

# An innovation in communication

By Ron Wilson  
Huck Boyd Institute

The television. The television. These are two different and competitive forms of communication in our modern society. Can the two ever get along? Today we'll learn about an innovative newspaper publisher who chose to launch a local cable television system. He got them to work together, and he continues to seek innovative approaches to communicating with the public.

Last week we learned about Dolph Simons Jr., chairman and editor of the World Company which publishes the Lawrence Journal-World and other newspapers. He is a long-time newspaperman, but he has been innovative in other forms of communication as well.

In 1968, Dolph was attending a meeting in New York where he heard people talking about a new phenomenon called cable television. When Dolph came back home, he told his father - who was editor of the paper at the time - that this was something that they should pursue in Lawrence.

"I had a dad who was very supportive," Dolph said. "My father had worked for his father, and he gave me every opportunity." He encouraged Dolph to look into the idea.

Dolph brought in a national cable television expert from Denver in hopes of partnering with him in setting up a cable system in Lawrence, but the cable expert was skeptical about having a successful system so close to Kansas City. "I don't

think we can make it go," he said. After he left, Dolph told his father, "I still think we should give it a try."

In 1968, the company applied for a cable television franchise for Lawrence. In December 1970, the new cable system went on the air. "I promised the city we would give Lawrence the best cable system of any city our size," Dolph said.

The cable system went on to grow and succeed, producing numerous award-winning programs through the years. Dolph found a way to make the two forms of media work together, including referring television viewers to the newspaper for more detailed information.

By the 1990s, yet another alternate form of communication was on the scene: The Internet. The Lawrence Journal-World set out to create an online presence on the World Wide Web.

The Lawrence Journal-World has now become one of the most technically advanced newspapers in the nation. In 1995, it became one of the first newspapers in the world to launch a daily updated news site online. In 2003, the Journal-World was the only newspaper in the country to be a national finalist in every category in the Newspaper Association of America's online awards.

"I have two sons in the business and they are very savvy on the new technology," Dolph said. He proudly points out that his two daughters have been in the newspaper and cable business as well.

Interestingly, the Journal-World has invested in the week-

ly newspapers in neighboring communities around Lawrence in recent years. This includes rural communities such as Baldwin, Tonganoxie, and Basehor, population 2,324 people. Now, that's rural.

Is there a place for weekly newspapers in the modern era? "Very definitely," Dolph said. "There's always a place for that good newspaper that cares genuinely about making the community better."

That reflects his philosophy about the Journal-World itself. "My dad said, if you take care of Lawrence, Lawrence will take care of you," Dolph said.

Dolph strives to remain true to the classic values of journalism while exploring new technologies.

"I think Dolph's passion for the communities reached by his newspapers and their online news sites is remarkable," said Gloria Freeland, director of the Huck Boyd National Center for Community Media. "Dolph and his family continue to explore new technologies, but their love for journalism and their communities is unchanging."

Among many other honors, he has been named a juror for the Pulitzer Prize and a Pioneer of the cable television industry.

The television. Can the two get along? Dolph Simons Jr. found a way for the two to work together. We salute the Simons family and all those involved with the World Company for making a difference with their innovation in journalism - both in print and on-screen.

## Slim pickins'



The Norton Archery Club held its annual Bunny Shoot on Saturday, Feb. 16. The lack of snow on the ground hindered the hunting. (Pictured from left to right) Clayton Esslinger, Norton, and Cole Remington, Hiawatha, were the winning team with three bunnies. Second place went to the team of Mick and Josh Kier with two bunnies and third place went to Lisa Baker and Matt Wallin with one bunny.

-Telegram photo by Mike Stephens

## Orchestra music for children of all ages

"Music for Children of All Ages" will be the theme for a concert at 3 p.m. Sunday at the Hoxie High School Auditorium, presented by the Pride of the Prairie Orchestra and featuring The Town Choir, directed by Bonnie Cameron.

"It's a fun program," according to orchestra conductor Beverly Rucker. "so if you bring your school-age children they can enjoy it."

