

Schurz COMMUNICATOR

April 2014



Kleppingers a prize winning duo

~ Stories page 4

What's on the inside

Scott Schurz Jr., president and publisher of Advocate Communications, Inc. in Danville, KY, has been named president of the Kentucky Press Association. Schurz has headed Schurz Communications' Northern Kentucky Group since 2006. **Page 12.**



SCHURZ



CAMPBELL

Candi Campbell, Newspaper in Education coordinator for the Danville, KY Advocate-Messenger, was named the newspaper's Employee of the Year for 2013. She received the Mary Schurz award, named in honor of

the former publisher. **Page 17.**

Kim Wilhelm, assistant news director at KWCH-TV in Wichita, KS, was named winner of the Kim Setty Spirit of Excellence Award at Sunflower Broadcasting. She joined the station in 2001 as a reporter. **Page 17.**



WILHELM

Jerry (Chief) Scullawl of Orbital Communications in Sun Lakes, AZ, has been inducted into the Southwest Cable Television Hall of Fame. Scullawl is Chief Technology Officer at Orbital and a 33-year veteran of the Cable TV industry. **Page 19.**



SCULLAWL

Chris Dautel will be joining the Schurz Communications corporate staff as Electronic Division Controller and Strategic Analyst. He has been vice president of finance at WSBT in Mishawaka, IN for the past seven years. **Page 22.**



DAUTEL

FROM THE EDITOR

March Madness, the winnowing process by which national champions in high school and college basketball are crowned, had particular significance this year to three areas served by Schurz Communication properties...Bedford, IN, South Bend, IN and Wichita, KS.

The Times-Mail in Bedford followed the Bedford North Lawrence High School Lady Stars to the Indiana Class 4A state championship, its second straight title and fourth in the last 25 years. Story on page 9.

KWCH 12 in Wichita pulled out all the stops in its coverage of the Wichita State Shockers as it knocked down all its regular season opponents and swept to the Missouri Valley Conference tournament title. This gave Wichita State an all-time record 36 wins for the regular season. Its bid for a national title was cut short by two points by Kentucky. Story on page 10.

The Notre Dame Fighting Irish women's team rode a perfect record to a historic meeting with the University of Connecticut's undefeated defending national champions for the 2014 NCAA title. The Irish ran into a buzz saw and lost to end a season that had been documented by the South Bend Tribune and WSBT-TV. Stories on page 13.

B-R-R-R-R-R.

Winter weather spread its misery across much of the country including most areas served by Schurz Communications properties, areas hit by either record snowfall, record low temperatures or both. Ironically, the only area spared was the one usually hit the worst...Alaska. KTUU-TV in Anchorage reported on plenty of snow and cold weather but they were far from the record levels achieved across the Lower 48.

The Alaska report is on page 6. Also on page 6 and on pages 5 and 7 are weather stories from South Bend, IN, Gaylord, MI, Aberdeen, SD, Springfield, MO, Somerset, PA, Roanoke, VA, Danville, KY and Sturgis, SD.

Charles Pittman, senior vice president for publishing at Schurz Communications, announced his retirement effective March 31. Pittman spent 11 years in his SCI position and 33 years in the newspaper industry. Pittman not only provided inspired leadership for the SCI print properties, but for the newspaper industry as well as a member of the boards at the Associated Press, the Inland Press Association (where he was president), the Newspaper Association of America and the NAA Foundation. Story on page 8.

The events that transpired in the Ukraine with the Russian invasion of Crimea had special significance for staff members at several Schurz Communications properties. Over the past 10 years several properties including the Bloomington, IN Herald-Times, the South Bend, IN Tribune, WDBJ7 in Roanoke, VA and the Herald-Mail in Hagerstown, MD have partnered with Ukraine newspaper staffs in a personnel exchanges. Herald-Times Editor Bob Zaltsberg writes about the experience on page 17.

Six Schurz Communications employees, with a combined 200 years of experience with Schurz Communication, have retired. Stories on them are on pages 20 and 21. The retirees are Bob Lux, WSBT, Mishawaka, IN, 45 years; Joanie Arnold, Bloomington, IN Herald-Times, 38 years; Larry Sigo, WASK, Lafayette, IN, 33 years; Bob Fleenor, Hagerstown, MD Herald-Mail, 35 years; and Shawn Hardy and Linda Duffield, Hagerstown Herald-Mail, 25 years each.



Communicator on the Web

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

A reduced number of the printed copies are being produced, Between 10 and 35 printed copies are sent to the properties and single copies are mailed to retirees.

On the cover

Journalism is a family affair for the Kleppingers of Kentucky. Brothers Ben and Jonathan are members of the Schurz Communications Northern Kentucky Group...Ben the editor of the Sanford Interior Journal and Jonathan a reporter and page designer for the Jessamine Journal in Nicholasville. The Kleppingers jumped into the spotlight this year with a remarkable showing in the Kentucky Press Association contest. Jonathan won 17 awards, including seven firsts, and Ben won 14 awards, including two firsts. Story on the Kleppingers is on page 4 and on the KPA contest on page 28.

Innovation Savvy

SCI has the right culture, people

By **TODD SCHURZ**
President/CEO

Schurz Communications Inc.

I recently had the opportunity to attend the South by Southwest (SXSW) Interactive conference in Austin, Texas along with Kerry Oslund, Shawn Hilferty and Dan Rivers from our organization.

SXSW is a gathering of technologists, entrepreneurs, large companies, academics, marketers and journalists. The program included hundreds of sessions that covered a wide array of topics, but all of them were under the broad theme of how technology is changing our lives and disrupting traditional organizations, from health care and government to start-ups and media.

It is a young crowd (I was clearly in the oldest quartile there), largely made up of digital natives, many of whom were on computers between sessions writing apps.

Lessons that everyone can learn from start-ups

I attended fifteen interesting sessions over four days, and two focused on start-up companies that I want to share with you.

The first session focused on innovative partnerships between large enterprises and start-ups (ours is not a large organization, but we would clearly be in the enterprise group). The panel consisted of entrepreneurs and global firms (British Airways and Pearson), and here are the lessons they learned.

--As a result of its work with start-ups, British Airways now has an understanding of data that used to be trapped in silos (BA flies 100,000 passengers daily). They are opening up their data sources to developers to see how they can innovate and improve their customer experience.

--Start-ups like to connect with enterprises for access to distribution (#1 reason), customers and markets. This allows the start-up to focus on product and use partners as examples, case studies or sales channels. Be certain that what you are working on is a corporate priority. Start-ups need enterprises to give a "fast no." It is vitally important to have a champion on the enterprise side who can give quick answers and be an internal guide for the start-up.

--Enterprises get access to technical talent and a much faster rate of innovation. They also work with companies who do not have the same constraints. The enterprise goal is to learn fast (byproduct of fail fast) and to create a culture of learning.

--Disruption is going to happen. When you partner and engage, it is called innovation. When you ignore, then you will be a victim of that disruption.

--It is important to set expectations and align your business model with success. Look for ideas. It is also important to focus on building a solid relationship. Build a relationship that solves problems and put in timelines so you can keep moving.

What I found particularly interesting in a discussion focused on technology and innovation, the panelists talked mainly about relationships, learning, and clarity in goals and expectations.

The second session was a panel of entrepreneurs discussing what lessons every organization could learn from a start-up.

--When you first start, you need to get the product-market fit right. This is the first and hardest step. Have you built something that peo-



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

ple will use? Focus on solving people's problems, get user feedback and be highly responsive. You need to have a great product vision that is supplemented by strong metrics and data.

--How do you build a sustainable business model? Sustainable organization? Sustainable culture? Everyone has to have a start-up culture and be able to adapt quickly - be lean, highly responsive and agile. There is a cost of not innovating, and there is a cost of changing too much and too randomly.

--You cannot acquire a culture through acquiring a company. Integrating groups of people and resolving culture clashes is very difficult work. Internal company politics hurts innovation. You can never get the full autonomy of a start-up within a larger organization.

--Are we willing to cannibalize our own products? This was one of Apple's best moves.

While entrepreneurs have a greater tolerance for risk than most people, I found it fascinating that most of the time was spent on creating a culture that focuses on serving and delighting customers.

We are doing more innovation than ever before at all of our papers, stations and systems. We are doing experiments, succeeding at some and learning from our failures in others.

I left Austin with two feelings.

First, we need to increase our speed; there are literally thousands of entrepreneurs funded by venture capital who are working day and night trying to figure out how to disrupt local media.

Second, we are incredibly fortunate to already have the right culture and people. As start-up companies talk about customer focus, I can look back on our 142 years of building and serving our communities every day and know that is what will sustain us well into the future.

Capture 31 awards in Kentucky contest

Kleppingers a prize winning duo

By ALLI COLLIS
Jessamine Journal

At this year's Kentucky Press Association awards dinner, brothers Ben and Jonathan Kleppinger received a combined 31 awards — nine of those first place.

Each brother has experienced individual success thus far in his journalism career, however, neither Ben nor Jonathan began a path at Eastern Kentucky University with the intention of pursuing journalism. Ben was an English major, while Jonathan was studying psychology with plans to go into counseling.

Ben said he was required to take a feature writing class, which eventually led him to change his major and join the student newspaper, the Eastern Progress. When the Progress needed a photographer, Jonathan joined the team.

"I went and took a photo of an empty coal store in Richmond, and I was really excited that it was in print," Jonathan said. "I had a photo of an empty building with my name on it. It was really exciting."

The rest is history.

Ben graduated from EKU in 2009, immediately taking job as a reporter with the Danville Advocate-Messenger. In the fall of 2009, he let his brother know of an opening with the Jessamine Journal. Jonathan was given the job and now works as the Journal's education reporter and page designer. Ben is the now the editor of the Interior Journal.

In January, the brothers were recognized for their work by the Kentucky Press Association. Ben received 14 individual awards, two first place for best feature story and best headline, along with six second place awards, five thirds and one honorable mention.

"I really like the system that the KPA and Schurz have for the contest, because I think combined they end up causing me to work harder to make a good paper," Ben said. "In the back of my mind I'm thinking, 'what can I do to make this something I can submit and win an award?' I'm doing that all year long. The two systems successfully incentivize good journalism."

Of Jonathan's 17 awards, seven were first place, recognizing excellence in stories, photography and design. He also received six second place awards, three thirds and one honorable mention.

"I'm trying to always think about what is of value to the community, what does the community need to hear, but at the same time in the back of your mind, you want that excellence that can be recognized by other people," Jonathan said. "Knowing those awards are there kind of gives you an incentive to really strive, not just for what the community needs, but journalistic excellence in general."

Jonathan said it was the design awards that meant the most to him, as they were a display of the impact his brother and fellow coworkers had had on him.

"I didn't major or minor in journalism in college," Jonathan said. "I finished with a psychology major and I took two or three journalism classes. Everything I did was just at the paper, so I didn't really have any formal training. I like having won the design awards because it reflects on the people who taught me. I'm happy to be able to be able to take that, make it my own, and be recognized."

Working for weekly newspapers provides its own share of challenges for each of the Kleppinger brothers.

As editor of the Interior Journal, Ben said it can sometimes be a struggle to maintain a clear head when so much is going on at one time

"You're jumping back and forth between all kinds of different jobs



The Kleppingers, Jonathan and Ben

and wearing all kinds of different hats," Ben said. "In a daily newsroom everyone has a single job. That's becoming less of the case, but if you're a reporter at a daily, you're going to be reporting, you're going to be writing, you might take some photos and videos. But you don't have that wide variety of job duties."

But it's that chaos that also makes the job rewarding.

"If I had a single job to do, and I was just writing stories or just taking photos, I don't think I would find it as challenging or fun as I do when I get to do a little bit of everything," Ben said. Jonathan said working for a weekly paper meant working on a smaller staff, where everyone is required to jump in and fill different roles when necessary.

"That's what I enjoy the most about it," Jonathan said. "I've been able to come in and expand my skills and do a lot of different things. I really like the feeling of not having a free second in my day. I like the feeling of not having time to kill, always knowing there's something else to do, and always looking for that something else, whether it's expanding a current thing I do or finding something new to feel that hole."

The success at the 2013 KPA awards has only brought the two to strive to be better at what they do.

"When you work at a weekly, you're in a small community, and it's close knit community," Ben said. "It takes years and years of work to become a part of that community. Our sports editor has been there for close to 30 years, and is revered in the community and known by everyone. To reach that level of being a respected local editor that people know and appreciate, that would be nice to accomplish."

Jonathan said that though he was worked as an education reporter for several years, there are still relationships to be built with schools and teachers within his community.

"There are people who work at weekly newspapers who have big aspirations in journalism. I'm not one of those people. If you discover that you love working at a weekly newspaper, your goal is not to move up, it's to expand and be able to fill the spaces — go deeper in the community and learn more about the community."

Woeful weather in 2014 spreads widespread misery

As still another storm walloped much of the nation in early March, spreading freezing rain, ice and snow from Texas through Maine, the country was growing weary of a winter that kept spreading misery.

Only three states where Schurz Communications has properties were spared the wrath of these winter storms... Florida, Arizona and California.

The remainder were hit with either record snowfall, record low temperatures or both.

Ironically, the one location that was spared was the one that would be expected to be hit hardest... Anchorage, AK. KTUU-TV reported the contorted wind patterns that brought the mother of all winters to most of

the Lower 48, pushed a pulse of milder than average air into Alaska where record high temperatures were recorded and snow fall was at a minimum.

Meanwhile, in the Lower 48 the National Weather Service was calling the storms "mind-boggling if not historical".

All 50 states saw freezing temperatures on occasions in January and February. This was even true in Hawaii where it was 18 degrees atop Mauna Kea, a dormant volcano, on Jan. 7.

Northern Michigan was one of the locations that experienced record low temperatures. This phenomenon was shared with Somerset, Pennsylvania, Aberdeen and Rapid City in South Dakota, Roanoke, VA, Springfield, MO, Wichita, KS and throughout Indiana.

"It has been one of the coldest winters we have seen since the early 80s," said Jeff Weber, a scientist with the University

Corporation for Atmospheric Research in Boulder, Colorado. What has been most notable, he said, has been the duration and depth of the cold. He said the U.S. has been spoiled by recent winters that barely registered as cold... 2011-12 was the third-warmest on record.

The severe winter hit many in the wallet with soaring heating bills.

Hit in another way were South Dakota ranchers who lost thousands of cattle to an early blizzard in December. SCI radio station KBHB in Sturgis held a special fellowship dinner for the ranchers hit by the storm and \$7,000 was raised.

The storms proved to be an opportunity for SCI television stations that stepped up their weather coverage to provide badly needed information for viewers. WDBJ7 in Roanoke, WSBT in Mishawaka, KWCH in Wichita and KY3 in Springfield, hit ratings highs with their comprehensive coverage.



Wintry nightmare leaves three killed in I-94 pileup

SOUTH BEND, IN -- Three people were killed and more than 20 injured as a result of a massive pileup in January on Interstate 94 near Michigan City, IN.

The pileup came as an intense band of lake-effect snow producing snowfall rates exceeding three inches per hour slammed the region.

Officials from the Indiana State Police said the crash occurred in the eastbound lanes of the interstate at the 37 mile-marker, about three miles east of the Michigan City exit. The crash immobilized the interstate for hours, completely shutting down eastbound traffic and reducing westbound traffic to one lane. Eastbound traffic was being rerouted off the interstate in Porter County.

At least 15 tractor-trailers and as many as 40 vehicles in all were involved in the crash, according to state troopers.

It was another round in what has been a bruising, snow-filled, frigid winter season.

In records dating back to the 1890s, South Bend has had only 12 days on record where the high temperature failed to make it to zero.

The Jan. 6 high temperature of -5 degrees was only three off the all-time record low of -8 degrees set Feb. 9, 1899.

The biting cold came on the heels of a



Semis piled up on I-94 in Indiana

storm that dumped 10 inches of snow on most of northern Indiana. According to the weather service, the storm dropped one to two inches of snow per hour.

At WSBT-TV there was 55 inches of snow by February compared to about a foot at this time last winter.

South Bend averages 66 inches of snow per winter, according to the National Weather Service. Last winter, there was just under 60 inches of snow for the entire season. The record is 172 inches in the winter of 1977-78.

Michigan report

GAYLORD, MI – Gaylord, Petoskey and Charlevoix, Michigan are located in the Lower Michigan snow belt, and receive more snow than any other place in the Lower Peninsula. This year, the area received 166.5 inches of snow, which is not a record. But it did receive 16 inches of snow in a 24-hour period (in December), which is a record. However, this has been the coldest winter in history. The mean temperature in Gaylord this winter was 12.2 degrees, which is 7.3 degrees below average.

