

# **Schurz COMMUNICATOR**

**July 2014**

---



***Storm plunges Tribune into darkness***

***~ Story page 6***

# What's on the inside

# FROM THE EDITOR

This issue of the Schurz Communicator reflects the significant changes that have taken place within Schurz Communications Inc. this year.

Todd F. Schurz, President and CEO, writes on page 3 about the thinking and reasoning behind the changes that have been made,

The retirement of Charles Pittman March 31 as Senior Vice President for Publishing prompted Todd and the SCI board to look at what the needs and goals of publishing will be for the next 5 to 10 years and how the organization should be structured to achieve the goals.

One of the goals identified was to help print-based operations transform themselves to new digital platforms and new business models.

Achieving this goal, Todd and the board concluded, would require very different and at times contradictory skill sets that would require two different people to fulfill.

This led to the decision to promote Kerry Oslund, Vice President of Digital, to the new position of Senior Vice President of Publishing and Emerging Media, and to promote Cory Bollinger, publisher of the Aberdeen, SD American News, to the new position of SCI Vice President Publishing.

Stories on these two promotions are on pages 4 and 5.

The board strategy is clear: allocate resources to fund the growing part of the business, maximize cash flow from non-growth operations and to look for new growth opportunities.

To help bring focus on the latter another corporate personnel shift was made. Scott

Schurz Jr., President and Publisher of the Kentucky properties, is being moved to Mishawaka to take over the new position of Vice President of Corporate Development. This story is on page 4.

With digital delivery of news, information, advertising and multiple business models identified as SCI's future changes in emphasis will be made in the Communicator.

Greater emphasis will be placed on Digital Delivery. The section is being expanded to three pages this issue (pages 9, 10 and 11) and will remain at this level in the future.

Another focus in this issue of the Communicator is on awards won by SCI properties, reflecting the quality of the products being produced. See pages 28, 29, 30, 31.

--Hagerstown Herald-Mail Media won 23 awards in the Maryland-Delaware-DC contest including a Best of Show win by Ric Dugan in the Photo of the Year contest.

--KTUU-TV in Anchorage, AK won awards in four regional and state contests including two regional Murrow awards.

--WSBT Radio won 16 awards in the Indiana Press Association contest, more than any other radio station and including seven firsts.

--KWCH 12 in Wichita, KS won three regional Murrow awards.

--SCI Indiana papers won 21 awards in the Associated Press contest, 10 by the Bloomington Herald-Times, 8 by the South Bend Tribune and 3 by the Bedford Times-Mail. The Tribune's Robert Franklin won the Photo of the Year award.

WDBJ7 in Roanoke, VA won regional Murrow, Emmy and Associated Press awards.

--Bill Schrader, Editor



AGOSTINO

**Gesumino A. Agostino** has been named Vice President and Controller for Schurz Communications Inc., responsible for financial accounting, internal controls, accounting policy and cash management for SCI and subsidiaries, **Story on page 5.**



SCHURZ

**Frank Schurz Jr.**, former President and CEO of Schurz Communications and current chairman of the board, has been selected by the Indiana Broadcasters Association to receive its Lifetime Achievement Award for his commitment to community service

and philanthropy. **Story on page 6.**

**Ed Henry**, HR Business Partner with the South Bend Tribune, has announced his retirement. He joined the Tribune in 1985 as Personnel Manager. He became the Tribune's HRBP in 2012, **Story in Martin Switalski column in page 22.**



HENRY



SMITH

**Tim Smith**, Hoosier Times circulation director, has been awarded the Central States Circulation Managers' Association's Bill Hertter award. Smith is a past president of the CSCMA. **Story on page 24.**

**Jonathan Kleppinger**, staff writer and news designer for the Jessamine Journal in Nicholasville, KY for the past four years, has been named the newspaper's managing editor. Kleppinger, 25, is an Eastern Kentucky University graduate. **Story on page 27.**



KLEPPINGER



## Communicator on the Web

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

A reduced number of printed copies are being produced. Between 10 and 30 copies are sent to the properties.

## On the cover

An eerie glow was cast by the one emergency light in downtown South Bend May 16 when the area was plunged into darkness by a massive power outage. The presses couldn't grind out the Friday morning South Bend Tribune on schedule, but the newspaper's staff used the company's digital platforms to keep readers abreast of the latest news, Saturday morning the Tribune restored power thanks to two mammoth generators parked outside the building. The Saturday paper was delivered on time and then back on schedule again on Sunday. **Story on page 6.**

# Thinking, reasoning behind SCI decisions

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

**Schurz Communications Inc.**

There have been some significant changes in our organization this year, and I want to use this issue's column to share the thinking and reasoning behind them. While the focus of this is on publishing, I think there are lessons for all of our businesses.

Charles Pittman, our Senior Vice President for Publishing, retired on March 31 of this year after a noteworthy career. Charles is an inspirational leader and gifted mentor. Due to his service on numerous boards, he has insights into the entire industry and was able to identify the best outside expertise in terms of partners, consultants and vendors. I believe this is a large reason why our company's newspapers have outperformed the industry.

Having said that, the outlook for publishing is still sobering. Since 2007, our publishing revenue fell by a little more than 33%. We reduced our costs, but our operating income declined almost 60% during that same time period.

Over the course of three board meetings, the company's directors helped me sort out the key questions and issues. Before we could determine who would succeed Charles (the who question), we first had to address the what and why questions: What are the needs and goals for publishing for the next 5-10 years? How should we be structured and organized to achieve those goals? The Board did an excellent job fulfilling its governance role of asking great questions, simultaneously pushing and encouraging management, and helping us reach the best decision.

What are the goals for publishing? I believe there are two pressing needs.

1. Help publishers, staffs and print-based operations transform themselves to new digital platforms and new business models. We will continue to see new technologies, changing consumer tastes, and disruptive business models. We need to think more about how we create value for consumers, and we need to find new ways to create more value and profits per reader, listener, viewer, member, user, etc. through new services (e.g. events) and business models (e.g. e-commerce, consumer insights). We need to be the preferred consumer choice in our traditional media, on the web, on mobile devices, and on the street (face-to-face). Our future lies in digital delivery of news, information, advertising and multiple business models.

2. As revenue continues to decline or even plateaus at a lower level, we need to become more efficient, streamline operations, and reduce our cost structure. Each newspaper has optimized itself; now we need to optimize the whole. While digital is clearly our future, the cash flow today and in the near future is still predominantly based on ink-on-paper.

So, how should we be structured and organized to achieve these goals?

It was clear to me that this was a time to re-organize; we cannot go back to what we had before because the newspaper publishing industry will not. Systemic change in the publishing industry requires us to adapt more and even faster; that would argue for a more streamlined approach.

Increasing complexity, uncertainty, and risk also places high value on collaboration. After many weeks of considering multiple options, it finally dawned on me that achieving these two goals requires very different and, at times, contradictory skill sets. As a result, it will require two different people. After reaching that conclusion, the answers to the who question became far more simple.

On May 1, Kerry Oslund was promoted from Vice President of



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

Digital to Senior Vice President of Publishing and Emerging Media. Kerry does not have a deep background in publishing (he will be the first to tell you that), but he has a long background in journalism and business, both broadcasting and digital. Most importantly, he brings an entrepreneurial perspective and energy around innovation to an industry that needs it. He is focused on discovering the business models that will take us long into the future.

To help us better collaborate and optimize the publishing segment of our organization, we created a new position, Vice President of Publishing, that still retains local publishing responsibilities. In 2012, we tried this same model with Brian Lynch, Antietam Cable's general manager. Brian gained additional responsibilities as the corporate Vice President of Cable Operations, and we all learned that having both local and segment responsibilities provides a very valuable perspective.

So, in mid-May, after interviewing a number of highly qualified internal candidates, we named Cory Bollinger, the publisher of the Aberdeen American News, to this new role. All of our newspaper publishers will report to Cory, and he and Kerry are working together to achieve these two key goals.

As part of this process, the Board asked me two additional questions that some of you have asked as well, and I want to share those responses.

What is the future of newspaper publishing?

Many people still love ink on paper, and it is still a very effective medium. However, it is also clear that it is not what it once was and will never be again; the growth in e-books and consuming information on all digital platforms, especially mobile devices, demonstrates that clearly.

I do not think the newspaper industry is dying; I think the business model is in distress and may be coming to an end. However, the need for information and to have a sense of time and place will continue.

Our challenge is to figure out how to meet that need in an economically sustainable way. Our principal assets are not the printing press or physical plant - it is the local brands, local content, local sales and marketing, and deep community connection and customer insights.

Let me use an analogy. The captain of a ship is supposed to go down with the vessel. I do not believe in being resigned to going down with the ship when the ship can be repaired or changed into something that is still seaworthy.

And, finally, where are we going long-term and how are we going to get there?

Simple questions can generate very long answers at times, and other times, it is fairly straightforward. In our case, I think our long-

(Continued on page 7)

## Oslund, Scott Schurz, Jr. promoted at SCI

Kerry Oslund and Scott Schurz Jr. have been promoted to new roles on the Schurz Communications Inc. (SCI) senior corporate staff.

Effective May 1, Oslund, formerly the Vice President of Digital Media, became the Senior Vice President of Publishing and Emerging Media.

Effective July 1, Scott Schurz, Jr., who for the past 10 years has served as the President of SCI-owned Advocate Communications, Inc. in Danville, KY, was named Vice President of Corporate Development.

“Kerry has done an excellent job leading our organization’s digital efforts,” Todd Schurz, President and CEO said about the new Senior Vice President of Publishing and Emerging Media.. “I expect that we will see even more innovation as he brings his entrepreneurial passion to our publishing operations.”

Due to the growing prevalence of digital endeavors, Oslund’s position as Vice President allowed him to work closely with other divisions, including publishing. That closeness will continue with his new role.

“There won’t be a lot of ‘get to know you,’ as our work continues,” Oslund said. “As communication channels blur and change, those brands most focused on the customer—including their behaviors and propensities—will have the brightest futures. Schurz has a very bright future and I am proud to be a part of it.”

“As our company has grown larger and our industries more dynamic, it is clear that we need someone to help chart our future course,” Todd Schurz said about the Scott Schurz promotion,

“Scott is uniquely qualified to identify potential new segments or industries for our company and ownership to foster greater growth and diversification,” Todd added. “I am delighted to welcome him back to the Michiana region.”

“It has been an honor to serve our central Kentucky communities along with the talented and dedicated employees at Advocate Communications, Inc.,” said Scott Schurz Jr. “I look forward to furthering our mission in a new role with SCI, beginning in July.”

A search has begun for a replacement to serve the Kentucky properties.

### Kerry Oslund

At the National Associating of Broadcasters convention in April, 2014, Broadcasting & Cable Magazine honored Kerry Oslund with its annual Technology Leadership Award. The prior year in its June 2013 edition, the same publication featured Kerry on its cover, denoting the industry’s “Next Wave of Leaders.”

Prior to joining Schurz Communications, Kerry was based in Washington DC as Vice President of New Media for Gannett Broadcasting. In that role, he sought out new opportunities in information delivery and business development on emerging platforms. Kerry also served as the primary digital liaison between Gannett Broadcasting, USA Today, Gannett US-Community Publishing, Legal and M&A. In 2008, Kerry was honored with the Gannett Chairman award for past and future digital contributions.

Before joining the Gannett corporate team in 2002, Oslund served as that company’s News Director at WXIA-TV, in Atlanta. Prior to that, Kerry was Corporate News Director for Lee Enterprises and given oversight responsibilities for seven network affiliate TV stations, as well as News Director responsibilities for Lee’s flagship KOIN-TV, in Portland, Oregon.

While attending Arizona State University, Kerry worked as a local



Kerry Oslund



Scott Schurz Jr.

newscast producer for the CBS affiliate in Phoenix, which he joined full-time after graduating with a degree in journalism in 1983. From there, he held Producer and Executive Producer assignments for Gannett, in Atlanta. He also served as Supervising Producer and Lead Writer for the nationally syndicated news magazine, “USA Today on TV,” from Grant Tinker/Gannett (GTG), in Washington, DC.

From 1990-1994, Kerry worked in Los Angeles as an Executive Producer for the Walt Disney Company. He helped to create, then supervise KCAL TV’s “Prime 9 News,” the first prime-time, all-local, news block in a major media market. In 1995, Kerry joined other former Disney-KCAL executives in advancing newly created Argyle Television (sold to New World), then Argyle II (merged with Hearst).

Among other journalism and technology accolades, Oslund has been awarded six Emmys, a Golden Microphone and the National Association of Black Journalists’ highest award for International Coverage (network and top 15 markets) for his work in Somalia.

At Schurz, Kerry has led the corporate digital team. He has additionally been involved in strategic planning, M&A and budgeting activities in all company segments. Kerry is part of the Schurz Acquisition Committee and adds Benefit Committee duties with his new assignment as SVP.

Kerry shares four children with his wife Mary Ann.

### Scott Schurz Jr.

Scott 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

In addition to the Advocate-Messenger, Schurz companies in Kentucky include two weekly papers, The Interior Journal of Stanford and The Jessamine Journal of Nicholasville, and 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. Upon his return to South

(Continued on page 5)

# Agostino named V-P and Controller at SCI

Gesumino A. Agostino was named Vice President and Controller for Schurz Communications, Inc., on April 30, 2014.

Jessie is primarily responsible for financial accounting, internal controls, accounting policy, and cash management for Schurz and its subsidiaries. Jessie provides financial analysis and reporting to Management and the Board of Directors as well as coordinates the annual budgeting process for analysis, review and approval. He is responsible for preparation of the annual audited financial statements and other external reporting.

Other responsibilities include business acquisition valuation and due diligence and directing Schurz' Financial Shared Services functions.

Prior to joining Schurz in 1992, Jessie

## Gesumino A. (Jessie) Agostino Named SCI Vice president



worked for Crowe Horwath for three years as auditor and tax accountant after completing an Internship during his senior year of college. He was the Internal Auditor for Schurz involved in various controllership duties in addition to the internal audit function 1992-2003. He was promoted to Corporate Controller in 2004.

Jessie was born in South Bend, Indiana,

and attended The University of Notre Dame graduating in 1989 with a Bachelor of Business Administration degree in Accounting. He passed the Certified Public Accountancy Examination in Indiana in May 1995. He later received his Master of Business Administration magna cum laude in 2010 from the Mendoza College of Business at the University of Notre Dame where he also received The Dean's Award for academic excellence, outstanding leadership, and service to the University and the College.

Jessie and his wife, Kristin, live in Granger, Indiana, with their daughter Samantha.

After their wedding at the Basilica of the Sacred Heart, Notre Dame, Jessie and Kristin moved to Rockford, Illinois, in pursuit of Kristin's career while Jessie telecommuted his position for Schurz from 1998-2003. Jessie and Kristin relocated back to the Michiana area in 2003.

Jessie is a member of the Media Financial Management Association and active in the Notre Dame Club of St. Joseph Valley. His family attends St. Pius X Catholic Church.

# Aberdeen's Bollinger named to corporate V-P position



**Bollinger**

Schurz Communications, Inc. is realigning oversight of its publishing division.

Senior Vice President Publishing and Emerging Media Kerry Oslund,

announced that publishing veteran, Cory

Bollinger, has been named to the newly created position of Vice President Publishing.

Since 2010, Bollinger has served as President and Publisher of Schurz' Aberdeen News Company which includes the American News newspaper and Farm Forum in Aberdeen, South Dakota.

Bollinger, an Illinois native, will be in charge of publishing for all Schurz newspapers and will be a part of the SCI senior corporate staff. Oslund indicated Bollinger will add over-all responsibility for optimizing the publishing division to his current responsibilities in Aberdeen,

"Cory's skills are deep with innovative spirit and a history of finding ways to reinvent our products to be successful," Oslund said. "Cory has effectively assembled a superior team in South Dakota that will enable him to broaden his role with Schurz."

