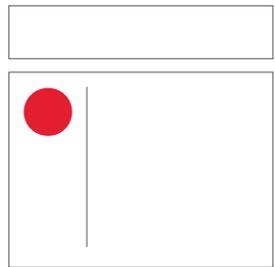


# Some highlights from our idea paper for print

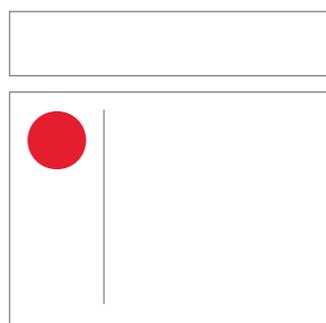


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**M.W. STANGE, LLC**  
Newspaper Advertising Consulting





**Creative Circle**  
MEDIA SOLUTIONS

Bill Ostendorf, president & founder

**Creative Circle Media Solutions**

[bill@creativecirclemedia.com](mailto:bill@creativecirclemedia.com)

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**M.W. STANGE, LLC**

Newspaper Advertising Consulting

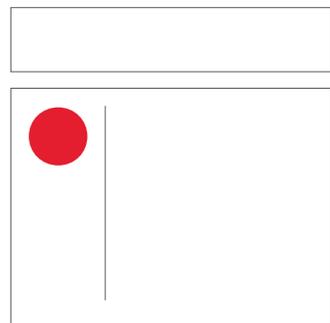
Mark Stange, president

**MWStange, LLC**

[mwstange@gmail.com](mailto:mwstange@gmail.com)

**25**  
**ways**  
*to improve your*  
*print products in*  
**2016**

# Why an idea paper about print?

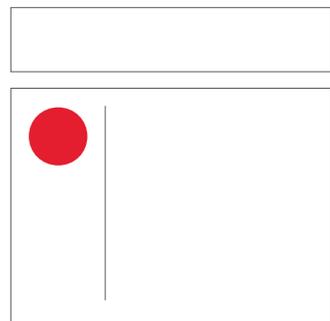


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To some extent,  
this is a protest movement.

We're sick of seeing press associations,  
investors, publishers and newspaper owners  
getting sucked into this myth  
that it's time to disinvest from print.



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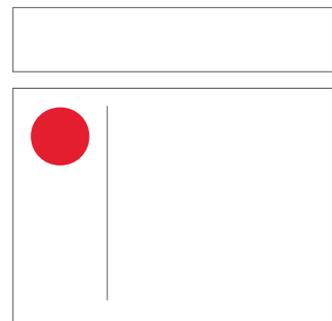
The "Print is dead movement"  
is completely insane.

There is no data showing that print  
will somehow disappear.

Radio, movie theaters, and television  
were all predicted to do the same.

Never happens.

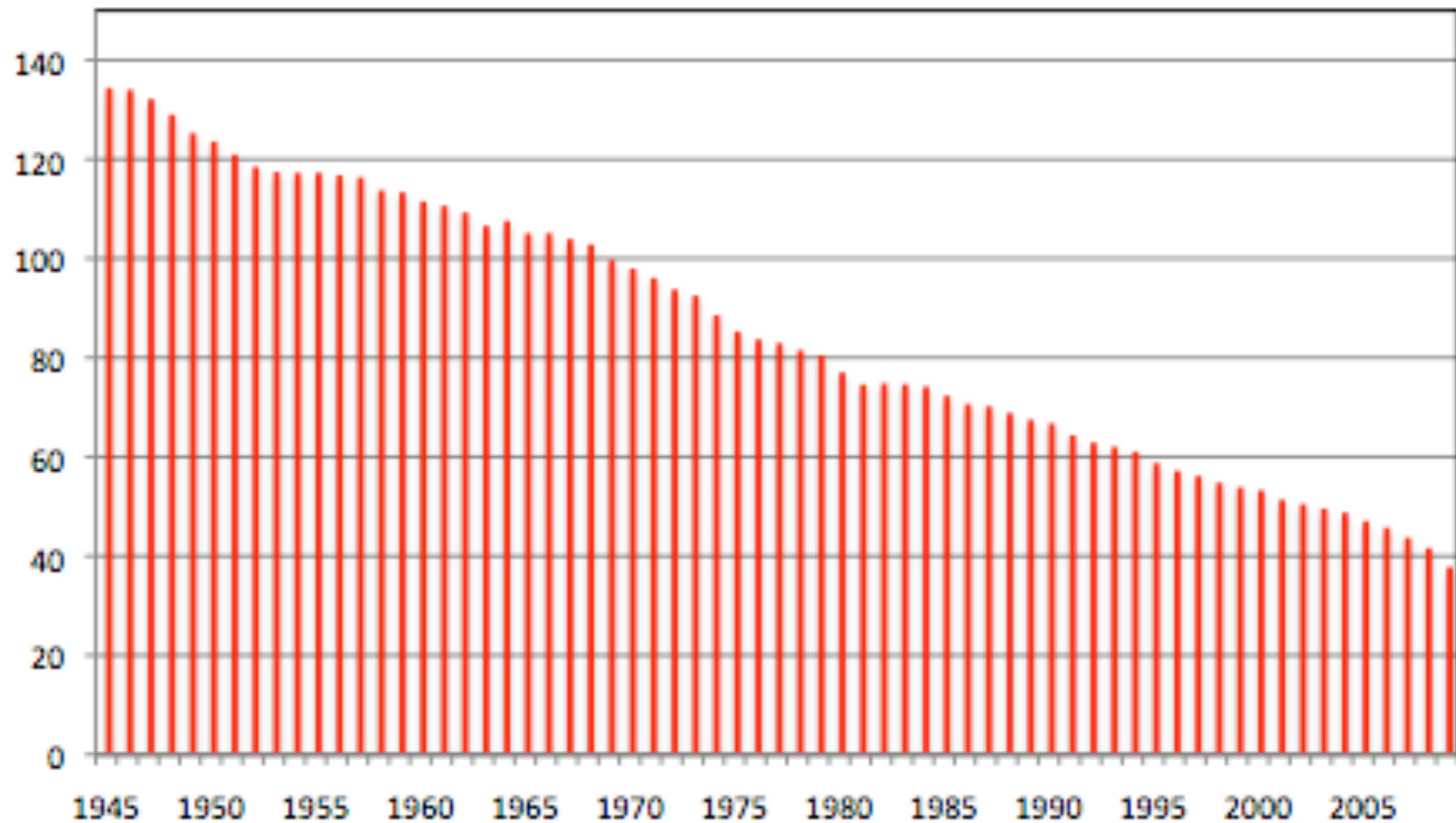
Mediums don't die.



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## Newspaper circulation per 100 households

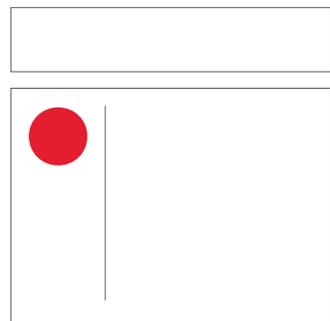


This doesn't mean we're anti-digital  
or that we have our heads in the sand.

I run a software development firm  
dedicated to reinventing newspapers online.

And we know all about print declines.

We just think it's time to realize that print  
is broken. We're doing it badly.



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**We've been anti-reader in every decision we've made in recent years.**

**Our work redesigning print newspapers proves that declines can be stopped or reversed.**

**We believe print can be fixed.**

**So don't abandon it.**

**Blow it up.**

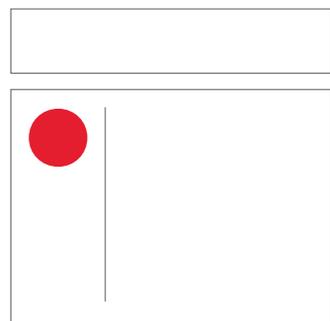
**Get it right.**



**Our initial report  
was just the beginning.**

**We're going to get the newspaper industry  
to refocus on fixing print.**

**You'll hear more from our group soon.  
Now let's just do it!**

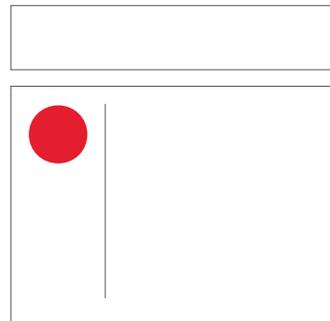


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Tip #1

**Market print  
like you believe it!**



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# Newspapers are terrible at marketing themselves.

**What do you have...**  
that you're just **dying to SELL?**

Pets, collectibles, boats, musical instruments, personals, motorcycles, furniture, lawn and garden, electronics, campers. **LedgerShopping.com** is the newest way to sell almost anything you have (and around). Find new and used items at low prices. Whatever it is you can find it here.

**What are you looking for...**  
when you're looking **for a job, a new car or truck?**

**LedgerShopping.com** is the most convenient way to locate the perfect job, home, automobile and a variety of merchandise and services without ever leaving your home or office.

**What do you want...**  
from an online **shopping site?**

**LedgerShopping.com** gives you the ability to find and compare products advertised in Ledger print ads, classified ads and special sections. Easier to find items and services (improved navigation) And one of the best features... **Local Buyers. Local Sellers.**

## LedgerShopping.com

LedgerShopping.com has the unique advantage over other national online shopping/auction portals due to the physical proximity of the buyer and seller - no need to ship items. You buy. You pay. You pick-up. Today. Tomorrow. Or next week.

With more than 6,700 items updated daily - Cars, Homes, Jobs, Collectibles promoted in print and online. Compare. Shop. Save.

If you have any questions on how to use LedgerShopping.com please call The Ledger Internet department at 803-803-7333.

Thanks and Happy Shopping at [LedgerShopping.com](http://LedgerShopping.com)

**In LOVE there is no room for JEALOUSY**

(Get him his own paper.)

**BUY ONE SUBSCRIPTION, GET ONE FREE FOR YOUR SWEETIE!**

\*Name1: \_\_\_\_\_ Name2: \_\_\_\_\_  
Address1: \_\_\_\_\_ Address2: \_\_\_\_\_  
Phone1: \_\_\_\_\_ Phone1: \_\_\_\_\_

\*(Circle One) Renewal or Subscription **\$30 for 52 WEEKS!**

Method of Payment: Cash \_\_\_\_\_ Check # \_\_\_\_\_  
\_\_\_\_ Visa \_\_\_\_ MC \_\_\_\_ AmEx Card # \_\_\_\_\_ Exp. \_\_\_\_\_

**Gulf Breeze News**  
YOUR COMMUNITY NEWSPAPER  
(850) 932-8986

**But look at our audience.  
It's amazing!**

**Print is for smart people.**

**Print is for home owners.**

**Print is for wealthy people.**

**Print is for successful people.**

**If we ever got this right,  
every person would want to  
buy a newspaper and carry it around  
just to look smart  
and successful.**

**People going on job interviews would  
make sure there was a newspaper  
sticking out of their briefcase  
as they entered the interview room.**

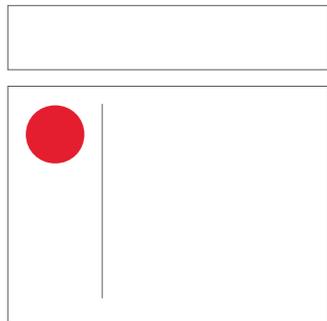
# Look at our experience.

Reading a newspaper is engaging.

Reading a newspaper is a change of pace.

Reading a newspaper is quiet.

Reading a newspaper is tactile.



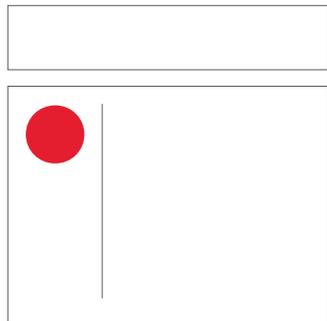
# Look at our value.

Reading a newspaper is fun.

Newspapers can teach you things,  
improve your life and help you grow.

Newspapers can save you money.

Newspapers help you shop smarter.



**Creative Circle**  
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FRIDAY'S LIFE AND MARKETPLACE:

HOME, GARDEN AND FASHION

We're all looking for ways to pad our nest (and our closets), but who has the time to do it — let alone keep tabs on the latest trends and ideas? We'll hunt for those time- and money-saving tricks and keep you on top of what's in, both inside and outside your home. And if you find you still need help, connect with gardeners, home stores, handymen and more in our new Essential Marketplace.

FRIDAY'S LINEUP

**A Section** The day's biggest local, regional and national news on the front page. Pages A2-A3: Catching up on the news. Local news followed by Idaho and the West, Nation/World and Opinion.

**B Section** Sports, Outdoors page and Business (Weather on the inside back page).

**C Section** Life and Marketplace, comics, puzzles and advice, the themed Essential Marketplace, things-to-do calendar, death notices, obituaries, classifieds and legal ads.

Friday's paper also includes Scene, our weekly section on arts, entertainment and things to do in Boise and beyond.

CAN A NEWS PAPER SAVE YOU TIME?

We think it can! Check out the UPDATE on Page One!



SATURDAY'S LIFE AND MARKETPLACE:

MONEY

How do I manage my 401k? When should I get back into the stock market? Is that 50-inch plasma TV worth the cost right now? We all ask these questions every day. On Saturdays, look for answers here — with all the advice you expect from our weekly Pocketbook section, plus more on how to make smart decisions on big-ticket purchases. And in the new Essential Marketplace, find the financial experts you need to live life to the fullest now and prepare for what's next.

CAN A NEWS PAPER SAVE YOU MONEY?

We think it can!



SATURDAY'S LINEUP

**A Section** The day's biggest local, regional and national news on the front page. Pages A2-A3: Catching up on the news. Local news followed by Idaho and the West, Nation/World and Opinion.

**B Section** Sports, Outdoors page and Business (Weather on the inside back page).

**C Section** Life and Marketplace, comics, puzzles and advice, the money-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

YOU ASKED FOR HELP

Why these big changes in Life? We talked to folks all around the Valley and this is what we heard: Help us get organized! Tell us what we need to know right now to save money and time, live healthier lives, take care of our homes and families and make better spending and investment decisions.

You got it!

SUNDAY'S LIFE AND MARKETPLACE:

GREAT STORIES AND IDAHO ARTS



We all like a great story — especially when it's about the people who make the Valley and Idaho unique. And nobody does that better than Tim Woodward. Look for him on Sundays, plus other great reads and Dana Oland's coverage of the Valley's thriving arts scene. Sunday's paper also includes Insight, brimming with opinions and editorials from Boise and beyond.

SUNDAY'S LINEUP

**A Section** The day's biggest local, regional and national news on the front page. Pages A2-A3: Catching up on the news. Local news followed by Idaho and the West, death notices and obituaries.

**B Section** Nation/World and Insight (Weather on the inside back page).

**C Section** Sports, Outdoors page.

**D Section** Life and Marketplace, puzzles and advice, classifieds and legal ads.

Idaho TV, Parade Magazine and Sunday comics also are in Sunday's paper.

Idaho Statesman

The Newspaper of the Treasure Valley IDAHOSTATESMAN.COM

WELCOME TO YOUR NEW IDAHO STATESMAN

Your guide to the Idaho Statesman's new look and new features.



MONDAY'S LIFE AND MARKETPLACE:

HEALTH

Everybody wants to live a healthier life — and every Monday, we'll gather suggestions from medical professionals and experts in Idaho and around the country. Our new Essential Marketplace will give you a chance to find great local doctors, health food stores, fitness centers and more.

MONDAY'S LINEUP

**A Section**  
The day's biggest local, regional and national news on the front page.  
Pages A2-A3: Catching up on the news. Local news followed by Idaho and the West, Nation/World and Opinion.

**B Section**  
Sports and Business  
(Weather on the inside back page).

**C Section**  
Life and Marketplace, comics, puzzles and advice, the health-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

TUESDAY'S LIFE AND MARKETPLACE:

FAMILY AND HELPING

It's tough to raise a family, but you don't have to do it alone. Our families team will answer the questions moms and dads face every day. We'll also keep you up to date on news from Treasure Valley non-profits and volunteers. In our new targeted calendar listings, check Tuesdays for kids' events, great local opportunities for learning and (hopefully) never miss a sports sign-up deadline again.



TUESDAY'S LINEUP

**A Section**  
The day's biggest local, regional and national news on the front page.  
Pages A2-A3: Catching up on the news. Local news followed by Idaho and the West, Nation/World and Opinion.

**B Section**  
Sports and Business  
(Weather on the inside back page).

**C Section**  
Life and Marketplace, comics, puzzles and advice, the family-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

Our themed Life and Marketplace section is an outgrowth of our conversations with readers and advertisers about how we can help them save time and money. Are you a business owner looking for a new, inexpensive way to reach busy customers? To participate or find out more, call an Idaho Statesman sales representative at 208-377-6333.

WEDNESDAY'S LIFE AND MARKETPLACE:

FOOD

Here you'll find all the same great recipes and stories we've run on Wednesdays for years — but with one crucial difference: Food Matters. Find great local pies (like grandma used to make), connect with local farmers and producers, and keep an eye out for your next favorite lunch spot.

WEDNESDAY'S LINEUP

**A Section**  
The day's biggest local, regional and national news on the front page.  
Pages A2-A3: Catching up on the news. Local news followed by Idaho and the West, Nation/World and Opinion.

**B Section**  
Sports and Business  
(Weather on the inside back page).

**C Section**  
Life and Marketplace, comics, puzzles and advice, the food-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.



CAN A NEWS PAPER HELP YOU EAT HEALTHIER?

We think it can!



THURSDAY'S LIFE AND MARKETPLACE:

IDAHO OUTDOORS



Roger and Zimo won't miss a beat as they move the weekly Idaho Outdoors section into an expanded Thursday Life. And, thanks to the new Essential Marketplace, local outfitters, bait shops, outdoors stores and more will have an affordable way to reach out to outdoors types around the Valley.

THURSDAY'S LINEUP

**A Section**  
The day's biggest local, regional and national news on the front page.  
Pages A2-A3: Catching up on the news. Local news followed by Idaho and the West, Nation/World and Opinion.

**B Section**  
Sports and Business  
(Weather on the inside back page).

**C Section**  
Idaho Outdoors, comics, puzzles and advice, the outdoors-themed Essential Marketplace and things-to-do calendar, death notices, obituaries, classifieds and legal ads.

CAN A NEWS PAPER HELP YOU GET ORGANIZED?

We think it can!



The new Statesman will give you a refreshed **PAGE 1 "UPDATE"** with a guide to the newsiest and most useful content in the paper. Our new themed **LIFE AND MARKETPLACE** section will give you the tips and ideas you need to get organized and save time and money every day — plus the best place for local businesses to connect to Valley consumers. We'll tell you every day how to Get Organized, Get Going or Get Involved.