Alaska bucked bad weather trend in big way

By **DAVID GEORGE**
Morning Edition Anchor and
Meteorologist

ANCHORAGE, AK -- While the much of the country has been shivering from record setting cold, and from what seems to be a relentless parade of snow storms, one state bucked the trend in a big way.

The same contorted (upper wind) pattern, that brought the mother of all winters to almost every corner of the Lower 48, pushed a pulse of milder-than-average air into Alaska, where some spots recorded temperatures unheard of for December.

Along Alaska's northern coastline, which lies above the Arctic Circle, the warmest December temperatures on record in at least 70 years occurred.

Another noteworthy tidbit included a December record high temperature of 54 in

King Salmon, which is situated along Bristol Bay in southwest Alaska. That broke the previous record of 51 degrees, and records there date back to World War II. There was even an unofficial reading over 60 in the same region near Iliamna.

Now, don't get me wrong, we've had periods of cold, windy, harsh, snowy weather. The recent Iditarod had its share of turmoil and tumultuous conditions, with a lack of snow near the beginning and a near deadly blizzard near the famous finish in Nome. However, such rough stuff has come in spurts. Anchorage has seen only three big snows....even though the season total is still on pace with what's normal. There have also been miniature thaw periods where most of the snow has disappeared

One key weather phenomenon to consider and remember, is that there is an inverse

relationship between The Last Frontier and much of the country's snow belt areas....like The Northern Plains, Upper Midwest, Great Lakes and Northeast.

That means there is some equal and opposite going on, because in winter, the bitter Arctic or Polar air can only be steered by the upper atmospheric currents to one place at a time.

A strong ridge of high pressure is often the main cause of the record warmth in Alaska. The high, along with a strong Pacific flow of air, forces the fast current of winds well north of the state. Simultaneously, Arctic air is sent plunging southward through central Canada and the continental United States.

Here's to spring and the joys it may bring.

Fourth coldest winter in Aberdeen's history

By **SCOTT WALTMAN**
Aberdeen SD American News

ABERDEEN, SD -- Winter in northeast South Dakota has been especially bitter.

The temperature has dipped below zero 66 days since Dec. 1, according to the National Weather Service.

December through February, considered the meteorological winter, was the eighth coldest on record, according to the NWS.

"Countless clipper systems moving across the region brought periods of snowfall, arctic air, strong winds along with bitter cold wind chills and blowing snow," a NWS report about the cold conditions issued earlier this month reads.

Until recently, the white-covered ground has helped keep temperatures low.

Temperatures, though, have warmed since, melting the snow cover.

After a trace of snow fell in Aberdeen today (March 18), the city's total for the winter is 27.8 inches, according to the National Weather Service.

The NWS report showed the average temperature from Dec. 1 through Feb. 28 in Aberdeen was 7.4 degrees. The coldest average winter, in 1936, featured an average temperature of 2.1 degrees, according to the weather service. Records were first kept in 1893.

In Mobridge, this was the 20th-coldest winter on record, according to the weather service. For Sisseton, it was No. 6.



The mail goes through in Aberdeen

By the numbers

The Weather Service has crunched how many days the temperature has dipped below zero and touched at least 10 below so far this winter.

Number of days below zero in Aberdeen

1916-17: 75

1896-97 and 1964-65: 68

1996-97 and 2013-14: 66

1978-79: 65

Number of days at or below 10 below zero

1916-17: 46

1936-36: 44

1996-97: 43

1964-65 and 2013-14: 42

1896-97: 41

Ratings growth boosted by storms in Springfield

By **SCOTT BRADY**
KY3 News Director

SPRINGFIELD, MO. -- Non-stop winter weather has been great for KY3 News in Springfield, MO!

The ratings are up in all newscasts according to Rentrak. When a snowstorm hit on a Sunday morning, Ozarks Today Weekend Edition had more than 100,000 viewers, that more than an average 6 p.m. weekday newscast. Ratings for all of our newscasts were up as the winter weather kept coming through the February book.

KY3's new Dejero live servers were put to work the first day they were operational during the most recent snow.

We started by mounting an iPhone in our Jeep at noon, sent it out on the roads and showed the live HD video during newscasts until the snow stopped the next morning.

During a February storm, the station place two cameras in our news vehicles. One for the reporter and the other mounted on the dash to show road conditions. Directors were able to switch between the two cameras during multiple live reports on snow covered road.

The best part of the new system is we can go live from up to 10 iPads and/or iPhones in the field.

BR - R - R - R - R - R

Snowfall just average Somerset County has record low temperatures

By VICKI ROCK

Somerset PA Daily American

SOMERSET, PA -- This has been a cold winter in Somerset County, Pa., home of the Daily American, but snow fall totals are about average.

Paul Walker, a senior meteorologist with Accu-Weather, said that a temperature reading of minus 2 degrees was recorded in Johnstown in March, with wind chills making it feel like in the minus teens.

Thursday morning broke a record for March 13: The previous record for this date was 13 degrees set in 1960.

While it isn't unusual for temperatures to drop to zero in Somerset County, in January and in February the average temperature was 6 degrees below normal, which is considered significant.

"It is cold for March," Walker said. "Typically we reach 42 degrees, but on this date in 2003 it dropped to minus 1. Some years it has gone into the 70s. And in 1990 it hit the 80s. We were 50 degrees yesterday so that was a 48-degree drop, which is pretty big."

Somerset County maintenance manager, said crews had to carefully apply materials as the rain was changing over to snow. "We had issues where the wind was blowing materials off," he said.

"We're still running dual shifts, so we had trucks out."

His crew recorded 3 inches of snow in the areas of Addison and Meyersdale and 2 inches in other parts of the county over night.

PennDOT records show 137 inches of snow has fallen this winter. That is not unusual. The highway agency's records show Somerset County received over 100 inches of snow in 22 of the last 35 years. The highest total in recent years was 238 inches in 1996.

WDBJ7 wants to say thank you to all the emergency workers who helped keep our homeowners safe during this major winter storm.



WDBJ7 thanks emergency crews for their efforts

WDBJ7 news team rocks the winter storm of 2014

By DAVID SEIDEL

WDBJ7, Roanoke, VA

ROANOKE, VA -- WDBJ7 didn't just survive the Storm of '14 - WDBJ7 rocked the Storm of 2014.

Roanoke officially picked up 19 inches of snow over a 48 hour period. Portions of the viewing area received as much as 28 inches.

WDBJ7 came together as a team:

- Meteorologists who saw the storm days in advance.
- Reporters and photographers who braved knee deep snow across the region.
- Producers, editors, production specialists, anchors and engineers who kept information flowing to viewers and users.
- Employees who delivered food to their fellow employees.
- Others who helped answer phone calls.
- Employees who sent pictures and videos from their snowed-in homes.
- And after it quit snowing, we even helped dig each other's cars out.

Winter weather leads to golf team adventure

By LARRY VAUGHT

Danville Advocate-Messenger

DANVILLE, KY -- Centre College golf coach Bruce Brown thought a trip to Florida during the school's winter break week would be the perfect way to start preparing his players for the spring season.

Instead, it turned into a road adventure he'll likely never forget — and his players won't either.

They left Danville about 1 p.m. Tuesday, Jan. 28 in two vans hoping to get south of Atlanta before stopping for the night and then heading on to Orlando on Wednesday. Instead, the snowy, icy conditions forced the team to stop just south of Chattanooga, Tenn. in Ooltewa, Tenn. — about 90 minutes from Atlanta — at 6 p.m. Tuesday and they had to spend not one, but two nights there.

"It was awful around Jellico (Tennessee), and it just kept getting worse," said Brown, who had 10 players — six male, four female and Centre employee David Jones with him. "This was going to be our chance to get away for a week and get ready to start our season with a match in the warm weather and practice in the warm weather."

KBHB honors ranchers hit by early storms



Storm ravaged ranchers feted by KBHB

An early blizzard that hit Western South Dakota led to the deaths of tens-of-thousands of livestock, which hurt the state's number one industry, agriculture.

The staff at KBHB in Sturgis, a member

of the New Rushmore Radio group, got together to hold a special fellowship dinner for the ranchers hurt by the storm.

The event was held in Union Center, SD — considered ground zero for storm losses — a week after the storm.

KBHB staff joined with several volunteering businesses to serve up the ranchers a hot meal and to lend an ear to their stories.

South Dakota's governor attended the event, which raised over \$7,000 for the Rancher's Relief Fund.

Pittman retires as SCI Senior V-P

Charles Pittman, senior vice president for publishing at Schurz Communications, retired effective March 31.

Pittman made his announcement in a call to Schurz Communication's publishers in late January.

He has spent the last 11 years with Schurz Communications and a total of 33 years in the newspaper industry.

"I have strongly mixed emotions," Todd Schurz, President and CEO of Schurz Communications, said about Pittman's retirement. "While I am thrilled that Charles and Maurese can move together into the next chapter of their lives, our company will miss his vision, wisdom and integrity."

Charles Pittman commented, "I have truly enjoyed my work in the publishing industry and with the Schurz family in particular. I greatly appreciate the relationships I have forged over the years. I subscribe to the philosophy that it is better to leave too soon than to stay too long. So that is what I am doing. Thanks for allowing me to spend my last 33 years in this business with most of you."

In addition to his responsibilities with Schurz, Charles has been active in the newspaper industry with service on a number of boards including the Associated Press Board of Directors, The Inland Press Association, The Newspaper Association of America and The Newspaper Association of America Foundation. He served as president of the Inland Press Association board in 2010 and as president of the Inland Foundation board.

Pittman, 66, brought a broad range of experience to his job with Schurz Communication in 2002...college football All-American, professional football player, banker, newspaper promotion manager, newspaper classified manager, newspaper sports columnist, corporate vice president for newspapers and newspaper publisher.

"What I really want to be is a helper," Pittman said in 2002, describing what his role would be at Schurz Communications. "I want people to see me as someone who has had a lot of experience and is anxious to share that experience," he said.

That experience began in 1966 when he left his Baltimore, MD home to enroll at Penn State University on a football scholarship, a member of the first class recruited by the legendary Joe Paterno. In his four years at Penn State the teams had two undefeated seasons and Pittman was selected as an All-American his senior year. After graduation he was drafted by the St. Louis football Cardinals where he spent two years before being traded to Baltimore where he spent



Charles Pittman

another year.

Then he decided it was time to put his Business Administration degree to work and joined a bank in Erie, Pennsylvania. His newspaper career was launched in 1981 at the Erie newspaper company as a promotion manager. In 1990 he joined the Knight-Ridder newspaper organization, serving in a variety of capacities. He joined Lee Enterprises in 1996 as publisher of the Decatur, IL Herald and Review. He was named Corporate Vice President for newspapers at Lee in 1997 and publisher of Lee's

flagship publication, the Davenport, IA Quad City Times, in 1998.

Pittman, over his 33-year career, has been one of the most committed diversity advocates in the newspaper business. He was one of a handful of African Americans at the senior vice president level at a mainstream newspaper company.

In 2008, the Associated Press Managing Editors awarded Pittman its Robert C. McGruder award for diversity leadership.

"Pittman, who won in the over-75,000 circulation category, has been a persistent and influential voice for diversity and industry change, particularly among the people who lead newspaper companies," said Jeanne Fox-Alston, vice president of the Newspaper Association of America Foundation.

"Through actions and words, he has leveraged the access that he has to industry leaders, and at his company has set an example for others to follow."

UNITY: Journalists of Color, Inc., named Schurz Communication is one of only three media companies working with it to increase the number of senior newsroom managers of color through the 'Ten by 2010' initiative. Each summer, Schurz Communications newsrooms have also hosted a dozen multimedia journalism interns from the Freedom Forum Diversity Institute. And Schurz filled several full-time positions in recent years with graduates of another Diversity Institute journalism-training program. . . ."

Pittman has shared daily 'quotes' with associates

Charles Pittman has been responsible for getting the day off with an inspirational start for hundreds of people through his legendary "Quotes" and "Thoughts for the day".

It was 10 years ago that Pittman came up with the idea of emailing a famous quote to a few associates first thing in the morning of every working day.

The list of people receiving the quotes numbered 30 that first day in 2004. Word of the unique communication spread quickly and more and more people requested to be added to the email list. The latest total is 162.

It was Pittman's daughter, Kira, who initiated the quotes concept when she started sending them to Charles. He liked the idea so much he started re-sending her quotes to

associates.

Then he began coming up with his own quotes. He said he has uncovered several sources for his quotes over the years.

"Thoughts for the day" is an extension of the quotes concept, which Pittman started in 2006.

When he announced his plans to retire at the end of March Pittman sent an email to all quotes recipients asking everyone who had been saving quotes over the years to select their favorites and send them to him, stating the reason why they liked the quote.

Each day during the month of March Pittman printed the favorites and the reasons why.

This is a sample of the kind of feedback

(Continued on page 12)

Times-Mail follows Lady Stars to title

By BOB BRIDGE

Bedford, IN Times-Mail

Gary Conner, superintendent of North Lawrence Schools, stood courtside at Hulman Center in Terre Haute and watched as Damon Bailey's Lady Stars celebrated with family and friends following BNL's victory over Penn in the championship game of the Indiana girls basketball Class 4A state championship.

Conner was a teacher when the Lady Stars, under Pete Pritchett's direction, claimed state crowns in Indianapolis in both 1983 and 1991 and was serving as assistant superintendent last year when former head coach Kurt Godlevske guided BNL to an unblemished 28-0 record and its third state championship.

"This makes four," Conner said, "and each one is as exciting as the first."

Bailey, Indiana's all-time leading scorer in boys basketball, was promoted to head coach after Godlevske accepted a job as an assistant at Butler University. All five BNL starters, including Bailey's daughter Alexa, returned for the 2014 season, and the Stars stormed out of the gate in impressive fashion.

Lawrence North put a halt to BNL's 41-game win streak with a 59-49 win in Indianapolis in early January. The Stars promptly regrouped and returned to their winning ways, claiming both the Hoosier Hills Conference championship and breezing to a sectional title at Seymour.

A near capacity crowd was on hand for the regional showdown with third-ranked Columbus North in the regional final at Columbus. Though the Bull Dogs were playing on their home floor, BNL's defense dominated from start to finish and big girls Dominique McBryde and Jenna Allen paced the offense as the Stars streaked to a 68-54 win, setting up a rematch with Lawrence North the following Saturday in the semi-state at BNL.



In what veteran Times-Mail Sports Writer Jeff Bartlett described as a "battle for the ages," the Stars rallied from six points down in the closing minutes to force overtime and then claim a 62-54 victory. This time it was the guards leading the way as Alexa Bailey scored a game-high 23 points and senior Sammy Dillman sank the timely three that put the Stars up for good.

Gary Donna, publisher of Hoosier Basketball Magazine, was among the thousands squished into BNL Fieldhouse for the much-anticipated rematch.

"Girls basketball in Indiana has come a

long, long way," he observed. "I was one of the first members of the media to cover this sport. We've been doing this magazine for 44 years and there have been very few great players who have become great coaches. But, Damon Bailey is an exception."

Donna claimed Lawrence North possessed the most talent in the state. "But," he quickly added, "BNL has the best team."

A statue of Larry Bird greeted the Stars as they returned to Hulman Center in pursuit of their second consecutive state championship. Penn, a dandy defensive team, forced BNL into an uncharacteristic 18 turnovers but the Stars were even stingier at the other end, limiting the Kingsmen to 23-percent shooting from the field en route to a 51-41 win.

Penn was poised within striking range until late in the third quarter when senior sharpshooter Brittani Rizzi drilled back-to-back threes. She set a tourney record by sinking 5-of-6 shots from beyond the arc.

Bedford senior Whitney Wilson, the first sub off the bench, was named recipient of the Patricia L. Roy Mental Attitude Award. Carli Fields won that coveted honor the previous season.

With Bailey, Allen and McBryde scheduled to return as seniors next season, Starboosters already are anticipating a spirited run at a three-peat in 2015.

"It was another very exciting season for Bedford North Lawrence girls basketball," said Times-Mail Sports Editor Sean Duncan. "The Lady Stars successfully defended their Class 4A state crown and the Times-Mail was there every step of the way."

"Jeff did a fine job covering BNL throughout the entire season, while Bob Bridge and I joined in the fun during the team's tournament run to Terre Haute."

"This was also the first year we fully utilized social media. Twitter and Facebook were both used to relay in-game updates and promote stories, especially during the state title game against Penn."



Shockers have a 35-0 run

KWCH 12 dominates Wichita State coverage

By ERIKA MALEY
KWCH 12, Wichita, KS

After the Wichita State Shockers' run to the Final Four last year, KWCH 12 knew this basketball season was going to be intense. The Wichita State University men's basketball team was the talk of the town, knocking down all of its opponents, winning the first Missouri Valley Conference tournament in more than 25 years, and ranking No. 2 in the nation. Showing the country that they belong with the best teams, KWCH 12 shared the ride all the way to the last buzzer.

