

Schurz **COMMUNICATOR**

April 2015



Country copes with severe weather

~ Stories pages 6, 7 and 8

What's on the inside

Penny Reid, senior copy editor at the Bloomington, IN Herald-Times, made appearances on the television show "Jeopardy" in March. She was a run-away champion the first day of the show. She lost out the second day but still went home with \$24,400. Story on page 10.



REID

South Bend Tribune reporter **Virginia Black** took to the streets a chilly day in February to discover what it's like to be a panhandler and report her findings. Humiliating, was her conclusion. She also interviewed other panhandlers. Story on page 22.



BLACK

Cara Baumeister from Antietam Cable Television has been promoted to vice president of business operations for Schurz Communications cable operators. She will be partnering with other cable companies to provide support, collaboration and oversight of financial operations.. Story on page 26.



BAUMEISTER



WARD

newscasts. Story on page 27.

Dan Rivers, Digital Development manager for Sunflower Broadcasting in Wichita, KA, has won the Kim Setty Spirit of Excellence award. Dan oversees all of the production and support of the Sunflower digital properties. He developed a social media app for storyteller now used by all SCI broadcast properties. Story on page 29.



RIVERS

FROM THE EDITOR

The first quarter of 2015 has been a time of significant change for Schurz Communications, Inc. The April Communicator focuses on these changes.

It has been a time of acquisition. Long Lines Communications, a west central Iowa cable company, was acquired. The company serves an area around Sioux City and is headquartered at Sergeant Bluffs. Long Lines is a family company, like SCI, and has been in the Long family for 70 years with second generation management. Story on page 4.

It has been a time of divestiture. In a relative rarity, Schurz Communication sold a property. The Imperial Valley Press in El Centro, CA and the Associated Desert Shoppers in Palm Desert, CA were sold to Imperial Valley News Media. Schurz acquired the newspaper in 1965 and the shoppers in 1987 and 1989. The story is on page 5. SCI President Todd Schurz writes about the rationale for the sale and acquisition in his column on page 3.

It has been a time of expansion. Sunflower Broadcasting in Wichita, KS has started construction on a 2,500 square foot addition to its broadcast complex. The building addition will be a community room that will provide space for community events plus provide an on-site area where the entire staff can meet at one time.

It as been a time of innovation. Schurz Communications has become the first non-Gannett property to insert the USA Today supplement into the weekday newspaper. Bloomington and Aberdeen have already started the section and other properties will follow in the next few months. Stories are on page 16.

It has been a time of management change. The Kleppinger brother team in Kentucky is splitting up. Jonathan is leaving his position as editor of the Jessamine Journal to go to divinity school. He will be replaced by brother Ben, who has been editor of the Schurz-owned Interior Journal since 2012. Story on page 26.

It has been a time of accomplishment. Schurz Communication properties made an impressive showing in the Kentucky Press Association contest. The Jessamine Journal won the best large weekly award for the third straight year and fourth time in the last five years, winning 25 awards including 12 firsts. The Interior Journal won 15 awards and finished a close second in the best small weekly competition. The Danville Advocate-Messenger won seven awards, including three firsts and the Winchester Sun also won seven awards. Stories are on page 28.

In another accomplishment the Gaylord, MI Herald Times was named Newspaper of the Year for the second time this year. The latest award came from the Local Media Association. The Herald Times had previously won the top award for a large weekly in the Michigan Press Association contest. Story on page 29.

--Bill Schrader, Editor



Communicator on the Web

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

A limited number of printed copies are being produced. Between 10 and 30 copies of each issue are being sent by UPS to the individual properties.

On the cover

The cover story for the April Communicator focuses on the severe winter weather that swept across the country in February and March. It was a second straight year. The storms ranged from record snowfall in Danville, Kentucky to record cold temperatures in Hagerstown, Maryland. Included at the opposite extreme was Anchorage, Alaska where the snow was at record LOW levels and the temperatures were at record HIGH levels. The stories on the winters at various SCI properties are on pages 6, 7 and 8. Every conveyance possible was put into use to move the mountains of snow. In the picture on the cover a youngster from South Bend found a wheelbarrow a handy device for snow removal.

Acquisition, sale of properties explained

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

There were two major events – a sale of a long-time property and an acquisition -- in the company in the first quarter, and I wanted to review those and explain the rationale behind them.



TODD SCHURZ

We sold Associated Desert Newspapers and Associated Desert Shoppers to Imperial Valley Newspapers Inc. at the start of March. We have owned the

Imperial Valley Press since 1965

and the White Sheet and Green Sheet since the late 1980's.

As you all know, while we have made numerous acquisitions since 2000, we have not sold many companies in the past. What you may not be as aware of is that the company's senior managers, board and owners review our collection, or portfolio, of properties on a regular basis.

We are proud of the contribution legacy properties have made to their respective communities, and we are also aware that the needs of these communities change over time. We have come to the humbling realization that we may not be the best owners for a property going forward.

Over the years, there have been preliminary discussions between our organization and the past and current corporate owners of the Yuma Daily Sun as to whether it made sense for one of us to buy the other.

At times, we were the potential buyer, and at other times, we were the potential seller. Those talks never amounted to much - until now.

There are clear benefits for these nearby newspapers and shopping publications being under common owners. I believe this combination will provide the best opportunity for these companies, communities and staffs to thrive in the future.

Our staff throughout southern California and along the Colorado River has done a great job. Their hard work, commitment and dedication is the reason these companies have succeeded for many decades and, more recently, survived through a recession and a

Companies change

“Remember that the enduring companies we see are not really companies that have lasted for 100 years. They’ve changed 25 times or 5 times or 4 times over that 100 years, and they aren’t the same companies as they were. If they hadn’t changed, they wouldn’t have survived. The leadership that really counts is the leadership that keeps a company changing in an incremental, continuous fashion. It’s constantly focusing on the outside, on what’s going on in the marketplace, what’s changing there, noticing what competitors are doing.” Lou Gerstner

very challenging marketplace.

On March 9, we completed the purchase of Long Lines. Long Lines provides telephone, cable TV and internet broadband services to more than 20,000 business and residential customers in the metro Sioux City, Iowa area and in Orange City, Mapleton, and other communities in Woodbury, Monona, Ida, and Harrison counties.

Long Lines more than doubled the size of its fiber network during 2014, now extending as far east as Algona, Iowa and as far south as Omaha, Nebraska. With broadband speeds up to 10 Gigabits per second, it offers among the fastest internet connections

available in the tristate area. Long Lines is also nearing completion of a new state-of-the-art cable TV network center in Salix, IA.

Charles A. Long, whose father founded Long Lines in 1941, said that the sale was bittersweet. “The Long family has tremendously enjoyed serving our Siouxland friends for many years, but to offer the best cable TV and broadband services today requires the investment and resources of a large media enterprise. It’s in the best interest of our customers that Long Lines join a company with the resources of Schurz Communications, and we are extremely pleased that Long Lines will remain family-run – just with another family at the wheel.”

I will tell you that Chuck’s words mean a great deal to us, and we will do our best to be good stewards of the company and a good corporate citizen to those communities.

I like the boxed quote above from Lou Gerstner, the former CEO of IBM and former chairman and CEO of RJR Nabisco, very much.

Our organization has adapted and grown over the decades and will continue to do so. Gerstner talks about focusing on the marketplace, and you have heard me talk and write at length about listening to our customers. We are making the same point – organizations adapt to better serve customers.

Let me add a final comment.

The only way to provide great products and services is due to the efforts of committed and engaged employees. Thank you again for all you do every day.

SCI Core Values

We constantly strive to improve to meet the needs and wants of readers, listeners, viewers, users, and advertisers. We believe that talented and dedicated employees have made the company successful in the past and are the hope of the future. We are committed to providing an environment that gives our employees the opportunity to achieve their potential.

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

We believe in acting for the benefit of the entire organization and delegating decision making authority to the appropriate level. We believe strong local leaders

empower our operations and people to nimbly and successfully serve our customers and communities.

Our goal is to be the leader in news and information in our markets. We believe that financial profitability provides the resources necessary for the company’s long-term health and growth. We set operating and financial expectations through the budgeting process. We will help each other and hold each other mutually accountable to meet those goals.

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

Long Lines Cable to be acquired by SCI

Long Lines, the communications carrier serving Siouxland and based in Sioux City, IA for more than 70 years, has agreed to be acquired by Schurz Communications, Inc.

The sale is expected to close during the first quarter of 2015, following governmental approvals.

Schurz intends to retain Long Lines' current management and employees

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Long Lines more than doubled the size of its fiber network during 2014, now extending as far east as Algona, IA and as far south



as Omaha. With broadband speeds up to 10 Gbps, it offers among the fastest internet connections available in the tri-state area. Long Lines is also nearing completion of a new state-of-the-art cable TV network center in Salix, IA.

Schurz operates cable systems serving 90,000 customers in Indiana, Florida, Maryland, and Arizona.



Like Long Lines, Schurz has always been a family-owned and operated company.

Charles A. Long, whose father founded Long Lines in 1941, said that the sale was bittersweet. "The Long family has tremendously enjoyed serving our Siouxland friends for many years, but to offer the best cable TV and broadband services today requires the investment and resources of a large media enterprise," he said. "It's in the best interest of our customers that Long Lines join a company with the resources of Schurz Communications, and we are extremely pleased that Long Lines will remain family-run – just with another family at the wheel."

Brent Olson, CEO of Long Lines, said he was pleased that Schurz would provide the resources necessary to continue Long Lines' rapid growth in the region. "Joining the Schurz family of companies will allow us to continue to provide the highest level of service and value to Long Lines customers. The support from Schurz will allow us to expand our HD programming, to increase our internet speeds, and to make Long Lines services available to more customers."

"At Long Lines," he added, "we have earned customer loyalty through our service, support, and value. We bring the latest in innovations in telecommunications and entertainment into homes and businesses – from HD television to the highest-speed internet over Siouxland's largest and most advanced fiber optic network. We have believed in investing in our communities through our giveback program, and we have supported our communities through volunteer activities, local event sponsorship, and charitable donations."

Todd Schurz, President/CEO of Schurz Communications, said Long Lines is a great company in an attractive and growing region.

"We are excited to work with the Long Lines team to provide the best service and most innovative products to our customers," Schurz commented. "Our family is humbled and honored that the Long family has chosen us to build upon their legacy."

Company launched in 1941 as telephone exchanges

In 1941, Arthur Long purchased the telephone exchanges of Sergeant Bluff, Salix and Sloan, Iowa which he renamed Northwest Iowa Telephone.

For the next 30 years, the company provided services ranging from call connections to long distance calculations by hand to dispatching fireman and providing custom calling features such as call forwarding and call alert.

With the end of party lines in the 1970s, private lines meant conducting home and business matters confidentially and a boom in the telecommunications industry.

During the 1980s, Northwest Iowa Telephone signed the first Equal Access Agreement in the United States with MCI. Chuck Long played a key role in the growth of MCI telemarketing call centers.

Northwest Iowa Telephone sold the telemarketing call centers back to MCI in the early 1990s and ventured into new projects.

In 1997, Northwest Iowa Telephone pioneered the design, installation and operation of community-wide networks for the provision of Phone, Cable TV and Internet service packages.

As the wholesale provider, Northwest Iowa Telephone completed the overbuild projects, assisting with bill processing and offering consulting services.

After 60 years of doing business, Northwest Iowa Telephone and all its entities became officially known as Long Lines in 2001.

Since 2001, Long Lines has expanded its state-of-the-art phone, cable TV and high

speed internet service to 16 communities in the Iowa, Nebraska and South Dakota area, including the overbuild of South Sioux City, Nebraska with new fiber optic telecommunications equipment to every home and business.

Over the years Long Lines has emerged as a leader in the telecommunications industry and has maintained a well-earned reputation for providing landline and wireless services of the highest quality, reliability and innovation.

Rushmore Media gets 10,500 views

Rushmore Media Company in Rapid City, SD, produced an on-line video that received over 10,500 views in just a week.

93.9 The mix morning host Kevin Phillips, and KOTA Territory News' chief meteorologist Mike Modrick, starred in the video promoting "togetherness" to show how the radio, and television, people have joined forces in Rapid City.

The video was first shown at the company's holiday party at Mount Rushmore and then it was posted on Facebook.

The video was produced by Rushmore Media Company's Dave Bitterman and the video was shot by Rushmore Media's Josh Canaday. It was written by Phillips, Modrick and their wives.

SCI sells Imperial Valley Press, Shoppers

Schurz Communications Inc. has announced the sale of its daily newspaper, The Imperial Valley Press, and its dependent publications Adelante Valle and Valley Women, all based in El Centro, CA.

Also sold were The White Sheets and The Green Sheets, which consist of 12 weekly shopper publications covering a large part of the tri-state area of California, Arizona and Nevada and headquartered in Palm Desert, CA. Included in the coverage are Yuma, Lake Havasu and Parker in Arizona and Riverside, Imperial and San Bernardino counties in California and distributed into southwest Arizona.

The newspaper and Shopper publications were acquired by Imperial Valley News Media Inc.

The group of publications being sold have a long and storied histories.

The Imperial Valley Press first edition was published April 20, 1901 and had numerous owners in the 1920s and 1930s. Virgil Pinkley and a group of investors bought the Imperial Valley Press and the Brawley News along with nine other community publications after World War II. Franklin Schurz, publisher of the South Bend Tribune, was one of the investors. Encountering financial difficulties in the 1960s, Pinkley sold the Imperial Valley Press and Brawley News to Schurz in 1965. The Brawley News was folded

into the Press in 1992.

Adelante Valle is a Spanish language newspaper that is published every Thursday and is distributed throughout the Imperial Valley. The newspaper was launched in 2001 as a newspaper written from the Hispanic perspective. It has a separate editorial staff.

Valley Women Magazine is a bi-monthly publication dedicated to feature women in the Imperial Valley.

The Green Sheet Shoppers were started in 1956 and purchased by Schurz Communications in 1989. The White Sheet Shoppers were started in 1968 and purchased by SCI in 1987.

Imperial Valley News Media is affiliated with newspaper operations across the United States and Canada including current newspaper operations in California and Arizona. The Imperial Valley News Media management team has more than 100 years of experience in the newspaper industry and is excited about the opportunity.

"We were honored to be a part of Schurz Communications and are grateful for the support provided the newspaper and the community over the past 50 years," commented Gerald Delaney, publisher of the Imperial Valley Press. "However, this transition will only serve to strengthen our commitment to local journalism, covering what is important to our readers."

Sunflower Broadcasting has new addition under construction

Sunflower Broadcasting, Inc. in Wichita, KS broke ground on a new building addition this winter.

The Community Room will give Sunflower Broadcasting a space to host community events. Additionally, the 2,500 square foot space will give the station enough room to hold lunch meetings for the entire staff, something they currently have to do outside.

The Community Room will also serve as a meeting place for the sales department to hold their weekly meetings and host large client presentations.

The addition is expected to be completed in late May or early June.



Addition to the Sunflower Broadcasting complex under construction

Daily American localizes NFL's deflate-gate story

In the weeks leading up to the Super Bowl, deflate-gate was the topic of most water cooler conversations and late night talk show jokes.

The one question on everyone's mind was whether quarterback Tom Brady could feel the difference in pressure between the footballs.

Somerset, PA Daily American assistant city editor Michelle Ganassi contacted one of the high school football coaches and asked him for three footballs, one underinflated to the same level as the AFC Championship footballs, 11 PSI, one at the league minimum of 12.5 PSI and a third that was overinflated at 14 PSI.

