

2013 Advertising and Circulation Awards  
June 10, 2013  
The Holiday Inn  
Albany, New York

Good evening, and welcome to the 2013 Advertising and Circulation Awards Banquet. Tonight we will honor winners of NYNAME's Advertising Competition, as well as NYSCMA, Inc.'s Promotion Awards Competition. NYNAME president **Diane Lahr-Smith** will begin the ceremony with the Advertising Awards.

Thank you, Mary. Each year, the New York Newspapers Advertising and Marketing Executives recognize newspapers for their hard work and service to the art of newspaper advertising. These awards for excellence are a testament to the dedication of advertising professionals to the highest ideals of the industry. These efforts are recognized and rewarded by fellow newspaper professionals who understand the amount of time and effort that goes into each entry submitted to them for judging.

This year, contest judges selected first, second, and third place winners from a total of 83 entries submitted by 11 New York State newspapers. The contest was judged by **Pam Bennett**, Advertising Director at Wheeling Newspapers, Inc. in Wheeling, West Virginia.

Tonight, awards will be presented in ELEVEN categories within THREE circulation groups. First I will read all 2<sup>nd</sup> and 3<sup>rd</sup> place winning entries in their circulation group, followed by the 1<sup>st</sup> place winners in that group by newspaper. After I have announced the winners for each newspaper I will invite advertising representatives in attendance to stand at their table as they are acknowledged. All plaques and certificates should be claimed at the conclusion of the banquet.

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Under 10,000

We will begin with the Under 10,000 circulation class...

The *Cortland Standard* wins **SECOND PLACE** in **Black and White Ad** and **Innovative Idea**, as well as **THIRD PLACE** in **Locally Prepared Color, Community Service, Promotional Literature, Newspaper Supplement, and Online Static Advertisement**.

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The *Observer* in Dunkirk takes home **SECOND PLACE** in four categories, including **Community Service, Promotional Literature, Specialty Supplement, and Online Static Advertisement**, as well as **THIRD PLACE** in both **Black and White Ad** and **Ad Campaign**.

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*The Leader-Herald* in Gloversville receives **SECOND PLACE** honors in **Newspaper Self-Promotion, Locally Prepared Color, Ad Campaign, and Newspaper Supplement**.

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And *The Register-Star* in Hudson is taking home **THIRD PLACE** in the **Newspaper Self-Promotion** category.

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Now onto the **FIRST PLACE** winners in the Under 10,000 circulation group...

The *Cortland Standard* wins in **Ad Campaign** for its series created for Susan Briggs of Cinquanti Real Estate.

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The *Observer* in Dunkirk receives top honors in five categories, beginning with **Newspaper Self-Promotion** for their “Earth Day” entry.

The *Observer* is taking home first place in **Locally Prepared Color** with their full-page ad for The Paper Factory.

The *Observer* wins in **Newspaper Supplement** for their “101 Things to Do” entry.

Dunkirk takes home top honors in **Online Animated Advertisement** with their web ad created for Westfield Fisheries.

And the *Observer* wins in the **Innovative Idea** category for their gas card giveaway promotion.

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*The Leader-Herald* in Gloversville wins first place in three categories, beginning with the **Specialty Supplement** category for their “Portraits” entry.

Gloversville takes home the award for **Promotional Literature** with their 125<sup>th</sup> anniversary publication.

And *The Leader-Herald* wins in **Online Static Advertisement** for their “Taste of Home Cooking School” web ad.

*Representing The Leader-Herald tonight is Ad Director Dale Webb.*

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The *Register-Star* in Hudson receives top honors in **Black and White Ad** with their “Free Balls” ad created for New York Golf Park.

And completing the Under 10,000 circulation class, the *Register-Star* also takes first place in **Community Service** with their ad for the Columbia-Greene Out of the Darkness Community Walk.

*Here tonight representing the Register-Star is Advertising Director Pamela Geskie.*

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10,000 to 50,000

Among those competing in the 10,000 to 50,000 circulation group...

*The Finger Lakes Times* in Geneva takes home SECOND PLACE awards in **Newspaper Self-Promotion, Specialty Supplement, Promotional Literature, Online Static Advertisement, and Online Animated Advertisement**, as well as THIRD PLACE in **Black and White Ad, Locally Prepared Color, Newspaper Supplement, and Community Service**.

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*The Post-Journal* in Jamestown earns SECOND PLACE honors in the **Community Service** and **Innovative Idea** categories.

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And the *Daily Sentinel* in Rome wins **SECOND PLACE** in four categories, including **Black and White Ad, Locally Prepared Color, Ad Campaign, and Newspaper Supplement.**

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Now to announce the **FIRST** place winners in the 10,000 to 50,000 circulation group...

