became a full powered HDTV station in 2005, KHSD-DT in 2005 and KSGW-DT in 2006.

"The rapidly consolidating television industry makes it difficult for a single, stand-alone business to remain competitive and to develop the necessary capital to expend into the digital era." Dr. William F. Duhamel commented.

Duhamel Broadcasting Enterprises will continue to operate Black Hills radio stations (KOTA-AM, KDDX-FM, KQRQ-FM, KZZI-FM



and KZLK-FM).

Todd Schurz, President/CEO of Schurz Communication, commented that the company's acquisition strategy is to seek out top-performing stations in vibrant communities which excel in local news and public service.

"There is no question that KOTA fits that criteria with its deep roots in the Black Hills back to Rapid City's founding," he added. "As a family owned company ourselves, we look forward to the opportunity to further extend our relationships in KOTA territory."

Schurz Communications Senior Vice President of the Electronic Division, Marci Burdick, led the acquisition process. She is a Rapid City native and former KOTA anchor/news director,

"Our goal for KOTA-TV is to expand content across traditional platforms (TV and radio) and in the area of new media for the benefit of listeners, viewers and advertisers," she commented.

The sale is subject to FCC approval which traditionally takes at least 90 days.

## Commitment to local news, readers

# Herald-Times plans newsroom growth

By BOB ZALTSBERG

**Bloomington Herald-Times Editor**

The Bloomington, IN Herald-Times will soon be advertising for four new full-time jobs in the newsroom, with one part-time position to follow. These aren't replacement positions. They are new, representing a commitment to reinvesting in local news and the readers we serve.

What we hope for in return is the support and involvement of Bloomington and the surrounding communities through reading what we're publishing, giving us feedback, subscribing to the newspaper and supporting our advertisers.

You've read about how electronic platforms are replacing print as the place to go for news. That's partly true, and the Herald-Times and our parent company, Schurz Communications, have invested heavily in digital products such as HeraldTimesOnline.com and various mobile content options. We will continue to be committed to those as we move forward.

At the same time, many newspapers have let their staffs shrink to cut costs. We're not the only industry where that's occurred. It's

hard to think of many where that isn't true — manufacturing, health care, government (sequestration) and education for instance.

But a few other newspapers have reinvested in their print editions in the last year or so and report good success. One is the Orange County Register in California. Another is the Deseret News in Salt Lake City.

Add the Herald-Times to that list.

Early in 2014, we will be hiring two new project reporters to dig more deeply into stories of the most importance to our readers. We're adding a position called "Community Engagement Editor" to work more closely with readers — soliciting their content as well as their feedback — for both print and digital platforms, including social media.

We're adding another job in our sports department so we can free up some of our excellent writers, including Mike Miller, Jeremy Price, Jim Gordillo and Andy Graham, from in-office production work that must get done. And we're going to hire an additional photographer to help us capture visually the stories that help define Bloomington and our surrounding communities.

Also later this month we'll be reaching out to the community to gauge what might help attract new readers to the Herald-Times and retain existing readers. There will be focus groups, along with other widely accepted research techniques.

As often is the case with the Herald-Times, we're embarking on a course that many who study media today would call unconventional. As everyone moves toward digital, why would anyone double-down on print? they might ask. But that's not really what we're doing.

We're reinvesting in what's long been our core product, the printed newspaper, while we will continue to expand and improve our digital offerings. At the same time, our marketing and circulation departments will be beefing up their promotion, sales and retention efforts.

We're excited. We think we do a good job but realize we can get better. And we have an aggressive plan to do just that next year.

# Carpenter involved in journalism transition

*EDITOR'S NOTE: This article appeared originally in Green and Gold News, the alumni publication for the University of Alaska Anchorage.*

KTUU Channel 2 News Multi-Media Journalist Dan Carpenter is redefining what it means to be a journalist—and at times, he's not even sure what that means.

Since he graduated from the University of Alaska Anchorage Journalism and Public Communications program in 2005 the industry has vastly changed. Gone are the days of the traditional reporter with pad and paper, now a relic of an era that was swallowed up by the 24-hour news cycle, the "blogosphere" and the "Twitterverse."

"Journalism has changed so much lately, it's very web-based," says Dan. "My current position—multi-media journalist—there weren't any classes for that when I was in college."

Newsrooms used to have much more defined categories, Dan explains. Everyone had their distinct roles to play in contributing, producing and airing the news each night.

"That's all one person now," says Dan laughing. "There are many titles for the position that I have. Backpack journalist, one-man-band, multi-media journalist."

He says it can be stressful at times trying to "turn a story" all by oneself, but he's embraced this fluid role where he's the reporter, photographer, writer, editor and producer of a story. He likes the ownership of telling a story from beginning to end, but admits that it makes for long days and weeks on the road.

"It's a high paced profession, it's not just a job—it's a lifestyle," he says. "Your day does not begin at nine and end at six, it's all hours of the day—or night. But there's that gratification of doing a story well and hopefully having some positive impact, because that's why I'm here, to tell a story, provide information and serve the public."

Dan wasn't always so keen to step in front of the camera. He prefers to be behind the lens, using a video or still camera to capture moments in time to tell his stories.

His affinity for photography started when he was a young boy in Bethel where he quickly fell under the spell of his grandparents' extensive library collection.

"They had a fantastic library in their house and I would find books that I found fascinating," Dan recalls. "My grandfather had books on film theory, so at a very young age I was reading about how to make movies—technical stuff like sequencing video and matching action—all these things they teach



**DAN CARPENTER**  
KTUU-TV  
Multi-Media Journalist

you at college, but as a 10-year-old I was really interested in."

Dan spent his childhood until middle school growing up in Bethel, strongly influenced by his grandparents' adventurous Alaska spirits. They were homesteaders out of Stony River, about 140 miles north of Bethel, along the Kuskokwim River. It was out on the tundra of southwest Alaska where Dan cut his teeth as an enterprising photographer, not realizing his childhood romps on the frozen tussocks were foreshadowing his career path later in life.

"My grandfather had a VHS video camera and I would run around the tundra on my little adventures and make my own documentaries," says Dan smiling. "Every spring the river breaks up and I would say 'Mom, get in the car, we gotta drive to the river! I need to get video of this,' and I would bring my camera along and document the flooding."

After elementary school Dan said goodbye to the hub town he'd grown to love when his mom packed their family up, moving them to the big city where Dan finished his schooling and graduated high school from Polaris K-12.

"I began taking photography classes at the King Career Center and that was kind of the foundation of my career in photography," he says. "In high school I wanted to make movies. I basically said to myself, 'What can I do to get behind a camera?' I started interning at the local CBS station. I've worked at a TV

station since I was 17."

He started at the very bottom of the ladder as the errand boy, making copies and handling out scripts, but was eventually hired to run one of the cameras in the studio. From there he never looked back.

Dan took his education seriously, taking a wide range of classes from web design and writing to photography. Weekends were spent at the TV station, where he'd run the football games and try to cram in studying during the 45-minute breaks between games. Despite the seven-days-a-week of school and work, he felt it was important to be as well rounded and prepared as possible before he graduated, so he took a little bit of everything.

Since graduating Dan's career has taken him all over the state and to Mexico. He's worked with some of the biggest names in the industry, racking up some impressive awards along the way. From 2007-2011, he worked as a photojournalist for KTUU Channel 2, covering news stories from Anchorage to Barrow and in 2011 left to pursue freelance work. He worked on two documentaries for the news stations National Broadcast Corporation (NBC) and Public Broadcasting Service's (PBS) Frontline series. Dan's a winner of both regional and national Edward R. Murrow award, has received two Emmy Award nominations for news photography and as a part of KTUU Channel 2's photography staff, recognized with two National Press Photographer, "Station of the Year" awards.

In 2012 KTUU Channel 2 asked him to return to their news team, but had one stipulation, that he report a story every once in a while.

Dan's enterprising, can-do attitude approach to his work in an industry still settling from the storm of the digital age, where breaking news is sent out in tweets or Facebook status updates, has served him well. He doesn't back down from a challenge, even if it means stepping out of his comfort zone or learning a new skill.

"If you continue to challenge yourself you may discover a skill you didn't know you had," says Dan. "If I just wanted to be comfortable and remain in my cozy comfort area, I wouldn't have gotten into reporting. It's a different ballgame but a challenge that I was willing to accept."

Dan says he's not sure what the fate of the news industry is, but knows he loves his job, telling Alaska's stories of the land, people and culture here. Whatever happens, he'll continue to capture it all from behind the lens of his camera.

## Smartphone FM chip NextRadio App blends traditional, modern

By **JIM ROBERTS**  
**WSBT Radio General Manager**

Did you know that six of the top ten selling smartphones have FM radio chips built into them, but aren't activated by the manufacturer? The hardware is already built into the phone, but the consumer can't access it.

This is beginning to change. As technology keeps evolving, one goal for our radio stations is to make sure that our content is easily available on every possible platform. Right now our products are available over the air, on your PC, phone, tablet and on demand.

Last month, the radio industry launched a product that blends the traditional with the modern. The NextRadio App is available right

now on select Sprint Android phones and allows you to listen to "over the air" radio on your phone. What are some of the benefits of listening to over the air radio on your phone as opposed to streaming it from the radio stations

web site?

The biggest benefit is that the NextRadio App uses the FM radio chip in your phone and doesn't use up your data. Since you're listening over the air, you don't have to worry about going over your data limit. The other huge benefit is better battery life. When compared with streaming, NextRadio uses one third the battery power because the audio is coming through your built-in FM tuner instead of over the internet.

More devices will be supporting the NextRadio App in the future. Right now the supported devices include Samsung Galaxy Note 3, HTC One and the HTC Evo 4G LTE.

In the first month the NextRadio App has been available, it has been downloaded by over 40,000 users, who have listened to over 4,000 radio stations and logged approximately 12,000 hours of listening. The retention rate so far is 84 percent compared to other music service apps like Pandora which are less than 50 percent.

## Rushmore Radio in parade

New Rushmore Radio participated in Rapid City's Annual Parade Of Lights.

Thousands of people watched as radio station personnel drove one of the station vehicles in the parade.

New Rushmore Radio teamed with the local Youth And Family Services Girls Inc in the parade.



## Daily American Open House

The Somerset, PA Daily American held an open house Dec. 10 for its members in Somerset County. The newspaper launched its online membership plan on Nov. 19 and the open house was a great way to thank readers for their support and also to help others understand the changes with Daily American website. General Manager Becky Flyte, left, speaks with visitor John Wendel in the lobby of the Daily American during the open house.

## Headlines produced by online conference

*EDITOR'S NOTE: Dan Sweeney from WDBJ7 in Roanoke, VA attended the 2013 Online News Association conference in Atlanta.. He came back with a lot of useful information. Here are some headlines.*

**Google+:** Google is throwing its weight around and essentially forcing news organizations to use Google+, even though barely anyone is using it. The more media uses Google+, the higher up their content will be in Google searches and Google News.

**Facebook posts:** A Facebook representative was asked point-blank when the best time to post content was. While not giving too much away, she said Facebook experiences a "noticeable spike" during TV prime-time.

**Tagboard:** A great website that pulls in posts through hashtags from several social media sites.

**Twitter Alerts:** Twitter just launched this. Twitter Alerts sends users text messages from reliable organizations (ie: Red Cross) about emergencies and natural disasters.

**Pinterest:** HGTV specifically targets its Pinterest posts during NFL and college football games. Pinterest's users are about 75 percent female.

**Google Glass:** Don't get too caught up on the clunky wearable device. Think about the technology behind it. Experts are saying that's where we're headed.

**Calendars as personal assistants:** There are new apps coming that turn your calendar into a personal assistant. For instance, if you are in Chicago and don't have dinner plans, the app will find a social media friend of yours who is also in Chicago who does not have dinner plans. Our content can help shape this information.





## Much to be said about small markets

*If you are in the medium or larger markets, you may consider small market radio as a training ground, and perhaps for a majority of people in the medium and larger markets, that is exactly what it is. But people don't populate small towns because they can't get out. There's much to be said for life in a market the size of Lafayette, Indiana with its population of just under 70,000. A Radio and Production Magazine (August issue) interview checks in with Gary Michaels, Production Director at the five-station Schurz Communication group in Lafayette. The interview, conducted by Jerry Vigil, appears in part below. Lafayette radio has been home to Gary for the past 30 years. Gary shares his secrets to longevity with one company and in one market.*



**Gary Michaels**  
Production Director  
Lafayette Group  
Schurz Communications

### **JV – How did you get your start in radio?**

**Gary** – In 1972, when I was in high school, I got a tour of a radio station. Walking through it I decided this was what I wanted to do. So I started hanging around the station, talking to the jocks, and they would invite me in...

I started working in the radio station as a janitor for free on the weekends, just to be around the station. After high school, I did four years in the Navy as a communications technician. This was during Vietnam. Then afterwards, I took my GI Bill and majored in broadcasting when I went to college. I have been doing it ever since...

### **JD – How did you get to Lafayette?**

**Gary** – I got a call from the station in 1983. I was working in Illinois. They said “Would I like to come to work in Lafayette?” I thought yeah, sure, no problem. It was a bigger station in a bigger market than the little town in Illinois where I was working.

