

Examiner

MEDIA

10th

Anniversary

The Examiner
news.com

The PUTNAM
Examiner

The Examiner

The NORTHERN WESTCHESTER
Examiner

ExamiBlast

The WHITE PLAINS
Examiner

SMALL NEWS IS BIG NEWS

Renewing the Contract With Our Communities

When launching The Examiner, our first of four local community newspapers, in September 2007, Barack Obama was still a junior senator from Illinois, “Celebrity Apprentice” host Donald Trump was nearly two years from his first Tweet (about a forthcoming “Late Night with David Letterman” appearance) and Lehman Brothers was still a year away from filing for bankruptcy.

Hey, Angels star Mike Trout was just a teenager playing high school baseball in Millville, N.J., Netflix snail-mailed its customers DVDs in red envelopes and the iPhone was a months-old product.

As for Examiner Media, we barely had a website, let alone any social media accounts.

Lots has changed over the past decade, in media more than most industries. But one constant that endures – proven by The Examiner’s loyal readership the past 523 weeks – is the quenchless thirst by the public for responsibly reported local news. In today’s world, where critical coverage of a presidential administration gets labeled “fake,” when the very notion of fact and truth faces relentless attack, the importance associated with publishing professionally gathered local news that people can trust is elevated to an even higher plane.

From area elections, school budgets and land deals to zoning changes, crime news and debates over Main Street development, our central duty is to report the news so residents of our communities can possess a common set of facts, enabling them to engage in intelligent debate.

That all said, it’s not all so serious minded. As our motto goes, Small News Is Big News, and we continue to take pride in spotlighting local Little Leaguers, photographing parades and profiling everyday people. From New Year’s Day newborns to centenarian birthdays, it’s a particular privilege to highlight local stories that might not otherwise be told.

Newspapers in the 21st century

In an age when traditional media outlets can admittedly get scooped by the average Jane or Joe posting to social media, it is even more essential to maintain high standards, even if it sometimes means not being first. Citizen journalists and civic-minded residents of all stripes have an important role to play in communicating information. But the professional newspaper journalist must embrace the best of the print tradition, carefully sifting through rumors to arrive at facts.

That’s even more crucial in an era

when everyone can be a publisher at the click of a button about gossip overheard on and offline. As the saying goes, it’s better to be second and right than first and wrong. And when mistakes unfortunately but inevitably happen despite the best of efforts, publishing corrections and apologizing for errors immediately and without hesitation is of paramount importance. We try to hold elected officials accountable but we’re accountable to the public, too.

Grateful

From a personal standpoint, in reflecting over the past decade, my overriding emotion is one of deep gratitude. The business was built on the backs of countless people fulfilling thankless tasks. Naming specific names most responsible for the successes is fraught with peril, with a list of literally thousands who have contributed and a list of a dozen or so who played a particularly unique role. For the latter, hopefully private communication will suffice. But, with all that in mind, there are

four people I think require a special and public thank you.

My sister, Laura Markowski, our associate publisher. Laura runs the oft-forgotten but vitally important

administrative side of the operation. When people ask how we’ve had some good fortune over the years, it’s tempting to focus on the content we produce. But Laura’s near flawless work and unmatched efficiency is a primary secret to our success.

The volume of tasks, large and small, involved in running the administrative side of four newspapers and a news website borders on the ridiculous. To have someone so capable and so trustworthy captaining that ship is invaluable. Perhaps most importantly, she makes many of us laugh every single day. Given the nature of the business, doing so is practically a prerequisite to maintaining some semblance of sanity through the array of new fires in need of extinguishing on a daily basis.

To my father, Peter Stone, the CFO and my sounding board. A business owner himself for more than three decades, borrowing ideas from his experience has been priceless. He also inspired my love of newspapers. As a kid, over breakfast, we would talk about world events written



By Adam Stone

about in that day’s paper. It instilled in me a deep sense of reverence for the role newspapers can and should play in our civic lives, and, by extension, our communities, right down to our kitchen tables.

And even though my dad and sister were not yet working with me at the very start of the company, I’ve felt their presence from the beginning.

Thank you to Alyson Stone, my wife. There was that first tense week, with

Alyson arriving home from work with our then six-month-old daughter to a group of people laying out a newspaper on her dining room table. And there is now, tending to our wonderful daughters on Labor Day morning as I write this piece.