*The Finger Lakes Times* in Geneva takes home first place in **Ad Campaign** with their series created for Belhurst Castle.

*The Finger Lakes Times* also wins in the **Innovative Idea** category for their “12 Days of Christmas” entry.

Representing the *Finger Lakes Times* tonight are **Paul Barrett, Erin Castellano, Cheryl Maslyn, Nicholas Neabel, Mary Beth Thorpe, and yours truly, Diane Lahr-Smith.**

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*The Post-Journal* in Jamestown is taking home **SIX** first place awards, beginning with **Black and White Ad** for this ad created for the ACME appliance store.

*The Post-Journal* receives top honors in **Locally Prepared Color** for their Painted Finch Holiday Gift Guide.

Jamestown takes first place in **Newspaper Supplement** for their “Wine Time” entry.

*The Post-Journal* also wins in **Specialty Supplement** with their “Higher Education 2012” guide for college bound students.

Jamestown is taking home first place in **Online Static Advertisement** for their Landmark Chevrolet ad.

And *The Post-Journal* wins in **Online Animated Advertisement** for this web ad created for Craft World.

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The *Daily Sentinel* in Rome takes top honors in **Newspaper Self-Promotion** for their 2012 Spring coloring contest.

The *Daily Sentinel* also wins in **Promotional Literature** for their 2013 calendar, produced and distributed in 2012.

And completing the 10,000-50,000 circulation group, the *Daily Sentinel* is taking home first place honors in **Community Service** for their Rome Chamber of Commerce 100<sup>th</sup> Anniversary special section.

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Over 50,000

Finishing up with the Over 50,000 circulation group...

The *Times Union* in Albany is taking home **SECOND PLACE** awards in **Locally Prepared Color, Community Service, Online Static Advertisement, and Innovative Idea.**

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*The Buffalo News* receives **SECOND PLACE** honors in the **Newspaper Self-Promotion** category.

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The *Times Herald-Record* in Middletown wins **SECOND PLACE** in **Ad Campaign**.

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And *The Post-Standard* in Syracuse takes home **SECOND PLACE** in **Black and White Ad, Newspaper Supplement, Specialty Supplement, Promotional Literature, and Online Animated Advertisement**, as well as **THIRD PLACE** in **Newspaper Self-Promotion and Locally Prepared Color**.

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Now on to the **FIRST PLACE** awards in the Over 50,000 circulation group...

The *Times Union* in Albany receives top honors in **FIVE** categories, beginning with **Black and White Ad** for their print ad created for Fitness Artist.

The *Times Union* wins first place in **Newspaper Supplement** for their 2012 Home Show supplement.

The *Times Union* also wins in **Specialty Supplement** with the November 2012 edition of Healthy Life magazine.

Albany takes home first place in **Promotional Literature** for their 2012 Job Fair flyer.

And the *Times Union* wins in **Online Animated Advertisement** for this ad created for the Albany Devils hockey team.

*Representing the Times Union tonight is Community Relations Manager Charmaine Ushkow.*

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The *Times Herald-Record* in Middletown receives top honors in **Newspaper Self-Promotion** for their coupon-themed campaign.

And the *Times Herald-Record* wins in **Locally Prepared Color** for their Comfort Footwear “Step Into Spring” ad.

*Representing Middletown is Dow Jones Local Media Group’s Gregory Appel.*

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*The Post-Standard* in Syracuse takes first place in **Ad Campaign** with their series of full-page ads created for the Syracuse Firefighters local 208.

*The Post-Standard* wins in **Community Service** for their Old Newsboys Christmas Fundraiser.

Syracuse receives top honors in **Online Static Advertisement** for this banner ad promoting their new website.

And wrapping up the advertising awards, *The Post-Standard* wins in **Innovative Idea** with their Business-to-Business trade show.

*Representing The Post-Standard is Patrick Hurley.*



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This concludes the advertising awards presentation. I will now hand things over to NYSCMA, Inc. President Mary Sawyer for their Promotion Awards.

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Thank you, Diane.

Each year, New York State Circulation Management Association, Inc. recognizes newspapers and their circulation staff for their hard work and creativity as they grow circulation, and continually find new ways to market their newspaper. These awards celebrate the achievement of those staff members and the success of their programs. These efforts are recognized by newspaper professionals and members of the community who understand the amount of time and effort it takes to achieve these results.