She then found three volunteers willing to go on camera, one Daily American advertising executive, the owner of a fruit and vegetable market, and a local borough manager. She asked them on camera to feel the footballs to see if they can tell the difference between the three pressures.

All three volunteers could tell the difference and believed that Tom Brady could tell the difference as well.



Michelle Ganassi shows Somerset Borough Manager Benedict G. Vinzani Jr. the footballs that were used in a local test by the Daily American in Somerset, Pa., on a national sports topic. New England Patriots coach Bill Belichick and quarterback Tom Brady deny knowledge that the footballs used in the AFC championship game against the Indianapolis Colts Jan. 18 were underinflated.

BR - R - R - R - R - R - R - R South Bend's winter one for record books

By **BOB BLAKE**
South Bend Tribune

By most accounts, South Bend's winter of 2014-15 has been a memorable one.

On par with the showstopper that was last season? Probably not, but it isn't missing the mark by much.

In many respects, it's been a winter of the haves and have-nots. There have been periods of bone-chilling cold and spurts of comparatively mild weather. There have been a couple of whopper storms and long stretches when nary a snowflake has been spotted.

Credit a lackadaisical December for keeping this winter's snowfall bounty behind last winter's 110 inches, unofficially the fifth highest tally in South Bend. As winter is rounding third and heading for home, the city has racked up just shy of 80 inches of the white stuff.

The season started off with a bang on Nov. 13 when a record 12.3 inches of snow fell, obliterating the previous record of 4.7 inches from 1974. It was the fourth highest daily snowfall total for November in South Bend. In case you're wondering, the record for single-day snowfall in November is 18 inches set Nov. 2, 1911.

It was the first of a series of records this winter.

After the first start, winter threw on the brakes in December. The month usually yields more than 17 inches of snow. Not this time. South Bend shattered a record for the least amount of snow producing just 0.2 inches of snow. The previous record was 0.5 inches in December 1912. National Weather Service records show while a trace of snow fell on 10 different days, there was measurable snow on just one — Dec. 30. That tied another record for fewest number of days in December with measurable snow, set in 1912 and equaled in 1931.

January saw slightly above average snowfall and then February happened.

The city nearly equaled its monthly average of 15 inches of snow in one powerful storm that moved in on the first day of the month. The 14.7 inches of snow that fell destroyed the previous record of 8.4 inches set in 2011. But wait, there's more. A series of high-yielding storms and lake-effect snow catapulted the city to claim yet another record, this one for most snowfall in February. The 36.4 inches easily bested the previous record of 35.5 inches set in 1908.

"There were a few factors that account for the record in South Bend, not the least of which is the initial snow on the first day of the month," said Nick Greenawalt, a meteorologist with the National

(Continued on page 7)



Snow people attract attention in South Bend

Weather brings challenge for the staffs at WSBT

By **ROBERT BORRELLI**
Assistant News Director, WSBT

The winter 2014-15 in Northern Indiana and Southwest Lower Michigan had its distinct ups and downs that made for a tough time covering stories...not just "weather" stories!

November had more snow than usual, 19.1 inches, and had WSBT crews covering snowfall-related crashes earlier than in years past.

December 2014 was the least snowy, with just 2/10 of an inch of snow. Couple that with oddly warm weather after Christmas, and we didn't know what to expect from the rest of the winter!

January 2015 netted Michiana a bit more than 22 inches of snow.

But winter wasn't slowing down. February 2015 went down in the record books as the snowiest on record for our area: 36.2 inches of snow, along with bitter, below zero cold. Couple that with winds and we had several days with severe wind chills in the -10 to -20 range.

A number of times we decided to keep crews in-house rather than have them report live from out in the elements because we figured it wasn't smart to warn viewers to stay inside if we weren't!

Slippery weather actually helped us one day, when a large buck rammed one of our news vehicles early in the morning. Thankfully, our photographer wasn't hurt and the news vehicle was spared further damage because the deer slipped on the icy road surface and collided with our truck low to the ground.

This winter also encouraged us to inform viewers exactly what defined a "state of emergency." Various counties in our coverage area define it differently, making it a challenge for viewers and for us!

Severe Weather Week is a stormy one

Severe weather season can be especially dangerous in Tornado Alley. That's where the stations of Sunflower Broadcasting operate — KWCH, the CBS affiliate, and KSCW, the CW affiliate

It's never too early to prepare for severe weather, so in Kansas the national severe weather awareness week of March 2nd through the 6th also became "StormTeam12 Weather Week".

All week long on the Eyewitness News, StormTeam12 meteorologists broadcast spe-

cial weather reports. From tools to stay safe to, stories from our Storm Chasers to a behind-the-scenes look at how storms are tracked in the Eyewitness News studios, throughout the week reports were shown on newscasts, on Facebook and also posted on a special web page on KWCH.com.

This was a joint effort between the news, weather, marketing, art and digital departments. StormTeam12 Weather Week was promoted with on-air spots, in email marketing and on multiple social media sites.

Special infographics were created to make Facebook posts both informative and shareable.

One of the highlights of the week occurred when chief meteorologist Ross Janssen hosted a live discussion on Facebook. While many good questions were asked of him, a lot of viewers left comments on how much they enjoy and appreciate the StormTeam12 weather coverage.

BR - R - R - R - R - R - R

Alaskans wonder where their winter went

By JACKIE PURCELL
KTUU-TV Chief Meteorologist

Among the most dramatic examples of a lack of snow in Anchorage, Alaska this year, a traditional winter festival called "Fur Rendezvous" or Fur Rondy for short, had to cancel the 3-day sled dog races that are at the heart of the event.

Instead, it dealt with rain. Local snow-plowers, and other businesses that rely on snow, such as ski rental shops, hotels, right on down to restaurants, are feeling the effect of an all-too-mild winter right where it hurts them most, the pocketbook.

The Municipality of Anchorage however, has also felt the effects of the mild winter in the pocketbook, SAVING hundreds of thousands of dollars on snow removal operations.

And in Anchorage, we could very likely see a record-setting winter, in the aspect that we had the LEAST AMOUNT OF WINTER SNOW EVER RECORDED.

Normally this time of year, Alaska's largest city, located in the south central portion of the state, would have 66.2 inches of snow. We have had just 20.7 inches of snow for the winter so far.

Going back by month:

October 2014-3.8 inches. Average: 7.90 inches.

November 2014- 2.2 inches, with an average that sees some 13.1 inches of snow blanket the city.

December 2014 saw 7.5 inches of snow, less than half of the

average of 16.70.

January 2015 had 5.9 inches of snow on the books, but 11.9 is the average.

February 2015 1.10 inches of snow, when the average is 10.1 inches.

And as you can see in these climate figures compiled by the National Weather Service Forecast Office...we could not only set a record, but by a good margin.

Top 5 Lowest Winter Snowfall

30.4 inches.....	1957-1958
32.6 inches.....	1941-1942
32.9 inches.....	1980-1981
36.8 inches.....	2002-2003
38.5 inches....	1960-1961
20.7 inches.....	2014-2015 So Far

The National Weather Service kept close track of the temperatures over the winter, and how abnormally high they were, "Average surface temperatures in Alaska for December through February ranged from 4-10°F above normal, with the largest anomalies occurring in western Alaska. This meant that during the entire winter season, average temperatures were near freezing (32F) across the southern coast of Alaska with high temperatures ranging between below 0° to 12°F in areas farther north.

South Bend winter near record level

(Continued from page 6)

Weather Service northern Indiana office. "We had widespread areas with more than a foot of snow on that first day, including 14.7 inches in South Bend. That's quite remarkable for a single day total in South Bend, especially given that the monthly average is about 15 inches."

Factor in records for coldest high temperature (Nov. 18) along with records of coldest low temperature (Feb. 20, Feb. 27) and it's safe to say this winter is one folks will be eager to forget.

February snowy, cold

By BRENT WATTS
WDBJ7 Chief Meteorologist

For the second winter in a row in Southwest Virginia, Mother Nature attempted to cram a season's worth of snow into a four-week period.

Prior to mid-February, southwest Virginia was stuck in the midst of a snow drought. While several small storms brought a coating of snow to Roanoke, the first one-inch snowfall didn't occur until February 16. In the four weeks that followed, back-to-back storms dropped a total of 20.5 inches of

Somerset escapes worst of the storms



Men dressed in green North Star wrestling singlets rush out of the freezing water at the Quemahoning Reservoir Feb. 14 during the Quemahoning Chillin' for Charity Winter Festival and Arctic Splash.

It was a typical winter in Somerset County, Pennsylvania.

For the winter of 2014-15, Somerset County residents received an average of 120 inches of snow.

Usually we receive one or two large snowstorms each year. However this winter, the snow mostly fell in the 3 to 7 inch range between mid-January and the beginning of March.

Somerset County is located on the highest point of Pennsylvania. With an elevation of 3,212 feet, the weather supports two local ski resorts. The resorts had good weather to make snow to supplement the natural snowfall. The ski season continued through the end of March.

The area also experienced cold weather with many days of subzero temperatures.

The cold weather is not unusual for this area. As an example of the hardiness of the area, several hundred people participated in a Chillin' for Charity Winter Festival and Arctic Splash on Feb. 14. The air temperature was 23 degrees and the participants swam in the large Quemahoning Reservoir as part of a fundraiser for 14 organizations.

The weather provided plenty of opportunities for feature stories and news coverage.

BR - R - R - R - R - R - R Central Kentucky hit by 2nd snow storm

By KENDRA PEEK

Danville, KY Advocate Messenger

In what felt like déjà vu, Boyle County, Kentucky was blanketed again in early March with almost a foot of snow — but this time was led by rain and ice.

“It’s been rough going,” said Duane Campbell, Boyle County engineer, “The roads are beginning to gradually improve.”



A state snow plow truck got stuck on Chrisman Lane near Cooks Loop, IN Boyle County, Kentucky, blocking the road for several hours until a large wrecker could be brought in to free the vehicle.

Trucks from both the state and county transportation departments had trouble in the snow. One truck from the state transportation department got stuck in a curve on Chrisman Lane at Cooks Loop, turning sideways, causing the road to be closed for hours.

Governor Steve Beshear declared a state of emergency for Kentucky.

At about 10 a.m., Boyle County Judge Executive Harold McKinney followed suite, declaring a state of emergency for the county. Essentially, it allows emergency resources to be enacted more quickly, if necessary.

Blame South for miserable winter

By MICHAEL RESCHKE

Bloomington Herald-Times

Blame the South for the mid-February snow and all the trouble it caused for Central Indiana.

Mike Ryan, meteorologist with the National Weather Service in Indianapolis, said a low pressure system in Mississippi and Alabama pushed a lot of moisture into the Ohio Valley. When that moisture hit the cold air in this part of the country, fluffy snow that accumulated easily was the result.

In Indiana, things got worse the further south you went. Ryan expected snow accumulations of about 2 inches in Martinsville, but about 3 inches had fallen in the Bloomington area by 12:30 p.m. Monday with white stuff still expected for a few more hours. Bedford had about half a foot, but the heaviest snowfall was in Kentucky south of a line from Louisville to Lexington, where up to a foot of snow was expected.

Throughout the Hoosier state, Indiana State Police responded to 320 property damage accidents, 43 personal injury accidents and 125 slide-offs. Troopers also assisted 152 motorists, Senior Trooper Mike Adams said in an email.



A pile of snow makes it easier for Lucas Naylor to dunk a basketball near his West Irvin Ave home. Photo by Ric Dugan/Herald-Mail photographer.

Hagerstown area has record cold February

It turns out there was a good reason you might have been reaching for an extra blanket on those cold winter nights: February was one of the coldest months on record in Hagerstown.

Hagerstown weather observer Greg Keefer reports on his website at i4weather.net that February was the fourth coldest on record, with an average temperature of 23.2 degrees. Keefer said the coldest February recorded in Hagerstown occurred in 1905, with an average temperature of 21.7 degrees.

Last month was the coldest February in 36 years since 1979, when the average temperature was 22.5 degrees, making that the second coldest February on record, according to his website.

From Feb. 13 to Feb. 20, the low temperature of the day never climbed above single digits, and the coldest low temperature was minus 2 degrees, logged on Feb. 24, the website said. So far, 2015 has been a year of extremes. Although bone-chilling cold has gripped the East, weather experts reported that January was the second warmest on record globally, behind 2007, with temperatures 1.4 degrees above the average for the 20th century.

Some area residents on Tuesday were taking the news of Hagerstown’s harsh winter in stride, saying it’s “just the normal thing.”

“I think a lot of it has to do with the attitude you have toward the cold,” Vince Brown said as he made his way up Antietam Street under a gray winter sky.

Brown, who lives in the Alexander House in downtown Hagerstown, said the key to withstanding extreme cold is to dress for it.

Then you don’t notice it after a while, he said.

Mike McFadden, a general contractor from Williamsport, said he didn’t recall feeling any more pain than usual from last month’s temperatures.

“Over the years, you just get to be able to deal with it,” McFadden said.

Central Pennsylvania also set records with its average temperature of 20.9 degrees in February.

“It was so cold it was the fourth coldest calendar month on record,” said Elyse Hagner, a meteorologist with the National Weather Service.

The only calendar months with colder average temperatures were January 1918, January 1977 and January 1994.

Bloomington news investment pays off

By **BOB ZALTSBERG**

Bloomington Herald-Times Editor

Did our investment in local news and our readers pay off in 2014?

We think so and hope you agree.

I announced in my Monday Morning column in the first week of 2014 that the Herald-Times would add four new full-time jobs in the newsroom.

This came at a time when many newsrooms are shrinking. You might say some are being decimated. All are transforming to provide news on more platforms. Our plan was to reverse the trend of lower circulation by improving quality, increasing quantity and engaging readers in more ways. In return, we hoped our readers would respond by buying and reading the newspaper and support our advertisers as well.

We added two positions devoted to more time-consuming, in-depth reporting.

Michael Reschke was one of the reporters put into that role; a late December story examined how construction of I-69 is going outside of Indiana. The story put into context the much larger-than-Indiana story of the controversial interstate. In fact, a lot of his work this year focused on stories about the I-69 project.

Among the other topics his stories touched on this year are education, agriculture, transportation safety, health and issues faced by people with disabilities. He also did some fine on-the-scene features, including riding along with a conservation officer on Lake Monroe and spending an entire day at Bloomington High School North, from the moment the doors opened until the last of the cleanup at night.

Jon Blau started out the year in a “watchdog” role before moving to sports when Dustin Dopirak left the staff. His work allowed us to go deeper on the revelation that \$800,000 was stolen from city government; he did an in-depth piece on the plight of workers who provide direct services to people with disabilities; he investigated guidelines and safety of decks and balconies in our college community that’s filled with them; he did major profiles on IU professor Fred Cate and the Duncans, three living brothers who fought in World War II.

We added a new slot in the sports department, which enhanced our high school coverage, both with new columns and additional games covered in print, as well as new features and a much more aggressive approach online and on social media.

An intern in the photography department allowed us to put top-notch photographers at



BOB ZALTSBERG
Herald-Times
Editor

more events and to produce more photo pages in print and galleries on HeraldTimesOnline.com.

Finally, the promotion of Sarah Morin to a redefined “Community Engagement Editor” role and the addition of Kat Carlton as a digital news producer helped us add tremendously to our digital and community offerings. These include a daily news podcast we share with WFHB, a huge increase in video and audio stories, more interactive features on HTO, a much stronger presence on social

media, and projects such as an “I Voted” sticker contest, The Herald-Times Writing Club at Fairview Elementary School and some new community bloggers — with more to come.