## Tip #2

**Focus on  
subscribers  
who drive  
ad revenue.**

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Newspaper Advertising Consulting

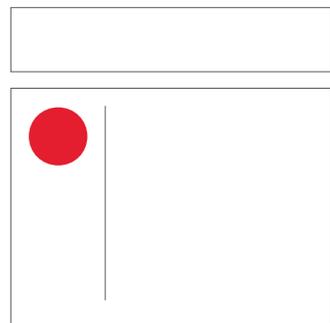


# Focus on subscribers who drive the highest ad revenue

- Subscriptions and ad inserts are the top revenue generators.
- Preprinted ad insert rates are CPM based, sold by zip code, demonstrating advertiser value.
- Calculate average household ad insert revenue by zip code.
- Prioritize subscriber acquisition strategy and targeting to those high value zips for immediate return.
- Example: A Sunday with 25 ad inserts with CPM rates from \$30 to \$60 (\$44 average) would generate \$1,100 per thousand, or \$1.10 per Sunday newspaper. What does yours look like?
- Ad insert value by zip is mirrored by value in ROP, and any increases can be used in ad sales.

Tip #15

**Switch to  
five columns.**

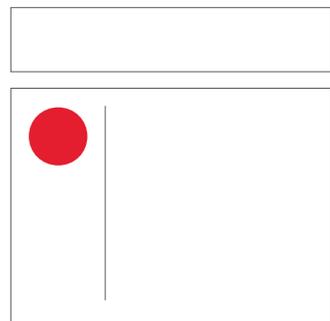


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MEDIA SOLUTIONS



**U.S. broadsheets  
should strongly consider  
moving to a 5-column format.**

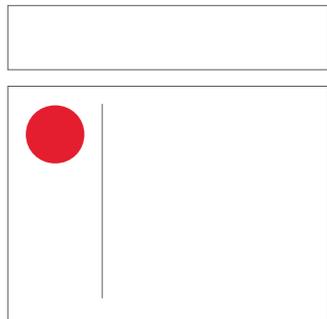
**Tabs, depending on their format,  
might benefit from a 4-column format.**



**Wider columns  
are dramatically better  
for reading.**

She went to the store  
to buy milk for the kitten  
she found on the patio.

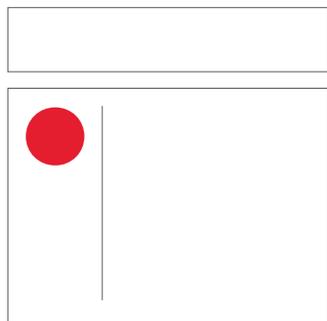
She went to  
the store to  
buy milk for  
the kitten she  
found on the patio.



**Our narrow columns and tiny gutters have really damaged the reading experience.**

**Narrow columns slow reading speed by between 30% and 60%.**

**Studies indicate that narrow columns make readers tense and cause them to skip words and misunderstand passages.**



# Crisp, sweet holiday cookies that are just a bit healthy

BY SARA MOULTON  
Associated Press Writer

I was a happy little butterball when I was a kid. Sweets were my thing, desserts in particular. And chocolate desserts most of all. The one exception to the rule? My grandmother's oatmeal cookies.

They were sweet, of course, but also lacy and crispy. Back then I didn't know or care that oatmeal cookies were a healthier choice than most other treats (thanks to the oats, which are a concentrated source of fiber and nutrients). But healthfulness alone has never done it for me.

During my hippy days, I was well aware of the nutritional benefits of granola cookies — which are, in essence, soft oatmeal cookies stuffed with dried fruit and nuts — but they struck me as more like medicine than dessert. Besides, I missed the crispiness of my grandmother's version.

This is an embellished rendition of Grandma Ruth's cookies. We start with a pure base: oatmeal, butter, white sugar, a whole egg and vanilla extract. No low-fat ingredients. I firmly believe that a modest serving of a



THE ASSOCIATED PRESS

Chocolate Orange Lace Cookies are made with oatmeal, butter, white sugar, a whole egg and vanilla extract.

full-fat, full-sugar dessert is more enjoyable than a larger serving of something with no fat or fake sugar.

In a festive nod to the holidays, I've spruced up the basic recipe with chocolate and orange, a combination that plays beautifully together. Bittersweet chocolate chips are my chocolate of choice, but you're welcome to substitute chopped bittersweet chocolate or semi-sweet chocolate chips,

if you prefer.

If you're not the most accomplished baker, but like the idea of whipping up a homemade treat for family and friends during the holidays, these are the cookies for you. They're so easy that even my husband could make them. And yet they come off more like a specialty item from a fancy bakery than a prosaic little oatmeal cookie.

Also, they'll stay fresh for several weeks

in an airtight container at room temperature, which allows you to keep eating when your guests and the holidays are gone, but your cravings remain!

## CHOCOLATE ORANGE LACE COOKIES

**Start to finish:** 50 minutes (30 minutes active)  
**Yield:** 2 dozen cookies

2 tablespoons unsalted butter, softened  
1/4 cup plus 3 table-

spoons sugar  
1 large egg  
1 teaspoon vanilla extract  
1 tablespoon freshly grated orange zest (about 1 orange)  
1 1/4 cups rolled oats  
1 teaspoon double-acting baking powder  
1/8 teaspoon table salt  
1/2 cup bittersweet chocolate chips

Heat the oven to 350 F. Line 2 baking sheets with kitchen parchment.

In a medium bowl, use an electric mixer to beat together the butter and sugar until the mixture is light and fluffy, about 3 minutes. Add the egg, vanilla and orange zest, then beat until light and fluffy, about another 4 minutes. In another medium bowl, mix together the oats, baking powder and salt. Add the dry ingredients to the wet ingredients and beat just until combined. Stir in the chocolate chips by hand.

Scoop the dough a tablespoon at a time onto the prepared baking sheets, arranging them about 2 inches apart and about 12 per baking sheet. Use the back of a spoon to lightly press down on each mound to slightly flatten it. Bake the cookies, one sheet at a time, on the oven's center rack until the edges are browned, 8 to 10 minutes.

Transfer the cookies to a wire rack immediately and let them cool completely.

**Nutrition information per serving:** 50 calories; 25 calories from fat (50 percent of total calories); 3 g fat (1.5 g saturated; 0 g trans fats); 10 mg cholesterol; 7 g carbohydrate; 1 g fiber; 4 g sugar; 1 g protein; 40 mg sodium.

# Holiday cookies that are just a bit healthy



THE ASSOCIATED PRESS

Chocolate Orange Lace Cookies are made with oatmeal, butter, white sugar, a whole egg and vanilla extract.

BY SARA MOULTON  
Associated Press Writer

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But healthfulness alone has never done it for me.

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In a nod to the holidays, I've spruced up the recipe with chocolate and orange, a combination that plays beautifully together. Bittersweet chocolate chips are my chocolate of choice, but you're welcome to substitute chopped bittersweet chocolate or semi-sweet chocolate chips, if you prefer.

If you're not the most ac-

complished baker, but like the idea of whipping up a homemade treat for family and friends during the holidays, these are the cookies for you. They're so easy that even my husband could make them. And yet they come off more like a specialty item from a fancy bakery than a prosaic little oatmeal cookie.

Also, they'll stay fresh for several weeks in an airtight container at room temperature, which allows you to keep eating when your guests and the holidays are gone, but your cravings remain!

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**Yield:** 2 dozen cookies

**Ingredients**  
2 tablespoons freshly grated orange, softened  
1/4 cup plus 3 tablespoons sugar  
1 large egg  
1 teaspoon vanilla extract  
1 tablespoon freshly grated orange zest (about 1 orange)  
1 1/4 cups rolled oats  
1 teaspoon double-acting baking powder  
1/8 teaspoon table salt  
1/2 cup bittersweet chocolate chips

### Directions

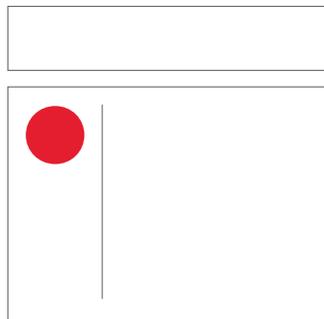
Heat the oven to 350 F. Line 2 baking sheets with kitchen parchment.

In a medium bowl, use an electric mixer to beat together the butter and sugar until the mixture is light and fluffy, about 3 minutes. Add the egg, vanilla and orange zest, then beat until light and fluffy, about another 4 minutes. In another medium bowl, mix the oats, baking powder and salt. Add the dry ingredients to the wet ingredients and beat just until combined. Stir in the chocolate chips by hand.

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**Nutrition information per serving:** 50 calories; 25 calories from fat (50 percent of total calories); 3 g fat (1.5 g saturated; 0 g trans fats); 10 mg cholesterol; 7 g carbohydrate; 1 g fiber; 4 g sugar; 1 g protein; 40 mg sodium.



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MEDIA SOLUTIONS

**Ideal column widths are between 12 and 18 picas.**

**If you won't go to five columns, a baby step would be to go ragged right, increasing gutter width and eliminating gaps between words.**

**Or modular, six-column ad stacks would create cleaner pages and allow editorial to go mostly five columns. And you can do 5-column section fronts.**

**Bad typography hurts, too.**

**Many papers suffer from horrible typesetting because there isn't anyone left who understands how to set type.**

**Big gaps between words dramatically slow reading speed, too.**

**Thin fonts with small x-heights are also a problem.**

# Good type saves space and improves reading speed.

10.5/11

“Concern for global food demand is greater now than even a year ago,” Fixen said. “This is a complex issue. But that is our challenge.”

Fixen said that original reports indicated the earth’s population would reach nine billion by 2050. New reports predict that the number will be 9.6 billion. The population peak also was bumped up from 10 billion to 11 billion people.

The green revolution in the 20th century, Fixen said, re-volved around inputs. Changes in yields occurred due to new seeds, fertilizers, agriculture chemicals and more.

9.5/10.5

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The 21<sup>st</sup>-century green revolution, on the other hand, likely will revolve around knowledge and new manage-

Tip #6

**Foster  
creative thinking  
between  
departments.**

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Newspaper Advertising Consulting



# Collaborate to drive ad revenue

*Cross Department Brainstorming – We are all in this mission together!*

Every executive should know basics of selling advertising, selling subscriptions, press-release submission/newsroom contact guidelines

Everyone should also be thinking: How can I impact ad revenues?

- **Newsrooms can help with:**

- Special section calendars for pre-selling and advertiser budgeting plans
- Include sponsorship opportunities (like web and broadcast does)
- Brainstorm audience strategies with large entities, like Healthcare providers.
- Custom Publishing

# Collaborate to drive ad revenue

- **Production/Operations**

- Provide predictable quality to retain and grow advertising and avoid credit adjustments. It must work all the time for advertisers.
- Precise Execution – Consider quality measures with compensation tie for operations/distribution personnel.
- Product Flexibility – Creative layouts, deadlines, and product design. Color, pop-outs, spadeas, paper options, special packaging and wraps.

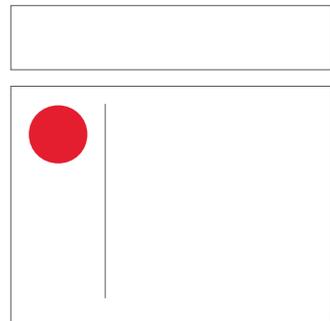
# Collaborate to drive ad revenue

- **Circulation/distribution**

- Zip code distribution with routes that match advertiser preferences for preprint delivery.
- Print subscription included for all advertisers as B-to-B marketing, “top of mind awareness” in a digital age.
- Non traditional ad delivery options, such as throwing a non-sub ad package on the same route.
- Delivery of mounted print ad to Advertiser’s place of business, stimulating “top of mind awareness” for advertiser employees and advertiser customers. Makes the ad work better.

Tip #18

**Reinvest  
in strong visuals.**



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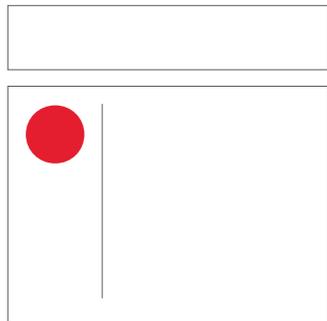


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# Secret talks: Tale of hope, frustration

White House reportedly seeks 2 more hostages

By [Name]

The White House is reportedly seeking to free two more hostages in the next 24 hours, but the odds of success are slim, according to a senior administration official. The official said the administration is "not in a position to make any promises" about the hostages' return.

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## CLOSE-UP

■ **With a major economy and the fact that it is a developing country, Mexico is using its position to attract more investment from the U.S.**

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Photo by [Name]

# Kittens or guinea pigs?



Rescue also has half-pint cats in the long County Animal Shelter long while shelter for animals and to care for owners.

# County shelter selling pets for research

By [Name]

The County Animal Shelter is reportedly selling pets to researchers for medical studies. The shelter said the animals are being sold to researchers for medical studies. The shelter said the animals are being sold to researchers for medical studies.

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Photo by [Name]

# Boy, 6, shot to death, his mother beaten

By [Name]

## INDEX

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# Fishing-vessel observers adrift alone in a sea of foreign faces

By [Name]

**Photo readership exceeds 90%  
on every page of the newspaper.**

**And that means captions have huge  
readership, along with stories with photos.**

**Compare that to about 5% of stories  
that are read from beginning to end.**

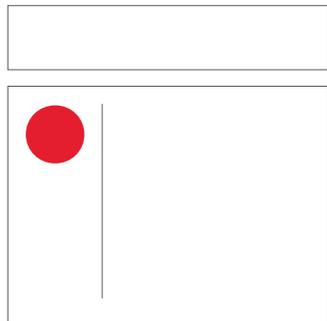
**Reporters taking photos reduces your  
photo report to weak snap shots  
and people staring at me. Not the same.**

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**Days later, they also remember more detail about stories that were accompanied by a photo.**

**And the bigger the photo, the higher the readership, the deeper they read and the more they remember.**

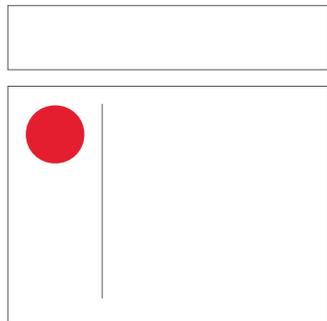
# Kittens!



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SERVING SOUTH CAROLINA SINCE OCTOBER 15, 1894

3 SECTIONS, 24 PAGES | VOL. 119, NO. 88

LOCAL



Are you ready for wintry weather? We've got all you need to know. A6

## Senator, general call for reinstating military funding

BY BRADEN BUNCH  
bbunch@theitem.com

Recent funding reductions for the nation's military could have far-reaching implications for years to come, both Sen. Lindsey Graham and Maj. Gen. Jake Polumbo stressed at the recent Greater Sumter Chamber of Commerce retreat in Greenville.

Speaking with business leaders from throughout the Sumter area at the annual retreat this past weekend, both men said budget restraints, caused by both sequestration and the recent government shutdown, have had a serious impact on the country's military capabilities.

"The sequestration budget has been a disaster for our military," Graham said of the forced budget constraints caused by the government's inability to reach budgetary agreements last year. "It was never meant to happen, which meant it was bound to happen in Washington."

The state's senior senator said he was shocked by the number of his colleagues, especially fellow Republicans, who were willing to allow the military to take the deep budget cuts. "Congress did more damage to our military than any enemy could hope to," Graham said.

To alleviate the issue as much as possible, Graham said Congress is now trying to restore many of the budget cuts. "We're trying to dig out of this hole," he said.

Reinstating the funding for the various

SEE MILITARY, PAGE A8

### DEATHS, B5-B6

- |                      |                       |
|----------------------|-----------------------|
| Lillie Dean Richburg | Virginia L. Evely     |
| George A. Johnson    | Marshall Griffin      |
| Carolyn H. Hamrick   | Bernard S. Tobiasse   |
| Leon H. Coulter      | Debra Ann Carraway    |
| Laura Harrison       | Norman C. Hughes      |
| Floyd L. Ethridge    | Russell B. Elmore Sr. |
| Rufus Stinney Jr.    | Freddie Addison       |
| Jeffie B. McDonald   | Laurie Davis          |

### WEATHER, A12

GET READY FOR SNOW, ICE

Snow and sleet in the afternoon with snow continuing overnight

HIGH 36, LOW 25

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# Deputy, son among 3 injured in wreck



Sumter sheriff's deputies take photographs of the scene of a head-on collision on Wedgefield Drive on Monday evening involving Lt. Dale Horton with the Sumter Sheriff's Office, his 10-year-old-son and the driver of a silver Dodge sedan.

## 2 airlifted, 1 at Tuomey after head-on collision



Sumter County Sheriff's Deputy Lt. Dale Horton with the Patrol Division is airlifted from the scene of the crash Monday evening.

BY TYLER SIMPSON  
tyler@theitem.com

A head-on collision Monday afternoon on St. Pauls Church Road has left two men, including a deputy with the Sumter County Sheriff's Office, and a young boy hospitalized with serious injuries.

The drivers of both vehicles, Lt. Dale Horton with the Patrol Division of the Sheriff's Office and another man identified by authorities only with the last name of Kind, were both airlifted to Palmetto Health Richland in Columbia from the scene.

The boy, later identified by Sumter County Sheriff Anthony Dennis as Horton's 10-year-old son, was taken to Tuomey Regional Medical Center.



HORTON

SEE WRECK, PAGE A12

## Green Beret heads to Sochi as analyst

Local Russian expert will advise security at Olympic games

BY ROB COTTINGHAM  
rcottingham@theitem.com

Any time your name is mentioned in the same sentence as Henry Kissinger, you know you're the man.

That was the case for Lt. Col. Robert Schaefer, who retires on Feb. 1 from the Army to join the vast crew of media covering the 2014 Winter Olympics. Schaefer will be working as an advisor and media liaison for assessing terrorist and insurgent threats, a task requested of him by Jim Bell, NBC's executive producer for their Olympics coverage.

"When he called me and asked me if I'd do this, I was floored," Schaefer said. "Then I asked him why he called me, and he said, 'Well, I called Henry Kissinger, then I called you.' That shocked me even more."

Though he displays the modesty



MATT WALSH / THE ITEM

Robert Schaefer will be attending the Sochi 2014 Olympic Winter Games as part of NBC's crew. He retired from the special forces to take a position as a security specialist in a nation that he expects to have many terrorist threats.

A native of Villa Hills, Ky.,

SEE SCHAEFER, PAGE A8

## Snow, ice cause extra worry for many

BY JACK OSTEN  
jack@theitem.com

While the likely chance of snowfall in the area may bring delight to many Sumter residents, it can also be extra tough on those families without heat or struggling to pay their bills.

Salvation Army Social Worker Pamela Lassiter said the organization is continuing to get calls daily and is booked up until the end of February.



2013-14  
Dedicated to the memory of Glen Sharp

"I am getting a lot of new folks who have never been to us for help," she said. "We have helped approximately 200 families." Lassiter said she recently helped a gentleman who was being released from the hospital

and knew his bill was due the next day. He couldn't afford to pay his bill and buy his medication.

"I understand if you can't help, but I knew I needed to ask," he said.

Lassiter said they were able to help the man, and he left in tears and hoped one day he could give back to The Salvation Army.