Without Alyson’s love and support, 10 weeks wouldn’t have been possible, let alone 10 years.

And thank you to the inimitable Martin Wilbur, The Examiner’s workhorse editor-in-chief from day one. Words can’t describe the unending level of respect and admiration I have for Martin’s tireless work ethic and unflinching integrity. Martin’s precise moral compass is so often

my guide, and I’m forever grateful for all I’ve learned from him over the past 15 or so years, first when I was a reporter and he was an assistant editor at a different newspaper, and now in our current roles.

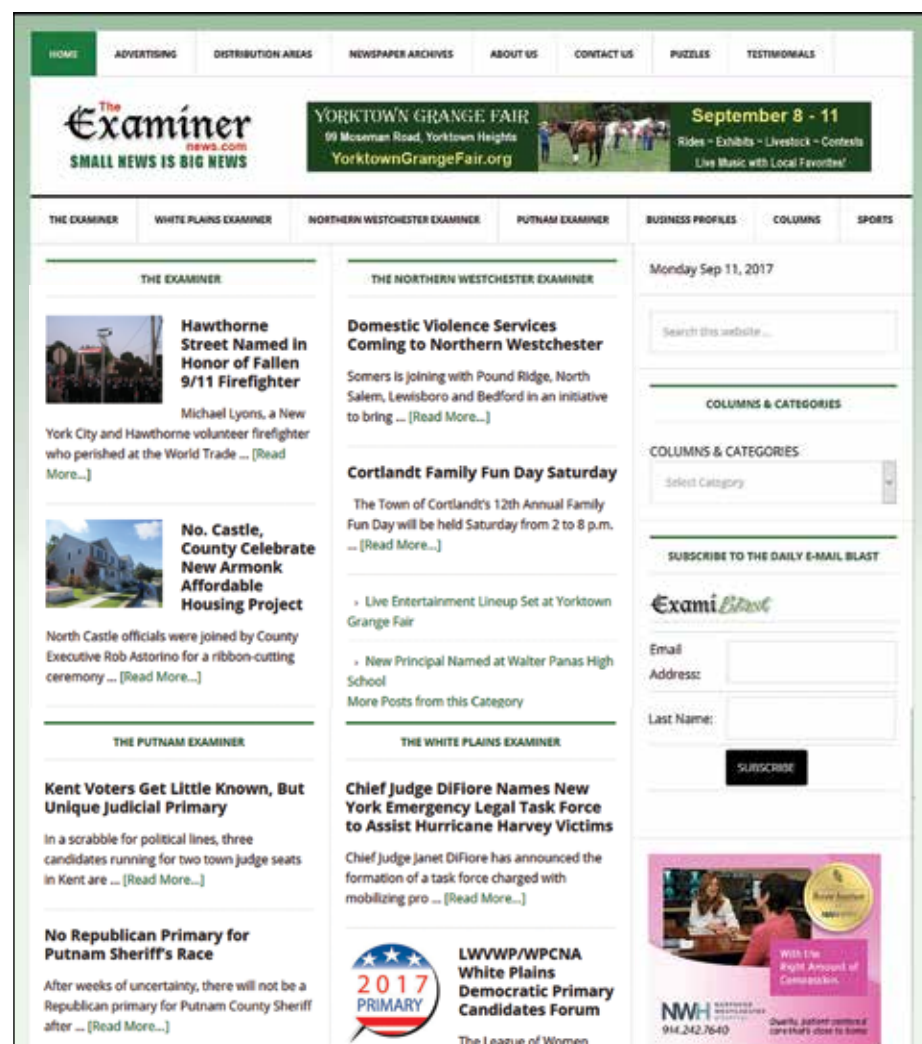
Some journalists have spurts of great work, flashing brilliance now and again, trudging their way through the rest of the year. Martin is different. He’s the elite marathon runner, not the sprinter, showing up and doing the job with grit and determination and deep caring each and every week, always competing to his fullest in the exhausting race.

In The Examiner’s debut editorial, headlined “A Contract With Our Communities,” we stated our mission:

“We’re here to publish community newspapers,” it began. “To tell you what’s happening within the corridors of your village or town hall. To tell you what’s happening within the doors of your school buildings and within the lines of your athletic fields. We’re here to write true stories.”