So what has all that meant? We have some objective measures that indicate we’ve done well.

From March 3, the day we had new staffers in place and our circulation department embarked on a strong and aggressive program, our home-delivery circulation grew by 382 through Dec. 11. That’s a great story. But it’s not the whole story. During the same period the previous year, the comparable circulation figure for that nine-month period had decreased by a similar amount. That means we stopped the decline and grew on top of that. That’s even better news.

Here’s a subjective measure: In December, we were judged the state’s best daily newspaper, receiving the Hoosier State Press Association’s Blue Ribbon Newspaper award.

Barrett most admired CEO

Joan Barrett, president and general manager of Sunflower Broadcasting, recently won the Most Admired Media and Marketing CEO award presented by the Wichita Business Journal.

The award was decided by reader votes, and Joan beat out several other top local executives for the title.

Sunflower Broadcasting enlisted the help

of Millie, the Storm Team 12 Weather Dog, to campaign for Joan. Millie reached out on social media and told viewers to cast their votes, as she was promised popcorn if Joan won the award.

After Joan was announced the winner, a video was put out of Joan feeding Millie her popcorn reward.



United Way honors Marks

Jeff Marks, president of WDBJ7 in Roanoke, VA, has been named recipient of the F. Wiley Hubbell Award from United Way of Roanoke Valley. The Hubbell Award recognizes an individual for outstanding volunteerism, leadership talents, and service to United Way of Roanoke Valley. The award was named after its first recipient, F. Wiley Hubbell, who was a long time member of United Way of Roanoke Valley’s Board of Directors and a dedicated volunteer.

Bloomington's Penny Reid on 'Jeopardy!'

By PENNY REID
Bloomington Herald-Times
Senior Copy Editor

In early January I went to Los Angeles to compete on "Jeopardy!"

Here are some answers to the most frequent questions I've been asked about the show.

QUESTION -- How did you get on the show?

ANSWER -- It was a long process. In January 2013, I took an online test. It's a 50-question timed test that everyone takes at the same time. I know for sure I missed at least two questions, simply because I couldn't remember people's names quickly enough to type them in.

On the basis of that test, I was invited to go to Nashville, Tennessee, in May for an audition. When you take the online test, you choose which regional site you want to go to, and Nashville was the closest.

About 20 people at a time gathered in a hotel conference room, and we practiced with the buzzers, tried out our "interesting facts" about ourselves, and took another test.

Out of about 4,000 people who tried out at different locations that spring, they said about 200 would be chosen for the show.

In January 2014, I took the online test again and was invited to come to Chicago to audition. But since I was already on the list from the previous year, I didn't actually have to go.

I thought my eligibility was up in September, so I had resigned myself to taking the test again and starting over. But in early December I got a phone call, asking me to come in January. An excuse to go to California in January? Count me in.

QUESTION -- Do they pay for the trip?

ANSWER -- No. Sony, the production company, has a discount at a hotel, but you pay for your flight and the rest of the hotel bill. But the least you can win at "Jeopardy!" is the third-place prize of \$1,000, so that should pay for the trip. You won't get the money for several months, though.

They tape only on Tuesdays and Wednesdays. If you win and have to come back the next week, they will pay for that. This is known as the Ken Jennings rule. Although he kept winning for months, he hadn't received any prize money yet. So he was flying back and forth from Utah on his own dime, and it got ridiculous. That's why they added that rule.

QUESTION -- What is Alex Trebek really like?

ANSWER -- Alex is very charming, and not really as strait-laced as he comes across.

During the breaks in the show, he took



**ALEX TREBEK AND PENNY REID
On 'Jeopardy!' TV show**

questions from the audience and showed photos of his family.

Everyone involved in the show is super nice and makes contestants feel very comfortable. They prepare you for every possibility: if an answer is disputed, if Alex calls on the wrong person, even if your Final Jeopardy electro-pen doesn't work. That never happens, but they have a backup plan just in case.

QUESTION -- During the end credits, when the contestants are talking with Alex on the stage, are they having a real conversation?

ANSWER -- Yes. In my case, he was ribbing us about things we got wrong.

QUESTION -- How did you prepare?

ANSWER -- I've been playing pub trivia for years, so that kind of helped. Before the trip, I started playing an app called Trivia Crack and doing quizzes on a website called Sporcle. And we picked up a book about the Constitution, which I read on the plane.

I should have read the Bible, because the Constitution didn't come up at all.

QUESTION -- What was your biggest concern going in?

ANSWER -- What to wear. I kind of expected the staff to have more input into our outfits, but Maggie Speak, our mentor, complimented me on my Goodwill sweater, so I guess it was OK.

I did hear they rejected one fellow's ties.

You can't have busy prints on TV, and I guess all his ties had patterns on them. You're OK with a wide stripe or a solid color, so guys, take note.

QUESTION -- How do you know what to say to Alex during the interview portion of the show?

ANSWER -- When you apply, you fill out all kinds of paperwork and provide interesting tidbits about yourself. The production staff picks a few things, writes them on a card for Alex, and makes sure you are ready to talk about them. Alex may not choose the item you expect, so you have to be ready to improvise.

QUESTION -- What were you most surprised by?

ANSWER -- How much work is done in postproduction and behind the scenes. The show looks really seamless on TV, but every time they take a break, either for a commercial or a Daily Double, they are having Alex re-record a clue if he misspoke, or they are double-checking an answer.

On the show, when Alex says "We have a scoring change to announce," the contestant is always pretty calm about it. That's because a producer has already talked to them about it off-camera. Scoring questions aren't unusual; one actually happened on my episode.

Another thing about my show: Johnny Gilbert, the famous announcer, was off for medical reasons, and Jimmy from the Clue Crew introduced the contestants. By the time it airs, though, we were promised Johnny will have re-recorded the intros, so everyone at home will hear our names said in his famous voice.

QUESTION -- Did you have fans in the audience?

ANSWER -- My husband, Joey Like, went with me, and my friend Jodi Miskell, who used to work at the Herald-Times, came from Phoenix with her mom. Jodi had hurt her ankle, so I was impressed she made it at all. It was fun to have people in the audience, although Joey said he had to keep biting his lip to avoid saying an answer.

(Continued on page 11)

Antietam Cable Large Business of Year

Antietam Cable Television in Hagerstown, MD was selected as the winner of the Large Business of the Year Award during the 16th annual Washington County Business Awards celebration held February 25, 2015.

The event is co-hosted by the Hagerstown-Washington County Chamber of Commerce and the Washington County Department of Business Development.

"I think this is a big deal and a reflection of the hard work every member of this organization gives to the commitment of providing great products and services to all our customers across Washington County each day," comments Brian Lynch, general manager. "We have come a long way in just the five years I have been here and there are more people in this organization that have been here longer that can attest to the road we have traveled to be able to receive this recognition. We also understand and accept the responsibility that comes with maintaining the high standards necessary to continue to be worthy of this recognition."

The Large Business of the Year Award is given to a Washington County Business that has demonstrated any or all of the following: product or service quality, job creation, innovation, strong community involvement, high standard in business practice, commitment to Washington County and the community and who has established a successful business in Washington County.

The finalists included:

--Antietam Cable Television

--WHAG/Your4State.com

--Washington County Public Schools

Antietam Cable is committed to innovation and continuous product improvement and



Brian Lynch, right, general manager at Antietam Cable Television, Inc. in Hagerstown, MD accepts the Large Business of the Year award from Paul Frey and Kassie Lewis of the Hagerstown-Washington County Chamber of Commerce during the 16th Annual Washington County Business Awards. Photo courtesy of: Colleen McGrath/Staff Photographer, Herald-Mail Media.

has invested \$25 million in private risk capital over the past five years to build and maintain a state-of-the-art broadband network capable of delivering advanced telecommunications products to the residents and businesses of Washington County.

All this to assure Antietam's residential customers have the products they are looking for in an ever evolving marketplace and businesses (and economic development overall) have a technical platform to assure economic growth and success.

As the demands of Internet applications increase, Antietam Cable continues to expand speed choices for residents and businesses in Washington County. Antietam's

Internet speed levels are designed to match the needs of a variety of customer segments including Antietam's Fiber Class Business Solutions, which are custom designed for each client, and can support traditional Internet up to 10Gbps or provide transport within and outside Washington County.

Antietam Cable has continued to expand its innovative Antietam2Go product, expanded its high definition television offering and formally launched its new Wi-Fi Internet solution with several Wi-Fi hotspots throughout Washington County.

Permanent Wi-Fi hotspots have been deployed in Shafer Park in Boonsboro, Byron Memorial Park in Williamsport, and South Hagerstown High School stadium. The Hotspots deliver speeds up to 100Mbps and more are planned for deployment in 2015 throughout Washington County.

Over the past four years, Antietam has quadrupled the number of high definition television channels available to Washington County residents, reaching the 115 channel mark for high definition video offerings.

The company's strength mirrors the strength of its community. Antietam supports Washington County as a good corporate citizen and encourages active community involvement among its employees. Antietam is committed to excellence to ensure the success of our company, our employees, and the community in which it operates.

"Every one of our employees serves an important role in our business and what they do each day is meaningful and important to our success. Their efforts and hard work are appreciated by me and are now recognized publicly through this honor," says Lynch.

Herald-Times' Reid wins \$22,400 on 'Jeopardy!'

(Continued from page 10)

Reid's show aired March 10 and she can now call herself a "Jeopardy!" champion.

She shined in the categories "Classic Video Games," "All President Nixon's Men" and "Europe to No Good," she recognized a picture of a proboscis monkey and knew that cutaneous comes from the Latin word for skin. Reid got two "Daily Double" clues correct, adding an additional \$2,000 and \$4,000 to her winnings.

Entering the "Final Jeopardy" round with a commanding lead, Reid won first place with \$22,400 despite missing the question.

Her reign as "Jeopardy" came to an end Wednesday, when she finished in second

place in her second appearance on the popular television game show.

Reid nailed the "Final Jeopardy" answer with "Who is Weird Al Yankovic?" but didn't wager enough to overtake the first-place contestant, who also answered correctly.

"It was a wonderful experience and extremely nerve wracking," Reid said after the show aired. "It's fun when you're on the couch at home yelling at the TV, but it's not so much fun being the one being yelled at by the viewers."

The second-place finish March 12 gave Reid \$2,000 to add to her first-day winnings of \$22,400.

Ukraine up close

Herald-Times photojournalist visits war-torn country

BY JEREMY HOGAN

Bloomington Herald-Times

Last winter I watched the revolution in Ukraine with a lot of interest. I had been in neighboring Belarus in the early 2000s, and I've been a follower of political news from that part of the world for a long time.

I remember watching the Solidarity movement in Poland during the 1980s. And later, unbelievably, I'd watched, like everyone had, the fall of the Berlin Wall, then the collapse of the Soviet Union.

The revolution in Ukraine began last fall with a protest against the Ukrainian President Viktor Yanukovich, after he had made deals with Russia and refused to make an agreement with the European Union for closer economic ties.

Many Ukrainians saw the closer ties to the EU as a way forward, in a country where rule of law could be negotiated for money, and where many had no economic prospects unless they had ties to people in the oligarchy. Finally, after years of corruption, people stood up to the current regime that was loyal to the Kremlin.

I arrived in the middle of September, after the civil war was burning all spring, and all summer, and was now simmering.

I didn't have a specific plan for what to do with my images.

I have a photo agency in New York City, Polaris Images, which represents some of my work, but to be real honest, there is too much photography chasing after too few people, and smaller and smaller budgets. So, I decided I would just finance the trip and see what happened.

I did it for the same reason people climb mountains, to see if I could, and prove something to myself.

My first stop was the NATO training exercise in Western Ukraine just a few kilometers from the Ukrainian border with Poland.

I had arrived in Kiev, and then got on an express train, and headed west where I met my host late one evening, and then had a driver take me out into rural Ukraine. We didn't know exactly where the training exercises would be, so we started picking up hitchhikers: military-age males in uniform, and soon we knew where the training would be. One soldier was very surprised to see an American.

I had decided, after talking with some Dutch journalists at the NATO exercise, that I didn't have the budget to go into the pro-Russian part of eastern Ukraine, behind enemy lines, so to speak, because just the



Herald-Times photographer Jeremy Hogan, second from left, poses for a group photo with Ukrainian military cadets who were training with NATO troops during the 2014 Rapid Trident Training exercise in Yavoriv, Ukraine.

driver would have been several hundred dollars per day, and then there was the danger of it, and not having a media outlet that would back me up and try to get me out if I had an issue, like being detained or kidnapped.

So, I would go right up the front line, but not past it. But the problem with front lines is, they are sometimes imaginary and disputed. It was simply unsafe to go to some parts of Ukraine with my resources.

A few days later, I went to Kharkiv and met a young photographer named Igor and a driver. Both of them spoke fluent Russian, and actually, the driver didn't speak much English. Igor is a talented young Ukrainian photographer, and he was about to have a big show in Paris with his photography images. The driver was a tall man with a beard, who played played folk songs about the war in Donbas in his small, rusted out car, as we sped towards the war front in Donbas.

After negotiating several military checkpoints, and having some food near one checkpoint, we came across a billboard that had been hit by a rocket-propelled grenade and punctuated the surreal war landscape we were entering.

The small village next to Slavyansk had been the focus of a lot of fighting earlier in the year and was in ruins. We made photos there in Ukrainian rain, and could hear the sound of training or a battle in the background. Igor didn't hear it until I brought it

to his attention, and he asked if I wanted to go to the front and check it out. I said no way. I had left my NATO Kevlar helmet and bulletproof plates in Kiev, and Igor and our driver also would have had no protection at all.

I had good material from that trip and I had made arrangements with another fixer, Dima in Kiev, to go down near Crimea and do an embed with members of the Right Sektor battalion. Dima said they were pretty gung-ho, and were basically doing the job of the police as the Russians and the pro-Russians were infiltrating cities along the Ukraine/Crimea border.

I'd spent a day with the Right Sektor upon returning from L'viv, and to make a long story short, my driver knew an important member of Right Sektor, and I'd agreed to meet his friend at the train station in Kiev. So, I ended up in a car with three hours of sleep, talking to guys who who overthrew their government earlier in the year and are upset that President Barack Obama won't give Ukraine weapons.

We were headed to a training camp somewhere near Chernobyl at a military base, and on the way, Mykola told me how Ukraine's military equipment had been sold by officials and the money pocketed, so now volunteers like the Right Sektor were fighting the war with what they could get.

(Continued on next page)

I was given a tour of the training camp, but was told I couldn't photograph any faces. Finally, before we left, we went to the gun range, they asked me if I would like to try shooting an AK-74 variant rifle, and they gave me 10 rounds. I chose to shoot with the machine gun on semi-auto, rather than full auto, and that was loud enough.

I decided to head East again. When I arrived in Kharkiv it was almost dark, and it seemed very foreboding, and I got a call from Igor on my throwaway cellphone that he was sorry he couldn't meet me at the train station, but he had left his apartment and they were tearing down the Lenin statue, and I better take the first taxi to Freedom Square.

I arrived and the taxi driver pointed down the street past the policemen with the AK-47 machine guns, and I could see the huge crowd. I walked down there and saw the sparks flying off the feet of the Lenin statue — they were cutting it down. I was concerned that this situation might not end well, that some pro-Russians could show up and begin to fire live ammo into the crowd, and as it took hour after hour, finally the masked members of the Ultras, Right Sektor, and Azov Battalion, along with other activists, pulled it down.