Lassiter also wants to remind

SEE FIRESIDE, PAGE A12

## IN SPORTS: Barons, Swampcats boys basketball teams will battle for 1st place B1



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Check out the weather photos you sent us

Closings A10 Pictures A3, A5

# Snow, ice transform tri-county



Sumter High School student Lauren Cronvich throws snow into the air while playing in Memorial Park near downtown Sumter on Wednesday. The tri-county area got a rare dusting of snow and ice beginning on Tuesday afternoon. Sumter Police officers, below, examine a car that slipped on ice and overturned on Frontage Road on Wednesday. Roadways were expected to ice over from Wednesday night into today. See page A2 for more information on safe travel in icy conditions.

## Driving conditions, safety top concerns for closing schools

BY RAYTEVIA EVANS  
revans@theitem.com

Not just any weather conditions can shut down the local school districts, and the decision to do so is not made on a whim. Local school district superintendents normally keep a close eye on weather reports and how they can affect faculty and staff, students and morning commutes.

Students' safety is top priority when making these decisions, and icy roads and low temperatures can cause a risk for bus drivers and parents who drive their students to school.

Sumter School District and surrounding counties released students early on Tuesday or closed their schools completely because of extreme weather conditions this week, often announcing delays, early dismissal and closing later in the afternoon and evening.

Sumter Superintendent Dr. Frank Baker said he pre-

fers to wait to make an announcement of a closing but still keeps the safety of students, parents and faculty in mind when making the decision. Normally, he would make the call before 10 p.m. the night before, he said.

Clarendon 1 Superintendent Dr. Rose Wilder said in making the decision to close schools in her district Tuesday, Wednesday and today, she checked updates with the National Weather Center and considered the conditions of the area.

"Based on what I've seen with the weather reports, we'll have temperatures in the teens. We're mostly a rural area, and we have a lot of dirt roads. This could cause an issue with buses in the mornings and could potentially cause safety issues," Wilder said. "I would prefer to err on the side of caution."

Clarendon 2 Superintendent John Tindal said he

SEE SCHOOLS, PAGE A8



## Officials warn road icing worse today

BY TYLER SIMPSON  
tyler@theitem.com

South Carolina Highway Patrol responded to a dramatic increase in weather calls within a 24-hour period from Tuesday night to Wednesday morning, and road conditions in Sumter County were expected to worsen today.

Highway patrol reported an estimated 3,205 weather calls statewide between 4 p.m. Tuesday and 4 p.m. Wednesday.

Among those calls were 1,639 wrecks, approximately four times the number reported during the same time period last year. Officers with the Highway Patrol also reported 332 abandoned vehicles and had to assist 753 vehicles,

SEE ROADS, PAGE A8

## Shelter extends its hours during freeze

BY IVY MOORE  
ivym@theitem.com

In times of extreme heat or unusual cold, extra help is often needed to ensure the safety of Sumter's homeless population, who might otherwise find themselves in danger.

To meet the need, Samaritan House, the local homeless shelter operated by United Ministries of Sumter County, has extended its hours and is "in overflow mode" to accommodate those persons who have nowhere else to escape the below-freezing temperatures, according to Director Walter Robertson.

There were 34 people sheltering at Samaritan House on Wednesday morning; the occupancy is usually about 28.

"We stayed open all day and night Tuesday and will be open all day today (Wednesday) and into (today) as long as the need is there," Robertson said.

Regular operating hours for Samaritan House, located at 320 W. Oakland Ave., are 6 p.m. to 7 a.m. seven days a week. Guests must be checked in by 8 p.m. unless accompanied by Sumter Police.

The shelter has enough food and other supplies to get it through this weather crisis, Robertson said, thanks to volunteer donors.

"We were able to serve lunch, dinner

SEE SHELTER, PAGE A10

## Bridge toll in S.C.? Lake Marion could charge to cross

BY BRISTOW MARCHANT  
bmarchant@theitem.com

Drivers heading down Interstate 95 for a day in Charleston or Savannah may soon face a barrier heading over the Lake Mari-

on bridge. Literally. A toll booth would be added to the interstate causeway under a bill introduced in the S.C. Senate by Sens. Kevin Johnson, D-Manning, and Brad Hutto, D-Orangeburg. Even the senators support-

ing the bill think it has little chance of passing — Hutto has introduced a version of the bill three times before — but both say they want to raise awareness of the state's need to repair and maintain its roads.

"We've got to get started somewhere, because the state has \$12 billion in infrastructure needs," Hutto said. "Most people don't want (an increase in) the gas tax, but if they had to pay \$20 a year for a pass, many won't begrudge that."

The proposed bill would require the state Department of Transportation to collect a toll on either the Clarendon or Orangeburg county side of the Lake Marion bridge "for

SEE TOLL, PAGE A8

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### DEATHS, B5

- William A. Richburg III
- Laura Ann Harrison
- Dorothy T. Hatfield
- Lida Bell G. Rembert
- Clyde M. Baker Jr.
- Lorraine Paylor-Conyers

- Oakalee D. Gillard
- Sarah Henry
- Jerry Ivy Strickland
- Harry Glover
- Mishaun C. Blanding
- Roger Mae Bugg

### WEATHER, A10

KEEP YOUR COAT HANDY

It'll be mostly sunny and remain cold today with temperatures in the teens again tonight.

HIGH 35, LOW 17

### INSIDE

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Maya Angelou dies A4

# Color run helps send kids to D.C.

BY RAYTEVIA EVANS  
revans@theitem.com  
(803) 774-1214

With just a few days left before Sumter School District students can officially sing "School's Out for Summer," Alice Drive Elementary School got a head start into its fundraising strategy for the 2014-15 school year. At the school's track Wednesday afternoon, about 200 students participated in a 1-mile color run to benefit the school's annual field trip to Washington, D.C., for fifth-grade students.

Members of the Parent Teacher Association, teachers, volunteers and members of administration worked together to organize the fundraiser, which was inspired by Sumter 360 and USC Sumter's Color 5K in early May. "We decided to do kind of a mini color run for a fundraiser after we saw how kids and the community responded to the color run for USC Sumter," said Kristi Waldron, who assists with first-grade students at the school.

During the event, students were divided into groups in which the K-2 group ran four laps around the track while volunteers — including parents, friends and military members — sprayed them with brightly colored powders. Students paid \$5 to participate in the event.

Assistant Principal Suzanna Foley said the run was their attempt to get a jump start on fundraising for next year's field trip.

"This is the first fundraiser for next year's fifth-grade students," Waldron explained. "We also do snow-cone Fridays during the school year, a silent auction and Freaky Friday for Halloween."

Each year, the fifth-grade class at Alice Drive Elementary travels to Washington, D.C.



MATT WALSH / THE SUMTER ITEM

Alice Drive Elementary School students paid \$5 to participate in the school's mini color run Wednesday. The event was a fundraiser for the annual fifth-grade trip to Washington, D.C.

SEE COLOR RUN, PAGE A8

## Public safety officials make case for new campus, radio system

BY BRADEN BUNCH  
bbunch@theitem.com  
(803) 774-1201

Leaders with the Sumter Police Department and Sumter Fire Department are hoping the proposed penny sales tax will result in a new public safety campus along Lafayette Drive which would include a new state-of-the-art radio dispatch system.

Discussing their desires with Sumter City Council during a budget meeting workshop Tuesday night, both Sumter Police Chief Russell Roark and Sumter Fire Chief Karl Ford said new headquarters and new communications equipment are becoming more and more necessary as they operate in outdated facilities. Most important by far, Roark said, is the pressing

need to take the communications system from the analog system they use now and make it compatible with digital technologies.

"Our system is so old, if it crashes, we have a major problem," Roark said, adding the radios used by various public safety departments and 911 dispatch are no longer supported by manufacturers.

Doing so, however, will come with an estimated \$10 million price tag, Roark said, making it a necessity to do so with a penny sales tax, rather than try to incorporate it into a standard general fund budget.

At the same time, Roark said trying to install a new dispatch system in the 43-year-old Law Enforcement Center on Hampton Avenue would be financially inefficient, since the power demands and anti-



BRADEN BUNCH / THE SUMTER ITEM

Sumter Police Chief Russell Roark, right, informs Sumter City Council during its budget workshop Tuesday night that communications equipment used by various public safety offices needs to be replaced. The upgrade from analog to digital equipment is expected to cost about \$10 million.

quated wiring at the building are already requiring renovations.

Other issues, such as overcrowding and the lack of a sprinkler system, are also making a new building more important for the department, Roark said, while still continuing to stress the importance of new communications equipment.

"The building needs to be

done, but the radios must be done," Roark said.

If the police department leaves its current location, the building would most likely be razed to accommodate more parking for the downtown area, said Sumter City Manager Deron McCormick.

For his department, Ford said if they were to receive a

SEE PUBLIC SAFETY, PAGE A8

## County's funding gap still needs to be filled

BY BRISTOW MARCHANT  
bmarchant@theitem.com  
(803) 774-1272

Sumter County has one month to close a \$639,000 deficit on its finance sheet.

That was where the gap between projected revenue and expenditures stood as the 2014-15 budget passed first reading before Sumter County Council on Tuesday. Council members have until the end of June — when a balanced spending plan must pass a third reading by council — to decide how to make up the difference by either eliminating proposed spending or increasing local

SEE COUNTY, PAGE A8

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### DEATHS, B5

James D. Snyder Sr.  
Harristeen Lemon-Bozier  
Josephine Magazine  
Paul Jones  
Peggy G. Singleton  
James Carter

Sidney L. Christien  
David Albert  
Samuel Prince Jr.  
Lucy K. Jones  
Arthur B. Robertson

### WEATHER, A10

IT'S GONNA BE HOT  
Expect a thunderstorm or two this afternoon and this evening  
HIGH 90, LOW 68

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SERVING SOUTH CAROLINA SINCE OCTOBER 15, 1894



## How to cope with today's winter weather

Safety tips A3 Closings A8



Hundreds of local, state and worldwide leaders gathered for the grand opening of the German tire manufacturer's grand opening of its Sumter plant on Tuesday.

# Continental's big show

## Tire plant officially gets rolling

BY BRISTOW MARCHANT  
bmarchant@theitem.com

"When I stood in the Sumter Opera House in October of 2011 to announce we had selected Sumter, it was very emotional," Nikolai Setzer told a crowd of dignitaries gathered at the Continental Tire plant announced that day. The event was exciting partly because "it was in English, and could be shown all over the world."

Tuesday's grand opening ceremony for the German tire manufacturer's Sumter plant highlighted more than two years of economic development at an international level, work that drew the German ambassador and South Carolina's governor to the capstone event finishing the path to the plant's opening.

Work on the Continental plant moved so quickly, they



PHOTOS BY MATT WALSH/THE ITEM

Gov. Nikki Haley spoke with workers taking finished tires off an assembly line in the Continental Tire plant on Tuesday, shortly after she spoke at the plant's grand opening. Continental began tire production in October three months ahead of schedule.

SEE CONTINENTAL, PAGE A7

## Tears, celebration at hero's funeral

BY TYLER SIMPSON  
tyler@theitem.com

There were no somber words spoken during the funeral service for George Andrew "Andy" Johnson at New Bethel Missionary Baptist Church on Tuesday. It was a celebration of the life he lived and the people he left behind: his loving family, his wonderful friends and the three people he saved from a house fire on Jan. 22 at the cost of his life.

Johnson died from smoke inhalation after rescuing the people from an early morning fire at his neighbor's house on Nathaniel Street. As part of Tuesday's services, he was honored



MATT WALSH / THE ITEM

The family of George Johnson celebrates his life at New Bethel Missionary Baptist Church on Tuesday.

SEE JOHNSON, PAGE A8

## Our jobless rate at lowest point in half a decade

BY BRADEN BUNCH  
bbunch@theitem.com

The Sumter unemployment rate fell to 7.1 percent in December, its lowest point in nearly more than five years, while the state rate fell below the national average for the first time in 13 years.

According to the South Carolina Department of Employment and Workforce, Sumter gained slightly more than 150 jobs in the last month of 2013

SEE MORE JOBS, PAGE A7

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### DEATHS, B6

Laurie Davis  
Dorothy T. Hatfield  
Margaret M. Felder  
William A. Richburg III  
Ralph L. Harriman Jr.

### WEATHER, A8

FRIGID, WET WEATHER  
Cloudy and cold during the day; near-record lows at night.  
HIGH 32, LOW 11

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Tip #18

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# Modernize classifieds

- Historically, print classifieds were known for:
  - Tiny type with abbreviations not tolerated anywhere else.
  - Phone placement, poor web self-service platforms.
  - High commercial rates for small ads.
  - Lots of local ads.
- Web classified is known for:
  - Instantaneous search. Everything through Google.
  - Color photos and video with unlimited copy.
  - Full service self-service.
  - More ads, both local and national.

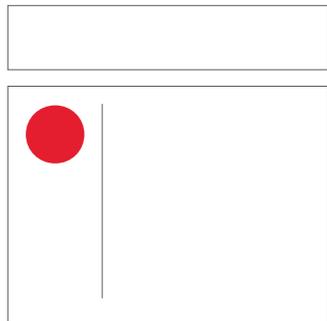
# Modernize classifieds

- Newspapers' competitive advantages?
  - Locally, geographically focused ads.
  - Easy to comparison browse.
  - Larger format with exposure options in news content.
  - Trustworthy environment.
- How to compete?
  - Larger type, wider columns with photos.
  - Competitive pricing and print/online packaging.
  - Current research from Creative Circle Media Solutions shows photos, color, larger type all increase usage.
  - Larger minimums for more copy, less abbreviations, centered text. Package added days to build content.
  - Include web addresses and email addresses in contact info.
  - Web based self-service that is good enough to be a preferred placement option.

# Modernize classifieds

- Private party, pets & merchandise build audience, but the real revenue drivers are Auto, Employment, Real Estate/Rentals & Services.
  - To win back business lost, we must reverse the value perception, we need to over-deliver the value and not neglect good creative. Good copy and art is essential.
  - Larger standard listing sizes for Employment, combined with ROP positions to reach passive (non-seeking) candidates. Focus on Healthcare, Trucking (in Sports).
  - Real Estate must have color photos and provide greater value to brokers. Give them more for the money. Use ROP and web display combinations to point to their websites as well as marketing homes and services. Sell branding.
  - Auto Dealers need color and strong compelling copy, and more placements for more days including a mix of classified display, ROP, web display, print/web classified listings. Sell branding. Sell service department with zoned inserts.

# Our research shows classifieds have a bad rap. Cluttered. Used. Unsophisticated.

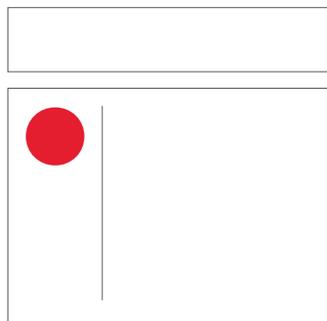


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59% of adults said they would use the classifieds more if the ads had photos.

That number jumped to 75% for those under 34.

More sophisticated color would help as does linking classifieds back to content in new ways.





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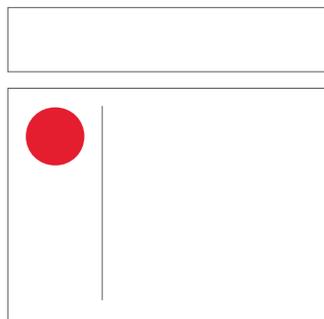
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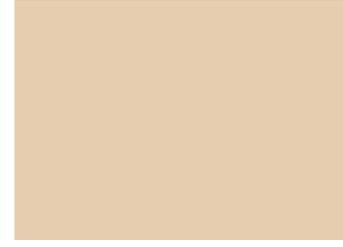
# Colors



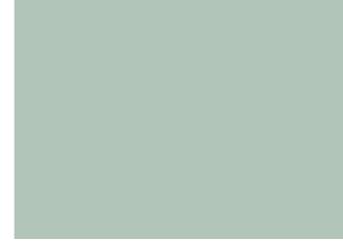
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90c-65m-20y-30k



THR red  
25c-100m-100y-0k



THR tan  
0c-12m-25y-10k



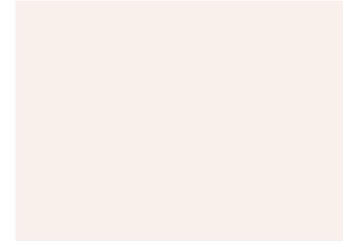
THR green  
15c-15m-0y-20k



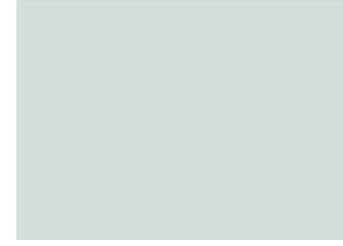
THR blue  
25%



THR red  
25%



THR tan  
25%



THR green  
50%

# Borders

**Admin/Exec Asst**  
Great opportunity to work for New York's best newspaper publisher! FT position will support the Ad Director. Must be detail-oriented with excellent listening & multi-tasking skills. Requires good verbal and written communication skills, Word, Excel and Outlook. Send your resume to: daboss@th-record.com or fax resume to 845-346-5505. EOE

.5-point box,  
3-point inset  
black border

**Admin/Exec Asst**  
Great opportunity to work for New York's best newspaper publisher! FT position will support the Ad Director. Must be detail-oriented with excellent listening & multi-tasking skills. Requires good verbal and written communication skills, Word, Excel and Outlook. Send your resume to: daboss@th-record.com or fax resume to 845-346-5505. EOE

2-point box,  
3-point inset  
black border

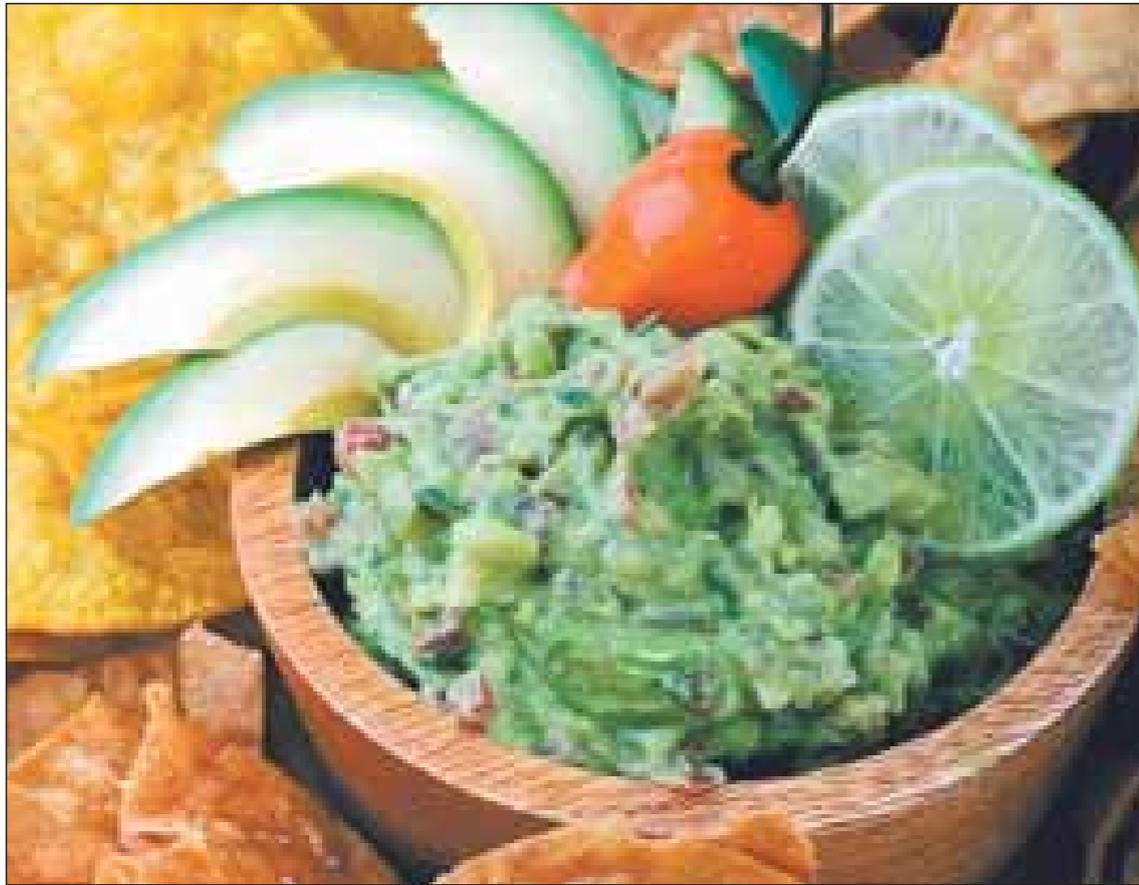
**Admin/Exec Asst**  
Great opportunity to work for New York's best newspaper publisher! FT position will support the Ad Director. Must be detail-oriented with excellent listening & multi-tasking skills. Requires good verbal and written communication skills, Word, Excel and Outlook. Send your resume to: daboss@th-record.com or fax resume to 845-346-5505. EOE

4-point box,  
3-point inset  
30% black  
border

**We help our clients stop thinking classifieds and start thinking “targeted text ads.”**

**That’s what a Google AdSense ad is.**

**Classifieds are our Google ads. And we’ve had good success expanding classifieds into a wealth of new categories. Think of it as classifieds meets native!**



Photos by **JOE JOHNSTON** / San Luis Obispo Tribune

Avocados can be savored in a variety of ways, but the most popular during the Super Bowl on Sunday will be in guacamole.