To kick the season off, KWCH 12 hosted The Ultimate Shocker Experience, a ticket giveaway to the hottest tickets in town. The winner received tickets to the final home games, a locker room tour, an autographed basketball from the team, plus tickets to the Missouri Valley Conference tournament. KWCH 12 had more than 7,000 people enter the contest, making it one of the most popular contests that KWCH 12 has ever hosted. When the winner came to pick up her prize, she was decked out in Shocker gear and told KWCH 12 that she hadn't been able to purchase any tickets because they sold out so quickly.



Melissa Scheffler field-anchored live from St. Louis following the Wichita State Shockers.

Feb. 9 KWCH 12 aired Rockin' the Roundhouse – a special Shocker show. Critics say Wichita State plays so well at home because of its dedicated fans. So, KWCH 12 dedicated a whole show to the Shocker "faithful". Four photo journalists were sent to the game, capturing every angle possible. They also added cameras to the backs of the basketball goals – catching some great shots.

Towards the end of the season, KWCH 12 aired daily

feature stories about the Shockers and its fans.

Eyewitness News Reporter Hannah Davis traveled to Scott City, Kansas to meet up with the parents of Shocker star Ron Baker.

Baker's parents travelled to nearly every Wichita State home game – an eight-hour round trip.

KWCH 12 also had a feature story on Chadrack Lufile. Chadrack is actually from Canada and didn't start playing basketball until his junior year in high school.

After Wichita State had an undefeated regular season, the Shockers and Eyewitness Sports headed to St. Louis for Arch Madness, the Missouri Valley Conference tournament. Eyewitness Sports reporters Jenn Bates and Bruce Haertl were both there giving updates on Facebook, Twitter and on-air. When the Shockers brought home their first Arch Madness trophy in more than 25 years, Eyewitness News was there, getting live interviews from the players and coaches getting off the bus.

In preparation for March Madness, the NCAA tournament run, KWCH 12 hosted a special Sport Sunday – The Road To The Final Four. Eyewitness Sports broke down the brackets, explained where all the Kansas teams were headed. And then they made sure everyone in Kansas knew how tough Wichita State's bracket was going to



KWCH 12 had a team of 12 following the undefeated Wichita State Shockers when they went to St. Louis for the NCAA tournament. The KWCH team was made up of, front row left to right, Dani Welniak, Jenn Bates, Melissa Scheffler and Jennifer Searle and back row, left to right, Grant Meech, Hannah Davis, Scott McFadden, Tim Steinert, Brian Gordon and Rob Schunn.

be.

All three Kansas teams were in St. Louis for the first round of March Madness. With all the hype of the undefeated Wichita State Shockers, KWCH 12 sent a crew of 12 people to cover all three Kansas teams. Crews were live from 5 a.m. until KWCH's 10 p.m. newscast. Eyewitness News Anchor Melissa Scheffler field-anchored live from St. Louis. Eyewitness News Reporter Hannah Davis was out in St. Louis finding Kansas angles, talking with fans and meeting some pretty incredible people.

Eyewitness Sports Anchors Jenn Bates, Grant Meech and Danilynn Welniak were also in St. Louis covering the teams. Crews in St. Louis worked 14 to 16 hour days.

KWCH 12 also had a huge online content push. KWCH 12 created a special March Madness page for all its coverage of the tournament. Over the four days, the March Madness page posted 57 stories, 20 photo galleries, 48 videos and had 67,160 page views.

Unfortunately, the road to the final four ended in St. Louis for all three teams. The biggest heartbreaker was Wichita State losing by two points to Kentucky.



KWCH 12 Sports Reporter Bruce Haertl interviews Wichita State point guard Fred VanVleet.

KTUU-TV covers iconic Alaska races

By BRAD HILLWIG

KTUU-TV Marketing Director

On Tuesday, March 11 many Alaskans awoke to a surprise Iditarod winner, unaware of the intense drama that had unfolded overnight. So chaotic was the finish that an exhausted Dallas Seavey didn't even realize he had won the last great race as he labored down Front Street in Nome, Alaska toward the finish line. In a competition built on its legendary reputation for toughness, this year was one for the ages.

The dramatic finish to the 2014 Iditarod Trail Sled Dog Race also marked the end of a full month of extensive Alaska sports coverage for KTUU-TV. Each year the Iron Dog snowmobile race and the Iditarod are both packed into a four-week stretch. These iconic races span Alaska's vast landscapes, giving Channel 2's News and Sports teams an opportunity to showcase their commitment to covering Alaska.

Iron Dog – Survive and persevere

For non-Alaskans, it may be difficult to imagine the problems caused by a lack of snow. But each winter residents of the last frontier rely on a healthy snowpack for a bevy of events, activities and lifestyles.

For the hardy snowmobilers who compete in the Iron Dog, plenty of snow is a pre-requisite. Aptly labeled the World's Longest, Toughest Snowmobile Race, the 2,000 mile high-octane sprint stretches from Big Lake to Fairbanks, covering Alaska's most punishing arctic landscapes.

This year, a lack of snow and warm temperatures across the trail forced Iron Dog racers to navigate bare ground and glare ice. The treacherous conditions led to overheated machines and, in at least one case, a rider who fell through thin ice and had to be rescued.

For KTUU's trail team, providing news coverage of a race that quickly covers some 2,000 miles of rugged terrain is replete with technical, logistical and geographic challenges. As such, the team relied on a well-choreographed strategy driven by an intuitive understanding of the race and the experience to navigate Alaska's rural areas. The coverage crews kept race fans engaged with daily live reports along the trail and a steady stream of featured content to KTUU.com and Channel 2's mobile applications.

Coverage also featured a pre-race documentary, live shows for the race start and finish, and a post-race documentary. To capture the action on the trail, two-person crews were placed in several key locations. Sports Reporter Kari Bustamante, who led the on-



Iditarod Winner Dallas Seavey drives his dog team during the Ceremonial start of the race in Anchorage. Photo by Brad Hillwig.

air race coverage, was initially staged in Nome with a photographer and live uplink technicians.

All crews were tasked with gathering video, photos and interviews with racers as they navigated the rugged trail to Fairbanks. The crews also provided a steady stream of social media updates, including race standings, interviews and trail news.

Once in Fairbanks, KTUU-TV's trail crews joined together to set the stage for the live broadcast of the race finish. The race team of Todd Minnick and Nick Olstad navigated the trail conditions to claim victory. But their journey along the trail was far from flawless, as Olstad finished the race with a broken arm. "The Iron Dog is man, machine and the wild", says KTUU sports reporter Kari Bustamante. "The truth is, it takes a special kind of crazy to even enter this race."

Iditarod – A surprising finish

By the time the checkered flag signaled the end of the Iron Dog, planning was already in full swing for coverage of the 2014 Iditarod.

As with the Iron Dog, poor snow conditions and warm weather caused major trail concerns for Iditarod racers. In the end, challenging trail conditions were only one of the plotlines that made the 2014 Iditarod a dramatic chapter in this storied race.

On the last night of the race a terrifying wind storm led to multiple lead changes as a four-time champion, a crowd favorite and a rising star all fought to survive a harrowing

night on the trail. In the end only two of the teams would make it to Nome's famed burlled arches.

For KTUU's coverage team, the 2014 Iditarod was about keeping up with a wild ride. It called for a live pre-race show just before the race's ceremonial start in downtown Anchorage, live reports daily from the trail and a live broadcast of the finish in Nome.

KTUU-TV has a long history of bringing the Iditarod to viewers, which means the station's coverage strategy has been honed over years of experience. But the realities of Alaska can put even the best plans to a stern test.

In 2014, KTUU's crews were able to avoid major weather-related setbacks and stay ahead of race leaders. Channel 2 Sports Director Kevin Wells and News Photographer Albert Lutan led KTUU-TV's coverage from the trail, providing daily live reports from key checkpoints. Reporter Blake Essig—fresh off of his trip to Sochi for the Olympic Winter Games—delivered daily feature stories as the trail snaked through villages in the heart of Alaska. KTUU's coverage also included a web team on the trail to deliver a steady stream of race updates for KTUU.com and social media. The end result of KTUU's coverage was a dramatic story told from moment to moment across multiple platforms by a dedicated team of journalists. For the viewer, it provided a comprehensive look at one of the events that has come to define Alaska.

As the coverage played out on air and online, the mushers on the trail dealt with tough conditions as they worked to execute their race strategies. Any Iditarod musher will tell you that a winning strategy relies on top notch dog care, strategically timed periods of rest and knowing your dogs well enough to ensure that they peak at the right time. All of these key elements require a musher to be a tireless and diligent team leader, able to safely navigate obstacles while getting the most out of his or her team's four-legged athletes.

This year, challenging trail conditioned claimed many teams early on in the race. Icy conditions through the mountainous area known as the Dalzell Gorge led to numerous broken sleds, bruised mushers and teams forced to scratch.

Even 30-year race veteran DeeDee Jonrowe bowed out after an arduous ride through the gorge in which she was separated from her dog team multiple times. Four-time Iditarod champion Jeff King emerged

(Continued on page 12)

Scott Schurz, Jr. Press Assn. President

Scott Schurz Jr., president and publisher of Advocate Communications, Inc., in Danville, KY, was installed as 2014 president of the Kentucky Press Association in January.

The association, in its 145th year, held its annual convention at The Hyatt Regency in Lexington, KY.

Willie Sawyers, publisher of the London Sentinel-Echo and Corbin Times-Tribune, turned the gavel over to Schurz. Other officers elected were Rick Welch, The Madisonville Messenger, president-elect; Loyd Ford, The Lake News in Calvert City, vice president; and Cheryl Walton, The Beattyville Enterprise, treasurer.

Schurz Jr. has been editor and publisher of The Advocate-Messenger since June 2006. He assumed responsibility for all Schurz properties in Central Kentucky on January 1, 2007. Besides the Danville newspaper, those properties include two weeklies, The Interior Journal of Stanford and The Jessamine Journal of Nicholasville, and another daily, The Winchester Sun.

He began his employment with Schurz Communications, Inc. in 1993 as a sports writer for The Herald-Times in Bloomington, Ind. In June 1994, Schurz became an advertising executive at the Associated Desert Shoppers in Palm Desert, Calif. He returned to South Bend, Ind., in February 1995 where he held various management positions for SCI, the South Bend Tribune, WSBT-TV, WSBT-AM and WNSN-FM. He assumed the role of general manager for special publications at the Tribune in February 2003. Two years later, in January 2005, Schurz became assistant publisher at The Advocate-Messenger.

His corporate responsibilities have included the SCI board of directors, the SCI Acquisition Committee, the SCI Governance Committee, the SCI Audit Committee and the SCI Strategic Planning Task Force, of which he has served as chairman. He is a member of the Schurz Family Council and has served as chair of the Family Employment Committee. Schurz is president and director of Advocate Communications Inc., a subsidiary of SCI, and president and officer of the Advocate Brass Band. He has been both the in-house NAA Partners Program process guardian and the in-house United Way chairman at the South Bend Tribune.

Schurz has served locally on the Danville Library Inc. board, the Heart of Kentucky United Way board, the Centre College President's Advisory Council and the Danville-Boyle County Chamber of



SCOTT SCHURZ JR
Kentucky Group
Publisher

Commerce Small Business Committee. He has also served on the board of directors of the Kentucky Press Association, currently President, the Southern Newspaper

Publishers Association board and the Inland Press Foundation Family Owners Committee. Schurz has served on the boards of the South Bend Symphony Orchestra and Connect. He is a graduate of the 2006-2007 class of Leadership Boyle County and a graduate of the 1996-1997 class of Leadership South Bend/Mishawaka.

Schurz was born in Bloomington, Ind., on January 1, 1969. He holds both a Bachelor of Arts (1991) and a Master of Business Administration (2004) from the University of Notre Dame. Schurz and his wife Stephanie have two children, Scott (Trey) III, 11, and Daniel, 9.

KTUU-TV covers iconic Alaska races back to back

(Continued from page 11)

as the race leader heading into the final stretches of the trail.

Indeed, going into the last night of the race King appeared certain to claim his fifth victory as he had a substantial lead on crowd favorite Aliy Zirkle. Even further back was Dallas Seavey, a rising star who had become the youngest winner of the Iditarod in 2012 at 25 years old.

But just when the last chapter of the race seemed to be written, Mother Nature intervened. A quintessential Alaska wind storm roared across Norton Sound and 45-mile per hour wind gusts raked across a frozen landscape. King was just three miles outside of Safety, the final checkpoint 22-miles from Nome, when his dog team was forced off of the trail by fierce wind gusts.

For more than two-hours King and his dogs huddled together to protect themselves from the life-threatening conditions.

Zirkle fought through the storm and labored into Safety, unaware that she had passed race leader King along the way. Within hours, King would scratch from the race after accepting a snow mobile ride in an attempt to get his dogs into the Safety checkpoint. In Safety, Zirkle—now only 22-miles from her first Iditarod victory, on the heels of two consecutive second place finishes—cared for her dog team and spoke to snow mobile riders who reported even stronger winds between Safety and Nome.

Zirkle chose to wait in Safety until the winds died down. She waited for several hours, until she saw Dallas Seavey emerge from the storm and quickly pass through the Safety checkpoint, having made up a significant amount of time. Seavey, in fact, was now in the lead—although he didn't know it

at the time.

Zirkle quickly mobilized her team and decided to give chase. It came down to a dramatic scene in the early morning hours on Nome's storied Front Street. Seavey labored toward the finish line to the cheers of a raucous crowd, unaware amid the drama of a torrid winter storm that he had claimed victory. Just slightly more than two-minutes later Zirkle crossed the finish line to claim second place for the third straight year.

Pittman has shared quotes for 10 years

(Continued from page 8)

Pittman received:

"Charles:

"Thank you for the 'Thoughts for the day' that you have been giving us every day for the past few years. They are uplifting and inspirational, and a great way to start the day.

"My favorite is this one...

"Remember, happiness doesn't depend upon who you are or what you have, it depends solely on what think...Dale Carnegie.

"I like this quote because it reminds you that you and only you are in control of your own thoughts, no one else. And it reminds you that if you want to have an awesome day, then think awesome thoughts."

The outpouring of favorites was so large that Pittman decided to compile them in the form of a booklet that will be published later this year. Pittman said he still hasn't decided how the booklet will be distributed.

Lady Irish in NCAA finals

Tribune specializes in runner-up stories

By AL LESAR
South Bend Tribune

New motto for the South Bend Tribune:
We do runner-up stories better than anyone
in the business.

Covering bridesmaids is what we do.
Let's see, there was the Notre Dame foot-
ball team against Alabama in the BCS
Championship Game after the 2012 season.
Then there was the Irish women's basketball
team in the Final Four in 2011 ... and 2012
... and 2013 ... and 2014.

We've certainly had a lot of practice.
Even the worst GPS wouldn't suggest that
the road from South Bend to Nashville goes
through Toledo.

But that's the path Team Tribune followed
in order to bring its readers — at home and
across the world — the flavor and texture
that made Notre Dame's women's basketball
team's 37-1 run to the national championship
blowout loss to Connecticut unique.

Stories, tweets, photo galleries, video
components — you name it, Team Tribune
produced it.

Beat writer Curt Rallo was there every
step of the way. Columnist Al Lesar and
photographer Robert Franklin chose to miss
the opening mercy killing of Robert Morris
in Toledo, then rode along. Writer Tyler
James jumped aboard once Notre Dame
came home for its regional games.

But, it's the Final Four that makes it all so
special — for the Irish and the folks docu-

menting their every move.

The women's basketball team's fan demo-
graphics are critical for The Tribune.
Students couldn't care less, even during a
37-game winning streak. Cotton-tops, those
kind, aging folks who still get the paper
delivered on their doorstep every day, are
rabid. They treat the players as their grand-
daughters.

Whatever you do, never ever make fun of
the tennis ball-green shirt every fan seems to
have been issued. It can get ugly. Trust me. I
know from experience.

Best things about the Final Four experi-
ence for a journalist:

- Open locker rooms.
- Transcribed quotes (hey, somebody still
had to come up with the questions).
- Media buffet, even though chicken was
served way too often.
- Geno (UConn coach Geno Auriemma)
and Muffet (Notre Dame coach Muffet
McGraw) sniping at each other all day
Monday.

Worst things about it:

- Finding new storylines. After 36 victo-
ries with little adversity, it seemed every
angle was covered. Good for us (a new wrin-
kle), bad for the Irish: Star player Natalie
Achonwa was injured in the regional title
game which opened up many new scenarios.
- Deadlines. The semifinal was early
(6:30 p.m. EST tipoff). The championship

started at 8:30. Good thing Sports Editor Bill
Bilinski and I have played golf with Tribune
deadline god Kevin Shaw. In exchange for
our silence about his putting prowess (or
lack thereof), he gave us a 12:30 a.m. last-
page hit. Thank you, thank you. Blowouts
make for uneventful stories, but they can be
written much quicker.