Bollinger is a 27 year veteran of the industry and joined Schurz in 1998 as Advertising Director at Schurz' Herald-Times in Bloomington, Indiana. In 2005, Cory was named Vice President Advertising & Marketing of Schurz' Hoosier Times newspaper group in Southern Indiana. Since

2010, Bollinger has been and will continue as President and Publisher at Aberdeen News Company in addition to his new role as Vice

(Continued on page 6)

# Oslund, Scott Schurz Jr. named to corporate posts

(Continued from page 4)

Bend, Ind., in February 1995, Schurz held various sales, circulation and 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, as well as 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.

In January 2014, Scott Schurz Jr. was installed as president of the Kentucky Press Association. Schurz has also 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 Commerce Small Business Committee. Schurz served on the board of directors of the Kentucky Press Association, 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.

Other philanthropic activities include serving as a mentor for the South Bend Community School Corporation and as a volunteer coordinator for Greyhound Pets of America.

Schurz 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 and a Master of Business Administration from the University of Notre Dame. Schurz and his wife Stephanie have two children, Scott (Trey) III, 11, and Daniel, 10.

# Frank Schurz, Jr. to receive IBA award

Frank Schurz, Jr., former President and CEO of Schurz Communications and current Chairman of the Board, has been selected by the Indiana Broadcasters Association to receive its Lifetime Achievement Award.

Schurz's decades-long career ran the gamut from publishing to broadcasting and his commitment to community service and philanthropy made him the obvious selection for this prestigious honor by the IBA.

Growing up in the family business and prior to joining the corporate office, Frank Schurz held numerous positions at Schurz

Communications properties including Editor and Publisher of the South Bend Tribune as well as the Morning Herald and the Daily Mail in Hagerstown, Maryland. He served as president of WASK, Inc. in Lafayette, Indiana as well as WDBJ Television, Inc. in Roanoke, Virginia, WAGT Television, Inc. in Augusta, Georgia, and KY3, Inc. in Springfield, Missouri.

His tenure in Schurz Communications management helped build the long-standing, family-owned company into the respected organi-



Frank Schurz, Jr.

zation it is today with eleven television stations, thirteen radio stations, three cable companies, 16 newspapers, and digital operations, a printing company and a phone book publisher.

Schurz was no less active within the community and remains particularly committed to furthering the educational opportunities for minority students. In recognition of his efforts, he was awarded the Cornerstone Award by Indiana University and the IU Foundation as Partners in Philanthropy in 2012.

Though he retired from daily operations at Schurz Communications in 2007, Schurz's legacy continues to shape the current philosophy of the company's business model as it expands and innovates.

There is no doubt that his contributions to the media industry - and the community at large - have been far-reaching and the honor of the Indiana Broadcasters Association Lifetime Achievement Award is very well-deserved.

The award ceremony will take place at the Indiana Broadcasting Association Spectrum Awards and Broadcast Pioneer Hall of Fame dinner on Saturday, November 8 at the Marriott at Keystone Crossing in Indianapolis.

## Power outage can't stop Tribune

By CORY HAVENS

South Bend Tribune

The timing couldn't have been worse for the South Bend Tribune. As the press operators were preparing to run the morning newspaper, a massive power outage hit downtown. That stretch of time between midnight and 1 a.m. is the critical period to print.

Several employees scrambled in the following hours to recover. But it soon became clear readers would not see the morning paper in their driveways Friday morning. Like other downtown businesses, The Tribune took a punch in the gut.

Newsroom employees, however, were still able to deliver stories and updates on The Tribune's website and through social media. The company's digital platforms kept readers abreast of all the latest updates.

That work paid off with huge increases in traffic to our website and social media accounts, including a 131 percent increase in website views the morning of the outage. Later in the morning, The Tribune was able to restore power to its building and presses — thanks to two mammoth generators parked outside the building.

That allowed many readers to receive their Friday paper late in the day Friday. Others received both Friday and Saturday papers on Saturday morning.

If the timing was awful for The Tribune, it was no better for any other downtown business.

May 18-19 was commencement weekend



Truck-sized generators provide the Tribune with electricity during a three day power outage.

for the University of Notre Dame and Saint Mary's College, which always bring tens of thousands of out-of-town guests, many staying one or more nights in local hotels and eating multiple meals at local restaurants.

Downtown South Bend Inc. later estimated the economic impact of the outage, which lasted until about midday Sunday, to be at least \$3 million.

That estimate did not include the roughly \$125,000 downtown businesses spent on temporary fixes to mitigate further losses — such as The Tribune's two semi-truck-sized generators rented for three days.

DTSB estimated that such stopgaps kept the economic impact from doubling.

The Tribune may have lost the money it spent to maintain operations throughout the ordeal, but it gained trust and connection with a readership who turned to us in greater numbers to stay informed about what was happening downtown.

## Bollinger new SCI vice president

(Continued from page 5)

President Publishing on Schurz' senior corporate staff.

Prior to joining Schurz, Cory worked for Sun Publications of Copley Newspapers in Chicago, the Herald-News, Joliet, Illinois, and the Daily Eastern News at Eastern Illinois University in various advertising sales and sales management roles.

Bollinger has been active in the Aberdeen

community. He is a member and treasurer of the Aberdeen Chamber of Commerce executive board and a member of the Salvation Army board of directors. He serves as a youth leader for the Aberdeen First Presbyterian Church.

He and his wife, Elizabeth, have three children: Jacob, Adam and Natalie.

# Career Center

## Open positions within SCI can be accessed

By **LESLIE WINEY**  
**South Bend Tribune**

The Schurz Communications Inc. Internal Career Center allows current employees the ability to search and apply for open positions within the company.

To access the Internal Career Center, log-in to Employee Self Service at <https://portal.adp.com>. Once you log in, a link to the Internal Career Center can be found on the lower left hand side of the page under Recommended Links.

If you have never registered for Self Service, you can register by clicking "First Time Users Register Here" and entering Registration Code Schurz-ESS2006. If you are already registered, but don't know your username or you need a password reset, try using the "Forgot your ID" or "Forgot your

password" options. If you still need assistance, contact the CARE Line at 877-919-9355, Option 5.

Once you are logged in to the Internal Career Center, you will need to complete your profile, although your basic information will already be loaded from your employee record. Complete your profile by updating your information and completing anything that is marked with a red asterisk.

After you've completed your profile, click on Search at the top of the page. If you know the position number you can enter it in the search field, but the easiest way to look for a position may be to select the location and then click Search at the lower left side of the page. It will bring up a list of positions and the position numbers should be clickable links.

Click on the one you are interested in and it will bring up the job description for that particular position. If you would like to apply, click Apply on the upper right hand side and you will be applied to the position. After applying, you will be returned to the previous page.

Watch your email for any notifications regarding your application. Most likely you would first be contacted by the hiring manager if he or she wants to pursue your application. If you are selected for a position, you will receive a link in your email to accept your offer letter and other emails for any subsequent tasks you may need to complete.

If you have any questions about this process, or need assistance to apply or register for Employee Self Service, please contact the CARE Line at 877-919-9355, Option 5.

# H-T Strategic Plan

## Home delivery growth is the focus

By **MAYER MALONEY**  
**Hoosier Times Publisher**

The major plank in the Bloomington Herald-Times strategic plan for 2014 was an in-depth plan to grown home delivery.

It's an ambitious plan that offers exciting opportunities.

The goal is to increase home delivery by 1,000 from March 1, 2014 to March 1, 2015.

As part of the plan, the newsroom hired four full-time employees to improve and expand content. The hirings included two in-depth reporters and a sports desk person to free up staff time for more high school sports coverage; sports will gain 40 hours of reporting time each week.

The H-T also hired a web producer, to improve and expand online content. The website's video content and as well as its presence on Twitter, Facebook, Instagram and Pinterest was felt immediately.

Circulation retention and sales efforts were budgeted to be increased to help achieve the goal.

Circulation hired a second part-time retention person who made 589 subscriber contacts in the in May which resulted in saving 179 customer. The existing retention employee contacted 560 customers and saved 398.

A new circulation option was also created that combines online and print.

More than 1,000 letters were sent to the

print edition's Saturday, Sunday and Sunday only subscribers who were advised they could get seven-day online access for only \$2 more per month and 149 have accepted the offer. An e-mail was sent to 1,680 online-only subscribers in the home-delivery area offering Saturday/Sunday print with their seven-day online offer for only \$3 more per month and 42 have taken the offer bringing the total SSWO to 191.

So, how are we doing against our goal?

Home delivery on the first Monday in June was -70 compared to the first Monday in March, which is the number we want to increase by 1,000. In the first couple of

months we showed an increase over the first Monday in March and we were encouraged by that.

Summers in Bloomington, however, are quiet once Indiana University ends its semester and everyone, it seems like everyone, heads out of town. If we look back a year to compare June 2013 to March 2013 home delivery was -184.

This comparison tends to support that we are closing that gap and on our way to hitting our target.

# Significant changes at SCI

(Continued from page 3)

grow and further diversify the company so that it is better and stronger for the next generation of owners.

And in the midst of our myriad of daily activities, how we get there (the broad strategy) is also fairly clear: allocate resources (people, time, money, etc.) to fund the growing part of the business, maximize cash flow from non-growth operations, and look for new growth opportunities (acquisitions and investments).

To help us focus on achieving these goals, Scott Schurz Jr. moved into a new role in our organization, Vice President of Corporate Development, effective July 1.

Let me finish with one final comment.

While I am excited for what Kerry, Cory and Scott will do in their new roles, we must never forget that success is always a team effort. It takes all of us working together, and so I want to thank each of you for all that you do.

# Innovation

## WDBJ7 program encourages sharing ideas

By LORI RICHARDSON  
WDBJ7, Roanoke, VA

It has long been known that some of the best ideas come from everyday employees on the job.

To encourage employees to share their ideas, WDBJ7 in Roanoke, VA, created a team of non-managers representing all areas of the station to encourage and reward employees for ideas that are innovative.

Thus, the Innovation Committee was born.



**Robin Reed and Brent Watts in the WDBJ7 virtual classroom, created after an Innovation Idea**

This is the employee team that reviews ideas that are submitted and determines if the submission is a suggestion or an innovative idea. Innovative ideas are defined as those that will increase viewership, increase revenue or decrease expenses.

We've had a tremendous response from employees!

Granted, not all ideas are innovative, but all are considered by the committee to determine if it meets the criteria – increased viewership,

increased revenue or decreased expenses. Those ideas that do not meet the innovative criteria are sent to the HR department for the suggestion box. Innovative ideas are taken to the department heads and general manager for review, discussion and possible implementation.

During the first five months of 2014, we have already had 108 innovation ideas submitted.

How did we get so many ideas? As an incentive to participate, two movie tickets are given to any employee who submits a valid idea.

In addition, we have periodic campaigns to encourage submissions. During a recent Lunch n' Learn, the Innovation Committee presented a motivational video and had a group discussion of possible ideas.

In May, we kick-started the summer campaign with two "think tank" events. If someone brought in a valid idea on the day of the event they were given the option of having coffee/bagel or an ice cream sundae. That event actually brought in 33 new ideas! Our summer campaign ends with a \$100 gas card drawn from a pool of employees who submitted a valid idea that's been implemented.

### **Top innovative ideas implemented during the first five months of 2014:**

Virtual Classroom - this will be used particularly by our weather folks to conduct weather classes without travelling to each schools.

Throwback Thursday – posting archived pictures on Facebook every Thursday.

Soap Opera blog – our credit/AR administrator not only suggested this but is writing a weekly blog on our website.

News Tips on Business Cards - lists all the ways that people can submit photos, videos and story ideas to WDBJ7.

Programming Facebook Page - to notify our viewers of all programming changes.

An update from the Innovation Committee

Thank you to everyone who joined us for Innovation Day! We received 33 new innovative ideas and are so excited to share them with management and put these ideas in action.

**upcoming meetings**  
Thursday June 12  
3:00pm  
Wednesday June 25  
11:00am  
*all are welcome!*

### **YOUR innovative ideas are making things happen!**

Thanks to YOUR ideas we are now saving monthly on our dumpster costs. There are also some news things on WDBJ7.com including our the newest blog, Your Hometown Soap Box, and a special section and photo gallery for contest winners.

Keep those ideas coming! And remember, anyone who submits a valid idea that is approved by management between now and July 31 will be entered in a drawing to win a \$100 gas card!

An innovative idea does one of the following:  
makes the company | money saves the company money | increases viewership

### **Congratulations to our movie ticket winners for May!**

Carol Agee	Jean Jadhon	Nadia Singh
Mike Bell	Ellen Martin	Kimberly Sokolik
Candice Carter	Matt McKeever	Kaye Sullivan
Mary Carpenter	Mike Morgan	Josh Szymanski
Becky Dyer	Matt Morrison	John Thomas
Nancy Fernatt	Nadine Maeser	Johnny Tsai
Allen Francis	Mike Petite	Kelly Zuber
Melissa Goona	Kim Pinckney	
Marissa Greever	Tim Saunders	

### **A monthly newsletter distributed to employees helps promote idea sharing at WDBJ7 in Roanoke, VA**

#### **Innovative ideas currently in process:**



**Mary Carpenter and Candice Carter in "think tank" innovation meeting**

Google Glass – utilizing the technology from Google Glass to assist with delivery of news stories.

Fun Fact for on Air Talent on Social Media - gives viewers additional insight to our talent.

QR Codes on all WDBJ7 vehicles - viewers can scan the QR code and be directly linked to our website.

We are proud of how the employees have made innovation a part of the culture of WDBJ7. You've heard it said that two heads are better than one? At WDBJ, multiply that by 100 and we've found many ways to increase viewership, increase revenue and decrease costs.



# DIGITAL DELIVERY

## Times, they are changing--and so is SCI

By IAN WILSON  
Digital Services Planner  
Schurz Communications

Whether we go back and attempt to interpret caveman drawings or simply settle for assuming it was young boys yelling on the street corners, we can safely assume advertising has been around for quite some time. And in that time, it has changed and evolved exponentially.

The changes that came along with the internet shook traditional media to its core. Businesses suddenly began to need things that a newspaper or TV sales rep couldn't offer them.

"I need to improve my SEO," they would ask. "Your what?" would come the reply.

At Schurz, we came to the realization that small, independent shops were popping up in an effort to fill that services void, and that they were eating our lunch. It was with that in mind that we undertook an effort to expand our digital offerings. And expand we did.

In partnering with several industry leaders in the realms of digital service, we began to empower our sales staffs with the tools they needed to be competitive in the new digital services arena.

Most prominent amongst our new offerings is our ability to construct new websites for clients. Websites are not only flexible and easy to update, but they're built on a responsive website platform, which means that every new website we build is optimized for a

user's experience should they visit the site on a smartphone. This product offering has proved immensely successful in multiple Schurz markets, and will surely expand in scope and ability as we continue to evolve.

Schurz has also been on the cutting edge of digital offerings by being amongst the nation's first publishers of our size to offer native advertising positions to clients.

Native advertising is the newest ad position in digital advertising, and is an evolution of a traditional advertorial position. Emerging publishers such as Buzzfeed and Business Insider have created a revenue model solely based on these positions, and old publishing standbys such as the New York Times, Wall Street Journal and Washington Post have followed suit.

Many industry experts have hypothesized that traditional online display advertisements will be all but extinct within 10 years. Here at Schurz, we on the digital team have made it our mission to keep our ear to the ground and find out where the next opportunities lie. We've already expanded our digital offering to allow for a client to purchase a whole suite of online tools from us, and we've already established ourselves as an industry leader in digital innovation.

Advertising will continue to evolve, as it has for hundreds, if not thousands, of years. And as it does, we'll evolve with it, in order to continue to bring our clients the best solutions to their marketing problems.

## Digital single copy rack being used by Tribune

By CORY HAVENS  
South Bend Tribune

Would presenting newspapers for sale in a more engaging display bring more customers?

It might be too early to say for sure, but early numbers coming out of a Tribune partnership with South Bend-based digital sign firm RedPost are encouraging.

RedPost racks include not just stacks of newspapers for sale but also a 10-inch by 19-inch video display screen.

The screen cycles through a series of images. Some are photos and headlines from that day's Tribune. Some are Tribune customers' ads. There is a strip across the bottom of the display for breaking news and live updates from Tribune social media accounts.

