

2014 Awards Banquet Agenda

- 1) Welcome – Christine
- 2) NYNAME Advertising Awards – Charmaine
- 3) NYSCMA, Inc. Promotion Awards – Christine
- 4) NYNAME Conference Scholarship Drawing - Charmaine
- 5) NYNAME Lifetime Membership - Charmaine
- 6) NYSCMA, Inc. Future Leader Drawing – Christine
- 7) Prize Raffles – Nancy
- 8) 2015 Conference Announcement – Nancy
- 9) Group Photo Instructions (send NYSCMA, Inc. winners to one side of the room and NYNAME winners to the other to pose for photos) - Nancy

1. Welcome (Christine)

Good evening, and welcome to the 2014 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 **Charmaine Ushkow** will begin the ceremony with the Advertising Awards.

2. NYNAME Advertising Awards (Charmaine)

Thank you, Christine. 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 119 entries submitted by 15 New York State newspapers. The contest was judged by **Janet Corrinne-Harvey**, Executive Director of Digital and Marketing for Trib Total Media in Pittsburgh, Pennsylvania.

Tonight, awards will be presented in ELEVEN categories within THREE circulation groups. First, I will read all 2nd and 3rd place winning entries in their circulation group, followed by the 1st 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.

Under 10,000

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

The Citizen in Auburn wins **SECOND PLACE** in **Specialty Supplement**, as well as **THIRD PLACE** in **Ad Campaign, Newspaper Supplement, and Online Animated Advertisement**.

The Daily Mail in Catskill takes home **THIRD PLACE** in **Black and White Ad**.

The *Cortland Standard* receives **SECOND PLACE** honors in **Promotional Literature**, and **Innovative Idea**, as well as **THIRD PLACE** honors in **Newspaper Self-Promotion**, and **Online Static Advertisement**.

The *Observer* in Dunkirk is taking home **SECOND PLACE** awards in **Newspaper Self-Promotion, Community Service, and Online Animated Advertisement**, as well as **THIRD PLACE** in **Promotional Literature**.

The Leader-Herald in Gloversville wins **SECOND PLACE** in **Black and White Ad, Locally Prepared Color, Ad Campaign, and Online Static Advertisement**, as well as **THIRD PLACE** in **Specialty Supplement**.

The Register-Star in Hudson receives **SECOND PLACE** in **Newspaper Supplement**, and **THIRD PLACE** in **Community Service**.

And the *Adirondack Daily Enterprise* in Saranac Lake is taking home **THIRD PLACE** in **Locally Prepared Color**.

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

The Citizen in Auburn wins **FIRST PLACE** in **Black and White Ad** for “Wine Wednesdays at Sherwood Inn.”

The Citizen takes home **FIRST PLACE** in **Locally Prepared Color** for their Tour Promo ad.

The Citizen receives **TOP HONORS** in **Promotional Literature** for Cayuga Media’s 2013 sales kit.

Auburn is taking home **FIRST PLACE** in **Online Static Advertisement** for this ad created to promote a local charity fundraiser.

And *The Citizen* wins **FIRST PLACE** in **Innovative Idea** for their “Front Page Post-it” entry.

Representing *The Citizen* here tonight is Cayuga Media’s director of advertising **Jeff Weigand**.

The Daily Mail in Catskill takes home **FIRST PLACE** in **Ad Campaign** for this series created for Tait Incorporated.

Representing *The Daily Mail* tonight is Columbia Greene Media publisher **Mark Vinciguerra**.

The *Cortland Standard* receives **TOP HONORS** in **Newspaper Supplement** for their “Summer Guide 2013” section.

The Leader-Herald in Gloversville wins **FIRST PLACE** in **Newspaper Self-Promotion** for their “Multi-Media Ad” entry.

And *The Leader-Herald* also takes home **FIRST PLACE** in **Community Service** for their Fulton-Montgomery Community College “50th Anniversary” book

The *Adirondack Daily Enterprise* in Saranac Lake receives **TOP HONORS** in **Specialty Supplement** for their Adirondack Living Real Estate Guide.

And completing the Under 10,000 circulation group, the *Adirondack Daily Enterprise* wins **FIRST PLACE** in **Online Animated Advertisement** for this ad created for the Lake Placid Center for the Arts.