# Super Bowl party MVP: THE AVOCADO

BY DAWN WHITE

MCLATCHY NEWSPAPERS

Super Bowl Sunday is one of the biggest days of the year for avocado consumption. It has even been referred to as Super Guacamole Day.

The creamy and heart-healthy fruit — yes, it's a fruit — can be served in a variety of ways, but the most popular during the game will be guacamole.

If a recipe is what you're lacking, we have an award-winning recipe from Chablis Cruises in Morro Bay, Calif., which won Best Guacamole at the bayside town's Avocado & Margarita Festival. The sumptuous guacamole is served weekly at Chablis' Sunday brunches. Chablis co-owner Zoey Andres credits employee Fernin Ruvalacaba for the tasty recipe.

If guacamole isn't your forte, we have a few of other recipes that should satisfy any guest of a Super Bowl soiree.

## TIPS FOR PERFECT AVOCADOS

- ▶ If avocados are too firm, store in a brown paper bag to speed up ripening.
- ▶ Ripe avocados give a little when pressed.
- ▶ Ripe avocados will last longer when stored in the fridge.

Sous chef Robert Smith of Summerwood Winery & Inn in Paso Robles, Calif., shares his avocado and ceviche recipe. And chef Paul Gorton of Sacramento, Calif., provided a zesty recipe for black bean and avocado spring rolls.

So pick up some tortilla chips, swing by a grocery store that carries avocados and get busy cooking. After all, Super Bowl Sunday isn't just about football — it's also about fabulous finger foods.

## AN ESSENTIAL MARKETPLACE

# FoodMatters

Because you've got to eat!

TO ADVERTISE, CALL 208-377-6333

### »APPLIANCES

**WHEAT GRINDERS** & Bosch Mixers. Dee's Cereal also available. 855-0744 [www.harvesthousechef.com](http://www.harvesthousechef.com)

### »BAKERIES

**EDDY'S/WONDER BAKERY OUTLETS** Every day is bargain day. Save 40-60% We're not just a bread store. 4-locations serving TV

**PIE FACE...** Best secret in the valley. Fresh homemade pies just like grandma made. Open Tue-Sat. 346 W. 4th St., Kuna. Call 922-9802.

### »CATERERS

**D'ARCY'S** bake shoppe & Catering, homemade soups, fresh baked goods, Idaho Potato. All occasions. 416 3rd st. S 468-8770

**HOME DELIVERY** of Chef Lou's Gourmet Frozen Meals. (Boise Delivery Free!) Order on-line at [www.cheflou.com](http://www.cheflou.com) or by phone 345-2816.

**INCREDIBLE EDIBLES** Special Event Catering & Designer Wedding Cakes 2711 N. 36th St. 389-9134

**It's All About You Catering by MeTime**  
You tell us: Your event, your budget & amount of people. We take care of the rest! Impeccable detail, fresh quality ingredients. Call us today! 893-5556

### »CHOCOLATE & CANDY

**IDAHO CANDY CO** Idaho Spud, Cherry Cocktail, Owhye Butter Toffee. Gift pkgs and more! [www.idahospud.com](http://www.idahospud.com) 800-8YUMYUM.

### »DELICATESSENS

**NEW YORK, NEW YORK FRESH DELI** 2951 E Overland Rd. Meridian, Idaho Call 855-0774

**SEASON'S BISTRO** Wine Bar & Catering 1117 E. Winding Creek Dr. Eagle, Idaho. 939-6680 [www.seasonsbirocatering.com](http://www.seasonsbirocatering.com)

**WHATS NEW** at Zeppole? Delicious sandwiches, daily hot specials, yummy bread. Ask about our catering. 217 N 8th St. 345-2149 983 E Parkcenter 338-1499

### »EATING OUT

**BIG BUN 5816** W. Overland 375-5361. Thanks Boise for 49yrs. Original Recipe finger steaks, burgers & sandwiches. Call in orders welcome.

**Sawaddee.** Dine-In, Take Out & Catering [www.sawaddeethai.com](http://www.sawaddeethai.com) 1890 E. Fairview Ave. Meridian

**Grains of Montana** Restaurant & Bakery. NEW: Fresh Baked Pastries. Specialty Sandwiches, Brick Oven Pizzas. Full Breakfast. 1505 S Eagle Rd. 888-8883

**HIGHLANDS HOLLOW** Fine Food, Fresh Ales, Friends After Skiing Fireplace Hoppy Meal Deals M-F 11a-3p 2455 Harrison Hollow Ln. Boise Open 11am 7 dys/wk. 343-6820

### »ETHNIC FOODS

**VIDEO MEXICO** offering Mexican drinks, candies & more! 5212 Fairview Ave., Boise; Ph: 376-5409. [www.tndasvideomexico.com](http://www.tndasvideomexico.com)

### »FARMERS MARKETS

**TOWN & COUNTRY Farmers Market** "Best Produce in Town" 12624 W. Fairview Ave. 658-0055

**Welcome to Food Matters**, an inexpensive way to find new customers. If your business fits one of these categories, you could be here, too! Call 208-377-6333 and advertise for as little as \$20 a week.

Appliances  
Bakeries  
Barbecue grills  
Breads  
Cakes  
Carry Out  
Caterers  
Cheeses  
Chocolate & Candy  
Coffee & Coffee shops  
Cookbooks  
Cooking Classes & Schools  
Coupon Books

Delicatessens  
Desserts  
Diet Programs  
Eating Out  
Ethnic Foods  
Fairs & Festivals  
Farmers Markets  
Fish & Seafood  
Food Gifts  
Fundraisers  
Gadgets  
Gourmet Food  
Health food  
Ice Cream

Frozen Yogurt  
Kitchen Remodeling  
Local Foods — 8th St. Marketplace  
Mail Order/Online  
Meat & Poultry  
Orchards/Farm Stands/U-Pick  
Organics  
Party Planners  
Personal Chefs  
Pizza  
Spices  
Wine & Beer

**VENCES MARKET & PRODUCE.** Fresh produce. Store & restaurant delivery. 2216 2nd St. S, Nampa 466-1614

**YES, We Have Acai Berry!** As seen on Oprah. Best antioxidants from the Amazon. GNC/Boise Towne Square 376-2804.

### »GADGETS

**Pottery Gourmet** 811 W. Bannock Street Downtown Boise 83702 208-368-0649  
Boise's only Downtown Kitchen Store carries lots of cool cooking gadgets and utensils, top of the line cookware and chef's knives, handy espresso makers and smart looking teakettles. And last but not least, we carry a dizzying array of beautiful Polish Stoneware patterns. Stop in and check it out.

### »ICE CREAM/ FROZEN YOGURT

**COLD STONE CREAMERY** It's always a GREAT day for ice cream! A free plain waffle w/ pur. of Love It or Gotta Have It Signature Creation. PLU 55 Good at all Treasure Valley locations. 939-2661

### »KITCHEN REMODELING

**ABSOLUTE RESTORATION** for complete Kitchen, Bath & Addition remodeling. Serving Boise 16 yrs. BBB 631-0444 [www.boiseremodels.com](http://www.boiseremodels.com)

**WHITE KITCHENS** of Treasure Valley. Kitchen cabinet painting special. Lis & Ins. BBB member 362-7594 [www.whitekitchensboise.com](http://www.whitekitchensboise.com)

### »MAIL ORDER/ ONLINE

**COME DOWN** to see us and try the VITAPAK! All GNC Sport Nutrition is on a Buy one, Get one sale thru Feb. GNC Nampa 463-8030.

### »ORCHARDS/ FARM STANDS/ U-PICK

**Locavore's Shop** With Us! Taking Reservations For Spring Fryer Chickens. Strawberries End Of May THE BERRY RANCH 466-3860 [www.theberryranch.com](http://www.theberryranch.com)

### »ORGANICS

**THE HERB PANTRY.** We house 700+ bulk herbs with a Master Herbalist on sight to insist in formulas. Other services avail. 433-1882.

### »PARTY PLANNERS

**MAGIC MAN** — Brad Hatcher Magic Shows/Balloon Sculptures. Also educational shows for elementary schools. 362-5560. [www.magicmanbrad.com](http://www.magicmanbrad.com)

**POJOS FAMILY FUN CENTER** "Affordable Family Fun" 7736 Fairview Ave. Boise 376-6981

### »PIZZA

**LULU'S FINE** pizza. A family freindly rest. that takes pride in our gourmet pizza. Served whole or by the slice. We feature live music & high quality beer & wine and our most recent addition Super Suishi. 2594 Bogus Basin, 387-4992

## BERRIES

CONTINUED FROM LIFE 1

much less than in the natural food aisle.

"They're a very good tonic for the kidneys and liver, and for diabetes," says Chinese food expert Fuchsia Dunlop, author most recently of "Shark's Fin

with ingredients such as chrysanthemum to make tea, she says.

"And because they're so colorful and beautiful, they're used to give color to white food or as a garnish with dim sum." You can eat the plant's leaves, too; they are small and have a similar texture to spinach.

At Little O Hot Pot Restau

Zhu grew up eating goji berries.

"Most Chinese people know it's healthy and good for your eyes," he says. "It makes your eyes brighter, that's what we're taught as a child."

B.J. Wang, an herbalist and owner of E. Shan Tang Herbs in Allston, Mass., prescribes it for kidneys, the liver and eyes

We built a platform to give local media a local, web-based text ad solution.

QuickAds fit in most standard ad sizes.

## Feed your taste buds



### Get the best club sandwich in town!

Forget the burger. Come for our panini filled with Italian meats and cheeses. Maybe a cannoli to finish? Via Spiga, Park Plaza, Warren. 555-4567 [MORE](#)



### Panini & espresso

Forget the burger. Come for our panini filled with Italian meats and cheeses. Maybe a cannoli to finish? Via Spiga, Park Plaza, Warren. 555-4567 [MORE](#)

[VIEW MORE ADS](#) | [ADVERTISE HERE](#) | [MANAGE MY AD](#)

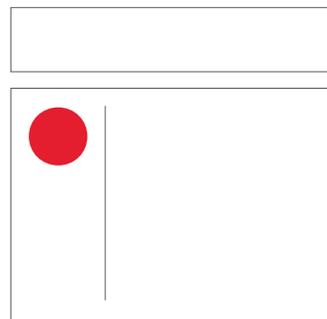
## Feed your taste buds



### How about sushi for lunch?

Prepared to order. Hand and California rolls, made with the freshest ingredients. Tuna & Tempura, 568 Broadway, Providence. 555-8765 [MORE](#)

[VIEW MORE ADS](#) | [ADVERTISE HERE](#) | [MANAGE MY AD](#)



**Creative Circle**  
MEDIA SOLUTIONS

## LOCALLY GROWN FRESH PICKS

PREVIOUS AD | NEXT AD | VIEW ALL



# Homegrown Tour 2010



Farm Bureau of Alamance County is proud to sponsor the 4th agricultural experience. This is a great opportunity to learn about locally produced goods. The experience includes a free tour of seven area farms and agricultural providers, followed by a "Taste of Alamance" dinner.

[VIEW MAP](#)  
[VISIT WEBSITE](#)  
[EMAIL THIS](#)



Tour stops include Marlette Daylily Gardens, Tri-County Veterinary Service, Jones Greenhouses, Peregrine Farm, McBane Farm, Williard Dairy Farm and Bolick Farm.

Tours run from 1 to 6 p.m., with dinner at the Old Eli Whitney Fire Department at 6:15. A gospel sing will follow dinner.

The tour is free. Dinner costs \$5 per person (children under 12 are free). Tickets are available at all Alamance County Farm Bureau locations. Call Linda at (336) 226-2477 for more info.

Select a town  
 Say hi to our new members  
[View all users](#)

STORIES PHOTOS CALENDAR



**My New Year's Resolution**  
 At the acorn drop on New Year's Eve, a tree growing new leaves in the de...



Get rid of garbage and food scraps, yard trimmings frequently until the...

Welcome, Guest  
[Log In](#) - [Register](#)



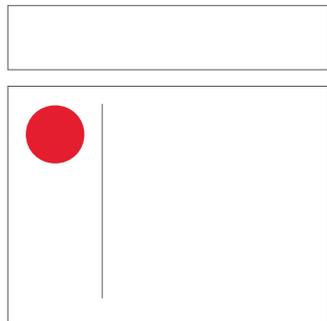
ur 2010

eu of  
 County is  
 sponsor  
 agricultural  
 opportunity  
 produced

[AD HERE](#)

Tip #5

**Switch to  
modular  
ad sizes.**



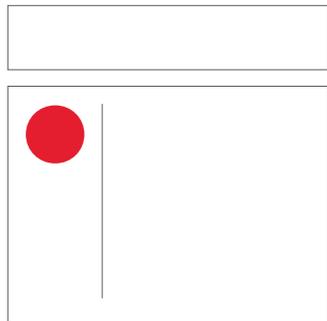
**Creative Circle**  
MEDIA SOLUTIONS



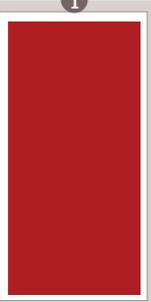
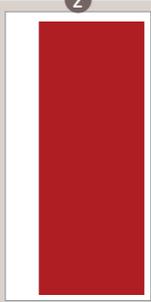
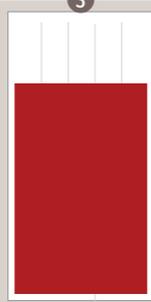
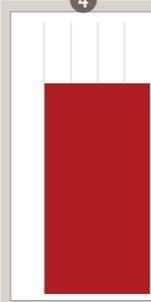
**Bigger, modular ads are better for both readers and advertisers.**

**A clean, modular stack of ads works better for everyone – including newspapers.**

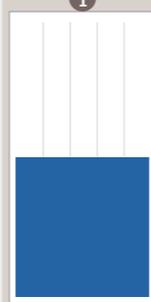
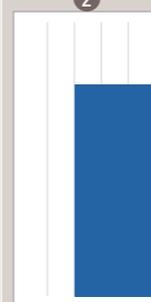
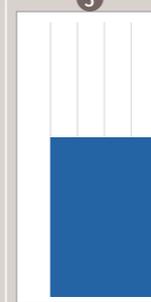
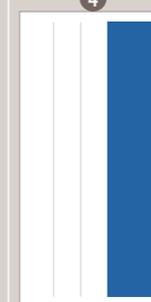
**Modular design speeds ad design and layout, news layout and reading speed. Pages and ads are more attractive and inviting.**



## DOMINANCE

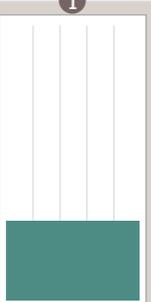
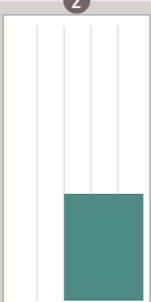
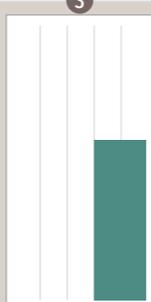
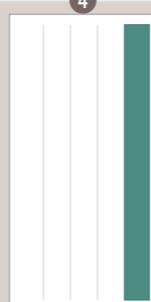
				
<b>Full page</b>	<b>Four-column</b>	<b>3/4 page</b>	<b>2/3 page</b>	<b>Three-column</b>
9.95" wide x 20.75" tall	7.93" wide x 20.75" tall	9.95" wide x 16" tall	7.93" wide x 16" tall	5.92" wide x 20.75" tall
\$1,550	\$1,245	\$1,200	\$960	\$935

## IDENTITY

			
<b>1/2 horizontal</b>	<b>1/2 vertical</b>	<b>1/2 corner</b>	<b>Two-column</b>
9.95" wide x 10" tall	5.92" wide x 16" tall	7.93" wide x 12" tall	3.90" wide x 20.75" tall
\$750	\$725	\$725	\$630

Advertisers who place at least two Dominance-level ads per week can repeat the smaller of those ads for a third day without charge!

## IMPRESSION

			
<b>1/4 horizontal</b>	<b>1/4 vertical</b>	<b>1/4 tall</b>	<b>One-column</b>
9.95" wide x 6" tall	5.92" wide x 8" tall	3.90" wide x 12" tall	1.87" wide x 20.75" tall
\$455	\$365	\$365	\$320

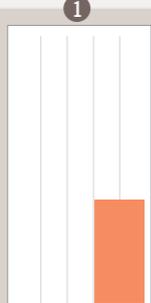
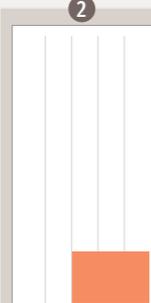
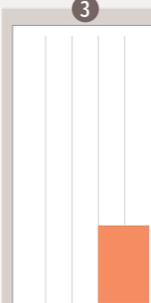
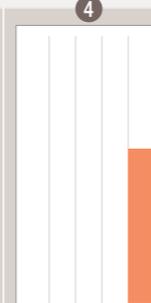
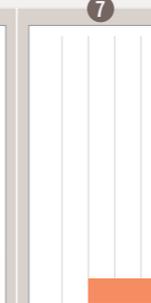
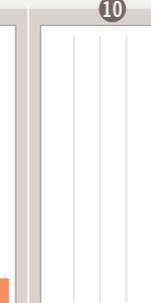
## PREMIUM A1

		
<b>Page 1 ear</b>	<b>Page 1 ad alert</b>	<b>Page 1 banner</b>
2.71" wide x 1.92" tall	2.71" wide x 1.92" tall	9.95" wide x 2" tall
\$325	\$225	\$400

Our new "ad alert" option lets you promote your ad inside the paper on page one, just like we promote stories inside.