The unit also discreetly notes smart phones passing by in view of it to measure total and unique impressions.

Data from the first nine locations over a six-week period indicates Tribune vendors with RedPost displays showed an increase in Sunday single copy sales 18 percent higher

than the increase noted at a control group of non-RedPost locations. The daily sales comparison was 4 percent higher at RedPost locations.

The RedPost displays registered more than 67,000 unique viewers in the first month, with more than 400,000 times an ad was viewed.

The advertising department has not begun charging for RedPost ads yet, awaiting a more complete understanding of the project's impact.

The first nine vendors were gas stations and convenience stores. More recently, South Bend Chocolate Cafe and South Bend International airport have added the displays.

In its first week, the Chocolate Cafe, which had never sold the paper before, sold 45 papers.

There are plans to add another 13 merchants this month. Some of the new locations are other convenience stores, but others include restaurants, grocery stores and a Barnes & Noble bookstore.



Tribune's digital rack

# Launched in Tucson SCI finds dollars in digital only market

By J.B. OZUNA  
Director of Digital Sales  
Schurz Communications

Each year, media consulting firm Borrell Associates releases a study outlining the total advertising dollars available in every media market across the country. Top-to-bottom, ad spending is identified by category, along with projected growth or declines.

It's no surprise that the digital column in these reports is traditionally where the growth is occurring, both inside and outside of SCI markets. The barrier to entering new, growing markets has traditionally required some form of traditional media presence in that geography. However, digital media does not require this sort of presence; rather success comes from the sales talent pursuing those digital ad dollars.

In mid-2013, SCI Digital launched a plan to open up a "digital-only" market and that plan came to life in Tucson, Arizona this past August.

Jason Webb, Digital Media Specialist for SCI, joined the company's digital revenue team in August after a successful tenure as the Digital Sales Manager for the Arizona Daily Star. Jason's position reports to Ashley Saville and was created in part due to the success numerous SCI markets were having with Audience Extension sales.

AdX, as it is called internally, is the selling of non-Schurz owned digital inventory and has delivered over \$2 million dollars in new advertising to SCI since 2013.

Armed with a thorough understanding of the digital sales process, access to millions of digital ad impressions and a fistful of agency contacts, Jason began developing new business in Tucson.

After getting through the initial round of "who do you work for?" and "which paper do you own in Tucson?" questions, Jason began to gain traction as a digital expert for Tucson area businesses and ad agencies. His sweet spot thus far has been working with long-time media buyers who know they need to buy digital for their clients, but are not comfortable navigating and negotiating with the various digital networks.

Through May of 2014, Jason's hard work and client service has seen him turn Tucson into Schurz's eighth highest billing market for digital revenue.

## WSBT launches news app

Looking for breaking local news, weather or sports? There's an app for that - the brand new WSBT-TV News App! Top News, Weather, and Video are the core of the new app. Unlike our previous app, you can now watch all of our newscasts live on your phone or tablet.

Content is automatically posted to the app at the same time it's posted to our website, so there is no delay in getting content!

The app now displays breaking news alerts and weather alerts instantly.

Why is a news app important?

More and more of our viewers are getting their information from apps. Last month we had 11.1 million total pageviews. 3.8 million (34%) of those pageviews were from our apps.

We have had 79,542 WSBT news apps downloaded since it launched a few years ago.

## Max Relevance wins two Telly awards

The internal digital agency at Sunflower Broadcasting in Wichita, KS, Max Relevance, won two Telly Awards for outstanding commercial work.

Max Relevance received a Silver Telly, the highest award offered, in the Local TV/cable Non-Profit category, and a Bronze Telly in the Local TV/cable Promotional/Branding category.

The Department of Children and Families' spot featuring music by J.J. Heller received the Silver Telly Award. The commercial was part of a larger campaign which focused on adoption that included television and radio spots along with an aggressive online buy.

The Bronze Telly was awarded for the McPherson College "Freedom to Jump" commercial campaign. The Max Relevance team handled all areas of production; from conception, script writing, graphic design, to all shooting and editing.

Max Relevance is a full-service, digital agency specializing in both internet and traditional marketing; working with clients throughout Kansas and Oklahoma City. All work done by Max Relevance, from website development, search engine optimization, and video production is done locally in house, a dramatic contrast to the majority firms that outsource portions, or even all, of this work.

## American News online auction major success

Online auctions have proven to be a big benefit to the Aberdeen, SD American News as well as to its readers and digital members and the local businesses that participate.

The March Bid4It auction sold \$282,379 in merchandise and raised \$112,766 in revenue, said Christy Orwig, advertising director for the newspaper and its agricultural publication, the Farm Forum.

Both of those totals were much higher than the goals. Orwig said hopes were that the auction would result in \$170,000 in merchandise sold and \$70,000 in revenue.

For patrons, the upside to the online auctions is being able to buy products and services from local businesses at a reduced price. In return for offering items for the auction, those merchants receive advertising.

This was the second spring online auction. In July, the American News will begin its 12th summer auction. The spring effort yielded 81 accounts, 32 of which were new, Orwig said. Of the overall total, 94 percent sold at least one item, she said.

"Most accounts will have their auction money spent before the July auction starts," she said. "The length of time they have to spend the money all depends on their total sold."

Food gift certificates are the most popular items in the online auctions, Orwig said. Store gift certificates that have few limitations are also popular.

"The farm machinery and equipment category has grown over the past few years. We had 20 businesses that had items fit this category. A very large percentage sold," she said.

For the first American News online auction in 2003, revenue was \$105,000. In the decade that's followed, it's been anywhere from \$73,000 to \$112,000, the new high total from the recently completed auction, Orwig said.

# Advanced web analytics is coming to SCI

By **TODD DAVIDSON**  
CFE Digital Development  
Schurz Communications

The Center for Excellence in Digital Development in Bloomington has been working on deploying a number of advanced reporting tools within Google Analytics for SCI properties.

Developer Adam Rochford has been spearheading these developments.

Analytics goals are a part of this package, which allow SCI users to see how site end-users path to specific goals such as creating a user account, activating home delivery-based access, or paying for a web subscription. Understanding how our users get to these important endpoints can help us smooth the way for them with better design and explanation.

Additionally, a number of custom reports have been developed which will provide very specific information regarding user behavior on our sites:

User signup / subscription purchase/activation abandonment: See how many users get to the point of purchasing or activating a subscription or creating a user account but then abandon.

Subscription service ID: Get ecommerce data related to a specific service id on your site.

Logged in: Determine how many users on your site are logged in vs. those that are not.

Subscription conversion traffic source: Find where your subscription conversions are coming from.

Search traffic by keyword: What searches are landing users on your site.

Ecommerce traffic report: See how many dollars are being spent on subscription services on your site.

Visits by hour of day: Find peak traffic times.

Promo tracking: Find conversions for promotions leading to your site.

By using these tools as we go forward, the expectation is that we will be able to compare techniques for gaining user accounts and subscriptions and learn best practices for increasing users, subscriptions, traffic, and revenue across all of our properties.

We will let you know as these reports roll out to your properties. We may need to request access to your Analytics account(s) to add them.

If you have ideas/suggestions for additional reports that could be helpful to your operation, please send a note to use at [webstaff@schurz.com](mailto:webstaff@schurz.com).

## IV Press' Brown creates high school journalism app

FROM THE INLANDER  
Inland Press Association

Like many editors wrestling with the problem of attracting young readers to the newspaper, Richard Montenegro Brown thought that developing a mobile app aimed at high school students might be a worthwhile approach.

"But I didn't just want to make an app—it had to be more than that," he recalled

between sessions at this year's Inland Press Association Key Executives Mega-Conference.

Brown, local content editor for the Imperial Valley Press in El Centro, Calif., not only created an app with content specifically for each of the eight high schools in the area—he wrote an entire journalism curriculum for the schools. The 120-page textbook includes lesson plans for the entire school year. And Brown himself works with the students. "I go over their stories, red-lining text like we would with a regular reporter," he said.

The app and the journalism curriculum have kids turning to the newspaper for information—and are improving their fact-gathering and writing skills, said Erasmo Zayas, a creative writing and English teacher at

Calexico High School.

"It's been great," Zayas said. "There was not a lot of support for a (printed) newspaper, but the kids love the app. And the irony is that though it's online, they associate it with the newspaper."

The journalism class has uncovered previously hidden talents, Brown said. "There are probably five kids I'd hire right now if I had the money."

Some student stories and photographs are published in the print newspaper in a newly created weekly "Teen Page."

Brown is in his third year of the Inland Fellowship program for young management-track minority employees of member newspapers.

Before launching the app and program, Brown made sure to get buy-in from educators. He presented the plan to the monthly meeting of school supervisors, and solicited advice for the content from principals and teachers. "They loved it, because Common Core (required standards) was coming down the pike, and this dovetailed perfectly with the Common Core communications requirements," he said.

The free mobile app IVHigh.com showcases each school in tiles shaded to its school colors. In addition to stories posted by students, it includes mobile links to MaxPreps, the Sports Illustrated-owned portal that's the biggest source for high school sports data.



**JB Ozuna, SCI Director of Digital Revenue Development, and Carol Agee from WDBJ7 in Roanoke, VA at the SCI digital leaders meeting.**

### SCI digital meeting focuses on ecosystem

By **CAROL AGEE**  
WDBJ7, Roanoke, VA

Many of the Schurz Communications Inc. digital leaders came together for introductions to each other and to the Interactive Advertising Bureau certification process.

The theme and overall goal is learning more about the digital ecosystem.

With the explosion of more and more platforms and channels, ad formats, metrics and tools, standardized skills are absolutely necessary to remain competitive.

The purpose for IAB certification is to build a higher level of client credibility, trust and to create and instill a deeper trust with clients and team members.

We also had guest speakers from a few of our vendor partners to help us drive innovation and product development opportunities to bring back to our sales teams and clients.

# Antietam Cable employee pilots WW II plane

By CYNTHIA GARLAND

Antietam Cable, Hagerstown, MD

There is in my photo collection an iconic picture of my father, Cyril "Red" Hensel, as a child of seventeen beaming proudly from the cockpit of a U.S. Navy WW II trainer. He had printed in bold letters on the back: "Just out for a short hop." I love that picture. It captures Dad's spirit perfectly. I had it blown up and framed, and it now hangs in my office where it serves as a constant inspiration to always "give it my all."

One of the many gifts my father gave me was his passion for flight. Shortly after obtaining my first "career job" at Antietam Cable in 1981, instead of saving for a home or car or my retirement, I spent every cent on flying lessons. After three years of fair-weather weekend lessons, I had passed my flight exam and was a licensed pilot.

Looking back, I am so grateful to have been so impractical. Dad and I flew together often in the year that followed. I would handle the take-offs and landings, and turn the controls over to Dad while in-flight. Later that year he passed away due to a sudden heart attack, and those memories have become the most cherished of my life.

In April of this year I attended Hagerstown Aviation Museum Open Airplane Afternoon. Hagerstown was the home of airplane manufacturer Fairchild Aircraft from 1931 - 1984. The Museum is dedicated to preserving the town's aviation history and has many aircraft from that era in its collection.

The Fairchild PT-19 was used by the Army to train pilots during WWII, and the museum was offering flights in it as part of the event.



Cindy Garland at the controls of the Fairchild PT-19

I signed up immediately.

While awaiting my turn, one of the museum directors recognized me and we began a conversation. He and I had worked together as volunteers to help establish the Hagerstown Aviation Museum over two decades ago.

When the aircraft taxied into position, he walked with me as I boarded and introduced me to the pilot-in-command, informing him that I was also a pilot. We shook hands and I lowered myself into the rear cockpit and "strapped in." Since the PT-19 is an open cockpit plane, he double checked that the straps were secure, then lowered himself into the front cockpit. We put on the head-

sets so he could communicate with the Control Tower and we could communicate with each other.

He called "Clear prop!" and the engine roared to life. He taxied to the active runway and applied full throttle. The surge of power and rush of the wind pushed me back in the seat as the aircraft pulled up and away toward the clouds.

I was in heaven. The weather was warm and clear, with unlimited visibility throughout the Cumberland Valley. We turned from the airport and proceeded on a southern heading along the hills to our left. As soon as we reached our cruising altitude, I heard the pilot's voice crackle in my headset. "So what do you think?" he asked.

"Great! Love it!" I replied.

Midway through the flight he radioed the Tower our intention to turn back for the airport. The Tower acknowledged. I expected he would resume control.

He didn't.

"O.K. - take us home," he instructed.

"Roger...turning now." I eased the stick to the right and executed a 45 degree coordinated turn maneuver known as a "steep turn." The plane handled beautifully. I rolled out of the turn on the return compass heading north and proceeded back to the airport.

I never imagined I'd have the chance to fly in such a beautiful vintage airplane, much less pilot one! It was a once-in-a-lifetime opportunity.

Cynthia Garland is Director of Marketing with Antietam Cable Television in Hagerstown, MD



## Petoskey Group's distribution team

The Petoskey Group is excited to move into its busy season with an energetic distribution team. This team is being lead by Mark Fedus, who brings a wealth of knowledge from his "hands on" approach in this area, for more than seven years with the Petoskey Group. The distribution team is excited to improve, expand and strengthen circulation, not only for subscribers but for niche products as well. Pictured from left are Mark Fedus, Michelle Harrington, Ryan Clone, Jason Wilson and Michael Bonnett.

## WSBT employees urged to take Water Challenge

By **KELSEY GONZALES**  
Digital Media Associate  
WSBT Mishawaka, IN

Schurz Communication, Inc. has challenged all employees to lead healthier, happier lives.

One of the goals is to drink 64 ounces of water a day and decrease consumption of caffeine and sugary drinks.

Why drink more water?

According to the Mayo Clinic, water makes up about 60 percent of body weight and every system in the body depends on water. It flushes toxins out of vital organs, carries nutrients to cells and provides a moist environment for the ear, nose and throat tissues.

Lack of water can lead to dehydration, drain your energy and make you tired.

Several members of the WSBT staff brought their water bottles, filled out their activity trackers and stayed hydrated! Those who completed the activity tracker received one point toward a \$25

## Wellness goals at KY3 for 2014

The year 2014 got off to a great start at KY3, Inc. in Springfield, MO.

This year, employees are taking part in several new wellness initiatives, including wellness coaching, yoga, meal planning and an intense boot camp. These endeavors are led by a local personal training company, Big Time Results.

Participants weighed in at the beginning of February and performed skill tests measuring their abilities in the areas of mobility, strength and cardio conditioning.

At the end of a 10 week period, employees took another shot at the tests to see how much they've improved.

Both the boot camp and yoga classes were held onsite, allowing employees to join in the fun on their lunch breaks or before leaving after a shift. Big Time Results also encourages staff members to visit their facilities for additional classes at other times.

KY3, Inc. is committed to keeping its work family healthy. These new options are making it happen for our work family in 2014.

gift card. The gift cards are given away quarterly and those with four points on their affidavit received one.

There's also a challenge within the challenge!

The WSBT men will be going up against the women to see who can drink more water. The winning gender will receive fantastic prizes.

Employees also had the opportunity to share their "Just Add Water" photos on the Schurz Choice Facebook page and by using #SchurzChoiceH2O.

A reminder log was emailed to all WSBT employees to keep track of what they drink.



Among the participants in the "Just Add Water Challenge" at WSBT were, from left, Lisa Birk, Tony Gazzana and Shelli Harmon.

## WASK Group sheds 219 pounds in contest

The WASK Radio Group in Lafayette, IN completed a 12 week weight challenge, which ran from Feb. 3rd to April 28th.

Five teams of five competed to win a day off and a gift card to the Cheesecake Factory.

Every Monday during the challenge, each team member weighed in and was recorded confidentially. The teams' weight loss was calculated by percentage lost.

The winning team comprised of Mike Shamus (OM), Scott Lindahl (Director

of Sales), Cynthia Andres (Receptionist/Administrative Assistant) and Matt Toney (Account Executive) lost 6.9 percent of their starting team weight.

Cynthia Andres had the best overall individual loss of 11.42 percent

The station combined lost a grand total of 219.3 pounds.