There was pandemonium as the crowd rushed to the statue, which I had caught on video falling. Many stood atop the monument and some even fired handguns with live ammo. It dawned on me later that many of the masked people had been armed with handguns, and it was much more dangerous to cover that than I had realized.

We spent most of the night sending video and stills to outlets. Igor sent his still of the statue falling to the AP, and the photo went around the world, and I asked him what he got for that, and he said \$50. The Russian propaganda outlet RIA Novosti called, and also wanted his material, and they begged him for it, but he refused to give it to them. He told them to get it from AP, and they said they didn't do business with Americans.

However, I noticed that at some point, they had licensed one of my photos of the NATO exercise from a sub-licensing agency to my photo agency in NYC, and my photo was now being effectively used to illustrate an anti-American story.

The next day, we went back to the Lenin statue and discovered it was gone, and we nearly got shot. I can tell you, the sound of pop, and whiz, is not a good sound, as we witnessed a pro-Russian trying to shoot a Ukrainian nationalist with a handgun, and we were nearly too close for our own good.

It does not happen like it does in the movies. There is no cool angle or are there any



Ukrainian protesters cut down the Lenin statue on Freedom Square in Kharkiv, Ukrainem a predominantly Russian speaking area.

cool special effects, and it was all over in less than five seconds. Apparently the pro-Russian fired his gun, missed at least three times, and was subdued. When I saw him, he was on the ground in the street, and I thought he was the victim, and I was confused and looking for the shooter. It was all very fast and very confusing.

People began to bring flowers and soon many pro-Russians, and others hostile to the fact the statue had been destroyed, began to show up and I spent a few hours making photographs and keeping my mouth shut.

As far as I know, I was the only American

journalist actually covering the fall of the Lenin statue, and I suddenly was in the middle of the one of the craziest stories of my career.

Ukraine is that kind of place: Things can be calm one moment and then everything can change in a moment.

Ukraine has changed a lot in the past year, but for all the change, very little has changed. Corruption is still a huge problem.

Now that I'm back in the States, I'll be watching with fascination to see what happens next. I can say this: The Ukrainians I met in Ukraine are some very passionate and patriotic people, and I don't think Ukraine will stop being newsworthy for a long time. If the Russians continue to intervene and arm people to fight in Eastern Ukraine, I don't see the war there ending.

The Ukrainians are not going to back down, and the part of Ukraine that was going to be easy to invade has already been taken. If the war spreads West, it will be very violent and bloody.

I heard one statistic: The war in Ukraine is already three times as bloody as the war the Soviet Union fought in Afghanistan.

All in all, I had a good trip to Ukraine, and I managed not to get shot, or detained, or beaten. I have what I think are some very interesting videos and still images of a time of historic significance in Ukraine. So, I met my goal, which as to go there and see if I could cover an international story, and I did so.



JEREMY HOGAN

WSBT Bridal Expo another major success

By MARCI SEARS

WSBT Radio National Sales Manager

The annual Sunny 101.5 and Z94.3 Bridal Expo once again outperformed other area bridal shows when it took place on the campus of Notre Dame in South Bend, IN Feb. 7.

The 2015 Expo marked the 29th year for this exciting event.

The Expo is a monumental undertaking and requires dedicated personal hours of many radio employees.

The hall outside the Monogram Room at the Joyce Center was quite a sight, set up as always with eye-catching displays of photographers, bridal and formal attire shops, reception venues and many others. Fifty plus were in attendance for the brides, grooms and their families to preview and the hall was filled with engaged couples talking with all the typical providers for weddings.

As is usual for this event, the attendance was great and both fashion shows were standing room only.

WSBT-TV was able to provide two live interviews on the news program that morning, showing Suzanne Spencer discussing bridal gown trends with fashion show director Marci Sears and later with general sales manager Tony Gazzana talking about the details of the event.



KSPR, KY3 headline expo

KY3 and KSPR, together with the National Weather Service, attended the annual Severe Weather Expo at the Battlefield Mall in Springfield, MO on the first Saturday of March. The event is usually staged at the end of Severe Weather Awareness Week and is designed to answer viewer questions about severe weather. KY3 and KSPR meteorologists greeted hundreds at the all day event.



Jack Reichert and Bruce Keyser

Brides were able to pre-register online, and over 550 brides did so, reserving 975 plus tickets. The pre-registration decreases the time it takes attendees to get into the show while providing most of the information to get on the mailing list early, thus decreasing the wait time for vendors to contact leads from the show.

Total attendance this year was over 1,200, which is huge for the South Bend area.

Special congratulations go out to Gazzana and his sales team with special thanks to Pat Morris, coordinator for the Bridal Expo. Pat's dedication in the weeks leading up to the show is incredible and she is truly appreciated.

WSBT aids Salvation Army

By MICHELLE JEWELL

Executive Assistant to President/GM

Each December, the Salvation Army offers its Angel Tree program

(Continued on page 15)

Cookie Crunch swept

Rushmore Media Company had a strong showing at the annual Girl Scout Cookie Crunch in Rapid City, SD.

Several local media celebrities competed. Rushmore Media's Crissy Davies, of Hot 93.1 and Katie Urban, of Good Morning KOTA Territory, co-hosted the event.

Adrian "Gunner" Ludens, from 100.3 the Fox, won the blindfold taste test competition, while Kirk Stevens, KOTA Video journalist, won the speed-eating contest.

The event serves as a kick-off to the sale of Girl Scout cookies in the Black Hills area.

In the photo at the right Kirk Stevens, video journalist, celebrates his Cookie Crunch victory with the trophy that will bear his name.



to help make the holidays for South Bend area in need children a little brighter.

Eligible families are able to register their children ages 0 to 15 with the program and then each child is assigned an "angel" tag that lists their first name, age, needs, and wants. The "Angels" are then placed on an "Angel Tree" out at University Park Mall and the public is invited to select a child for whom to buy gifts.

WSBT in Mishawaka is an ongoing sponsor of the program and for the second consecutive year, WSBT and Schurz Communications employees had the opportunity to participate in this program without having to go out to the mall to select their "angel."

And this year, participation more than tripled! Thirty three of WSBT/SCI's generous employees were angels to 49 children in need in the community, with several employees electing to sponsor multiple children!

Many staff members involved their own kids to help provide a valuable lesson in giving and it was a delight to see the excitement from the employees when they brought their bags of gifts down for pick-up.

There's no question that there were a lot of happy faces on Christmas morning thanks to the generosity and goodwill of some very thoughtful WSBT and SCI employees.

WKOA, WXXB host sixth Gown Town

K-105 (WKOA) and B102-9 (WXXB) hosted their sixth annual Gown Town on March 6 for high school girls who need a free dress for prom.

Area high school girls waited in line in the twenty degree weather for hours before the door opened.

Dresses were laid out according to size, and there was a dressing room area for the girls.

Hundreds of dresses were donated for the event by listeners to the stations.

Rushmore Media walks for warmth

Walk For Warmth was held on Feb. 7, in Rapid City, SD. Rushmore Media Company that morning broadcast and promoted the event.

A total of \$22,000 was raised for the Salvation Army, Church Response and energy assistance for those in need.



Leo Hirsbrunner on the Hoses bench.

WDBJ7 hockey event another huge success

If you weren't at the Guns and Hoses charity ice hockey game in January, you were one of the few.

This was the 12th annual game benefiting the Muscular Dystrophy Association and sponsored by WDBJ7.

Meteorologist Leo Hirsbrunner took his rightful place behind the Hoses bench once again this year and anchor Chris Hurst coached the Guns. Anchor Melissa Gaona played the crowd during the event with trivia and an exciting dance off.

Leo got his second win in a row as the Hoses (firefighters) defeated the Guns (police officers) 5-2.

This year's event almost filled the Berglund Center to capacity, with 8,061 people attending and raising more than \$35,000.

Since its beginning 12 years ago, this event has been attended by more than 48,000 people and more than \$200,000 has been raised for the MDA.

Guns & Hoses Hockey has become one of the best events at the Berglund Center in recent years.



Coach Chris Hurst

KTUU-TV aids family



Members of the Sales Department at KYUU-TV in Anchorage, Alaska prepare to send boxes of Christmas gifts to their adopted family at Hope Community Resources. Donations came from all departments at KTUU. In the photo (left to right) are Jeff Warner, Andrew Aquino, Nancy Johnson, Terese Blair, Yvette Morales, Dan Newman, Kayc Carlson, Melinda Allen and Megan Kelley.

Bloomington Herald-Times acts on reader response

By **BOB ZALTSBERG**

Editor, Bloomington Herald-Times

The Herald-Times has a new section.

Every Monday through Saturday, readers will receive a national/international section produced by USA Today.

We believe — and a survey of readers completed in December agreed — that the expanded coverage through the new section will add value to the H-T for readers.

When we added a six-page section from the national newspaper for a week last December, the 140 or so comments were about 62 percent positive with the rest neutral or opposed. Closer to a scientific survey was an email poll conducted by Chuck Lynds, director of strategic marketing at Schurz Communications Inc. The survey indicated 55 percent of respondents who had noticed the USA Today section said it improved the paper or were neutral about it, with only 20 percent saying they disliked it. To another question, 87 percent said the section would add value to the H-T, with just 13 percent saying it would make the H-T less valuable.

The H-T staff will be able to devote an even higher percentage of our newsroom staffing time and energy to local news.

USA Today is a national newspaper oper-

ated by the Gannett company. On Oct. 6, 2013, it began publishing a condensed version of the national edition in four Gannett newspapers, including the Indianapolis Star. Thirty-one other daily newspapers owned by Gannett began including a USA Today section during the first quarter of 2014.

The H-T is the first newspaper outside of Gannett to distribute the section. Schurz Communications Inc., the parent company of the H-T, has signed an agreement with Gannett that will eventually put the USA Today section in most of the 11 daily newspapers owned by SCI.

The H-T and the Schurz-owned daily in Aberdeen, S.D., published USA Today for a week last December as a test. Reader response in both markets was strongly positive.

H-T readers will receive three pages of national and international news, two pages dedicated to business, finance and markets, and a Life page that includes stories, charts and graphics centered on popular culture and television, movies and music. Some weeks, two additional pages could be added to the Saturday newspaper.

The H-T will continue to be a member of the Associated Press, a cooperative from



which we get individual national and international stories, as well as a steady stream of content about sports and stories from around the state of Indiana.

American News provides 'big deal' for readers

By **J.J. PERRY**

Executive Editor

Aberdeen SD American News

USA Today has come to the American News.

The addition began seven days a week on Sunday, March 15.

Back in December, the American News tested publishing USA Today in our pages, and we asked for reader feedback.

In calls, emails, letters and on the street, response was overwhelmingly positive.

Those comments mirrored a set of scientific polls conducted with readers before and after the USA Today test.

USA Today is a product of the Gannett company, which also owns the Argus Leader in Sioux Falls. The Argus and other Gannett papers have been including USA Today for a few years.

The agreement between Gannett and Schurz Communications Inc., the parent

company of the American News, is nearly unprecedented. The deal was featured Feb. 11 in the Wall Street Journal and in various trade publications.

In fact, I don't know that there is a bigger change we can make to the daily newspaper than publishing a section from another newspaper inside.

This is a concerted effort to give readers more. More news from around the globe and more emphasis on what our newsroom does best — local and regional.

Let me hit some of the big points:

--Every day, expect to see the USA Today section with national and international news, the popular Money page and Life on most days.

--There will be one to two pages of USA Today Sports coverage inside our local Sports section every day. Expect some news, great columnists and opinions and topical-issue stories and profiles.

--E-edition users on aberdeennews.com AberdeenNews.com and the American News apps will also have access to those USA Today pages.

--Because of some limitations of our printing press and advertising and news space needs, adding this new section will create challenges. But the solutions will make the paper better organized, more intuitive and thicker. Readers will be getting four sections of newspaper every day: local and regional news, Sports, USA Today and Classifieds.

--Thursdays will include a separate Out & About section, and Sundays will include 605 Life, plus the Sunday funnies and all the ads you are used to. Many of those sections will showcase more color.

It's a lot of change in a very short amount of time.

KY3, KSPR travel halfway around world

By SCOTT BRADY
KY3 News Director

BATUMI, Georgia – KY3 and KSPR News in Springfield, MO have started a partnership with Ajara Television in the former Soviet republic of Georgia.

Just one year ago, the regional public station located in Batumi became free to report news independently and is no longer required to report government-approved information.

KY3 news director Scott Brady and KY3/KSPR digital content director Chris Replogle made the first KY3 journey set up by the U.S. State Department funded IREX Georgia Media Partnership Program. The aim is to share our way to report news important to citizens without government control.

The first of two trips to the resort city of Batumi, Georgia by KY3 staff came in April. Four members of the Ajara staff has visited Springfield and another team from Batumi will be coming to Springfield later in the year.

Here are the reflections of Brady and Replogle:

Our visit started with a traditional Georgian feast at a restaurant with a view of the Black Sea. It was a lot to take in after four flights and more than 30 hours of travel. Our host and toastmaster Ajara TV director Sosa Sturua explained, through a translator, how each toast would have a theme and there would be an assistant toastmaster at the other end of the table. Sosa toasted our



Chris Replogle from KSPR TV in Springfield, MO got a warm reception from a local resident when he visited the local market in Batumi, Georgia.



This is a look at the busy control room of Ajara TV, This was shot during the noon news.

new friendship, families, stations and coworkers.

The table was filled with traditional Georgian food and it kept coming for hours. Cheese bread, numerous meats, dumplings and fish were served. We quickly realized dieting would not be part of this trip. Georgian wine, cheese and breads are wonderful. We tasted foods never served in the Ozarks.

At sunrise we had a clear picture of the snowcapped mountains that surround three sides of this historic city where construction is happening at a rapid pace. Batumi is known by some as the little Las Vegas of the Black Sea. At least 10 high-rise hotels and some casinos are being built on the waterfront. Just two blocks away is a beautiful historic district and the home of Ajara TV and its 250 employees.

We entered the historic building with our IREX representatives Maya Matashvili and Nina Javakhishvili, who both served as guides and translators. In addition we had one other translator to help.

Chris and I received a warm welcome from the news staff. We sat in on the morning editorial meeting in a cozy room, filled with chairs, a couch, and several desks with computers. It wasn't hard to see how close this staff is as they sat on each others laps, hugged and served Turkish coffee to us and each other.

We found out newsrooms are really the same everywhere. The translators had a very tough time catching up as we all talked at the

same time. As the minutes went on, discussions would get emotional and loud. We just had to laugh.

We spent most of our week in this meeting room talking about story selection and why Ajara TV covers so much government news and politics. They explained that has been their history as a public station. As the week continued, we saw they covered a lot of stories very important to viewers.

Georgian Mother's Day was Tuesday and they were already shooting many of the stories we suggested. The big difference is the incredible emotion shown by the people in Georgia. The sound bites are animated and truly captivating.

By contrast, anchors showed little to no emotion during the Ajara newscasts. When we mentioned it they said they were trained that way and viewers would not accept the change. Our translators, who are from Georgia, quickly disagreed saying they did not like how the anchors talked so quickly and almost robotically.

Immediately, we started work on helping the anchors add variety and warmth to their delivery. We talked about ways to add anchor tags to stories. In the next few days we saw changes on-air. The anchors said they like the new challenge.

We discussed the need to add more stories to their website and start using social media, like Facebook to promote stories and receive story ideas from viewers. Once again, reporters made immediate changes by posting

(Continued on page 18)

American News Farm Forum hits 50 years

By **KATHERINE GRANDSTRAND**
Aberdeen, SD American News

Several years ago Aberdeen American News readers were treated to a single green sheet sent along with their regular paper featuring some agricultural news and classifieds.

