

Ron Musselman | Tire Hill 10-year-old is one-girl outdoors media company (with VIDEO)

By Ron Musselman

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Ruby Korenoski was giggling as she picked up the telephone.

No real surprise.

That is what most 10-year-olds do.

But we need to get one thing straight right away - Ruby is not your typical youngster.

The diminutive elementary school student, who just completed fifth grade on Friday at Conemaugh Township, is mature beyond her age.

How many 10-year-olds do you know who have their own business cards, narrate their own videos and have their own websites?

Not many, I'm guessing.

Ruby is a rare breed.

"A couple of months ago I asked my grandpa, 'Wouldn't it be so cool if I made a website and everybody could follow me and my family out of state could see what I was doing in the outdoors?' " Ruby said. "He said, 'Yeah, that would be cool. Let's do it.'"

"He talked to a guy at work about the website and not long after that, it was up and running."

And the business cards – which feature Ruby's picture holding a pair of binoculars and the headline, "Ruby's Outdoor Rendezvous" – have brought some good-natured ribbing from some of her classmates.

Her motto is "On Target for All Seasons."

"I gave them to kids at school and most of them think it's really cool what I'm doing," she said. "But some of them say, 'What are you doing and why are you doing that?' "

Well, truth be told, Ruby had a little bit of a head start on the process.



Ruby Korenoski

Ruby Korenoski holds up a rainbow trout that she caught at the Greater Ferndale Sportsmen's Club. Korenoski, 10, narrates her own videos on her own outdoors website, www.rorusa.com.

Her grandfather, Joe Workosky of Johnstown, was a long-time freelance writer and a member of the Pennsylvania Outdoor Writers Association.

And when he's not hunting or fishing with his granddaughter, he still is shooting safety videos for various companies throughout the area.

Workosky certainly is one proud grandpa.

Ruby's website www.rorusa.com is worth more than just a glance.

"Ruby and I went through many titles for her website before she landed on one," he said. "She even came up with a theme song that she insists on singing every time we go into the field."

The site shows many photos of Ruby posing with various wildlife and fish.

There are also video clips in which she appears to put forth a pretty polished on-air product.

See her website and videos: <http://rorusa.com/>

She explores outdoors topics such as wildlife, hunting, fishing, photography, camping, boating, water sports and all-terrain vehicles.

Ruby, who did her class project on fly-tying, also is promising interviews with officials from the Pennsylvania Fish and Boat Commission, wildlife biologists and company representatives, as well as guides and outfitters.

"I write all the captions for pictures and email them to grandpa and he posts them," Ruby said. "And he shoots the videos for me and posts them.

"I mean, you think they would be easy, but they take about two or three hours. I had to repeat many of my lines and watch it over and over before it was finished."

Workosky called Ruby "a natural on camera."

Perhaps we have a rising TV host on our hands.

"I work with professionals all the time who think they know what they're doing and we'll spend a whole day on a video, but she only needs about two takes and she's done," he said. "She certainly doesn't have stage fright."

In her spare time, Ruby is a cheerleader, a soccer player, a member of student council and a performer with Kids on Stage.

"Ruby's an exceptional kid who is very serious about everything she does," said her father, Aaron Korenoski, who owns a trucking company in Johnstown. "She goes all out, 100 percent, all of the time – even when it comes to hunting and fishing, or water tubing at Raystown Lake."

"She's awesome," said her mother, Julie, a special education teacher at the Greater Johnstown Middle School. "No matter what's going on at school, she has to be there. We're constantly driving her to some event."

Ruby, who has a younger sister, 6-year-old Vayda, got an early start with hunting and fishing around her home, which sits on seven acres in the Tire Hill area.

“Me and my granpda do a lot of hunting and fishing together with my dad,” Ruby said. “And I have been around boats for most of my life with my parents.”

Workosky said his granddaughter has even started to develop some reporter skills.

“Ruby is always writing stuff down on scraps of paper,” he said. “She has 10 notebooks and she has notes all over the place. ... She needs to put it on the computer and we need to piece it together and we can do little video segments. And that’s what we’re doing now.

“She also has started videotaping me hunting pheasants and she narrates throughout it. It’s some funny stuff.”

Of course, it is.

Ruby Korenoski is having so much fun, she can’t stop giggling.