After five days on the road, some pretty
good stories can develop. You know, the
ones that don't make it into print.

For instance:

— Late in Sunday's semifinal win over
Maryland, I had the first eight or so graphs
of both my stories written. Both needed
quotes to be completed. With about five min-
utes to play and the Irish winning big, I start-
ed packing up my computer on press row. I
felt my phone vibrate. It was a text from my
wife, who was watching the game on TV at
home. She asked if I had finished my stories
already because I was packing up. She was
following my progress on my seat behind the
Irish bench. I felt like I should be on my best
behavior.

What do late nights covering a game force
guys to do? Find an all-night diner. The cook
was allegedly a friend of Garth Brooks. Now
that's local flavor.

Despite the outcome, the trip was a posi-
tive. Everyone made deadline and survived
the seven-hour drive home.

Print the t-shirt: We do losers well..

WSBT-TV at the Final Four for fourth consecutive year

The 2013-14 NCAA women's basketball
season ended in a historic match-up, and
WSBT was there every step of the way as
the stars came out to play in the Music City.

Notre Dame and Connecticut met in
Nashville, TN for the first national champi-
onship game, men's or women's, between
two undefeated teams. These bitter rivals
from the old Big East were on a collision
course all season long, that ended in the
Huskies 79-58 win on April 8.

WSBT weekend sports anchor Carl
Deffenbaugh and photographer Jade Birch
traveled to Nashville, TN for four days of
coverage from Bridgestone Arena, the site of
the Final Four.

This marks the 4th consecutive year that
WSBT covered the Irish in the Final Four,

with sports crews travelling to Indianapolis,
Denver and New Orleans the past three sea-
sons.

While the Irish came up short in the cham-
pionship, their run capped the best winning
streak in school history. The seniors ended
their four years with a program-best record
of 138-14 and four consecutive Final Four
appearances.

It's worth noting that the Irish started two
freshmen and a sophomore in the national
championship game, so the sports depart-
ment is already planning on covering a 5th
consecutive Final Four next year in Tampa.



Carl Deffenbaugh, weekend sports
anchor at WSBT-TV in South Bend, was
in Nashville, TN to follow the Notre
Dame Lady Irish in their bid for the
NCAA basketball championship.

WSBT Bridal Expo a HUGE success again

By JIM ROBERTS

WSBT Radio General Manager

Events continue to be a bigger part of what we do each day at the WSBT Radio Group.

In 2011, we put on one event. In 2013 we did four. In 2014 our plans are to do six events.

All of this started many years ago with what is now the largest one-day Bridal Expo in the state of Indiana.

The 28th Annual Sunny 101.5 and WZOC 94.3 Bridal Expo took place on the campus of Notre Dame on January 11 and it was once again a HUGE success!

This event is a monumental undertaking and continues to far outperform all of the other bridal shows in the area.

The transformation of what is basically a large hallway into a show area is always amazing.

Eye-catching displays of photographer's wedding photos, shops showing the latest in bridesmaid and wedding gowns, and reception venues displaying gorgeous decoration options bring the hall to life.

And, the smell of wedding cake is overwhelmingly delicious!

The event ran from 10 a.m. to 4 p.m. and provided two Fashion Shows at 11 a.m. and 2 p.m. where brides, grooms and their families could view dozens of choices in gowns and men's formal wear.



Jack and Bruce from the Sunny 101.5 Morning Show escorted the finale bride down the runway. The crowd went wild!

A winery sponsored the runway and that sponsorship really made an impact with the number of serious visitors they talked with at their booth.

This was the first year in which brides could pre-register online, and over 330 brides did so, reserving 870 tickets! The pre-registration accomplishes a couple of things. It decreases the time it takes for attendees to actually get into the show while providing us with most of the information to get to our mail list supplier earlier, thus decreasing the wait time for our vendors to contact leads from the show.

A big, big congratulations goes out to Tony Gazzana, General Sales Manager, and his sales team with special thanks to both Pat Morris, Coordinator for Bridal Expo, and Marci Sears, who runs the fashion show. We could NEVER have pulled it off without this fantastic team effort!

KWCH 12 helps raise \$500,000 for art groups

KWCH 12 in Wichita, Kansas, helped the Wichita Community Foundation raise \$548,372 for 38 arts organizations.

During the 24-hour fundraising campaign on Friday, February 28, people could donate any amount to a non-profit of their choice. Donations were collected online and offline.

Sierra Scott of The Brett & Sierra Show, along with Katie and Shane of the Weekend Crew volunteered to spend some time in the "doghouse," which required raising \$1,000 before they were freed.

KWCH helped promote the event on-air, online and with social media. This was the first-ever Art Day of Giving and the Community Foundation plans to host the fundraiser again next year.



Advanced Cable supports the arts

Advanced Cable Communications in Coral Springs, FL was once again a proud sponsor of the 10th Annual Festival of the Arts, a non-profit corporation that benefits the Coral Springs Museum of Art, Friends of Music and other non-profit artistic endeavors. The festival featured a professional art and craft show with over 175 artisans, crafters and performing arts. Advanced Cable had the opportunity to showcase its products and services and speak to customers and potential customers face to face. Turner Networks provided a prize wheel and prizes which attracted many to the Advanced Cable booth..



Left to right Brad Buriff, Carolyn Beurskens (Buriff), Michael and Lenore Indell, and Arlene and Hylton Dacres attended the Chiera Foundation gala on behalf of Advanced Cable.

Advanced Cable cited NICK's camp donation assists kids with cancer

On Sunday, March 16 Advanced Cable in Coral Springs, FL was recognized as a major donor to N.I.C.K.'S Camp, (Nothing Is Impossible For Cancer Kids), at the annual Chiera Foundation Gala. N.I.C.K.'S Camp is now underwritten by a wonderful family, The Chiera Family Foundation, and was formerly ROCK Camp (Reaching Out For Cancer Kids) supported by the American Cancer Society (ACS).

Last year, ACS stopped funding to this program which means the world to local children battling cancer.

Advanced Cable's annual Charity Golf Tournament has always supported these kids as the primary benefactor of proceeds. Starting last year, those proceeds are now given to the Chiera Family Foundation who continues to send kids with cancer to N.I.C.K.'s Camp, so they can be "normal" campers for one week.

This year The Chiera Family Foundation has reached the \$3 million in donations and support raised over the last 20 years.

Advanced Cable's annual Charity Golf Tournament in conjunction with the local Coral Springs Rotary Club has raised over \$300,000 over the last 14 years. Most of the programming and vendor partners look forward to supporting the event annually.

WZOC sponsored 'Suits For Vets' tops record for donations

Oldies 94.3FM in Mishawaka, IN held its second Annual Suits for Vets Campaign. For two weeks leading up to Veterans Day, Oldies 94.3 listeners were asked to bring in gently worn suits and other apparel to Burton's Laundry and Dry Cleaning locations or to Andy's Furniture in New Carlisle.

The campaign was to help veterans be properly dressed for any potential job interviews they may have.

Burtons Laundry and Dry Cleaning took all of the donations from the campaign to dry clean and press so that they are ready to be worn immediately after distributed.

The Salvation Army Kroc Center distributed the suits that were collected and cleaned during the campaign towards the end of January to those veterans needing them.

The Suits for Vets Campaign collected approximately 1,400 pieces for loyal veterans. That's around 200 more than the first year!

Jim Roberts, President and General Manager of WZOC said, "All of us at Oldies 94-3 are proud to be part of this event each year. The Michiana community has always been supportive of our veterans and we're honored that we could be a part of it."

KDCU brings heart message to Hispanics

The American Heart Association in Wichita, Kansas was gearing up to begin its yearly program to help women improve their heart health and needed help to get this message out to the local Hispanic community.

So KDCU 31, Univision Kansas, stepped up to help by utilizing a familiar face in the Hispanic community, Noticias Anchor Marielkis Salazar.

Salazar has been covering the community since the first day Noticias Univision Kansas, the only local Spanish-speaking news-cast, hit the air in the spring of 2011. KDCU produced on-air Spanish spots with Salazar inviting women to attend the BetterU Challenge Casting Call at a local mall.

At this event, 15 women would be selected to receive personal training, free gym membership and overall support in learning how to achieve a heart-healthy lifestyle. During the event it was obvious KDCU made an impact in its outreach by the incredible number of Spanish-speaking women in attendance!

KWCH 12 is the media sponsor for this summer event.



Noticias Anchor Marielkis Salazar.



Students enthusiastically welcomed WSBT-TV's on-air staff when they visited South Bend area schools as part of the I Love To Read program.

11,000 participate in WSBT reading program

Once again more than 11,000 students in over 400 classrooms in the South Bend-Mishawaka area signed up for the I Love To Read program.

Each school day during the month of February, WSBT in Mishawaka, IN picked five schools to compete head to head to win the daily prize, which was a school visit from WSBT. The winning school is visited by one of WSBT's on-air staff and hears a story for example: Willow and the Snow Day Dance, Cloudy with a Chance of Meatballs, or Goodnight iPad.

And the students have a whole lot of fun.

Each day the schools vote head to head as many times as they like. It's not unusual for the winning school to have over 20,000 votes.

This year WSBT had a brand new sponsor.

The St. Joseph County Public Library, celebrating 125 years, is the primary sponsor. Better World Books is also on-board for the second year to provide additional prizes to the winning schools.

A great big thank you for all the anchors, reporters and photogs for going out to make the kids' days at the assemblies. Also thanks to Paul Wasowski for heading up the behind-the-scenes details of the I Love To Read program. Not only does he get up every day to tally the votes and report them before the end of our morning newscast, he also fields the difficult questions from the teachers vying for the Creative Teacher Award.

Prom dresses are free at Gown Town event

B102-9 and K105 in Lafayette, IN held their fifth annual Gown Town event on March 7 in Lafayette, IN. The event is to help high school girls get a prom dress free of charge.

A new perk to this year's event was the addition of free nail polish and make-up. An anonymous donation of two pallets chest high was made of free make-up. Every girl was able to leave with a bag full of goodies in addition to a prom dress!

With hundreds of girls lined up outside an hour before the doors to Gown Town opened, it was clear there was still a great need in our community for such an event. This year more than 400 girls attended Gown Town. There were no requirements to get a dress and the event was open to all high school girls.

Herald-Mail bridal show popular event

As models took turns showing off bridal gowns — some with long trains and at least one short dress — Korey Atherton noted the earrings and makeup they wore.

Atherton, 22, of Clear Spring, said she still has plenty to do before her 2015 wedding.

She took time to talk after the first of two fashion shows during the Hagerstown Herald-Mail Media's annual Bridal Expo at Valley Mall in Halfway, Md., on Jan. 19.

The bridal show was Herald-Mail Media's largest yet, with 96 vendors, event coordinator Kim Tagg said.

David's Bridal and Men's Wearhouse provided gowns and tuxedos for the fashion show. Other vendors included Gala Events, RS Entertainment, Martin's Food Markets, Ted's Rent-It-Center and FABNet, also known as the Frederick Area Bridal Network.

The event served as a successful revenue generator and raised the company's profile with a large crowd.

Courtney Fowler, 23, and Tyler Pine, 23, both of Greencastle, Pa., just started planning their wedding.

"So we had absolutely nothing and we just needed a good place to start," Fowler said.

Instead of visiting or calling different venues to determine costs and features, they decided to go to the expo at the mall."



Jennifer Brown models a wedding dress at Herald-Mail Media's annual Bridal Expo at Valley Mall in Halfway, Md.

Gaylord Herald Times sponsors blood drive

The generosity in Gaylord, MI was over the top at the Jan. 29 American Red Cross Blood Drive, sponsored by the Gaylord Herald Times.

Fifty-seven potential donors and many volunteers from RSVP ventured out on a snowy day to help with the drive.

The goal was 44 regular donors and three double-red donors; 46 regular donors and five double-red donors were successful.



Contest winner

Stephanie Jackson was the winner of an iPad through a December contest sponsored by the Gaylord, MI Herald Times. She is pictured here with Herald Times editor Jeremy Speer.

News Makers

Ukraine events personal for H-T staff

By **BOB ZALTSBERG**

Editor, Bloomington Herald-Times

Ten years ago, Ukraine was a little more than 12 years removed from the dissolution of the Soviet Union. Its citizens were struggling, many with great determination, to make the switch from communism and authoritarian rule to capitalism and a more democratic form of government.

In early 2004, The Herald-Times began partnering with a Ukrainian newspaper. The publisher of Kafa, a publication located in the Crimea, wanted to learn about freedom of speech as practiced in the United States. Several of us went to Kiev and then Feodosia, Crimea. Several Kafa staff members came to Bloomington. It was an exchange based on a menu of professional learning, but it turned into a feast of cultural understanding and friendship.

Six months after our May 2004 visit to Ukraine, protests hit Kiev in the form of the Orange Revolution. The protests followed a disputed election in which the candidate who leaned toward the West and the European Union lost to the candidate who favored continued strong ties with the East and Russia. Fraud and corruption was suspected and, ultimately, the election was thrown out and a new one resulted in the election of the Western-leaning candidate.

I wrote a column at the time noting the natural orientation of our

colleagues at Kafa toward Moscow, while some young people we met from Kiev sympathized with the desire to become more Western. Feodosia is about as close to the border of Russia as Bloomington is to Indianapolis. Kiev, at least at the time, was a two-hour car ride to catch a train, which would then travel another 16 hours to the capital city. Russian, not Ukrainian, is the language spoken there. As journalists, our colleagues from Kafa kept their opinions to themselves about the Orange Revolution. But their geography was a hint.

When the nation's highest court overturned the first 2004 election result, it took the election victory away from pro-Kremlin Viktor Yanukovich. But in 2010, Yanukovich won the presidency. And it was Yanukovich who last year turned his back on the EU to develop closer ties to Russia, touching off the latest protests and carnage in Kiev. Dozens of protesters and members of security forces were killed last week. Burned-out Independence Square is adjacent to the hotel we stayed in while visiting 10 years ago. It was a pleasant urban setting then.

A Facebook message last week from a friend made on our first visit noted "Ukraine is in a difficult situation now — sad."

The message was accompanied by one of those round, yellow, frowning-face icons. That about says it all.

Advocate names Campbell top employee

Candi Campbell, Newspaper In Education coordinator for more than six years at the Danville Advocate-Messenger was named the Employee of the Year for 2013.

Schurz Communications President Todd Schurz presented the Mary Schurz Award to Campbell in February during his annual visit.

Scott C. Schurz Jr., president, editor and publisher of the

Kentucky Group said, "Congratulations and a big thanks to Candi Campbell. Candi has a reputation for doing a great job with everything that she takes on — and she has willingly taken on a number of important projects. She is hardworking, dedicated and was an excellent choice for this year's Mary Schurz Award."



CAMPBELL

KWCH Spirit of Excellence Award goes to Wilhelm

For the third year, Sunflower Broadcasting awarded a worthy employee the prestigious Kim Setty Spirit of Excellence Award.

Kim Wilhelm was the recipient of the 2013 award.

The award was established to recognize employees for their service and outstanding contribution.

Wilhelm has demonstrated excellence, leadership, integrity, caring and teamwork. She joined Sunflower Broadcasting as a reporter in 2001 and through her hard work, is now the Assistant News Director.

Comments made about Wilhelm by co-workers included:

"She kept the newsroom operating well with all the changes over the last year. She did very well at balancing all those changes and keeping the newsroom moving forward and advancing."

"She is the person everyone goes too for anything they need because they know she

will listen and help. She is always asking how you have been and truly cares about you as a person as well as an employee."

"Kim is a leader in the newsroom. She inspires other journalists to do whatever it takes to be better each and every day."

Miss America assists New Rushmore Radio

Miss America 2014 Nina Davuluri will be helping New Rushmore Radio in Rapid City, SD raise funds for the Children's Miracle Network during its Annual Radiothon in May.

Miss America will do a phone interview which will air on all of the participating stations. She will be talking about her involvement with CMN and asking listeners to donate.

New Rushmore Radio's Kevin Phillips spent several days with Nina at the Annual Children's Miracle Network Champions Celebration.



WILHELM

Got national attention KY3 leads coverage of abducted child

By CURTIS HANCOCK
KY3 News Executive Producer

A child snatched off the street in front of her home by a stranger. That lead line snaps any newsroom into action. It was, unfortunately, the story on an unseasonably warm evening in mid-February in Springfield, MO.

Ten-year-old Hailey Owens was walking to meet a friend a block from her house when a man in a truck stopped and grabbed her. Minutes later KY3 reporter Paula Morehouse and photojournalist Robin Yancey were on the scene before many investigators had even arrived, talking with witness who saw and even chased the suspect.