That was in 1966.

The Farm Forum is in its 50th year of publication and has grown from a single sheet to a massive 200-plus page weekly publication, said Connie Groop, who has been with the publication for nearly half its life, since 1993. Groop has served as editor and as a reporter for the publication, which is nicknamed The Green Sheet for its distinctive green wrapping.

“From that it was so popular that people decided that they wanted to see more of it,” Groop said. “It has really grown.”

When the Farm Forum started, it was limited to the same circulation as the American News, but is now distributed throughout most South Dakota and parts of North Dakota, Minnesota, Nebraska and Iowa, Groop said.

“Plus it seems to pop-up in different places,” Groop said. “We get calls from Missouri or Kentucky from people that have seen it.”

Not only does Groop’s reporting and other stories inform the readers, so do the classifieds and ads, Groop said.

“When they read the classifieds they can see the different prices that land is going for, what feed is going for, what different types of machinery are going for,” Groop said. “So they’re not only reading the stories, but a lot of people are referring to it as the farmer’s bible. It sits next to the farmers’ recliners when they come in at lunch time they pick it up and go through it.”

As tablets, smartphones and in-tractor GPS navigation have become more popular with farmers, so has online readership, Groop said. Farmers can read the Farm Forum while the GPS guides the tractor in the field.

To celebrate its 50th year, the Farm Forum is running a photo contest with six different categories, the best of which will be published into a book, Groop said.

“We just finished up the barn section,” Groop said. “So we had quite a few people take a look at the different barns that they see in the area and take photos of them and then submit them.”

Groop is taking a special look back at the last 50 years in agriculture.

“Back in the ‘60s a lot of hybrid seeds were just coming on the market so farmers were getting better yields,” Groop said. From

there GMO seeds were introduced.

Other advancements over the last 50 years include precision ag, where the exact nutrients are place with the seeds in the ground and automation that syncs combines together with grain carts, Groop said.

The Farm Forum is going to look at land prices, crop prices and weather impacts throughout the last half-century.

“There’s a lot of neat things that have gone on in agriculture,” Groop said. “So we’re going to take a look at what’s happened there.”

The Farm Forum is also working with South Dakota State University in Brookings, the state’s top agricultural school, to rank agriculture’s most influential South Dakotans.

“We’re hoping to find a lot of people who have influence agriculture,” Groop said.

Groop and editor Stan Wise have asked readers to submit their stories about life on the farm 50 years ago, she said. They’re going through archival photos from the last 50 years to visualize the change throughout decades.

“We’re always looking for the next crop, the next thing that’s coming up,” Groop said. “Farmers, even though they’re told that this is going to be a bad economic year, they’re still looking forward to putting those crops in the ground, they’re looking forward to seeing those seeds grow and flourish and be able to harvest and be able they say they have a good crop.”



KY3, KSPR partners with Ajara

(Continued from page 17)

updates to Facebook from the field.

I spent time talking with Soso about human resources needs and staffing issues. We all discussed new technological changes. We looked for ways to add story specific graphics to the newscasts.

Chris and I both had a chance to go out on stories with reporters and photographers. He even had a marriage proposal for an older woman at the local market.

On our last night in Batumi we headed to a mountain winery for our final Georgian Feast. On our way we were told the Turkish

border was just a mile away. The winery had a beautiful view and we toured the wine-making area.

As the food arrived and toasts began, Sosa proposed that Springfield and Batumi become sister cities. We thought that was a great idea and promised to bring the offer back to our mayor.

The last morning as we were coming up with a list of goals for Ajara TV in our hotel lobby the Prime Minister of Georgia was escorted by us for an economic summit. That afternoon at the airport we once again

ran into the prime minister. His plane was parked next to ours. We joked that he was keeping an eye on the Americans.

Here’s the list of the Ajara TV representatives that will be coming to Springfield in April: Sosa Sturua, Ajara director; Nata Imedaishvili, Ajara advisory board member; Shorena Glonti, news director; and Teona Gogua, regional news producer.

KSPR news director Bridget Lovelle and KY3 Inc. marketing director Dan McGrane will go on the next trip to Batumi this summer.

Races coverage presents challenge to KTUU-TV

First, the world's longest toughest snowmachine race, the Iron Dog, took off from Anchorage on their way to Nome and a Fairbanks finish -- 2,000 plus miles of rugged terrain at speeds up to 100 miles an hour.

Imagine the logistics of staying ahead of that fast-moving pack. KTUU-TV news crews traveled on snowmachine, took hops ahead on bush planes, and staged personnel and uplinks at checkpoints along the trail. Stringers provided stats and photos and added to our content on social media.

The trail was brutal, with unusually warm temperatures and little snow. Machines and riders faced open water on the rivers and dry tundra for miles.

74 racers started the race; 40 finished. NBCsn aired a one-hour program on the race that KTUU is producing. It's our first foray into producing national content. We brought in executive producer Peter Henning to guide the team on making this a nationally-oriented program.

There was less than a week to turnaround for the next run: 1,000 miles following the Iditarod to Nome.

This year the race re-start was moved from Anchorage to Fairbanks due to lack of snow, necessitating a short-notice field trip for the satellite truck. Digital content included blog posts from digital director Kyle Hopkins that further engaged the audience with



Dry tundra made for brutal conditions for snow races

great story-telling.

With temperatures to 40 below along the Yukon and a blizzard blowing in the day before the 4am finish, there were great race stories to tell. The magic though is in "sniffing out" the stories on special dogs and getting us all to share in the excitement of the communities along the trail.

Covering these intensive races is an effort that requires everyone, throughout the station, to be involved. See our work on irondog.tv and iditarodch2.tv

Daily American reporters on TV program

Producers for the national television program "Snapped" traveled to Somerset, PA



GANASSI



ELLICH

to interview residents about the 2011 murder of Tory Minnick by her girlfriend Erin Everett.

On Nov. 14 Everett was found guilty of first-degree murder and sentenced to life in prison without parole. Everett shot Minnick and bludgeoned her with a hammer on March 25, 2011 in a basement apartment the women shared at Everett's parents' home in Jerome.

Two Somerset Daily American reporters were interviewed for the program. Michelle Ganassi was the first reporter on the scene of the Jerome homicide. Judy Ellich, the courthouse reporter, covered the Minnick trial.

Ganassi and Ellich talked about the case from their reporting perspectives.

In Memory

Ted Powers WDBJ7, Roanoke, VA Retired

WDBJ7 in Roanoke, VA celebrates the life of Ted Powers, a versatile broadcaster who made commentaries and community service



POWERS

two hallmarks of his career. Ted passed away Jan. 22 at the age of 95.

Ted Powers was WDBJ7's public affairs director and a familiar presence on the air in southwest Virginia in the '60s, '70s and '80s. He was an announcer and host to several WDBJ7 shows including

Dialogue and Classroom Kwiz.

These are some recollections of Powers by associates:

Jeff Marks – "He was a popular figure in our market, and a great advisor and raconteur. Despite losing his vision, Ted was just so optimistic."

Joe Dashiell – "During the years we worked together, he was best known for the public affairs programs he hosted, including Dialogue, and for the commentaries we aired in our newscasts. But a quick search of the archives shows just how versatile he was."

Retirement

Michelle Fitzpatrick Advanced Cable, Coral Springs, FL

For 35 years until her retirement in March, Michelle Fitzpatrick has helped to build and shape Advanced Cable

Communications in Coral Springs, FL from an 11-channel basic cable television provider into a multi-service provider offering digital and high definition cable TV, high speed internet and phone service.

Starting out as a part-time bookkeeper in the spring of 1980 when the company was called Cable TV of Coral Springs, she has held numerous positions in customer service, dispatch and marketing.

She has weathered all the rapidly changing technologies over the years. Michelle was the company's "face in the community" as she immersed herself into the community supporting and volunteering for almost every major event that takes place in both Coral Springs and Weston.



FITZPATRICK

More retirement on page 27

Herald-Mail Media bridal prom expo draws 100s

Wedding dresses of white or champagne and tiered cakes or cupcakes were just some of the options brides explored with their friends and family on Sunday, Jan. 25, at Herald-Mail Media's 2015 Bridal and Prom Expo at Valley Mall in Halfway Md.

The fashion shows, in front of Bon-Ton, even included outfits for ring bearers. David's Bridal and Men's Wearhouse supplied the fashions for the models.

While some people were still looking for ideas for 2015 weddings, Cody Betson and Shanon Murphy were scanning their options for their 2017 wedding.

Betson, 21, of Smithsburg, and Murphy, 18, of Fairfield, Pa., got engaged on Christmas Day. Betson said they are hoping to complete their wedding planning in 2016.

"There's a lot of places that we've already looked at online, but then we come here and talk to them and they give us better ideas," he said.

"I'm very indecisive, so this is helping narrow it down a little bit," Matteson said.

Darcey Blik, 30, of Falling Waters, W.Va., was one of hundreds of people at the bridal expo. Blik and her friends were talking to a representative of Chic Celebrations, a Falling Waters event-planning and catering firm that had desserts on display.

Devon Osborne, 21, of Hagerstown said she was looking for a photographer, invitations and maybe bridesmaid dresses for her October wedding to Adam Proctor of Big Pool. Most things seemed reasonably priced, including rental tuxedos for the groomsmen, Osborne said. But wedding photography seemed expensive, with many of the companies she talked to asking for \$2,000, she said.

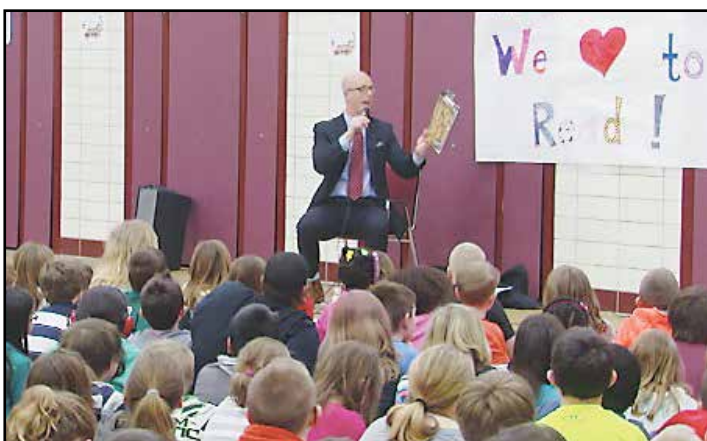
Lauren Campbell, of Lauren R.H. Campbell Photography in Fayetteville, Pa., said her wedding and reception packages range from \$1,475 to \$2,500.

The photography company, which began six years ago, was a new vendor for the bridal expo with a booth right in the middle of the action and near where the crowd forms to watch the fashion shows.



Meagan Fleming, left, and Alex Ramirez model wedding dress and tuxedo during the fashion show at the Bridal & Prom Expo,

The show had 98 vendors, said Susan Snyder, a Herald-Mail Media employee and one of the event organizers.



Bob Montgomery from WSBT visits a classroom as part of the station's 'I Love To Read' program.

10,500 participate in WSBT's 'I love to read'

By PAUL WASOWSKI
Creative Services Producer

The WSBT I Love to Read 2015 Challenge kicked off February 2 with more than 10,500 students in more than 425 classrooms registered.

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

Schools from all over the viewing area participated this year, from as far away as Knox to the south, Coloma to the north, Shipshewana to the East and Rolling Prairie to the west.

A couple of exciting things happened this year with I Love to read: our new main sponsor was Friends of the St. Joseph Public Library, and that, to me, is a perfect fit.

Also, for the past two years we have had Better World Books partner with I Love to Read. This year they really upped the ante big

time by awarding handsomely our top three schools in total minutes read. The top school received 5,000 books, second, 2,500 and third, 1,000. Last year's first place school only received 1,000 books. We are planning a special ceremony with Better World Books to deliver the books to the students.

Another first for I Love to Read this year was the cancellation of school on two Mondays which meant that the normal visits had to be rescheduled for a weekday in March. That, coupled with Presidents Day recess, had our news department scrambling to make those three visits.

With all the awards and visits, the main thing to remember here is that WSBT is partnering with our viewers and their families on a very worthwhile event. Literacy and reading are such important things for all of us to be part of.

Smartphone program keeps schools connected

By KATHERINE GRANDSTRAND
Aberdeen, SD American News

Several of northeast South Dakota's schools are more mobile than ever before, thanks to the Apps for Schools program from the American News in Aberdeen, S.D.

Project lead Carrie Cole, emerging media and special projects director at the American News, has developed smartphone apps to help schools communicate with parents and students.

Most schools include an events calendar, lunch menu and contact information among other things, Cole said.

The program has been live for a few months; three schools have signed up: Aberdeen Roncalli, the Catholic school system in Aberdeen; Frederick, a small district about 30 miles north of Aberdeen; and the Northwestern School District in Mellette, about 25 miles south of Aberdeen, Cole said.

"When I started with the Roncalli app they asked me to go to parent-teacher night, so I set up a booth and got feedback from parents," Cole said. "They really liked the idea."

WDBJ7 news, sports, digital thrives in fast lane

By KELLY ZUBER

WDBJ7, Roanoke, VA

The NASCAR Media Tour is an event that generates lots of interesting sports news and no television station has covered it better or more consistently than WDBJ7 in Roanoke, VA.



WDBJ7 sports reporter Travis Wells and Danville reporter Justin Ward report from the NASCAR Media Tour.

In the past few years WDBJ7 has taken it up a notch by adding a member of our digital team, Dan Sweeney, to media tour veterans Lynn Eller and Travis Wells at the Charlotte, NC event.

With updates on the air daily and new stories and photos on the Web throughout the day, no other station can touch WDBJ7's coverage.

This year, however, the station kicked it up to an even higher gear. Once we learned that Danville native Wendell Scott would be inducted into the NASCAR Hall of Fame at the end of media week, WDBJ7 began plan-

ning a half-hour live special to run Friday night of the ceremony.

Danville reporter Justin Ward joined our sports team to produce a show that covered Scott's NASCAR legacy from every angle. We heard from Danville residents who admired Scott's tenacity against all odds, learned how legends of the sport help support Scott, and even heard a song written about the driver by a Danville native who now DJ's on Satellite.

The WDBJ7 news and sports departments provided viewers with a multi-layered tribute to a man who loved to race and ignored the discrimination he encountered as he became the first black driver to win a NASCAR race.

Storm warning standardization

The Schurz Communication ABC affiliate in Springfield, MO., KSPR, joined with the National Weather Service in Springfield, and several towns and counties in the Ozarks to create a new plan for the activation of outdoor warning sirens in an effort at standardization.

This is an effort to ensure residents who live in the Ozarks understand exactly what it means when the sirens go off in their area.

Until this time, almost every county and city in the state of Missouri has had different standards for setting off outdoor sirens.