The program starts off with a bright Sousa number, the "Semper Fidelis March." Other high-

lights of the orchestral selections include "Fossils," from Camille Saint-Saens Carnival of the Animals, in which the xylophone gets to imitate dancing bones, Rimsky-Korsakoff's "Flight of the Bumblebee" and Mancini's "The Pink Panther."

Following intermission, The Town Choir will perform "The Reluctant Dragon," a dramatized story featuring St. George and the Dragon as you've never seen them before.

According to Rucker, while the choir plays the part of the

villagers, soloists take several parts that are acted out, including that of the poetry-writing dragon.

The Western Plains Arts Association is sponsoring the event and season tickets for either the association or the orchestra will be honored. Admission at the door will be \$10 for adults, \$5 for students. Come and enjoy this entertaining performance.

## SCHOOL CALENDAR

### NCHS

Monday, Feb. 25  
Math Assessment Prep (MAP), A.P.  
Wrestling photos; wrestling room, 4 p.m.  
Sub-state Basketball Quarterfinals: Lady Jays vs. Minneapolis, 7 p.m.  
Tuesday, Feb. 26  
Jay Singers, 7:30 a.m.  
M.A.P., A.P.  
Sub-State Basketball Quarterfinals: Blue Jays at Hoisington, 7 p.m.  
Wednesday, Feb. 27  
KAY Board  
FFA Ag Mechanics/Spring Meeting at Goodland, 8 a.m.  
MTSS Early Dismissal: Meals served and buses run at dismissal, 1 p.m.  
Thursday, Feb. 28  
Jay Singers, 7:30 a.m.  
B.A.S.S. Meetings  
M.A.P., A.P.  
Sub-State Basketball Tournament: Women's Semi-Finals at Norton, 6 and 7:30 p.m.  
Friday, March 1  
M.A.P., A.P.  
Sub-State Basketball Tournament: Men's Semi-

Finals at Norton, 6 and 7:30 p.m.  
Saturday, March 2  
Forensics at Ellis, 8 a.m.  
Sub-State Basketball Tournament: Championship at Norton, 6 and 7:30 p.m.  
Sunday, March 3  
MCL Art Show at Hansen Museum ends  
FCCLA Highway Clean-up, 1 p.m.  
**NJHS**  
Wednesday, Feb. 27  
MTSS Early Dismissal: Meals served and buses run at dismissal, 1 p.m.  
Thursday, Feb. 28  
KAY Board, 8 a.m.  
Friday, March 1  
MCEL Wrestling Tournament at Ellis, 3 p.m.  
**EES**  
Tuesday, March 26  
A.R. Meeting, 3:40 p.m.  
Wednesday, March 27  
MTSS Early Dismissal: Meals served and buses run at dismissal, 1 p.m.  
Friday, March 1  
Dr. Seuss Day  
**Northern Valley**  
No schedule available

## SCHOOL MENU

### Norton Jr.-Sr. High Schools Menu

Monday, Feb. 25  
Breakfast-Hard boiled eggs, sausage patty, fruit or juice, or choice of assorted cereal, toast w/margarine and jelly, and milk.  
Lunch-Chicken strips w/ Country gravy, whipped potatoes, broccoli and cauliflower relish, rolls w/margarine, pears or chef salad and milk.  
Tuesday, Feb. 26  
Breakfast-Cinnamon bun, fruit or juice, or choice of assorted cereal, toast w/margarine and jelly, and milk.  
Lunch-BBQ beef sandwich, baked beans, carrots, pineapple tidbits or chef salad and milk.  
Wednesday, Feb. 27  
Breakfast-Breakfast Rounds, fruit or juice, or choice of assorted cereal, toast w/margarine and jelly, and milk.  
Lunch-Taco salad, celery sticks, lettuce and tomato, rosy applesauce or chef salad and milk.  
Thursday, Feb. 28  
Breakfast-Yogurt parfait, fruit or juice, or choice of assorted cereal, toast w/margarine and jelly, and milk.  
Lunch-Chicken Nuggets, Potato Puffs, carrots, Mandarin oranges, french bread or chef salad and milk.  
Friday, March 1  
Breakfast-Biscuit and sausage gravy, fruit or juice, or choice of assorted cereal, toast w/margarine and jelly, and milk.