I came to Lafayette in a production capacity for a year, then I started doing morning drive on a country powerhouse also in the Schurz group. We have five stations. I did mornings for 17 years. For four years after that I was a Program Director on the country station, both of which I never really wanted to do. All I ever wanted to do was production...

### **JV – Tell us about the company you work for, Schurz Communications.**

**Gary** – Schurz Communications is a family-owned company, which is probably the reason I have been here so long. They're an awesome company. They would never ever sell a property. They acquire properties. They're not investors. They're actual users and owner-operators.

We own television, radio, newspapers, publishing, cable, direct mail, anything communications. This company's been around since 1865, when it bought its first newspaper. So they are really into communications.

We have five stations in Lafayette. I'm Production Director for the group and I have an assistant who works with me in production. We crank them out. We have 16 salespeople. It's a small market but I absolutely love it.

### **JD – You were the Program Director for the country station for four years...**

**Gary** – Yes, I've been a Program Director at all three properties I worked at, and absolutely hated it.

### **JD – Why did you do it?**

**Gary** -- ...The first time or two was out of curiosity as to whether I can do this, and it would be good training. Nothing teaches you ready like being a Program Director. The first time or two I did it I thought this was not for me, but I've learned a lot. The third time I

did it, I didn't really want to do it, but again it was. “I don't know what's going to happen to me. This was here in Lafayette, and I really liked this town...”

My major in college was multi-track commercial production at Indiana University. They had a 16-track machine and I took to it like a fish and started doing a lot of multi-track commercials. I thought I would love to produce radio dramas and commercials...

When I came to Lafayette, we had an Ampex multi-track deck, and I was the only one who knew how to use it. I used it and used it very well. And I picked up a name for myself in production even though I was doing mornings. I would do four hours of mornings, and then I would get off the air and do four hours of production...

Then I stepped down from mornings and Program Director. They didn't want to lose me and that multi-track ability, so they said, “Would you like to be the Production Director?”. I jumped on that like hot pie. That's all I ever wanted to be. They gave me the tools to do it and it was a great company –they weren't going to fire you based on numbers. And I loved this town.

I have a studio at home. I decided eight or nine years ago that I would try to do things on my own, not knowing what was going to happen in the business. So I have a home studio and some really nice gear, all PC based.. It has remained kind of a hobby. When I get done with work here I go home and fire up the computer and play with audio at night. I'm just a hard core production guy.

### **JD – When you crank up the studio at home is it for fun or are you still handling station work?**

**Gary** – Actually, I'm like a doctor, I never consider myself off duty. If I get a text or an email at 6:00 in the evening I'll handle it...

Everything I can do at the station, I can also do at home. It's nice. I would rather solve a problem at 6:00 in the evening, rather than have it waiting for me at 8:00 in the morning when I come in.

But when I go home, I like to sit and listen to old radio shows from the '30s and '40s. I've got thousands of them that I have collected since I was in high school. I listen to old radio shows, and play with music composition software and read audio articles. People wonder if I have a life, but that's what I do...

### **JD – You said you learned a lot about being a Program Director. What one or two things stand out?**

**Gary** – I think more than anything else I learned about managing people. I was a program director for the country powerhouse here. We had a full air staff, seven full-timers at one time and lot of part-time. You learn very quickly the production talents of the people you're working with and what they can do voice-wise. I usually won't try to work with somebody's weakness. I'll try to improve somebody's strengths. I think you get further that way.

## Antietam Cable sponsors Food Drive

Antietam Cable Television in Hagerstown, MD partnered with the Maryland Food Bank, Washington County's Food Bank Warehouse, in November, to provide food to low income families in the community.

The effort raised the total to 4,000 pounds of food collected over the last four years.

All food donations will be distributed to residents in Washington County and throughout Western Maryland.

Antietam Cable also donated over \$12,000 in advertising and other services in November, 2013.

In addition, Antietam Cable donated all food proceeds from a promotion it offered that provided discounted installation of services to new and existing customers in exchange for food donations at the time of the service change or installation.

Brian Lynch, President of Antietam Cable Television, says "Antietam Cable, its employees and customers, have now donated over two tons of food to needy Washington County families over the past four years. We would like to thank our customers and employees for their help and support of the program for local residents in need. We would like to remind our customers and Washington County to remember to keep Maryland Food Bank in mind throughout the year for food donations."

## Orbitel Cable sponsors Winterfest

Orbitel Communications in Maricopa, AZ was proud to sponsor and participate in the Fifth Annual Winterfest on December 7.

Proceeds went to the non-profit organization, F.O.R. Maricopa.

The annual event provided 20 tons of snow for sledding, live ice sculpting and the creation of a life-size "Frosty the Snowman", Petting Zoo with lots of animals sporting reindeer "antlers", bouncy houses, Keiki Hula performance, lots of food vendors, DJ, raffled ten artificial Christmas Trees to community members, and a special visit by Santa and Mrs. Claus and their motorcycle "sleigh" made this year's event the best yet!

Continued on next page



Michelle Fitzpatrick and Melissa Krupin from Advanced Cable promote the Giving Tree Project during the Coral Springs Holiday Parade.

## Advanced Cable backs 'Giving Tree'

Advanced Cable In Coral Springs, FL 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.

This toy drive takes place just before Thanksgiving through the third week in December. Over the last fourteen years Advance Cable has donated more than \$30,000 in toys and gift cards to these worthy charities.

Advanced Cable is also a media partner and Mayor's Cup sponsor of the Coral Springs Holiday Parade annually providing the Grand Marshall and free commercials promoting the event.

The Antietam Cable production crew films the event and airs it on our local channel for all to enjoy. This year's event marked the culmination of the City of Coral Springs 50th Anniversary.

## KWCH 12 aids children with 'Lights On Lake'

By ERIKA MALEY  
KWCH 12, Wichita, KS.

Heartspring is a non-profit agency that helps children with mental disabilities and special needs. Lights on the Lake is their biggest fundraiser for the year and is celebrating ten years in the Wichita community. Families were invited to take a car ride though Heartspring's 37-acre winter wonderland.

This year KWCH 12 is the Lights on the Lake media sponsor.

"We are thrilled to partner with Heartspring

and all the good work they do for children with special needs in our community," said Joan Barrett, President and General Manager of Sunflower Broadcasting, Inc.

Eyewitness News Anchor, Cindy Klose, emceed the Lights on the Lake launch party. The launch party kicks off the month-long holiday light tour that takes place from November 29 through December 25. Families can enjoy complimentary cookies, hot chocolate, and even get their picture taken with Santa.

Various music acts also entertain guests;

including local bands, choirs and orchestras. Eyewitness News This Morning team members were in Santa's Workshop every Saturday night throughout the light tour. KWCH personalities greeted guests and helped kids color in a Millie, StormTeam 12 weather dog, coloring contest.

Lights on the Lake saw nearly a 20 percent increase in attendance and over a 60 percent increase in donations, compared to 2012. All of the donations will benefit therapies for children with special needs at Heartspring Pediatric Services.

F.O.R. (Food, Opportunity and Resources) Maricopa has been in existence since 2007. What began as an effort to feed and aid just a few families – first out of the trunks of cars via home delivery and then by pickup at a local grocery store parking lot – has evolved into a full-fledged resource center and food bank. On an average week, F.O.R. Maricopa serves 300 families, and that number is sure to continue to grow.

## IV Press host for first Color Run

The Imperial Valley Press was proud to host the Imperial Valley's first 5K Color Run.

The community connected with this event like no other ever held. For the first 5K it was kept at small scale and 150 to 200 runners would be a success.

The race ended up with over 350 registered runners! Enthusiasm from the community was evident as we got closer to race day and even after the event wrapped, positive comments came pouring in. Participants let us know how much they enjoyed the event and many are inquiring about ordering photos and when we will be holding the next run.

Color Fest 5K supports the IV Press' literacy programs in the Valley with 100 percent of proceeds going back into Newspapers in Education as well as additional educational opportunities made possible by the Imperial Valley Press. Proceeds were in excess of \$5,000 by the end of the day.

## KWCH supports Angel Tree program

Employees of KWCH 12 in Wichita, Kansas found it in their hearts again this year to give to a family in need.

The station donated toys, electronics, home goods and gift cards to a family of four as a part of the Salvation Army Angel Tree/Mission of Hope.

The family consisted of three children - two boys (ages 1 and 7), a girl (age 10), and mom.

Besides the donations for each person, KWCH was able to purchase \$300 in Dillons gift cards. \$100 was donated to the adopted family and the rest were given to other families that were missing their gift cards for a holiday meal.



Team Antietam gathered for a picture before the breast cancer walk at Step 'n Stride 2013! Back left to right are Mindy Geller, Tessa Mentzer, Jenny Burger, Cindy Albin, Ellie Hutzell, and Carrie Elam and front, left to right, are Jaime Schwartzbeck and Vonda Clipp

## Antietam Cable sponsors Step 'n Stride cancer walk

Antietam Cable in Hagerstown, Md. continued its annual support of the fight against breast cancer in October.

Breast cancer is the most common cancer among American women, except for skin cancers. About one in eight (12 percent of women in the U.S.), will develop invasive breast cancer during their lifetime.

Team Antietam joined the fight against breast cancer by raising company-wide donations to support Team Antietam in the local Step 'n Stride event. The Step 'n Stride Against Breast Cancer Walk supports the many programs of Breast Cancer Awareness – Cumberland Valley.

Team Antietam was able to raise over \$500 via "Jean Thursdays" which permitted employees to wear jeans to work in exchange for a \$5 donation.

Lifetime and A&E networks joined Antietam Cable as contributors to breast cancer awareness month by donating gifts and giveaways for the Step 'n Stride walk that were distributed through Antietam Cable. Prizes and giveaways consisted of a Toy Brand Watch, Glades DVD sets, A&E dry erase boards, and other smaller items such as gloves and pens.

## United Way Week tops previous high at WSBT



Zane Torrence and Paul Wasowski wheel the treat cart during United Way Week at WSBT.

By SHANNON GALLOWAY  
HR Business Partner WSBT

We are coming to a close for this year's United Way Campaign. The final week was full of fun activities and super yummy baked goods!

We had a "Carnival" on Tuesday and that was truly a huge success! Thank you to everyone who made Carnival day possible! The popcorn, nachos, cotton candy and apple cider had all of us coming back for more! I believe the best game was the grand prize game nobody could just play once!

We closed out our Campaign with a lunch

and found out who the winners were of this year's great department baskets along with the other gifts.

We have already passed last year's total by raising \$1040.12. We encourage everyone to give, as even the smallest amount can make a huge difference in the lives of someone needy.

This year's United Way Committee was composed of Shelli Harmon, Pat Morris, Debbie Klarke, Donna Culpepper, Michelle Jewell, Dan Langwell and I thank you for all of your support.



## WDBJ7 Roanoke, VA

Halloween Day at WDBJ7 in Roanoke, VA was a huge success. The Social Butterflies, above, shared the best costume award with Vampire in Red Gena Fuqua. The Butterflies are, left to right, Kim Sokolik, Mary Carpenter, Samantha Thompson and Carissa Divant. Another unique entry in the costume contest was Bacon and Eggs, Adam Ward and Melissa Gaona, pictured at the right.



## KWCH 12 TV Wichita, KS.

Sunflower Broadcasting Account Executive Stephanie Ayesh came to work at KWCH 12 in Wichita, Kan. on Halloween Day as Kay Witch (K-WCH).



## Antietam Cable Hagerstown, MD

Antietam Cable in Hagerstown, MD celebrated Halloween 2013 with a pot luck luncheon. Among the employees in costume were farmer April Hines and witch Vonda Clipp.

## Lafayette, IN Radio Group

When the Lafayette Radio Group celebrated Halloween Day a number of associates came to work in costume. Bottom row, left to right, are Cynthia Andres (Cat In The Hat), Sarah Forbes (Construction Babe #1) and Susan Bowman (Super Fan). Middle row, left to right, are Randy Jones (Cousin Eddie), Ben Nellis (Mario), Arrika Bales (Luigi), Lisa Fleming (Rush), Lisa Harvey (Braves Stalker), Hollie (Construction Babe #2), Jo Reynolds (Mardi Gras Chic), Shamus (Nate Barrett), Joe Sheets (Country Boy/K105 Poster Child), Eric Fancher (EMT) and Teresa Nehrig (Convict). Top row, left to right, are Liz Mitchell (Outlaw Joe), Melissa (Wonder Woman) and Logan (50 Shades of Grey).



## Bloomington, IN Herald-Times

Halloween is a popular holiday at The Bloomington, IN Herald-Times. Among the employees who dressed up for All Hallows' Eve were, in front, Shannon Pridmore, from left, second row, Jon Kinne, Stacey Williams and Shari Montgomery, and back row, Debby Stroud-Hubbard, Gillian Field, Rex Williams, Joyce Thomas, Anna Farris and Pam Bird.