## WSBT cyclists Bike the Bend

By **SHARON GILLIS**  
Digital Marketing Director  
WSBT, Mishawaka, IN

Several employees at WSBT in Mishawaka participated in the 2014 Bike the Bend ride on June 8.

This was the sixth year for the event, which attracts families and serious cyclists alike with 37 miles of bike routes throughout the streets of South Bend, Notre Dame and Mishawaka.

The streets were all vehicle-restricted, which allowed friends to ride side-by-side and not have to watch out for cars.

Bike the Bend also had a fantastic pancake and sausage breakfast and nine rest stops with snacks and water along route.

Participating in the ride also counted towards Schurz Communication Wellness credits for 2014.



Winners in the WASK weight loss competition were, left to right, Cynthia Andres, Mike Shamus, Matt Toney.

## Antietam sponsors community events

Antietam Cable in Hagerstown, MD, sponsored the 9th annual Bonanza Extravaganza held at the Hagerstown Speedway on May 9-11, 2014.

The event is organized by the International Association of Fire Fighters Local 1605 Foundation, Inc. and charged with raising money to fund health and welfare improvements for residents of the Greater Hagerstown area.

In the first eight years of operation the Foundation has given over \$1.2 million to local non-profits including a \$40,000 donation to Children's Village and a \$60,000 van used by a non-profit organization to transport patients to and from cancer treatments in the area.

Over 6,000 people attended the sold out event this year, most of whom congregated in the Antietam sponsored VIP tent where cash prizes of \$1,000 were announced. Antietam Cable supplied the video signal to numerous wide screen TV sets that were mounted on a truss system throughout the tent. In return, Antietam ran commercials on the Jumbotron, hanged banners throughout



**A large crowd gathered at the VIP tent during the Bonanza Extravaganza for Antietam Cable's prize drawing.**

the event area, received frequent stage mentions, and announced four of the \$1,000 winners.

Later in the month, Antietam also sponsored the 19th annual Western MD Blues

Fest held in downtown Hagerstown and Hagerstown City Park on May 29 - June 1, 2014. Event committee members boasted record-breaking crowds for each day of the four day festival.

Antietam had its logo displayed on hundreds of volunteer t-shirts and Blues Boutique bags throughout the festival grounds. Antietam also provided a free WiFi hotspot for festival attendees during the Friday and Saturday downtown concerts, receiving stage mentions and a full page ad in the festival program.

Antietam has been a major sponsor of the Western MD Blues Fest since its inception nineteen years ago.

"Both of these events are hugely popular and generate a high level of excitement throughout the community every year," comments Brian Lynch, president and general manager of Antietam Cable. "As a local company, it is important to support events like these that not only increase the quality of life for our area, but also generate a positive economic impact."

## Top of Class honored by KWCH for 23rd year

By ERIKA MALEY  
KWCH 12, Wichita, KS

KWCH 12 in Wichita, KS hosted the 23rd annual Top of the Class appreciation breakfast in May.

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

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

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

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

Eyewitness News anchors Roger Cornish and Melissa Scheffler hosted the event.

Sports Reporter Jenn Bates also gave a motivational speech.



## Painting Maricopa purple

The week of April 19 through April 27 Orbitel Communications participated in Paint Maricopa Purple Week, benefiting Relay for Life/American Cancer Society. Everything that could be reached was colored in shades of purple to show support for this great and lifesaving organization. Relay for Life raises an average of 400 million dollars a year with an average of 3 million participants across the globe. All proceeds go to research, education and support for cancer patients worldwide. Pictured is the decorated Orbitel office in Maricopa AZ.

# Hoosier Times newspapers honor "stars"

For the past several years each of the Hoosier Times newspapers has published a special section in the newspaper recognizing Scholastic Stars.

It's like all-area athletic teams but it's based on academic achievement and community involvement. A Gold Team was named and a Silver Team.

This year, for the first time, special recognition banquets were held in each of the three markets to provide additional recognition for the Scholastic Stars and each of the events was successful.

Each "star" received two free tickets to the event and additional tickets were available for \$20.

Highlight of the recognition ceremonies was the awarding of two scholarships, one for \$500 and one for \$250 at each event.

In Bloomington 29 of the 62 students honored by the Herald-Times attended the breakfast event on May 21. Total attendance was 206 with 59 tickets sold. Sponsorship revenue totaled just more than \$8,000.

The speaker at the Bloomington breakfast was Stephen Zerfas. He is a graduate of Bloomington High School North and was named to the first Scholastic Stars in 2010. He graduated summa cum laude from the University of Notre Dame this year.

Zerfas encouraged the 2014 Stars to challenge themselves when they leave high school, to reflect and fine tune their core beliefs. "I dare you to leave this room with a plan to get out of your comfort zone," he said, "Dream big and think of the big picture."

Twenty-eight of the 31 students honored in



**Stephen Zerfas, a Bloomington North graduate and a member of the first Scholastic Stars team in 2010, spoke at the Bloomington Scholastic Stars breakfast.**

Bedford by The Times-Mail attended the event on May 19. Total attendance at the dinner was 105 people with 25 tickets sold. Sponsorships totaled \$3,200.

The Bedford event was entertaining and enlightening. The speaker was Sean Steele, a Bedford resident, educator and musician.

In Martinsville/Mooresville 26 of the 43 students honored by the Martinsville Reporter-Times and The Mooresville-Decatur Times attended the dinner on May 22. Total attendance was 109 and 30 tickets were sold. Sponsorship revenue was \$4,300.

Keynote speaker at the banquet was Dan Moore, President and CEO at Home Bank. Moore said as much as these students learn in high school and will learn in college, the art of reading people is something that can only be gained through experience. He

referred to a Dwight Eisenhower quote, "Never lose an opportunity to say nothing," meaning never miss a chance to study people and understand their story.

"We learned a lot from this first year and will use that to make the events better next year," commented Hoosier Times Publisher Mayer Maloney. "Everyone enjoyed the events and we received a lot of great feedback – people love these "feel good" events."

In each of the markets seniors were nominated for the Scholastic Stars by guidance counselors and administrators at the schools. Then a panel of judges assembled in each market made the final selection. The panels were made up of newspaper staff members and community leaders.

## **Herald-Mail Media, Antietam Candidate forums are well attended**

Herald-Mail Media partnered with Antietam Cable to hold three candidate forums ahead of Maryland's June 24 primary election.

Hosted were candidates for Washington County Board of Education, Washington County Board of County Commissioners and Maryland state delegate.

The public school system welcomed Herald-Mail to use its new state-of-the-art board room with its remotely controlled, ceiling-mounted cameras and a Tri-Caster. Each of the three forums were open to the public and well attended.

Audience members submitted questions, which were vetted by editors before a moderator posed the questions to candidates.

Herald-Mail Media anchors Raychel Harvey-Jones and Michelle Horst, and anchor and editor Mark Keller each moderated a forum.

The forums were streamed live on HeraldMailMedia.com.

## **300 scouts are hosted on special WSBT day**

On March 15 WSBT hosted nearly 300 scouts and another couple hundred scout leaders and parents on WSBT's 3rd Annual Scout Day.

Production, News and CCS staffed the event and took the scouts through the building.

Bob Lux dug into his decades of experience to share about radio. Pat McGovern and Rod Copley showed the kids the magic behind the curtain. Jen and Rick smiled from ear to ear and took pictures and signed autographs with every single one of the scouts who came through. Matt Rudkin taught the kids about the Big Green Weather Wall and Bob Montgomery and Robert Borrelli taught them about the newsroom and what exactly the nasty squawking boxes are used for.

This was another fun, high touch event. No other station in Michiana does an event like this and it shows in the gratitude on the faces of the scouts and parents who take the tour.

# KWCH 12 helps break record with Heartspring

By ERIKA MALEY  
KWCH, Wichita, KS

KWCH 12 in Wichita, KS teamed with Heartspring for its annual Autism CARE Walk on April 26 in Downtown Wichita.

More than 4,000 people came to support autistic children and their families and in total raised \$101,012. KWCH 12 Eyewitness News anchor, Kara Sewell, emceed the event.

“Being asked to emcee any event is an honor but I have a personal connection with Heartspring,” Sewell said. “They provided learning services for my aunt many years ago. CARE Walk inspires people to rally together around a cause that touches nearly everyone.”

KWCH 12 also had its own team participate in the walk.

All of the proceeds raised benefits Heartspring’s Community of Autism Resources and Education (CARE) Program.

This is the first year KWCH 12 has sponsored the event. This year’s Autism CARE Walk’s registration increased by 60 percent and raised \$15,000 more than the previous year.

## Antietam customers to Suns game

The sun was out, the food was warm and the seats were full.

On June 2nd, Antietam Cable customers were invited out for a free, fun baseball night at Municipal Stadium in Hagerstown, MD. Antietam Cable is a proud sponsor of the Hagerstown Suns, a local baseball affiliate to the Washington Nationals.

Antietam Cable customers were admitted to the game for free as a Thank You for being a customer. Antietam Cable plans to have two more Date Nights at Municipal Stadium, as

the crowd on June 2nd was fun, energetic and good luck as the Suns won 4-2 against the Delmarva Shorebirds.



## 200 in IV Press run

Nearly 200 people turned out to make the Imperial Valley Press’ Second Annual Color Fest 5K run as exciting as the first.

There were more color stations and the route was centrally located in El Centro’s Bucklin Park and surrounding neighborhoods.

All proceeds went to Newspaper in Education to help fund the

## Duck race

93.9 The Mix, in Rapid City, is sponsoring the 25th Annual Great Black Hills Duck Race in July to benefit the Children’s Miracle Network.

Mix Morning Host Kevin Phillips has been the Duck Race Chairman all 25 years.

The radio station has helped the Children’s Miracle Network raise close to two million dollars with this fun, family event.



## Elkhart County WSBT Radio hosts Home Show event

By LISA BIRK  
WSBT Radio, Mishawaka, IN

Sunny 101.5 and Z 94.3 teamed up with Mutual Bank to host the Elkhart County Home Show March 28 through 30 at the Concord Mall.

This was the first year of the event. It was a great way to get everyone to start thinking about warmer weather and Spring.

With almost 50 vendors, there was something valuable for everyone. There were vendors of all kinds, from windows to gutters, bathrooms, kitchens, basements, and everything in between.

Over the weekend of the Home Show, 25,000 people came through the mall making this a very highly attended event.

The stations partnered with Erie Insurance and gave away a \$1,000 “Home Improvement Giveaway” to a lucky winner who registered to win at the booth.

This was a great revenue producer in first quarter and both stations are looking forward to the 2015 Home Show which is aimed at late February next year.

many educational projects and paper delivery that benefits schools in the Imperial Valley

## Spring Job Fair success

Herald-Mail Media’s Spring Job Fair was a huge success this year. Partnering with Hagerstown Community College and the One-Stop Job Center, the event was hosted at the college.

The event attracted more than 40 local employers, thousands of people and it generated \$27,000 in revenue for Herald-Mail Media.

## Miss Kansas crowned

KWCH 12’s Michael Schwanke was the emcee for the Miss Kansas pageant this year.

KWCH has been part of the pageant for many years. It has been a great way to get out and meet people from all over our state.

Thirty one young women competed and a crowd of 3,000 people were there for finals night! Pictured with Schwanke is 2014 Miss Kansas Amanda Sasek.





# IDEAS Worth Sharing

## Readers given daily news planning insight

Readers and members of the public were recently given a chance to see how the American News in Aberdeen, SD plans the daily paper.

In April, reporters, editors and members of the digital team scheduled one morning news huddle a week outside of the office and invited members of the community to attend and offer feedback.

One meeting was held on the campus of Northern State University, one at a restaurant, one at a coffee shop and one at the Aberdeen Family Y wellness center. During each, American News staffers talked about what they were working on in the days to come and planned out the next few days' papers.

The idea was to give the public an idea how the processes works and help with the planning process, said J.J. Perry, executive editor.

Generally, the meetings are held at 10 each morning in the news-

room. Ideas are pitched and the coming days' stories are, at least tentatively, written on a dry erase board.

Perry said the meetings were a chance for folks in and around Aberdeen to "meet our staff, see what we are working on and how we make some decisions and offer your feedback."

People who attended the meetings asked questions, offered potential story ideas and made other suggestions. The interaction resulted in longer-than-normal news huddles as the reporters, editors and visitors had time to interact and chat.

It was the first time the American News staff had taken its show on the road, and while Perry didn't know what to expect, he said he thought the exercise was worthwhile and might be brought back again in the future.

## At Home Places continues growth



With the Summer 2014 issue, At Home Places, published by Herald-Mail Media in Hagerstown, MD, has continued to grow in size and revenue.

The magazine's third issue was up to 120 pages plus covers. That's thanks to a jump of 15 additional ad pages sold – 83 ad pages for the summer issue vs. 68 ad pages in spring. Ad sales for the issue reached almost \$50,000!

Stories this issue include family adventures on the Appalachian Trail; tips and recipes for barbecuing, grilling and smoking; organizations seeking to boost community health; skin cancer signs and prevention; a tour of four "secret" gardens; and home trends stories on fencing options and decorating porches and patios.

Advertiser feedback so far has been wonderful, and we look forward to increasing content (and revenue) for the Fall issue with several "Ask the Expert" columns.

## WDBJ7 teams with Food Lion

By **BRIAN BOUSH**  
WDBJ7, Roanoke, VA

The WDBJ7 and Food Lion \$250 a day giveaway concluded May 23 and ended up being one of the station's most successful contests ever.

The contest attracted a total of 40,546 entries over four weeks from over 14,000 individuals.

WDBJ7 and Food Lion gave away \$5,000 in free groceries from April 28 through May 23.

A winner was announced each weekday and each winner received a \$250 Food Lion gift card.

Numbers like these are a real testimony to just how powerful WDBJ7 is across its multiple platforms.

The contest used television, WDBJ7.com, Facebook, Twitter and YouTube, as well as billboards to direct people to the contest page and "like WDBJ7" and "Like Food Lion". Contestants could enter daily.

The station personnel put together a contest with some "out of the box" thinking that benefited both Food Lion, the client, and the station's viewers.

A big thank you to everyone who made the contest a success.

## Hoosier Times has coupons book

By **LAURIE RAGLE**  
Advertising Director  
Hoosier Times News

The Hoosier Times Coupons book started in February for both print and mobile.

There is a competitor in the markets called Mail Pak. We've seen their page count go down with each monthly mailing and felt that now was a good time to make another run at a coupon product. Past efforts just didn't work but we felt this was better timing.

Our coupon book is inserted into The Herald-Times every Thursday and into our opt-in non-subscriber product called Ad Extra every Monday.

The advertisers pay a very low price weekly

(starting at only \$50 per week) to be included with a minimum 1/8th page full color coupon ad.

We brought in our good friend Mike Priest with Inch X Inch Consulting to go with the reps and make 4-legged presentations.

Mike has had success in our markets for our TV Times tab that we hired him to do the same with the coupon book. It's always good to have an "outside expert" when working on a special or new project like this.

Each advertiser is listed on our mobile site hoosiertimescoupons.com so our readers can either use the printed coupon or take them with them on their phones.

# Out About

## KTUU commemorates quake's 50th anniversary

By BRAD HILLWIG

KTUU-TV, Anchorage, AK

On March 27th 1964 a powerful earthquake shook Alaska for more than four minutes. The so-called Good Friday Earthquake had a magnitude of 9.2 making it the largest quake to ever hit North America and the second largest in recorded history.

The shockwave caused massive damage to structures in Anchorage and led to tsunamis in several Alaskan coastal communities and even as far south as California. The catastrophic quake and resulting tsunamis claimed 131 lives from Alaska to California, a number only limited by Alaska's relatively low population density. Numerous communities were devastated and scores of survivors have been left to pick up the

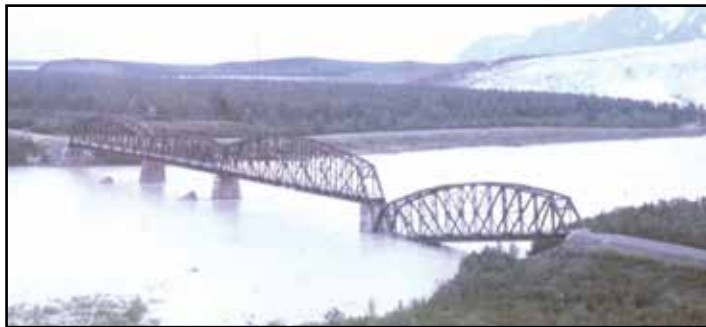
pieces after living through the horrifying experience.