We’re still here, still vying to live up to those lofty goals, still examining your communities. More than anything, it’s a testament to you, the reader, and your passion for local news. So, to put it simply, thank you for everything. Keep on reading and we’ll keep on writing.

Adam Stone is the publisher of Examiner Media.



During the past decade Examiner Media’s website, theexaminernews.com, has become a significant component of the company’s efforts to reach a wider audience.

Examiner Editor Reflects on 10th Anniversary

By Martin Wilbur

I normally don't answer my cell phone while on vacation. I made an exception during the first week of August 2007.

Sitting at a hotel pool, I was on a weeklong trip with my family to Philadelphia and Hershey, Pa. when I decided to take Adam Stone's call.

For an hour, Adam enthusiastically regaled me about the idea of starting a weekly community newspaper, perhaps covering Mount Kisco where he lived at the time, because another newspaper, The Patent Trader, had ceased publication. He also mentioned Pleasantville, where his wife had been raised, because the village didn't have a local paper either.

We had become friendly during our time at the old North County News in Yorktown Heights, where I was still working as assistant editor but planned to leave by the end of that summer to explore other opportunities. For about four years, Adam was one of our reporters, a curious, earnest staff member and a terrific reporter.

I listened patiently to what he had to say before he eventually asked what I thought. Even though I had worked as a reporter or in publishing for most of my years since college, I didn't have a clue about how to start a newspaper, much less run a business.

Between the two of us, I told him that we each knew plenty of friends and former co-workers that we could call on to report local stories and provide content, but how was he going to attract advertisers, the financial lifeblood of a publication? Where was he going to find people to help sell ads, get a reliable graphic designer to lay out the pages, locate an affordable printer, distribute the paper, and if and when a paper gets printed, to where would it be delivered and by whom?

With the ominous forecasts of the downfall of print media, I was obviously skeptical and had been considering a career change. But I agreed to meet Adam and talk again after I returned home.

When we did, I was astounded. He had sketched out a plan that only he could understand. It made Professor George Lambeau's problem on his classroom blackboard in "Good Will Hunting" look like third-grade math.

"I started writing down on that yellow legal pad the steps that I thought I needed to take in order to make this happen," Adam recalled. "I sort of said to myself I don't know if this is going to be a business success, but I had a confidence if I followed these steps that we would be able to publish a newspaper at least one time."

When he asked me to be his editor, I posed one straightforward question: What kind of publication did he want his newspaper to be. Adam's response was that he wanted what would be called The Examiner – a name he chose, according to my recollection, because it sounded like a



ANNETTE VAN OMMEREN PHOTO

Publisher Adam Stone, left, displays The Examiner's debut editions with Editor-in-Chief Martin Wilbur. For the first six months the paper printed separate editions for Mount Kisco and Pleasantville.

good newspaper name – to contain well-reported articles on local governments, school districts, students, businesses and residents.

He also wanted the paper to have at least one item of value or interest to anybody who might pick it up. I figured there was still at least one person around that shared my views on what a local newspaper should be and decided to accept his offer.

A month later, on Sept. 11, 2007, that initial modest goal of completing one issue was realized when the first Examiner was published. What's hard to believe is there has now been an Examiner printed for 523 consecutive Tuesdays.

While others saw a dying industry, Adam saw a void in communities such

as Mount Kisco and Pleasantville, and soon after in New Castle, North Castle and throughout Mount Pleasant, where The Examiner would expand during the next year. Despite an increasing trend toward celebrity-focused or eye candy journalism, he believed there was still a market for solid community journalism, and that there were still people who wanted to know what's going on in their town, village or school district that was of a serious nature.

"I had a strong sense of the right balance of stories, the mix of the light side, the features, hard news, and the importance of stuff like blotters and obits and strong sports (coverage)," Adam said. "That's what I grew up with."

He recognized that maybe local businesses would see the value of having a local publication to advertise in.

It was also of paramount importance that Adam was a journalist first and cares deeply about the integrity of the journalism. From the opening week, Adam sought a clear division between the editorial side and the business and advertising end. Regardless of the size of a publication or the communities it covers, there will always be some natural conflict, but it was crucial for him that there be as little influence on one side from the other as possible.