## South Bend Tribune

Among the South Bend Tribune associates who came to work in costume Halloween Day were, left to right, Jenny Batson from ad services (Smiley Face), Virginia Black from the newsroom (Chicken), Zachary Neiman from classifieds (Wanted Poster) and Dave Bruckbauer from classifieds (Scream Mask).



## Aberdeen, SD. American News

Halloween Day at the American News in Aberdeen, SD was celebrated with associates getting in costume including Mark Herman, circulation director, as Homer Simpson (left) and Diane Randall, advertising assistant, as Catwoman (right).



## KY3-TV Springfield, MO.

KY3-TV in Springfield, Mo. has an employee costume contest on Halloween Day. It's always one of the fun days of the year at the station. The sales team was among the winners in this year's contest. They dressed up as the Saturday Night Live cast.



## Ask Jackie

## When holidays are sad, stressful, difficult

Dear Jackie,

**QUESTION --** *Holiday decorations are going up around my neighborhood and already my friends and children alike are getting excited about the holiday season. For most of the people I know it's the happiest time of year, an opportunity to take time off from work and relax with loved ones and friends. However, for me, holidays are stressful, sad, and difficult. Am I a Scrooge...? What can I do to enjoy the season more?*

**ANSWER --** I am glad you wrote about this topic. You are not a Scrooge and you are certainly not alone. For many folks it is a great time for family, friends and enjoyment, but it is not without its stressors.

## HEALTH WATCH



## Back pain examined

**What are the causes of back pain?**

It is important to understand that back pain is a symptom of a medical condition, not a diagnosis itself. Medical problems that can cause back pain include the following:

**Mechanical problems:** A mechanical problem is a problem with the way your spine moves or the way you feel when you move your spine in certain ways. Perhaps the most common mechanical cause of back pain is a condition called intervertebral disk degeneration, which simply means that the disks located between the vertebrae of the spine are breaking down with age;

**Injuries:** Spine injuries such as sprains and fractures can cause either short-lived or chronic pain. Sprains are tears in the ligaments that support the spine, and they can occur from twisting or lifting improperly

Although the causes of back pain are usually physical, emotional stress can play a role in how severe pain is and how long it lasts. Stress can affect the body in many ways, including causing back muscles to become tense and painful.

**Can Back Pain Be Prevented?**

One of the best things you can do to prevent back pain is to exercise regularly and keep your back muscles strong. Exercises that increase balance and strength can decrease your risk of falling and injuring your back or breaking bones

Eating a healthy diet also is important. For one thing, eating to maintain a healthy weight—or to lose weight, if you are overweight—helps you avoid putting unnecessary and injury-causing stress and strain on your back.

To keep your spine strong, as with all bones, you need to get enough calcium and vitamin D every day. These nutrients help prevent osteoporosis, which is responsible for a lot of the bone fractures that lead to back pain.

Practicing good posture, supporting your back properly, and avoiding heavy lifting when you can help prevent injury. If you do lift something heavy, keep your back straight.

Not everyone enjoys the holidays “all the time”. There are periods of stress and sadness that are usually short term and natural. It is our perspective, expectations, outlook and resilience that permit us to (for some) endure, and most...enjoy the season. Sometimes it takes courage and fortitude to endure the holidays and one special event or surprise to enjoy them.

There are numerous factors at play here: we may have lost loved ones this year, experienced marital or family conflicts, work, financial, social pressures and unrealistic expectations, or possibly the burden of buying gifts, holiday clothes and decorations, obligatory holiday parties and “keeping up with everyone else.”

There are some factors people don't necessarily think about: stress and fatigue, too much food, alcohol, change in daily routine and diet and sleep habits.

As I mentioned, sometimes it's a specific event: loss of job, divorce, illness, or death of a loved one or pet. Holidays can cause us to be more conscious of our problems, disappointments, resentments, or unmet goals. Holidays often overwhelm us with financial demands, hectic shopping, family reunions, and houseguests—things that can bring pressure and anxiety.

One way to combat holiday blues is to make time for yourself. Just because you take vacation days doesn't mean that you should overload your time home with demanding activities and people who stress you out.

Holidays also present opportunities to spend time with your loved ones: cooking, decorating, and, most importantly, talking. Holiday traditions can bring families closer together. It is enjoyable to add new traditions too. It is OK to let go of your “family traditions” you celebrated when you were much younger. If they do not fit your life-style, family style etc. create ones that do.

Even the calmest people can feel overtaxed around the holiday season. Forget about perfection. Acknowledge, don't ignore, your feelings. Realize that holiday blues usually pass with the holidays. If not, you may need to seek professional help.

HealthAdvocate's resources may be of benefit to you during this time of year, to enable you to establish coping strategies with family, for example, learn to say no and not feel guilty, offer support if a loss has been experienced etc.

Finally, here are some suggestions for managing holiday stress and having a healthy holiday.

--Keep holiday expectations realistic. Be practical about what you can and cannot do.

--Try to keep to a normal routine. Change can disorient you and the whole family.

--Realize that problems don't go away just because it's a holiday.

--Don't dwell on the past, good or bad.

--Set aside time for yourself.

--Learn how to say “no” to commitments you know you can't handle.

--Spend time with family and loved ones.

--Set your spending limit and stick to it.

--Volunteer at a local charity.

--Try something new.

--Eat healthy meals and get enough sleep.

--Exercise. Drink plenty of water.

# Out About



The delegation from Borjomi TV tours WDBJ7 with program and marketing director Mike Bell, left.



KTUU-TV's Tony Frieje demonstrates sales techniques for the team at Borjomi TV in Georgia.

## WDBJ7, KTUU-TV work with Borjomi, Georgia

By JEFFREY MARKS  
President, WDBJ7, Roanoke, VA

For 15 years, the little television station in Borjomi, Georgia, has been the consistent source of unbiased information for the 35,000 people in its coverage area.

Borjomi TV applied for three years to be part of a U. S. government-media training program conducted by IREX, the International Reserach and Exchanges Board and was accepted on the third try.

Georgia is on the east side of the Black Sea, south of Russia and northeast of Turkey.

WDBJ7, in Roanoke, VA, and KTUU-TV, in Anchorage, Alaska, volunteered to be Borjomi TV's partners for this year-long program.

In October, WDBJ7 General Manager Jeff Marks and KTUU Digital Sales Manager Tony Frieje made the trip to Georgia for an intensive week of training.

Marks worked with the reporters, anchors and photojournalists to make their reporting interesting as well as informative. He used clips from Schurz Communications, Inc. stations as examples.

One day, to respond to the reporters' complaint that there's little news in sleepy Borjomi, Marks took them on a walk and pointed out dozens of potential stories, including one about a building under construction. One of the news crews made it into a television report on the spot.

"Borjomi TV takes pride in being an independent voice in a country where the government may not appreciate it," said Marks. "I have worked with media companies in several emerging democracies. Borjomi TV is the most committed to getting the truth out."

Frieje found that the sales team in Borjomi was eager to adopt new techniques for selling sponsorships. He also coached them on how produce an ad that is a call to action for the viewer.

"The work with Borjomi TV was the most rewarding experience that I've had," Frieje recalled. "They were eager to learn and ever so grateful for the information that Jeff and I had brought to them. This exchange not only helped me to work on my training skills, but also

energized me with ideas that I could take back to KTUU-TV."

In December, four people, or 25 percent of the Borjomi TV staff, came to Roanoke to see how an American media company works.

They spent time in news meetings, on assignment, in sales training, conferring with the marketing team, and much more. And it's a two-way deal—they brought with them ideas for outreach programming that could work at WDBJ7.

Borjomi TV manages to operate on an annual budget that is less than one week of WDBJ7's or KTUU's spending. Nevertheless, they find many ways to give voice to the people, and to hold government officials accountable for responding.

This spring, two more SCI professionals, one from Roanoke and one from Anchorage, will go to Borjomi for another week of training. Then, another group from Borjomi TV will make the halfway-round-the-world trek to Anchorage for a week of work at KTUU.

"KTUU-TV joins with IREX because we believe media coverage empowers people to make better decisions on improving their communities and lives," said Andy MacLeod, president and general manager of KTUU-TV. "As Alaskans, we understand some of the challenges of operating in remote and isolated communities.

"IREX is a means of sharing our experience and knowledge and also a way to expand it," he added. "We learn a lot. Our people come back with a larger vision of the world and the role media play in it, and that benefits all of us."

### 100.3 The Fox sponsors event

100.3 The Fox in Rapid City, SD held an exclusive listener party at Boston's Restaurant and Sports Bar.

Rebecca Miller, of Rapid City, won a three-day trip to Denver that included tickets to see the Denver Broncos, The Denver Nuggets and the Colorado Avalanche.



# KWCH 12 celebrates its 60th anniversary

By ERIKA MALEY

**KWCH 12 Wichita, Kan.**

2013 marked KWCH 12's 60th anniversary. The Wichita CBS affiliate has come a long way since launching in 1953.

KTVH were the original call letters and it was the first television station to launch in Kansas. In 1955, the Cowles Media Company, that owned a number of news outlets, including the Minneapolis Star and Tribune, purchased the station.

But, it wasn't until two Kansans, Bob Schmidt and Ross Beach, bought the company in 1983 for \$12 million, that Channel 12 turned into the news leader it is today.

Channel 12 again changed hands in 1994, and was owned by Spartan Radiocasting until it was purchased by Media General in 2000. Today, KWCH 12 is part of a larger company called Sunflower Broadcasting, Inc. It is owned by a family company, Schurz Communications.

For their 60th anniversary, KWCH 12 went back to its roots. Being involved with the community is what set it apart from the other stations in 1983.

"We thought about celebrating with a big concert or open house, but that wouldn't allow us to interact with our viewers and thank them for making us number one," said Dominic Gauna, Creative Services Director.

To kick the year off, KWCH 12 asked viewers to send in suggestions of events the station should attend throughout 2013. The response was explosive. With nearly 100 requests, KWCH 12 had to narrow down which events. In total, KWCH 12 attended over 30 events between May and October.

Eyewitness News This Morning anchors Brian Heap and Kara Sewell attended the Walnut Valley River Festival in Winfield, KS and were welcomed with opened arms.

"I was stunned by how many loyal viewers came up to tell us they wake up with us every morning and many more who had been watching KWCH 12 for decades," said Kara Sewell.

Eyewitness News Anchor Michael Schwanke attended Dodge City Days and even hosted The Miss Kansas Pageant in Pratt, KS.

"You quickly realize how much it means to your viewers that you took the time to come to their town. The only time we show up in some towns is to cover bad news or tragedy. This was a way to connect with viewers in a positive way," said Schwanke.

To let everyone know which events they were attending, KWCH created a special 60th anniversary webpage. The page included a map to show how much of the state they



**Ross Jansen at the RiverFest Parade in Wichita**

would travel to. It also included photo galleries from the events. The photo galleries were a big hit with over 300,000 page views. The page also had monthly stories focused on the history of KWCH 12 and how things have changed in the television industry.

To give back to their viewers, KWCH 12 announced they were giving away a 2013 Toyota Corolla. People were encouraged to register to win the car at all of events KWCH 12 attended across the state and on social media. KWCH 12 randomly selected one qualifier per week throughout the summer to have a chance to win the car, ending with a total of 20 qualifiers. The winner of the car was picked reverse lottery style live on

## 60,000 likes for KWCH's 60th

By CALEB WILSON  
**KWCH 12, Wichita, Kan.**

2013 was a heck of a year for KWCH 12 on Facebook.

At one point, someone mentioned how neat it would be to hit 60,000 fans before the end of the year. Most of us had a chuckle at the thought. Though we were growing at a steady pace, KWCH started the year with fewer than 30,000 fans. We were going to have to more than double our growth to get to what we considered an unrealistic goal.

So, we worked on how we posted. We trained and encouraged staff to get involved in

Eyewitness News This Weekend.

On June 15, 2013, KWCH 12 aired a day of old shows from the 50s and 60s including The Colgate Comedy Hour, The Jack Benny Program, The George Burns and Gracie Allen Show to mention a few. KWCH 12 also aired a special 60th anniversary show that featured KWCH 12's history and how times have changed.

KWCH 12 continued celebrating by having a "KWCH 12 Family Fun Day" on June 29. KWCH 12 sent on-air personalities to different museums and zoos across the state to meet their viewers. In return, each participating location reduced admission by at least 60 percent.

When the State Fair came around, KWCH 12 knew they had to go big. They have participated in the Kansas State Fair since 1961. People that stop by the KWCH 12 booth could sign up to win a 50 inch HDTV and a StormTeam 12 weather umbrella. There were lots of other giveaways, too, including 60th anniversary fans, beach balls, and KSCW and CBS show posters.

KWCH 12 wanted to end the year big, to give viewers a chance to win a great prize just for watching.

During November sweeps, Eyewitness News ran a special promotion during the morning newscasts. Every weekday on Eyewitness News This Morning between Halloween and Thanksgiving, KWCH gave away an HDTV – a total of 20 TVs!

We utilized an existing trivia segment already in the newscasts, but during this contest promotion we aired the answer in advance of the question making it easy for any viewer to win.

