

2016 Awards Banquet Agenda

- 1) Welcome – Ethan
- 2) NYNAME Advertising Awards – Randy
- 3) NYSCMA, Inc. Promotion Awards – Ethan
- 4) NYNAME Conference Scholarship Drawing – Greg
- 5) NYSCMA, Inc. Future Leader Drawing – Ethan
- 6) Prize Raffles – Nancy
- 7) Group Photo Instructions – Nancy

- **Welcome (Ethan)**

Good evening, and welcome to the 2016 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 Second Vice President **Randy Lewis** will begin the ceremony with the Advertising Awards.

- **NYNAME Advertising Awards (Randy)**

Thank you, Ethan. 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 record total of **155 entries** submitted by **18 New York State media organizations**. The contest was judged by **Joe Zokal** and members of his team at the *News Tribune* in La Salle, Illinois.

Tonight, awards will be presented in **thirteen categories** within **three circulation groups**. First, I will read all SECOND and THIRD place winning entries in their circulation group, followed by the FIRST place winners in that group by news organization. After I have announced the winners for each organization, 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.

Under 10,000

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

The Citizen in Auburn wins SECOND PLACE in three categories, including **Public Service or Non-Profit Special Section; Locally Prepared Auto, Real Estate or Recruitment Ad; and Online Static Ad.**

The Daily News in Batavia takes home SECOND PLACE in the **Innovative Ad Project** category.

The Daily Mail in Catskill receives SECOND PLACE honors in **Classified Promotion** and **Online Dynamic Ad**, as well as THIRD place in three categories, including **General Ad - 2x3 or Smaller; General Ad - 2x4 or Larger; and also Public Service or Non-Profit Special Section.**

The *Cortland Standard* takes home THIRD PLACE honors in **Locally Prepared Auto, Real Estate or Recruitment Ad**, as well as the **Online Static Ad** category.

Representing the *Cortland Standard* here tonight is Advertising Director **Mike Anderson**.

The *Observer* in Dunkirk wins **SECOND PLACE** in **Newspaper Self-Promotion** and **General Ad - 2x4 or Larger**, as well as **THIRD PLACE** in three categories, including **Classified Section**; **Classified Promotion**; and **Mobile or Tablet Ad**.

The *Register-Star* in Hudson is taking home **SECOND PLACE** in four categories, including **Classified Section**; **General Ad - 2x3 or Smaller**; **Specialty Supplement**; and **Mobile or Tablet Ad**, as well as **THIRD PLACE** in **Newspaper Self-Promotion**; **Innovative Ad Project** and also **Online Dynamic Ad**.

And finishing up the second and third place winners, the *Union-Sun & Journal* in Lockport takes home **THIRD PLACE** honors in **Specialty Supplement**.

Now onto the first place awards for the Under 10,000 circulation group...

The Citizen in Auburn wins **FIRST PLACE** in **Newspaper Self-Promotion** for their “Window Cling - Go & Do” entry.

The Citizen also wins **FIRST PLACE** in **General Ad - 2x3 or Smaller** with their Dickman Farms front page Post-it ad.

And *The Citizen* wins **FIRST PLACE** in **General Ad - 2x4 or Larger** with their Hilton Garden Inn “Go & Do” entry.

Representing *The Citizen* here tonight are President and Publisher **Rob Forcey** and Ad Director **Jeffrey Weigand**.

The Daily News in Batavia receives FIRST PLACE in the **Specialty Supplement** category for their “Batavia Centennial” entry.

The Daily News also wins FIRST PLACE in **Online Static Ad** with this ad produced for a local funeral parlor.

And *The Daily News* takes TOP HONORS in **Online Dynamic Ad** with this tower ad for the Bourbon & Burger Company.

The Daily Mail in Catskill wins FIRST PLACE in three categories, beginning with **Classified Section** for their “Pet Page” entry.

The Daily Mail receives FIRST PLACE in **Locally Prepared Auto, Real Estate or Recruitment Ad** with “Patrick’s Specials” for Crossroads Ford.