It didn't take long for other communities to notice The Examiner. As industry trends and technology posed greater threats to many newspapers and the Great Recession chewed up others, The Examiner was approached to start a

Putnam County edition in 2009. By the end of 2010, we moved into Yorktown, then the neighboring communities that comprise The Northern Westchester Examiner.

When another publication met its demise, that provided Examiner Media an opening to publish a White Plains Examiner starting in 2011.

Northern Westchester Examiner editor Rick Pezzullo said the real testament is how the Examiner newspapers have become valued in the areas they serve.

"The newspapers in the Examiner Media group are a throwback to when community journalism was at its best," he said. "Despite advanced technology and social media where news is available anytime and anywhere, there remains a thirst for neighborhood news, and that's where Examiner newspapers fill a major void."

Although the print version of Examiner Media remains its bread and butter, there will always be change. The Examiner's website, www.theexaminernews.com, was largely a skeleton for the first five years, but we have been pushed into using technology more frequently. We also knew that news doesn't wait to happen one day a week.

That was evident during a two-week span in the fall of 2012, when we provided daily updates of the Douglas Kennedy trial in Mount Kisco. The following week we followed with updates about how our communities were coping in the aftermath of Superstorm Sandy. The opportunity opened up the possibility of providing an e-mail blast

each weekday morning and to introduce ourselves to a larger readership.

As The Examiner enters its second decade, there will continue to be change and evolution. But the core tenets of serious local journalism will remain the same.

It's been a pleasure to have been a part of so many readers' lives these past 10 years. We pledge to keep striving to do better and keep on learning and listening.

"It's been a learning experience and it's been a fun experience and very challenging and I've definitely learned a lot," Adam said. "I think we've had more success than what I could have imagined or hoped for at this point looking back. I remember reading how rare it is for (new) businesses to last one year, let alone five years, so to get to 10 years definitely feels like a major accomplishment."

Martin Wilbur is the editor-in-chief of The Examiner.



Examiner Media sends a free email blast with the latest news on weekday mornings to readers who sign up for the service.