This year FOUR judges selected first, second, and third place winners from 37 entries submitted by 7 newspapers. The judges this year included:

- **Heather Zerillo**, Art Director for *The Daily News* in Batavia
- **Jackie Whiting**, Parks & Recreation Director for the Town of LeRoy
- **Susie Boyce**, Account Executive at Tompkins Insurance Agency in Batavia
- and **Eve Hens**, Community Education Instructor at Genesee Community College in Batavia

Tonight, awards will be presented in FIVE categories within TWO circulation groups. First I will announce second and third place winning

entries for each newspaper, followed by that paper's first place winning entries. After I have finished announcing the winning entries for each newspaper I will invite those representing their paper to stand at their table as they are acknowledged. All plaques and certificates should be claimed at the conclusion of the banquet, at which time there will be opportunities to pose for photographs.

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### Under 40,000

Starting off in the Under 40,000 circulation group...

*The Daily News* in Batavia is taking home FOUR awards, beginning with SECOND PLACE in **Digital Promotions** for The Daily News Online.

*The Daily News* also wins SECOND PLACE in **Single Copy** for their Batavia Downs Gaming Coupon.

Batavia takes home FIRST PLACE in **Single Copy** for their Special Sections.

And *The Daily News* wins FIRST PLACE in **Subscription Sales/Retention** for their Holiday Promotion.

*Representing The Daily News is Circulation Director Christine Smith.*

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*The Post-Star* in Glens Falls is taking home THREE awards, beginning with THIRD PLACE in **Single Copy** for their "Jumbo Bucks" entry.

*The Post-Star* wins **SECOND PLACE** in **Subscription Sales/Retention** for their Multi-Media Blitz.

And *The Post-Star* takes home **FIRST PLACE** in **Special Community Involvement** for their “Warm the Children” entry.

Representing *The Post-Star* are **Michelle Giorgianni, Karen Hoolihan, and Chrissy Scriver.**

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And wrapping up the Under 40,000 circulation group...

The *Watertown Daily Times* is receiving **THREE** awards tonight, beginning with **SECOND PLACE** in **Special Community Involvement** for their Cabin Fever Photo Contest.

Watertown takes home **FIRST PLACE** in **Digital Promotions** for their e-Edition Launch.

And the *Watertown Daily Times* wins **FIRST PLACE** in the **NIE** category for their “Cychronicle” entry.

Representing the *Watertown Daily Times* are **Courtney Dunn, Kim Parker, and yours truly, Mary Sawyer.**

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Over 40,000

Moving on to the Over 40,000 circulation group....

The *Times Union* in Albany is taking home FOUR awards tonight, beginning with THIRD PLACE in **Special Community Involvement** for their New Press Launch.

The *Times Union* also wins THIRD PLACE in **Single Copy** for their “Puzzle Extra/Extended Sundays” entry.

Albany takes home SECOND PLACE in the **NIE** category for their “Chills 16 Handles Enrichment Night.”

And the *Times Union* receives FIRST PLACE honors in **Digital Promotions** for their “Preferred Subscriber E-Mail” entry.

*Here tonight representing the Times Union are Dan Denault and Neal Shapiro.*

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The *Times Herald-Record* in Middletown is taking home THREE awards tonight, beginning with THIRD PLACE in **Digital Promotions** for their “Lime Light Deals” entry.

The *Times Herald-Record* wins FIRST PLACE in the **NIE** category with their “E-NIE” entry.

And the *Times Herald-Record* takes FIRST PLACE in **Special Community Involvement** for their New Subscriber Brochure.

*Representing Middletown tonight are Kelvin Parker and Steve Piersa.*

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*The Gazette* in Schenectady wins **SECOND PLACE** in **Subscription Sales/Retention** for their entry titled “Are You Ready For Some Football?”

And *The Gazette* takes **FIRST PLACE** in **Subscription Sales/Retention** for their “Samplepalooza” entry.

Representing *The Gazette* here tonight are **Dennis Donoghue, Steve Ostrander, John Posluszny, and Brian Zarelli.**

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And closing out the competition...

*The Post-Standard* in Syracuse is taking home **FIVE** awards, beginning with **THIRD PLACE** in **Subscription Sales/Retention** for their Holiday Offer.

*The Post-Standard* takes home **SECOND PLACE** in **Digital Promotions** for the E-Post-Standard, a digital replica for their newspaper.

Syracuse also wins **SECOND PLACE** in **Special Community Involvement** for their “I Am That Lady” entry.

*The Post-Standard* takes **SECOND PLACE** in **Single Copy** for the entry titled “Point of Purchase.”

And finally, *The Post-Standard* takes **FIRST PLACE** in **Single Copy** for their Re-Branding effort.

Here tonight representing *The Post-Standard* are **Nancy Breault, Geri Canny, and Tom Brown.**

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On behalf of NYSCMA Inc., NYNAME, and the New York News Publishers Association I would like to again congratulate all of this year's winners, and thank you all for your continued participation and support of these prestigious newspaper competitions.