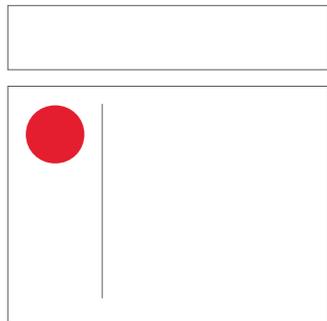
This special new format helps make sure everyone sees your message. (Available only to Dominance, Identity and Impression advertisers.)

## AWARENESS

									
<b>1/8 tall cube</b>	<b>1/8 corner</b>	<b>1/8 cube</b>	<b>1/8 vertical</b>	<b>Banner</b>	<b>1/16 cube</b>	<b>1/16 horiz</b>	<b>1/16 vertical</b>	<b>Spot</b>	<b>Half-spot</b>
3.90" wide x 8" tall	5.92" wide x 4" tall	3.90" wide x 6" tall	1.87" wide x 12" tall	9.95" wide x 2" tall	3.90" wide x 4" tall	5.92" wide x 2" tall	1.87" wide x 6" tall	3.90" wide x 2" tall	1.87" wide x 2" tall
\$250	\$190	\$190	\$190	\$155	\$130	\$100	\$100	\$66.50	\$34

**Converting your ads is a huge project but it can be a huge advantage and an opportunity to right-size your rates and make a splash with advertisers.**

**Emphasize bigger and better ads, more white space and a better user experience. It's a win-win-win.**



Tip #22

**Produce custom  
publications  
for local groups.**

**M.W. STANGE, LLC**  
Newspaper Advertising Consulting



# Custom publishing

Produce special sections or brochures for outside entities for a separate revenue stream. Sell advertising to their vendors, "vendor supported publication."

Opportunities:

- Companies, Municipalities, Universities, Community Arts entities, Venues, Non-Profits.
- Anniversaries, Mergers, Notable Awards or Events.

Process:

- Prepare packaged options, including in-paper preprinted tabloid, overrun, web version plan. Target ad content percentage (50%).
- Propose to entity, including an "anchor ad" purchase and publishing options from high to low based on ad sales success.

# Custom publishing

- Prepare a letter from entity chief exec to their vendors, asking for support, referring to the newspaper.
- Obtain vendor list, assign outbound salesperson selling few modular options.
- Solicit content material, and/or provide interview services/stringers, assign editor. Can contract with firms like Creative Circle Media Solutions to produce via their outsourcing programs. [www.creativecirclemedia.com](http://www.creativecirclemedia.com).

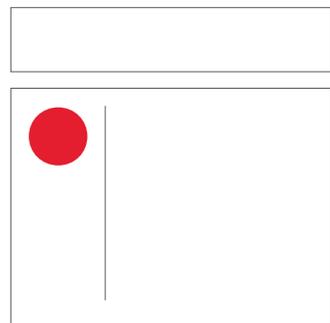
THE  
MIRIAM  
HOSPITAL



*A gift to the city*

Tip #23

**Invest in  
quality  
ad design.**



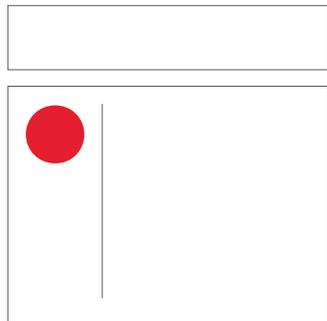
**Creative Circle**  
MEDIA SOLUTIONS



The copy, visuals and design of most print advertising in newspapers is pretty bad.

And we're busy cutting staff and designers. We're outsourcing ad design, sometimes to foreign countries. It's insane.

If our ads are bad, what kind of business future do we have?





## SUNBURY BROADCASTING C O R P O R A T I O N

Sunbury Broadcasting Corporation has a rare opportunity in sales management. We are looking to hire an exceptionally motivated individual who will direct and inspire an experienced sales team. Additionally, our new sales manager will be totally committed to the branding process for the clients of Newsradio 1070 WKOK, 94KX and Eagle 107. You will also be charged with developing new revenue streams and training new sales professionals. Can you help us grow our winning sales culture, serving as an effective decision-maker and leader? If so, we'd like to hear from you!

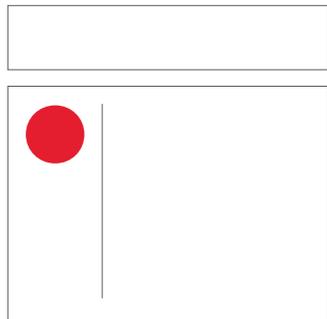
Sunbury Broadcasting Corporation is a highly professional radio company, providing all the tools and training you'll need to succeed. This position offers very competitive compensation and benefits. We offer a very stable work environment and a strong supporting cast.

*Please send your cover letter and resume to:*

**Roger S. Haddon, Jr., President  
Sunbury Broadcasting Corporation  
P.O. Box 1070  
Sunbury, PA 17801**

**Or e-mail: [haddon@wqkx.com](mailto:haddon@wqkx.com)**

Sunbury Broadcasting Corporation is an equal opportunity employer



**Creative Circle**  
MEDIA SOLUTIONS



# *Be the Star of Our Sales Team!*

## **Direct and Inspire A Strong Supporting Cast**

Sunbury Broadcasting has a rare opportunity in sales management. We are looking for an exceptionally motivated individual, a new sales manager who will be totally committed to the branding process for the clients of Newsradio 1070 WKOK, 94KX and Eagle 107.

You will be charged with developing new revenue streams and training new sales professionals. Can you help us grow our winning sales culture, serving as an effective decision-maker and leader?

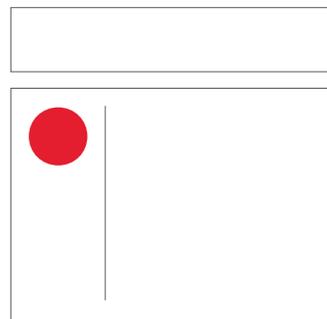
Sunbury Broadcasting is a highly professional radio company, providing all the tools and training you will need to succeed. This position offers competitive compensation and benefits, and a stable work environment.



**SUNBURY BROADCASTING**  
C O R P O R A T I O N

*Please send your cover letter and resume to:*  
**Roger S. Haddon, Jr., President**  
**Sunbury Broadcasting Corporation**  
**P.O. Box 1070 Sunbury, PA 17801**  
**Or e-mail: [haddon@wqkx.com](mailto:haddon@wqkx.com)**

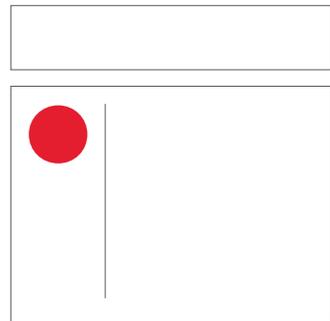
AN EQUAL OPPORTUNITY EMPLOYER



**Creative Circle**  
MEDIA SOLUTIONS

**Better ads can generate five to 10 times the response rates and we'd better make sure our ads are doing that.**

**Too many ads in newspapers are just a waste of money and that's really bad for our business.**



### MIDWINTER PRICE BREAK

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

DAVID MUMFORD

### DAVID MUMFORD

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### RAM

2013 RAM 1500

1500	1500
1500	1500
1500	1500

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### CARS & TRUCKS

RAINBOW

1500	1500
1500	1500
1500	1500

### ONE DAY ONLY!

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### STAR SPANGLED

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### TAX TIME

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### NEW YEAR'S DAY

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### DAVID MUMFORD

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### What's The Difference

Between These Two Cadillac?

2013 CADILLAC

349	22900
349	22900

### YOU ARE APPROVED!

0% APR FINANCING

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### HONDA

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### STAR SPANGLED

Sale A Bration!

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### LOW PAYMENT

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### DAVID MUMFORD

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 0% APR FINANCING

60 MOS.

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### PARK OWNED CLEARANCE

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### SHOCKING

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### SUBURBAN

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### LET'S TRADE KEYS

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### THE GREATTEST EVENT

NATIONWIDE

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### HOT DEALS

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### NOW

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### THANK YOU

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### CENTURY

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### Summer

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### SEE OUR CAMPAIGN GALLERY

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### REASONS TO BUY A TOYOTA

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### MOONLIGHT MADNESS

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 08 RAM

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
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105	130
109	99



### HOLDEN

2013 HONDA CRUISE CAR

74	84
135	118
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105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### Spring

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### REEDMAN

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99



### SalvatoreAuto.com

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### YOUR GARAGE CAN BECOME AGAIN YOUR GARAGE

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
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102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### comico Honda

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### WETTERIN VAIHTOAUTOKIERTUE

2013 HONDA CRUISE CAR

74	84
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105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

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109	99



### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

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105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### SalvatoreAuto 978-630-3000

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 0.9%

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

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105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99

### 2013 HONDA CRUISE CAR

2013 HONDA CRUISE CAR

74	84
135	118
102	118
105	130
109	99







2014 Dodge Charger Miles: 11 White Stock #: DN2405 \$27,990 Stan McNabb Automotive (888) 850-2329	2014 Dodge Charger Miles: 6 White Stock #: DN2408 \$31,885 Stan McNabb Automotive (888) 850-2329	2014 Dodge Grand Caravan Miles: 10,182 White Stock #: DPUG303 \$23,995 Stan McNabb Automotive (888) 850-2329	2014 Dodge Charger Miles: 6,028 White Stock #: DPUG115 \$23,025 Stan McNabb Automotive (888) 850-2329	2007 Ford Super Duty F-250 Miles: 198,020 Black Stock #: N2604A Stan McNabb Automotive (888) 850-2329	2007 Ford Mustang Miles: 27,548 Black Stock #: DN2406 \$19,995 Stan McNabb Automotive (888) 850-2329	2011 Ford Focus Miles: 58,299 Black Stock #: DN2656A Stan McNabb Automotive (888) 850-2329	2012 Ford F-150 Miles: 69,968 Black Stock #: N3004A Stan McNabb Automotive (888) 850-2329	2012 Ford Explorer Miles: 45,500 Black Stock #: N2603A Stan McNabb Automotive (888) 850-2329
2013 Ford Mustang Miles: 25,534 Black Stock #: C15NALL1A \$26,212 Stan McNabb Automotive (888) 850-2329	2009 Ford Ranger Miles: 29,201 Blue Stock #: PU2618Z Stan McNabb Automotive (888) 850-2329	2014 Ford Taurus Miles: 31,263 Blue Stock #: PU2592 Stan McNabb Automotive (888) 850-2329	2012 Ford Fusion Miles: 33,518 Blue Flame Stock #: PU2624 Stan McNabb Automotive (888) 850-2329	2014 Ford F-150 Miles: 12,518 Blue Flame Stock #: N2924 Stan McNabb Automotive (888) 850-2329	2008 Ford Super Duty F-250 SRW Miles: 117,154 Brown Stock #: N3007A Stan McNabb Automotive (888) 850-2329	2014 Ford Fusion Miles: 28 Dark Side Stock #: N2910 \$24,093 Stan McNabb Automotive (888) 850-2329	2010 Ford Mustang Miles: 42,230 Grey Stock #: PU2542A Stan McNabb Automotive (888) 850-2329	2012 Ford F-150 Miles: 39,443 Grey Stock #: N3062A Stan McNabb Automotive (888) 850-2329
2013 Ford Focus Miles: 42,974 Grey Stock #: PU2557A Stan McNabb Automotive (888) 850-2329	2014 Ford F-150 Miles: 23,236 Grey Stock #: DPUG004 \$29,600 Stan McNabb Automotive (888) 850-2329	2011 Ford F-150 Miles: 36,688 Ingot Silver Stock #: PU2614 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 5 Ingot Silver Stock #: N3004 Stan McNabb Automotive (888) 850-2329	2014 Ford Escape Miles: 3 Oxford White Stock #: N2919 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 157 Oxford White Stock #: N2989 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 41 Oxford White Stock #: N2961 Stan McNabb Automotive (888) 850-2329	2014 Ford F-150 Miles: 11 Oxford White Stock #: N3010 Stan McNabb Automotive (888) 850-2329	2014 Ford F-150 Miles: 15 Oxford White Stock #: N3079 Stan McNabb Automotive (888) 850-2329
2014 Ford Focus Miles: 10 Performance Blue Stock #: N3012 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 7 Race Red Stock #: N3041 Stan McNabb Automotive (888) 850-2329	2014 Ford F-150 Miles: 14 Race Red Stock #: N3058 Stan McNabb Automotive (888) 850-2329	2008 Ford Super Duty F-250 SRW Miles: 152,252 Red Stock #: PU2615A Stan McNabb Automotive (888) 850-2329	2013 Ford Mustang Miles: 48,251 Red Stock #: N2958 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 7 Ruby Red Stock #: N2958 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 12,103 Ruby Red Stock #: N3064 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 12,103 Ruby Red Stock #: DN2519A \$18,975 Stan McNabb Automotive (888) 850-2329	2011 Ford F-150 Miles: 63,298 Silver Stock #: N3071A Stan McNabb Automotive (888) 850-2329
2013 Ford Escape Miles: 54,226 Silver Stock #: PU2617 Stan McNabb Automotive (888) 850-2329	2013 Ford Fusion Miles: 22,765 Silver Stock #: C14N151A \$30,915 Stan McNabb Automotive (888) 850-2329	2013 Ford F-150 Miles: 25,223 Sterling Gray Stock #: N2970B Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 25 Sterling Gray Stock #: N3040 Stan McNabb Automotive (888) 850-2329	2014 Ford F-150 Miles: 116 Sterling Gray Stock #: N3069 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 18,668 Sunset Stock #: N3058A Stan McNabb Automotive (888) 850-2329	2013 Ford Fusion Miles: 26,012 Tuxedo Black Stock #: N2962A Stan McNabb Automotive (888) 850-2329	2014 Ford Fiesta Miles: 43 Tuxedo Black Stock #: N2975 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 130 Tuxedo Black Stock #: N2984 Stan McNabb Automotive (888) 850-2329
2014 Ford F-150 Miles: 27,728 Tuxedo Black Stock #: N3020A Stan McNabb Automotive (888) 850-2329	2014 Ford F-150 Miles: 117,462 White Stock #: PU2606 Stan McNabb Automotive (888) 850-2329	2008 GMC Econoline Cargo Van Miles: 144,484 White Stock #: PU2606A Stan McNabb Automotive (888) 850-2329	2009 GMC Flex Miles: 104,888 White Stock #: PU2606 Stan McNabb Automotive (888) 850-2329	2012 Ford Mustang Miles: 51,260 White Stock #: C15TRN11A \$18,974 Stan McNabb Automotive (888) 850-2329	2013 Ford F-150 Miles: 20,992 White Stock #: C14VOLT1A \$35,730 Stan McNabb Automotive (888) 850-2329	2013 Ford Focus Miles: 24,851 White Stock #: DPUG026 \$16,999 Stan McNabb Automotive (888) 850-2329	2014 GMC Edge Miles: 19,512 White Stock #: N3045 Stan McNabb Automotive (888) 850-2329	2014 Ford Focus Miles: 16,512 White Stock #: C14ENCR12A \$18,222 Stan McNabb Automotive (888) 850-2329
2004 GMC Mustang Miles: 84,556 Yellow Stock #: CA2898 \$16,222 Stan McNabb Automotive (888) 850-2329	2014 GMC Terrain Miles: 9,015 Atlantis Blue Stock #: C14C151A \$24,212 Stan McNabb Automotive (888) 850-2329	2010 GMC Terrain Miles: 85,527 Black Stock #: CA2898 \$16,222 Stan McNabb Automotive (888) 850-2329	2012 GMC Sierra 1500 Miles: 29,521 Black Stock #: DN2919A \$27,575 Stan McNabb Automotive (888) 850-2329	2014 GMC Yukon Miles: 41,845 Black Stock #: PU2621 Stan McNabb Automotive (888) 850-2329	2012 GMC Sierra 1500 Miles: 32,963 Midnight Blue Stock #: C15C126 \$24,212 Stan McNabb Automotive (888) 850-2329	2011 GMC Terrain Miles: 87,883 Moche Steel Stock #: C141658 \$14,222 Stan McNabb Automotive (888) 850-2329	2009 GMC Sierra 1500 Miles: 75,813 Red Stock #: C14C151A \$16,222 Stan McNabb Automotive (888) 850-2329	2013 GMC Terrain Miles: 9,886 Red Stock #: C14C1751A \$15,222 Stan McNabb Automotive (888) 850-2329
2014 GMC Sierra 1500 Miles: 9,590 Red Stock #: C14C151A \$14,962 Stan McNabb Automotive (888) 850-2329	2014 GMC Acadia Miles: 19,893 Silver Stock #: CA2898 \$34,222 Stan McNabb Automotive (888) 850-2329	2013 GMC Sierra 2500HD Miles: 12,222 Summit Red Stock #: C14C109A \$50,423 Stan McNabb Automotive (888) 850-2329	2014 GMC Sierra 1500 Miles: 10 Summit White Stock #: 14SEPR59 \$28,415 Stan McNabb Automotive (888) 850-2329	2007 GMC Canyon Miles: 151,543 White Stock #: C14C111A \$8,222 Stan McNabb Automotive (888) 850-2329	2009 GMC Sierra 1500 Miles: 23,763 White Stock #: C14EQU167A \$21,222 Stan McNabb Automotive (888) 850-2329	2009 GMC Acadia Miles: 63,368 White Stock #: C14C1608 \$17,222 Stan McNabb Automotive (888) 850-2329	2014 GMC Sierra 1500 Miles: 10 White Stock #: 14SEPR72 \$37,560 Stan McNabb Automotive (888) 850-2329	2009 CR-V Miles: 95,375 Black Stock #: DPUG024 \$16,825 Stan McNabb Automotive (888) 850-2329

2012 Honda Accord Miles: 33,800 Black Stock #: N2980B Stan McNabb Automotive (888) 850-2329	2009 Honda Accord Miles: 151,285 Polished Metal Stock #: CA2872A \$10,222 Stan McNabb Automotive (888) 850-2329	2013 Hyundai Elantra Miles: 44,221 Black Stock #: C15TRAX1A \$16,222 Stan McNabb Automotive (888) 850-2329	2010 Hyundai Genesis Miles: 84,578 Black Noir Pearl Stock #: CA2872A \$18,222 Stan McNabb Automotive (888) 850-2329
2014 Hyundai Tucson Miles: 16,290 Blue Stock #: DPUG027 Stan McNabb Automotive (888) 850-2329	2013 Hyundai Genesis Coupe Miles: 19,567 Gray Stock #: PU2620 Stan McNabb Automotive (888) 850-2329	2013 Hyundai Genesis Sedan Miles: 29,835 White Stock #: C14KTS12A \$30,222 Stan McNabb Automotive (888) 850-2329	2014 Hyundai Sonata Miles: 46,281 White Stock #: DPUG019 \$17,150 Stan McNabb Automotive (888) 850-2329
2012 Jeep Wrangler Miles: 74,554 Black Stock #: C15EQU133B \$27,222 Stan McNabb Automotive (888) 850-2329	2014 Jeep Grand Cherokee Miles: 33,476 Black Stock #: DPUG297 \$26,150 Stan McNabb Automotive (888) 850-2329	2006 Jeep Wrangler Miles: 114,137 Red Stock #: N2960A Stan McNabb Automotive (888) 850-2329	2014 Jeep Compass Miles: 17 Red Stock #: DN2300 \$28,925 Stan McNabb Automotive (888) 850-2329

Draw on Michelin safety this winter with a set of new MICHELIN® winter tires. See the service experts for all your winter tire needs.