Rewind: A Decade of Notable Examiner Front Pages



Sept. 11, 2007, Mount Kisco Edition



Sept. 11, 2007, Pleasantville Edition



June 10, 2008



July 29, 2008



Aug. 12, 2008



Aug. 26, 2008



Dec. 2, 2008



Mar. 10, 2009



Nov. 12, 2009



June 29, 2010



Oct. 20, 2010



Dec. 12, 2010, The Putnam Examiner



Mar. 1, 2011



Aug. 23, 2011



Aug. 30, 2011



Nov. 1, 2011



Nov. 22, 2011, White Plains Examiner



Oct. 30, 2012



Nov. 6, 2012



June 25, 2013



Aug. 27, 2013



Jan. 28, 2014



Nov. 4, 2014



Feb. 10, 2015



Nov. 3, 2015



Nov. 15, 2016

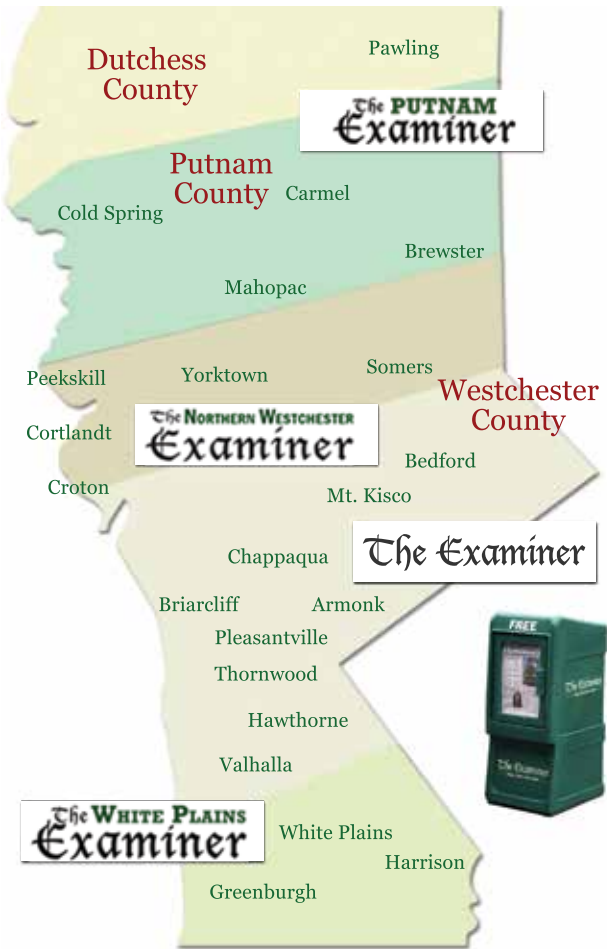


Jan. 10, 2017, Northern Westchester Examiner



Apr. 18, 2017

Examiner Media Coverage Area Map



To purchase a digital file, email us at photos@theexaminernews.com. Just include the name of the student athlete featured in the picture or pictures you're interested in buying, the Tuesday publication date in which the image or images appeared and the page number or numbers. Photos are \$25 each.

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1. Wizedened

4. Sly and the Family ____ or Examiner Media publisher

9. Dove’s sound

10. Richly wrought

12. Serve with verve

13. Pig in Charlotte’s Web or The Examiner’s Editor-in-Chief

14. Bush-like

16. East Indian lentil sauce

18. Petition

19. Monument Valley land formation

20. Remove, in a way

23. Trig. term

24. Fab-____ or number of Examiner print media publications

25. Excessively

26. The O in BYOB

27. Examiner motto: Small news is ____

31. Eventually

33. Small speck

34. Straighten up

35. Wall-climbing plant

36. Biblical verb

37. Golfer’s gadget
- Down
1. Edible tubers

2. Scottich lake

3. Live wire, so to speak

4. Another name for woodlouse

5. Sioux or Navajo

6. Kind of child

7. Pick up

8. Certain Chopin works

11. Rub out

15. Cybercafe patron

17. Quebecois water body

19. “One giant leap for mankind” site

20. Alien flier

21. Unresolvable, in a way

22. Made a bad joke

23. Forceful

25. X

27. What a bark can be worse than

28. Revise

29. Used looms

30. Eye problem

32. Chinese “way”

Find the puzzle answers in the main section of the paper.

From a Serendipitous Beginning, What a Fine Wine Journey It's Been



By Nick Antonaccio

In the summer of 2007, much was right with the world. The stock market was riding high and home values continued their seemingly endless rise.

A few months later, bam! The world as we knew it began to unravel. Bear Stearns was teetering and the subprime mortgage bubble was finally showing signs of weakness.

In the midst of the euphoria of the summer, at a dinner party, Adam Stone and I discussed his dream of publishing a weekly print newspaper. At first, I attempted to discourage him: "Print is dying, after all. Many folks are gravitating to the Internet for their news and op-eds."

His retort: "Nick, I believe there is an underserved niche in today's news environment. Hyperlocal news is very much in demand and the print, electronic and digital media do not adequately serve this market."

As we continued sipping wine and enjoying small plates, he offered a

proposition. Would I be interested in penning a weekly wine column for his nascent newspaper? I decided, almost as a lark, to accept his offer.

So, here I am, celebrating my 10th year – and column number 519 – sharing Adam's fulfilled dream.

At the onset, I struggled to find my journalistic voice. Should the focus be a critique of individual bottles of wine? Stories bubbling up from the Bacchusphere? Virtual tours of wine regions? An encyclopedic-like primer on the technical aspects of grapes and wine making? My personal views on all things wine?

For the first few years, I experimented with multiple focuses, looking to my readers for guidance. As one might expect with a publication that crosses many demographic factors, there was no single direction to be

taken. So I decided to attempt to please all the people – some of the time. With this latitude, I embarked on each of the topics mentioned above, and still do to this day.

On this occasion, I thought I'd digress from my longstanding practice and instead provide a glimpse into the behind-the-scenes joy of producing my weekly column.

Each week, I reserve Sundays to craft my column. It doesn't conflict with my family and career demands and I can work into the wee hours of the morning to meet my submission deadline.

There have been a number of unlikely venues:

Traveling in our car, iPad resting on my lap, on interstate highways in numerous states (my wife always at the wheel).

In hotel rooms on business trips, rental homes while on vacation, pools or beaches, and on verandas overlooking scenic vistas. I've composed in a number of states, including California, Arizona, Florida, South Carolina, New Jersey and Colorado. I've also submitted columns from locales in Italy, France and the Caribbean.

