

Questionable Design Blamed For Website Woes

BY CARLA K. JOHNSON AND RICARDO ALONSO-ZALDIVAR
Associated Press

WASHINGTON — A decision to require that consumers create online accounts before they can browse available health plans under President Barack Obama's overhaul appears to have led to many of the program's technical problems, independent experts say.

Most e-commerce websites — as well as medicare.gov — are not designed to require those merely browsing to set up accounts. But it's one of the first steps on healthcare.gov.

Consumers trying to create their accounts multiplied the volume of online transactions that overwhelmed the website last week, causing long waits and frustration. Many people were stopped by a balky security questions page.

The administration threw in additional computing

hardware to handle the volume, and deployed software experts to patch the mechanism for creating accounts, but reports of delays persisted Tuesday.

For Obama, glitches involving his signature legislation are an unwelcome twist. A devoted smartphone user, his political campaigns were models of high-tech efficiency. Yet the problems that have surfaced so far with healthcare.gov don't even involve the site's more complicated functions.

Allowing consumers to browse anonymously was one of the recommendations of Enroll UX 2014, a \$3 million, 14-month project to design an optimal user experience for the insurance marketplaces. The well-known San Francisco design firm IDEO led the project and undertook extensive consumer interviews to create an easy-to-use site.

"The first thing people said to us is, 'I need to be able to understand what my

options are,'" said Sam Karp, vice president of programs at the California HealthCare Foundation. The nonprofit helped organize and finance Enroll UX 2014, which also involved the federal government and 11 states.

Karp said he was concerned when he tried the federal website last week and found that anonymous shopping wasn't part of it. He considers the omission a "major design flaw."

While several states that built their own online marketplaces do allow for window shopping, the federal site serving 36 states does not.

Technology-wise, requiring accounts greatly magnified the amount of work the federal website would have to do, increasing chances of bottlenecks and other problems.

The health care law was designed to provide insurance for people who don't have access to coverage on the job.

Services

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making sure there is a continuum of care for them.

"We've got to provide people with the best care we can at HSC and then connect them with care on the outside," he said. "The vast majority of our patients are with us for less than two weeks. They are going to be going back to their communities, and we want to make sure they have services, medications, etc. Those are things we struggle with."

In that regard, Yankton is very lucky, Compton stated. With the presence of HSC, LCBHS, a chapter of the National Alliance on Mental Illness (NAMI), the Yankton Area Mental Wellness Conference and other entities, the community has a great understanding of the needs of those dealing with mental illnesses, he said.

"There is obviously a very strong interest in Yankton for providing help to people with mental illness," he said. "I think that says a lot about the community."

Ability Building Services (ABS) is another part of the larger effort in Yankton to help and provide opportunities for people with mental challenges.

ABS program director Sharon Oien said

the best way others can best help raise awareness for mental health is to provide jobs and avoid judgment.

"Consider hiring people with disabilities," Oien said. "The biggest thing is not to make judgments on people in general."

ABS, which began operations in 1975, has eight residential facilities and serves 140 individuals. The group also provides work training, supported employment and educational opportunities with the intent of helping those with disabilities become productive members of society.

Kafka said services like these have raised awareness and have great impacts on society.

"(I want people to take away) that there's always hope," she said. "Education is extremely important. Just have patience and understanding when dealing with mental health issues."

Mental Illness Awareness Week continues the rest of this week. Coinciding with the week are the Day of Prayer for Mental Illness Recovery and Understanding (Oct. 8) and National Depression Screening Day (Oct. 10).

For more information on Lewis & Clark Behavioral Health Services, visit www.lcbhs.com/.

For more information on ABS, visit www.abilitybuildingservices.com/.

Discuss this story at www.yankton.net/

Blast

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but didn't win it," he said. "In 2012, I felt we hadn't made enough changes (to warrant entering the competition) and I was too busy. But the last day of the contest, I put aside stuff and entered us again."