Lunch-Breaded beef patty, whipped potatoes w/Country gravy, broccoli and cauliflower, apples or chef salad and milk.

### EES Menu

Monday, Feb. 25  
Breakfast-Breakfast burrito, apple juice, milk and toast with peanut butter.  
Lunch-Baked ham, scalloped potatoes, baby carrots, pineapple chunks, whole wheat roll and milk.  
Tuesday, Feb. 26  
Breakfast-Applesauce muffins, apricots, grape juice, milk and toast with peanut butter.  
Lunch-Lasagna, tossed salad, peaches, garlic bread and milk.  
Wednesday, Feb. 27  
Breakfast-Golden waffles, warm syrup, fruit cocktail, orange juice, milk and toast with peanut butter.  
Lunch-Roast beef, whipped potatoes, gravy, apple wedge, pepper strips, banana bread and milk.  
Thursday, Feb. 28  
Breakfast-Canadian bacon/cheese, biscuit, apple juice, milk and toast with peanut butter.  
Lunch-Ike Burger, homemade bun, sweet potato french fries, dill spear, pears and milk.  
Friday, March 1  
No menu available  
**Northern Valley Menu**  
Monday, Feb. 25  
Breakfast-Pancake on a stick, syrup, eggs, juice and assorted cold cereal.  
Lunch-Ham-n-cheese sandwich, potato wedges, buttered

broccoli and rosy applesauce.  
Tuesday, Feb. 26  
Breakfast-Granola bars, links, hash browns, eggs, apples and assorted cold cereal.  
Lunch-Texas Straw Hats, hash browns, eggs, apples and assorted cold cereal.  
Wednesday, Feb. 27  
Breakfast-Cinnamon butterflake biscuit, ham, hash browns, juice and assorted cold cereal.  
Lunch-Pizza, tossed salad w/dressing, buttered green beans and diced pears.  
Thursday, Feb. 28  
Breakfast-Pizza bagel, eggs, peach slices and assorted cold cereal.  
Lunch-Beef vegetable soup, crackers, hot roll, relish plate and chocolate cake.  
Friday, March 1  
No menu available

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## History of the 'Chantey'

The chantey, or shantey, derives from the French "chanter" meaning "to sing." These "folk songs of the sea" have been used by sailors since time immemorial to coordinate the rhythm of rowing and other ship's work.

Every crew had a chantey leader called the "chantey-man," who fit stock phrases or improvised lyrics to the rhythm of the work being performed. Words sung by the chantey-man were taken up by the crew, with the pulling and hauling being the strongest at accentuated words of the chantey.

There were several kinds of chanteys. For instance, the "short drag," the "long haul," and the "heaving" were used when hoisting the anchor and other general work. The "gangway" or "foc'sle" chanteys, containing many verses, were sung in the foc'sle or other places where the men spent their leisure time aboard ship.

Today, the Navy Band "Sea Chanters" include traditional chanteys in their repertoire, such as "Blow High, Blow Low," "High Barbary" and "Shenandoah."

## Norton County Health Promotion Blood Screening

At the Norton County Health Department



Tuesday,  
Feb. 26, 2013  
Time: 7:00 a.m. - Noon

Provided by a joint effort of the Norton County Health Department and the Norton County Hospital

Need to be fasting (no food or drink after midnight) before testing

### Health Profile and CBC #1 - \$40.00

Screens electrolytes, kidney function, alkaline phosphate, glucose, cholesterol (HDL, LDL, VLDL and triglycerides) and CBC

### PSA - #2 - \$20.00

Evaluates prostate condition

### TSH - #3 - \$15.00

Evaluates thyroid levels and function

### HbA1C - #4 - \$35.00

Measure average blood sugar levels - (diabetics only)

**LOCATION: Norton County Health Department**

801 N. Norton, Norton, Kansas

Questions? Call the Norton County Health Department at 785-877-5745

**NO APPOINTMENTS NECESSARY**

ACCEPT CASH AND CHECK ONLY! INSURANCE BILLING NOT AVAILABLE!