But as exotic, and stressful, as these locales may have been, none compare to the Sunday night, several years ago. We had no power in our home due to a fallen tree in the midst of a bitter winter snowstorm.

Picture this: It is midnight. I'm sitting at my kitchen table penning my column (I had completed my research beforehand). A flashlight is precariously positioned to provide light on my laptop's keyboard. Every few minutes, my eyes dart to the laptop's battery meter as I race against a draining power supply. I'm wrapped in a blanket as the indoor temperature

descends into the low 50s. I sense the growing numbness in my fingers as I near completion of my column.

Finally, I breathe a frosty sigh of relief. Done.

It's now after two o'clock in the morning. My next challenge? No home power, therefore, no Wi-Fi connection. How do I transmit my already delinquent column to my editor?

I formulate a plan, and then wait. And wait. And wait – until 6 a.m. Then I race to the Black Cow in downtown Pleasantville as they open their doors. I log into their Wi-Fi, and with a figurative whoosh, my column heads to my editor's desk.

If there ever was a doubt in my mind that I was committed to Adam's vision back in 2007, it dissipated that night/morning.

Congrats, Adam and staff, especially my editors, on your passion, expertise and endurance.

Nick Antonaccio is a 40-year Pleasantville resident. For over 20 years he has conducted wine tastings and lectures. Nick is a member of the Wine Media Guild of wine writers. He also offers personalized wine tastings and wine travel services. Nick's credo: continuous experimenting results in instinctive behavior. You can reach him at nantonaccio@theexaminernews.com or on Twitter @sharingwine.