Strombeck later learned the Blast had reached the national finals and had placed among the top three stations, going up against both secular and Christian stations. He was unsure whether to attend the awards ceremony in Orlando.

He realized, with the planned Jan. 1 start-up of his second Internet station, that this marked his last year of eligibility as a single stream webcast.

"I thought, 'Should we go?'" he said. "We didn't have the cash for it, but we went in faith and flew down to Orlando."

How did he feel when he was announced as the winner?

"Elated!" he said. "Some of the other winners said my smile lit up the room."

Strombeck is no stranger to making leaps of faith. Throughout his life, he has turned to God for guidance with his career, family and now an international ministry.

Strombeck grew up in a Christian church. In taking the next step, he formally gave his life to Christ while listening to a disc jockey on a Yankton radio station in the

mid-1980s. The DJ delivered the Gospel during a Sunday morning Christian pop/rock radio show on a Top 40 FM station.

At an early age, Strombeck saw his life's path forged by the combination of the Christian radio message and his passion for broadcasting and Christian rock.

"When I was a junior in high school, I felt God impress on me what I should do with my life," he said. "The message was that I would be used through Christian heavy metal rock."

On his website, Strombeck said he delivered the same message during his impromptu awards speech in Orlando.

"Since I was in high school, I dreamed of doing this format of Christian Rock, (Alternative), and Metal," he said. "This is a format that FM Christian radio is afraid to do, and I am thrilled that Internet radio has leveled the playing field."

At the post-awards show gathering, Strombeck shared with several people how building the Blast was similar to the "build it and they will come" story from the movie "Field of Dreams."

FOLLOWING GOD'S PLANS

Strombeck has worked in radio since 1990, much of that time programming Christian rock radio. Strombeck career has taken him around the nation, eventually landing him at a radio station that broadcast over the Internet in what was then a cutting-edge move.

His career highlights

include time spent as program director, music director and morning drive host for KLYT-FM, a Christian rock radio station in Albuquerque, N.M. His Massive Morning Show was nationally syndicated on another Christian radio network in the early 2000s.

He programmed FM Christian rock shows in Houston and a Houston-based internet radio station in the early-to-mid 2000s and has been on the air in various cities around the upper Midwest, including WNCB in the Twin Cities.

Strombeck was a national seminar speaker at GMA (Gospel Music Association) Week in the 2003 Christian Rock Radio Track, and he has won two national awards in Christian rock radio at GMA Week, also in the early 2000s.

However, Strombeck felt a sense during the 2003 trip to GMA week that he was called to a different mission.

"On the plane to Nashville, I was praying, 'What do I do now, Lord?'" he said. "He was telling me to start a Christian rock Internet radio station to reach the whole world."

Strombeck felt called to start his own Internet-based progressive, aggressive Christian rock station that would reach a younger audience. However, he found difficulty getting the necessary funding and sponsors for the start-up operation.

Strombeck continued to push forward with the mission despite the challenges. He found new inspiration in

2004 when he opened the Bible and came across a passage inspiring him to pursue the name BLAST for his Christian station.

"I went on the Internet to purchase the (domain) name TheBlast.FM. I secured that name and sat on it for three years (before starting the station)," he said.

MAKING THE MOVE

In 2006, Strombeck and his wife, Alicen, were living in Houston and deciding whether to return to South Dakota. After prayer, they realized they could operate an Internet station in South Dakota and, if they started a family, raise their children near the grandparents.

The Strombecks were stunned at the next development, which seemed to reaffirm their decision to move back to South Dakota.

"A visiting preacher at our Houston church knew about our fertility problems (as a couple) and had a prophecy," Strombeck said. "He said my wife wasn't present at the time — and she wasn't — and that we would give birth to a radio station, and that we would give birth to kids."

Every element of the prophecy came true.

The couple moved to Sioux Falls in 2006, where Strombeck had found a job where the company's insurance paid for in vitro fertilization. He worked at his full-time job from 8 a.m. to 4:30 p.m., then worked on building the BLAST from 5 p.m. to midnight.

