



# THERE'S ONLY ONE SIOUXLAND'S NEWS CHANNEL

KTIV SIOUX CITY, IOWA

## 2nd Quarter 2021 COMMUNITY SERVICE REPORT

### KTIV Remembers Legendary Farm & Business Director, Bruce Scheid

Retired and legendary KTIV Farm and Business Director Bruce Scheid has died after a battle with pancreatic cancer. He was 74.

After a 5-year career in the U.S. Army that included duty in Vietnam, Scheid came to work for KTIV in 1970.

For 37 years, Bruce Scheid was the face and the voice of farm reporting in northwest Iowa, northeast Nebraska and southeast South Dakota. He was on the Sioux City television airwaves longer than any other reporter. His distinctive voice, rugged looks and rock-solid reporting earned him the admiration and respect of viewers and newsmakers alike.



He covered all news stories, big and small but his specialty was agriculture, a natural fit for this ex-farm boy from Iroquois, South Dakota. Over the years, there were many accolades and awards recognizing his excellence in ag reporting. Back problems forced Bruce to retire in 2007, about 10 years sooner than he wanted to.



Bruce, a Vietnam War veteran, was recently featured in our special program on Siouxland Freedom Park, in South Sioux City. He shared his memories of two young men, from his hometown, who were killed in the war, and how he thought of them often.

Bruce also served 22 years in the Iowa Air National Guard at Sioux City's 185th.

He was laid to rest June 3rd at St. Thomas Episcopal Church in Sioux City. He is survived by his wife, Linda; his sons, Marty (Kelly), Adam (Anna) and Gabriel (Meghan); and his grandson, Cedric.



**Above Right:**  
Bruce Scheid served as KTIV's Farm & Business Director for 37 years.  
**Above:**  
1974 KTIV news team photo featuring Bruce Scheid, top row, second from left.  
**Right:**  
Bruce served 22 years in the Iowa Air National Guard at Sioux City's 185th.



### Special Brings Awareness and Support to Siouxland Freedom Park

KTIV produced and aired a half-hour news special on April 10, 2021 called "Siouxland Freedom Park: History and Healing."

Hosted by KTIV's Matt Breen and Al Joens (above), the special told the history of the park and helped to raise money for the future.

Siouxland Freedom Park features a 1/2-scale replica of the Vietnam Veterans Memorial and a dog park.

The outside of a new 5,000 square foot interpretive center has been completed. Plans for exhibits and displays inside the interpretive center are underway and will be funded by proceeds raised by this fundraising effort.

"For those of us who have worked on it, it has been a way for us to recognize and to give back and to honor veterans and their contributions, which are many," said Mike Newhouse, a founding member of the organization.

Future plans for the park include a replica of the Korean War Veterans Memorial. The total for all planned improvements is about \$700,000.

In addition to the production of the special, KTIV aired a series of stories in newscasts leading up to the broadcast of the special and aired a public service campaign asking viewers for donations to support the park's upcoming improvements.

# Unity Point Health St. Luke's Partners with KTIV for CMN "Minithon"



Following up on last fall's very successful Children's Miracle Network Mediathon event, KTIV again partnered with Unity Point Health St. Luke's for the CMN "Minithon" in May.

KTIV aired several stories during the week showcasing how children's healthcare in the community has been improved by CMN.

Aidan Eilers was one of the children featured during the week. Aidan is learning to communicate and use his muscles. He has Schizencephaly, which limits his muscle use and makes him nonverbal. A new "tomato" chair purchased by Children's Miracle Network helps him sit comfortably and gives him the ability to communicate with switches and buttons built into the chair. Aidan's parents also received a chair to use at home as well.



"It is really helpful, he tries to talk more at home after using the button and it is easier to communicate with him," said Austin Eilers, Aidan's father.

From purchasing equipment to providing essential programs for children and families, funds raised through efforts like the Mediathon and Minithon go a long way to impacting healthcare needs for children in Siouxland.

## United Way of Siouxland and KTIV Partner for the "Power of the Purse"



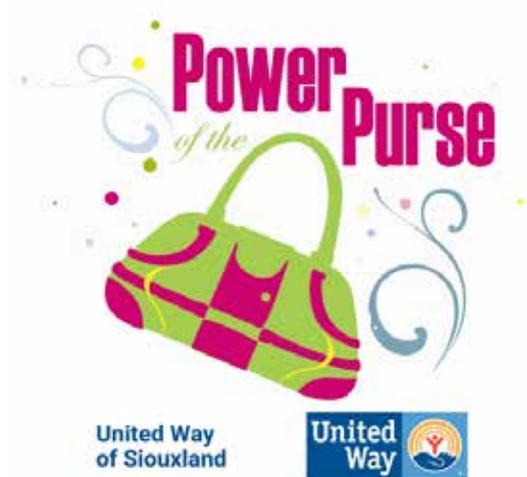
The United Way of Siouxland's traditional "Women's Power Lunch" was transformed into a virtual event, the "Power of the Purse 2021" and hosted by KTIV evening anchor, Stella Daskalakis.