*You Heard It
Through the
Grapevine*

THANK

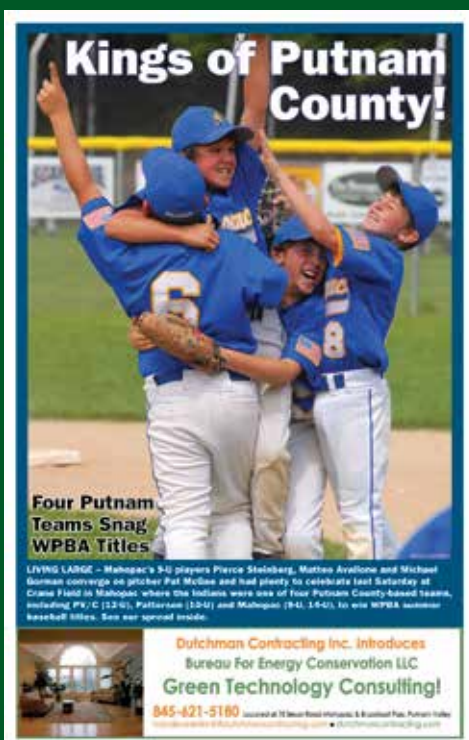
you

**To our Loyal
Readers and
Advertisers**

**For all of Your
Overwhelming
Support Over
The Past
Decade.**

Examiner
MEDIA

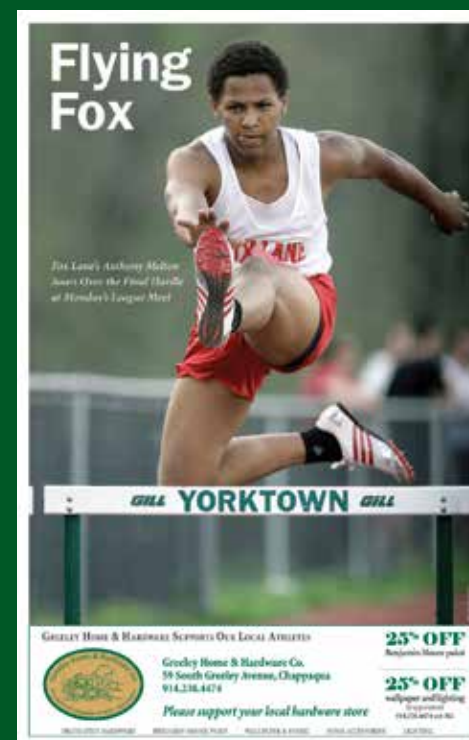
10 Years of Sports Memories



Aug. 11, 2009, The Putnam Examiner



June 16, 2016



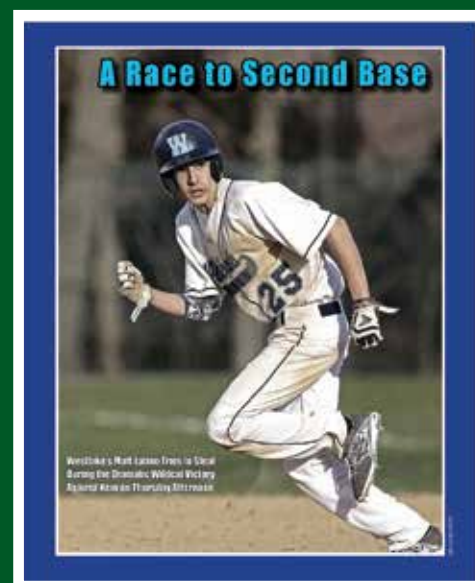
May 5, 2009



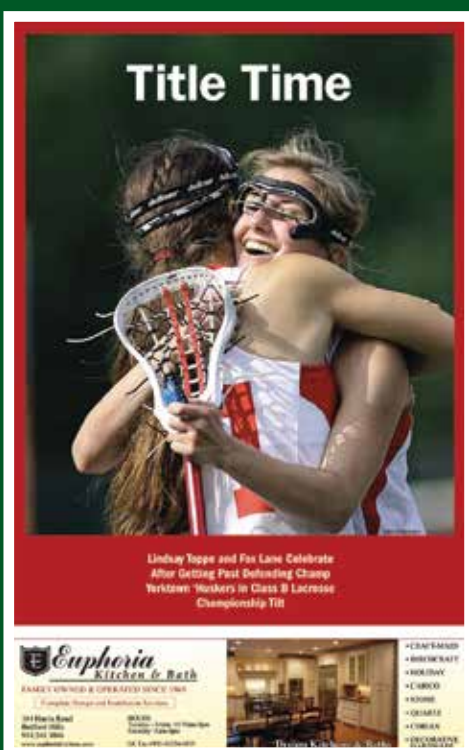
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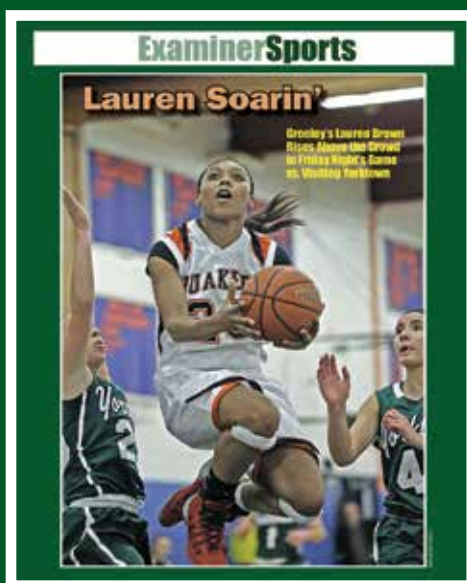
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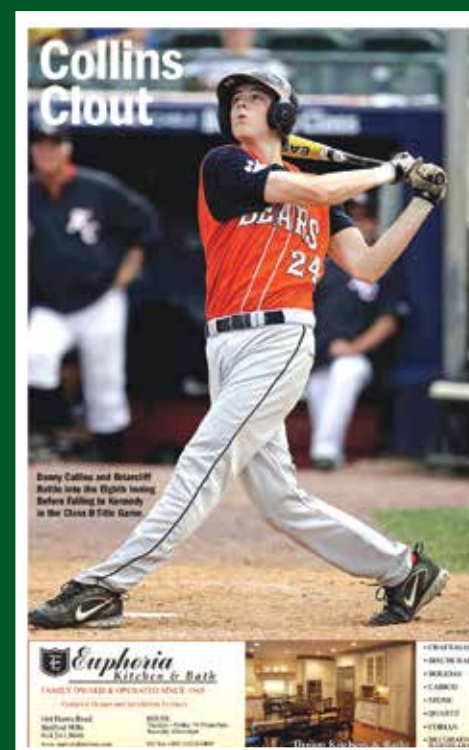
Apr. 21, 2013



June 1, 2010



Jan. 15, 2015



June 8, 2010