And *The Daily Mail* wins in **Mobile or Tablet Ad** with their animated banner for the Stewart House.

Representing *The Daily Mail* are Columbia-Greene Media’s **Marlene McTigue, Alex Petraglia and Susan Reinhagen**.

The *Observer* in Dunkirk receives TOP HONORS in the **Conquest Targeted E-Mail** category for their “Vision Early Bird 2015” entry.

Representing the *Observer* here tonight is Advertising Director **Meredith Patton**.

The *Register-Star* in Hudson is bringing home FIRST PLACE awards in three categories, beginning with **Public Service or Non-Profit Special Section** for their “Columbia County Fire Fighters Convention” section.

The *Register-Star* also takes home FIRST PLACE in the **Innovative Ad Project** category for their Columbia County Fair Guide.

And the *Register-Star* wins FIRST PLACE in **Classified Promotion** for their “Classifieds Facebook” entry.

Here once again from Columbia-Greene Media are **Marlene McTigue, Alex Petraglia and Susan Reinshagen**.

10,000 to 25,000

Among those competing in the 10,000 to 25,000 circulation group...

The *Finger Lakes Times* in Geneva takes home SECOND PLACE in three categories, including **Classified Promotion; Online Dynamic Ad; and Classified Section**, as well as THIRD PLACE in **General Ad - 2x3 or Smaller; General Ad - 2x4 or Larger; and Online Static Ad**.

The Post-Journal in Jamestown receives THIRD PLACE HONORS in **Public Service or Non-Profit Special.**

The *Niagara Gazette* wins THIRD PLACE in the **Innovative Ad Project** category.

The *Press-Republican* in Plattsburgh is taking home SECOND PLACE in **Specialty Supplement** and **Public Service or Non-Profit Special**, as well as THIRD PLACE in **Newspaper Self-Promotion**.

The *Daily Sentinel* in Rome wins SECOND PLACE in **Classified Section** and **Locally Prepared Auto, Real Estate or Recruitment Ad**, as well as THIRD PLACE in **Specialty Supplement; Innovative Ad Project; and Classified Promotion**.

The *Observer-Dispatch* in Utica wins THIRD PLACE in **Locally Prepared Auto, Real Estate or Recruitment Ad**.

And the *Watertown Daily Times* takes home SECOND PLACE in four categories, including **Newspaper Self-Promotion; General Ad - 2x3 or Smaller; General Ad - 2x4 or Larger; and Online Static Ad**.

Moving onto the first place winners in the 10,000 to 25,000 circulation group...

The *Finger Lakes Times* in Geneva wins FIRST PLACE in **Public Service or Non-Profit Special Section** for their Breast Cancer Awareness section.

The *Post-Journal* in Jamestown receives FIRST PLACE in the **Innovative Ad Project** category for their “Camping Guide 2015” entry.

Representing *The Post-Journal* here tonight is Advertising Director **Debra Brunner**.

The *Press-Republican* is taking home FIRST PLACE in the **General Ad - 2x4 or Larger** category with their FLW Tournament digital promotion.

The *Daily Sentinel* in Rome wins FIRST PLACE in **General Ad - 2x3 or Smaller** for their Anchor Light Inn ad.

And Rome receives TOP HONORS in the **Online Static Ad** category with this ad for Ballister's Bistro.

Representing the *Daily Sentinel* tonight is Revenue/Marketing Manager **Marphia Dionne**.

The *Obsever-Dispatch* in Utica wins FIRST PLACE in **Classified Section** with their “Mega Jobs” entry.

And the *O.D.* also wins FIRST PLACE in **Newspaper Self-Promotion** with their entry entitled “The Year in Photos.”

The *Watertown Daily Times* receives FIRST PLACE honors in four categories, beginning with **Specialty Supplement** for their “NNY Living” supplement.

The *Watertown Daily Times* wins FIRST PLACE in **Classified Promotion** with this campaign inviting clients to “Unleash” their classified ad’s full potential.