Hailey Owens

The general public was first notified of the abduction at the top of KY3 News at 6 with a live report minutes before police put out a news release on the crime. We ran several live reports and crawls on all three stations, KY3, The Ozarks CW and KSPR in the hour before an official Amber Alert was issued by the Missouri Highway Patrol.

Our newsroom closely tracked the investigation through the night leading us to be first on the crime scene at the home of suspect Craig

Wood. Hailey's body was found inside. We covered a news conference at 11 that morning with three live reporters at the pertinent sites in the investigation around the city resulting in viewership exceeding the sum of all competition despite the fact KY3's mid-day news normally airs at 12 p.m.

It was a story of public outrage, much of it directed at police and, yes, even the media.

The day after the discovery of Hailey's body, we sent KY3 veteran anchor, Steve Grant, to the scene where Hailey was abducted. There

Mann is Winchester's Employee of the Year

James Mann said he was shocked, but pleased to learn he was named The Winchester Sun's 2013 Employee of the Year.

A 37-year veteran of the newsroom, Mann is used to being in the middle of breaking stories, always with a camera at the ready. What he is not used to is being the news.

"I was totally surprised," Mann said.

He was presented a plaque and also named Employee of the Quarter for the final quarter of 2013 at a special luncheon for Sun employees by Publisher Scott Schurz and CEO Todd Schurz.

Mann joined the Sun staff as a photographer in October 1976. During that time, he has photographed fires at two elementary schools, Winchester's Shearer School and Trapp School, a fire that destroyed two downtown buildings, numerous wrecks, county fairs, even shooting from a hot air balloon in flight.

"I look at my job as recording history. Years from now, when people look back, there's a recording of that day's events," Mann said.

His career has also spanned changes in technology and work flow. Mann used to spend hours in the dark room, developing all his own images. Now his digital images are edited and "developed" in Photoshop and posted in online galleries.



James Mann

was a makeshift memorial there and we wanted Steve to take a look and talk with people paying respects.

As it happened, Hailey's mother, Stacey Barfield stopped by. "She said she recognized me," Grant said. "I extended my hand and clasped her's and said KY3 is a big family. We also have children and you have our deepest sympathies."

Then Stacey told Steve, "I've watched you since I was a little girl, did you want to ask me a few things? I can talk to you." Steve replied, "Yes, Stacey, whatever you would like to share with me."

It was an insightful interview posted in its entirety on-line. It drew a heavy amount of viewership and numerous opinions from viewers that covered the spectrum. "We work very hard to give viewers more coverage, a deeper look into the events in their communities and that may sometimes be met with criticism as well as compliments," News Director, Scott Brady said, "the important thing to remember viewers will come back for coverage of major stories if they know KY3 provides the most in-depth coverage."

That appetite for leading news coverage was evident at a candlelight vigil and march for Hailey held on the Saturday evening after her abduction. 10,000 people turned out for the event that was streamed live on ky3.com and picked up nationally.

KY3 chose to cover Hailey's funeral in a very low-key fashion following the wishes of Hailey's family; no live shots, no live reports but a simple, straight voice over with video from the outside of the church where the ceremonies were conducted.

Amazing Race casting call hosted by KWCH

KWCH 12 in Wichita, KA teamed up with the Wichita Thunder Hockey team to host an Amazing Race casting call.

The response was phenomenal. Four hours before the event started, fans were lining up outside the door waiting.

KWCH 12 interviewed 280 people. Each team, had roughly one minute to explain why they would be good on the show. The majority of people waited in line two to three hours.

StormTeam 12 Meteorologist Mark Larson, Traffic Reporter Katie Hatfield, and KSCW Crew member Shane Konicki were all in attendance to meet fans. Fans also were greeted by Rachel Reilly. Reilly was on CBS's Big Brother season 12 and 13, winning season 13 of Big Brother. Then she joined The Amazing Race's 20th season, taking third place with her husband.



Jerry "Chief" Scullaw, Orbital Communications Chief Technology Officer, is presented with his Southwest Cable Television Hall of Fame plaque, by Harvey Boyd. Boyd is a former Western Broadband president and CEO who retired in 2010. He is also a Hall of Fame member.

Cable TV Hall of Fame adds Orbital's Scullaw

Jerry "Chief" Scullaw of Orbital Communications in Sun Lakes, AZ was inducted into the Southwest Cable Television's Hall of Fame at a dinner in Scottsdale.

Indutees are cited for their long tenure in the industry and for significant contributions to the development of cable television in Arizona, New Mexico and Nevada.

The Cable TV Pioneer Hall of Fame was organized in 1987 by the members of the Southwest Cable Telecommunications Association to recognize outstanding contributions to the cable television industry.

A stint in the U.S. Navy took Scullaw from an Oklahoma Indian Reservation to the head ends of the cable TV industry, and 33 years later he is Chief Technology Officer at Orbital Communications in Arizona.

After being introduced to cable systems in the Navy, Jerry began working as an installer for Tulsa Cable, promoted after six months and a year later. At the age of 26 he was responsible for 23 headends for Storrs Communication throughout Texas, Oklahoma and Kansas. Over time and consolidations he was Chief Technician with Star Cable and Charter Communications.

This was followed by a stint with Southwestern Bell and then a period when he was designing new systems for smaller rural areas in Colorado, New Mexico and Arizona. This led him to Western Broadband in 2005 where he rebuilt an aging system.

When Schurz Communications acquired Western Broadband and Orbital in 2012 they discovered they had a "Chief" Technical Officer with extensive knowledge, ingenuity and vision. As Schurz integrates the two cable systems into one Arizona entity, Orbital Communications, Jerry is leading the engineering challenges.

Jerry is married to Melba and has two children and seven grandchildren.

'Facing The Future' WDBJ series focuses on facial transplant

By **JEAN JADHON**
WDBJ7, Roanoke, VA

On a snowy January day in the middle of a snowstorm WDBJ7 videographer Rob Chewning and I boarded the rails and rode Amtrak from Virginia to the Big Apple.

The trip was well worth it as we followed Henry County native and Hillsville resident Richard Norris. He is the man who had the world's most extensive facial transplant.

WDBJ7 took viewers through his journey in a five part series of reports that included how it all began - a gun accident that left him severely disfigured and living life as a recluse in his 20s.

We reported on his surgery, the moment he saw his new face, and his treatment and recovery at NYU Langone Medical Center in Manhattan.

We also learned about the research that's come from his case and we saw the more personal and humorous side of Norris back home in Hillsville.

This was by far one of the most fascinating and rewarding stories I've ever covered. The response from viewers has been amazing. Many people have come up to me or emailed me to tell me how much they appreciated this story.

As news director Kelly Zuber said "By the end of the week I think viewers felt like they really knew Richard."



WDBJ7 anchor Jean Jadhon with Richard Norris, the man with the most substantial facial transplant ever, who was the subject of her dramatic five-part series.

KWCH's FactFinder 12 seeks mystery answers

An investigation by FactFinder 12 Investigators at KWCH 12 in Wichita, KA led to several new tips in the case of a missing boy.

Adam Herrman disappeared in 1999, but was never reported missing. His adoptive parents were charged with welfare fraud because they still cashed checks in Adam's name, but to this day have not been prosecuted in his disappearance.

Investigative reporter Michael Schwanke and photographer Rob Schunn tracked down the boy's adoptive parents in Oklahoma and convinced the father to give his first on-camera interview since the story broke five years ago.

For the story, KWCH 12 had a live picture from the sheriff's office where investigators opened up a tip line throughout the 10:00 p.m. news. That tip line generated about a dozen tips, several of them "credible new leads" according to investigators.

KWCH 12 followed up two weeks later with an exclusive interview with Adam's biological father.

SCI retirees have 200 years of experience

Bob Lux
WSBT Radio
Mishawaka, IN
45 years



BOB LUX

By **JIM ROBERTS**
WSBT Radio
General Manager

On July 20, 1969 Apollo 11 landed on the moon and Neil Armstrong and Buzz Aldrin stepped out of the lunar module and into history.

The week before that landmark human

achievement, Bob Lux started working at WSBT. There is a photo that hangs in the lobby of the Mishawaka office that shows Bob in the studio with a TV in the background airing the coverage of the moon landing.

Forty five years later, Bob has decided to step away from WSBT and into retirement.

Bob began his radio career in Bay City, Michigan before joining the Air Force and working for Armed Forces Radio.

Do you remember "Good Morning Vietnam"? It was something like that, but Bob was stationed in Spain and not Southeast Asia. Also, it sounds like Bob was more along the lines of Robert Wuhl's character and less like Robin William's. Bob spent three years in the Air Force doing everything from being a disc jockey, to flying around the world and interviewing the troops.

After the Air Force and a quick stop in upstate New York, Bob came to work at WSBT Radio and Television. In those days, many of the on-air personalities did double duty, working for both radio and TV.

Bob started out as the afternoon disc jockey on WSBT-AM and also did sports at 6 p.m. and 11 p.m. on WSBT-TV. Bob's radio shows were so popular that seemingly every celebrity stopping in South Bend ended up in Bob's studio. During Bob's tenure on the air he interviewed celebrities like Bob Hope, Regis Philbin, Joe Theisman, Joe Montana, Michael Jackson and Dick Vitale just to name a few.

Then one day in 1992, WSBT General Manager Jim Freeman asked Bob to come to his office. Jim looked across his desk and

(Continued on next page)

Lanny Sigo
WASK Radio
Lafayette, IN
33 years



LANNY SIGO

Lanny Sigo has retired after 33 years at WASK in Lafayette.

He began his career at WASK in November, 1981, and the jobs he has held include Account Executive, Lafayette Jeff football and basketball, daily afternoon sports show, Purdue men's basketball

play-by-play 1983-1990 and Purdue football play-by-play for two years.

The revenue he has generated over his career totals over 14 million dollars.

"I was very blessed to always know what I wanted to do," Sigo commented. "I wanted to be on the air doing sports. A new station in town was launching and they were doing sports but needed sales. I learned as much in the five years there, that I would have ever learned in college. I was focused, patient and persevered. My dream found me and I followed it."

Brian Green, General Manager of WASK, Inc. commented on Sigo. "Lanny has been a staple of not only our company, but the industry for a long time and we are really

(Continued on next page)

3 retirees at H-M Media: 86 years

Three longtime Hagerstown, MD Herald-Mail employees retired in March, and one received a very special phone call.

Sharon LeHardy was hired in the photography department in 1988 and retired as a member the pagination department with more than 25 years of service under her belt.

Linda Duffield, also with more than 25 years in The Herald-Mail newsroom, retired as city editor, a leadership post that she has held for the past seven years after stints as managing editor and associate editor.

Bob Fleenor of the digital department retired after more than 35 years at The Herald-Mail. Before helping make the Herald-Mail website the leading news website in the area, Bob worked as a copy editor and as sports editor.

All were celebrated with company get-togethers and food.

Joanie Arnold
Herald-Times
Bloomington, IN
36 years



JOANIE ARNOLD

Joanie Arnold, advertising administrative assistant at the Bloomington Herald-Times has retired after 36 years at the newspaper.

Joane is a native of Washington, Indiana and joined the then Herald-Telephone in 1968 after moving to

Bloomington to join her sister. Joanie had graduated from Lockyear Business College in Evansville, IN the year before.

She was hired as an extra in the business office. Part of that job was filling in for the Saturday night switchboard operator. The first couple of years, she worked several different jobs, "It was always a surprise when I was moved from job to job," Joanie commented, "But as it turned out it gave me a world of newspaper knowledge."

The jobs included working in classifieds taking ads over the telephone, where all the ad tickets were logged and processed and proofs were run and picked up, then back to the front office as a payroll and classified commercial billing clerk.

(Continued on next page)

As part of Bob's retirement, he got a special surprise on his next-to-last day of work -- a personal call from basketball legend Jerry West. Bob is a huge West Virginia University fan, where West starred before embarking on a Hall of Fame NBA career.

The call was the brainstorm of SCI Recruitment Manager Dave Elliott, a close friend of Bob's.

"About a week-and-a-half before Bob retired, I got to thinking about what I could do that would be really special to him, and Jerry West was the first thought that came to my mind. From there, I just worked it like a puzzle, figuring out what steps I could possibly take to make this long shot happen 10 days later.

"I got a huge assist from Herald-Mail Sports Editor Andy Mason, who has a rela-

(Continued on next page)

Bob Lux

(Continued from page 20)

said “Bob, how would you like to move into sales?” Bob’s response, “Sure!” That meeting started Bob on a 22 year ride as one of the top sales performers at WSBT Radio.

One person who’s worked with Bob for over 20 years is WSBT-TV General Manager Sally Brown. Sally had this to share about Bob. “It’s difficult to put into words just how much Bob Lux has meant to WSBT over the past four decades. He’s done so much for us throughout so many years—from hosting afternoon drive to producing hundreds of radio remote broadcasts on WSBT 960 AM to being an on-air talent on WSBT-TV to the terrific job he’s done taking care of clients the past two decades in radio sales. WSBT has benefited greatly from all Bob has done and we’re very, very fortunate Bob decided to spend most of his work life here. Thank you so much for everything, Bob. You will be missed by many, many people.”

Lanny Sigo

(Continued from page 20)

going to miss him,” he said. “I have never seen anyone as dedicated to their craft as Lanny. From broadcasting to sales, he has truly had a love affair with this industry and that unique, inspiring trait is hard to find in anyone. His sales performance history is unmatched. He has always had an ability to continue to push through to the next level, time and time again. He’s not only been a great rep to his clients and his fellow employees, he’s also been a great friend. We truly wish Lanny all the best in his retirement.”

Following is an interview with Sigo by Mike Shamus

What was your first job in radio?

WJCK May 1975, Rensselaer Indiana. Advertising sales and sportscasting. Covered area high school football and basketball and St. Joseph’s College men’s basketball.

What is your first memory of working at WASK?

When I was a young boy growing up in Remington in the 60’s, listening to my radio and 1450 AM WASK broadcasting the Lafayette Jeff basketball games and knowing that’s what I wanted to do. The pride I felt walking into the that station. That station was and is very highly respected. I wanted to prove to them that I belonged here.

What was your favorite on air moment? March 12, 1984, I was completing my first

year of doing Purdue basketball and Purdue clinched the Big Ten championship at Minnesota. Illinois had won the day before and Purdue had to win at Minnesota. Curt Clawson hit two free throws to win.

Joanie Arnold

(Continued from page 20)

After a little over a year in that job I it was time to go again.

This time, she was asked to be secretary to the new publisher, Scott C. Schurz.

Scott was not only publisher, but also personnel director, community service, tour guide and in charge of procuring newsprint. So, in her role as his secretary, Joane was able to learn about all of those different areas. He was on the board of Junior Achievement, so she was a Junior Achievement leader for several years.

She gives a special thanks to Marvin Lewis, who was a great boss and friend during both stints at the H-T.

In 1978, she decided to move back to Washington. She worked in the family businesses, a grocery store and a Mason’s Root Beer drive-in. It was seven days a week, 14 hour days except Sunday, which was only nine hours.

In 1987, she was invited to come back to the Herald-Telephone and work in advertising and commercial printing. There have been six ad directors, and lots of changes and salespeople coming and going — this is where her H-T journey will end.

“Working at the H-T for 36-plus years, having made friends that are like family — what else is better?” Joane commented. “Thank you all for your friendship and prayers.”

Hagerstown

(Continued from page 20)

tive who works in the front office of an NBA team, and within a day I had the email address of Jerry’s wife, Karen.”

From there, Elliott entered an email dialogue with Karen, whom he described as “extremely helpful.” Finally, it was arranged that West would carve out some time (in a busy day) to call Elliott on March 6, the day before Fleenor retired. With Fleenor and his wife (who knew the call was coming) in Elliott’s office, West called at precisely the time he said he would. Elliott passed the call over to Fleenor, and the two chatted for a good 10 to 15 minutes.

One more special memory for these deeply appreciated friends.



Chili cookoff

Scott Waltman was named the winner in the Aberdeen SD American News annual chili cook-off. Publisher Cory Bollinger, left, presented him with a gift card and a customized ladle for his first place finished. Mary Bostian was second in the competition.

WSBT employees are transformed into ‘angels’

A number of WSBT employees demonstrated their generous holiday spirit by becoming “Angels” to less fortunate children in the Michiana community.

WSBT partnered with the Salvation Army this year in sponsoring and promoting its Angel Tree program at University Mall which was open to the community.

However, the station was also a corporate sponsor and offered employees the opportunity to play Santa to children who might not otherwise have had anything under the tree on Christmas morning.