10,000 to 50,000

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

The *Finger Lakes Times* in Geneva is taking home **SECOND PLACE** in **FIVE** categories, including **Newspaper Self-Promotion, Black and White Ad, Locally Prepared Color, Newspaper Supplement, and Specialty Supplement**, as well as **THIRD PLACE** in **Community Service, and Online Static Advertisement**.

The Post-Journal in Jamestown wins **THIRD PLACE** in **Ad Campaign, and Specialty Supplement**.

The *Press-Republican* in Plattsburgh takes home **SECOND PLACE** in **Promotional Literature, and Innovative Idea**.

The *Daily Sentinel* in Rome receives **SECOND PLACE** honors in **Ad Campaign**, as well as **THIRD PLACE** honors in **Locally Prepared Color, and Innovative Idea**.

And the *Watertown Daily Times* is taking home **SECOND PLACE** in **Community Service, and Online Static Advertisement**, as well as **THIRD PLACE** in **Newspaper Supplement, and Promotional Literature**.

Moving onto the first place winners in the 10,000 to 50,000 circulation group...

The *Finger Lakes Times* in Geneva receives **FIRST PLACE** in **Ad Campaign** for their series created for the Ashton Place senior living community.

And the *Finger Lakes Times* is taking home **FIRST PLACE** in **Innovative Idea** for their “Business Card Directory” entry.

Representing the *Finger Lakes Times* tonight are publisher **Paul Barrett**, business manager **Diane Lahr-Smith**, advertising director **Nick Neabel**, graphics department manager **Mary-Beth Thorpe**, and sales reps **Dawn Lamitie** and **Leslie Sutterby**.

The Post-Journal in Jamestown wins **FIRST PLACE** in **Black and White Ad** for their “Novel Destination” entry.

The Post-Journal takes home **FIRST PLACE** in **Locally Prepared Color** for this ad created for Pal Joey’s restaurant.

And *The Post-Journal* receives **TOP HONORS** in **Newspaper Supplement** for their “Wine Time” section.

Representing *The Post-Journal* tonight is advertising director **Debra Brunner**.

The *Press-Republican* in Plattsburgh is taking home **FIRST PLACE** in **Online Static Advertisement** for their “Jill Magazine Digital Edition” entry.

Representing the *Press-Republican* here tonight is classified advertising associate **Kiley Coolidge**.

The *Daily Sentinel* in Rome wins **FIRST PLACE** in **Promotional Literature** for their annual calendar entry.

And the *Daily Sentinel* takes home **FIRST PLACE** in **Community Service** for “Horizons 2013 – Parts 1 and 2.”

The *Watertown Daily Times* receives **TOP HONORS** in **Newspaper Self-Promotion** for their “New Apps for All Your Devices” entry.

The *Watertown Daily Times* is taking home **FIRST PLACE** in **Specialty Supplement** for their NNY Business Annual Health Care issue.

And wrapping up the 10,000 to 50,000 circulation group, the *Watertown Daily Times* wins **FIRST PLACE** in **Online Animated Advertisement** for “Soft Water by George.”

Over 50,000

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

The *Times Union* in Albany is taking home **SECOND PLACE** in six categories, including **Newspaper Self-Promotion, Black and White Ad, Ad Campaign, Newspaper Supplement, Community Service, and Innovative Idea**, as well as **THIRD PLACE** in **Locally Prepared Color, and Specialty Supplement**.

The *Times Herald-Record* in Middletown receives **SECOND PLACE** honors in **Locally Prepared Color, and Specialty Supplement**, as well as **THIRD PLACE** honors in **Black and White Ad, Ad Campaign, Newspaper Supplement, and Innovative Idea**.

And *The Post-Standard* in Syracuse is taking home **SECOND PLACE** awards in **Promotional Literature, and Online Animated Advertisement**.

Now for the first place winners in the Over 50,000 circulation group...

The *Times Union* in Albany wins **FIRST PLACE** in **Promotional Literature** for their “Reputation Management Sales Sheet.”

And the *Times Union* takes home **FIRST PLACE** in **Online Animated Advertisement** for this ad created for the Saratoga County Fair.