Watertown also wins FIRST PLACE in **Locally Prepared Auto, Real Estate or Recruitment Ad** with their “Dream Big Sales Event” entry.

And wrapping up the 10,000-25,000 circulation group, the *Watertown Daily Times* takes home FIRST PLACE in the **Online Dynamic Ad** category with their animated banner for Off the Top Lawn Care & Landscaping.

Representing the *Watertown Daily Times* are Advertising Director **Michelle Bowers** and VP of Sales & Marketing **Gary Valik**.

Over 25,000

Finishing up with the Over 25,000 circulation group...

The *Times Union* in Albany is taking home SECOND PLACE in the **Innovative Ad Project** category.

The Buffalo News wins SECOND PLACE in two categories, including **Newspaper Self-Promotion**, and also **Specialty Supplement**.

Representing *The Buffalo News* here tonight is Target Marketing Manager **Mark Morris**.

The *Times Herald-Record* in Middletown receives SECOND PLACE in **General Ad - 2x4 or Larger; Public Service or Non-Profit Special Section**; and **Online Dynamic Ad**, as well as THIRD PLACE in **Newspaper Self-Promotion; Classified Promotion**; and **Online Static Ad**.

Representing the *Times Herald-Record* is GateHouse Media Director of National Sales **Gregory Appel**.

And completing the second and third place winners in this circulation group, the *Daily Gazette* in Schenectady wins SECOND PLACE in **Classified Section; Classified Promotion; Locally Prepared Auto, Real Estate or Recruitment Ad**; and **Online Static Ad**; as well as THIRD PLACE in **Specialty Supplement; Public Service or Non-Profit Special Section**; and **Innovative Ad Project**.

Now for the first place winners in the Over 25,000 circulation group...

The *Times Union* in Albany is the contest's biggest winner, taking home ten FIRST PLACE awards tonight.

First, Albany receives TOP HONORS in **Classified Section** with their “Salute to Nurses” entry.

The *Times Union* wins FIRST PLACE in **Newspaper Self-Promotion** with their “Great Dogs of Albany” Book.

The *T.U.* receives FIRST PLACE in **General Ad - 2x3 or Smaller** with their “Angela’s Bridal” entry.

Albany also wins FIRST PLACE in **General Ad - 2x4 or Larger** with this ad created for Albany International Airport.

The *Times Union* wins FIRST PLACE in the **Specialty Supplement** category for “518Life Magazine”.

The *Times Union* takes home FIRST PLACE in **Public Service or Non-Profit Special Section** with their “Albany Police Athletic League” supplement.

The *T.U.* takes TOP HONORS in **Classified Promotion** with their “Just What He Needed” real estate promo.

Albany also wins FIRST PLACE in **Locally Prepared Auto, Real Estate or Recruitment Ad** for their Metro Ford full page ad.

The *Times Union* takes home FIRST PLACE in the **Online Static Ad** category the Museum of Innovation and Science’s indoor butterfly house ad.

And the *Times Union* wins FIRST PLACE in **Online Dynamic Ad** with this animated pencil ad for Yankee Trails World Travel.

(Pause for animation to play)

Representing the *Times Union* here tonight are Advertising Sales Manager **Jeff Kiley**, Art Director **Thomas Kracker**, Media Consultant **Mike Peterson**, and Community Relations Manager **Charmaine Ushkow**,

The Gazette in Schenectady wins FIRST PLACE in the **Innovative Ad Project** category with our “Snapshots” entry.

And closing out the Advertising Awards, *The Gazette* also wins in **Conquest Targeted E-Mail** for our Alpine Sport targeted e-mail.

Representing *The Gazette* here tonight is yours truly, **Randy Lewis**.

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

- **NYSCMA, Inc. Promotion Awards (Ethan)**

Thank you, Randy. Each year, New York State Circulation Management Association, Inc. recognizes news organizations and their circulation staff for their hard work and creativity as they grow circulation, and continually

find new ways to market their print and online entities. These awards celebrate the achievement of those staff members and the success of their programs. These efforts are recognized by news media professionals and members of the community who understand the amount of time and effort it takes to achieve these results.