Eleven WSBT employees sponsored a total of 15 boys and girls ranging in age from newborns to age 12. Each employee purchased three to five gifts for each child. The gifts were wrapped by Salvation Army personnel and then delivered to the families before Christmas.

Staff members who generously participated in the effort were Lisa Birk, Laura Boyle, Shelley Cataldo, Diane Daniels, Sharon Gillis. Pat McGovern, Pat Morris, Lori Ray, Gregg Richardson, Lori Swihart and Cindy Ward.

There’s no doubt that the kids truly believed in Santa when they look under their tree on Christmas morning.

Sunflower Broadcasting

Sunflower Broadcasting Inc. in Wichita, KS has promoted Marcus Wilkerson to Director of Sales.

Wilkerson will manage sales for all the company's broadcast and web properties, including KWCH 12, KSCW, KDCU, CatchItKansas.com, and Max Relevance, which is the company's in-house digital advertising agency.



WILKERSON

Wilkerson replaces Shawn Oswald, who left to become president and general manager of KHBS-TV/KHOG-TV, the ABC affiliates serving the Fort Smith and Fayetteville, AR television market.

Wilkerson was an original employee of KSCW when it went on the air in 1999 under Banks Broadcasting. KSCW was acquired by Schurz Communications in

2007.

Wilkerson has held several management roles with Sunflower Broadcasting, including regional and national sales manager and most recently local sales manager for KWCH. Sunflower Broadcasting also operates the Univision affiliate, KDCU.

Brett Beach has been promoted to Local Sales Manager. Brett was previously National Account Executive. Brett has held sales and management positions at other stations, most recently at Local Sales Manager at powerhouse KELO in South Dakota and has held sales and management positions with KSN, KAKE and KSAS in Wichita.

Audrey Berry has been promoted from sales to Local Sales Manager. Audrey will continue key accounts and manage the Western, KS sales team covering southwest, northwest and north central Kansas. Audrey was recently recognized for her sales effort by Schurz Communications as a standout Account Executive at the NAB Small Conference.

Petoskey, MI News-Review

Rachel Brougham was recently named assistant editor of the Petoskey News-Review.

"Rachel has proven to be an extremely reliable editor and an excellent journalist," said Jeremy McBain, executive editor. "An

Has been WSBT-TV V-P Chris Dautel joining SCI corporate staff

Chris Dautel has joined the Schurz Communications corporate staff as Electronic Division Controller and Strategic Analyst.

Chris has been the Vice President of Finance and Business Affairs for WSBT-TV for the last seven years.

In addition, a portion of his time has been allocated to Schurz Communications, largely in the area of acquisitions.

As the SCI portfolio of stations has grown, so has the need for directed attention to financial processes and detail, as well as looking ahead to opportunities and trends within the industry, commented Marci Burdick, SCI Senior Vice President Electronics Division.

"Chris has demonstrated his skill and unique qualifications in those areas," she said.

Dautel will report directly to Burdick, but will collaborate with the SCI Financial team.

Prior to joining WSBT, Chris was Director of Financial Planning and Analysis for Raycom Media.

Chris and his wife Lauren are the parents of 2 children, Daniel age 14 and Mckenna age 7, and live in Granger, Indiana.

The new business manager at WSBT is Debbie Klarke who has been business manager for WSBT Radio Group.



CHRIS DAUTEL

excellent right-hand for me."

Brougham began as a freelancer with the News-Review in 2009 and was hired as a reporter in 2010. In 2012 she was named news editor.

(Continued on next page)

Grant new American News mailroom manager

By **SCOTT WALTMAN**
Aberdeen American News

Bob Grant retired from the U.S. Air Force in 2005.

He's been working ever since.

A Boston native, he's done a little bit of everything in his career. Since November, he has been the mailroom manager at the Aberdeen, SD American News.

Grant leads a 14-person team in the basement of the newspaper building, and together they do the work that is often overlooked by those both within and without.

That means, among other things, making sure the proper inserts get in the



Bob Grant
American-
News
Mailroom
Manager

newspapers and that the papers get out the door on time.

"It seems trivial to some in the department, maybe, but we're where the rubber meets the road," Grant said.

Speaking of roads, the one Grant took

the American News mailroom was an unusual one. Before November, he hadn't worked in a mailroom. But his brother-in-law American News employee Terry Salfrank, recruited him.

Grant said that while the setting is a new one, he's good with people and wants to provide leadership to those he works with. He said efficiency is up, mailing errors are down, things are getting done more quickly and there are fewer missing inserts.

This isn't Grant's first stint in Aberdeen. Starting in 2005, he worked for two years as an Aberdeen police officer.

Brougham said she looks forward to expanding the types of stories offered in the News-Review. She will work to create more in-depth coverage and look at ways stories can help readers understand how different issues will impact their lives.

"I'll continue to work with reporters on story development, handle the editorial board and continue to write my column," Brougham said of her new role.

McBain said this will also help create better content and sharing ability to all of Schurz publications.

WDBJ7, Roanoke, VA

Melissa Gaona has been named 10 O'Clock Anchor and 11 PM Co-Ancor/ Reporter at WDBJ7 in Roanoke, VA.

The announcement was made by Kelly Zuber, news director.

"Melissa lights up our morning show with her talent every weekday and will bring that same energy to our evening newscasts," Zuber commented.

Expect to see her on both early evening newscasts, too, Zuber said, noting that she will be reporting during the afternoons and bringing new live shots to those early evening programs as well.

Melissa joined WDBJ7 in June 2011.

She was born in the Dallas-Ft. Worth area. After serving in the United States Army she attended Texas Tech University and came to WDBJ7 after reporting for WCYB in Bristol, Virginia.



GAONA

Northern Michigan Group

Former Gaylord, MI Herald Times sports writer Matt Wenzel has been promoted to Digital Media Leader for the Petoskey,

Spaw, Morin in new Herald-Times posts

Two current staff members at the Bloomington, IN Herald-Times newsroom have new assignments.

Rod Spaw is the new local news editor and Sarah Morin's new title is Community Engagement Editor.

Spaw will take over many of the duties handled by Managing Editor Andrea Murray, who retired in January. Spaw has most recently been responsible for the popular Hot Line column and handling production duties on the editorial pages.



SPAW



MORIN

Spaw joined the Herald-Times in 2003 and has held a variety of positions.

Morin has been at the Herald-Times for a decade and covered many beats as a reporter before beginning work with the website. She has been digital editor for three years.

Her new responsibilities will expand what she has been doing. She will be engaging with readers through the website and social media including Facebook and Twitter. She will encourage reader-generated content and more interaction between the newspaper and readers.

Gaylord and Charlevoix properties.

Wenzel, who started working at the Herald Times in 2006, will be the Northern Michigan group's go-to guy for all things digital, including everything from working with customers to working with the back end of websites.

"Technology has always been a big part of my life no matter what job I've performed," Wenzel said.

In a corresponding move, the Herald Times hired Brandon Folsom as its sports editor.

Folsom, a Ferris State University graduate, comes to Gaylord after working in the sports department in the MLive Media Group in Grand Rapids, Mich.

Folsom, 25, is also a well-known college football blogger and writer and is one of four Michigan residents to sit on the Doak Walker National Selection Committee. He also is a member of the Maxwell Football Club, the National Football Foundation, the Football Writers Association of America and holds a vote for the College Football Hall of Fame.

With his extensive experience in digital journalism, Folsom is expected to make his mark on the Herald Times' digital product as well as its print edition. He also will work closely with the Herald Times' sister papers, the Petoskey News-Review and the Charlevoix Courier.

Follow Folsom and the Gaylord Herald Times sports department by sending a friend request to "Gaylord Herald Times" on Facebook or by following @GHTSports on Twitter.



WENZEL



FOLSOM

Veteran radio newsman joins WSBT-TV team



MONTGOMERY

By JOHN HAFERKAMP
WSBT-TV News Director

WSBT-TV is proud and excited to welcome Bob Montgomery as the new co-anchor on WSBT News First Thing in the Morning and the anchor for WSBT News at Midday.

As an award winning journalist, a leader, and someone trusted for news on the radio for more than 20 years – Bob will bring his passion for covering the community to WSBT First thing in

the Morning.

Even though Bob has not spent a lot of his career on TV, there are several things that make him more than qualified for this brand new opportunity in his career.

Bob is a journalist who is hard working, has integrity, displays servant leadership, and is a great team player.

Bob is replacing Kirk Mason, who is moving to Kalamazoo to become the new morning co-anchor at WWMT. Kirk's last day was Thursday, January 23. Bob's first day on the air was Friday, January 24.

Out About

Herald-Mail Media Large Business of the Year

Herald-Mail Media in Hagerstown, MD was named the Washington County Large Business of the Year during the 15th annual Washington County Business Awards .

The event is held to recognize excellence in local businesses in six categories. There were about 152 businesses and people considered for the awards, which were narrowed down to 21 finalists.

The winners in each category were named from three finalists in each category.

Herald-Mail Media was in very good company in its category with sister company Antietam Cable representing Schurz Communications as a fellow nominee.

The crowd that turned out for the event is illustrative of increasing numbers of people who have been attending the ceremony over the

years, organizers said.

“This makes the business community look solid,” said Dan Pheil, chairman of the Hagerstown-Washington County Economic Development Commission.

After the event, Hagerstown-Washington County Chamber of Commerce President Brien Poffenberger wrote about all of the winners for a column published after the event.

“Today’s Herald-Mail Co. continues a decades-old tradition of serving Washington County,” he wrote. “The mission may be the same, but HM Media continues to introduce new ways of delivering the news, from online conversations to its own television station. As one of downtown’s largest employers, the company continues to play a key role in our business community.”



Blake Essig, left, and Charlie Sokaitis traveled to Sochi to provide extensive coverage of the 2014 Olympic Winter Games for Channel 2 News in Anchorage Alaska.

KTUU-TV to Winter Olympics

**By BRAD HILLWIG
KTUU-TV Marketing Director**

In February, KTUU Sports Reporter Charlie Sokaitis and Reporter Blake Essig travelled to Sochi, Russia to cover the 2014 Olympic Winter Games.

For more than two weeks, Sokaitis and Essig provided daily coverage of the Alaska athletes competing at the games as well as feature stories on Olympics culture for Channel 2 News.

With a 12-hour time difference, the two reporters worked tirelessly to track down ath-

letes, gather material, produce stories and deliver multiple live hits per day for Alaskan viewers.

KTUU was the only Alaska-based television station to send reporters to Sochi.

For Channel 2 News viewers, the coverage provided a distinctly local connection to an acclaimed international event. From open to close, it was the type of comprehensive local coverage that Alaskan viewers have come to expect from Alaska’s most-watched news source.

SCI, Purdue Innovation prize is awarded

While Merriam and Webster define an “impulse” as a “sudden strong desire to do something”, but at the 2013 Schurz Communications and Purdue University Innovation prize ceremony impulse wasn’t simply a strong desire, but it was a creative technology team who took home the grand prize.

The Schurz-Purdue Innovation prize -- in its second year -- is a partnership fueled by a desire to help guide bright young students into careers in digital media and to encourage those students to invent real-world applicable solutions to the unique challenges that face a media company in the digital age. At Purdue, this effort is headed up by a new entrepreneurial and commercialization hub called ‘The Foundry’.

While many more graduate and undergraduate teams began the process, the final com-

petition was made up of eight teams, whose projects ranged from a radio station aggregator to applied communications theory scripting. At the end of the night, however, the five-person development team behind ‘Impulse’ won the grand prize.

The creative team that makes up Impulse consists of undergrads Leah Thompson, Matthew Ryker, Edgar Plata, David James and Andy Gault.

“Our product will collect and share the opinions and experiences expressed during a specific event,” a team spokesperson said. At its core, Impulse collects data streams from Twitter and Instagram which are focused around a particular event — be it a concert, promotional event or community happening. “The purpose of the project was to develop a product that could visually combine all of the social media streams,” said Impulse.

The project was highly praised by the Innovation Prize judges, who awarded them the \$5,000 first prize.

The runner-up was a data analytics project created by Zachary Williams, who took home \$3,500. His project used Javascript code to analyze conversations logged in the C-Span Archive. Applying the centrality theory of communications, Williams analyzed a congressional committee meeting and produced in-depth metadata of the conversational influencers.

The third place prize of \$1,500 went to HTML5 application Skypacke, a collaborative effort between students Nicholas Zak and Peter Mercado. With a beta-level product, the Skypacke team was able to demonstrate almost full functionality, which centered around collaboration-based content creation.

Advertisers give WDBJ7 strong, positive responses

By LOLLY QUIGLEY
WDBJ 7, Roanoke, VA

Every other year SCI conducts an advertiser satisfaction survey about WDBJ7 to help us better serve our advertisers.

Sixty-two advertisers and agencies gave us feedback on various topics. Here are a few nuggets:

--Our sales reps continue to get very strong positive responses. They get credit for representing multiple product solutions to help businesses.

--60 percent of those surveyed have purchased banner ads in the past year.

--They know we can help them build or update their website or social media accounts.

--93 percent say WDBJ7 is a good company to do business with.

--Our billing/credit department handles billing issues efficiently and is very helpful. This approval number has shown an increased positive response from the 2011 survey.

--80 percent says that WDBJ7 delivers results that meet their sales goals.

--85 percent of the respondents feel that their WDBJ7 sales rep provides information to help them make smart decisions with clear, complete, appropriate proposals for their businesses.

Anniversaries

Each issue of the Schurz Communicator recognizes employees at SCI properties who have 20 years of 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 February, March and April.

30 years

John Vawter, WDBJ7, Roanoke, VA
Fred Dugan, Bloomington, IN Herald-Times
Bill Strother, Bloomington, IN Herald-Times
Gary Sanders, Rainbow Printing, Bedford, IN

25 Years

Desmond Francis, Advanced Cable, Coral Springs, FL
Steve Beyers, Bedford, IN Times-Mail
Marty Staggs, Bedford, IN Times-Mail
Toni Wiggs, Bedford, IN Times-Mail
Sheila Corbin, Bloomington, IN Herald-Times
Penny Reid, Bloomington, IN Herald-Times

20 Years

Matthew McKeever, WDBJ7, Roanoke, VA
Barbara Abramowitz, Advanced Cable, Coral Springs, FL
Chad Harris, Bloomington, IN Herald-Times
Dee Fish, Bedford, IN Times-Mail
Chris Howell, Bloomington, IN Herald-Times
Gillian Stoops, Bloomington, IN Herald-Times
Peggy Adkins, Jessamine Journal, Nicholasville, KY
James Cocanougher, Danville, KY Advocate-Messenger
Lisa Sissenstein, New Rushmore Radio, Rapid City, SD



Working Women Expo

Hundreds of people attended the annual New Rushmore Radio Working Women's Expo. The event is a chance for New Rushmore Radio to showcase the radio group as a Rapid City, SD, community leader. 98.7 The Kat (KOUT) awarded a lucky listener over \$2,000 in prizes, including an evening with country music superstar Jake Owen. The winner paused for a photo with Kat Country's Dean Taylor, Mark Houston and Sam Adams.

Great report card – thank you for all you do to make WDBJ7 a valued member of our communities

KWCH 12 gets Weather System

KWCH StormTeam 12 will begin using new weather computers and software to track the ever changing Kansas weather.

The computers will be much faster and KWCH 12's team of meteorologists will have access to more timely data that will help show viewers where storms are headed.

For a number of years, weather graphics had to be rendered prior to the broadcast, but now, changes in technology will allow KWCH 12 to have live playback and save precious time. KWCH 12 will also have new radar touch screen technology to use during continuous severe weather coverage.

A 70 inch touch screen monitor was installed in the weather center to allow one meteorologist to showcase storms using one radar source, while another meteorologist will be in front of the green screen using a different radar to highlight dangerous weather.

The StormTeam 12 weather staff plans to have all of the equipment up and running in time for severe weather season.

WSBT sponsors Women's Show

Sunny 101.5 and Z 94.3 in Mishawaka, IN joined with Beacon Health System to host the 24th Annual Michiana Women's Show, February 28 and March 1st at the Century Center in South Bend.

Ladies' Night was presented by Michelob Ultra and Bud Light Lime Mang-o-rita on Feb. 28 starting at 5 pm with a fashion show, cocktails and more than 90 booths and entertainment to kick off the weekend.

Dancing with the Stars' Cheryl Burke was the keynote speaker on Saturday on the McDonald's Stage.

WSBT's Bob Montgomery and Leanne Tokars helped Cheryl present the Beacon Live Bright Awards Saturday on stage at 1 p.m.

WSBT once again had a booth smack dab in the middle of all the action. This year's booth was more interactive than ever.

(Continued on page 26)

IV Press Spelling Bee showcases youth

By SARA DOUGLASS
Imperial Valley Press

Far removed from the glamour and hype that accompanies the NCAA's March Madness basketball tournament this time of the year, an equally high stakes nationwide matchup is getting underway.