Representing the *Times Union* are **Karen Schultheis** and yours truly, **Charmaine Ushkow**.

Next up, *The Post-Standard* in Syracuse is the biggest winner of the competition, receiving top honors in NINE out of ELEVEN total categories, beginning with FIRST PLACE in **Newspaper Self-Promotion** for their “Readers Guide to More” entry.

The Post-Standard takes home FIRST PLACE in **Black and White Ad** for their “SMG-On the Spot” house ad.

The Post-Standard wins FIRST PLACE in **Locally Prepared Color** for “More to Savor.”

Syracuse receives TOP HONORS in **Ad Campaign** for their series created for the HBA Parade of Homes.

The Post-Standard is taking home FIRST PLACE in **Newspaper Supplement** for their “Upstate Home” section.

The Post-Standard wins FIRST PLACE in **Specialty Supplement** for “The Good Life, Central New York Magazine.”

The Post-Standard takes home FIRST PLACE in **Community Service** for their Old Newsboys Christmas fundraiser.

Syracuse receives TOP HONORS in **Online Static Advertisement** for this ad promoting a Syracuse University football game.

And wrapping up the advertising awards, *The Post-Standard* is taking home FIRST PLACE in **Innovative Idea** for their “Downtown Living Tour” entry.

Representing *The Post-Standard* are Syracuse Media Group's **Tim Kennedy** and **Steve Hodgens**.

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

3. NYSCMA, Inc. Promotion Awards (Christine)

Thank you, Charmaine. 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 EIGHT judges selected first place, second place, and honorable mention winners from 46 entries submitted by 7 newspapers. The judges this year included:

- **Christine Moore**, President of People for People Fund
- **Cynthia Weintraub**, People for People Education Liaison
- **David Cantor**, Vice President of People for People
- **Paul Heffernan**, retired CFO of Cox & Company
- **Bev Weissinger**, retired Assistant Controller at a Federal Prison
- **Kathy Passineau**, former newspaper Advertising Manager

- **Bill Rhodes**, retired History Teacher
- and **Maureen Callahan**, Insurance Salesperson.

Tonight, awards will be presented in FIVE categories within TWO circulation groups. First I will announce those entries that received honorable mention from each newspaper, followed by all second and first place winning entries from each paper.

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.

Under 40,000

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

The *Poughkeepsie Journal* wins HONORABLE MENTION in **Digital Promotions/E-Editions**.

And the *Watertown Daily Times* takes home HONORABLE MENTION in **Subscription Sales, Single Copy Sales, and Special Projects**.

Now onto the second and first place winners...

The Daily News in Batavia receives **SECOND PLACE** honors in **Single Copy Sales** for their New York State Lottery entry.

And *The Daily News* also takes **SECOND PLACE** in **Newspapers in Education** with their entry titled “Ghost Tales.”

Representing *The Daily News* is yours truly, **Christine Smith**.

Columbia Greene Media in Hudson is taking home three **FIRST PLACE** awards, beginning with **Subscription Sales** for their “Free Gift Ad” entry.

Columbia Greene Media wins **FIRST PLACE** in **Special Projects** for their booth at the Columbia County Fair.

And Columbia Greene Media receives **TOP HONORS** in **Digital Promotions** for their “Digital Pass” entry.

Presenting Columbia Greene Media tonight are **Bruce Meiswinkel**, **Courtney Wrigley**, and publisher **Mark Vinciguerra**.

The *Poughkeepsie Journal* is taking home **FIRST PLACE** in **Single Copy Sales** for their “One Meal” entry.

Representing the *Poughkeepsie Journal* is **Bill Farrell**.

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

The *Watertown Daily Times* is wins SECOND PLACE honors in three categories, beginning with **Subscription Sales** for their “Sponsorship Sales Opportunities” entry.

The *Watertown Daily Times* takes home SECOND PLACE in **Special Projects** for their 2014 “Cabin Fever” contest.

Watertown receives SECOND PLACE in **Digital Promotions** for their “Free E-Edition Trial” entry.

And the *Watertown Daily Times* is taking home FIRST PLACE in **Newspapers in Education** for their “Cychronicle” entry.