Scientists the globe over continue to study the 1964 quake as it forever changed how we see seismic activity and its effects.

On March 27th 2014 KTUU commemorated the 50th anniversary of the historic earthquake with a one-hour documentary called "Unstable Ground".

Production for the in-depth special began months earlier as Channel 2 News senior reporter Grace Jang began conducting research and background interviews.

Jang, along with reporter Lacie Grosvold and special projects man-



A damaged bridge was left in the wake of the Alaska quake.

ager Steve Mac Donald, wanted a program that focused first and foremost on survivor stories. But the team also felt it was important to look closely at whether or not Alaska's infrastructure today could handle another large earthquake. Members of the documentary team traveled to Cordova, Valdez, Seward and Kodiak to gather untold survivor stories in communities that were severely impacted by the earthquake. A crew also traveled to Fairbanks to talk with experts at Alaska's Earthquake Information Center about potential risks of a large quake today.

During production the program also attracted interest from two local sponsors, bringing in new business and revenue to the station.

(Continued on page 19)

## PhoneGuide adds directory and sales team

The Northern Michigan PhoneGuide has many new ventures going on and one of them is the move into Alpena to start a new directory.

Phyllis Johnson, Sara Smith and Dan Moreno are working that area through August.

The response is slow, but steady. For the most part the community is welcoming the PhoneGuide because of its name recognition. There are some that are hesitant and question why they need another phone book in Alpena.

When they see the product and compare it to the other books in the area, their questions are answered.

The plan is to have the book published in October.

The PhoneGuide also has a new inside sales team that is working all PhoneGuide areas, along with special pages for the News Review. The cohesiveness is proving itself to be very successful! The team was originally lead by Kathy Noirot, who is unfortunately leaving the company. She has done a great job launching the team and its projects. The



BERRY



ANDERSSON



DEVRIES



TOMIKO

team consists of Erica Andersson and Alison Berry.

Before coming on board for Inside Sales, Alison spent close to 15 years in conservation, including teaching environmental education for the Little Traverse Conservancy. Alison currently volunteers as chair and co-founder of local grassroots group, Getting Kids Outdoors in Northern Michigan. Alison grew up in Rochester Hills and graduated from Central Michigan University.

Erica Andersson is a Petoskey native and two-time graduate from North Central Michigan College in Business Management

and Accounting. She is a proud member of the community who is a nationally and state certified florist and an active Advanced Master Gardener. Erica also volunteers with local Girl Scout troops, the senior community and teaching for local businesses.

Kathie DeVries (Lambert) has been promoted to the role of GM for the PhoneGuide. With this role change another employee has been added to the production team. Mia Tomiko was born and raised in the Upper Peninsula of Michigan and moved to Petoskey 11 years ago for better career opportunities.

# American News adapts digital correction policy

A new, updated and formalized corrections policy has been implemented at the American News in Aberdeen, SD.

The revamped policy came after a three-person team did an internal accuracy audit to take a look at what types of errors most commonly made their way into print on online.

Team members backtracked the errors to see how they were introduced and whether there were ways they could have been caught.

J.J. Perry, executive editor, not only wanted to see if there was a way to cut down the number of mistakes, but also wanted to address the new challenges like handling errors in stories online at [aberdeennews.com](http://aberdeennews.com) and on social media outlets like Twitter and Facebook. Before the study, the American News didn't have a standard policy for errors on those platforms.

"Here's an even tougher one," Perry said. "We...sent out a breaking news text to cell

phones. That text had a wrong address in it. We corrected the story online, but how do we tell those hundreds of people who received the text that there was a mistake? Surely, a second text would just be annoying."

Ultimately, the team broke down mistakes into those that are correctable and those that aren't. Misspelling somebody's name or including a wrong fact are examples of correctable errors. Improper grammar such as using their instead of they're, though, is not.

When a mistake is made, reporters fill out report forms that indicate the mistake, how it was made, how it might have been caught and what was done to correct it.

Errors published in the American News print edition are corrected in the edition after they have been discovered. Corrections are also made to online stories, and those changes should be noted at the top of the story.

When stories are developing and an early version is published online, but information

has to be updated or corrected before the final version is finished, the change should be noted in the story. But the final version does not need a formal correction if the facts are in order.

No print edition correction is needed if a mistake in published only online.

When a reporter or editor makes an error on Twitter, it should be noted in a subsequent tweet as soon as possible. The original tweet, though, should not be deleted. An error on Facebook can be corrected or explained with a follow-up comment to the original post.

"The American News takes errors seriously. By the calls and emails that come in, it's clear readers take errors in the paper seriously, too," Perry said. "Perfection is impossible, but we will keep working on this until we eliminate these problems and have a better framework to correct the mistakes we do make."

## WDBJ7 cameras capture church steeple restoration

St Andrews Catholic Church is one of the most recognizable landmarks in Roanoke.

Since 1902 the twin-spired structure has served as the religious home for many Catholics in Roanoke. The cathedral has also been 'that beautiful castle on the hill' to countless numbers of people that have passed by on their way work and those just passing through Roanoke.

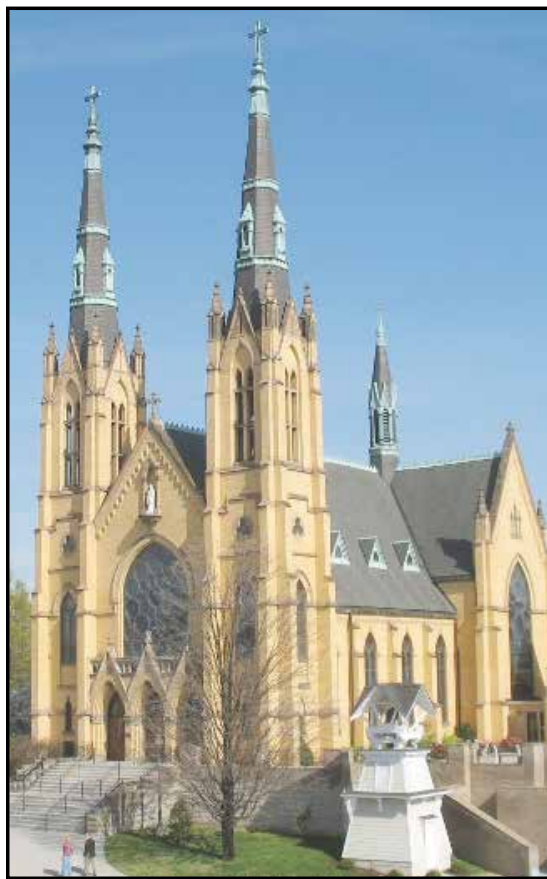
The spires have not been renovated since they were put in place 112 years ago. They are now in need of major restoration and WDBJ7.com will be the place to watch as the spires are removed, repaired and reinstalled.

John Thomas and Sam Doyle installed a new camera that is streaming the construction from start to finish.

The contractors started the week after Easter and will conclude this fall.

This camera system will also allow still photographs to be taken and saved for a time lapse that will put together once the repairs are completed.

The live stream link is on [WDBJ7.com](http://WDBJ7.com) and is a MUST SEE.



St. Andrews Catholic Church in Roanoke, VA and its spectacular steeples.

## 50th anniversary of '64 earthquake recalled by KTUU

(Continued from page 18)

Production for the documentary took place in stages in January and February as journalists traveled to gather the key elements, write scripts and begin editing. By the time the final piece took shape in March, the entire process had taken four months.

The program deftly explored the risks of Alaska's modern infrastructure, utilizing expert commentary to point out potential deficiencies in the face of another major earthquake. In the end, "Unstable Ground" resonated with viewers in the way that it provided a touching human context for a tragic event while also exploring the earthquake concerns that weigh on the minds of so many Alaskans.

For Jang, it was a passion project that reminded her about the awesome power of nature. "It was simultaneously chilling and humbling to hear the survivors recount how they saw concrete streets and sidewalks actually roll toward them in waves", Jang says.

**CREDITS FOR THE DOCUMENTARY:**  
Executive Producer: Grace Jang; Host: Steve Mac Donald; Reporters: Grace Jang, Lacie Grosvold, Steve Mac Donald, Corey Allen-Young; Editor: Scotty Smith; Photographers: Scotty Smith, Eric Sowl, Rick Schleyer, Mike Nederbrock, Gary Lamar; Lighting: Kim Daehnke; Post-Production: Jeff Dowd; Promotions: Brad Hillwig, Felix Rodriguez, Colin Lamar.

# "Tween Times" publication for Mooresville students

By BRIAN CULP  
Managing Editor  
Martinsville, Mooresville Times

The Mooresville-Decatur Times partnered with Northwood Elementary School in May to create and publish the "Tween Times."

The newspaper, with content produced completely by students, ran inside the Times.

Brian Culp, managing editor of the Times, describes the process of creating the publication:

The project went through several variations as we decided on format and scope. But the goal was never out of sight. We wanted to teach the students how to produce a newspaper.

We started with a brainstorming session and nine students. We put every idea they could come up with on the board. Then we whittled them down to the best ideas and made sure each student had at least three or four assignments. We sent them home and had them come up with questions and further ideas for the stories.

Then the students went out and interviewed after we went over their questions. After spring break, the students came back with first drafts of their stories.

The point when they brought back stories was probably my favorite part of the entire process. Some took the criticisms I

had for them in stride, making the changes without question. Others argued a little. Some were quite belligerent that they didn't want to make changes.

I had to laugh because the fifth-graders really were a microcosm of any normal newsroom. They had spent time with these stories and were invested. Having someone tell them the stories needed more work wasn't easy to hear.

But without exception, all the students went back and fixed up their stories. Some of the stories didn't make it in to the pages of this publication, but they were all put up on md-times.com.

## Call Center has pizza party

On June 11, 2014, the phone partner of Advanced Cable in Coral Springs, FL, Sprint, visited the Call Center and sponsored a pizza party to kick-off a two-day Phone Sales Blitz.

A \$10 gift card was awarded for every phone sale made. The top two sales reps were awarded a Colby Digital Photo Frame and a \$25 AMEX gift.

A total of 12 phone sales were made during the two-day blitz and Jose Garcia and Nelly Cortez-Bosqueta were our top sales reps.



## Early results online

As the polling places closed Tuesday evening, The Somerset Daily American's Michelle Ganassi and Bruce Siwy anchored a live video on dailyamerican.com to discuss early results from the newsroom. They interviewed James T. Yoder, chairman of the Somerset County Republican Party; Bob Bastian, former state representative; Tim Mahoney, state representative, and Shelley Glessner, chairwoman of the Somerset County Democratic Party. Other newsroom members involved in the project were Alyssa Choiniere and Brian Whipkey.

## Gaylord Herald Times is 'Honored Industry'

Matt Barresi has been named der Buergermeister and the Gaylord Herald Times has been selected as Honored Industry for the 2014 Alpenfest, the 50th celebration of Gaylord's summer festival.

Barresi said he was humbled by the honor and hopes he can use the der Buergermeister position to focus attention on the service groups that work so endlessly for our community.

"I want to thank the Gaylord Herald Times for making the selection and also congratulate them on being named Honored Industry," he said. "I am so fortunate to work with so many extraordinary people in local businesses. Anyone of these would have been a great choice to wear the black jacket."

Barresi, manager of the Gaylord Regional Airport and active community volunteer, was chosen by Herald Times management for his hard work and ability to make things happen in the local community.

"Matt has served the community in so many ways since moving to Gaylord," said Jeremy Speer, Herald Times editor. "I have worked on projects with Matt and his enthusiasm and humor are always appreciated. What's most appreciated, however, is how he gets things done. He is a perfect person to carry on the esteemed tradition of der Buergermeister."

Der Buergermeister, created by former Herald Times publisher Jim Grisso, serves as Gaylord's honorary mayor during Alpenfest week.

"Selecting the Buergermeister is no easy task," said Paul Gunderson, general manager of the Herald Times. "Jim Grisso once told me that the Buergermeister is the 'person of the year.' We at the paper felt Matt is that person."

The Herald Times was selected by the Alpenfest Honors Committee and the Alpenfest Board of Directors. The honors committee annually convenes representatives from the Alpenfest Board of Directors, the Gaylord Area Chamber of Commerce, the Otsego County Economic Alliance and the community at large to review candidates for the Honored Industry award.



# WDBJ7 provides live coverage of Marathon

By KIM PINCKNEY  
WDBJ7, Roanoke, VA

From the start to the finish, WDBJ7's live coverage of the Blue Ridge Marathon was a big success!

When the air horn blew at 7:35 a.m. on Saturday April 26, nearly 2,000 runners hit the pavement in America's Toughest Road Marathon. The 26.2 mile course took runners through the Roanoke Valley and included 7,430 feet of total elevation change.

If the full Marathon was too much, runners could take part in a Half Marathon or a 10K.

No matter which race, athletes had to run past one of WDBJ7's nine cameras positioned along the route.

In all, live cameras transmitted from two satellite trucks, three microwave trucks and two pickup trucks, each equipped with a Live-U unit. The pickup trucks tracked the leaders for the entire race.

Jean Jadhon and Chris Hurst anchored two and a half hours of live broadcasts, plus reports during the local and the CBS Saturday news. Melissa Gaona, Orlando Salinas and Karen Loftus reported in from along the course.

Reporter David Kaplan represented WDBJ7 running the 10K race. WDBJ7 aired a wrap-up broadcast at 7:00 that evening. All day the digital team relayed race updates on to mobile and Web followers.



The start of the Blue Ridge Marathon in Roanoke, VA

This was truly a team effort.

"Can we do this more often?" was the request from team members who had fun covering the Blue Ridge Marathon," commented WDBJ7 President and General Manager Jeff Marks."

"It was a fabulous tele-cast," he added, "with excellent support of our digital services. Everyone is due praise, with a special pat on the back to Kim Pinckney for planning and producing the event coverage.

"The answer to the question is yes," Marks continued. "We're always looking for opportunities for live, extended coverage all the time. Frequently, we stream events. Occasionally, we go full tilt with a multi-camera location shoot."

## WSBT's Facebook page hits 'Likes' milestone

By SALLY BROWN  
President/General Manager  
WSBT, Mishawaka, IN

In late February, WSBT TV's Facebook page hit a new milestone of 75,000 Facebook Likes. That's a big number for a station in our size market.

Additionally, when you total the Facebook Likes of all of our talent, WSBT's reach on Facebook exceeds 100,000.

We're proud to say that the TV personality in our market with the most Facebook Likes is WSBT's Matt Rudkin with just shy of 20,000. After just a few years in the market, Matt's Like Surpass those of talent who have been here for decades-- and more Likes than some area TV stations!

The impressive numbers racked up by the WSBT staff and station are a testament to how much the WSBT viewers want to connect with us. The numbers are also proof that the information we are posting is relevant to their lives.

The effort WSBT employees put forth every single day in social media definitely pays off. Connecting with our audience is critical to the station's future success and we encourage and rely on our news staff to post on Facebook, Twitter and other social media.

We also encourage all WSBT employees and retirees who read The Transmitter to Like our pages (station and staff) and to SHARE the station's posts with Facebook friends. This important request will be discussed in more depth at the future.



## Name that speed contest

Advanced Cable in Coral Springs, FL had an all employee contest to name the two new High Speed Internet products launched June 1. There were many creative entries submitted to win \$100 for each winning name. The judges had the tough task of deciding on the winner. Melissa Krupin, left, won for the names of Ultra 40 and Ultra 50, which describes our two fastest speeds now available, 40 Mbps and 50 Mbps. Making the presentation is Michelle Fitzpatrick, marketing director.

# SCI HR Department undergoes several changes

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

Last July, I wrote about Schurz' 2012 Human Resources (HR) reorganization.