## WINTER SERVICE SPECIAL

**COOLANT SYSTEM SERVICE**  
includes up to 1 gallon of coolant and inspection of all belts and hoses expires 03-20-15

**\$90<sup>85</sup>**

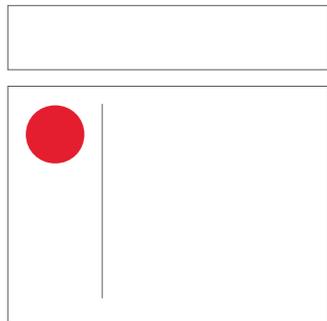
**BATTERY SERVICE**  
Keep your battery in top condition for the cold weather!  
Test battery and charging system, plus clean battery post and terminals. expires 03-20-15

**\$24<sup>99</sup>**

**PLUS FREE TIRE INSPECTION WITH ANY SERVICE**

**We need to find new and better approaches to print advertising especially for key categories like auto dealers.**

**Creative Circle recently created an entire series of new approaches for auto dealers for one of our clients that focused each ad on specific types of buyers we know auto dealers cater to.**



# We have cars you can afford\*

\* no matter what your budget is

**\$199**  
per month



**2014 Nissan Sentra S**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price



**2015 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price



**2013 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

WE HAVE 48 CARS AT THIS PRICE

**\$249**  
per month



**2015 Nissan Altima 2.5 S**

LN 15093 | Model 13115 | VIN 187912  
One or more at this price



**2013 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price



**2015 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

WE HAVE 91 CARS AT THIS PRICE

**\$389**  
per month



**2014 Nissan Maxima SV**

LN 14148 | Model 16214 | VIN 448331  
One or more at this price



**2014 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price



**2015 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

WE HAVE 63 CARS AT THIS PRICE

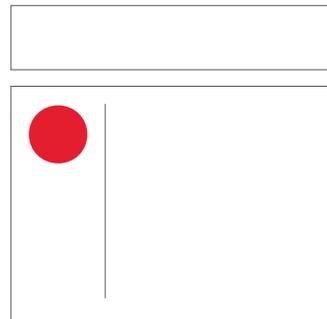
We will find the right car for you!

**Lupient NISSAN**

4642 HIGHWAY 52 NORTH • ROCHESTER, MN 55901 • (507) 252-5577

[www.lupientnissan.com](http://www.lupientnissan.com)

All leases are quoted for 36 months, 12,000 miles per year, with \$0 due at delivery and includes taxes, title, and license. Offer valid only when financed through Nissan Motor Acceptance Corporation. Subject to credit approval and residency restrictions. Other lease terms are available. Visit with a Lupient Nissan Sales Manager or Consultant for more details. One or more at this price.



**Creative Circle**  
MEDIA SOLUTIONS

# Are you buying your first new car?



We can help you find the right fit.

Is your family growing?

- Zippy 0 to 60
- Bluetooth
- Roomy trunk
- Side airbags
- Cupholders galore



**\$219**  
per month

2014 Nissan Sentra S

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

Are you looking to go green?

- Electric car
- Bluetooth
- Room for 4
- Side airbags
- Commuter car



**\$229**  
per month

2015 Model here

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

Do you love adventure?

- Zippy 0 to 60
- Bluetooth
- Leather trim
- Sport package
- Soft-top convertible



**\$259**  
per month

2014 Model here

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

Do you need a good truck?

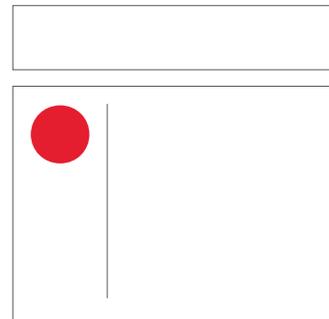
- Affordable
- All-fabric interior
- Lots of hauling room
- High MPG
- Front and side airbags



**\$199**  
per month

2013 Model here

LN 14472 | Model 12014 | VIN 682834  
One or more at this price



**Creative Circle**  
MEDIA SOLUTIONS

**Lupient NISSAN**  
4642 HIGHWAY 52 NORTH • ROCHESTER, MN 55901 • (507) 252-5577  
www.lupientnissan.com



# Are you ready to move up to luxury?



Drive a car that says you've arrived



## 2015 Model Name Goes Here

### FEATURES

- Something here and here and here
- This is something else here and here
- Here's another thing
- Something here and here and here
- This is something else here and here
- Here's another thing

LN 14472 | Model 12014 | VIN 682834 | One or more at this price



## 2015 Model Name Goes Here

### FEATURES

- Something here and here and here
- This is something else here and here
- Here's another thing
- Something here and here and here
- This is something else here and here
- Here's another thing

LN 14472 | Model 12014 | VIN 682834 | One or more at this price

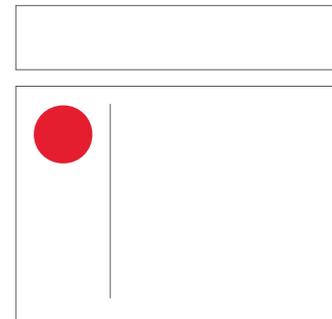


## 2015 Model Name Goes Here

### FEATURES

- Something here and here and here
- This is something else here and here
- Here's another thing
- Something here and here and here
- This is something else here and here
- Here's another thing

LN 14472 | Model 12014 | VIN 682834 | One or more at this price



**Creative Circle**  
MEDIA SOLUTIONS

**Lupient** **NISSAN**  
4642 HIGHWAY 52 NORTH • ROCHESTER, MN 55901 • (507) 252-5577  
[www.lupientnissan.com](http://www.lupientnissan.com)



**Joe Carguy**

*Sales associate*

15 years experience

348 happy customers

Northwestern, '85  
Seekonk, married,  
twin girls at Ford H.S.,  
fly fishing,  
SCUBA diving,  
wine.



**It's not just our cars that  
will make you happy**



**Sam Sales, Sales associate**

9 years experience | 224 happy customers  
Swansea, golf, PC Friars



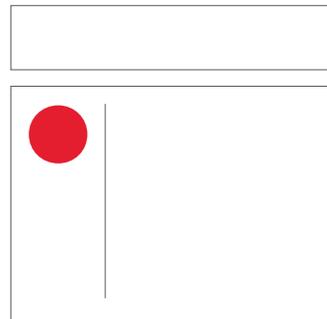
**Mary Moneymaker, Sales associate**

14 years experience | 331 happy customers  
Rumford, NASCAR, French bulldogs



**Jess Buyer, Sales associate**

6 years experience | 156 happy customers  
Warwick, lacrosse, ESL tutor



**Creative Circle**  
MEDIA SOLUTIONS

**Lupient NISSAN**

4642 HIGHWAY 52 NORTH • ROCHESTER, MN 55901 • (507) 252-5577

[www.lupientnissan.com](http://www.lupientnissan.com)



**Joe Carguy**  
Sales associate

15 years experience

348 happy customers



**We promise not to be jerks**

No really. Come in and see for yourself.



**2014 Nissan Sentra S**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

**\$199**  
per month



**2015 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

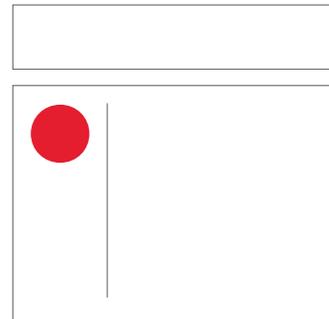
**\$249**  
per month



**2013 Model here**

LN 14472 | Model 12014 | VIN 682834  
One or more at this price

**\$389**  
per month



**Creative Circle**  
MEDIA SOLUTIONS

**Lupient NISSAN**  
4642 HIGHWAY 52 NORTH • ROCHESTER, MN 55901 • (507) 252-5577  
[www.lupientnissan.com](http://www.lupientnissan.com)



Tip #9

**Leverage  
e-editions  
for print ads.**

**M.W. STANGE, LLC**  
Newspaper Advertising Consulting

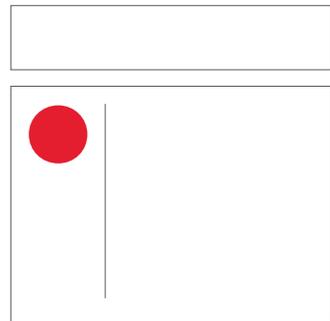


# Leverage e-editions for print ads

- Electronic, (or replica) editions are more than 10% of audience base and growing. Is the value there for the print ROP or ad insert advertiser?
- Improve the ROP ad impact for the small screen by anticipating it with ad design; typography, URL's, or swap out with links for e-edition.
- Additional full page ad units can be placed within the e-edition in key positions.
- Ad inserts should be included (sold) and promoted in e-editions.
- Keys to remember:
  - E-edition audience can vary drastically from day to day with impact from weather, news events.
  - Advertising should run multiple days for adequate advertiser results, preferably the week or for duration of advertiser sale pricing.
  - Package price as "sponsorship" for added ad units, or start from CPM rate base for ad inserts and include bonus days.
  - Make sure analytics tracks exposure to all pages in the e-edition.

Tip #9

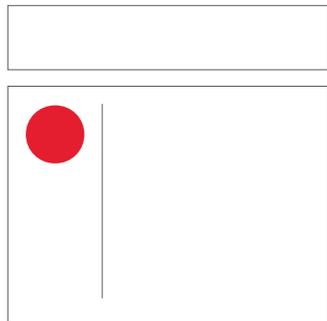
**Rethink  
your refers.**



**Creative Circle**  
MEDIA SOLUTIONS

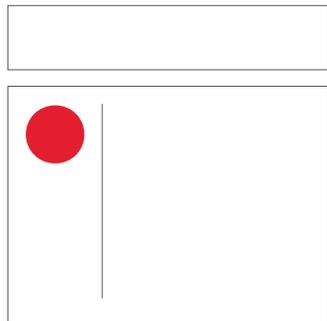


**Step one:  
Pick stories for  
your newsstand audience!**



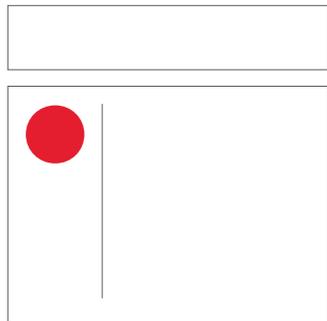
Refers should grab the attention of non-readers and occasional readers who, by definition, are not interested in the stories we write for readers and run on our section fronts.

Single copy buyers have very different interests.



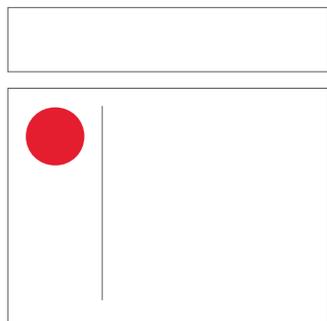
# Compared to our subscribers, single copy buyers are more likely to be:

- Poorer.
- Transient.
- Renters.
- Younger.
- Minorities.
- Less educated.
- Parents of small children.
- Retired.



# Single copy buyers are more likely to be interested in these kinds of topics:

- How to get ahead at work.
- Relationship issues. How to get along. Dating.
- Pregnancy and child care.
- Health issues. Staying fit. Health care costs.
- Pocketbook issues. Saving money.
- Education issues. Pre-school. Junior colleges.
- Things to do. Entertainment. Celebrities.
- Odd stories. Amusing or quirky stories.



# Creating refers that sell:

- Don't use a fixed template. Mix it up.
- Refers aren't headlines, they are marketing!
- Make them about the buyer!
- Use words like *your, our, save, best, top ten, favorite, win, etc.* Use numbers, too: 10 trips, 5 secrets, 12 tips.
- Don't be vague or cute. Refers need to be clear.
- They should be actionable. This paper will help me do something, learn something, earn something or get better.
- They have to be interesting! Being local is much less important than being interesting. Would you pay \$1 to read that story?



Can the Hawks force Game 7? SPORTS D4

14 simple ways to be healthier every day

LIFE B3

Bourbonnais schools shuffle principals amid budget cuts

BY JON KRENEK

Principals will be playing musical chairs in Bourbonnais Elementary School District 53 as administrators are assigned to new schools this summer — and one position is cut.

In total, two school administrators are leaving the district, two are moving between schools, one is being promoted and one is being hired. All are either principals or assistant principals.

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S-A-M-A-R-I-T-A-N

Bourbonnais teen advances in national bee

The Daily Journal staff report

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The finalists will be announced at noon Thursday, and the championship finals, which will be televised by ESPN, will take place from 7 to 9 p.m.

Eric is the son of Dr. Daniel and Shalaja Errampalli, of Bourbonnais. His trip to Washington was paid for by The Daily Journal, a long-time sponsor of the regional bee.



BURGULARS SHARE TIPS OF TRADE IN VIDEO A10

MEDIA HEADS RULE RANKS OF BEST-PAID CEOs C1

WILMINGTON TAKES DOWN NO. 5 BECHER D1

Heartbreaking loss sends Manteno home



Members of the Manteno soccer team watch the seconds tick away during their Class 1A Supersectional loss to St. Thomas More Tuesday evening at Lewis University in Romeoville. "Four regional championships, four sectional championships, four elite eights," coach Kevin Mikuce said. "The list can go on and on. Honestly, you can look through the state. I'm not sure who has won more. I thought we were going to get back down there. I really did."

• Full story in Sports, D1.

It started with tamales

How Isidro's went from almost broke to planned expansion

BY LUISANGEL RODRIGUEZ

Special to The Daily Journal

It was a rough start for Isidro's.

In its first couple of months, the restaurant on West Station Street, about the size of a two-car garage, had days where it only would sell \$10 worth of food. Francisco Isidro Martinez, the owner, was almost \$100,000 in debt.

"There was a point where I had the thought of closing the restaurant, but I was always a big believer that confidence and stubbornness help accomplish goals," Martinez recently said, a few months after celebrating

"When you open a business, you need to be consistent and have lots of faith in what you're doing. From the beginning, I told myself that this was going to work, but we had to suffer first."

— FRANCISCO ISIDRO MARTINEZ, ISIDRO'S TAMALES AND TAQUERIA OWNER

the taqueria's five year anniversary.

Isidro's Tamales and Taqueria began, as many restaurants do, with what the owner described as a longtime dream. Martinez, who is from Chicago, was looking for a spot to sell his family's tamales.

He settled on Kankakee, a town he knew nothing about. Eventually, he would move his

wife and children nearby. The

turnaround began after the restaurant's tamales earned second place in its first appearance at Chicago's Feria del Tamal y Atole in 2012, a competition that showcases some of the best Chicago-made homemade and restaurant-made tamales and atole, a chocolate-like drink made with masa, or flour, and a common complement to tamales.

In 2013, Isidro's took first place in the tamales category in Chicago and Aurora, and was named back-to-back champions the following year at the 2014 Chicago competition.

Martinez's mom began making tamales in her basement with the help of her three children who would sell them out of a shopping cart in Chicago, a common sight in the city's

See ISIDRO'S, page A3

The low back pain fix that's catching on

For some, the problem is all in the hips

BY DENNIS YOHNKA

dyohnka@daily-journal.com

815-937-3384

Editor's note: Yesterday we brought you the story of a Riverside Medical Center nurse who suffered from debilitating back pain with little respite in sight. Here's how he eventually overcame it.

Kankakee-based neurosurgeon Dr. Charles Harvey is one of a select group of doctors who now recognizes that Americans have been looking in the wrong place to find a cure for low back pain.

Their thinking is that, in many cases, the pain comes

from the connection of the base of the spinal column (sacrum) and the hip bone (iliac). But the surgery to eliminate the pain at that point, the sacroiliac joint, has only been explored for the past five years. It took some time to gain Food and Drug Administration approval, but Harvey was trained and began performing the procedure at Riverside Medical Center by 2012.

"It's not the answer for everyone. Not all back pain is related to this joint. Not every surgery brings the same results," he said. "But I can tell you of my first 100 surgeries, 70 patients reported dramatic improvement, and another 21 reported significant improvement. But there were nine who said they saw little or no improvement."

Kyle McCord, a 42-year-old nurse, husband and father of four, was in that first group. His Bourbonnais home is a much happier, much more active place since he underwent the new sur-



Kyle McCord and daughter, Brynn.

gical procedure on Sept. 17, 2014. He tried the full gamut of back therapies before he discovered Harvey and the national research trial, studying the effectiveness of what's known as the iFuse procedure.

See SURGERY, page A3

14 simple ways to be healthier every day B3

Can the Hawks get past the mighty Ducks to force game 7? D4

Lock it up: Burglars share tips of their trade on YouTube A10



FAMILY OWNED SINCE 1903

DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | WEDNESDAY, MAY 27, 2015 75¢

GIRLS SOCCER

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The Daily Journal/Scott Anderson

HEALTH

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How Isidro's went from near failure to success story

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joint that glutts with patrons at lunchtime, drawing construction workers and college students, alike, has, so far, been a success story.

"When you open a business, you need to be consistent and have lots of faith in what you're doing. From the beginning, I told myself that this was going to work, but we had to suffer first. For three straight years, we lost money."

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BOURBONNAIS SCHOOLS

Principals shuffled amid budget cuts

BY JON KRENEK

jkrenek@daily-journal.com

815-937-3370

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Eric after winning the I-KAN bee in February.

S-A-M-A-R-I-T-A-N

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The Daily Journal staff report

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Grace Gilbert, 4, right, of Oak Lawn, sits on her 2-year-old sister Gwen's lap as they try out different chairs with friend Aubrey Kakosi, 5, of Manhattan, left, Saturday at the Sincerely Salli's vendor during the inaugural day of the Flea Market on Second Street in Manteno. The flea market runs on Saturdays this summer, from 9 a.m. until 3 p.m. through August.

Finding the perfect seat to take in Manteno's flea market

BY ROBERT THEMER rthemers@daily-journal.com 815-937-3369

A brand spanking new bright orange food trailer is a sight you might least expect to see on Main Street in Cabery, a country village of 262 on the northernmost edge of the Ford County panhandle, 25 miles southwest of Kankakee.

But Cheryl Weaver, of Cabery, a food service veteran, has operated her "Grand Prairie Station" food truck there for breakfast and lunch on weekdays since April 13. She plans to add Saturdays on June 20, and to continue until November.