"My interaction with Alicen was having supper together upstairs," Colin said.

Rather than pay a year's worth of royalties for a small portion of 2006, Strombeck waited until midnight on Jan. 1, 2007, to launch BLAST.FM from the basement of his home.

"Then, on Jan. 10, 2007, we found out that my wife was pregnant," he said. "We learned she was a mother not just to one child or even two. She was having triplets."

Strombeck has slowly but steadily built BLAST.FM. During Easter weekend 2009, the station moved to its current location at Falls Church.

The station is funded mostly by donations and consists almost entirely of Christian music for its programming. The station doesn't use syndicated programming, but it has syndicated its programming to a Knoxville, Tenn., affiliate for a Sunday morning program during the last 4 1/2 years.

Strombeck works as an on-air personality from 1-5 p.m. weekdays. The station has a part-time webmaster and has operated with about 100 volunteers since the mid-2000s.

In addition to its Christian rock, metal and alternative format, the station offers a weekly show called "Blast-metal" which Strombeck said "is the heaviest music you can possibly hear on a Christian radio station, or any radio station, for that matter." The station also broadcasts Christian music from the mid 1990s to the mid 2000s.

"More specialty shows and more formats are planned, as time and money allows," he said.

"We'd eventually like to be live 24/7 with on-air personalities on all of our formats. We are open to expanding to terrestrial and satellite radio if the opportunity presents itself and funding is in hand to do it."

The station is heard on at least four continents, including nations where Christianity may be restricted or forbidden and the listener may even face danger by listening to the Christian message, Strombeck said.

The station has also received testimony from teenagers who said the Christian message of hope and salvation has led them to decide against committing suicide, he added.

"I am blessed that this is where the Lord wants me and what I am called to do," he said. "With any job or situation, you have your days when things don't go so well. But you continue to get recharged and remotivated when you receive the feedback from listeners."

Strombeck also considers it a blessing for his family.

"We have our struggles, as do all families, but we feel truly blessed," he said. "It's all very challenging right now, but I love it. I wouldn't trade it for the world."

You can follow Randy Dockendorf on Twitter at twitter.com/RDockendorf. Discuss this story at www.yankton.net.

THE AWARD-WINNING PRINT & ONLINE FAMILY FEATURE

"Like" Kid Scoop on Facebook!

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WRITTEN BY A KID FOR KIDS

Meet NASCAR's Danica Patrick

By Kimberly Uzzo
KID SCOOP YOUNG REPORTER

Danica Patrick is one of the few women in racing and is, by far, the most famous women racer of all time. "I always wanted to be the first *me*, not the next somebody else," says Danica about how she never really had role models, she just strived to be her best.

Danica Patrick may seem like a rough and tough girl that races with the boys, but she says, "I'm girly away from the track!"

When asked what gets her pumped up before a race, she said that she gets ready by being introduced and waving to the fans. "I feel like I do better on the track when I'm in a better mood, so I try to just have a good time."

Green Means Go!

Danica's number 10 bright lime green Go Daddy car is always an impressive sight to see at NASCAR races.

Danica races in NASCAR which is a type of stock car racing. Stock car racing started with drivers racing cars that were the exact same as the cars on the streets today. Today, stock car racing and NASCAR cars still look like the cars that we drive, but are much faster.

Our student reporter, **Kimberly Uzzo**, interviewed drivers and found out more about NASCAR at Sonoma Raceway in California. Read more of her articles and interviews exclusively at kidscoopnews.com

Kimberly is an eighth grader whose favorite quote is "Don't let the fear of striking out keep you out of the game."

Design your NASCAR racing car!

Color your own NASCAR vehicle. Add stripes and logos and your favorite number, too. Take a look at www.NASCAR.com for ideas!

A Kid Scoop Young Reporter Exclusive!

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is one of North America's premier sports. NASCAR races are broadcast in more than 150 countries. Special thanks to Sonoma Raceway, Ed Rueda and Danica Patrick for providing great access to our student reporter for this page!