Schurz values: "We believe that talented and dedicated employees have made the company successful in the past and are the hope of the future," and our HR mission to hire and retain the best talent we possibly can.

I also introduced Schurz' HR team and explained the roles of our HR Business Partners (HRBP's), recruiting team, and the corporate HR support staff.

We have had several changes this year to Schurz' HR team:

--Dan West, Recruitment Assistant, replaced Caitlin Guindon in January;

--Devon Perry, HR Business Partner to Hoosier Times and the Kentucky publishing groups, replaced Kim Sutton in March;

--Janice Goocher, HR Business Partner to KY3 and Rapid City, replaced Beth Keeling in April;

--Wendy Hill, SCI Employee Benefits and HR Compliance manager, left Schurz in May to pursue an opportunity in the benefits



**Martin Switalski**  
**SCI Vice President**  
**HR/Administration**

department of a local Fortune 200 company;

--Ed Henry, HR Business Partner to the South Bend Tribune announced his retirement in June. Note that Ed joined the Tribune in 1985 as Personnel Manager. In 2012, Ed was promoted to SCI as the Tribune's HRBP. Ed served four Publishers during his tenure at the Tribune, including Todd Schurz. Todd commented, "Over the years, Ed was an invaluable resource for thousands of employees, and he always provided me with wise advice in a kind and compassionate manner. I wish him and Anita the best in retirement."

We took the most recent HR announcements as an opportunity to review Schurz' original HR standardization and centralization organization, and to reorganize again.

--We will not replace the SCI Employee Benefits & HR Compliance manager posi-

tion. Instead, we will expand Sean Miller's role, currently HRIS Manager, to include management of our internal employee benefits staff and external employee benefits consultants. Sean's new role will also focus on talent data analytics.

--We are also creating the new position of HR Director to focus on the implementation of the remainder of our five year plan including talent and compensation management.

--Leslie Winey, currently executive administrative assistant at the Tribune, will join the SCI HR team as Assistant HRBP. Leslie will assist Shannon Galloway, HRBP at WSBT, the Tribune and other locations.

Your HR team is excited about the opportunities this restructuring presents and eager to move forward.

Remember, all Schurz' job openings are online at [www.schurz.jobs](http://www.schurz.jobs). Tell your talented friends.

Also, if you ever have an issue with your group insurance benefits – call Kim Hamm at 877-919-9355 option 1. Kim is a fantastic resource that will assist you.

So, that's a quick update of Human Resources at Schurz. Have a great summer!

## SCI is well represented in Sunburst race events

On May 31, WSBT Radio, WSBT-TV, the South Bend Tribune and SCI competed in the 31st Annual Sunburst Races in South Bend.

This year 8,400 runners and walkers chose one of the events: Family Fun Walk, 5K, 10K Half Marathon and Full Marathon.

The races started at the old College Football Hall of Fame and Gridiron and finished at the entrance to Notre Dame Stadium.

This year, runners ran through a tunnel of supporters, friends and family which gave everyone a burst of energy at the end. In years past, the finish was at the 50 yard line in the stadium, but due to the new turf installation, the finish was moved to outside the stadium.

Nevertheless, it was a perfect day for a run with music and signs of encouragement from supporters along the race route.



**SCI competitors in the South Bend Sunburst races. Front row, Josh Taylor, Ryan Holstom, Scott Leiter, Jessie Agostino, Bruce Kayser and Jack Reichert. Back row: Kelsey Gonzales, Lisa Birk, Elizabeth Maxey, Stan Marks, Scott Wadzinski, Sharon Gillis, Ted Smucker, Sherie McCarthy, Shannon Galloway, Bob Montgomery, Kim Sobchak, Beth Campbell, Nickki Coleman and Rachelle Brown.**

As in previous years, WSBT's 10K team was a medal finisher. WSBT's team finished 4th in the 10K Class B team competition. The South Bend Tribune finished 4th in Class A team competition. (TV still beat newspaper's cumulative time though.) The South Bend Tribune's 5K team finished 9th and WSBT's 5K team finished 10th

Special shout outs to Bruce Kayser and Ted Smucker for running the Half Marathon.

Maybe next year they will sprint the full Marathon just to show us young whipper-snappers how its done.

No mater if your goal is to lose weight, just finish the race, or beat your own personal record, Sunburst is a great event to kick off the running season and help you set goals to shoot for.

# News Makers

## KTUU-TV goes Roadtrippin' in rural Alaska

By BRAD HILLWIG

KTUU-TV, Anchorage AK

Adapting to Alaska's notoriously harsh weather is really quite simple. In fact, it only requires a keen understanding of the most fundamental of tools: A calendar.

And Alaskans know that the month of May is a time to celebrate. After a cold, dark winter May ushers in longer days, blissfully warmer temperatures and lush green landscapes begging to be explored. May is a time to shed a few layers and get outside. May is a time to plan gloriously ambitious summer adventures. May is a time to hit the road.

With a finger firmly planted on the pulse of Alaska's yearning for sunshine, KTUU's news department crafted a series of stories designed to tap into May's annual call of the wild. The plan was simple: Take to Alaska's road system and re-discover the state, one town at a time.

KTUU news director Tracy Sabo assembled a team led by Morning Edition reporter Marti Glaser, photographer Scotty Smith and digital media supervisor Josh Staab. Ray Allen and Adam Strand were along for engineering and uplink support and Sabo herself field produced.

Oh, and there's one more thing. The crew cast aside traditional news vehicles, instead opting to tour the last frontier in a 32-foot RV and a MINI Cooper. It was clear that this would be no ordinary news series.

With a 22-day trip planned, various departments sprung into action. KTUU's sales team secured sponsorship of the series from the State of Alaska tourism. The series was dubbed "Roadtrippin' Alaska" and the marketing team began designing a multitude of promotional items.



Instead of traditional vehicles KTUU-TV opted for an RV and a Mini Cooper for its 22-day tour of the last frontier.

The RV and MINI Cooper were outfitted with KTUU logos and "Roadtrippin' Alaska" marketing messages. Print material and banners were created. A series of on air promotions featuring the road team were conceptualized, written and produced. A kickoff event was planned for one of the first stops of the road trip. Finally, a cross-functional team made up of news, web, marketing and sales personnel created a watch-and-win contest built around the series.

It was a comprehensive team effort, with much of the leg work occurring before a single mile had been driven. "Roadtrippin' Alaska was a phenomenal way to tap nearly all departments at KTUU and capitalize on our most creative ideas, collective energy, promotional synergy and production know-how" Sabo said.

On May 1st the Roadtrippin' team set out on its journey across Alaska's road system and viewers quickly took notice. A kickoff event in Soldotna, Alaska 150-miles south of Anchorage gave immediate insight into viewer reaction. The daily news content from the Roadtrippin' team was fun, fresh and engaging. Reporter Marti Glaser and photographer Scotty Smith took a hands-on approach to exploring Alaska's towns, finding innovative story angles and meeting memorable people at each stop. Josh Staab supplied feature stories and photo galleries to KTUU.com throughout the trip.

In total, the Roadtrippin' team traveled more than 2400 miles across Alaska's road system, and additional miles by ferry. They filed stories from the road for 22 days straight and generated engaging content for KTUU.com and KTUU social media platforms. The companion iSpy contest received nearly 20,000 entries from more than 3,600 unique users – a sign that viewers were engaged with the series and following along through multiple newscasts. For KTUU, the series represented a holistic approach to content, perhaps providing a roadmap for future endeavors. It wasn't just a series built for television, rather the content applied to broadcast, web, social media and viewer interaction. The road trip showed the potential of deeply integrated news content and, as Sabo sums it up, provided an Alaska-sized realization that "we've barely scratched the surface of the numerous and amazing stories to tell".

## KWCH 12's Wilkerson is named 40 Under 40

KWCH 12 General Sales Manager Marcus Wilkerson has been named a "40 Under 40" by the Wichita Business Journal.

Wilkerson began his broadcast career in 1999 as an account executive for KWCV (later known as KSCW), the WB affiliate. When Sunflower Broadcasting, Inc. acquired KSCW in 2007, Wilkerson was the General Sales Manager.

While with Sunflower Broadcasting Inc/ Wilkerson has held numerous positions including: Local Sales Manager for KSCW and later KWCH 12; National Sales Manager for KWCH 12, KSCW, and KDCU.

The "40 Under 40" is an honor given every year by the Wichita Business Journal recognizing some of the city's top leaders under the age of 40.

"We're thrilled to see one of our station leaders recognized as one of the best of Wichita," Sunflower Broadcasting president and general manager Joan Barrett said.

Wilkerson is an avid runner and volunteers with many local races. He has also served on the Wichita Wind Ensemble and the Broadcast and Media Professional of Wichita Board of Directors.



**KTUU marketing director Brad Hillwig, left, and WDBJ account executive Jamey Hansbrough in Borjomi, Georgia for a IREX Georgia Media Partnership Program.**

## KTUU, WDBJ visit Georgia with IREX

Last March, KTUU marketing director Brad Hillwig and WDBJ account executive Jamey Hansbrough traveled to Borjomi, Georgia as part of the IREX Georgia Media Partnership Program.

Hillwig spent the week with the news and promotion staff conducting training on station branding, strategic marketing and news promotion. Hillwig worked to help Borjomi TV's staff define its strengths and better understand its value to the community.

Hansbrough spent the week working closely with the sales staff and station management to strengthen Borjomi TV's relationship with key members of the business community. Hansbrough accompanied account executives on sales calls and coached staff members on a strategic approach to communicating with clients and creating value over the long term. He taught staff members to take a consultative approach to working with clients by identifying business challenges that could be solved with innovative advertising.

The week culminated with a presentation to local Borjomi business owners at a nearby hotel. The formal meeting was an opportunity for business owners to learn more about Borjomi TV's sponsorship and advertising opportunities. Borjomi TV's station managers presented information about the station while Hillwig and Hansbrough discussed how businesses in the United States rely on local broadcasters to reach community members.

The week also included numerous sight-seeing and cultural opportunities, including a full day of exploring Tbilisi, Georgia's largest city.

## Bloomington's Smith gets circulation award

Tim Smith, HoosierTimes Circulation Director, was recently awarded the 2014 Bill Hertter Award from the Central States Circulation Managers' Association.

This award recognizes and memorializes the contributions, professionalism, and passion Bill Hertter exhibited during his 43 year career as Circulation Director at The Bloomington IL Pantagraph in addition to his significant contributions to CSCMA, NAA, and numerous local civic and church organizations.



**SMITH**

The criteria for this award includes:

- Employed in a circulation/audience department at a daily newspaper
- Display a passion for the newspaper industry.
- Awardee should be honorable, demonstrate great integrity, helpful to others, caring and of high moral and ethical practices.
- Mentoring of others in the circulation field must be an important component of awardees' practices.

Smith is a past President and Chairman of the Board of CSCMA.

## SCI Innovation Prize winners are named

An app that allows city buses and public school buses to be tracked and an app called "Alfred" that simplifies your shopping experience were this semester's grand prize winners in the Schurz Innovation Prize competition at Notre Dame and Purdue Universities.

The goal of the competition is to encourage students to develop digital solutions and innovations for media companies.

The bus tracking app was developed by Sean Fitzgerald, a Notre Dame junior from Concord, NH. He got the idea while riding the South Bend transit system. He said it also would be useful for parents in tracking public school buses their children ride.

He said the app doesn't require an expensive GPS device be added to every bus. "My app gets rid of that," he said.

Placing second in the Notre Dame competition and winning \$1,000 was junior Jomathan Cbian's "Around the BeND app, a one stop location for students to find fun and inexpensive things to do in the South Bend area. Placing third, and winning \$500, was the HelpHib app designed to provide a marketplace for matchmaking between campus residents.

Shopping and tracking technology were all the rage at the Spring 2014 edition of the Purdue University Innovation Prize.

This grand prize creators were Mohammed Ameen, Maalej Ishaan Biswas, Richanka Prabhu and Eric Villasenor. They were awarded \$5,000.

Second place, taking home a \$3,500 award, was Cam^2, developed by a team consisting of Purdue University undergraduates Everett Berry, Anthony Kang, Erik Rozolis, Ahmed Kaseb, Youngsol Koh, Wenyi Chen, James Tay and Luke Neuman. Cam^2 is an online application that allows users to easily access public domain webcams.

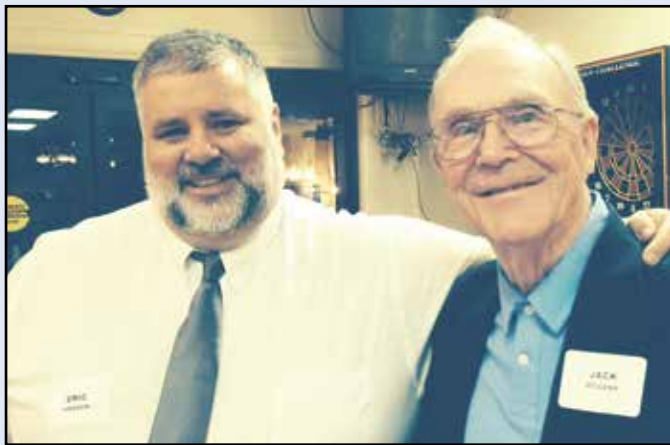
Placing third, with a prize of \$1,500 was Cesar Barscevicus, Benedict Frauen and Ivan Seidel and their app Vendo, meant to be "the Instagram for buying and selling stuff on college campuses.

**Happy 50th**

The staff at KY3 in Springfield helped President and General Manager Brian McDonough celebrate his 50th birthday on May 9 by gaily decorating his office.







## Three are inducted into Tribune 25-Year-Club

Jack McGann, former publisher of the South Bend Tribune, inducted three new members into the Tribune's 25-Year-Club. Inducted at a May banquet were Eric Hansen (pictured above with McGann), Lejene Breckenridge-Peete (near right), and Lorrie Shaw (far right). The 25-Year-Club was started by Tribune Publisher Franklin Schurz Sr. to recognize long tenure at the Tribune.



**BRECKENRIDGE-PEETE**



**SHAW**

## Edwards helps plant seedlings at Memorial

Madolin Edwards, the Somerset, PA Daily American Home and Family editor, was among 400 volunteers who planted 20,400 seedlings April 25-26 at the Flight 93 National Memorial in Shanksville, Pa.

Forestry professionals led the volunteers in planting more than 30 acres of reclaimed strip mined area.

Edwards was partnered for planting seedlings with Kimberly Grieger, the Sept. 11th Families' Association family liaison from New York City. Also helping to plant seedlings were Loretta Claiborne, a Special Olympics inspirational speaker and the subject of "The Loretta Claiborne Story," a movie based on her life; Deborah Borza, mother of United Flight 93 passenger Deora Bodley, and the current Miss Pennsylvania, Valerie Gatto.

By planting the seedlings, the volunteers are helping to create the memorial landscape meant to forever honor the actions of the passengers and crew of Flight 93 on Sept. 11, 2001.



Photo by Vicki Rock

Madolin Edwards, the Somerset Daily American Home and Family editor (center, holding bucket of seedlings) was among 400 volunteers who planted seedlings April 25-26 at the Flight 93 National Memorial.

## Take Your Sons and Daughters To Work Day Family affair at the Tribune

Thursday, April 23, was "Take Your Sons and Daughters to Work Day" at the South Bend Tribune and several employees participated.

The day included snacks in the cafeteria, a welcome by President and Publisher Kim Wilson, attending a Newsroom meeting, a tour of the building including a Camera-to-Plate demonstration and more in-depth information about the Pressroom and Packaging.

The sons and daughters were also able to see the press running.

Pictured in front of the Tribune building in downtown South Bend were, from left, Evan Wieneke (Bob Wieneke and Heidi Prescott),



Carter Donohue (Alice Culp), Jordan Wozniak (Adam Norris), Tommy Bangtson (Heather Bangtson), Wilson and Mariah Rush (Alesia Redding).

## In Memory Donald D. Dix Aberdeen American News

The Aberdeen American News lost a beloved sales staff member with the death of Don Dix, age 56, to a massive heart attack April 19.