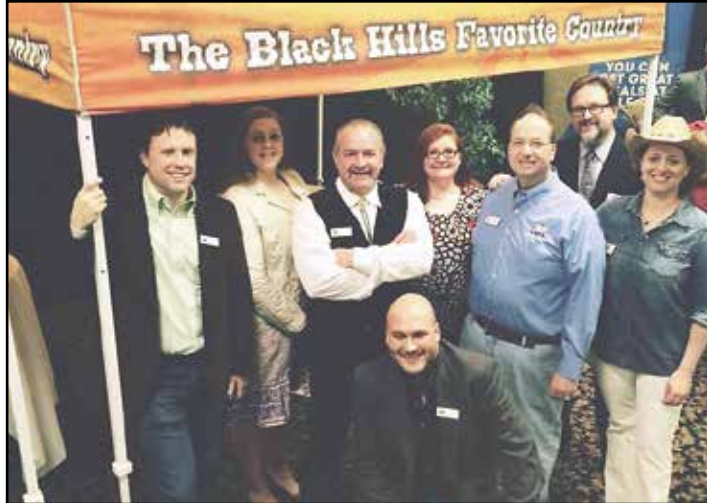
KSPR, the National Weather Service, and several leaders of Offices of Emergency Management teamed to come up with standardized guidelines as part of the Ozarks Integrated Warning Team. KSPR chief meteorologist Kevin Lighty was on the five member committee.

"When Kevin first came to my office a year ago with the idea of creating the standard plan for sirens, I honestly thought it would be an impossible task," says news director Bridget Lovelle. "But it has been refreshing to see all the emergency managers and the NWS put aside their egos and different policies they've had for years to come up with one solid plan. This could save a lot of lives."

As of March 9, 2015, 25 counties and towns had signed on for the plan, which includes setting sirens off for tornado warnings and thunderstorm warnings with life-threatening winds only.

Antietam, Herald-Mail partners

Antietam Cable Television has given away about 500 Herald-Mail



Rapid City working women meet

Rushmore Media hosted Rapid City's Annual Working Women's After Hours Party. Each radio station, and KOTA-TV, were well represented, as hundreds of women stopped by to visit vendors, enjoy a style show and win prizes. One lucky attendee won a trip to Denver to see Garth Brooks in concert. Pictured are several of Rushmore Media's radio hosts at the event.

subscriptions, and Herald-Mail Media Publisher Andy Bruns is hoping they keep up the good work.

The two SCI companies, both in Hagerstown, are supporting each other's services.

Antietam Cable Television call center representatives are offering a free, three-month subscription of The Herald-Mail to every new cable customer. When that happens, Herald-Mail employees also activate the new subscriber's digital account and start working on converting them to full-time customers the end of the three-month offer.

Plans are in the works to expand the giveaway to a one-year subscription for existing Antietam Cable customers who stay at the same level of service or upgrade.

"This is a win-win for both companies. For us, the number of subscriptions has real value with national advertisers who order pre-prints. And, we have an opportunity to show a new Herald-Mail customer the value of our print and online services," Bruns said.

"For Antietam Cable Television, they are able to offer a perk-valued at about \$180 - to good cable customers," he said.

Staub WDBJ7 Bureau Chief

Danielle Staub has joined WDBJ7 in Roanoke, VA as Danville bureau chief.

Danielle comes to WDBJ7 from WTAP in Parkersburg, WV where she worked as the Marietta bureau chief.

Danielle is a graduate of Marietta College

Advanced Cable supports arts

Advanced Cable Communications in Coral Springs, FL was once again a proud sponsor of the 11th Annual Festival of the Arts.

Festival of the Arts is a non-profit corporation which benefits the Coral Springs Museum of Art and other non-profit artistic endeavors within the community.

The festival featured a professional art fair, crafters and performing arts. Advanced Cable had the opportunity to showcase products and services and speak to customers and potential customers face to face.

News Makers

Reactions: 'Get a job!', 'God bless you'

Triune's Virginia Black takes to the streets

By VIRGINIA BLACK
South Bend Tribune

The lady is using a cane to walk toward me, yelling something. I turn to face her, her eyes hidden by bright blue, mirrored sunglasses.

"You're a single mom, with two kids, you need to get a job!" she says more loudly, anger flooding her voice. In fact, everything about her, the disdain on her face and the way she is speaking, reminds me of the phrase "spitting mad."

I've never met this lady before. I am holding up a cardboard sign at the corner of LaSalle and Main streets that reads "Single mom, 2 kids Any help, thank you!"

Now she is stopped towering before me, gesturing with her arm toward Burger King across the street.

"McDonald's is hiring! Burger King is hiring!" she yells. "You know you could go to jail? And your kids'll be taken away from you!"

She stops to let that sink in and I ask, "Is it illegal?"

"It's a law in this city, didn't you know that?" she retorts.

"No," I ask, "what is the law?"

She's perched at the edge of the sidewalk now, preparing to cross the street. She turns back to me. "You know panhandling?" she sneers.

She starts to cross and I say, "Have a good day, ma'am." But that sets her off again.

"Yeah well, I've got a nice little phone here," she says, her voice rising in derision. "Want me to dial the police?"

Now, I know I do have a job, a job that on this day is essentially paying me to stand on a street corner with a sign. I'm even wearing my regular clothes, which I'd like to believe in any other context would not peg me as a beggar.

But unaccountably, my feelings are really hurt.

"Why are you so angry?" I ask her as she steps by me onto the street.

"Because, you're lazy!" she whirls around. She spits out something about people who "don't want to take care of themselves" as she turns back to leave again.

The proliferation of people around town holding up signs, even in our bitterly cold weather, spurred my curiosity. Is "signing" an easy way to earn tax-free money? Or does it take a certain level of desperation to subject yourself to scorn and, if you're lucky, sympathy?

After just an hour, I would tell you both are likely true.

"It's humiliating."

It was 17 degrees on my car's thermometer, even though it's sunny, and two guys are standing Friday afternoon on opposite sides of Indiana 933 at Angela Boulevard.

The first man, who doesn't want to give me his name but says he will be 43 in a couple of months, is dressed in ripped pants and stereotypically dirty jacket. He has a loosely knitted scarf around the bottom half of his face, pulled up to his nose.

His sign says, in part, "in need of work." He says he takes up offers for work — he has passed out fliers, cleaned out a garage, and just last week shoveled for a lady just down the street — but finding



Tribune's Virginia Black panhandling.

a job is hard.

The most he has made this way was one time on a Notre Dame football day he was given \$50 in an hour. But that's unusual; "I've been out here an hour already and haven't even made a quarter."

Only one in 300 cars, he guesses, stops to help.

"This is very hard to do. It's humiliating," he says. "But you do what you gotta do."

Joshua, who's 36, is newer to asking strangers for money. And he's bitter.

He just got out of jail on a drug possession charge about a month ago, he says, and he's homeless. He resorted to holding a sign about a week ago.

Joshua feels the disdain of many of those driving by, but some people are generous, and the \$10 to \$15 he might make in a day is enough to eat.

Not long after the angry lady walks away, I hear a honk from behind me. A young woman in the parking lot of Fifth Third Bank, where my colleague Robert is also parked to film what happens, waves me over to her car.

"I don't know your situation, or what, but I have this," she says kindly, handing me a white napkin and a \$5 bill. The napkin includes the name of a church and other details scribbled in ink.

I thank her. "I don't know what your situation is," she says, "but you know that God loves us."

So for a while, my friend and I are standing on opposite sides of LaSalle Street. At one point, she motions something — indicating not many donations, I think — and I wave back cheerily.

A van driver honks and waves me over, handing me a few dollar bills. A little while later, the passenger in a burgundy van motions to me, and he gives me seven dollar bills. I thank him, and he says, "God bless you."

I look over, and my friend is walking down the street.

I'm bundled up so much that only my toes are aching, even as cold as it is. But I'm emotionally drained.

In an hour, I have \$15, which I've donated to the Downtown Soup Kitchen just down the block from my corner.

Chinese journalists visit Danville for exchange

By PAM WRIGHT

Danville Advocate-Messenger

A delegation of a dozen Chinese journalists made a brief stop in Danville in January to visit The Advocate-Messenger as part of a media seminar on community newspapers being held at the University of Kentucky.

The second Sino-U.S. Community Media Seminar, hosted by UK's Institute for Rural Journalism and Community Issues, kicked off with a visit to the Lexington Herald-Leader to meet fellow journalists.

Following the meet and greet at the Lexington newspaper, the contingency traveled by bus to Danville where they enjoyed some American cooking at Brother's BBQ and Brewing Co.

Although Zixue Tai, associate professor in the UK School of Journalism and Telecommunications, was on hand to help translate, the language barrier created some interesting hurdles to overcome in getting and fulfilling food orders for the hungry and curious crowd.

The contingent of Chinese journalists — comprising a mix of publishers, editors and reporters from the XinMin Evening News Community News Edition, the largest evening paper in Shanghai, as well as a few journalism professors — made the short walk to The Advocate-Messenger, where they once again enjoyed a cultural exchange about community newspapers with editors, reporters and staff.

Larry Hensley, publisher of Advocate Communications, a subsidiary of Schurz Communications, which owns two daily newspapers, including The Advocate-Messenger and The Winchester Sun, and two weekly newspapers including The Interior Journal and the Jessamine Journal in central Kentucky, provided a brief overview and history of the four newspapers.

John Nelson, executive editor of The Advocate-Messenger, took some time to explain the daily routine at The Advocate and offered insight into how community newspapers are adapting to the changing media climate from the ever-growing influx of digital and mobile platforms to receive information.

Accompanying the group from Lexington was Al Cross, associate extension professor of journalism and director for the Institute for Rural Journalism and Community Issues at UK, who commented on the need for greater communication and understanding between the two countries, especially in the realm of information dissemination.

"Even though the U.S. and China have a very different government and media systems, it's very important for the two most important countries in the world — certainly the two greatest economies in the world — to understand how each other operates," said the former chief political writer for The Courier-Journal in Louisville.

"I think people who've been to China, and Chinese, who have been here, have found out that even though their civilizations are somewhat different, that people are still people, and they can make great human connections."

Bill Horner III, a third-generation publisher of The Sanford Herald in North Carolina, was one of two who made the initial trip to Shanghai, China, for the first Sino-U.S. Community Media Seminar in spring 2013, along with Jock Lauterer, founding director of the Carolina Media Project at the University of North Carolina at Chapel Hill.

Horner said the first seminar came about from friendships made through a book written by Lauterer and translated into Mandarin, titled "Community Journalism: Relentlessly Local."

"There was a woman in Beijing, a professor of communications at Beijing University, and she stumbled across the book about community journalism by Jock Lauterer," said Horner. "She ended up corresponding with Jock and coming to UNC for a year on a foreign



John Nelson; far right; editor of The Advocate-Messenger; talks with the visiting Chinese journalists at the newspaper office in Danville, Kentucky.

exchange program."

Horner said she wrote her own book on community newspapers for Chinese universities after spending a year studying and visiting newspapers across North Carolina.

"She fell in love with our newspaper and our staff and she spent a lot of time with us, even devoting a chapter in her book to our newspaper," Horner said of his newspaper, The Sanford Herald, which has been named the best small daily paper in North Carolina for the past four years.

Horner said discussions began about the possibility of holding a seminar for journalists from the two very different cultures with a common goal — to inform and nurture their respective communities. Eventually, Lauterer and Horner were invited to the first seminar in Shanghai in 2013 and were "given the royal treatment."

Horner said UK's Institute for Rural Journalism and Community Issues was the draw that brought the 17 Chinese journalists to Kentucky for the second seminar.

Following the visit in Danville, the group returned to Lexington for some down time — and nap, perhaps, to recover from jet lag — before attending a dinner with representatives of various Kentucky media outlets at UK's Hilary J. Boone Center.

Dr. Dan O'Hair, dean of the UK College of Communication and Information, welcomed the guests, after which they were treated to some entertainment.

The actual seminar began Friday morning with opening statements from Dr. Eli Capilouto, president of the university, who is expected to highlight that China is the university's top international priority.

Three participants from China, including You You, a Shanghai University professor who was a visiting scholar at the Institute for Rural Journalism and Community Issues in 2012-13, spoke on issues pertaining to community newspapers in their part of the world.

The Chinese speakers were followed by UK professors Cross, Tai and Buck Ryan, associate professor and former director of the School of Journalism and the first journalism professor in residence at Shanghai University.

A visit from Lexington Mayor Jim Gray was expected before the start of an afternoon open discussion session to exchange more ideas on community newspapers, moderated by Ryan and Bill Goodman, host of public-affairs programs on Kentucky Educational Television.

Following the seminar, the Chinese journalists will make a stop in Los Angeles to visit some newspapers before heading home to Shanghai.

Even though the visit was brief, Cross said this is likely just the beginning of a long relationship between journalists in Kentucky and China.

Ex-WDBJ7 president Lee Africa workshop speaker

EDITOR'S NOTE: Bob Lee was president of WDBJ7 for 18 years, retiring in 2007.

By **BOB LEE**

Sometimes you're just going along, minding your own business, when something really nice happens.

A group called the African Media Initiative was planning a workshop to discuss the digital television transition. It was held in Nairobi, Kenya, in December 2014. The speaker who would talk about the American experience became unavailable at the last minute and AMI called me to fill in.

Although retired for the past seven years, I thought I could put together a presentation on our experience at WDBJ7 and on the US experience altogether. This, I thought, might be my best and perhaps only opportunity to visit Africa.

A week in Kenya brought the delightful experience of lecturing to and learning from a distinguished group of broadcasters, producers and government officials from throughout the continent. The nations of Africa, 53 of them I believe, have entered into a treaty agreement that requires analog signals to be shut off by 2015. Some, such as Tanzania, have fully completed the transition, while others have a long way to go.

I found myself greatly impressed with their plans and passion for



Bob Lee feeds a giraffe in Africa

the process and hopeful for their interest in moving away from producing programming for a single nation to producing material with pan-African appeal. Imagine what American television would look like if each of the 50 states had its own programs.

Luckily I was able to get away from Nairobi, a city of some four million people, and get out among the wildlife. There's nothing quite like feeding a gluttonous giraffe who envelops your entire hand in search of food.

I owe thanks to Randy Smith, formerly with WSET-TV, who heard about the need for a panelist and put the AMI in touch with me. Go if you get the chance.

WDBJ7 award winners take Florida training trip

By **DAVE SEIDEL**

WDBJ7, Roanoke, VA

WDBJ7's 2014 annual Star and Innovation Award winners recharged their batteries and brainstormed some new ideas in Florida. The group worked with Al Tompkins of the Poynter Institute. We



The WDBJ7 STAR winners for 2014 are, standing left-to-right Brian Boush, Al Tompkins, Lori Richardson, Kim Pinckney, Lynn Eller and seated is Dave Seidel.

Boush - Annual STAR award winner; Kim Pinckney - Annual STAR award winner and Lori Richardson - Annual Innovation winner.

Marissa Greever, another annual STAR winner could not attend because she was representing WDBJ7 at the south by Southwest Conference.

explored critical thinking and new technology for video production and newsgathering.

Jeff and Roxanne Marks graciously hosted the group Friday morning. Marci Burdick, Schurz senior vice president-electronic division and Jeff worked with the group on leadership strategies and future Schurz initiatives.

The WDBJ7 STAR winners were David Seidel - Annual STAR award winner; Brian



Hooray for Hollywood

On Oscar night 2015, employees at KSPR-TV in Springfield, MO, once again donned their evening wear and headed out for an evening of work, and fun. For years, KSPR has held a red carpet event the night of the Academy Awards at a convention center or theater in Springfield. All the money raised goes to Isabel's House, a crisis nursery in the Ozarks. Workers there keep children for a period of time when family members can't. This year, the event raised the highest total to date with \$186,000 going to the house. This translates into sponsoring 372 children. Left to right are Kevin Lighty, Leigh Moody, Lindsey Slater, Adam Hooper and Jerry Jacob.

Executives pay tribute SCI's Switalski passes away at 53

Martin D. Switalski, Vice president Human Resources and Administration at Schurz Communications, 53, passed away April 5, 2015 in his residence surrounded by his family after a courageous battle with cancer.