Funds raised from this annual event support the United Way's Single Parent Scholarship Program. Almost \$500,000 has been raised by this event since it began over 20 years ago.

The event's featured speaker was Erin Gruwell, a teacher, author, and the founder of the Freedom Writers Foundation.

By fostering an educational philosophy that values and promotes diversity, Erin transformed her students' lives.

Erin and her students captured their collective journey in "The Freedom Writers Diary," which was the basis of the 2007 movie "Freedom Writers," starring Hilary Swank.



Top left: This year's featured speaker for the "Power of the Purse" was author Erin Gruwell.

Bottom left: KTIV Anchor, Stella Daskalakis prepping for her live hosting of the virtual "Power of the Purse" event for the United Way of Siouxland.

## Siouxland Middle Schools Rewarded for “Making a Difference”

Earlier this year, KTIV asked area middle and junior high schools to submit video applications outlining how their students were “Making a Difference” in their classrooms and communities.

The three schools selected by KTIV were Marcus-Meridan-Cleghorn-Remsen Union (MMCRU) Middle School, Zion Saint John Lutheran Middle School and Graettinger-Terrill Middle School.

In May, KTIV and Arnolds Park Amusement Park treated all the students from these three schools to a free day at the park to reward them for their achievements.

“We raised money for Partners for Patriots and for the Ronald McDonald House and we helped out the environment in our town,” said Karsen Galles, an MMCRU student.



“We decided to put a stone at the Garner Abby Cabin to mark who died there, because we didn’t think it was right. If we died, we would want to be remembered and not be another face that fades away with history,” said Ceclia Mielke, a GTRA student.



As a reward, students earned a day of fun at Arnolds Park Amusement Park. The students say it means a lot to be able to contribute to their classrooms and in their community.

“I’m so proud of my little sister to do this because we all got to go to this cabin one time when we were in 5th grade and I say if my class would of gone we would of made a difference but I’m so proud of my little sister that she could make a difference,” said Danielle Mielke, a GTRA student.

“It just means that you can make a difference no matter who you are and how old you are,” said Sullivan Hall, a GTRA student. KTIV’s Matt Breen was at the park to welcome students and also reported live from the park on KTIV News 4 at Noon.

## Storm Team 4 Meteorologist Jaret Lansford Finds Out if He’s “Smarter Than Our 4th Graders?”

The Sioux City Public Schools Foundation annual fundraiser returned in May with a virtual version of “Are You Smarter Than Our 4th Graders?” produced at Sioux City North High School.

KTIV Morning Meteorologist Jaret Lansford (pictured center) competed with a group of notable “Sioux-lebrities” where they were asked questions that would challenge the best and brightest of the 4th graders on hand to support the contestants.



The Foundation works closely with the Sioux City Community School District to identify areas in need of additional support such as STEM, Arts & Culture and Equity. Through local partnerships the Foundation has been able to support programs that aim to create future-ready students.

The event was held in conjunction with National Teacher Appreciation Week and was hosted on the Foundation’s YouTube channel.



## 8th Annual “Derby and Dreams” Goes Virtual for the Pier Center for Autism

KTIV’s Matt Breen hosted a virtual “Derby and Dreams” fundraiser for the Pier Center for Autism. The mission of center is to create positive outcomes for individuals and families living with autism. A new building has been under construction and funds from this event went toward the facility’s completion. Two years ago, they announced construction of the

building to accommodate more families.

“We have 60 families on the waitlist, and we are trying to serve more folks in the community,” said Gary Turbes, Executive Director of Mid-Step Services. The annual Kentucky Derby-themed fundraiser featured an online silent auction. Funds raised were matched by a grant from the Gilchrist Foundation, with all funds from the event going to support the construction of the new building.

## The Bings Are Back: KTIV Returns to Parades in Communities Across Siouxland

After the Covid-19 Pandemic led to the cancellations of parades and festivals in 2020, KTIV and Siouxland have been at work to bring back many community celebrations in 2021.



KTIV has again partnered with Palmer Candy for “Fling Me a Bing,” with plans for a dozen parades in 2021. The station kicked off parade season in May with the Orange City Tulip Festival.

KTIV attends several parades in the summer, and hands out (or “flings”) Bing candy bars from Palmer Candy to the crowds at the parades.