We promoted it with a special on-air promo and talked about it inside newscasts as well as on our social media pages.

bringing new content to the page. We also saw a lot of success with our contests and creating shareable images around big local events. Somewhere in late summer, the idea of hitting 60,000 fans went from unrealistic to a fun (yet still difficult) goal to shoot for.

By the time October rolled around, we knew our social presence had improved immensely. With a Kansas City Chiefs Ticket Giveaway just beginning, it wasn't long before we hit our "unrealistic" audience goal of 60,000 Likes for our 60th Anniversary.

I can't wait to see what unrealistic goals we'll hit in 2014.

# WDBJ7 produces gubernatorial debate

By KELLY ZUBER

WDBJ7, Roanoke, VA

WDBJ7 in Roanoke, VA produced a very successful debate in October with the two major party candidates running for governor of Virginia.

The station's co-host, Virginia Tech University in Blacksburg, provided the Haymarket Theater in the Squires Student Center as the venue for the debate, and WDBJ7 handled the negotiations and production of the hour long program.

Jean Jadhon moderated the event and Chris Hurst provided questions from viewers and Web users. Dr. Harry Wilson from Roanoke College and Dr. Bob Denton from Virginia Tech were on the panel of questioners.

The WDBJ7 engineering, news and production departments were faced with the challenge of producing the event for a television and Web audience as well as for the live theater audience in Blacksburg.

The WDBJ7 event was the final televised debate of the campaign and was carried in three cities in Virginia and the D.C. television market.

"Our production of the debate was fabulous," President and General Manager Jeff Marks commented. "Folks from all departments working together on our first multi-camera live HD remote. Congratulations to Kelly Zuber for the plan and to everyone for the execution."

"Acting as the convener of the candidates was a challenge," Marks added. "We were attacked from several directions over the rules, and that was a big distraction. So some of us could be heard saying, 'We'll never do that again!'"

"Chris Hurst heard that and said, 'If we don't, who will?' And that's a key question that reminds us of our role as journalists. It would be

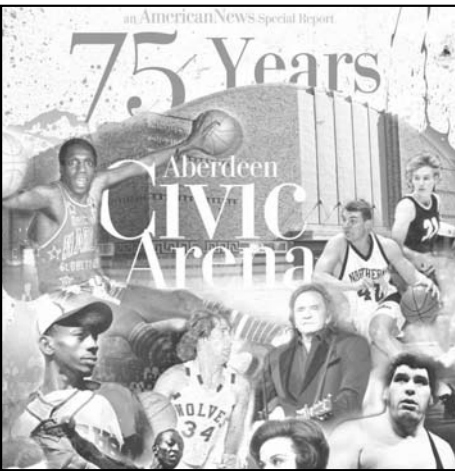


WDBJ7 in Ronoke produced the gubernatorial debate for the 2013 election. Left to right are candidate Ken Cuccinelli, political analyst Dr. Bob Denton and WDBJ7 anchors Jean Jadhon and Chris Hurst.

nice if an organization like the League of Women Voters would organize such a debate and then we could ask the questions and televise the event. But if no one steps forward, we must."

Digging up the news that some would prefer stay hidden, asking the tough questions, being the eyes and ears of the public--those form our mission as journalists, Marks added.

"And they are what makes WDBJ7 unique and vital to viewers and users," he said.



## Civic Center section is trip down Memory Lane

By SCOTT WALTMAN

Aberdeen American News

A 24-page special section on a historic arena took readers of the Aberdeen, SD American News and aberdeennews.com on nostalgic ride down Memory Lane.

The edition was published on Nov. 23. The Civic Arena opened in November 1938.

Dave Vilhauer, assistant sports editor for the American News, headed the project. He said he knew the building hosted a lot of noteworthy guests and events. But he didn't realize

how many.

John F. Kennedy, Richard Nixon, Barack Obama, Rudy Giuliani, Johnny Cash, Neil Diamond, Ray Charles, Merle Haggard, Marty Robbins, Nat King Cole, Dolly Parton, Jerry Lee Lewis, Louis Armstrong, John Denver, Roy Rogers, Gene Autry, F. Lee Bailey, Martin Agronsky, Ann Landers and many others of note either performed or spoke at the venue.

Since it was built, most high school basketball players in northeast South Dakota have played in the gym.

David Eckert, Aberdeen Parks Recreation and Cultural Center supervisor, mentioned to Vilhauer about a year ago that 2013 would be the arena's 75th year and that it might be worth some special coverage. Eckert mentioned the anniversary again earlier this year, so Vilhauer pitched the idea in the office and got the go-ahead.

Eight reporters and the American News and the aberdeennews.com digital team worked on the special section.

"It's amazing what can be accomplished when people pool their resources and nobody worries about who gets the credit," Vilhauer said.

## Daily American launches two specialty publications

By TOM KOPPENHOFER

Daily American Advertising Manager

The Daily American in Somerset has a well deserved reputation for getting the job done. It is modifying its motto to include three additional words. And then some.

The newspaper recently launched two niche products to serve communities that are on the very outside edges of their traditional markets.

A two person advertising team, Sue

Sheehan from Our Town and Kathy Shriner from the Daily American, reached out to a community in an adjacent county and the brand new Ligonier Magazine has been published.

Another two person team from the Daily American, sales rep AJ Sembower and digital sales manager Genna Smith, went in the opposite geographical direction and created a tourist digest for Bedford County called Go Bedford!



**Hoosier Times Publisher Mayer Maloney speaks at a breakfast banquet honoring the Everyday Heroes in the community named by The Herald-Times.**

## Everyday Heroes hit for the Herald-Times

The Bloomington, IN Herald-Times Everyday Heroes project started with nominations from the community.

In all there were nearly 60 nominations from admiring friends, neighbors or family members.

With so many worthy candidates to choose from, it was a difficult process to pick two dozen to be the subjects of feature stories in a special Everyday Heroes book.

But with the help of a committee and the nominating letters, 24 people were picked.

The Everyday Heroes were also honored with a Nov. 6 community breakfast and commemorated in a special section that appeared in The Herald-Times.

Author, brain scientist and motivational speaker Jill Bolte Taylor spoke to the breakfast crowd of about 250, and plaques were presented to all 24 "heroes," who were introduced by Herald-Times editor Bob Zaltsberg.

One of the interesting things The Herald-Times learned doing this project was that Everyday Heroes often turn out to be the kind of people who do not seek the spotlight. A few of the heroes declined the honor of being featured in a story or celebrated at the community breakfast.

But they were encouraged to participate as models for others to learn from, and they did.

All the stories written about the 24 top honorees in the special section contained inspiring examples of selflessness, helping others, building communities, welcoming people into families, treating all with dignity and respect and simply making their community a better place to live.

The idea for this project was hatched by managing editor Andrea Murray, who saw a similar effort in an Illinois newspaper when she served as a judge for a journalism contest.

She took an example of the special section to advertising director Laurie Ragle, who ran with the idea. Marketing manager Shaylan Owen and creative services director Dennis Laffoon were others deeply involved in this multi-department effort.

Hoosier Times Publisher Mayer Maloney praised the project. "It was a wonderful event that continues to pay dividends to the newspaper," he said. "We will definitely do it again next year and expand it to Bedford and Martinsville/Mooresville.

# Early blizzard hits South Dakota hard; damage extensive

By **SCOTT WALTMAN**  
**Aberdeen SD American News**

An early October blizzard in western South Dakota killed thousands of head of livestock, destroyed some businesses and left nearly 40,000 electric customers without power, some of them for several days.

The brunt of the unusually early storm hit the Black Hills area where 21.5 inches of snow were reported in Rapid City, according to the National Weather Service. The popular gambling town of Deadwood, considerably higher in elevation, reported 48 inches of snow. Nearby Lead, a former gold mining community, had 43 inches of snow.

Heavy snow damaged homes and in some cases, caused the ceilings of businesses to collapse. It also hindered travel, downed trees and power lines and left both residents and street crews with more snow than they could shovel, blow or plow.

A thunderstorm preceded the blizzard, but the rain ultimately gave way to an abundance of snow that left many homebound for a day or two and emergency responders scrambling.

Warmer temperatures in the days that followed helped melt the snow, but did so too quickly. And they were accompanied by rain, which caused flooding in some areas.

No human fatalities were reported as a result of the blizzard, but some animal health officials estimated that 20,000 head of cattle were killed as a result of the record-setting snow.

Agriculture is South Dakota's prime industry, and the dead livestock have left the state's congressional delegation calling for the passage of a new Farm Bill in Washington. The 2008 Farm Bill was to expire at the end of 2013, but was temporarily renewed. Members of Congress have been debating in recent months the level of cuts the new measure will include, but have yet to pass it.



**An unusually early October blizzard blanketed much of western South Dakota with two feet or more of snow, killing tens of thousands of cattle, destroying businesses and leaving plenty of snow to moved.**

# Herald-Times' Taste of Home draws crowd

On Nov. 21, The Bloomington, IN Herald-Times hosted culinary specialist Dana Elliott and the Taste of Home Cooking School at the Indiana University Auditorium.

Nearly 750 guests purchased tickets for the event — more than 150 of whom were VIP ticket holders.

Each attendee received a gift bag with 31 different items inside, including coupons and free products.

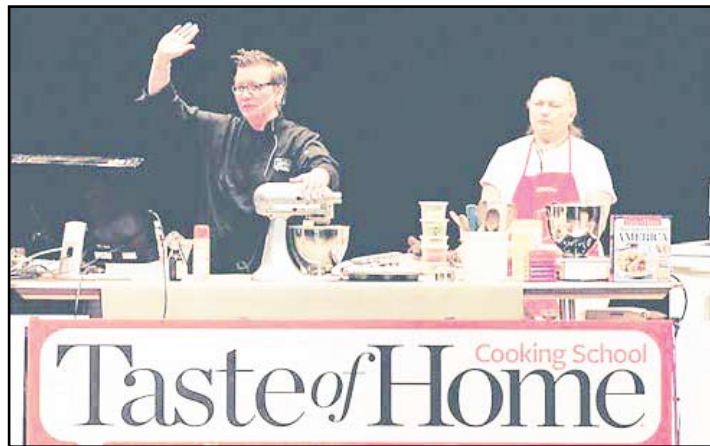
Twelve local businesses purchased booths at the event, and three served food. The participants were Naughty Dog, The Olive Leaf, Pampered Chef, Honey Baked Ham, Stella and Dot, Underground Cupcake, Cookin' Cookbook, Longaberger Baskets, Vita-Craft Cookware, Bloomington Hardware, Chicago's Pizza, Carpets Plus Colortile and Once Upon A Child.

Herald-Times Marketing Manager Shaylan Owen coordinated, promoted and planned the event. The Hoosier Times advertising department secured advertisers and items for the gift bags.

Laurie Ragle, Chad Giddens, Tim Smith, Kathy Parrott, Susan Rannochio, Victoria Dinges and Kurt Felts welcomed guests, handed out gift bags and helped with the event. Kathryn Gardiner and Brooke McCluskey helped with event-day planning, support and coordination.

The Taste of Home Cooking School — America's leading cooking school program — inspires more than 300,000 passionate home chefs each year at 300 events across the country.

The Bloomington program featured demonstrations of recipes, cooking methods, practical kitchen tips and plating techniques in an entertaining and educational two-hour show.



**Dana Elliott gives a cooking demonstration during the Taste of Home Cooking School event sponsored by The Bloomington Herald-Times.**

The recipes used seasonal ingredients easily found at the local grocery store.

The Herald-Times produced a 12-page tabloid section to promote the school. The section included advertisements from the firms that had booths at the event, a map to identify booth locations and recipes from the "Taste of Home Recipes Across America" cookbook that was for sale at the show.



## Cookin' Cookbook by-product of Herald-Times cooking school

The Hoosier Times published its second edition of the Cookin' cookbook in November.

The 68-page publication, which features recipes and photos from area readers and Hoosier Times employees, also includes dishes from local restaurants and chefs.

The project was coordinated and organized by marketing manager Shaylan Owen, who

also created the cover recipe and plated some dishes for photos.

The Hoosier Times advertising department sold ads and collected advertiser recipes. Kathryn Gardiner interviewed chefs and edited the publication, and Josh Sipahigil designed the book. Josh and Deborah Stroud-Hubbard photographed many of the featured dishes. Rainbow Printing in Bedford printed the publication.

The full-color, spiral-bound cookbook sells for \$14.95 plus tax and is available for purchase at [www.hoosiercookin.com](http://www.hoosiercookin.com).

The book offers step-by-step cooking instructions, photos, stories and chefs' tips. Restaurants contributing recipes and stories include Christie's on the Square, DeAngelo's, Eagle Pointe, Esan Thai, Grazie!, La Torre, Nick's English Hut, Sahara Mart, Spring Mill Inn, Stonecutters Cafe, Terry's Catering and Uptown Cafe.

The cookbook can teach you to prepare such dishes as Banana Crunch Pancakes, Cowboy Caviar, Kentucky Lemon Pie, Mexican-Style Stuffed Eggs, Peaches and Cream Risotto, Roasted Broccoli and Smoked Gouda Soup, Hot Crab Dip, Caramel and Chocolate Kettle Corn Bars, Italian Meatball Sandwiches, and many more.