"I've done things that are more fulfilling as a driver, that aren't first place," says Danica. "Even if you don't win, you should always remember that sometimes how you did all day is better than winning."

Personal Best

When Danica raced in IndyCar, she was very successful. She won in Japan in 2008. However, that was not her favorite moment. She raced in Texas in 2010 and she was in the top five all day. Even though she didn't win, she felt like she did better in that race because she drove well the entire day. When I asked her for the highlight of her NASCAR career, she said that her favorite moment in her NASCAR career so far was when she raced in Martinsville, Va. She started in the very back and finished 12th, and that was more satisfying than at Daytona.

Discovering the Race Track

Danica has known that she wanted to be a racer since she was 10 when she was racing go-karts. But before that, she wanted to be what a lot of young girls want to be, a veterinarian, a singer, then finally, a race car driver.

Danica said she loves being with kids, whether it is at the track or away from the track. Because Danica is such a famous racer, a lot of kids go up to her and say, "I want to be just like you when I grow up."

And when I asked Danica what her reply to this is, she said, "If somebody ever says they want to be like me when they grow up, I always tell them that they should want to be *better* than me."

Kid Scoop Puzzler

Find It Fast!

A pit crew works quickly, changing four tires in seconds. How fast can you find the four matching wheels?

Standards Link: Investigation: Find similarities and differences in common objects.

Double Double Word Search

Find the words in the puzzle. Then look for each word in this week's Kid Scoop stories and activities.

R	G	N	I	C	A	R	T	R	Y
E	R	T	O	C	B	E	B	W	P
V	T	E	I	N	D	Y	C	A	R
I	C	N	T	E	M	I	L	V	E
R	A	A	T	R	A	C	K	I	S
D	X	S	E	S	O	C	T	N	S
T	E	C	N	E	O	P	R	G	T
H	F	A	S	T	E	R	E	A	N
M	F	R	S	E	N	E	E	R	G

Standards Link: Letter sequencing. Recognized identical words. Skim and scan reading. Recall spelling patterns.

FROM THE Kid Scoop LESSON LIBRARY

www.kidscoop.com

Pit Crew

Pit crews take care of racing cars. Look through the newspaper for the people and organizations that care for kids in your community. Send one of them a thank you note, thanking them for their care and concern.

Standards Link: Writing: Produce writing appropriate to task, purpose and audience.

Write On!

Checkered Flag

Imagine that you are in a NASCAR race. Describe the action as you are racing neck-and-neck with two other drivers. Who wins?

Standards Link: Language Arts: Use nouns, adjectives and verbs correctly.

Missing Words

Replace the missing words in this article using these words:

TRAUBLES DRIVERS
FOCUS REACH
REPORT TEACHERS
IMPORTANT

Meet Ed Rueda

By Kimberly Uzzo
KID SCOOP YOUNG REPORTER

Kid Scoop supporter Ed Rueda is the owner of Hybrid Haven in Petaluma, Calif. Ed is a proud member of the 7-11 Petaluma Lions Club and the Petaluma Odd Fellows. Both organizations _____ on giving back to the community, especially to the elderly and making equal opportunities for children.

Kid Scoop News supporter Ed Rueda and Tex Powell the inventor of the first NASCAR transmission.

Because of the _____ he faced as a child, Ed believes that you should always give back to your community. "You've got to remember where you come from and who you are," Ed says some people forget what is really _____ in life. He learned a lot about giving back from his father. His father and his stepmother where both _____ when Ed was growing up. "Dad's always trying to help kids out. That's where I got it, from him."

Ed has helped many kids, including myself, to _____ for *Kid Scoop*. He helped coordinate our meeting with Danica Patrick and other NASCAR _____. Thanks to Ed, *Kid Scoop* has had opportunities to _____ more students with more stories.

Standards Link: Language Arts: Use nouns, adjectives and verbs correctly.