SWITALSKI

Marty was born May 22, 1961 in South Bend to Melvin and Delores (Zagrzejewski) Switalski. On April 18, 2014 Marty married Anna Boiko; she survives along with his mother, Delores T. Switalski; step-children, Diana Boiko, Tricia Britton and Lance Johnson; granddaughter, Destiny Bartels; brother, Mark (Cynthia) Switalski; sister, Denise Kimsey; nieces and nephews, Sean (Elizabeth) Miller, Kelly Miller, Miles Switalski and Melissa Switalski.

Marty was employed with Schurz Communications for the last 26 years, joining the company in 1988 to form an internal audit function. He had previously been senior auditor with Clark Equipment in South Bend. He was named corporate controller at SCI in 1995 and Vice President Finance and Administration in 2003.

He was a CPA and earned a Bachelor's Degree from Ball State University in 1983 and an Executive MBA from the University of Notre Dame in 1992.

Marty was a former Board member of the Aids Ministries.

SCI executives paid tribute to Switalski:

Frank Schurz, Chairman Emeritus: Marty Switalski joined Schurz Communications, Inc. with expert experience to assist Jim Young. His valued contributions fueled his rise in importance in the area of finance. He was the one that analyzed perspective acquisitions. He reviewed existing operations. His knowledge of benefits and benefit advisers led to his promotion to Vice President of Human Resources and Administration.

He will be missed beyond belief. Our condolences and prayers go out to his family.

Scott Schurz Sr., Chairman: Marty Switalski was asked to do many jobs in his tenure with the Schurz Communications Corporation. He did each of them extremely well with a quiet reserve that was strictly Marty. He got things done with a silent efficiency. Marty's influence was felt all the way to the top and his advice was taken seriously to the point where it was implemented almost universally. Marty's early passing will leave a large void in the Schurz corporate structure.

Todd Schurz, President/CEO: It was my privilege and honor to work with Marty over the past 25 years. Marty joined our organization as an internal auditor and he fit in immediately. I think what struck everyone first was his intelligence. Marty was a very smart guy, and he could assimilate a lot of material and data in a short period of time. He was also an excellent listener, who was quiet and very thoughtful by nature. He was a high achiever with great skills, talent, temperament, and education as a double Domer. He was also remarkably creative, which is not what you expect from someone with that kind of financially oriented, disciplined mind.

Marty was promoted many times over the years into increasingly responsible positions. His last job was a corporate vice president role that was crafted around his unique skill sets and the company needs. He still did some finance work, but Marty spent the bulk of his time and energy developing and executing strategies on recruit-



BRYAN GREEN AND RANDY JONES

WASK radio group top employees recognized

Outstanding employees in the WASK Radio Group in Lafayette, IN were recognized at the annual holiday dinner.



SCOTT LINDAHL



SUSAN BOWMAN

Randy Jones, on-air personality, was named 2014 WASK Employee of the Year. Jones was recognized for his many contributions working in Production, hosting mid-days on 98.7 WASK, calling high school football games on ESPN1450 AM and co-hosting the

Black and Gold Tailgate Show on ESPN1450.

Scott Lindahl, director of sales, was recognized for leading the sales staff to a record setting fourth quarter in 2014.

Account executive Susan Bowman was recognized for setting a new annual billing record for WASK and WKO, reaching \$612,000. Larry Sigo, who retired last year, held the record.

Sales staff members recognized for setting new monthly and quarterly sales records were Susan Bowman, Matt Toney, Christy Torres, Scott Lindahl, Sarah Forbes, Madonna Griffin, Don Griffin, Sarah Cox, Terry Edgell and Scott Gilmore.

ing, developing and nurturing the human talent in the organization. He worked in the background on areas that impacted the entire organization, such as acquisitions, and that touched every employee – over 2,100 people – such as our benefits plans and wellness program. He played a part in every major decision in our corporation over the past twenty years, and I cannot overemphasize the impact and contribution he made on our company. His life's work is very much a part of our company's DNA.

While what he did was noteworthy, that is only a small part of it, because it was how he did it that really made a difference and exemplified what made him so special. For when you got to his core, what you saw in Marty was a genuine kindness, compassion, gentleness and a wonderful sense of humor.

Baumeister named V-P for SCI cable companies

Cara Baumeister joined Antietam Cable Television, Inc. in August 2010 as director of business operations.

In January of 2015, she was promoted to vice president of business operations for Schurz Communications cable operations.

In her new role, she will partner with the SCI cable properties to provide support, collaboration and oversight of all financial operations, including asset management, budgeting and forecasting.

Schurz owns and operates cable properties in Maryland, Florida, Arizona and Iowa.

"The announcement was made while I was among my friends, the management staff of



CARA BAUMEISTER
new V-P for cable companies

Antietam Cable, during a holiday celebration," explains Cara. "I was surprised and humbled by the confidence placed in me by the corporation. I genuinely love my job and greatly enjoy working with the entire team to move all of

our futures forward."

Cara has formerly worked in the cable industry with Comcast as director of business operations in the MD, DE, VA region.

She graduated with a Bachelor of Science degree in Accounting from St. Joseph's University in Philadelphia, PA and earned a Master of Business Administration degree from Wilmington University in Delaware.

"Having worked for other large companies, I can honestly say SCI provides one of the most caring and nurturing environments in which to grow and develop that I've ever experienced," comments Cara.

Danville, KY Advocate-Messenger

Jeremy Schneider has been named sports editor at The Advocate-Messenger in Danville, KY.

He comes to The Advocate-Messenger after spending the last 13 years in Lima, Ohio. His most recent job was as the Sports Information Director for the University of Northwestern Ohio. He also spent seven years as a sportswriter for The Lima News.

Jeremy began his career in his hometown of Columbus, Ohio, working as an editorial assistant in the sports department at The Columbus Dispatch for four years. After leaving the Dispatch, he was a sportswriter at the Wapakoneta Daily News and sports editor at the St. Marys Evening Leader, both in northwest Ohio.

Jeremy's longest held job was with The Lima News. While there, he was responsible for covering various high school sports, including football, basketball, softball, golf and swimming, college athletics, harness racing at the Allen County Fairgrounds, and Limaland Motorsports Park, a NASCAR Home Tracks sanctioned dirt track.

Jeremy has won multiple awards in his journalism career, including a first place award for Best Sports Feature Writer from the Associated Press Society of Ohio.

KOTA-TV, Rapid City, SD

Nathan Kobielsuz joined the sales staff of KOTA TV on January as marketing strategist. He previously worked for Basin Radio in Gillette, Wyo. for eight years and at the Rapid City Journal for a year.

Fresh off success as an entrepreneur, Kobielsuz decided to get back into media. He will be selling television and digital marketing in the Rapid City area, including Gillette, Wyo.



KOBIELSUZ



STRADLING

David Stradling joined the KOTA Territory First Alert weather team in Rapid City, SD. Stradling is a winter graduate of Ball State University in Muncie, IN with a degree in meteorology.

Ben Kleppinger named Jessamine Journal editor

The editor of The Jessamine Journal in Nicholasville, KY ended his five-year tenure at the paper in March, and handed over the reins to his brother, Ben, who was editor of The Interior Journal in Stanford, KY.

Jonathan Kleppinger started work at The Jessamine Journal in October 2009 as a staff writer. He assumed various other roles since then, including features editor and news designer, and took over as managing editor in May 2014. Jonathan plans to return to coursework toward a master-of-divinity degree.

"This job has afforded me countless opportunities to learn new skills, and I've been fortunate to work in such a great community with kind people who made my job enjoyable," Jonathan said.

The Jessamine Journal has been named the best large weekly newspaper in the state for three years in a row, and four out of the last five, with the general-excellence award from the Kentucky Press Association in the weekly class-three division.

Ben Kleppinger took over as managing editor of The Jessamine Journal on March 16. He will also remain in the role of editor at The Interior Journal until a replacement there is named.

Ben graduated from Eastern Kentucky University in May 2009 with a bachelor's degree in journalism. He immediately began work at The Advocate-Messenger in Danville as a staff writer and started designing for that paper in 2010. Ben has worked for The Jessamine Journal before; he served as the paper's news designer from March 2011 to April 2012 while he was working in Danville.

Ben became editor of The Interior Journal in April 2012 and has served in that role since. That paper has been the second-best small weekly in the state for the past two Kentucky Press Association contests, with Ben receiving the most individual awards in writing, photography and design of any contestant.



Ben Kleppinger

Cindy Ward retires after 30 years at WSBT

Since Feb. 25, things haven't been the same for TV viewers in the South Bend/Mishawaka area, That's the day Cindy Ward, one of Michiana's favorite media personalities and one of WSBT's most tenured employees, turned off her mic and began a new chapter in her life when she officially retired.

Cindy began her TV news career in Steubenville, Ohio before moving to WLEX-TV in Lexington, Kentucky, to WAVE-TV in Louisville, KY and finally to WSBT in 1986 where she settled into what has become a nearly 30-year career of outstanding journalism.

Her presence in Michiana has been undeniable and she has remained a favorite among viewers who appreciate her relatable personality, great sense of humor and journalistic integrity.

During her tenure at WSBT, Cindy has anchored newscasts at various times of the day and over the last few years has served as the co-anchor of the 5:30 newscast while spending the rest of her day working behind the scenes.

Sally Brown, general manager at WSBT, says, "Every day, Cindy dives headfirst into the news. She cares deeply about our community and the stories that affect us. Simply put, Cindy is a wonderful person and an excellent journalist. WSBT has benefited greatly from having her as a part of our team and we will miss her tremendously."

Cindy offers her philosophy about reporting the news like this: "Listen, someone once said...and I believe this in my heart, 'news is the first rough draft of history.' Absolutely true, And may I add to that - 'so get it right'. It's the first time people are hearing things, and it's so important that we be as sure as we can - that we're telling them exactly right."

News director John Haferkamp, adds, "I have had the pleasure to work with Cindy for 17 years, and I want everyone to know how much I respect her work and passion for journalism. I have learned a great deal from Cindy and I'm thankful for the times she has pushed me to step out of my comfort zone and accept new challenges."

While at WSBT Cindy has covered political conventions, partnered with numerous co-anchors and reporters, conducted thousands of interviews with the famous and not so famous, and even had a walk-on role in a CBS soap opera!

"I love the people here. That's number one. Ever since I moved here, the people



Then Indiana governor Mitchell Daniels made a surprise visit to the WSBT studio in 2010 to personally present Cindy Ward with the Sagamore of the Wabash award during a newscast.

have been so nice to me - through all sizes - through all hair styles, all of it - they've accepted me. I think it's because they really appreciate someone who cares - and I do and

I hope I show it every single day.

"Some of the stories are absolutely devastating to have to tell people, but they have to hear them, So I love the people here. I love the news here. It can sometimes be very raw and gritty, but boy the stories of hope are just wonderful. My family...I found them here...I love them. I can't believe I'm a grandmother four times, I'm just not that old."

Cindy has been the recipient of a number of awards including the prestigious Sagamore of the Wabash, one of the highest awards in the state of Indiana given by the governor to a person who has rendered distinguished service to the state,

Cindy's award was bestowed on her by then governor Mitch Daniels in a surprise presentation live during the evening newscast in 2010—a memorable moment not only for Cindy but for all WSBT viewers.

Retirement

More retirement page 19

Peggy Walters Bedford, IN Times-Mail

Peggy Walters was honored on her retirement at the Bedford, IN Times-Mail on Dec. 30 in a ceremony in the newspaper lunchroom.



WALTERS

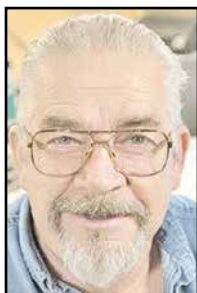
Walters spent 28 years in employment at the newspaper.

She also received a newsboy statue from Hoosier Times publisher Mayer Maloney.

Rex Williams, Bloomington, IN Herald-Times

Rex Williams, supervisor of environmental services and security at The Bloomington, IN Herald-Times, retired Jan. 2.

He started at the H-T in 1971 as a temporary part-timer in maintenance.



WILLIAMS

In October 1972, he was named a full-time janitor. He progressed from there and got more responsibilities.

He and his family moved into the apartment downstairs around 1992. It was Rex, his wife, Linda, and his grandson, Preston. Linda died in 2012.

Linotype tape or the multitude of little yellow dots. The old press leaked excessively, and when they ran color, the entire pressroom would be filled with a fog the color of the ink they were using.

When Dick Smith retired, Larry Shute and Rex shared responsibility for the new environmental services and security department. When Larry retired, Rex was named supervisor of the department.

In retirement, Rex said he will enjoy not having to jump every time the phone rings. He said he has been "on call" for the past 20-some years. And, he said, it will be nice not to have to come to work every day.

Gail Thompson Rushmore Media, Rapid City, SD

Gail Thompson, a 25-year veteran at Rushmore Media Company in Rapid City, has retired.

She was a very good marketing executive who was very popular with her clients, and co-workers

In the photo, Thompson is holding a bear cub, from Rapid City tourist attraction Bear County USA, that came to visit the radio stations.



THOMPSON

Third consecutive year

Jessamine Journal named Newspaper of the Year

The Jessamine Journal in Nicholasville, KY was named the best large weekly newspaper in Kentucky for the third consecutive year at the Kentucky Press Association awards banquet in Louisville. It was the fourth time in five years the paper won the general-excellence award in the weekly class-three division.

The newspaper won a total of 25 awards to garner the overall

honor, taking home 12 firsts across writing, photography and design categories.

The Journal's first place awards went to:

--Managing editor Jonathan Kleppinger for best enterprise or analytical story, best feature story, best lifestyle page, best front page, and best headline;

--Staff writer Rosalind Essig for best editorial page;

--Former managing editor Mike Moore for best business/agribusiness story;

--Former staff writer Alli Collis for best general news picture;

--Former sports editor Cody Porter for best graphic;

--Kleppinger and Porter for best sports picture essay;

--Kleppinger, Essig and staff writer Amelia Orwick for best investigative story or series;

--And to the staff for best newspaper website.

Second place awards went to Kleppinger for best general news picture and Porter for best sports story.

Five third-place awards went to Kleppinger for best sports picture, Orwick for best feature story, Moore for best enterprise or analytical story, Porter for best sports story, and Kleppinger and Porter for best sports picture essay.

Kleppinger, Essig, Orwick and Porter all received honorable-mention awards, with Kleppinger also bringing home a certificate of merit for best use of multi/social media.

Interior Journal second in top newspaper contest

Editor Ben Kleppinger and staffer Nancy Leedy of The Interior Journal in Stanford, KY claimed 15 awards in the Kentucky Press Association Class 1 division for small weekly newspapers.

This left the Journal only one point short of winning the Best Newspaper award in the small weekly category.

The Interior Journal won awards for Best Front Page, Best Website, Best Headline, Best Sports Page, Best Lifestyle Page, Best Breaking News Coverage, Best General News Story, Best Enterprise Story, Best Feature Story, Best Sports Story, Best Sports Picture, Best Sports Picture Essay, Best Breaking News Picture and Best General News Picture.

Danville, Winchester win KPA awards

Danville

Led by photographer Clay Jackson, staffers in The Danville Advocate-Messenger newsroom took home a handful of top prizes at the Kentucky Press Association's awards ceremony.



JACKSON

The Advocate competes in the Class 2 division for mid-sized daily newspapers across the state.

Jackson earned first place in the Best Sports Picture category for an action photo taken during the UK vs. Ohio football game.