Donald Dwayne Dix was born July 1, 1957, to Cal and Florence (Vogel) Dix in Aberdeen. He attended grade school and high school in Aberdeen. He graduated from Northern State University with a business degree in 1979.

Don first worked for Office Equipment and Quality Quick Print before joining the American News.

Don leaves behind a wife and three children.



## Sales staff rewarded

The Petoskey, MI News-Review sales staff was recently rewarded with dinner and an auction for pre-booking almost \$95,000 in revenue for the summer Graphic publication. They each earned "money" to use to bid on prizes like gift certificates, a big screen TV, grill and more.

## James Mann, Winchester Sun

James Mann landed his job at The Winchester Sun in 1976 when he was hired as chief photographer, a position he held for 37 years until his retirement at the end of May.

James graduated from Washington County High School in Springfield, Kentucky, and attended Eastern Kentucky University where he studied graphic arts and photography.

He also followed in the footsteps of the Sun's then city editor, Len Cobb, by becoming a part-time emergency medical technician with the Winchester-Clark County Ambulance Service, where he worked until the early 1980s. He then dedicated all of his time to the newspaper.



**MANN**

Slowly, the newspaper began including more color photographs on its pages, prompting James to learn different techniques for processing images. He began developing color negatives in a Styrofoam cooler, a system he used for several years, before the company purchased a self-

contained automated processor.

But the major technological changes James witnessed was the changeover from film to digital photography.

"When I first saw a digital shot, I said I'd never shoot digital," James said after seeing the poor quality of the first-ever digital images. "But the advancements have really helped."

James will leave his legacy in photographs, but he will also take with him the close ties to the community he developed by chronicling the lives of Clark County residents.

## Mike Butler, Bedford Times-Mail

Mike Butler ended a nearly 30-year career with the Bedford Times-Mail May 29 as he entered a new phase of life — retirement.

Although only 57 years old, Butler decided it was time for a change.

Butler began his career in August of 1984, joining the Times-Mail as a press operator. He stayed in that role for 19 years until September 2003, when he joined Rusty Allen in the Times-Mail Building Department. Allen said Butler was one of 10 applicants for the job. "He will be missed by all in one aspect or another," Allen said. "He was well regarded by his co-workers."



**Mike Butler accepts a newsboy statue from Hoosier Times Publisher Mayer Maloney at Mike's retirement dinner on May 27.**

But before working at the Times-Mail, he was already quite experienced as a press operator. Butler took a printing class as a student at the North Lawrence Vocational Center and began helping print the Brownstown Banner at age 16. He continued there for a few years before heading to Illinois for a three-year stint

with Southern Illinois Printers, a group of several small newspapers.

When a job in the Times-Mail pressroom became available in 1984, Butler decided to come back closer to home and family. He was hired by Fred Temby, who served as managing editor at the time.

"I feel fortunate to have worked with such nice people over the years," Butler said. "I met some good people here. I'm going to miss everyone. I will try to stop in from time to time."

# WDBJ7 employees find grass green in Roanoke

By **JEFF MARKS**  
President/General Manager  
WDBJ7, Roanoke VA

"I still feel young when I am working here."

The words are from John Vawter, as we celebrated his 30th anniversary of joining the WDBJ7 team.

When you look at the list of folks who have 30 years with WDBJ7, it's long. Among those are Robin Reed, Kelly Zuber, Joe Dashiell and a slew of retirees.

Ten more team members have passed the 25 year mark. Two of those will follow John into the 30-year club later in 2014.

How long people stay says a lot about the values at work here.

The grass is not always greener on the other side. It's a nice shade of green right here.

Butler says he has a few projects on his property in Vallonia. "I want to get caught up on a few things," he said. "It will be nice to start on some projects and actually get them done."

# 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 [bschrader500@aol.com](mailto:bschrader500@aol.com) and you will be included in the next issue.

## 40 Years

Donna Snyder, WSBT, Mishawaka, IN

## 35 Years

Bob Bridge, Bedford Times-Mail  
Pam Bird, Bloomington Herald-Times  
Maria Sanders, Bedford Times-Mail

## 30 Years

Laura Lane, Bloomington Herald-Times  
Tim Smith, Bloomington Herald-Times  
John Vawter, WDBJ7, Roanoke, VA  
Bill Morey, South Bend Tribune  
Joe Romwalter, South Bend Tribune  
Helene Duhamel, New Rushmore Radio, Rapid City, SD

## 25 Years

Randy Morgan, Bloomington Herald-Times  
Bill Hill, Bedford Times-Mail  
Karen Weaver, Bedford Times-Mail  
Tina Howard, Bedford Times-Mail  
Rusty Allen, Bedford Times-Mail  
Pam Bishop, South Bend Tribune  
Mary Lee Johnson, South Bend Tribune  
Christine Kaitfors, New Rushmore Radio, Rapid City, SD  
Todd Holen, New Rushmore Radio, Rapid City, SD  
Brad Heid, New Rushmore Radio, Rapid City, SD  
Kevin Phillips, New Rushmore Radio, Rapid City, SD  
Gail Thompson, New Rushmore Radio, Rapid City, SD

## 20 Years

Lisa Sissenstein, New Rushmore Radio, Rapid City, SD  
John Peterson, New Rushmore Radio, Rapid City, SD  
Chris Schell, New Rushmore Radio, Rapid City, SD  
Penny Lore, New Rushmore Radio, Rapid City, SD

## Herald-Mail Media

Noelle Clopein has joined Hagerstown Herald-Mail Media Circulation department as Publications Coordinator..

Michelle Smith joined Herald-Mail Media in March. She has more than 24 years of experience in the newspaper industry. She has extensive experience and a solid performance record in retail advertising

Christy Shields joined Herald-Mail Media in March as meteorologist. Christy is a graduate of Penn State with a Bachelor of Science in Meteorology.

Scott Owens began as assistant city editor in April. His background is dominated by long stretches as a copy editor with Gannet News Service and the Richmond Times-Dispatch. Most recently, he worked as a copy editor/page designer with the Telegraph Herald in Dubuque, Iowa.

Kevin Dunleavy has been named assistant sports editor. Kevin worked as sports editor for two weekly newspapers based in McLean, Va., before becoming sports editor of the daily Montgomery Journal in Rockville, Md.

Valerie Bonk has been hired as weekend news anchor for HMTV6. Valerie has worked for Montgomery County Television in Rockville, Md., for Patch in Eldersburg, Md., and U.S. News & World Report in Washington.

Longtime Sports Editor Mark Keller has taken on a new role as morning Web updater. Former Assistant Sports Editor Andy Mason was named sports editor.



WALKER

## Danville KY Advocate-Messenger

Mark Walker has been named circulation manager for The Advocate-Messenger in Danville, Kentucky.

Although this is Mark's first experience working in circulation and in the newspaper industry he has quite a bit of experience in printing.

He began working in the pre-press depart-

## Jonathan Kleppinger is Journal managing editor

Jonathan Kleppinger, who has served as a staff writer and news designer for The Jessamine Journal in Nicholasville, KY for more than four years, has been selected as the paper's new managing editor to replace Mike Moore.

Kleppinger, 25, graduated from Eastern Kentucky University in 2010 with a bachelor's degree in psychology. While attending EKU, he worked at the Eastern Progress, where he worked as a photographer, assistant copy editor, assistant sports editor and sports columnist.

In his time with the Journal, Kleppinger has served as the education reporter, covering news and events taking place in Jessamine County schools. He has also served as the news designer since April 2012.

"I'm very excited to take over at a paper that's done very well for years, both in competitions and in the community," Kleppinger said. "I think it's a very strong newspaper and does an excellent job right now of covering the community and finding out what is important to people and reflecting that in the newspaper. I only hope that will continue to get even better."



KLEPPINGER

ment at R.R. Donnelley in Danville from 1986 until 1997, when he then became a customer service account manger.

Mark left R.R. Donnelley in 2012 when he joined QuadGraphics in Versailles as a customer service account manager as well.

Walker and his wife Janette and his wife have three children ages 24, 21 and 14.

## Martinsville Reporter-Times

Scott Roberts has recently been promoted to news editor and education reporter at the Martinsville, IN Reporter-Times.

Roberts has been working at the Reporter for seven years, designing the Mooresville-Decatur Times and writing sports and other features.



ROBERTS

## Petoskey News-Review

Sarah Leonard has recently joined Northern Michigan Review as its marketing manager.

She will be taking the lead on the membership program and will also be handling event marketing.

Sarah was formerly the events manager for the Steamboat Springs Chamber of Commerce.

## Gaylord Herald Times

Robert Berryhill has been promoted to sales manager of the Gaylord, MI Herald Times.

Robert has more than 20 years of experience in sales and sales management.

He will be a great asset when it comes to building the sales team in the Gaylord market.



BERRYHILL

## Reddix ad director for Advocate Communications

After four years of managing sales at the Winchester Sun, Rick Reddix has been promoted to regional advertising director for Danville, Kentucky-based Advocate Communications.

Reddix now manages advertising from all four newspaper properties with duties including hiring, training, developing advertising programs with each property, dealing with customer issues and sales representative issues.

His schedule, which is always subject to change, requires the Winchester native to be in Danville on Mondays, Winchester on Tuesdays, Nicholasville on Wednesdays, split between Nicholasville and Danville on Thursdays and back in Winchester on Fridays.

Rick and his wife, Sonya, reside in Winchester with their three children, Madisen, Trent and Colin.



REDDIX

# Awards & Honors

## Herald-Mail Media wins 23 awards, Best of Show

Herald-Mail Media in Hagerstown, MD received 23 awards, including one Best in Show, from the Maryland - Delaware-D.C. Press Association

HM Media's awards included 13 first-place and 10 second-place honors in Division B, which is for newspapers with daily circulation between 30,000 and 75,000.



DUGAN

in Sports Photo.

HM Media Publisher Andy Bruns said he is "extremely proud of our entire team" for the recognition. "I am specifically proud of how many multimedia and video awards we received, as we all appreciate how important these efforts are to our digital future."

"Although the most important judges are always our readers, it is nice to have our peers appreciate the tireless work that our newsroom puts out day after day," Bruns added.

HM Media received top honors for three Multimedia Storytelling entries, a first place in General Web Excellence and a second-place award for Best Web Video.

The awards were presented during the annual MDDC luncheon at the BWI Westin Hotel in Baltimore.

The winners and their categories are as follows:

### Editorial

--First, Local Column — Feature or Humor: Alicia Notarianni for "Intimacy among strangers"

--Second, Local Column — Feature or Humor: Bill Kohler for "Twinkies and now Gibble's"

### News

--First, Business Reporting — Arnold Platou for "Small oil company helps keep big industries rolling" (story and sidebar)

--First, Arts/Entertainment Reporting — Crystal Schelle for "Anger works to Black's advantage"

--First, Special Section — Herald-Mail staff for "Building Our Great Good Place" magazine on the new Washington County Free Library branch in downtown Hagerstown

--First, Growth and Land Use Reporting — Arnold Platou for "Lower-value apprais-

als can chill property sales as market warms" --Second, Local Government — Julie E. Greene for "Fairplay Fire Co. makes its case" and "Members of suspended fire company vow return"

--Second, Affordable Health Care Act — Holly Shok, Don Aines and Caleb Calhoun for a series of stories localizing the effects of the new federal health care mandate

--Second, Education Reporting — Julie E. Greene for "Classes in the corridors"

--Second place, Arts/Entertainment Reporting — Marie Gilbert for "Cinephile realizes his dream"

### Sports

--First, Daily Sports Column — Bob Parasiliti for "Core values make Hubs' Shipley a standout"

### Photography

--First, Feature Photo — Ric Dugan for "Next up: The big freeze"

--First, Sports Photo — Ric Dugan for "Catcher stretches for foul ball" (Also won Best in Show for category)

--Second, Spot News Photo — Joe Crocetta for "Fire damages Williamsport

landmark"

--Second, Feature Photo — Kevin Gilbert for "Taking flight"

--Second, Best Photo Gallery — Kevin Gilbert for "Tough Mudder"

### Design/graphics

--First, Feature Page Design — Crystal Schelle for "While you were sleeping"

--Second, Feature Page Design — Crystal Schelle for "Pickler in the Panhandle"

### Online

--First, Multimedia Storytelling (News) — C.J. Lovelace for "Venture aims to mine millions from trash"

--First, Multimedia Storytelling (Feature) — Crystal Schelle for "Boonsboro native donates kidney to customer"

--First, Multimedia Storytelling (Sports) — Andrew Mason, Joe Crocetta and Dave Barnhart for "Miller's JFK 50 Mile victory is one of legendary proportions"

--First, General Website Excellence — Herald-Mail staff for HeraldMailMedia.com

--Second, Best Web Video — Crystal Schelle for "Dolly Parton Bug"

## State and region contests

## KTUU-TV is awards winners

KTUU-TV in Anchorage, AK won awards in five state and region contests.

Brad Hillwig, marketing director, won a Northwest Regional Emmy award. His first came in the News Promotion Single Spot category and was for the "Next 60 Years" show. Todd Dean was the editor.

In the RTDNA Regional Murrow Award competition for small markets in Region 1 Blake Essig and Kuba Wuls won in News Series for Alaska Whalers.

In the Society of Professional Journalists Region 10 competition KTUU-TV won a first and second.

Both awards were won by Dan Carpenter. His first was in Video Photography for "Galena Flooding" and the second was in Feature News Reporting for his "History of the Iditarod".

In the Associated Press Television and Radio Association (APTRA) Class 2 competition for the western region KTUU-TV won three firsts:

Best Videography of Sports to Kuba Wuls for "Iron Dog Coverage";

Dick Terry Videographer of the Year to Kuba Wuls



ESSIG



HILLWIG

Best Assignment Team/Live Breaking News to Abby Hancock, Tracy Sabo, Ray Schultz, and Kortnie Horazadovsky for "St. Marys Plane Crash"

KTUU-TV had five NATAS NW Regional Emmy nominations. They went to: General Assignment Report - Within 24 Hours to Abby Hancock and Albert Lutan for "I Almost Died Yesterday"

Health/Science -Feature/Segment to Blake Essig and Albert Lutan for "Sea Change: A Race to Test Oil Spill Response Technology"

Video Journalist - No Time Limit to Eric Sowl.

Promotion - News Promo - Single Spot to

(Continued on page 30)

# WSBT outshines the rest at AP Awards

By SALLY BROWN

WSBT President/General Manager

Let the celebration begin!

The Indiana Associated Press awards were handed out in April in Indianapolis and WSBT TV did very, very well.

Out of 18 total categories, WSBT placed first or second in 13 categories and in three categories, WSBT landed both first and second place!

WSBT-TV won a total of 16 awards, including eight firsts and eight seconds.

Following is a list awards won by WSBT-TV.

## First Place:

Best Newscast – WSBT Staff.

Outstanding Weather Operation – WSBT Staff.

Best Spot News Reporting - “Plane Crashes into Homes” - WSBT Staff.

Best Continuous Coverage - “ND Seeks BCS Championship” - WSBT Staff.

Best Investigative Report - “Sextortion” - Kelli Stopczynski and Jade Birch.

Best General News - “Snapchat” - Kelli Stopczynski, DeMarco, Brown and Jade Birch.

Best Sports Report - “John Jessup” - Pete Byrne and Chad Damp.

Best Feature - “Printing with a Purpose” - Ted Land.

## Second Place

Best Spot News Reporting - “November Storms” - WSBT Staff.

Best Continuous Coverage - “November Storms” - WSBT Staff.

## Second year in a row

# KWCH 12 wins three Murrows

For the second year in a row, KWCH 12 in Wichita, KS has won the Edward R. Murrow award for Small Market Overall Excellence.

The award is selected by evaluating a station's overall body of work; ranging from newscasts, breaking news, features, investigative reports and/or other work, including the television station's web presence.

KWCH 12 also received Murrow awards for Hard News and Website, in the small market division.

Fact Finder 12 Investigator Michael Schwanke and Photojournalist Brian Gordon won in the Hard News category for their

piece, “Uprooted: Inside the Wichita Children's Home.