## KWCH-TV loans painting to museum

**Blackbear Bosin (Comanche-Kiowa, 1921-1980) is one of Wichita's most famous artists. He is best known for the iconic Keeper of the Plains sculpture at the confluence of the Big and Little Arkansas rivers in Wichita, Kansas. He also created many other works of art—one of which is owned by KWCH-TV in Wichita. The Mid-America All-Indian Center is putting together an exhibition of his work and has asked to borrow the painting. It will be on display along with many other of Bosin's artwork through mid January.**



Details are highlighted

# SCI provides excellent benefits

## 401(k) Retirement Plan

Take for example our 401(k) retirement plan. Schurz matches the first 6% of employee's contributions with a 3.5% contribution. The match is 100% on the first 1%, then ½% of the next 5% (1% + 2.5% = 3.5%). For example, let's say you earn \$26,000 and defer 6% from each \$1000 pay. Each pay you would be saving \$60 to your 401(k) account and Schurz would match that with a contribution of \$35. Wow, that's like an immediate return of 58.3% on your \$60 investment.

Over the course of a year you'd contribute \$1,560 and Schurz would match \$910 for a total combined contribution of \$2,470. You always own (or are "vested" in benefits speak) the amounts you contribute to the plan. Generally speaking you "100% vest" in all Schurz' matching contributions after being employed with Schurz for 2 years. Nearly 90% of current Schurz employees are actively contributing to our 401(k) and receiving a matching contribution from Schurz. That leaves about 10% of employees that are not saving to our 401(k) and not receiving the Schurz match. Another 40% of our employees are saving from 1% to 5% of their pay into our 401(k) plan. It is good that these 40% are saving something, but they are not maximizing Schurz' matching contribution. This may or may not be intentional. If it is not intentional it is easy to fix. Simply visit your account at [401k.com](http://401k.com) (and under the "Quick Links" dropdown choose "Contribution Amount") or call Fidelity at **800-835-5091** to change the amount you are contributing to your 401(k) retirement account. Remember, to maximize the matching amount that Schurz will contribute, change your contribution to at least 6% of your earnings.

## Paid Time Off (PTO)

PTO is usually used for vacation or personal business or personal or family illness. The amount of PTO an employee is granted varies by location and depends on length of service. For regular full-time employees, an additional week of PTO is awarded for the calendar years containing their 5th, and 10th work anniversaries and an additional 3 days beginning in their 20th work anniversary calendar year.

Employees generally also get six paid holidays, a week for parental leave for the birth or adoption of their child, jury pay, three days bereavement pay, and military leave benefits.

## Long-term Disability Insurance (LTD)

Schurz provides and pays for basic LTD on up to \$18,000 annual earnings for regular



**MARTIN SWITALSKI**  
**SCI VICE PRESIDENT**  
**HR/ADMINISTRATION**

full-time employees. The maximum Schurz paid monthly benefit is generally only 60% or \$900 monthly. But, regular full-time employees can buy-up additional insurance to cover 60% of their full earnings up to a combined monthly benefit of \$10,000.

## Salary Continuation Policy

LTD benefits do not begin until the 181st day of disability as determined by the insurance company. Salary continuation is intended to reduce the impact felt by regular full-time employees who experience short term Schurz earnings loss because of illness, injury, or disability. Salary continuation also bridges the gap before LTD benefits can begin. Salary continuation generally pays 90% of basic earnings during the first 13 weeks and 80% of basic earnings during the subsequent 13 weeks.

## Life Insurance

Schurz provides and pays for basic life insurance coverage for regular full-time employees at 1x annual earnings for hourly and at 2x annual earnings for salaried employees. Regular full-time employees can also buy additional life coverage on themselves, their spouse, and dependent child(ren). The can also buy AD&D benefits at group rates.

## Dental Benefits

A regular full-time employee can purchase dental benefits for them self, their spouse, and dependent child(ren). After an annual \$25 deductible the benefit includes preventive dental services including routine cleanings, fluoride, examinations, sealants and x-rays. The benefit pays 80% of basic dental services such as extractions, oral surgery, and root canals. The benefit pays 50% of major dental services such as crowns. The maximum annual dental benefit is \$1500 per person. The benefit also pays 50% of orthodontic services up to a lifetime maximum of \$1500 per person. Schurz subsidizes about 80% of the benefit. In 2014, the employee per pay cost ranges from \$3.15 for employee only to \$9.76 for family coverage.

## Medical including Vision Benefits

A regular full-time employee can purchase medical including vision benefits for them self, their spouse, and child(ren). If you have watched the news recently, medical benefits can be very complicated so this only includes a few highlights. Schurz offers employees 3 plan designs from which to choose and determines the amount that it contributes based on the middle or "core" plan design. So regardless of which of the 3 plan designs the employee chooses, Schurz subsidy of the cost is the same. In benefits techno speak this is a defined contribution approach. The employee can choose the plan with more rich benefits and pay more, or the plan with less rich benefits and pay less. Employees (and spouses if covered) can also pay less by earning credits for being tobacco free, for participating in the annual health screening and assessment, and for being healthy. For the middle plan design in 2014, if the employee (and spouse if covered) earn all available credits, the employee per pay cost ranges from \$53 for employee only to \$184 for family coverage. Schurz' per pay subsidy ranges from \$179 (74% of the middle design total cost) for employee only to \$473 (70% of the middle design total cost) for family coverage. Between 85% and 90% of our regular full-time employees choose to buy Schurz' medical benefits. Of those, 91% choose the middle or core plan design, while 4% buy the richer and 5% the less rich plan designs. All plan designs offer first dollar coverage or a small copay of many preventive medicines (prescription drugs identified as having indications for preventing disease or illness such as Crestor for high cholesterol). The middle and richer plan designs also offer first dollar coverage of several preventive care services such as mammograms and colonoscopies. Schurz wants you and your family to be healthy.

## Health Advocate including Employee Assistance Program

All full-time employees and family members can use the services of Health Advocate, Inc. for a host of services such as finding a doctor, untangling medical claims, locating eldercare services, navigating your medical benefits. Health Advocate services also include Schurz' employee assistance program benefits to help employees and their families lead a happier and more productive life.

## Care Line

Have a question? Need assistance? Contact the Schurz Care Line at 877-919-9355.

(Continued on page 23)

# News Makers

## Franklin Schurz Jr. to Hall of Fame

The South Bend Community Hall of Fame inducted several new members at its 27th annual banquet Nov. 12 at Century Center including Franklin Schurz Jr., former editor and publisher of the South Bend Tribune and formerly chairman and CEO of its parent company, Schurz Communications Inc.

During the course of his long career in journalism, Franklin, Jr. also served as editor and publisher of the Morning Herald and the Daily Mail, both in Hagerstown, Md. He also spent time in broadcasting, working at stations in the East and Midwest. He has served in various national press organizations.

In addition to his journalistic endeavors, he has been a member of the Indiana Endowment for Education Excellence; the South Bend Chamber of Commerce (as past president); the Board of Regents of Saint Mary's College; the Advisory Board of Indiana University South Bend; the Board of Visitors of IU's School of Public and Environmental Affairs; the Culver Education Foundation; the Advisory Council of the Notre Dame College of Arts and Letters; Board of Trustees of the Indiana Chapter of the Nature Conservancy (as past chairman); and United Way of St. Joseph County (as past campaign chairman).

Franklin Schurz Jr. is the sixth South Bend Hall of Fame inductee with a South Bend Tribune connection.

The others were:

--Franklin Schurz Sr., former editor and publisher and president and chairman of the board of Schurz Communications. Selected in 1990.



**Franklin Schurz Jr., a former editor and publisher of the South Bend Tribune, waits as Mary Lou Gordon pins a corsage to his jacket during a social hour before the South Bend Hall of Fame induction ceremony.**

- Joe Doyle, Tribune sports editor 1951 to 1981. Selected in 1997.
- Frederick Miller, Tribune president and editor from 1924 to 1954. Selected in 2009.
- Elmer Crockett, Tribune co-founder in 1872. Selected in 2012.
- Jack Colwell, Tribune reporter and columnist 1960 to 2003. Selected in 2012.



**Sherie McCarthy and Scott Leiter were a colorful pair after South Bend's inaugural 5K Color Run.**

## Color Run tons of fun for WSBT staff members

**By SHANNON GALLOWAY  
WSBT Human Resources Partner**

The Color Run™, also known as the Happiest 5k on the Planet, is a unique paint race that celebrates healthiness, happiness, individuality, and giving back to the community.

This year it was held Saturday, October 5.

It was a picture perfect Saturday morning when over 7,000 participants came to walk or run through downtown South Bend's first ever Color Run. Runners were doused

in color in four different color zones that were set up throughout the race.

The idea is to get as colorful as you can during the run and if that is not enough, at the end there is a "party" which involves throwing packets of the color in the air and letting the color truly soak in!

This year the event chose two charities to give back to: Make A Difference Michiana and Memorial Children's Hospital.

## Herald-Times Dinges Ambassador of the Year

Bloomington, IN Herald-Times Digital Sales Executive Victoria Dinges won the Ambassador of the Year award from the Greater Bloomington Chamber of Commerce.

Chamber ambassadors are integral in welcoming new members and helping them get involved with the chamber, Victoria said.

They also represent the chamber at business events, ribbon cuttings, membership drives, etc. They also chair committees and volunteer in

the community.

"I really enjoy it! It's a great way to meet new business owners!" Victoria said.

She has been at The Herald-Times since August.

Her career began at National Communications Services and she found her stride troubleshooting satellite systems across the United States, Canada and Mexico.

# KWCH's Wilkerson qualifies for marathon

By LANA NASH  
KWCH 12, Wichita, Kan.

Marcus Wilkerson, KWCH 12's Local Sales Manager, is one of several Kansans qualified to compete in the 2014 Boston Marathon.

To participate in the Boston Marathon, a person must run in a "certified" marathon and finish with a decent time, depending on the age group.

Wilkerson ran several "certified" races and qualified each time. His most recent qualifying time was 2 minutes and 47 seconds after running 26.2 miles at the Prairie Fire Wichita Marathon in 2013.

Due to its rich history, being one of the oldest marathons in the United States, the Boston Marathon attracts the best from around the world. Due to its popularity, travel arrangements, for the race, must be made a year in advance.



Marcus Wilkerson  
KWCH 12 Marathoner

Wilkerson began running three years ago after his neighbor challenged him to running a half marathon. His motivation stems from his love to win, which is reflected in his work ethic at Sunflower Broadcasting. He runs 50 to 60 miles per week either in the early mornings or after work, late at night.

To minimize the risk of injury, Wilkerson weight trains and cross trains often by running 35-85 miles per week on his training cycle, lifts weights a few times a week, and does several group power/cross fit style classes every week.

Wilkerson also enjoys traveling to new places for running competitions; he ran to the top of Pike's Peak in 2013.

Wilkerson has raced in many cities including Kansas City, Mo., Oklahoma City, Okla., Denver, Colo., and Dallas, Texas.

## SCI employee benefits

(Continued from page 21)

- For medical, dental, life, disability and wellness benefits (usually Kim Hamm in Bloomington)
- Health Advocate services including EAP and NurseLine
- Proof of Employment and Income
- Payroll
- Human resource services

The many benefits listed and highlighted in this article does not include all benefits.

This article is intended to provide only basic information regarding employee benefits at Schurz. Official detailed descriptions of benefits, eligibility, exclusions, limitations, and other terms and conditions are contained in individual Employee Handbooks, Summary Plan Descriptions, and Plan Documents. Please refer to them for additional information. **THE COMPANY RESERVES THE RIGHT TO AMEND OR TERMINATE ANY EMPLOYEE AND/OR RETIREE BENEFIT PLAN AT ANY FUTURE DATE. LIKEWISE THE EMPLOYER MAY CHANGE THE AMOUNT OR VALUE OF BENEFIT COVERAGE OR MODIFY THE AMOUNT OR PERCENTAGE OF COSTS PAYABLE BY EMPLOYEES AND/OR RETIREEES AT ANY TIME.**



## Somerset buys coats

The Somerset, PA Daily American's Christmas Coats program enabled nearly 600 Somerset County children and senior citizens to purchase winter clothing. The Daily American collects donations from readers and recipients are screened through the Salvation Army Service Center. Checking out the list of recipients are volunteer Jeanne Flyte, left, and Holly Beckner, Salvation Army Service Center director.

## Phillips family represents state at celebration

New Rushmore Radio 93.9 The Mix Morning Drive host Kevin Phillips, and his family, recently visited Disney World and Washington DC as his seven-year-old grandson, Owen, represented



Phillips Family with Sen. John Thune

South Dakota at the Children's Miracle Network Hospital's Champions Celebration.

Each year, CMN selects one child from each state to receive a medal at the event.

The first half of the trip Phillips, and his family, met Marie Osmond, John Schneider, Miss America, Zendaya, Steve Young and Nick Cannon.