This year, the contest's judge selected FIRST place, SECOND place, and HONORABLE MENTION winners from **14 entries** submitted by **3 different news organizations**. The contest was judged by **Warren Dews**, Vice President of Audience, Sales & Marketing at New England Newspapers, Incorporated.

Tonight, awards will be presented in FOUR categories within TWO circulation groups. First, I will announce THIRD and SECOND place winning entries from each news organization, followed by FIRST place winning entries from that organization.

After I have finished announcing the winning entries for each organization, I will invite circulation reps in attendance to stand at their table as they are acknowledged. All plaques and certificates should be claimed at the conclusion of the banquet.

Under 40,000

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

Columbia-Greene Media is taking home SIX awards tonight, beginning with SECOND PLACE in **Subscription Sales** with their "New Subscribers" ad.

Columbia-Greene Media wins SECOND PLACE in **Single Copy Sales** with their “Minimum Wage Series” entry.

CGM also takes SECOND PLACE in **Special Projects** with their Shop & Find Sky Hooks banner ad and video.

(Pause for video to play)

And Columbia-Greene Media wins SECOND PLACE in the **Digital Promotions** category for their partnership with *The Washington Post*

Moving onto CGM’s first place winners, they are taking home FIRST PLACE in **Subscription Sales** with their Sampling Program.

And finally, Columbia-Greene Media receives TOP HONORS in **Special Projects** with their Blue Hawks promotion.

Here tonight representing Columbia-Greene Media are Circulation Manager **Courtney Wrigley** and Customer Service Representative **Jessica Gutierrez**.

The *Daily Sentinel* in Rome is being recognized with HONORABLE MENTION in **Single Copy Sales** for their pet contest.

Also in the **Single Copy Sales** category, Rome is taking home FIRST PLACE with their “It’s All About the Meat” contest.

And wrapping up the Under 40,000 circulation class, the *Daily Sentinel* wins FIRST PLACE in **Digital Promotion** for their “Pizza Day” entry.

Representing the *Daily Sentinel* tonight once again is Marsha Dionne.

Over 40,000

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

The *Times Union* in Albany is taking home FIRST PLACE in **Subscription Sales** with their Extreme Couponing Workshop promotion.

The *Times Union* also wins FIRST PLACE in **Single Copy Sales** for their American Pharaoh keepsake.

And completing the competition, the *Times Union* receives TOP HONORS in **Digital Promotions** for their “Meet Bob” digital subscription campaign.

Here tonight representing the *Times Union* are Circulation Sales & Retention Manager **Brad Hunt**, Vice President of Circulation **Todd Peterson**, Circulation Manager **Neal Shapiro**, and Circulation Operations Director **John Truitt**.

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 competitions.

Right now, I'd like to hand things over to NYNAME President **Gregory Appel** for their Conference Scholarship drawing.

- **NYNAME Conference Scholarship Drawing (Greg)**

Thank you, Ethan. As a way of encouraging members to participate in the annual Advertising Competition, NYNAME raffles off a free registration and hotel accommodations at next year's conference, available only to the newspapers that took the time to submit entries this past year.

At this time, I would like to call up _____ to help me with the selection of the 2017 scholarship winner.

And the winner is....

Congratulations, and we look forward to seeing you at next year's conference. Now, it's time to hand things back to Ethan for NYSCMA's Future Leaders drawing.

- **NYSCMA, Inc. Future Leaders Drawing (Ethan)**

Thank you, Greg.

(No script – Select next Future Leaders winner)

Now I would like to invite up **Nancy Breault**, who will be announcing the winners of our raffle giveaways.

- **Raffle Prizes (Nancy)**

Thank you, Ethan.

(No script – Do Best Buy and Vendor Raffles)

- **Plaques and Photo Opportunities (Nancy)**

(No script – Tell everyone where they can pick up their plaques, then direct NYNAME winners to one side of the room and NYSCMA, Inc. winners to the other side so they can pose for photographs.)