For the young students, parents and coaches involved with the 2014 Scripps National Spelling Bee, the anticipation and prestige it affords is no less than that found on the college basketball courts across the nation.

We here at the Imperial Valley Press make it a point to showcase our regional spelling bee, which we have proudly sponsored for the past nine years through our Newspapers in Education program.

Nor are we the only ones that look forward to the annual competition, as countless students, teachers and parents spend hours upon hours preparing for the event. Not everyone emerges a winner, but participants walk away knowing they gave it their best shot and along the way no doubt learned many valuable things, besides hard-to-spell words.

Watching the spelling bee grow as it has over the years here in the Valley is another source of pride. Knowing that more and more young kids are stepping up to the challenge is heartening news.

The amount of discipline and sacrifice needed to make a serious go of the effort is just the kind of commitment that is sure to embolden many a young student.

This year's winner was Chase Seals, a Frank Wright Middle School seventh-grader. The young man who joined our exclusive club of spelling bee winners correctly spelled "androcentric," which, in case you didn't know, means "dominated by or emphasizing masculine interests or a masculine point of view," according to Merriam-Webster.

Chase had placed 12th in his debut appearance last year, and kept his cool in the face of

this year's added vocabulary round, which he admittedly found a little intimidating.

Chase's spelling expertise earns him the right to represent the county in Washington, D.C., for the national competition this coming May. Although he is the only one of many local participants to earn that honor, everyone involved is deserving of praise for the commitment and ability they demonstrated.

Access Aberdeen app is guide to community

By SCOTT WALTMAN
Aberdeen, SD American News

A popular American News print product has now been converted into a smart phone app.

Each year, the newspaper creates and publishes a directory of businesses in the Aberdeen area. Now, all of that information and more is available in the aberdeennews.com Access Aberdeen app.

In addition to listing businesses, the app also has information about local events, the weather, contests, coupons and more.

"Access Aberdeen is a guide to everything Aberdeen has to offer. It is a resource for visitors and current residents alike," said Carrie Cole, digital media manager for the American News and aberdeennews.com.

She said the sales staff has been very excited about promoting and selling the project, which has helped make Access Aberdeen successful.

A local vehicle dealership is the main sponsor of the app and is using it as a tool to generate email leads, Cole said.

"We have delivered hundreds of opt-in emails by running contests and promoting this business," he said.

Access Aberdeen is available to download for free for both Android products and iPhones.

To date, Cole said, the app has been downloaded 3,862 times and users have logged 53,129 total sessions.

WSBT sponsors Women's Show

(Continued from page 25)

WSBT-TV's anchors were on hand to greet visitors on Saturday.

When booth visitors showed that they have liked WSBT's Facebook page or followed the station on Twitter they received a Dove Chocolate. When they took a picture with the station's talent and shared and tagged WSBT on Facebook, Instagram or Twitter they received a WSBT coffee mug.

The booth provided a great day of fun and interaction with viewers and listeners.

KWCH ramps up Morning Show

Executive Producer, Jen Searle, has told many people that there's never been a better time to be a part of the morning show than right now.

Sunflower Broadcasting has invested in Eyewitness News this Morning like never before. Added to KWCH 12's line-up in

just the last 7 months have been an Executive Producer, a reporter, a photographer, a traffic reporter, a line producer and they're still looking for an associate producer.

Eyewitness News this Morning is also doing more news than ever before, four and half hours. KWCH 12 already provided more coverage than its competitors, but in February they decided to add even more. Eyewitness News this Morning now starts 30 minutes earlier, at 4:30 a.m.

KWCH 12's new reporter and photographer team has amazed KWCH since day one. No one moves faster than Emily Griffin and Nick Parker. They can be live on one story and be live again 20 minutes later at a new location on something completely different. They'll even have a live interview for you during that next hit. Impressive!

Ad Extra added at Herald-Times

Out of the necessity to provide better coverage for our preprint and display advertisers and to grow revenue, the Bloomington, IN Herald-Times advertising department developed Ad Extra.

Ad Extra is a newspaper carrier delivered packet of news inserts and display ads for a select group of approximately 4,000 households in the 47401, 47403, 47404 and 47408 zip codes.

People in those four zip codes who want this type of product with coupons and sales information will get it! Only non-subscriber households receive this, so advertisers are not getting their message to the same people twice.

Developing the list took a lot of work by a lot of departments (circulation, prepress and press, ad hub). No other media company can provide this sort of service and we believe our advertisers will see the value and gladly participate.

The first issue of Ad Extra was delivered February 3 and will continue weekly.

Why Wellness?

Promoting good health good for employees and company

By **MARTIN SWITALSKI**
SCI Vice President
HR/Administration

Every quarter, the Schurz Communicator dedicates a page to Wellness. Every Schurz operating location has a local Wellness committee that sponsors and organizes Wellness events throughout the year. Every year as part of annual open enrollment for the Schurz Choice medical benefit, Schurz conducts on-site health screenings for all eligible employees and their spouses and requests the completion of an online health risk assessment (HRA). Schurz also provides an Employee Assistance Program for all employees and their family members.

Why Wellness? The simple answer is that it is good for our employees and good for the organization.

Simply put, we want you and your families to live a healthy, well-balanced life.

Accordingly, we provide programs and services to support you in your health and life-balance efforts and financial incentives to encourage your participation.

Schurz Choice wellness offerings include annual onsite screenings and online health risk appraisals (with an annual \$300 premium credit incentive for participation), an annual tobacco free \$936 premium credit, and an annual potential \$260 premium credit for maintaining within an ideal range or for improving certain key biometric health indicators (Body Mass Index, blood pressure, bad cholesterol, and blood sugar).

In addition, we want you to take your preventive medicines. Accordingly, Schurz Choice offers preventive prescription (Rx) benefits for a small copay - \$4 or \$10 for generic or \$20 or \$50 for brand-name 30 or 90 day supplies, respectively.

We also want you to take advantage of preventive care services. Two of our plan options pay 100% for certain preventive services such as a colonoscopy, pap smear, mammogram and for diabetic services and supplies.

Our quarterly wellness campaigns include activity based incentives such as gift cards. Our Employee Assistance Program (EAP) + Work/Life program is designed to help our employees lead a happier life at home and at work. With the EAP, an employee or family member can talk to a certified counselor to help address issues such as stress, depression, anxiety, marital, family and parenting issues, work conflicts, anger, grief and loss, as well as drug and/or alcohol abuse. Work/Life specialists help employees find supportive services, check availability and make referrals to



MARTIN SWITALSKI
SCI VICE PRESIDENT
HR/ADMINISTRATION

help with things such as eldercare, childcare, legal concerns, financial issues, time management, parenting, adoption, ... and more. The professional EAP and Work/Life counselor will listen and help define the problem clearly, assess the type of help necessary, and either provide the required help or make an appropriate, cost-effective referral.

In addition to the medical premium credits that employees earn, our Wellness program promotes good health which helps to lower our health premium trend. For example, we have tracked risk factors in the aggregate since our on-site screenings began back in 2008 with the same group of employees and spouses that participated in 2013. Based on an Edington risk factor analysis, (Dee Edington, PhD, University of Michigan Health Management Research Center), our medical plan has avoided \$4,354,600 in cumulative claim costs. Considering that Schurz subsidizes about 70% of the cost of the plan, employees on average have lowered

their portion of the premium by \$1.3 million or \$1,000 annually over that period. That's a win/win! And, these employers are healthier as a group today than they were back in 2008:

	2008	2013
Low Risk	60%	73%
Moderate Risk	30%	22%
High Risk	10%	5%

In fact, as a group, all our employees are healthier than average. Our average Wellness score from the 2013 screenings and HRA's was 72 compared to a benchmark of 68.

So, Why Wellness? Again, it is good for our employees and good for the organization.

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 RETIREES AT ANY TIME.**

Antietam donates \$500,000 in Broadband services

Antietam Cable Television, Inc. announced a partnership with Washington County Public Schools that will bring discounted Internet service to WCPS students and their families who currently do not have Internet service.



LYNCH

per month to up to 1,000 families of WCPS students who do not currently have Broadband Internet service in the home. Antietam Cable will provide free service installation, regularly priced at \$99.00, and will also donate \$10,000 in free modems for the project. The specially priced Internet ser-

vice will continue to be available throughout the Summer break period and is not restricted solely to the months that school is in session. The program is scheduled to run for a two year trial period.

"Broadband Internet access is critical to learning and development and we see clear disparity in the use of Broadband Internet in varying parts of Washington County even though access is readily available," says Brian Lynch, President of Antietam Cable.

"WCPS students clearly benefit from the advantage of having Broadband access at home for research and educational development," he added, "As both a local company with strong ties to the community and the largest Broadband Internet provider in Washington County, we want to aid WCPS families by offering a very low cost solution to help bridge this gap and contribute positively to a student's overall development."

Awards & Honors

Kentucky newspapers win 72 KPA awards

Schurz Communication's Kentucky newspapers won 72 awards in the Kentucky Press Association contest announced in January.

The Jessamine Journal, in Nicholasville, won 24 of the awards and was named the General Excellence award winner in the largest weekly newspaper category. The Jessamine Joournal has now won the General Excellence award four times in the past five years. Over the past 10 years it has finished first, second or third.

The Interior Journal in Sanford won 21 awards in the smallest weekly category, the Winchester Sun 14 awards in the smallest daily category and the Danville Advocate-Messenger won nine awards in the mid-sized daily category.

Schurz newspapers dominated in the Best Newspaper Website category with Danville, Winchester and the Interior Journal taking firsts and the Jessamine Journal taking a second.

"The site has wonderful presentation through clean design, excellent use of photos, along with photo galleries along with solid daily news," the judges commented about the Danville site, adding, "the site is also easy to navigate and use."

Commenting about the Winchester Sun site, the judges said: "The site not only offers its readers a very well-laid-out and 'newsy' newspaper but also a strong easy-to-navigate website. Great mix of local, state and national news is set off by superb photos and interesting and well-done videos. Local and college sports coverage abounds on the Sun website."

Individuals from SCI Kentucky papers also turned in some outstanding performances.

Jonathan Kleppinger won 17 awards for the Jessamine Journal, including seven firsts, six seconds, three thirds and one honorable mention.

Ben Kleppinger won 14 awards for the Interior Journal, including two firsts, six seconds, five thirds and one honorable mention.

The Winchester Sun's prize-winning photographer, James Mann, dominated again with two firsts, a second and a third. Fred Petke won two firsts.

The winners by newspaper were:

JESSAMINE JOURNAL, WEEKLY CATEGORY 3

First: Feature Story, Jonathan Kleppinger; Headline, Kleppinger; General News Picture, Kleppinger; Feature Picture, Kelly

McKinney; Picture Essay, Kleppinger; Sports Picture Essay, Kleppinger; Special Section, Kleppinger; Sports Page/Section, Cody Porter; Business/Agribusiness Page, Mike Moore; Lifestyle Page, Kleppinger;

Second: Enterprise or Analytical Story, Kleppinger; On-Going/Extended Coverage Story, Kleppinger; Feature Picture, Amelia Orwick; Picture Essay, Kelly McKinney; Special Section, Kleppinger; Graphic, Porter; Lifestyle Page, Kleppinger; Editorial Page, Kleppinger; Front Page, Kleppinger;

Third: General News Story, Kleppinger; Sports Feature Story, Porter; Business/Agribusiness Story, Moore; Headline, Kleppinger; Graphic, Kleppinger; Editorial Page, Moore;

Honorable mention: Picture Essay, Kleppinger;

INTERIOR JOURNAL, WEEKLY CATEGORY 1

First: Feature Story, Ben Kleppinger; Headline, Kleppinger; Sports Picture Essay, Nancy Leedy; Sports Page/Section, Leedy;

Second: Editorial, Kleppinger; Business/Agribusiness Story, Kleppinger; General News Picture, Kleppinger; Feature Picture, Kleppinger; Picture Essay, Kleppinger; Sports Picture, Leedy; Editorial Page, Kleppinger;

Third: Spot News Coverage, Kleppinger;

Investigative Story or Series, Kleppinger; On-Going/Extended Coverage, Kleppinger; Headline, Kleppinger; General News Picture, Leedy; Graphic, Kleppinger; Sports Special Section, Leedy;

Honorable mention: Headline, Leedy; Picture Essay, Kleppinger;

WINCHESTER SUN, DAILY CATEGORY 1

First: Enterprise or Analytical Story, Fred Petke; Business/Agribusiness Story, Petke; General News Picture, James Mann; Feature Picture, Mann; Lifestyle Page, David Stone;

Second: Feature Story, Kendall Sparks; Sports Feature Story, Keith Taylor; Feature Picture, Mann; Sports Page/Section, Taylor; Lifestyle Page, Stone;

Third: Headline, Stone; Spot News Picture, Mann;

Honorable Mention: Picture Essay, Casey Castle;

DANVILLE ADVOCATE-MESSENGER

First: Sports Picture Essay, Clay Jackson;

Second: Enterprise or Analytical Story, Todd Kleffman; Headline, David Brock; Feature Picture, Jackson;

Third: Sports Story, Mike Moore; Honorable Mention: Sports Story, Hal Morris; Investigative Story/Series, Stephanie Mojica; Ongoing, Extended Coverage Story, Brock.

Herald-Times, Tribune win 15 awards in photo contest

The Bloomington, IN Herald-Times and the South Bend Tribune won 15 awards in the Indiana News Photographers Association contest announced in March.

The Herald-Times won 11 awards and the Tribune four.

The top individual performance was by Chris Howell of the Herald-Times. He was judged first runner-up in the Sports Portfolio competition. The category was judged on 12 sports action and feature photographs from at least four different sports.

Howell also placed second in the Community Awareness category. This category was judged on a series of not more than 15 photographs that "demonstrate an unusual understanding of and an appreciation for every day life". Howell's entries were culled from photos that appeared with his weekly Pathways column.

Howell also won five other awards in the competition: first and honorable mention in the Portrait category; third and honorable



CHRIS HOWELL Wins 7 Awards

mention in the Sports Feature category; and third in the Sports Action category.

The other winners from the Herald-Times and Tribune were:

HERALD TIMES

News story: Third, Jeremy Hogan.

Pictorial: Second, David Snodgrass,

Sports Feature: First and second, Hogan.

TRIBUNE

Spot News: First and third, Robert Franklin.

General News: Third, Franklin.

Sports Action: Second, James Broshier.



The annual STAR and Innovation winners at WDBJ7 in Roanoke received a trip to the Disney Institute at Hampton Roads, Virginia. Left to right are Dan Sweeney (STAR award), Nadine Maeser (STAR Award), Lori Richardson (Innovation Winner), Brent Watts (STAR Award) and Joe Dashiell (STAR Award).

WDBJ7 annual award winners are named

The first staff meeting of 2014 at WDBJ7 in Roanoke, VA celebrated awards and recognitions for 2013.

Congratulations go to the station's annual Innovation Award and STAR Award recipients.

The Innovation Award for 2013 went to Lori Richardson for her innovative ideas all year and for being the driving force behind the WDBJ7 innovation committee.

The 2013 STAR award recipients were:

- Nadine Maeser for her "get it done" attitude not only in the Nelson County story but in all stories she covers.
- Brent Watts for keeping WDBJ7 in the forefront with the latest technology and for his hard work on the new CMS.
- Joe Dashiell for shooting time lapse photo galleries, for encouraging and coaching others and for the long hours he puts in doing whatever needs to be done.
- Dan Sweeney for being instrumental in the CMS transition while handling numerous other projects.

Herald-Times, Tribune win in sports contest

Two Schurz Communication newspapers were among the winners in the annual Associated Press Sports Editors' Writing and Section contest announced in March.

The Bloomington, IN Herald-Times had three winners in the contest and the South Bend, IN Tribune had one.

The Herald-Times won its awards in the Under 30,000 circulation category and the Tribune in the 30,000 to 75,000 circulation category.

The Herald-Times winners were:

- Top 10 in the Sunday Section competition.
- Dustin Dopirak in the Top 10 in the Best Writing competition.
- An honorable mention in the Web Site With Under 500,000 Monthly Unique Users category.
- The Tribune winner was Eric Hansen who finished in the Top 10 in the Features category.

Chamberlain, Rhodes win Schurz awards

Each year, The South Bend Tribune honors one full-time and one part-time employee with the Franklin D. Schurz Award.

The honorees are chosen because they exhibit pride in their job performance and regularly exceed expectations. Their attitude displays professionalism, loyalty, dedication and positivity. They earn the respect of their colleagues by being an empathetic team player and mentor. A Schurz Award winner is also someone who has made a significant contribution to bettering the workplace and/or the product in the last year.