She's up with the dawn, and opens for breakfast at 5:30, offering biscuits and gravy, egg sandwiches, banana or apple pie oatmeal with toast for \$3.25 to \$5.25 and two biscuits with butter and jam for \$1.75.

See FOOD TRUCK, page A3

In tiny Cabery, a food truck emerges

BY DENNIS YOHNKA dyohnka@daily-journal.com 815-937-3384

It might be assumed that Cub fans would have given up on the notion of a loving God. Surely, a merciful Lord wouldn't have waited more than a century to deliver them from the misery of Todd Hundley, Ernie Broglio, Milton Bradley, LaTroy Hawkins, Brant Brown and a host of other players who broke the hearts of loyal fans during the decades of frustration.

Area fans confess, though, that the team's recent success in the National League Division Series has reignited their passion, a passion that borders on religious fervor. They might not freely admit it, but there have been more than a few prayers offered for those long balls Kyle Schwarber, Anthony Rizzo and other Cubs are hitting, prayers of supplication and prayers of thanksgiving.

Bourbonnais fan Dan Emme, for example, said he has no problem asking for some divine assistance.

Finally, the streak is over. A13 Superstitions hard to shed for hopeful Cubs fans. C1

INSIDE The Rev. Robert Dumchek, Good Shepherd Lutheran Church, Bourbonnais: "In all things we pray, they will be done." But in this particular situation, we pray that God will not necessarily give favor to one team over another, but allow the circumstances that will bring out the best in our players.

See CUBS, page A6

Is it OK to pray for the Cubs?

Not really. But if you're gonna do it, here's how

Meet the Mets Before Cubs fans tout their 7-0 regular season dominance over the New York Mets, they should take a closer look.

At the time, the Mets offense was anemic. One of the early May contests between the Cubs and Mets featured John Mayberry, who was batting .121 at the time in a prominent spot in the lineup. Since then:

- The Mets finished the regular season with a 37-22 record. They crushed Yoenis Cespedes at the trade deadline. He crushed 17 home runs in just 57 regular season games with the Mets and continues to provide serious thunder in the middle of the lineup. Their third baseman and captain, David Wright, returned from an injury as did their emerging catcher, Travis d'Arnaud. Their pitching rotation still is the best in the league, possibly in all of baseball. Controversy aside, Matt Harvey is not someone any playoff team should relish facing, and young guns Noah Syndergaard, Jacob deGrom and Steven Matz along with wily veteran Bartolo Colon give New York a substantial edge.

See AUDIT, page A3

Kankakee wins Chicago lawsuit but still loses

\$7M potential loss as tax deals collapse

BY LEE PROVOST lprovost@daily-journal.com 815-937-3364

Kankakee won, but really it lost. After four years of lawsuits and court wrangling, legal fees and lost sales tax, the war Chicago and its taxing districts waged against Kankakee cost its residents an estimated \$6.5 million to \$7.5 million.

Just imagine if the city had lost. A Cook County judge recently dismissed Chicago's lawsuit against Kankakee and Channahon, a lawsuit that stemmed from what Chicago claimed was an illegal sales tax program.

The court ruled that Chicago couldn't sue Kankakee over its special tax deals and that only the state had standing to review them. At the heart of the dispute was a decades-old program that kicked back sales tax to companies willing to reroute sales here.

Several lawsuits were filed, and the ones driven by the Regional Transportation Authority and Cook County remain pending.

For years, Kankakee attracted many Internet-based companies because of its state minimum sales tax.

So what happened after the lawsuits were first filed in August 2011?

See SALES TAX, page A3

What lawmakers left, accomplished this spring session

Illinois lawmakers wrapped up their scheduled spring session Sunday, and while the Democratic-led General Assembly passed a spending plan that is \$3 billion out of balance, Republican Gov. Bruce Rauner has said he won't sign anything he considers "a fake budget, a phony budget, an unbalanced budget." Lawmakers will begin a summer overtime session as soon as Thursday, when the House reconvenes. The Senate returns June 9.

As a summer showdown looms between Democrats in the Legislature and Rauner over just how much the state should spend on what, here's a look at the Legislature's actions, or lack thereof, this session.

BUDGET Both Democratic-led chambers approved a \$36.3 billion proposal for the fiscal year that begins in July. The budget plan contrasts sharply with the plan Rauner unveiled in February, setting up a major test for the newly divided government.

The flat spending on the Medicaid health program for the poor and payments to local governments contrast with Rauner's proposals

to cut state funding for Medicaid by \$1.5 billion and local governments by roughly \$600 million. The governor had also proposed cutting public universities' individual budgets by roughly 31 percent. The Democratic plan would place 6.5 percent cuts on public universities next year. The budget also calls for flat spending on public safety and an increase to spending on elementary and secondary education.

Illinois Democrats' budget calls for spending more than \$3 billion beyond what the state anticipates bringing in, setting up a showdown with Rauner, who has insisted that pro-business reforms accompany any tax hike.

RAUNER AGENDA Illinois Democrats agreed to give some of Rauner's priority reforms a platform this week, but voted them down in an exercise that could further fuel the standoff.

Among the measures are bills to impose term limits for state lawmakers, freeze local property tax rates across the state and make workers' compensation insurance less costly for employers.

See TO DO, page A3

Majority Democrats in the General Assembly approved a \$36.3 billion spending plan they say preserves Rauner's proposed cuts to essential programs. They acknowledge

him.

It's \$3 billion short on revenue and want Rauner to agree to a tax increase.

A solemn Rauner spoke to reporters Sunday evening as the session officially came to an end, calling that plan "phony"

and warning of a "rough summer," but reiterating his pledge to meet anywhere, any day to resolve the differences.

He gave no ground on his See LEGISLATURE, page A3

Much of his focus has been on states such as Colorado where pot is legal. He said the increase in use among the 12-17 age group is most evident in these areas, and the majority of these kids get marijuana from an adult who obtained it legally.

Illinois is struggling to implement its own system to distribute medical marijuana, something that Gentles does not lament.

"In some ways, it's good Illinois is so dysfunctional because it's slowed the sale of legal marijuana," he said.

No classification of drugs has grown more in popularity than prescription meds, and the increase is shared by youthful users.

During the past six years, the percentage of teens using prescription drugs has nearly doubled. When asked how they received the drugs, the vast majority (71 percent among eighth-graders, 63 percent among sophomores and 72 percent among seniors) said someone gave them the drugs, and parents or another adult were the overwhelming source.

If they aren't given freely, then they are often stolen. One junior high girl told Rauner her mother had four different prescriptions and the amount of drugs prescribed were ample enough the daughter could easily siphon off the supply without her mom noticing.

Debra Baron, of the Pledge for Life Partnership, conducts workshops at area schools, and said she has heard a certain sentiment often.

"The kids told us they don't think it's a drug," she said. "They don't think it's dangerous."

Bill Gentles serves as the project coordinator for the Lake County Underage Drinking and Drug Prevention Task Force. He was the keynote speaker at the summit, and has done considerable research on adolescent drug use.

INSIDE Debate about gun laws not over B3 Take a stroll in a Victorian paradise D2 Halloween can be more than buckets of leftover candy D7

Area residents are getting an up-close look of what an import from Asia can do. Nope, it's not a car, truck, TV or computer. It's the emerald ash borer — and it's killing thousands of trees; most won't be replaced

BY LEE PROVOST lprovost@daily-journal.com 815-937-3364

Area residents are getting an up-close look of what an import from Asia can do. Nope, it's not a car, truck, TV or computer. It's the emerald ash borer — and it's killing thousands of trees in Kankakee County. The city this week said it will cut down 2,500 ash trees and turn them into firewood.

The bulk of the infested ash trees will vanish from the local landscape within the next two years. Kankakee is not alone. Trees will be cut down in every town.

"All species of ash will succumb to the borer," said Tom Gargrave, regional forester with the Illinois Department of Natural Resources. "For the most part, older and larger ash are dying first. Trees from the 1940s and 1950s will be dead and gone. They are all infested."

How many? Tens of thousands, Gargrave said.

So what will happen at a place such as the Kankakee River State Park? Gargrave estimated 30 to 40 percent of its hardwood trees eventually will be lost. It takes only a few hundred steps down the Davis Creek trail to find dead or dying ash.

"We know we have a lot of trees infested," said park superintendent Kathy Pangle. "It's so sad."

See TREES, page A3

Randy Van Fossan FSS, LUTCF 815-932-3000

Running a business is time consuming. Insuring your business shouldn't be.



COUNTRY FINANCIAL

COVERAGE MAY VARY BY STATE. POLICIES ISSUED BY COUNTRY MUTUAL Insurance Company, Bloomington, IL. 041545940

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FAMILY OWNED SINCE 1903

# DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | WEEKEND, OCTOBER 17-18, 2015 | \$2

## Cubs keepsake

NLCS schedule • Team photos • Your 'W' flag

Do you own a piece of \$2.4B in unclaimed money in Illinois? **B1**



Associated Press

The Cubs, who earned the second wild card this year, defeated the Pittsburgh Pirates and then their arch enemies, the St. Louis Cardinals. The unexpected success might send more than a few fans back to church.

# Is it OK to pray for the Cubs?

Not really. But if you're gonna do it, here's how

BY DENNIS YOHNKA  
dyohnka@daily-journal.com  
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### Meet the Mets

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### UPDATE: KANKAKEE PARKS

## Despite promises, another audit deadline missed

### District still working to straighten out its financial records

BY JON KRENEK  
jkrenek@daily-journal.com  
815-937-3370

The Kankakee Valley Park District missed another deadline to submit a mandated audit of its finances, despite assurances from park district officials that it would be completed by Oct. 9. For the past three years, the district has been unable to account for part of the money it has collected or spent, resulting in years of failed audits.

The Daily Journal highlighted the problems in the Oct. 3 Weekend Edition. Three park district officials told the newspaper the audit would be submitted by the state's Oct. 9 deadline and clear up years of sloppy bookkeeping.

Rich Carter, spokesman for Illinois State Comptroller Leslie Munger, said the district did turn in a mandated financial report by the deadline but is yet to submit the audit, which verifies numbers included in the report and proves the district's expenses are legitimate. He said the park district's auditing firm "has been in contact with our office to keep us apprised of their progress."

See **AUDIT**, page **A3**

## Kankakee wins



FAMILY OWNED SINCE 1903

# DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | WEEKEND, OCTOBER 24, 2015 | \$2

Are the football playoffs in your school's future? C1



**3,000 local jobs are just waiting for applicants** B1

## FATAL ACCIDENT

# Wilmington touched by tragedy again

'Great role model' school's latest fatal crash victim

**BY JON KRENEK**  
jkrennek@daily-journal.com  
815-937-3370

The Wilmington Wildcats took the football field Friday evening with one less person to fly the team's flag. It's a loss being felt deeply at the high school.

Since Tuesday, the high school has mourned the death of Cory Ann Tebbens, 14, a member of the color guard who had touched students there even in her first year as a freshman. Tebbens' death followed a tragic automobile crash on Tuesday as her 16-year-old brother drove her to color guard practice.

Tebbens' 16-year-old brother remains in stable condition at Loyola Medical Center in Maywood. The crash occurred on Stevens Road in rural Wilmington when their vehicle left the gravel roadway and struck a tree at 5:20 p.m. The crash is under investigation to determine exactly how it occurred.

"She was a great student and a great role model for the other students," said Kevin Feeney, Wilmington's principal. "She took her grades seriously and had a large group of friends. She will be missed."

As a freshman, Tebbens had just made the high honor role for earning straight A's on her first report card. She was also an enthusiastic member of the color guard and the chorus, Feeney said. But on Wednesday, her death cast a shadow on the school, which had already experienced four other deaths in 2013 when a carload of students ripped through a guard rail and landed upside down in Forked Creek.

"It's a sad situation, and it's been tough on our students," Feeney said. "Our thoughts and prayers go out to the family."

Social workers from the high schools in Wilmington, Braidwood and Coal City were at the high school Wednesday to counsel grieving students. The library



Photos courtesy of Dennis Baron

Three youngsters dangle their feet in the water while sitting on a bench where this summer's huge amounts of rain contributed to the flooding of a park in Kankakee's Historic Riverview District.

## ALDERMAN PHOTOGRAPHER

# Keeping a creative eye on his town

Baron's cellphone photos to be exhibited

**BY LEE PROVOST**  
lprovost@daily-journal.com  
815-937-3364





FAMILY OWNED SINCE 1903

# DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | MONDAY, OCTOBER 26, 2015 | \$1

The diet tricks  
to keep your  
brain younger **A6**

**How challenging will Round 1 be?**

Check out our prep football playoff preview **B1**

## FINDING LUCK

### Are you going to Indiana to play Lotto?

Budget mess pushes players – and their money – next door

**BY SOPHIA TAREEN**  
The Associated Press

CHICAGO — Even buying lottery tickets in Illinois is losing its charm.

With Illinois delaying payouts of more than \$600 because of its budget mess, neighboring states are salivating at the chance to boost their own lottery sales. Businesses near borders, particularly in Indiana, Kentucky and Iowa, say they've already noticed a difference.

The Lottery problems stemming from Illinois' budget impasse have led to a lawsuit and come amid questions about Illinois revenues and a shake-up in lottery management.

Here's are some things to know about the situation:

#### LEAVING ILLINOIS

Many gas stations, smoke shops and convenience stores in states bordering Illinois say they first noticed an increase in August, when the state said payouts more than \$25,000 would have to wait because there wasn't authority to cut checks that big. Now those businesses are reporting a bigger flurry

## PET CARE



John Becker and his daughter, Blair, with their dogs, Jack and Payton at their home in Bradley. The two now run a dog treat business founded by John's sister, Karen. It recently was showcased on the TV show, "World's Greatest!"

Daily Journal/Mike Voss

# Want to pamper your dog?



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# DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | TUESDAY, OCTOBER 20, 2015 | \$1

**The 5 questions you need to ace on a job interview** A6

Did you know dogs are from Central Asia? A8

## WOULD YOU DO THIS?

# The hardest part about being 'naked and afraid'

Local mom took survivalist challenge – and home won

BY DENNIS YOHNKA  
dyohnka@daily-journal.com  
815-937-3384

Her family prepared her for this, and her family brought her home.

Andrea "Annie" Foley — a 38-year-old Essex wife, mother, farmer, rock climber and runner — lasted just four days on the cable TV hit show, "Naked and Afraid." But the story of her adventure goes back decades, and has not ended with her return to the fields for the fall harvest.

The Discovery Channel show, now in its fourth season, pairs two survivalists in a 21-day test of their skills in a remote jungle, forest or desert setting.

The participants, a man and a woman who have never met before, must learn to work together in their new environment — stark naked.

They are provided with one outside item and a tote bag. Foley chose a flint for making fire. Her partner brought a hammock.

While Foley and her fellow survival specialist, Trent Nelson, were kept in the dark about their stay in a mountain setting in Belize, she said her preparations for this kind of show began as a child.

"My mother was what you would call



Courtesy of the Discovery Channel

Andrea "Annie" Foley had more on her mind than running around naked in the jungle when she landed at the show site in Belize. She lasted just four days before coming home to tend to a family crisis.

## Were you really naked, and afraid?

Is US 'drunkest country in the world?' C3

**3 tips to earn extra cash before Black Friday** A6

Could Royal play when the Bears hit the field Sunday? D4



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# DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | FRIDAY, OCTOBER 16, 2015 | \$1.00

## FRIDAY NIGHT LIGHTS



## NOT LOVIN' IT

# Where the heck is my biscuit sandwich?!

McDonald's promise fails Buckingham man

**BY DENNIS YOHNKA**

dyohnka@daily-journal.com  
815-937-3384

Sometimes, a person just has to have a sausage, egg and cheese biscuit breakfast sandwich from McDonald's. And — for Don Rutan, of Buckingham — it doesn't make any difference if it's 11:30 at night. That's his meal of choice all day.

So, the fast food giant's latest campaign was music to his ears, right? Well ...

The breakfast-all-day menu is smaller than the usual one. Some franchises are offering



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# DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | FRIDAY, OCTOBER 23, 2015 | \$1

What are the  
playoff prospects  
for your school? D1



How 'Law & Order' makes  
us smart about crime, and  
'CSI' may make us dumber C3

## COPING WITH CANCER



Courtesy of Wesley Taylor

A.E. Sarver, a senior at Olivet Nazarene University, was preparing for the lead role in "Wit," when her grandfather died of cancer. The one-act play centers on an English professor reflecting on her life in the final stages of ovarian cancer.

## SERENADED BY LEGENDS

### The night Julia met The King

When you're 93,  
an impersonator  
will have to do

BY DENNIS YOHNKA  
dyohnka@daily-journal.com  
815-937-3384

Julia Lewke may have assumed she missed her chance to see Elvis Presley perform. After all, The King died in 1977.

So, at 93, this Grant Park mother, grandmother and great-grandmother, decided to suspend disbelief for a couple hours and thoroughly enjoy The Legends Concert, sponsored by the Daily Journal and featuring impersonators offering the music of Johnny Cash, Barry White and, of course, Elvis Presley.

"I called my granddaughter [Michelle Claussen, also of Grant Park] the first day I saw it advertised," Lewke said. "And she said she would take me.

"And, here I am," she added with a smile that added more sparkle to a look that included a fresh hairdo and glitter makeup.

"I don't suppose he'll do 'How Great Thou Art,' but I sure hope he does 'I Can't Help Falling in Love with You.'"

That's a song she would have danced to with her husband, Bill.



FAMILY OWNED SINCE 1903

# DAILY JOURNAL

DAILY-JOURNAL.COM | THE KANKAKEE VALLEY | WEDNESDAY, OCTOBER 21, 2015 | \$1

Does your child really deserve that trophy? B1

**It's a great time to snag a holiday job**

Kohl's, Target hiring thousands for seasonal rush C1

## ON THE BRINK

### Say it ain't so, Cubs!

Playoff run hits ivy wall; every game now do-or-die

DAILY JOURNAL STAFF

As the rain came down last night in Wrigley Field 10 minutes after 10 p.m., the crowd of 42,321, minus the Mets fans of course, wasted little time filing out onto Waveland, or Addison, away from Part 3 of this horror show.

See **CUBS**, page **A3**

## KANKAKEE

### Homeless advocate attacked by own client

DAILY JOURNAL STAFF

Ed Kannapel, a longtime advocate for the homeless who runs a shelter and soup kitchen in Kankakee, was attacked by one of his own clients on Sunday after telling the man to quiet down during dinner.



## THE BAR SCENE



Daily Journal/Tiffany Blanchette

Nicole Johnson, a server at Paul's Place, pours a glass of beer made by Revolution Brewing, a craft brewery from Chicago. Paul's Place in Kankakee is best known for having more than 100 beers in bottles or tap, many of them made by smaller, independent brewers. It's a taste trend that's catching on.

# We're drinking less Bud and Miller Lite

Bar opening in Bradley shows signs brew tastes are changing

# the Sumter ITEM

SERVING SOUTH CAROLINA SINCE OCTOBER 15, 1894

## Making up for lost ground



Gamecocks rebound with win against Vanderbilt **B1**

### SOUTH CAROLINA IN BRIEF

#### Graham raises \$1.1M in 3 months

COLUMBIA — U.S. Sen. Lindsey Graham raised more than \$1.1 million in the third quarter of 2013. The figure released Tuesday means that the Republican has nearly \$7 million in the bank.

