

Comments by FCC Commissioner James H. Quello

**for Golden Mike Award to
Schurz Communications, Inc.**

**New York, NY
March 22, 1989**

Again, I'm delighted to be with you, my fellow broadcast pioneers, to participate in this significant Golden Mike award ceremony for the distinguished pioneers, the Schurz Communications Company, founded in 1922 with WSBT-AM in South Bend, Indiana.

It is a special privilege for me to participate in any ceremony associated with a very reputable company headquartered in South Bend, the home of the fighting Irish of Notre Dame.

My wife and I graduated from a friendly rival of Notre Dame, Michigan State University, but we have old, exceptionally strong personal ties to Notre Dame. For example, my late father-in-law, M. H. "Dad" Butler as Athletic Director of the Chicago Athletic Club was Knute Rockne's first coach in track. He took Rock to the 1904 World's Fair in St. Louis to compete. They were close friends. My wife, Mary, confesses she used to sell Rock's autograph for 5 cents (it bought a full ice cream cone back then) when he stayed at their home in Corvallis -- Rock conducted football clinics at Oregon State where Dad was a highly successful track and boxing coach.

562

Our household treasures the newspaper photos and clippings of Dad and Rock together. "Dad" moved on to U of D to work with athletic director-coach Gus Dorais, another Notre Dame great. Gus was the diminutive quarterback who became famous for tossing the first official football pass to teammate Knute Rockne. "Dad" later became Detroit Parks and Recreation Commissioner backed by influential Notre Dame and University of Detroit alumni.

If that is not enough for a South Bend-Notre Dame identity, I was born in Laurium, Michigan. Laurium is a minor metropolis of 3000 people in the very peak of the Upper Peninsula with Lake Superior on both sides. I hate to be disloyal to my home town, but most of the year Laurium is a better place to be from than in -- the winters there are really suited for long hibernations. So what is so great about Laurium? Well, Laurium is the home town of George Gipp, the famous Gipper played by a promising actor, Ronald Reagan. On the few occasions, Mary and I were invited to the White House, we were always good for ten extra minutes with President and Nancy Reagan when I told him my older brother went to Calumet High School with the original Gipper. Other famous Notre Dame football heroes from Calumet include player and coach Hunk Anderson, my contemporary Dominic Vairo, captain of the 1935 team and Larry Danbom, star fullback. There may be more recent players from Michigan's copper country who starred in South Bend but as an old pioneer myself, I do a better job of recalling oldtime greats. Incidentally, while I was at Michigan State University, Jim Crowley, Frank Leahy and Charley Bachman coached football (1931-35) -- all Notre Dame stars.

Please forgive these pleasant ramblings about Notre Dame and South Bend, but it explains why it is a special pleasure for me to present this certified true copy of the FCC's initial assignment of a radio license to WSBT-AM in South Bend, Indiana in 1922 to Franklin D. Schurz, Jr., President of Schurz Communications.

It is particularly gratifying that this distinguished pioneer South Bend company has experienced such well deserved, phenomenal communications growth over the years. Schurz Broadcasting has been a most worthy custodian of FCC licenses. Your stewardship has been characterized by dedicated adherence to quality, integrity and responsibility in programming and management. Today, Schurz broadcasting continues to be in very good hands under the capable direction of the Schurz family and Berry Smith, President of WSBT Inc.

So, heartiest congratulations and best wishes for continued achievement and communications leadership in the exciting years ahead.

Addendum to Golden Mike Award Statement

Before the Broadcast Pioneers

Plaza Hotel, New York City

March 22, 1989

Schurz Communications, Inc. was founded by Franklin D. Schurz, Sr. who became active in the predecessor company (South Bend Tribune) in the 1920s. Franklin Schurz, Sr. was a pioneer and innovator in every area of endeavor he undertook. His newspapers were among the first in the nation to be computerized, and the South Bend Tribune was the first U.S. paper to be fully and totally made up by computer. This company founded WSBT-AM in 1922 and the FM station in 1943 (when there were no receivers to pick up the signal), and the oldest continuing UHF television station in 1952.

Franklin Schurz, Sr. passed away in 1987, and today all four of his children are actively involved in the operation of Schurz Communications, Inc. Franklin D. Schurz, Jr. is President of Schurz communications, Inc. and is headquartered in South Bend, Indiana.

James Schurz is the Senior Vice President for Newspapers of Schurz Communications, Inc., and is located in Hagerstown, Maryland.

Scott Schurz is Publisher of the Bloomington (IN) Herald-Telephone and the Bedford (IN) Times-Mail, and Mary Schurz is Publisher and Editor of the Danville (KY) Advocate-Messenger. All four Schurz children are officers and directors of Schurz Communications, Inc. (SCI).

SCI operates WSBT(AM), WNSN(FM) and WSBT-TV, all in South Bend, Indiana; WDBJ-TV, Roanoke Virginia; WAGT-TV, Augusta, Georgia; KYTV-TV, Springfield, Missouri; Antietam Cable Television, Hagerstown, Maryland; Cable Television of Coral Springs, Florida; South Bend (IN) Tribune; the Bloomington (IN) Herald Telephone; Bedford (IN) times-Mail; Danville (IN) Advocate-Messenger; Imperial Valley Press, El Centro, California and Brawley News, Brawley, California, plus shopper newspapers in Southern California.