Phillips did live reports every morning from Disney World and was able to get Miss America

and Nick Cannon to record radio station liners on his digital recorder. In Washington, they met with all three of South Dakota's United States legislators. In the photos, Owen is on stage with the CMN Celebrities, Kevin had a photo on the steps of the U.S. Capitol with Miss America and Kevin, his daughter Carisa, Owen and his nine-year-old brother Mason visit the Capitol Hill office of U.S. Senator John Thune.

# Advanced Cable recognizes top employees

At Advanced Cable in Coral Springs, FL nominations are solicited each year from supervisors and managers for individuals who demonstrate the highest reliability, quality of work, initiative, professionalism and contribution to the workplace.

There are three categories –Employee of the Year, Special Recognition and Top Sales.

Employees of the year are chosen from the office and the field. Desmond Francis and Nelson Cintron were recognized as

Employees of the Year for their significant contributions to the customer experience and going above and beyond.

Special Recognition was awarded to Melissa Krupin, Marketing Coordinator who always rises to the occasion, and is willing to take on new challenges. As part of the marketing team she participates at many of Antietam's community events, and spearheads sponsorship efforts for the annual Holiday Parade in Coral Springs.

Lincoln De Los Santos, from the

Technical Department, was also awarded Special Recognition for his work performance and the extra attention given to accuracy, detail and receiving very high customer satisfaction.

Top Sales Performance was awarded to Jorell Torres and Barbara Abramowitz. These individuals had the best install to disconnect ratios which means that they had the least amount of disconnects with the largest number of installs or upgrades.



## Donation

Jeremy Speer, editor of the Gaylord, Mich. Herald Times, hands Toys For Tots coordinator Rosie Warner a cash donation of \$425.60. For the month of November, the staff of the Herald Times split into two teams for its annual "Coin War," with each team collecting pennies in coffee can banks while bombing the other team's can with silver change. On the line was a potluck lunch to be served by the losing team. The fundraiser netted \$212.80 and a dollar-for-dollar match from Northern Michigan Review.



## Martinsville Christmas Party

Jennifer Paul, Martinsville Reporter-Times business manager, cuts a cake as reporter Ronald Hawkins, left, and News Editor Michael Reschke fill their plates during the newspaper's holiday pitch-in gathering on Dec. 11. Photo by Brian Culp

## In Memory

### Ronald Feickert Aberdeen American News

Ronald Lee "Ron" Feickert, who worked at the Aberdeen American News for 47 years, passed away Sunday, Dec. 8, 2013, at the age of 69.

Ron spent 39 years in the newspaper's sports department, working as sports editor, assistant sports editor and sportswriter.

His relationship with the American News began when he started delivering papers at the age of 12. When he was in college in Wahpeton, N.D., he came home and worked in the mailroom on weekends. Ron became a full-time employee of the American News in 1965, working in the back shop. In 1973, he moved to the sports department, where he remained until health problems forced him to retire in August 2012.

Ron was a dedicated husband and father and a conscientious, hard-working employee. He covered many games in the area over the years. Later, he made sure the newspaper's coverage of the local sports scene was accurate and professional. Many times, Ron made phone calls to make sure that an athlete's name was spelled correctly. He was also quick to help customers. On his supper hour, he often delivered a newspaper to a subscriber who hadn't received that day's paper. Ron was an avid fan of the Minnesota Twins and Vikings.

On July 5, 1964, he married Darlys Fluke at First United Methodist Church in Aberdeen.

## Chili preparation

Karen Weaver, from the Bedford Times-Mail circulation department, gets everything ready for the onslaught of Times-Mail employees to sample entries in the annual chili contest. Hoosier Times Publisher Mayer Maloney's chili was voted No. 1 for the second straight year.







Jean Jadhon hosts Health Forum.

## WDBJ7 conducts Health Forum

Ten days after the Affordable Health Care Act became the law of the land, WDBJ7 in Roanoke, VA devoted major time and resources helping viewers and Web users understand the complicated new policies.

News anchor and health reporter, Jean Jadhon, hosted a two and half hour live online forum. Information was provided to television viewers during the 5 and 6 p.m. newscast and during The Andy Griffith Show.

A dozen employees took phoned in questions which Jadhon filtered to an expert panel. The panelists answered the hundreds of inquires about everything from pre-existing conditions to Medicare.

The digital team live streamed the event and conducted a live chat that gave our online users a chance to join in the interactive forum.

Many of the callers to the ACA hotline thanked WDBJ7 for the informative session and asked that the same type of program be conducted again.



## Polar Express

KY3-TV in Springfield, MO this year provided tickets for employees and their families on the Polar Express at nearby Branson where they sipped hot chocolate and met Santa Claus.

## Phil Powell WSBT-TV, Mishawaka, IN

January 2 was Phil Powell's last day at WSBT-TV in Mishawaka after nearly 44 years punching newscasts, talk shows, remote broadcasts and commercial production.

It was 1970 when a call came from the Human Resources Department at the South Bend Tribune offering him a job in TV production at WSBT. Why? Phil's teacher at Mishawaka High School said he would never make it in the broadcasting business. Now, 44 years later he is retiring after a long and fulfilling role at WSBT.

In a time when people change jobs every few years for new opportunities, Phil stayed put for four decades. Why? For all the good people he worked with through the years... plain and simple.

He learned staying put, doing your job and having patience to endure through bad situations was the key to a long career in one place. "Change always happens if you wait for it," Phil reflected.

The future? Well, 3AM rise and shines will be a thing of the past. The shift and the stress from a live show is hard on the body, according to Phil. The scenery will change from dimly lit control rooms to sunshine time at the lake, or even just raking leaves with his three dogs playing alongside him.

## Andrea Murray Bloomington Herald-Times

Andrea Murray came to the Bloomington Herald-Times in 1987 from a position as city editor at the TODAY paper in Mebourne, Fla.



ANDREA MURRAY

went morning.

Over the years she has worked at The Herald-Times as copy editor, region editor, features editor, city editor and managing editor.

She has great memories of all the crazy and wonderful times with the folks at The Herald-Times.



PHIL POWELL

## Steve Karrigan Aberdeen SD American News

Steve Karrigan doesn't have to worry about any more deadlines. And he's someone who's had a lot of deadlines.

After 49 years with The Aberdeen, SD American News and Farm Forum in Aberdeen, SD, Karrigan retired on October 31.

Steve was just 16 when he started part-time at the American News. Five years later he entered the military, but rejoined the company upon his return home.

He was called to active duty again in 1990 as part of the 452nd Ordinance Company, stationed in Saudi Arabia.

Karrigan began his career in the classified department, back in the day when there was no such thing as a layout person, progressing to his current position of Farm Forum Sales & Marketing/National Marketing/Commercial Printing Manager.

Karrigan is known in the office as the honest, hard-working mentor in the sales department. He led by example with a smile on his face. He rarely called in sick, and when he did, you knew it was serious.

Steve had an important role in developing what would become the area's largest agricultural publication, The Farm Forum, but his true legacy will be the connections he's made with his customers and co-workers.

Karrigan plans to spend his retirement with his wife, Lynn, and to travel more to see his grandchildren.



STEVE KARRIGAN



## Orbital Cable Tech earns NCTI Award

On Friday, Dec. 13, Jerry “Chief” Scullawl had the pleasure of presenting Roman Salazar with a framed Certificate of Completion acknowledging Roman’s commitment to Orbital and his completion of the “Installer Technician” course offered to Orbital employees.



**ROMAN SALAZAR AND JERRY SCULLAWL**

To obtain this certification, the individual must complete a series of on-line courses through Jones/National Cable TV Institute within a 6-month time frame.

Jones/NCTI provides workforce performance products, consulting services and education. More than 300,000 broadband professionals have used these services to help them make smarter decisions, reduce costs and advance their careers.

## Inserting gets everyone involved at Danville, KY

The Danville, KY Advocate Messenger recently moved its printing to The Winchester Sun. Because of scheduling conflicts, the insertion equipment was moved weeks before the Danville press shut down. That means it was all hands on deck to assemble the paper on those days with lots of inserts. Advertising wraps were printed and filled with inserts in Winchester. Those wraps had to be placed by hand into the paper itself in Danville. As many as a dozen employees (and their families) pitched in to help on the busiest days. The press in Danville rolled out its last newspaper on Saturday November 30.

## IV Press soccer toureny largest ever – 14 teams

The Fourth Annual IV Press Fest 7x7 Soccer Tournament was the biggest event ever.

Fourteen teams participated this year with ten adult teams and four teams in our first-ever youth division.

Parents, friends and family packed out the event in Brawley, as the tournament had to relocate at the last minute due to rain.

Each year, the event gets more and more competitive with many repeat players and some entirely new teams. The community really connects when a platform is organized and created for them to do something that they love. Events like this are a win-win for both the community and the company.

This year, all revenue was turned over to the IV Press circulation department and a paid subscription was given to each local registered player or substituted an address of an out of town player for a family that expressed interest in the newspaper. That’s 100 new subscribers! The trial has not yet run out but we have a plan to hopefully retain many of those new subscribers; a few have already converted to EZ once their subscription runs out!



## Pumpkin contest

The Environmental Services Department won first place and pizza in The Bloomington, IN Herald-Times’ 2013 pumpkin carving contest with this “Candy Well” pumpkin. “Minions are big this year,” said designer Tim Honeycutt. Ray Brown from Creative Services helped with the mouths and other artistic details. Judges were Shannon Wagoner, Debby Stroud-Hubbard and Sonja Stotler.

## Anniversaries

Each issue of the Schurz Communicator recognizes employees at SCI properties who have 20 years or more of service, in five year increments.

If you have been overlooked send an Email to editor Bill Schrader at Bschrads500@aol.com and you will be included in the next issue.

The anniversaries being recognized are for November, December and January.

### 25 Years

Dean Kinney, New Rushmore Radio, Rapid City, SD  
Rich Verschoor, New Rushmore Radio, Rapid City, SD

### 20 Years

Patrick Old, WDBJ7, Roanoke, VA  
Debbie Klarke, WSBT, Mishawaka, IN

# Awards & Honors

## SCI newspapers win 42 awards in contest

Schurz Communications Indiana newspapers made a strong showing in the Hoosier State Press Association Better Newspaper Contest with 42 awards including three newspapers being named among the leaders in the General Excellence competition.

The South Bend Tribune, competing in the largest newspaper category, won 17 awards, including three firsts and a third in General Excellence.

The Bloomington Herald-Times, competing in the next to largest circulation category, won 13 awards, including four firsts, and also took a third place in General Excellence.

The Bedford Times-Mail, competing in the category for newspapers with circulations from 6,000 to 13,999, won two awards.

The Martinsville Reporter-Times won three awards in daily Division 3 for dailies up to 6,000 circulation.

The Mooresville-Decatur Times won seven awards, including one first and a third place for General Excellence in the state's largest non-dailies category.

South Bend Tribune photographer **James Brosher** won two firsts in the Best Feature Photo category and in the Best Multiple Picture Group category. The other Tribune first went to **Virginia Black** in the Best Community Service category for her "Are our children any safer?" entry.

The Tribune's six second place awards went to:

--**Margaret Fosmoe and Erin Blasko** in the Best News Coverage With No Deadline Pressure category;

--**Al Lesar** in the Best Sports Commentary category;

--**Mike Hartman** in the Best Spot News Photo category;

--**Robert Franklin** in the Best Sports Feature Photo category;

--**Robert Franklin** in the Best Feature Photo category;

--**Ed Semmler** in the Best Business Section Or Page category.

The Tribune's eight third place winners were:

--**Eric Hansen** in the Best Sports Event Coverage category;

--**Robert Franklin** in the Best General News Photo category;

--**James Brosher** in the Best Picture Story With Video or Audio category;

--**Chris Benninghoff** and **Alesia Redding** in the Best Editorial Page category;

--**Bill Bilinski** in the Best Sports Section category;

--**Jennifer Ellis** in the Best Feature Section Or Pages category;

--Tribune staff in the Best Website category.

Bloomington Herald-Times Sports writer **Mike Miller** won two first place awards: one in Best Sports Event Coverage and another in Best Sports News or Feature Coverage.

Photographer **Chris Howell** won first place and third place in the Best Sports Action photo category.

The other first-place award won by the Herald-Times went to police reporter **Abby Tonsing**, in the Best News Coverage with No Deadline Pressure.

Second place awards won by the Herald-Times went to:

--Reporter **Jon Blau** in the Best Ongoing News Coverage category;

--Sports writer **Andy Graham** in the Best Sports Commentary category;

--Herald-Times sports staff in the Best Sports Section category;.

--Sports editor **Pat Beane** and designer **Stewart Moon** in the Best Special Section category.

Third place awards made to the Herald-Times went to:

--Photographer **Jeremy Hogan** in the Best General News Photo category;

--Digital manager **Todd Davidson** and digital editor **Sarah Morin** in the Best Online Site category for HeraldTimesOnline.com.

--**Bill Strother, Rod Spaw and Carol Kugler** in the Best Business Section or Pages category;

--News staff in the Best Newspaper Design category.