KWCH 12 received its first Murrow Award for its website, KWCH.com. The selection is based on creativity, clarity, storytelling and use of internet technologies.

KWCH 12 is the only television station in Wichita to receive a Murrow award, and one of only two television stations in Kansas.

Since 2003, KWCH 12 has received 11 regional and two national Murrow awards.

Regional winners will be judged for the national Murrow awards. National winners will be announced later this year.

## Chamber award to H-T's Gardiner



GARDINER

The Greater Bloomington Chamber of Commerce gave out seven Women Excel awards including one to Kathryn Gardiner, special products coordinator at the Bloomington Herald-Times.

The award is designed to recognize women

who show leadership and influence the growth of others.

“The winners truly serve as role models for everyone.” Kelly Brown, Chamber director of marketing and public relations, said at the presentation. “Not just women. Men, children, young professionals. It does not matter, They are not defined by their age. They are not afraid to make changes. They dive head-first into the unknown. They're brilliant. They're strong.”



Jade Birch, John Haferkamp, Kelli Stopczynski and Bob Montgomery bask in the awards glow at the Indiana Associated Press Awards ceremony.

Best Station Photojournalism – WSBT Staff.

Best Reporter – Kelli Stopczynski.

Best Website – WSBT Staff.

Best Enterprise Story - “Drive-in Dilemma” - Ted Land.

Best General News - “Company B Returns” - Kelli Stopczynski and Jade Birch.

Best Producer – John Haferkamp.

## Howell gets HM in photojournalist of year contest

Chris Howell, senior photojournalist at the Bloomington Herald-Times, received honorable mention in the Photojournalist of the Year nationwide contest for small market newspapers.

The contest is sponsored by the National Press Photographers Association.

The judging is on a portfolio of photographs made at a newspaper of less than 75,000 circulation. The portfolio could include up to 40 images that are judged on their impact as a unit, demonstrating diverse ability, journalistic value and photographic excellence.

The competition was judged by a panel of nationally recognized photo journalists.

Howell's portfolio included stories on Indiana University basketball, Rachel DiGregorio's experience with proton therapy treatments and individual feature, news and sports photographs published throughout the year.

The portfolio is published on HeraldTimesOnline.com.



HOWELL

# SCI Indiana papers win 21 awards in contest

Staff members at Schurz Communications Indiana newspapers won 21 awards in the Indiana Associated Press Media Editors annual contest announced April 26, including the top photo award.

The Bloomington Herald-Times won 10 awards, the South Bend Tribune eight and the Bedford Times-Mail two.

South Bend Tribune Photographer Robert Franklin won the Bushemi Sweepstakes Award for a photo of a nighttime fire judged best of show.

Franklin's dramatic photo had been deemed first place in Division 1, the state's largest newspapers, for Spot News Photo. The evening was capped when those at the banquet voted his photo as the best among all of the first-place winners in all divisions.

The APME awards honor excellence in journalism, and winners were honored at an awards ceremony in Indianapolis.

The Herald-Times competed in Division 2 and received five first place awards.

The first place winners were Jon Blau for Nondeadline News Reporting, Dustin Dopirak for Deadline Sports Reporting, Stewart Moon and Penny Reid for Page 1 Makeup, MJ Slaby for Feature

Writing (while at the Journal & Courier in Lafayette), and David Snodgrass for Sports Photo.

The Herald-Times' other five awards were won by: Jeremy Hogan, second place for Feature Photo; Chris Howell, second place and third place for Photo Package; and Dustin Dopirak, third place for Nondeadline Sports Reporting.

The other South Bend Tribune's winners were:

-- Eric Hansen, first place in Deadline Sports Reporting for "Alabama Remains Blueprint";

--Kevin Allen, second place in First Amendment/Community Affairs for "Questions Surround Chase Tower Plan"

--John Stump and Jen Smith, second place in Page One Makeup;

--Al Lesar, second place in Column Writing (Sports);

--Virginia Black and Madeline Buckley, third place in Non-Deadline News Reporting for "Hidden Horrors"; and

--James Brosher, third place in Feature Photo for "Lily."

Photographer Rich Janzurak won the two awards that went to the Bedford Times-Mail, competing in Division 3. He took a second for Spot News Photo and a third place for Sports Photo.

## KTUU-TV wins awards

(continued from page 28)

Brad Hillwig for "The Next 60 Years".

News Promotion - News Promo - Campaign to Brad Hillwig and Felix Rodriguez for "Telling Alaska's Story".

KTUU-TV won 13 "Goldies" in the Alaska Broadcast Association competition. The winners were:

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

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

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

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

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

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

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

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

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

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

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

TV Uniquely Alaskan Program Division 1: "Assignment Alaska: The Dalton Highway."

Blake Essig and Albert Lutan.

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

## WDBJ7 wins Murrow AP and Emmy awards

WDBJ7 in Roanoke, VA won Regional Murrow, Emmy and Associated Press awards announced in April and May.



**Dave Seider holds the trophy WDBJ7 won for Best Broadcast Website in the Virginias Associated Press contest.**

The 2014 Regional Edward R. Murrow Award from RTDNA was for best Website.

This was the first time the WDBJ7 Website has won the prestigious award. The station was competing against TV stations in Virginia, Maryland, and Delaware.

The Murrow Award comes on the heels of WDBJ7 winning the 2014 Associated Press best Website award for the Virginias.

"These awards are a reflection of our entire organization, and are a tribute to your hard work and effort," commented WDBH7 President and General Manager Jeff Marks.

WDBJ7 won two Emmy awards and was nominated for a third.

The two winners were:

--Best Daytime Newscast for the 6pm newscast the day of the Creigh Deeds stabbing. The Producer was Kim Pinckney

--Best Feature Reporting for the Patsy Cline feature story by reporter: Joe Dashiell

WDBJ7 was also nominated for Best Evening Newscast for its 11pm newscast during the July flooding. The producer was Alex Butler

"Congratulations to everyone who had a hand in the winning entries," commented Kelly Zuber, news director, "and thanks to Greg Baldwin for putting together the Emmy nominations."

# Blau, Tonsing lead effort H-T staff wins 18 journalism awards

The Bloomington Herald-Times won 18 awards in the 2014 Society of Professional Journalists Best of Indiana awards.

The Herald-Times Staff took four firsts, nine seconds, four thirds and one honorable mention.



BLAU



TONSING

Jon Blau and Abby Tonsing led the effort with three awards each. Blau took two first and a third. Tonsing won two seconds and an honorable mention.

The Herald-Times winners were:

## FIRST

Personality Profiles: Dann Denny, "Mind over matter".

Education Reporting: Jon Blau, "Science faculties trailing in gender equality".

Criminal Justice Reporting: Blau, "A system that failed".

Sports Reporting: Dustin Dopirak, "Getting back".

## SECOND

Personality Profiles: Denny, "Drug Addiction; One father's loss".

Sports Reporting: Dopirak, "Strong will".

Sports Column: Jeremy Price.

Page Design Other Than Page One: Stewart Moon and Marci Creps, "Attractions".

Spot News Reporting: Abby Tonsing, "Injured baby case raises questions".

Non-Deadline Story: Bill Strother and Creps, "Medora".

Criminal Justice Reporting: Laura Lane, "Man who killed mother in '88 is now out".

Environmental Reporting, Strother, "Suit questions data used to get I-69 OK'd".

## THIRD

Personality profiles: Lane, "The wounds of war".

Sports Reporting" Mike Miller, "Race car driver was living his dream".

Page Design Other Than Page One: Carol Kugler, "Outdoors".

Investigative Reporting: Blau, "Incense or intoxicant".

## HONORABLE MENTION

Environmental Reporting: Tonsing, "Clear cut problem at lake".

## Daily American wins state awards

The Daily American's newsroom in Somerset, Pa., has received several state honors in journalism.

In the Pennsylvania Associated Press Managing Editor's News Excellence Competition the Daily American received three awards.

The newspaper swept the Best News Use of Video category.

In first place is the Daily American's Friday Night Kickoff, a weekly high school football program. The program is anchored by Sunday Editor Bruce Siwy and sports writer Christina Dunmyer. City Editor Rick Kazmer offers his picks for the winning team each week. Sports writer Jeff Maurer writes the content each week and it is produced by assistant city editor Michelle Ganassi.

The Daily American's DA Live, a monthly live interview program where viewers can submit questions during the stream, received sec-

## SCI photo and video contest winners named

First triannual winners in the Schurz Communications photo and video contest have been named.

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

Judges were staff photographers at the Dallas Morning News.

The first triannual winners were:

### News & Feature

First – Ric Dugan, Hagestown Herald-Mail: Sailor Funeral

Second – Jeremy Hogan, Bloomington Herald-Times: Homeless

Honorable mention -- Chris Howell, Bloomington Herald-Times: Horse Angels

**Judges Comments** We were confused as what this category was, spot news or features. We went with what we liked best regardless of spot news or feature

### Spot news

First – Joe Crocetta, Hagestown Herald-Mail: Rebel Yell

Second – Clay Jackson, Danville Advocate-Messenger:

### Happiness

Honorable mention -- Rich Janzaruk, Bedford Times-Mail: Out

**Judges comments:** Wrestling had the most emotion and cleanest background which lead for a nice read for the viewer.

### Multimedia

First – Elizabeth Varin, Imperial Valley Press: Lucha Libre

Second – Clay Jackson, Advocate-Messenger: Dance

Honorable mention – Sandy Sierra and Eizabeth Varin, IV Press: Soldier Surprise

**Judges comments:** Lucha Libre was a nice surprise to see and well done. Dance was second because of the tight editing and clear focus on the story of the dancer. Soldier Surprise had great content but we felt the reaction and emotion of the coming home could have been the lead of the video.

ond place. The November episode featuring the Somerset Lake Action Committee was named in the award. The program runs the third Thursday of each month and is produced by Michelle Ganassi.

Kazmer and Siwy were also recognized for the Best Sports/Outdoor col-

umn for their Daily American debate "Should there be antler limits for hunting deer," which ran in the Daily American Nov. 5. Their debate column appears every Tuesday.

Ganassi and Siwy were also recognized by the Pennsylvania Newspaper Association.

Ganassi won first place in the Feature Writing category with the story "Dale Deem's apple tree has something for everyone," which appeared in the Daily American on May 11.

Siwy received a second place in Business or Consumer story category with "Businesses impacted by lockout," about the local impacts of the NHL lockout. The story ran in the Jan 13 Daily American.

The honorees were recognized at the Pennsylvania Press Conference banquets May 30-31 in State College.



SIWY



GANASSI

# Schurz Communications, Inc.

1301 E. Douglas Road  
Mishawaka, IN 46545  
574-247-7237 • Fax: 574-247-7238  
Web Page: [www.schurz.com](http://www.schurz.com)

Todd Schurz, President, and CEO  
574-247-7222 e-mail: [tschurz@schurz.com](mailto:tschurz@schurz.com)

Kerry Oslund, Sr. Vice-President - Publishing and Emerging Media  
574-247-7240 e-mail: [koslund@schurz.com](mailto:koslund@schurz.com)

Marci Burdick, Sr. Vice-President - Electronic  
574-247-7224 e-mail: [mburdick@schurz.com](mailto:mburdick@schurz.com)

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

Martin D. Switalski, Vice President HR and Administration  
574-247-7225 e-mail: [martys@schurz.com](mailto:martys@schurz.com)

Scott C. Schurz Jr., Vice President Corporate Development

Michelle Wright, Vice President, Information Technology  
574-247-7264 e-mail: [mwright@schurz.com](mailto:mwright@schurz.com)

Brian Lynch, Vice President Cable Division  
240-420-2068 e-mail: [BrianLynch@myactv.net](mailto:BrianLynch@myactv.net)

Gesumino A. Agostino, Vice President & Controller  
574-247-7226 e-mail: [jessie@schurz.com](mailto:jessie@schurz.com)

Sean P. Miller, HR Systems and Services Manager

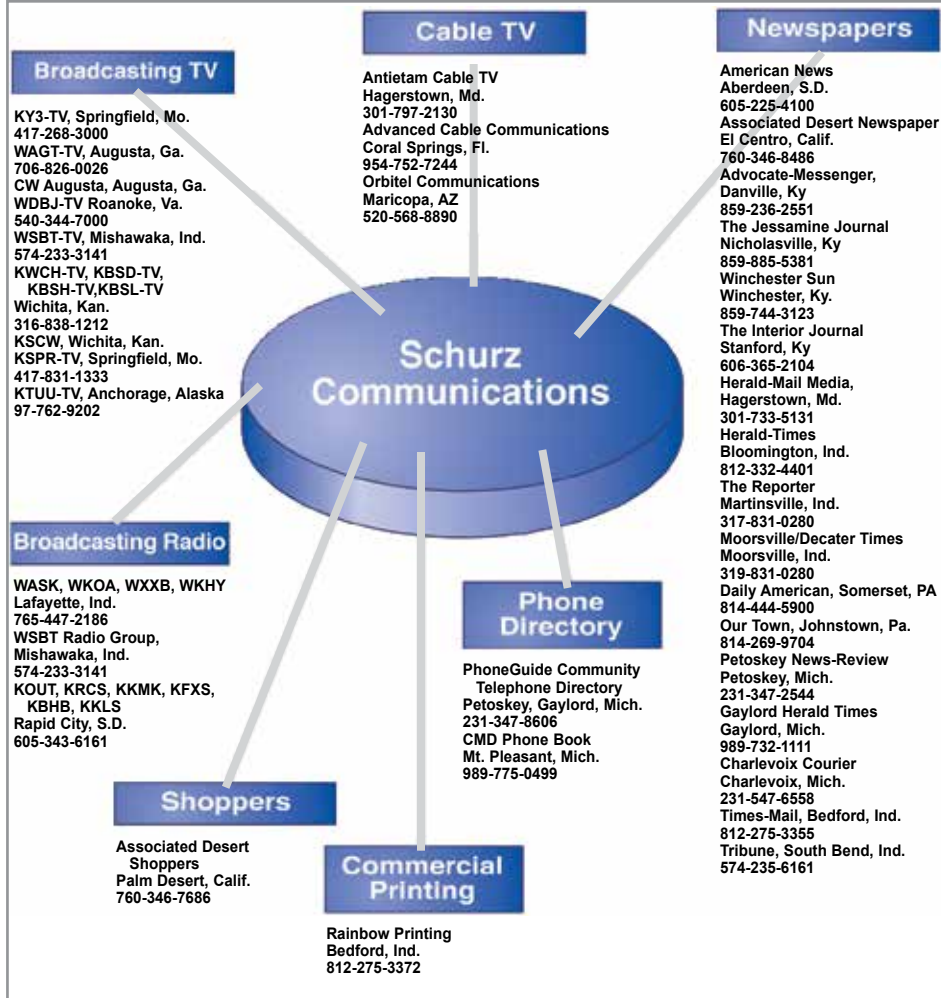
Bill Douglas, Sr. Financial Analyst  
574-247-7242 e-mail: [wdouglas@schurz.com](mailto:wdouglas@schurz.com)

Nickki Coleman, Executive Assistant  
574-247-7229 e-mail: [ncoleman@schurz.com](mailto:ncoleman@schurz.com)

Judy Felty, Executive Assistant  
574-247-7220 e-mail: [jfelty@schurz.com](mailto:jfelty@schurz.com)

Kim Sobchak, Administrative Assistant  
574-247-7230 e-mail: [kqualis@schurz.com](mailto:kqualis@schurz.com)

Franklin S. Schurz, Jr., Chairman  
574-247-7219 e-mail: [fschurz@schurz.com](mailto: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
- Brian Culp, Martinsville Reporter
- Babette Stenuis Stolz, 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
- Joe Lacay, WASK, WKOA, WXXB, WKHY, Lafayette, Ind.
- Martha Graves, WDBJ-TV, Roanoke, Va.
- Shelley Cataldo, WSBT-TV, Mishawaka, Ind.
- Michelle Jewell, WSBT Radio, Mishawaka, Ind.

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

Return Service Requested

PRST STD  
U.S. POSTAGE  
PAID  
BEDFORD, IN  
**Permit #385**

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