He also got second place nods in the Best Feature Picture and Best Picture Essay categories for shots of the Mutton Bustin' Rodeo at the Garrard County Fair and the KIdTucky Derby at Jennie Rogers Elementary School, respectively.

Reporter/weekend editor Todd Kleffman won both first and second place for Best Investigative Story or Series. Both winning stories were about Casey County resident Sierra Skipper's pursuit of justice in her

mother's death and the lack of training of Coroner Tommy Clark.

Editorial page editor David Brock took first place in the Best Column category for a submission of three pieces that the judge said "have an ease to them that's refreshing and intimate. I feel like someone is telling me a story, not writing a column for me."

Reporter Pam Wright earned second place in the Best On-going Coverage category for several stories about Danville City Commission's battle to pass a fairness ordinance.

Winchester

The Winchester Sun won several top awards at the Kentucky Press Association's Excellence in Newspapers contest.

The awards for 2014 were presented during a banquet at the press association's annual convention. The organization is the nation's 10th oldest state press association and celebrates its 146th year in 2015. KPA represents nearly 175 newspapers throughout the state. The Sun competed in the Daily Class 1 Division.

Sun sports editor Keith Taylor won first- and third-place honors in the Best Sports

Story category. He also won a second place award for Best Sports Column and third for best sports page/section.

Staff writer Whitney Leggett won a second place award for Best Enterprise or Analytical Story, and finished second in the Best Graphic category. Both awards came for a story about the dangers hot cars pose to children. Leggett also earned an honorable mention in the Best General News category.

Former Sun photographer James Mann, who retired in May 2014, received the second place award in Best Photo Essay, and third-place awards in the General News Photograph and Best Sports Photograph categories.

Editor David Stone received a first-place award for Best Lifestyles Page.

Staff writer Kendall Sparks received an honorable mention for Best Feature Photo.

In other action, Rick Welch, publisher of the Madisonville Messenger, was elected president of the newspaper association for 2015. Welch succeeds former Sun publisher Scott Schurz Jr., with Schurz Communications, the parent company of Advocate Communications.

2nd award in 2014

Gaylord Herald Times is newspaper of year

The Gaylord, MI Herald Times has won a national award designating it “2014 Newspaper of the Year” in its class (10,000 and under circulation non-daily category) by the Local Media Association.

It is the second top award this year as the Michigan Press Association also designated the Herald Times 2014 Newspaper of the Year in October.

“I was blown away when I received the news,” said Jeremy Speer, editor. “I have been at the Herald Times 10 years now and I have seen this staff meet every challenge and rise to the occasion each and every day. Any accolades are directly attributable to our people. We have a staff that takes pride in our product and every single person on staff deserves credit for this award.”

Entries were judged by Northwestern University’s prestigious Medill School of Journalism. Judge’s comments covered every aspect of the paper’s content.

Editorial comments noted “good coverage of both news and special interests, strong editorial and writing,” and “nice sports section.”

Judges found the Herald Times’ layout and design “strong, attractive and original while still clear, simple and intuitive.” The advertising was “tastefully placed and not overwhelming.” Other comments commended the “4 fast facts,” found at the bottom of page 1 each edition, as “a nice addition” and the judges were “specially

Rivers wins Sunflower’s Spirit of Excellence award

Dan Rivers, digital development manager for Sunflower Broadcasting, Inc., recently won the Kim Setty Spirit of Excellence Award.

Dan has been a large part of the digital success of Sunflower Broadcasting, as he oversees all of the production and support of the KWCH and CatchItKansas digital products. Dan works closely with news, sports and weather to build systems and tools to help them complete their jobs more efficiently.



Dan Rivers, left, is presented with the Sunflower Broadcasting Spirit of Excellence award. In the center is Shawn Hiefert and at the right Sunflower President Joan Barrett.

impressed by the special interest piece in each edition focusing on a local resident.”



Michigan State Rep. Triston Cole stands with Gaylord Herald Times employees Jeremy Speer, editor, Paul Gunderson, general manager, Cathy Landry, copy editor and Mark Johnson, reporter, after Cole presented the staff with a proclamation from the state of Michigan recognizing the newspaper for winning Michigan’s Newspaper of the Year award in 2014.

The Bainbridge Island Review in Bainbridge Island, Wash., placed second and the Long Beach Herald in Garden City, N.Y., third, behind the Herald Times in the national competition.

The Herald Times won an honorable mention last year from the Local Media Association and a Newspaper of the Year award in 2007 when the association was known as Suburban Newspapers of America.



Wearing the green

Ryan Clone, center, was named first place winner in the St. Patrick’s Day wearing the green contest at the Petoskey, MI News-Review. Hannah Brogger, right, finished second and Kathy Culbertson, left, finished third.

Herald-Times’ Howell INPA contest winner

Bloomington, IN Herald-Times photographer Chris Howell won six awards in the Indiana News Photographers Association judged at the Indiana University School of Journalism.

Howell won first place in the pictorial category for a photograph of a horse and two pigeons. He also won first in sports feature.

In the feature picture story category, Howell won second, third and an honorable mention. He also received an honorable mention in the feature category.

Howell was runnerup for the Community Awareness Award, a portfolio of up to 15 photographs that show an “unusual understanding of and appreciation for everyday life.”

Dave Weatherwax of the Jasper Herald was named Indiana professional Photographer of the Year.

SCI print contest winners are named

The 2014 third triannual and annual Schurz Communications print contest winners have been announced.

Jake Womer from The Hagerstown Herald-Mail and David Snodgrass from the Bloomington Herald-Times were the contest coordinators.

The following are the winners by category in the annual and third triannual contest period from Sept. 1 through DEC.

STORY OF THE YEAR

Judge: Margaret Holt, Chicago Tribune

Winner: Kim Kilbride, South Bend Tribune

For her project, "Ticketing Students"

Judge's comments: "This is a riveting collection of articles, guaranteed to make your blood boil. Truly, it's an outrage. The currency of journalism is the idea, and hers was a simple one: Check out complaints about tickets being given to students. Ask a few questions. Gather some string. The enterprise reflected in these articles – the entry won the Watchdog category for SIC's second contest period of 2014 – is remarkable.

"This was a community service, really. And by the end of the week, the practice was halted at intermediate schools and the overall practice scheduled for review."

Honorable mentions: The Herald-Times, Bloomington, Ind., for the series, "A Steep Climb." Mary Keck and Michael Reschko.

Honorable Mention: The Interior Journal, Lincoln County, Ben Kleppinger

Contest results for the final four months of 2014:

BEST WATCHDOG REPORT (Daily)

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

First: Madeline Buckley and Margaret Fosmoe, South Bend Tribune, South Bend, IN.

"Should ND Police Adhere to the Law?"

Judge's Comments: A compelling and alarming expose on the lack of public record keeping and accountability by the Notre Dame Security Police. Pointed, intelligently researched and clearly written. This is a great job of watchdog reporting.

Second: Eric Kieta, Daily American, Somerset, PA

"Couple: Windmill Causing Illness"

Honorable mention: Laura Lane, The Herald-Times, Bloomington, IN.

"Arrest. Release. Repeat."

BEST WATCHDOG REPORT (Weekly)

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

First: Ben Kleppinger, Interior Journal,

"2013 Shooting, Gun Cases Unresolved"

Judge's comments: This coverage did a good job of holding authorities accountable for prompt prosecutions of two significant criminal cases. Clearly and fairly written.

Second: Ben Kleppinger, Interior Journal,

"Fire Marshall Mum on Cause of Board Blaze"

BEST EXPLANATORY OR SENSE-MAKING STORY (Daily)

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

First: Amanda Gray, South Bend Tribune,

"Too Sweet a Deal?"

Judge's comments: I don't know when I've read an account that's done a better job of turning the often-tortuous TIF story into something not only understandable but also eye-opening and enjoyable to

read. Amanda Gray performed heroics with this story. Really fine and important work.

Second: Michael Reschke and Jon Blau, The Herald-Times, Bloomington, IN.

"4 Lives"

Honorable mention: Arnold Platou, The Herald-Mail, Hagerstown, MD "Furniture Makers Aren't Finished"

Honorable mention: Judy Ellich, Daily American, Somerset, PA. "Murder Detailed"

Honorable mention: Kevin Allen, Margaret Fosmoe, Alice Culp, Bob Blake and Ed Semmier, South Bend Tribune, "Can We Dream Big?"

BEST EXPLANATORY OR SENSE-MAKING STORY

(Weekly)

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

First: Mark Johnson and Lorene Parshall, Gaylord, MI Herald Times,

"Gaylord's Downtown Special Report"

Judge's comments: An ambitious and exhaustive series that examines Gaylord's downtown and the plans to revitalize it. Told with clarity, insight and creativity.

Second: Cody McDevitt, Our Town, Johnstown, PA.

"Post-Mill Johnstown,"

Honorable mention: Lorene Parshall, Gaylord, MI Herald Times, "Hungry Children on the Rise"

BREAKING NEWS

Judge: Tim Ethridge, editor, Evansville Courier & Press

First: Lindsey Erdody and Rachel Bunn, the Herald-Times of Bloomington, "KRUZAN WON'T RUN"

(Continued from page 30)

Judges comment: You generally see breaking news as fires, shootings and accidents, but Erdody and Bunn did a nice job of a different sort, a popular mayor deciding that enough was enough. Erdody put together a complete profile of Mark Kruzan, including his successes and failures and not burying the lead on why he chose not to run for a fourth term. Bunn looked forward to possible replacements, identifying both contenders and those who weren't ready to commit. Throw in an engaging design, a timeline on Kruzan and several pull quotes, and it was the entire package turned around on deadline.

Second: Katherine Grandstand, American News, Aberdeen, SD,

"Four killed, one injured in shooting"

Honorable mention: Ben Kleppinger, The Interior Journal, Sanford, KY. "Stanford mayor-elect TJ Hill dies"

LOCALIZATION

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

First: Lincoln Wright, South Bend Tribune, "A huge impact in our area"

Second: Chelcey Adami, Imperial Valley Press, El Centro, CA. "Police, community dialogue essential for trust."

Honorable mention:

Laura Lane, The Herald Times, "Bloomington, IN." Local woman fought..."

SPORTS WRITING

Judge: Tim Ethridge, editor, Evansville Courier & Press

First: Jeremy Price, The Herald-Times, Bloomington, IN.

(Continued on page 31)

SCI triennial visuals contest winners named

Winners in the third triennial Schurz Communication 2014 Photography Contest have been named.

Judges for the contest were Katie Bailey and William Woody, visual journalists at the Asheville, SC, Citizen-Times

Winners by category were:

News:

First: Santiago Flores, South Bend Tribune; Snowfall.

Judges comment: Love the emotions and lightheartedness of the children. Based on the caption, it seems the photographer was there for another assignment and got there early and got this great shot. Even if it was just a feature hunting assignment, the shot shows initiative and a dedication to producing fun, beautiful images.

Second: Robert Franklin, South Bend Tribune; Rain.

Judges comment: This photo also stood out to us as the photographer taking time to plan and wait for a shot. Shot from above, the lines and colors demonstrate he/she thought about the process and waited for someone to make this picture.

Honorable mention: Jeremy Hogan, Bloomington Herald-Times; UkraineWar.

“Hoosier Connection.”

Judge’s comments: “It likely took some solid beat reporting for Jeremy Price to first learn of the story linking current Indiana University freshman basketball star Tyra Buss with former IU star Archie Dees, old enough to be her great-grandfather but linked by their hometown of Mount Carmel, Illinois. They hadn’t met in person until Buss arrived at IU, but an instant bond developed and Price told the story well. The judge’s only question? Why didn’t the story play on A1 rather than the sports front, to capture non-sports readers.”

Second: Staff, the American-News, Aberdeen, SD.

Honorable Mention: Jon Blau, The Herald-Times, Bloomington, IN. “The Moren Way.”

Honorable Mention: Eric Hansen, South Bend Tribune, “Town builds on its ND spirit.”

COMMENTARY

Judge: Dan Corkery, managing editor for administration, editorial board member and columnist, The News-Gazette, Champaign-Urbana-Danville, Illinois

First: Renee Tanner Petoskey, MI News-Review

Judge’s comments: “This entry is the winner for three reasons:

Honorable mention: Robert Franklin, South Bend Tribune; Supermoon.

Sports:

First: Kevin G. Gilbert, Hagerstown Herald-Mail; Electroshock

Judges comment: We love the expression, framing and colors of this photo. The photographer was waiting for a moment to make a clean shot of a difficult situation, where the lines of electric shock could easily take the focus. Great job. We can feel her pain!

Second: Chris Howell, Bloomington Herald-Times; Argue

Judges comment: We kept coming back to this photo during the judging process.

SCI Visuals of the Year named

The Schurz Communications Best of 2014 Photography Contest winners have been named.

Judges for the contest were Katie Bailey and William Woody, visual journalists with the Asheville, SC, Citizen-Times

The winners by category were:

Multimedia

Elizabeth Varin, Imperial Valley Press; BrawleyLuchaLibre_IVPev

While the lack of space and separation at first kept us from wanting it in the running, the expressions, detail of the hand on the coach’s arm and framing of the angry face made impressed us. The photographer had to think quickly to make this shot.

Honorable Mention: Robert Franklin, South Bend Tribune; Loss.

Honorable Mention: Robert Franklin, South Bend Tribune; Touchdown

Honorable Mention: Jeremy Hogan, Bloomington Herald-Times; Celebration.

Multimedia:

First: Robert Franklin, South Bend

Judges comments: We liked how this video had much of the elements that a news/event video needs. It showed action, the crowd, had a nice interview explaining things and great reactions. It could have been a little shorter, but overall it was a great video.

News

Ric Dugan, Hagerstown Herald-Mail; SailorFuneral.

• Brevity: Renee conveys humor and loving concern in a mere 500 words (that appears to me to be the approximate length). Writing short is one of the most difficult tasks a newspaper writer faces.

• Cadence: She displays her craft by using both short and complex sentences to create an inviting rhythm. That takes skill and talent.

• Subject matter: What we say (in this case, what we fricking say) matters. Without being condescending, Renee makes her point and we immediately recognize that she’s a got a good one.

Second: Virginia Black, South Bend Tribune

Honorable mention: Roger Moon, Times-Mail, Bedford, Indiana

GE ONE DESIGN

Judges: Sherry Skufca, managing editor, The Journal Gazette; and Jim Touvell, design editor, The Journal Gazette. **First:** Stewart Moon and Bill Thornbro, The Herald-Timesm Blomington, IN.

Judge’s comments: Nicely designed centerpieces on each of The Herald-Times fronts. The AIDS package presented the ideal tone, incorporating older and newer photos, appropriate white space and effective typography. The second cover offered an informational graphic on urban deer pop-

ulation control. Each front was clean, with effective promos to additional multimedia links

Second: John Stump and Courtney Seanor, South Bend, IN Tribune

DIGITAL SUCCESS STORY

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

First: Will Elkins and Carrie Cole, Aberdeen, SD American News, “Faulkton at the Dakota Dome”

Judge’s comments: The team made the most of digital technology and social media to distribute coverage across platforms – their own products as well as Facebook and Twitter – and content types (text, photo galleries and video) in a near-real-time coverage of a major local championship. This entry stood apart from others also because the team used analytics to measure and shape their efforts. The entry contained extensive detail on results of the effort. Digital success means engaging the audience, and this team proved that their efforts reached their target.

Second: Jon Blau and Andy Graham, The Herald Times, Bloomington, IN.

“How to Talk” football video series.

Profile Winners to be in July Communicator

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