Graham is facing three opponents who all say he is not conservative enough. Only one has filed a fundraising report. Richard Cash raised almost \$15,000 in the third quarter and spent \$22,000. His current bank balance was not listed. Nancy Mace and state Sen. Lee Bright are also challenging Graham.

#### Inland port open for business

CHARLESTON — South Carolina's new \$50 million inland port near Greer began operating this week, providing a global shipping hub in the Upstate that's expected to eliminate tens of thousands of trucks making the journey on busy Interstate 26 between the Greenville-Spartanburg area and the coast. "The inland port is open for business," Jim Newsome, the president and chief executive officer of the South Carolina State Ports Authority, told reporters Tuesday. That word came moments before the authority board approved an additional \$2.7 million to pay the final costs for the project.

### DEATHS, A9

Bernice Kershaw  
James A. Smith  
Name here  
Name here  
Name here  
Name here

### WEATHER, A10

#### MOSTLY SUNNY

Excellent weather with passing clouds and sunshine in the day, partly cloudy and cool throughout the night.

HIGH 84, LOW 65

### INSIDE

5 SECTIONS, 34 PAGES | VOL. 118, NO. 281

Business D1 | Daily Planner A10  
Classifieds D3 | Opinion A8  
Comics E1 | Television E3



# Military strike is averted

## Weapons concord temporarily stems U.S. action

GENEVA (AP) — A diplomatic breakthrough Saturday on securing and destroying Syria's chemical weapons stockpile averted the threat of U.S. military action for the moment and could swing momentum toward ending a horrific civil war.

Marathon negotiations between U.S. and Russian diplomats at a Geneva hotel produced a sweeping agreement that will require one of the most ambitious arms-control efforts in history.

The deal involves making an



THE ASSOCIATED PRESS  
U.S. Secretary of State John Kerry, left, worked with Russian Foreign Minister Sergey Lavrov on the

inventory and seizing all components of Syria's chemical weapons program and imposing penalties if President Bashar Assad's government fails to comply with the terms.

After days of intense day-and-night negotiations between U.S. Secretary of State John Kerry and Russian Foreign Minister Sergey Lavrov and their teams, the two powers announced they had a framework for ridding the world of Syria's chemical weapons.

SEE SYRIA, PAGE A9

## Fun for all at the Festival!



PHOTOS BY KEITH GEDAMKE / SPECIAL TO THE ITEM  
Jaton Rump, 11, and his brother Malachi Orozco, 5, try to give their father a high five while riding one of the rides at the Lee County Cotton Festival on Saturday. SEE MORE PICTURES ON PAGE A4.

### CELEBRATING 200 YEARS

## 'Through God's grace, we survived it all'

### Festivities begin for the First Baptist Church of Sumter's bicentennial

BY JADE ANDERSON  
janderson@theitem.com

First Baptist Church of Sumter has served the community for the past 200 years.

"We come out of a goodly heritage," said Sue Pitts, co-chairwoman of the Bicentennial Committee.

The second co-chairwoman is Sandra Wallace.

The festivities took two years to plan. Now the committee is ready to invite others to join in the celebration. The theme is "Oh God, Our Help in Ages Past."

"All was not wonderful sweetness and light, but through God's grace, we survived it all," Pitts said.

The church has been celebrating all year, starting with a heritage tea for women in the church in the spring, a tour of the mother church — the Baptist Church of the High Hills of Santee — and a children's musical program.

Another tour of High Hills is scheduled for Sept. 22, and events

SEE 200 YEARS, PAGE A7



## Where is your penny tax going?

### Local figures discuss reach, future of 1-cent tax

BY BRISTOW MARCHANT  
bmarchant@theitem.com

Sumter County voters, if all goes according to plan next year, will be asked to pay a little something extra for a list of new county projects, addressing everything from infrastructure improvements to quality-of-life concerns.

This week, Sumter County Council took the first steps toward putting a question on the ballot for November 2014, asking voters to approve by referendum a seven-year extension of the county's capital penny sales tax.

An ad hoc committee was named at Tuesday's county council meeting to begin collecting community feedback about the proposal and

how different groups would like to see the extended sales tax spent.

Council Chairman Larry Blanding will chair the committee, which will also include council members Charles Edens and Vivian Fleming-McGhaney.

"The next step is to follow the same process as last time," Blanding said. "There will be a six-member commission as the law requires to suggest projects back to council. They should get a list of projects to us next year."

Still in its early stages, the proposal would prolong the Penny for Progress sales tax voted initially approved in 2008. In the more than four years the tax has been collected, more than \$48 million has

SEE PENNY TAX, PAGE A9

## IN ADVICE: Should you give your husband's ex temporary housing? **B1**

# the Sumter ITEM

Wednesday, September 27, 2013 | Serving South Carolina since October 15, 1894 60 cents



## Making up for lost ground

Gamecocks rebound with win over Vanderbilt **B1**

## Where is your penny tax going?

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brating all year, starting with a heritage tea for women in the church in the spring, a tour of the mother church — the Baptist Church of the High Hills of Santee — and a children's musical program. Another tour of High Hills is scheduled for Sept. 22, and events will take place throughout October, culminating in Celebration Sunday on Oct. 20. That event will include guided tours of

SEE 200 YEARS, PAGE A7

the new history and archives room as well as the collection of items for a time capsule to be opened in 2063, and a luncheon. Documents on display will include items such as articles of incorporation, handwritten minutes, bills for the coal that was once used to heat the church and communications between the pastor and supplier. All displays have been laminated and framed, Pitts said.

"We are very fortunate

### HISTORICAL HIGHLIGHTS

**1813** A group of Sumterville townfolk attending the Baptist Church of the High Hills of Santee broke off to form their own worship group that would become First Baptist of Sumter.

**1818** Work began on a simple wooden meeting house that served this group as well as area Presbyterians and Methodists until they built their own home.

SEE HISTORY, PAGE A7

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**Deaths**  
Bernice Kershaw  
James A. Smith  
Name here  
Name here  
Name here  
Name here  
Obituaries A9

**Outside**  
**MOSTLY SUNNY**  
Excellent weather with passing clouds and sunshine in the day, partly cloudy and cool throughout the night.  
HIGH 84, LOW 65  
Weather A10

**Inside**  
5 SECTIONS, 34 PAGES  
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Business D1 | Daily Planner A10  
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Tip #19

**Focus on  
print and deliver  
programs.**

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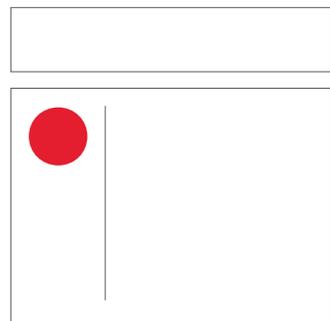
# Print and Deliver

*"40% of ad revenue is preprints. Manufacturing capacity unlocks optimum revenue." –Ray Farris, Publisher, St. Louis Post-Dispatch.*

- The strongest competitive advantage that newspapers have is in advertising preprint delivery, at a fraction of direct mail cost.
- Ad inserts are a strong readership draw for all ages.
- Use a cross-department team to build a competitive offering. Review media kits from other newspapers.
- Fine-tune your packaging and zoning, at least to the zip code level, and add printing capability.
- Acquire or partner with a short run sheet fed press that can produce a full color glossy-look.
- Build simplified deadlines, minimums, paper choices and full draw/waste packaging, including single copy sales.

Tip #25

**Get off  
the bandwagon.**



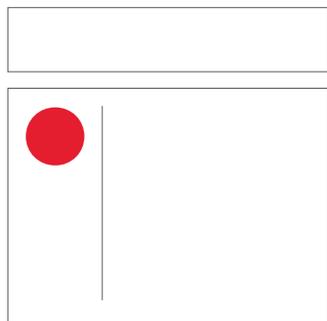
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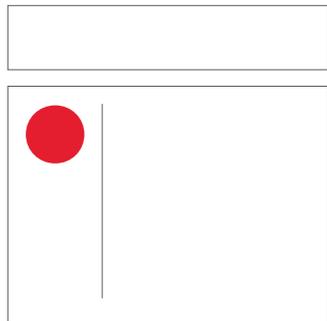
**No one in our industry  
has a lot of time for long-range thinking.**

**As a result, newspapers gravitate to  
simple solutions. Formulas.**

**And we copy from other newspapers.  
A lot.**



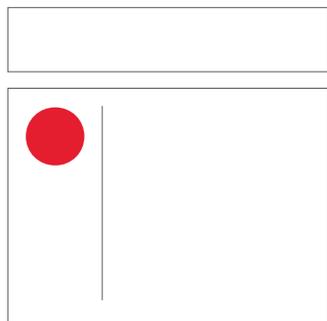
**In fact, we've found newspapers  
are more comfortable doing something  
if other newspapers are doing it  
even when they know it's wrong.**



**One myth out there is that newspapers should be “all local.”**

**Sounds right. Only we’ve defined local as something written by our own staff.**

**Local has to be defined from the reader’s perspective, not ours. It’s local if it is relevant to local people. If it touches their lives.**

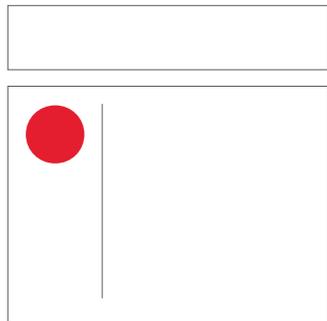


**We see the industry making big mistakes about print.**

**Print will survive and can be fixed.**

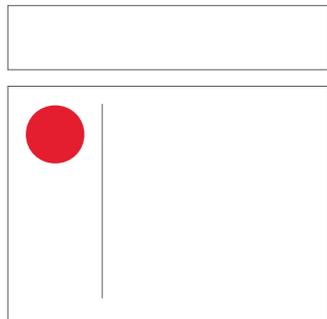
**But it requires that we look in the mirror and realize that the problem is us.**

**It's not the Internet or people not having time to read. Those are myths, too.**



**Print is in decline because we're doing a lousy job with it. We have been for decades but we've done horrible things in the recent past. And now that people have other choices, our mistakes in print are coming home to roost.**

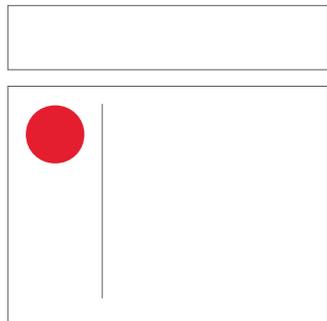
**But we can turn it around if we are willing to consider that we have to change.**



**Let's forget digital first, mobile first or video first. All are false priorities.**

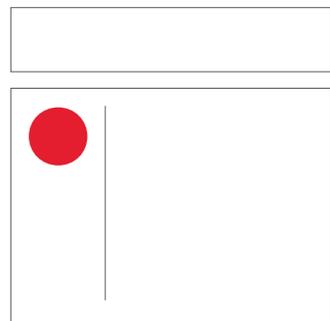
**Let's be customer first. Let's focus on being interesting, relevant, diverse and useful. And let's do that on every platform on which we decide to operate.**

**That's a future we can sink our teeth into.**



You can download a digital copy of our print idea paper at the Creative Circle web site, [www.creativecirclemedia.com](http://www.creativecirclemedia.com).

You can also learn more about all our services and read some success stories related to our work growing print and digital audience and revenue.



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Circulation gain  
turns the tide  
after  
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redesign

Inland Press  
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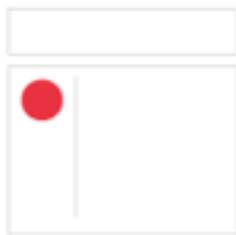
## Upcoming events

"Print Isn't  
Dead!" session at  
America East  
will be led by Bill  
Ostendorf

Ostendorf to  
lead session on  
"The New  
Newsroom:  
Making Money"



**Read about our redesign  
launched in Kankakee**



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## Upcoming events

"Print Isn't Dead!" session at America East will be led by Bill Ostendorf

Ostendorf to lead session on "The New Newsroom: Making Money"

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We've got a 30-year track record of helping media companies thrive! We deliver success! Learn about our approach and philosophy.



### Daily print redesigns

Our redesigns of print products improve your content for everything you do and we can still grow print audience and revenue.



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With all the cutbacks in the past decade, it's time to invest in the people we have left. Our training changes newsroom culture, improves morale and grows readership and revenue.



### Advertising training

We can help improve your ad content and design, leading dynamic workshops for both your staff and your advertisers.



### Creative outsourcing

Need help making your content, marketing or advertising as good as it can be? We can help!



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We know how to make more money with specialized print products and how to make them attractive to new readers.



### Weekly redesigns

We've helped hundreds of weekly papers grow through better content and design.



### Web CMS: mediasiteQ & communityQ

We've created one of the most content-centric and user-centric CMS platforms anywhere. It's easy to use, flexible and customizable.



### NativeNewsQ

The industry's first native content platform is also the most effective, delivering both SEO and adjacencies. It even helps you manage and monetize press releases.



### QuickAds

This is one of the most innovative and flexible new revenue platform in media. Self-service text ads are the fastest growing ad type on the web.



### paywallQ

The industry's first pay wall is also the best! More flexible and gives you more control than any other platform. Handles hard paywalls, e-commerce, metered, day passes, memberships and more!



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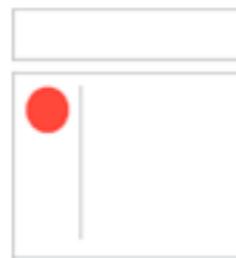
### charitiesQ

Become the focal point of giving in your community and use local charities to help drive traffic and user contributions to your web site!



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*"It's important to push the needle further when it comes to equipment productivity, print quality and operational efficiency. Reducing our legacy costs and our environmental*

*impact are important aspects of keeping print alive and well."*

STEVE MATTINGLY  
SOUTHERN LITHOPLATE



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*"Almost none of the decisions newspapers have made in the past decade had anything to do with our readers. All our decisions are based on cost savings and most are anti-reader. I would argue that we caused much of our decline, not our platform."*

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Newspaper Advertising Consultants

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*"While the web has provided us with tools that help us sell better, it has also enabled the competition that is taking away huge chunks of business."*

MARK STANGE  
MW STANGE, LLC



*"We're asking our sales teams to sell an ever-widening array of products and too often don't give them the tools to succeed in selling them."*

DEBBIE HOLZKAMP  
VIRTANZA

# 25 ways

## to improve your print products in

# 2016

You can also get it at the Southern Lithoplate web site, [www.slp.com](http://www.slp.com).

While there you can learn more about the SLP solutions group, of which Mark and I are a part.



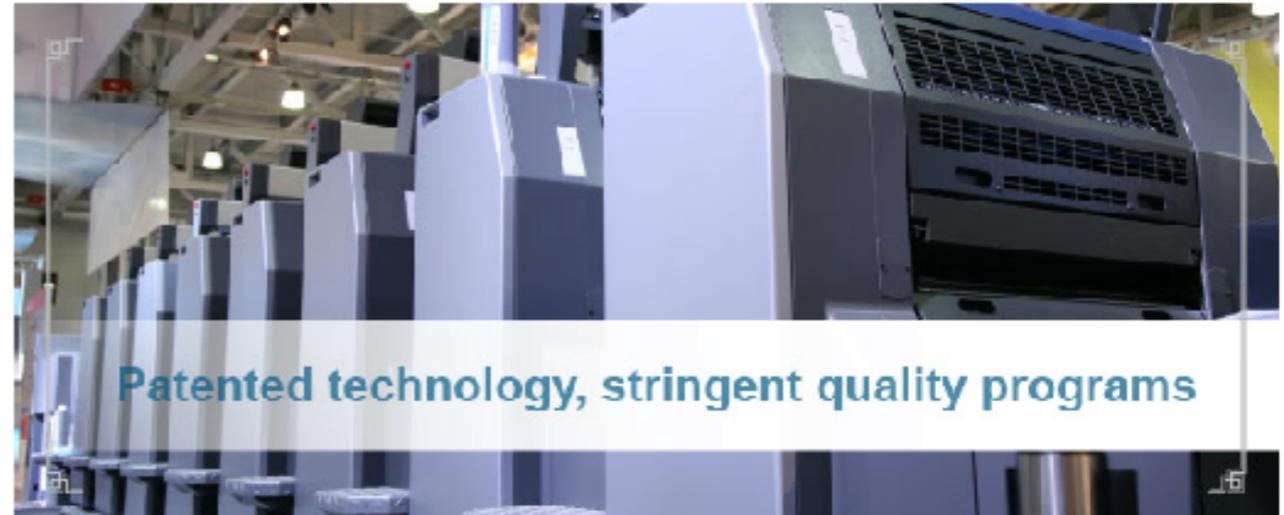


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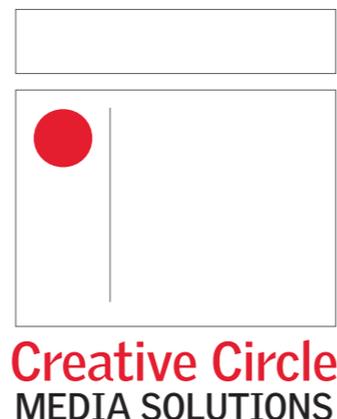


**Replacement Parts Program**  
 Now expanded for all SLP-supported CtP Imagers and plate processors!



We're each giving away print copies of the idea paper today to people who ask the best questions.

So let's hear from you.



**M.W. STANGE, LLC**

Newspaper Advertising Consulting

# Thanks!

**Mark Stange**

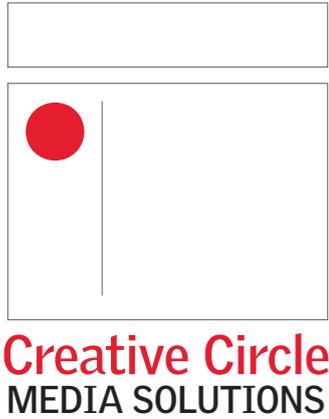
MWStange LLC

[mwstange@gmail.com](mailto:mwstange@gmail.com)

937-478-7004

## What I do:

- Ad director coaching
- New revenue ideas
- Quick-return ROI
- Established concepts for recurring revenue: Wedding announcements, Travel sections, real estate, arts sections
- Specialized advertising and revenue training
- Advertiser targeting
- Vet digital partnerships (vendor review for the Local Media Consortium)



# Thanks!

## Bill Ostendorf

President & founder  
Creative Circle Media Solutions

[www.creativecirclemedia.com](http://www.creativecirclemedia.com)

[Bill@creativecirclemedia.com](mailto:Bill@creativecirclemedia.com)

401-455-1555

## What we do:

- Innovative, user-oriented CMS web software.
- Native news, pay wall, user-contributed content, hyper-local, marketplace and self-service ad solutions.
- Print & web redesigns.
- Energizing newsroom & ad design training.
- Creative outsourcing.
- Strategic consulting.
- New revenue ideas & new product development.