CHAMBERLAIN



RHODES

Diana Chamberlain, this year's full-time Franklin D. Schurz Award winner, has worked for The Tribune for 34 years.

Working in classified advertising, she has developed a reputation that includes the following descriptors: thoughtful, committed, dedicated, positive, knowledgeable and flexible. She is seen as a partner and a problem-solver. She has helped the department navigate an incredible degree of change over the years.

Cherylle Rhodes was honored with the part-time Franklin D. Schurz Award.

Working in retention, she has spoken with readers every day for the past seven years who have recently dropped the paper or are considering dropping it. Last year, her supervisor took another position at The Tribune, and Cherylle worked tirelessly to help the entire team achieve goals. This came at a time when the Tribune transitioned to new customer-centric subscription rates. Then, when her new supervisor was hired, she helped train him in the South Bend Tribune programs while meeting most of her own sales goals.

The Tribune, as an organization and a collection of colleagues, is very fortunate to have Diana and Cherylle.

Olympics big win for KY3

KY3 News took the gold and NBC's Olympics gets the silver in Springfield, MO.

Most nights (13 of 18) KY3 News at 10 or 10:30 p.m. had more viewers than its Olympic lead-ins. In addition, 17 of 18 nights KY3's 9 p.m. News on the Ozarks CW was second to NBC Olympics at 9 p.m. beating CBS and ABC primetime programming according to Rentrak numbers.

KY3's Ozark Today was the place to be for the Olympics.

Sports Director Ned Reynolds joined the morning team from 5 a.m. to 8 a.m. each weekday. Ned, Paul and Maria used the StoryTeller touchscreen to preview the day ahead, show the medal counts and look at highlights of the biggest wins from the night before.

KY3 promotions came up with several spots to run during the Olympics. One showed viewers checking out all the news on the KY3 News apps while watching the games. The theme - KY3 is the place for news even during the games!

We also ran five days of heavily promoted TSRs leading up to the start of competition.

SCI print contest winners are named

The 2013 annual and third triannual Schurz Communications print contest winners have been announced.

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

The annual contest winners are:

STORY OF THE YEAR

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

FIRST: Virginia Black and Madeline Buckley, South Bend Tribune, "Hidden Horrors"

Judge's comments: "While there were many outstanding stories to consider for this recognition, Hidden Horrors earns the honor with its ambition, relentless pursuit and vivid storytelling. Black and Buckley teamed up to explore the prevalence of sex crimes in the community and the nature of them. In doing so, they also uncovered challenges to the just prosecution of these cases. The project made for riveting stories. But more importantly, it makes for a better community."

HONORABLE MENTION: Kevin Allen, South Bend Tribune, "Questions Surround Chase Tower Plan"

HONORABLE MENTION: Jon Blau, The Bloomington Herald Times, "A System That Failed"

HONORABLE MENTION: Christian Sheckler, South Bend Tribune, "Man Stabs Daughter to Death"

The following results are for the final contest period of 2013, from Sept. 1 through Dec. 31:

BEST COVERAGE OF A BREAKING NEWS STORY

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

FIRST: Rick Seltzer and Jon Blau, Bloomington Herald-Times

Judge's comments: "Rick Seltzer and Jon Blau did an excellent job of explaining the circumstances of the cuts at GE and IU, two longtime employers in Bloomington. Blau's ability to find a voice among the workers who were being outsourced IU propelled that story, while the build of a timeline dating to GE's arrival in 1961 to what, since 1999, has been a steady reduction in workforce made for a smart pullout and quick read to that story. It also was smart to double-check that the company had reached the numbers needed for previously awarded incentives. Would have liked a worker's voice; no doubt there are generations who have worked at the plant."

SECOND: Ben Kleppinger, Interior Journal

HONORABLE MENTION: Chelcey Adami, Imperial Valley Press

WATCHDOG — DAILY DIVISION

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

FIRST: Kevin Allen, South Bend Tribune, "Questions Surround Chase Tower Plan"

Judge's comments: "Kevin's initiative and thorough reporting poked giant holes in a \$40 million high-rise project. And his resulting report may have saved the city a great deal of embarrassment and money. The story was well told and balanced. He let the facts tell the story. Good job."

SECOND: Amanda Gray, South Bend Tribune, "Gaps in Teen Abortion Reporting"

HONORABLE MENTION: Erin Blasko, South Bend Tribune, "The Politics Behind Police Controversy"

WATCHDOG — WEEKLY DIVISION

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

FIRST: Kecia Bal, Our Town, "Down the Drain"

Judge's comments: "A strong two-story package by Kecia about an agency that didn't play fair with taxpayers' money."

SECOND: Ben Kleppinger, The Interior Journal, "McKinney EMS lost \$200k over three years"

BEST PAGE 1 DESIGN

Judge: Clytie Bunyan, director of business & lifestyles, The Oklahoman/NewsOK.com

FIRST: Stewart Moon, Penny Reid and Janice Rickert, The Bloomington Herald-Times

Judge's comments: "These pages had nice fonts, flag and graphic bugs. Good lede story, although the charts are a bit overblown for the front. Still a nice idea and a good-looking page."

"The second cover is nice and clean, very readable; good cover illustration."

SECOND: Adelle Mapilis/Peggy Dale, Imperial Valley Press

HONORABLE MENTION: Sherry Bourgeois, The Hagerstown Herald-Mail

BEST EXPLANATORY OR SENSE-MAKING STORY — WEEKLY DIVISION

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

FIRST: Kecia Bal, Our Town, "Homeowners fear costly mandates"

Judge's comments: "Bal provides a comprehensive description of the sewage crisis facing Johnstown, with detailed analysis of both the origin of the engineering challenge and the human impact on homeowners suddenly faced with expensive mandates to replace the sewer lines to their homes. It's a challenge of epic proportions and Bal explains it with precision and telling detail. Kudos to some ambitious journalism."

SECOND: Jonathan Kleppinger, The Jessamine Journal, "Snow Question"

BEST EXPLANATORY OR SENSE-MAKING STORY — DAILY DIVISION

Judge: Jim Baumann, managing editor, Daily Herald Media, Arlington Heights, Ill.

FIRST: Jon Blau, The Herald-Times, "From Bach to Rock"

Judge's comments: "Blau explores the relevance of Indiana University's renowned classical music program in an age when fewer kids are listening to classical music and the odds are diminishing that graduates will find meaningful work in their chosen fields. Visual writing, with some very insightful interviews and some revealing personal details that made the story breathe. A lengthy but enjoyable read that made me understand better 1) Why 20-year-olds still pursue careers in classical music and 2) How an institution has evolved with the times."

SECOND: Antoine Abou-Diwan, the Imperial Valley Press, "City, hospital eye options"

HONORABLE MENTION: "Economy: Bloom or gloom?" by Arnold S. Platou of The Hagerstown Herald Mail

HONORABLE MENTION: "Science faculties trailing in gender equality" by Jon Blau of The Hagerstown Herald-Times

(Continued on page 31)

SCI annual, triannual photo winners named

Annual winners and the third triannual winners in the Schurz Communications 2013 Photography Contest have been named.

Contest coordinator is David Snodgrass, chief photographer for the Bloomington, IN Herald-Times.

The judge for the contests was Michel Fortier, Director of Visuals, Naples, FL Daily News.

The photo and video of the year winners were:

Photo – Yvette May, Hagerstown, MD Herald-Mail, for her “Barn Fire” photo.

Video – Chris Howell, Bloomington, IN Herald-Times for his “Proton Therapy” video.

The third triannual winners were:

News and Feature

First – Clay Jackson, Danville, KY Advocate-Messenger. Wall

Second – Robert Franklin, South Bend, IN Tribune: Commercial Fire

Sports

First – James Brosher, South Bend, IN Tribune: Intro

Second – Jeremy Hogan, Bloomington,



Yvette May's "Barn Fire" SCI Photo of the Year

IN Herald-Times: Goal

Honorable Mention -- Ric Dugan, Hagerstown, MD Herald-Mail: Win For Pink

Multimedia

First – Clay Jackson, Danville, KY Advocate-Messenger: Wilderness
[http://www.centalkynews.com/amnews/news/local/boyle/video-wilderness-trace-distillery-opening/video_c5177c50-5e27-11e3-](http://www.centalkynews.com/amnews/news/local/boyle/video-wilderness-trace-distillery-opening/video_c5177c50-5e27-11e3-b325-001a4bcf6878.html)

[b325-001a4bcf6878.html](http://www.centalkynews.com/amnews/news/local/boyle/video-wilderness-trace-distillery-opening/video_c5177c50-5e27-11e3-b325-001a4bcf6878.html)

Second – Alexis Rangel and Elizabeth, Imperial Valley Press, El Centro, CA: Pinata
<https://www.youtube.com/watch?v=to3oyI3WRVg>

Honorable Mention – Will Elkins, Aberdeen, SD American News: Pheasant Release

Honorable Mention – Will Elkins, Aberdeen, SD American News: Arena

SCI winners

(Continued from page 30)

PROFILES — DAILY DIVISION

Judge: Erin Orr, managing editor, The State Journal-Register

FIRST: Dustin Dopirak, The Bloomington Herald-Times, “Strong will”

Judge's comments: “One of the best college sports profiles I've read in a long time. Short on sports jargon and cliché (thank you!), and long on good reporting, research and writing. This is story that left me with a solid appreciation for the player profiled.”

SECOND: Virginia Black, South Bend Tribune, “Spreading (stealthy) cheer”

PROFILES — WEEKLY DIVISION

Judge: Erin Orr, managing editor, The State Journal-Register

FIRST: Kecia Bal, Our Town, “Lilly cancer survivor uplifted by prayers from around the world”

Judge's comments: “An inspiring tale of one woman's decision to fight what seemed a terminal cancer diagnosis, despite the apparent odds against her.”

BEST SPORTS WRITING

Judge: Bob Rose, deputy managing editor, St. Louis Post-Dispatch

FIRST: Mike Miller, The Bloomington Herald-Times, “Finding her place”

Judge's comments: “A simple moment packed with complex emotions - a basketball player's return from back-to-back season-ending injuries.”

SECOND: Eric Hansen, South Bend Tribune, “ND utility player Massa carries memory of fallen comrade”

HONORABLE MENTION: Dave Vilhauer, Aberdeen American News, “75 Years of the Aberdeen Civic Arena”

BEST LOCALIZATION

Judge: Walter Middlebrook, Assistant Managing Editor, The Detroit News

FIRST: Jon Blau and Dann Denny, The Bloomington Herald-Times, “Shutdown Dominoes”

Judges Comments: An interesting collection of stories that looked at the not-so-obvious effects of the governmental shutdown. These were well-reported issues that allowed readers to feel how the cuts would affect the community and were told and packaged in such a way that made them easily relatable for readers.

SECOND (TIE): “JFK represented change for Latinos” by Heric Rubio, Imperial Valley Press; and “Priest recalls the promise president presented” by Margaret Fosmoe, South Bend Tribune

HONORABLE MENTION: Krista Daly, Imperial Valley Press, “Cuts put more at hunger risk”

DIGITAL SUCCESS STORY

Judge: Tim Kelley, digital media manager, Wisconsin State Journal

FIRST: Rachel Bunn and Lindsay Erdody, The Bloomington Herald Times

Judge's comments: “GovTracker is great model for local and state political reporters. Frequent updates, an accessible approach and conversational tone make the blog an appealing starting point for readers who want to keep up with political happenings as they unfold.”

COMMENTARY

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

FIRST: Bob Zaltsberg, The Bloomington Herald Times

Judge's comments: “Bob Zaltsberg wins among a field of terrific entries with his clearly worded, courageous editorial entries, especially the blunt assessment of Rep. Todd Young's budget bill vote.”

SECOND: Richard Brown, Imperial Valley Press

SCHURZ COMMUNICATIONS, INC.

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

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

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

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

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

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

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

Michelle Wright, Vice President, Information Technology
574-247-7264 e-mail: mwright@schurz.com

Brian Lynch, Vice President Cable Division
240-420-2068 e-mail: BrianLynch@myactv.net

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

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

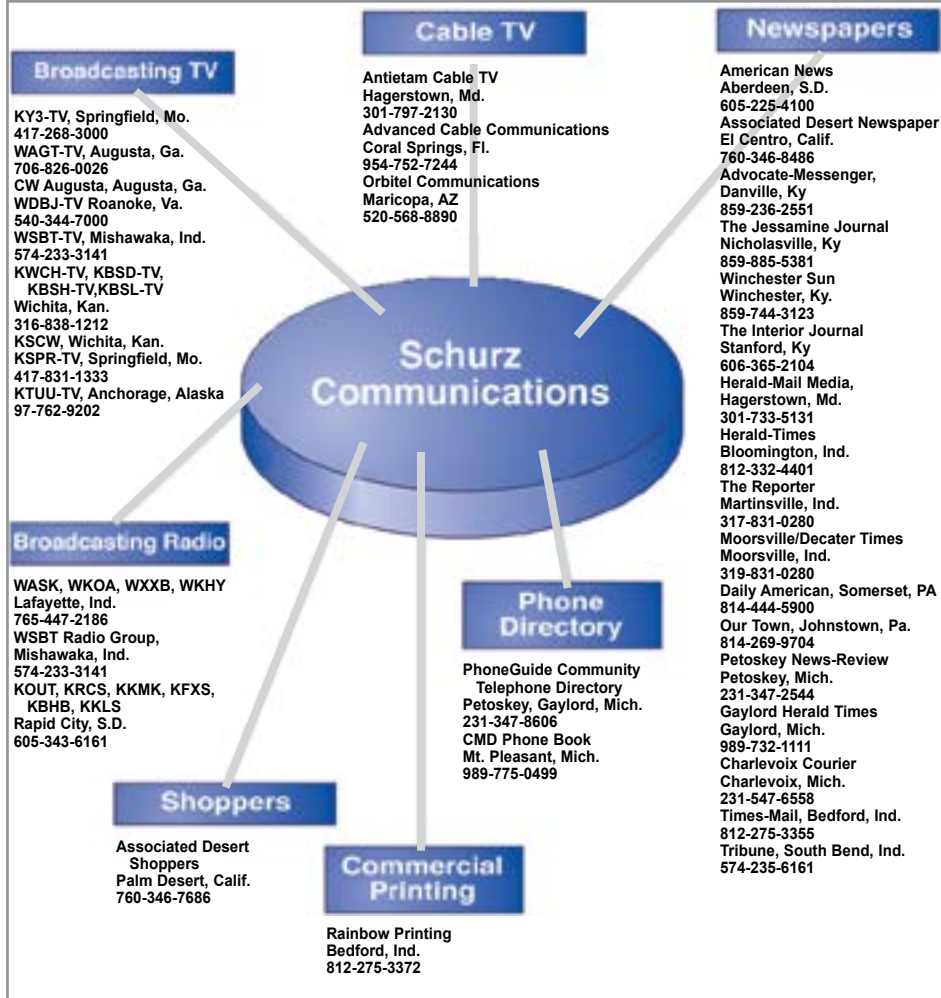
Bill Douglas, Procurement Specialist
574-247-7242 e-mail: wdouglas@schurz.com

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

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

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

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



Schurz COMMUNICATOR

The Schurz Communicator is a quarterly publication for and about the people at Schurz Communications Inc.

Bill Schrader, Editor

Contributing Editors

Scott Waltman, Aberdeen American News
Carolyn Beurskens, Advanced Cable Communications
Melissa Krupin, Advanced Cable Communications
Cindy Garland, Antietam Cable TV Inc.
Ernie Lopez, Associated Desert Shoppers
Jeff Routh, Bedford Times-Mail
Barb Ralls, Bloomington Herald-Times
Robin Hart, Danville Advocate-Messenger
Sara Douglas, Imperial Valley Press
Jake Womer, Hagerstown Herald-Mail
Mike Moore, Jessamine Journal
Brian Culp, Martinsville Reporter
Debbie McGuinness, Petoskey News-Review
Jeremy Speer, Gaylord Herald Times
Bryan Johnson, Orbitel, Western Broadband
Kevin Phillips, Rapid City Group
Brian Whipkey, Somerset Daily American
Cory Havens, South Bend Tribune
Scott Schurz, Winchester Sun
Erika Schlup, KWCH/KSCW, Wichita, Kan.
Janet Fumeaux, KY3/KSPR Springfield, Mo.
Brad Hillwig, KTUU-TV, Anchorage, Alaska
Liz Mitchell, WASK, WKO, WXXB, WKHY, Lafayette, Ind.
Martha Graves, WDBJ-TV, Roanoke, Va.
Shelley Cataldo, WSBT-TV, Mishawaka, Ind.
Michelle Jewell, WSBT Radio, Mishawaka, Ind.

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

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

Return Service Requested

PRST STD
U.S. POSTAGE
PAID
BEDFORD, IN

Permit #385