Bedford Times-Mail photographers **Garet Cobb** and **Rich Janzaruk** won awards. Cobb received second place for Best General News Photo and Janzaruk received third place for Best Spot News Photo.

The Mooresville-Decatur Times' **Steve Page** won four awards to pace the Times' General Excellence bid. He took second place in the Best Sports Commentary category and had three thirds in the Best Sports Event category, the Best Feature Photo category and in the Best Sports Action photo category.

**Todd Davidson** took the Times' only first-place award in the Best Online Site category.

Other Mooresville-Decatur Times winners were:.

--**Amy Hillenburg**, second place in the Best General Columnist category.

--**Scott Roberts, Julie Varnell and Steve Page**, second place in the Best Sports Section category

The Martinsville Reporter-Times was led by **Brian Culp** who won a first place in the Best Business Section or Pages category.

The other Reporter-Times winners were:

--**Scott Roberts, Julie Varnell and Steve Page**, third place in the Best Sports Section category;

--**Todd Davidson**, second place, in the Best Online Site category.

For a complete list of winners, and comments on first place winners visit [www.hspa.com](http://www.hspa.com).

## Hoosier Times newspapers win nine HSPA ad awards

Hoosier Times newspapers in Indiana won nine awards in the Hoosier State Press Association advertising awards contest announced in September.

Winners from the Hoosier Times newspapers were (listed by category along with the newspaper in which the ad appeared and the advertiser):

--Home and Garden: **Ellen Ware**, Bedford Times-Mail, Lawrence County Solid Waste District.

--Professional Services: **Kurt Felts**, Bloomington Herald-Times, Ken Nunn Law Office.

--Campaign or Series: **Kurt Felts**, Bloomington Herald-Times, Ken Nunn Law Office.

--Real Estate: **Kathy Parrott**, Bloomington Herald-Times.

--Education, Churches and Non-Profits: **Karen DeWitt**, Martinsville Reporter-Times, Martinsville High School.

-- Education, Churches and Non-profits: **Ellen Ware**, Bedford Times-Mail, Calvary Lutheran Church,

-- Fashion and Personal Care: **Candace Sampson**, Bloomington Herald-Times, Gold Casters.

-- Entertainment and Lifestyles: **Susan Rannochio**, Bloomington Herald-Times, Twin Lakes Recreation Center.

-- Online Display Ad Appearing on Website: **Kurt Felts**, Bloomington Herald-Times, Opie Taylor's.

# KTUU-TV wins 13 Alaska Goldies awards

KTUU-TV in Anchorage, Alaska won 13 Goldies in the annual competition sponsored by the Alaska Broadcast Association.

KTUU-TV was competing in Division I against Anchorage television stations. All the other Alaska TV stations compete in Division II.

Judging was by the Louisiana Broadcast Association.

The KTUU-TV winners were:

Television Commercial \$500 or Less Division 1: "St. Elizabeth Ann Seton: 'Seeds of our Future'." Tom Coomer: Producer. Jeff Dowd: Editor. Colin Lamar: Graphics

Television Commercial \$500 of More Division I: "La-Z-Boy Furniture Galleries 'Spring Clearance 2013'." Jeff Dowd: Producer/Editor. Colin Lamar: Graphics. Gary Lamar: Videographer. Kim Daehnke:

Videographer

TV Public Service Announcement Division 1: "American Heart Association Go Red for Women." Brad Hillwig: Producer. Todd Dean: Editor.

TV Promotional Announcement Division 1: "Channel 2 News Promotion 'Historical Image'." Brad Hillwig: Producer. Kim Daehnke: Videographer. Todd Dean: Editor. Barry Sowinski: Videographer.

TV Breaking News Story Division 1: "Mat-Su Wildfire." Blake Essig and Albert Lutan,

TV News Feature Division 1: "Alaska Whalers: Part 2: Point Hope." Blake Essig and Kuba Wuls.

TV News Investigative Reporting Division 1: "Energy Enigma: Fairbanks Air Quality." Dan Carpenter: Photojournalist.

TV News Story Division 1: "Alaska Whalers: Part 4 – Controversy." Blake Essig and Kuba Wuls.

TV Best Newscast Division 1: "The Channel 2 News Hour." Jeff Bridges, Mike Ross and Maria Downey.

TV Public Affairs Program Division 1: "The 49th Report: The Fairbanks Four." Steve MacDonald, Albert Lutan and Clinton Bennett.

TV Live Sports Event Division 1: "Iron Dog Live Start." Kevin Wells and Kari Bustamante.

TV Uniquely Alaskan Program Division 1: "Assignment Alaska: The Dalton Highway." Blake Essig and Albert Lutan.

TV Service to Children Division 1: "KTUU Fund The Future."

## WSBT Radio Group is Spectrum awards winner

BY LISA BIRK

WSBT, MISHAWAKA, IN

Indiana Broadcasters Association held its 26th annual Spectrum Awards Banquet on Saturday, November 9 in Indianapolis and WSBT in Mishawaka took four awards..



MONTGOMERY

The Spectrums recognize outstanding achievement in broadcasting by Indiana radio and television stations.

Up against radio stations in South Bend, Evansville, Ft. Wayne, Terre Haute, Muncie and Lafayette, WSBT Radio Group took the following awards:

--FIRST: WSBT-AM for Breaking News Story

--FIRST: WNSN-FM for Humorous Commercial

--THIRD: WSBT-AM for Newscast

--FINALIST: WSBT for Best Sports Reporting

Bob Montgomery shared the Breaking News Story award with his team at WSBT-AM. "It's great to be recognized for work that we do on a daily basis," Montgomery said/

Shelli Harmon took home the Spectrum Award for Best Humorous Commercial. Shelli said the entire Production department worked together as a group on the commercial that won the award.

Darin Pritchett was the WSBT finalist in the Best Sports Reporting category.



HARMON



PRITCHETT

### Hagerstown's Dugan first in NPPA contest

Hagerstown, MD Herald-Mail photographer Ric Dugan won first place in the NPPA's May 2013 News Clip Contest for Region 3.

In addition to the award, the National Press Photographers' Association magazine gave Dugan's photo a full double-truck spread in its bimonthly magazine News Photographer.

Dugan captured the winning photo with his eye on the ball when North Hagerstown High School catcher Jordon Edlund threw himself in the air to catch a foul ball.

The NPPA's Region 3 covers Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, West Virginia.

In addition to the NPPA award, which is the latest of several won by Dugan, he also claimed first place in Sports Photography in the latest periodic Schurz Communications Editorial Contest with the same photograph.

## WSBT's Scholten IBA Promotion award winner

WSBT's Nick Scholten is the 2013 Indiana Broadcast Association Spectrum Award winner for Best Station Promotion.

His promotion for WSBT's Snap Chat news special report not only drew concerned parents to the newscast, but was also the absolute best station promotion of the year, beating out producers in Ft. Wayne, Terre Haute, Evansville, Richmond and of course, South Bend.

Scholten will be taking his award winning producer skills to Fort Myers, Florida. He and Samirra have taken positions at WBBH and will be beginning the next chapter of their lives in Florida in mid-January.

### Aberdeen winners

Two Aberdeen American News employees have received special recognition.

Photographer John Davis had a busy October. He is the American News' only full-time photographer and did great work during one of the busiest seasons – tournament time. He provides great work both print and digital.

Reporter Elisa Sand gave the American News strength on its Sunday reporting shift in November, doing a great job covering several accidents and a carbon monoxide incident.

Davis and Sand each received \$50 for their efforts, courtesy of Charles Pittman, SCI senior vice president publishing.

# Michigan top newspaper award to Gaylord

The Gaylord, Mich. Herald Times has again captured the title of Newspaper of the Year in its class in the 2013 Michigan Press Association Better Newspaper Contest.

It is the 19th time the Herald Times has won the title in the past 23 years. The newspaper is categorized in the weekly Class C division (4,000 to 9,999).

"It is a huge honor to be awarded the Newspaper of the Year award," said Paul Gunderson, Herald Times general manager. "I'm so proud of the work our staff does here at the Herald Times."

Jeremy Speer, editor, said he was very excited the Herald Times was "back on top." "The consistency of the quality of our product over the years is something we take

great pride in," Speer said. "It's great to have our peers recognize our hard work and efforts."

A first place was awarded to Chris Engle, Morgan Sherburne, Frank Michels, Cathy Landry, Speer, and Matt Wenzel in the category of Most Innovative Story Telling for "Wild Northern Michigan."

The Herald Times also took second place for General Excellence in a very close race. Another second place was awarded to the Herald Times for Design, under the direction of Michels, Herald Times design editor. Other second place awards included Speer, Landry, Michels, Engle, Michael Jones and Lorene Parshall for News Enterprise Reporting; Bill Serveny, News Photograph;

Serveny, Sports Photograph; and Engle, Sports Columnist.

Third place awards went to the Herald Times for Editorial Pages; Special Section; Kurt Kolka, Feature Story; Wenzel, Local Columnist; and Wenzel, Sports Writing.

Honorable mentions went to Wenzel, Sports Photograph and Parshall, Feature Story.

The reason the Herald Times did so well was the diverse talents of the staff, according to Speer. "We have people who are good at so many things and it shows through the variety of our awards," he said. "I am proud of our staff."

## Petoskey News-Review wins five awards in state contest

The Petoskey, Mich. News-Review won five awards in the annual Michigan Press Association Better Newspaper Contest.

Because of a clerical error, the newspaper was judged in the "Class C — Daily Newspaper" category, which is for newspapers with circulations over 15,000, rather than the "Class D — Daily Newspaper" category for newspapers with circulations up to 15,000.

"Considering we were up against bigger newspapers than us, with bigger staffs, I am very happy with how we performed in this yearly contest," said Petoskey News-Review Executive Editor Jeremy McBain. "Once again, I think we are succeeding in our goal to give the Northern Michigan community a high quality news product."

The most notable of the awards given to the News-Review is a third place award in General Excellence.

The newspaper was also awarded:

--M. Chris Leese's photo story "winter concert" was named third place in the photo story category.

--Honorable mention in news enterprise reporting. This was for a story titled "Storm water watch," written by Sheri McWhirter-O'Donnell.

--Second place in design. The judge said the Petoskey News-Review's design "... hit me with items that create and keep subscribers, like the gas price update, the monthly war deaths log and the lawmaker how-they-voted graphic."

--Third place award in feature story. This was for a story titled "Food Fight: Food allergies in children on the rise," written by Rachel Brougham. The judge said the story was "a wonderful, well-written story that gives a face to the children who suffer from food allergies."

--Third place in photo story category. This was for a series of photos by M. Chris Leese, titled "winter concert."

The Charlevoix Courier won four awards, including an honorable mention for General Excellence.



## Land lands Emmy

**WSBT's Ted Land won an Emmy Award Nov. 3 at the 2013 Chicago/Midwest Emmy Award event. He entered "Ted's Two-Legged Stories: A Compilation of Solo Video Journalism" in the category of Outstanding Crafts Achievement Off-Air - Video Journalist. He'll now be competing for the national Emmy presented by the National Academy of Television Arts & Sciences.**

## Gaylord Herald Times is recognized nationally

The Gaylord, Mich. Herald Times has been awarded an honorable mention in the Local Media Association's Newspaper of the Year Contest, a national competition which included papers with twice the circulation of the Herald Times.

The Local Media Association is a nonprofit, professional trade association with a membership of more than 2,000 newspapers across North America.

The overall criteria for a Local Media Association's award is that a newspaper displays top-notch editorial coverage, eye-catching graphic design and advertising layouts, and that it exemplifies creativity

and innovation in all areas of the newspaper.

The specific comments judges made in honoring the Herald Times included "Good writing throughout and a good editorial page. Overall, a very good newspaper," and "bright and inviting, easy-to-read and well-designed." Judges also found the Herald Times to contain "good special sections targeted toward top reading audience."

"We are thrilled to be recognized at the national level," said Jeremy Speer, Herald Times editor. "It's a feather in our cap to know we are so highly regarded."

## SCI print contest winners are named

The 2013 second triannual Schurz Communications print contest winners have been named.

Jake Womer of the Hagerstown, MD Herald-Mail and David Snodgrass from the Bloomington, IN Herald-Times are the contest coordinators.

The winners are:

### DIGITAL SUCCESS STORY

**Judge:** John Lampinen, editor, Daily Herald, Arlington Heights, Ill.

**FIRST:** Todd Davidson and Sarah Morin, Bloomington, IN Herald-Times, Hoosier Scoop app

**Judge's comments:** "A creative app that adds related Twitter comments to Hoosier sports coverage in a way that keeps the material fresh, timely and fun -- a good time for sports fans who can never get enough. It's an innovative idea that is well executed -- and one that adds to the interactivity of the coverage."

### WATCHDOG — WEEKLY DIVISION

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

**FIRST:** Ben Kleppinger, The Interior Journal, Stanford, KY, "Rail execs could face jail over blocked crossing"

**Judge's comments:** "I loved this story. It covers all the elements that good watchdog reporting epitomizes, starting with looking out for citizens' interests. The people in the Geneva area were getting bullied by the big railroad company, which had absolutely no sensitivity for corporate responsibility. Routinely, Northern Southern trains stopped on the tracks and blocked the only crossing for miles around. That was a safety risk, of course, but it also reflected the arrogance of unchecked corporate might.