“We love being part of these celebrations,” said KTIV VP/General Manager Bridget Breen. “We can’t wait to get out to ‘fling Bings’ each summer and have a lot of fun with our viewers. We truly appreciate the partnership with Palmer Candy, who we’ve worked with over the past twenty-plus years to keep this tradition alive.”

*Above: The KTIV crews have been out to several parades this summer, including (left) Spencer Flagfest Parade and (right) Leeds Days Parade in Sioux City.*

## KTIV “Fore” Hits the Links for Great Causes

KTIV employees joined in the fun with golfing events for Siouxland Mental Health Center and United Way of Siouxland.



*Left: KTIV General Sales Manager Brooke Hensley and Chief Engineer Alexis Patterson enjoying an afternoon of golf for a good cause.*

*Above: KTIV National Sales Manager Kelcy Shoemaker, News Photographer/Editor R.J. Breen, Account Executive Dawn Stange and News Director Keith Bliven at the United Way of Siouxland’s Young Leaders Society Caddyshack Scramble.*

The 7th Annual Golf “Fore” Mental Health for the Siouxland Mental Health Center helped them continue to service those in need and bring awareness to mental health in the community.

The 9th Annual Under Fore-Tee Caddyshack Scramble for the United Way of Siouxland supported their Young Leaders Society (YLS), a group of caring and committed young professionals on a mission to encourage philanthropy and volunteerism among their peers.

## Lila Mae’s House “Rhythm & Wine” Event Held in South Sioux City

KTIV’s Stella Daskalakis was the MC for “Rhythm & Wine,” a fundraiser to support the efforts of Lila Mae’s House. The event was held at the South Sioux City Marriot Riverfront.

Opening in 2019, Lila Mae’s House offers a safe and supportive environment for women who have been victimized through sex trafficking. Lila Mae’s House seeks to help women develop skills and regain control over their lives. Women age 18 and older can stay at the facility for up to two years for free as they recover.

“We offer counseling, life skills, job training and a supportive environment where they can really learn to be the positive women they want to be,” said Sister Shirley Fineran, Founder and Board President of Lila Mae’s House.



*Above: Sr. Shirley Fineran (left) with KTIV’s Stella Daskalakis (right) at the Lila Mae’s House “Rhythm & Wine” event.*

# KTIV Honored for Excellence

KTIV was honored with several awards by the Iowa Broadcast News Association (IBNA) and the Midwest Broadcast Journalists Association (MBJA).

“SportsFour Extra” was awarded with a First Place Eric Sevareid Award for Best Sportscast/Program by MBJA. KTIV’s series “Education Today” was given an Award of Merit for Best News Series.



IBNA honored KTIV with four first-place awards for In Depth/Series, Feature Reporting, Political Coverage and Best Sportscast. KTIV also received additional IBNA awards for Public Affairs, In-Depth/Series, Spot News Coverage, Best Newscast and Overall Excellence.

“It is truly an honor to be recognized by these two organizations,” said KTIV News Director, Keith Bliven. “KTIV has a long tradition of leadership, and these awards honor the hard work and effort of our outstanding team.”

## Matt Breen Celebrates 25 Years at KTIV



KTIV Anchor Matt Breen has been with KTIV since 1996, joining us a reporter/ weekend weather forecaster. In that time has served as weekend anchor, morning anchor and evening anchor, where he has served since 2002.

“I was 23 when I got this job, I’m 48 now. It’s been just a great place to work and Siouxland has been a great place to live,” said Matt in an interview recorded for the station.

KTIV is not only where Matt began his TV career, it’s also where he met his wife, Bridget. Both were working in the KTIV newsroom in 1996 when Matt was a reporter and Bridget was a producer.



“It completely changed my life, taking this job here at KTIV,” said Matt. “Because, it allowed me to meet and marry my wife, to have a fantastic family and watch them grow up.”

*Above and lower left: Matt in the mid 1990s.*

*Below: Matt’s family was on-hand for the celebration during News 4 at Six recognizing Matt’s 25th (From left): Bridget Breen and their children Jason, R.J. and Elizabeth.*



Today, Bridget is the Vice President and General Manager of KTIV, while Matt anchors our evening newscasts at 5pm, 6pm and 10pm.

Matt grew up in Fort Dodge, Iowa and is a graduate of Northwest Missouri State University. Broadcasting was a big part of Matt’s family as his grandfather, Ed Breen, was a fixture in Fort Dodge television and radio for more than four decades.

As part of the celebration of his quarter century at KTIV, Matt’s anniversary was recognized during News 4 at Six with his family in attendance. The station also featured Matt in a series of promotional spots looking back on his 25 years with KTIV.



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