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FOR IMMEDIATE RELEASE

FURTHER INFORMATION

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SYRACUSE, NY – Winners of the New York State Circulation Management Association, Inc.’s 2014 Promotion Competition were honored during an awards banquet at the Seventh Annual Sales & Marketing Joint Conference held in Syracuse on June 9, 2014.

Each year, NYSCMA, 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, second, and third place winners from 46 entries submitted by seven New York State newspapers. The judges this year included: Christine Moore, President, People for People Fund; Cynthia Weintraub, People for People Education Liaison; David Cantor, Vice President, 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.

Under 40,000 Winners

1) Subscription Sales / Retention and Marketing Programs

1st Place – Columbia-Greene Media for “Free Gift Ad”

2nd Place – Watertown Daily Times for “Sponsorship Sales Opportunities”

3rd Place (Honorable Mention) – Watertown Daily Times for “2013 Pressure Start Campaigns”

2) Single Copy Sales and Point of Purchase Programs

1st Place – Poughkeepsie Journal for “One Meal”

2nd Place – The Daily News, Batavia for “NYS Lottery”

3rd Place (Honorable Mention) – Watertown Daily Times for “Coffee/Newspaper Promotion”

3) Newspapers In Education

- 1st Place – Watertown Daily Times for “Cychronicle”
- 2nd Place – The Daily News, Batavia for “Ghost Tales”

4) Special Projects / Community Involvement

- 1st Place – Columbia-Greene Media for “Columbia County Fair Booth”
- 2nd Place – Watertown Daily Times for “Cabin Fever Contest 2014”
- 3rd Place (Honorable Mention) – Watertown Daily Times for “Watertown Rams Sponsorship”

5) Digital Promotions / E-Editions

- 1st Place – Columbia-Greene Media for “Digital Pass”
- 2nd Place – Watertown Daily Times for “Free E-Edition Trial”
- 3rd Place (Honorable Mention) – Poughkeepsie Journal for “Here Comes The Snow”

Over 40,000 Winners

1) Subscription Sales / Retention and Marketing Programs

- 1st Place – Times Herald-Record, Middletown for “Bi-Monthly EZ Pay”
- 2nd Place – The Post-Standard, Syracuse for “Direct Mail – Sales”
- 3rd Place (Honorable Mention) – The Post-Standard, Syracuse for “Direct Mail – Retention”

2) Single Copy Sales and Point of Purchase Programs

- 1st Place – Times Herald-Record, Middletown for “Grocery Giveaway”
- 2nd Place – Times Union, Albany for “Breakfast Purchase Program”
- 3rd Place (Honorable Mention) – The Post-Standard, Syracuse for “Syracuse Basketball Tab”

3) Newspapers In Education

- 1st Place – Times Herald-Record, Middletown for “NIE Online”
- 2nd Place – Times Union, Albany for “Weekly Teacher E-Mail”

4) Special Projects / Community Involvement

- 1st Place – Times Herald-Record, Middletown for “Orange/Ulster Magazines”
- 2nd Place – The Post-Standard, Syracuse for “Walk a Mile in Her Shoes”
- 3rd Place (Honorable Mention) – Times Herald-Record, Middletown for “Heat My Place”

5) Digital Promotions / E-Editions

- 1st Place – The Post-Standard, Syracuse for “Digital Outreach Workshops”
- 2nd Place – Times Herald-Record, Middletown for “Reduced Online Rate”
- 3rd Place (Honorable Mention) – The Post-Standard, Syracuse for “High School Sports - Audience Growth”

Additional Awards

NYSCMA, Inc. also awarded the following:

- 2015 FUTURE LEADERS SCHOLARSHIP – *USA Today*, New York
- 2015 CONFERENCE VENDOR ACCOMMODATIONS – Roy Dunn, Publishers Circulation Fulfillment, Towson, MD