"Only when the Journal's article pointed out that fines wouldn't bother the big railroad company but the threat of jail time might. My favorite quote: 'One night in jail for a guy wearing a suit and tie for the railroad means more than a \$100,000 fine.' All right, then. Put that in the paper and see what happens.

"Ha. Magically, the situation improved. Two weeks later, the problem appeared to resolve. Apparently, as the follow-up story reported, the railroad executives do read the paper."

**SECOND:** Mike Moore, Jessamine Journal, Nicholasville, KY, "Homeowners at odds with city over lack of services"

### WATCHDOG — DAILY DIVISION

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

**FIRST:** Christian Sheckler (with Madeline Buckley on one story), South Bend Tribune, "Man stabs daughter to death"

**Judge's comments:** "What began as a tragic domestic dispute became more with the dogged reporting illustrated in this entry. It is gratifying to see how sometimes, the battering ram of truth makes a difference in illuminating a situation that should make the community absolutely furious.

"The reporter took the first story -- the bloody slaughter of a child by her father -- and pursued leads aggressively. The next day, the readers learn how the police were contacted days before the stabbing. Then, the news is that the suspect walked days before, despite a protective order. Like a mystery, this continued to play out as the prosecuting attorney dumps the deputy who botched the work of prosecuting the father. The final story examined how the justice system might do a better job of handling these domestic violence cases."

**SECOND:** Abby Tonsing, Bloomington Herald-Times, "Injured baby case raises questions"

**HONORABLE MENTION:** Arnold Platou, Hagerstown Herald-Mail, Jobs market story

### BEST EXPLANATORY/SENSE-MAKING STORY — DAILY DIVISION

**Judge:** John Lampinen, editor, Daily Herald, Arlington Heights, Ill.

**FIRST:** Virginia Black and Madeline Buckley, South Bend Tribune, Hidden Horrors sex crime series

**Judge's comments:** "An eye-opening and provocative exploration of sex crime prosecution in St. Joseph County, Indiana, this initiative tops a strong field of entries in a competitive category. With clarity of writing and detailed analysis, Black and Buckley succeed in shedding light on a number of societal and governmental challenges facing the community. A powerful and moving package of stories expertly delivered."

**SECOND:** Jon Blau, Bloomington Herald-Times, "The need for speed"

**HONORABLE MENTION:** "Gone Too Soon," Heidi Prescott, South Bend Tribune

**HONORABLE MENTION:** Drugs and the Community," Judy D.J. Ellich, Alyssa Choiniere and Bruce Siwy, Somerset Daily American

**HONORABLE MENTION:** Fluoride: What's On Tap?" Bruce Siwy, Somerset Daily American

### BEST EXPLANATORY/SENSE-MAKING STORY — WEEKLY DIVISION

**FIRST:** Ben Kleppinger, The Interior Journal, Stanford, KY, "Prayer at graduation"

**Judge's comments:** "An elucidating and balanced review of how Lincoln County High School came to abandon its tradition of allowing a prayer to be recited at graduation ceremonies. Wonderfully written with good use of quotes and concrete explanations."

**SECOND:** Jonathan Kleppinger, The Jessamine Journal, Nicholasville, KY, "Is it really that dope?"

### BREAKING NEWS

**Judge:** Glenn Gilbert, Michigan group editor, Digital First Media

**FIRST:** Elisa Sand, Aberdeen, SD American News, "Laid-off beef workers angry about paychecks"

**Judge's comments:** "Good use of social media, multimedia tools and on-the-scene reporting. Multiple sourcing and good context."

**SECOND:** Scott Feldman, Aberdeen, SD American News, "Suspicious envelopes in Aberdeen offices of U.S. senators ... lead to building evacuation"

**HONORABLE MENTION:** Dan Dearth, Hagerstown, MD Herald-Mail. "Rescued from a Silo"

### LOCALIZATION

**Judge:** Glenn Gilbert, Michigan group editor, Digital First Media

**FIRST:** Arnold S. Platou, Hagerstown, MD Herald-Mail. "Home Sweet Home: Some property owners weather recession storm"

**Judge's comments:** "I think Platou did a great job of incorporating how local residents were directly affected by the hesitant recovery of the housing market across the nation. He follows five local couples and one individual, of different backgrounds and ages, as they pur-

Continued on page 31

# SCI triannual photo contest winners named

Winners have been named in the second triannual Schurz Communications 2013 Photography Contest.

The contest covered the period from May 1 to August 31/ Contest coordinator was David Snodgrass, chief photographer at the Bloomington Herald-Times.

Contest judge was Tracey Trumbull, Manager of Digital Content, WRCB-TV, Chattanooga, TN. He's former Visuals Editor at Chattanooga Times Free Press and Director of Photography at Knoxville, TN News Sentinel

"Many strong entries, any one of which could be solid 1-A or Local display images," Trumbull commented. "I was struck by the consistency of moments and composition in the entries as a whole. From what I've seen here, the staff works assignments and stories hard, not moving on prematurely. This was a pleasure to judge!"

The winners were:

## News Photography

**First**— Consolation by Kevin G. Gilbert, Herald-Mail, Hagerstown, MD

**Judge's comment:** A quiet, intimate moment from what could have been a run-of-the-mill photo from a typical news story. This is a shooter working a situation hard and looking beyond the obvious.

**Second** — Rain by Clay Jackson, Advocate-Messenger, Danville, KY

**HM** — Proton Therapy by Chris Howell, Herald-Times,

Bloomington, IN

## Sports Photography

**First** — Catcher by Ric Dugan, Herald-Mail, Hagerstown, MD  
**Judge's comment:** Great expression and timing combined for a great images of catcher Jordon Edlund trying for reach the ball. If this image wasn't used at least five columns, I'd like to take to that page designer.

**Second** — Out At Home by Joe Crocetta, Herald-Mail, Hagerstown, MD

**HM** — Missed by Chris Howell, Herald-Times, Bloomington, IN

## Multimedia

Winners at [https://www.youtube.com/channel/UC-MP8CZZrKATrPpPdGZ\\_Q](https://www.youtube.com/channel/UC-MP8CZZrKATrPpPdGZ_Q)

**First** — Proton Therapy by Chris Howell, Herald-Times, Bloomington, IN

**Judge's comment:** Letting a person tell their story, in their own words and voice, is almost always an effective technique, and Howell's piece shows why it works. Solid, consistent images helped define Rachel's journey, which was re-enforced with her voice.

**Second** -- Dream by Will Elkins, American News, Aberdeen, SD

## SCI winners

Continued from page 30

chase a house. He also shows how the buying of a home, including the cost to fix it up, helps the economy in other ways as well. In addition to localizing a national story through sharing residents' stories, Platou also compares home sales both in the county and nationally. He does a great job at breaking down the story to make it easy to understand, as well as including tips for anyone who is contemplating buying a home in this market."

**SECOND:** Bobbie Curd, "'Smack' of reality: Heroin makes comeback in wake of pill mill crackdown"

**HONORABLE MENTION:** Kim Kilbride, South Bend Tribune, "Failed the test, but graduating anyway"

## PERSONALITY PROFILE — WEEKLY DIVISION

**Judge:** John L. Beck, Executive Editor, The News-Gazette, Champaign, Ill.

**FIRST:** Ben Kleppinger, The Interior Journal, Stanford, KY, County says goodbye to retirees with almost 50 years of service between them

**Judge's comments:** "Two longtime Lincoln County officials retire at the same time. We learn a lot about the women through their own words and from others they worked for and with — not only about their professional lives, but about their personalities as well."

**SECOND:** Cody Porter, Jessamine Journal Nicholasville, KY, "All in the family"

## PERSONALITY PROFILE — DAILY DIVISION

**Judge:** John L. Beck, Executive Editor, The News-Gazette, Champaign, IL.

**FIRST:** Dann Denny, Bloomington, IN Herald-Times, "Mind over matter"

**Judge's comments:** "Good reporting, compelling writing make for a readable, interesting portrait of a woman facing a serious recurring medical problem who is loved by many. The story gives insight into the woman's personality, which all good profiles should do. Multiple

sources help bring her to life for readers."

**SECOND:** Todd Kleffman, Danville, KY Advocate-Messenger, "From Abbottabad to Fulbright"

**HONORABLE MENTION:** Jeff Harrell, South Bend Tribune, "Bluesman laments blues, racism"

## DISTINGUISHED SPORTS REPORTING AND WRITING

**Judge:** Tim Ethridge, editor, Evansville (Ind.) Courier & Press

**Judge's comments for the category:** "An incredibly deep and competitive category, with entries ranging from live game reports to magazine features. Talent across the board (and the company), making final decisions very difficult."

**FIRST:** Dustin Dopirak, Bloomington, IN Herald-Times.

**Judge's comments:** "We've all known coaches' sons, many times in a negative connotation, but the relationship between a baseball coach and his son, the starting left fielder, joining forces for a school's first-ever trip to the College World Series. The dueling roles of father and coach, of son and player, play out in highlights and lowlights with plenty of tough love."

**SECOND:** Eric Hansen, South Bend Tribune

**HONORABLE MENTION:** Mike Miller, Bloomington, IN Herald-Times

**HONORABLE MENTION:** John Papendick, Aberdeen, SD American News.

**HONORABLE MENTION:** Hal Morris and Mike Marsee, Danville, KY Advocate-Messenger.

**HONORABLE MENTION:** Dustin Dopirak, Bloomington, IN Herald-Times.

## FRONT PAGE DESIGN

**Judge:** Steve Shirk, managing editor, The Kansas City Star

**FIRST:** Danville, KY Advocate-Messenger, staff

**Judge's comments:** "By far the cleanest design. Designers give readers many choices. And there is a clear hierarchy."

**SECOND:** Aberdeen, SD American News, staff

**HONORABLE MENTION:** Stewart Moon and Penny Reid, Bloomington, IN Herald-Times.

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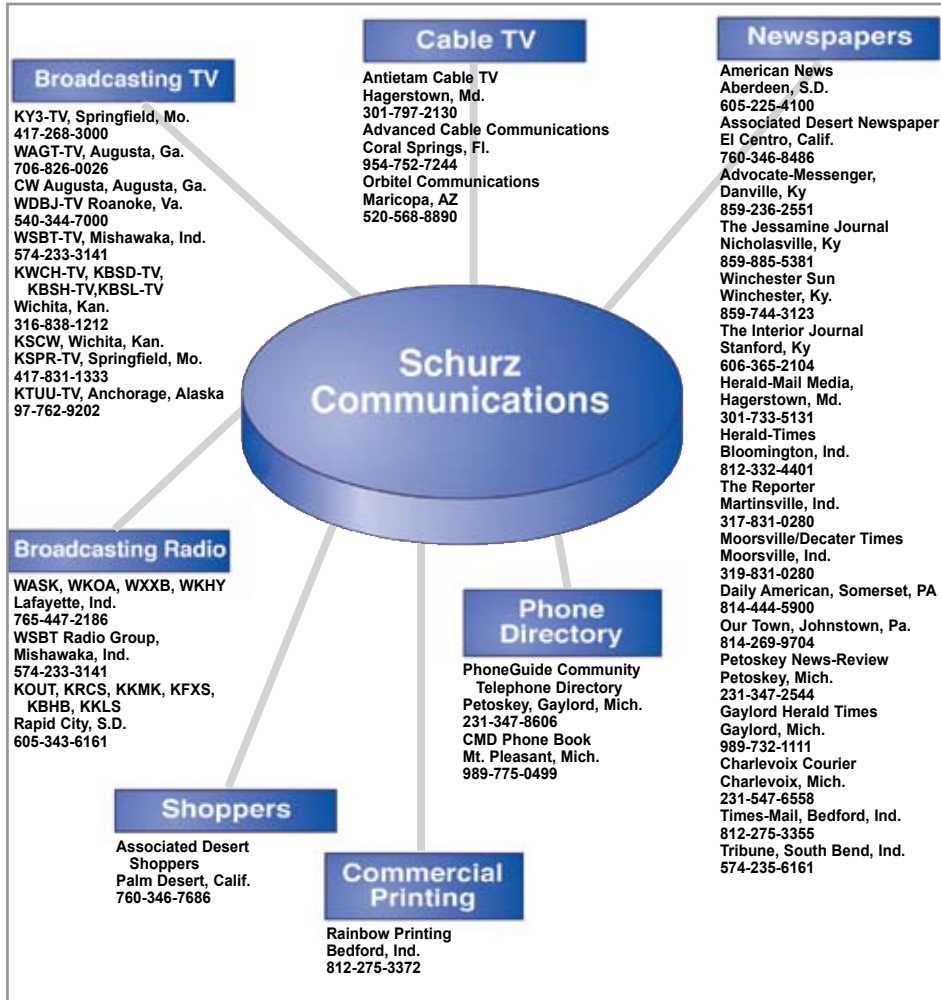
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# Schurz COMMUNICATOR

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