Representing the *Watertown Daily Times* are **Mary Sawyer, Kim Parker, and Chenoa Woodruff.**

Over 40,000

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

The *Times Herald-Record* in Middletown receives HONORABLE MENTION in **Special Projects/Community Involvement.**

And *The Post-Standard* in Syracuse takes home HONORABLE MENTION in three categories, including **Subscription Sales, Single Copy Sales, and Digital Promotions.**

Now onto the second and first place winners...

The *Times Union* in Albany wins **SECOND PLACE** in **Single Copy Sales** for their “Breakfast Purchase Program.”

And the *Times Union* takes home **SECOND PLACE** in **Newspapers in Education** for their weekly teacher e-mails.

Here tonight representing the *Times Union* are **Todd Peterson, Greg Stapleton, and Michelle Wright.**

The *Times Herald-Record* in Middletown receives **SECOND PLACE** honors in **Digital Promotions** for their “Reduced Online Rate” entry.

The *Times Herald-Record* is taking home **FIRST PLACE** in **Subscription Sales** for their by-monthly EZ Pay promotion.

The *Times Herald-Record* wins **FIRST PLACE** in **Single Copy Sales** for their grocery giveaway.

Middletown also wins **FIRST PLACE** in **Newspapers in Education** for their “NIE Online” entry.

And the *Times Herald-Record* takes home **FIRST PLACE** in **Special Projects** for their Orange and Ulster Magazines.

Representing Middletown tonight are **Kelvin Parker, Steve Piersa** and **Kim Alexander**.

And closing out the competition...

The Post-Standard in Syracuse is taking home SECOND PLACE in **Subscription Sales** for their “Direct Mail – Sales” entry.

Syracuse also wins SECOND PLACE in **Special Projects** for their “Walk a Mile in Her Shoes” project.

And finally, *The Post-Standard* takes home TOP HONORS in **Digital Promotions** for their digital outreach workshops.

Here tonight representing *The Post-Standard* from Advance Central Services Syracuse are **Nancy Breault, Geri Canny, Mike Dooling** and **Tom Brown**.

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.

Right now, I’d like to hand things over to **Charmaine** for a couple of special NYNAME presentations.

4. NYNAME Conference Scholarship Drawing (Charmaine)

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

Last year's winner, the *Observer* in Dunkirk, is represented tonight by advertising director **Meredith Patton**, so I would like to invite Meredith up to select the winner of the 2015 Conference Scholarship.

And the winner is....

Congratulations, and we look forward to seeing you at next year's conference.

5. NYNAME Lifetime Membership (Charmaine)

In addition to the annual Conference Scholarship, NYNAME also has a special award tonight for longtime Member and Associate Member **Robert Schoenbacher**.

Bob's career in the newspaper industry began in the early 1960s at the Times Union in Albany. After 18 years at the TU, Bob moved on to work at papers in New York, Los Angeles and Portland, Oregon. In 1989, Bob returned to New York as President of Metrosuburbia, the national sales group for all Newhouse papers. During his 51-year career, Bob served as President of NYNAME in 1980, and he was also President of Ad Clubs in Albany and Portland. In addition, Bob served on many Industry National Committees.

The last number of years Bob was also a devoted Associate Member of NYNAME through Metrosuburbia, and now that he's finally retired we thought it fitting to honor him tonight with Lifetime Membership, an honor that has only been given twice before in NYNAME's history.

And so, tonight I am pleased to present to Bob this plaque which reads:

“NYNAME is pleased to present Robert Schoenbacher with Lifetime Membership in recognition of his years as President, Member and Associate Member of our organization.”

Please join me in honoring **Robert Schoenbacher**.

Now I will hand things back over to **Christine** for NYSCMA, Inc.'s Future Leaders drawing.

6. NYSCMA, Inc. Future Leaders Drawing (Christine)

Thank you, Charmaine.

(No script – Call up Kim Alexander from the Times Herald-Record, Middletown to select the 2015 winner.)

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

7. Raffle Prizes (Nancy)

Thank you, Christine.

(No script – Do Best Buy and Vendor Raffles)

8. 2015 Conference Announcement (Nancy)

Eight Annual Sales & Marketing Joint Conference
June 12-14, 2015
Inn on the Lake
Canandaigua, New York

Visit www.nynewspaperconference.com for updates!

9. 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.)