



2008 Newspaper of the Year/General Excellence Contest Winners

Class A, Non-Dailies, Up to 10,000 Circulation

1st Place Newspaper of the Year

The Riverdale Press
Richner Communications.
Publisher: Stuart Richner; Cliff Richner

Judge's Comments:

Editorial: "Week after week, *The Press* takes readers by the hand and gives them a guided tour of the community. The *Press* tackles a wide range of local stories. Special sections are special, not a dumping ground for canned copy and a hodgepodge of ads." **Typography:** "Elegant, but straightforward design and page makeup. Photography is out of this world. Attention is paid to headlines and cutlines making them special instead of the blinding glimpse of the obvious." **Advertising:** "Ads are cleanly designed and there's lots of color." **Other Comments:** "The Riverdale Press knows how to practice "refrigerator journalism". The judges imagine that refrigerators all over Bronx, N.Y. are covered with *Press* clippings."

2nd Place-General Excellence

Wilmette Life/Pioneer Press Newspapers
Sun-Times News Group
Publisher: Larry Green

Judge's Comments:

Editorial: "Readers get WAY more than their money's worth with *Wilmette Life*. Incredible package that covers everything from hard-hitting news to columns, health news to calendars. Terrific arts & leisure coverage. Coming in at 140+ pages, one edition of *Wilmette Life* must take readers an entire week to get through." **Typography:** "Clean looking design and layout. Lots of photos of local people – including society sections – which is a big plus for readers." **Advertising:** "*Wilmette Life* is fat with advertising – a true feast of retail advertising. Classified is solid." **Other Comments:** "A solid suburban weekly that provides its readers pretty much what they need to know in order to live and have fun in Wilmette."

3rd Place-General Excellence

South Whidbey Record/Sound Publishing
Black Press, Ltd.
Publisher: Sherry Mays

Judge's Comments:

Editorial: "The quality of this paper begins on page 1. It is striking, clean & graphically creative. The leads are brisk & exciting, the headlines dramatic." **Typography:** "Particularly on page 1, this is a graphically-interesting, sharply printed paper which uses color extremely well. The photography and layout are strong and complimentary." **Advertising:** "What the paper does have that reflects its place in the community is a strong classified section that covers the waterfront in an era of digital classifieds." **Other Comments:** "The judges liked this paper for its big treatment of community news, its graphic appeal and clear pulse of the town."



2008 Newspaper of the Year/General Excellence Contest Winners

Class B, Non-Dailies, 10,001-22,500 Circulation

1st Place Newspaper of the Year

Coast Reporter
Madison Publishing, Ltd./Glacier Media Group
Publisher: Peter Kvarnstrom

Judge's Comments:

Editorial: *"This is obviously a paper that loves its community. It focuses on people and issues. A broad cross-section of residents, information, opinion and community events in its pages make this paper a vivid reflection of everyday life on its 'Sunshine Coast'."* **Typography:** *"Clean and consistent throughout. Excellent color work, engaging photos, easy to read and navigate. We particularly like the trademark seagull with each headline."* **Advertising:** *"This is what impressed us the most – the breadth of the advertising base, the amount of color that advertisers used, the extensive private-party support for classifieds, and the effort to create tie-in events for local businesses all indicate this is a paper with real strength in the business community."* **Other comments:** *"The combination of all these elements make this paper the obvious go-to resource for its community."*

2nd Place-General Excellence

Howard County Times
Patuxent Publishing Company
Publisher: Trish Carroll

Judge's Comments:

Editorial: *"A real standout-comprehensive coverage of local issues and events. Nice use of reader photos and great local sports."* **Typography:** *"Clean easy to read and navigate. Excellent use of news graphics. Color was excellent."* **Advertising:** *"Very strong in certain categories, particularly real estate display and auctions/public notices."* **Other Comments:** *"This was a very close second-place finish!"*

3rd Place-General Excellence

The Longboat Observer
The Observer Group
Publisher: Lisa Walsh

Judge's Comments:

Editorial: *"Short, punchy compact stories and news briefs allows this paper to get a lot of information in each issue."* **Typography:** *"What a great looking paper! Excellent color, bold typography, good use of summary/information boxes with stories."* **Advertising:** *"Strong real-estate and leisure-related advertising in what is obviously a retirement/resort area."* **Other Comments:** *"The paper gave a great sense of what it would be like to vacation here."*

Class C, Non-Dailies, 22,501-37,500 Circulation

1st Place Newspaper of the Year

The Chilliwack Progress
Black Press, Ltd.
Publisher: Andrew Franklin

Judge's Comments:

Editorial: "Consistently strong writing. Packed with lots of relevant local content, yet easy to read and navigate. Outstanding photography. Clear and interesting headlines. Thoughtful editorials." **Typography:** "Clean, inviting design-particularly on page 1. A no-nonsense, "newsy" feel throughout. Very reader friendly." **Advertising:** "Lots of ads, representing a good mix of local business categories." **Other Comments:** "An excellent community newspaper!"

2nd Place-General Excellence

Whitby This Week
Metroland Media Group, Ltd.
Publisher: Tim Whittaker

Judge's Comments:

Editorial: "Well-written local content. Good mix of community news and features. Appealing editorial and opinion pages. Attractive and useful "Art Scene" calendar. Excellent local sports coverage." **Typography:** "Pleasing design and typography. Good overall reproduction quality." **Advertising:** "Advertising is a real strength of this newspaper – outstanding ad design and reproduction."

3rd Place-General Excellence

The News, Maple Ridge & Pitt Meadows
Black Press, Ltd.
Publisher: Jim Coulter

Judge's Comments:

Editorial: "Interesting, well-written local features. Reporter Phil Melnychuk's work was particularly compelling. "Letters" page is handled well." **Typography:** "Inviting format. Effective use of page 1 refer boxes/graphics." **Advertising:** "Impressive volume of real estate ads." **Other Comments:** "The News provides a good feel for the communities it represents."



2008 Newspaper of the Year/General Excellence Contest Winners

Class D, Non-Dailies, Over 37,500 Circulation

1st Place Newspaper of the Year

The Era Banner
Metroland Media Group, Ltd.
Publisher: Ian Proudfoot

Judge's Comments:

Editorial: *"The Era Banner has the pulse of community life and reflects the community conversation in a lively and unpredictable presentation. Headlines are conversational and speak directly to the concerns of the readers. Photographs are snapshots of daily life. Cutlines are informative. This paper has a good sense of what people are talking about and engages them in the community conversation. Page three is a weekly gift to readers and a showcase for alternative storytelling. Topics extend the report from page one with an unexpected point of view. This paper is the best in the group at engaging readers in print."* **Typography:** *"Good layout, use of white space and quality paper and reproduction give this paper strong visual appeal. Photographs tell stories and are played well. Good use of graphics and data boxes provide entry points for stories and elevate the reader engagement. Typography provides a tone and voice for stories."*

Advertising: *"Layout of retail advertising contributes to good pacing throughout the paper. The Real Estate Showcase is a strong advertising product that is well produced and printed. The Wheels section is also well produced and printed and offers useful consumer information. Classified section is easy to read."*

2nd Place-General Excellence

St. Louis American
American Publishing Company
Publisher: Donald Suggs

Judge's Comments:

Editorial: *"The St. Louis American is a bold, authoritative and authentic voice of the black community in St. Louis. It communicates a strong sense of community, purpose and mission. The paper provides a comprehensive local report as well as national stories from a point of view that is not present in the mainstream press. It combines news reports, commentary and features in an interesting and integrated presentation that reflects the community lifestyle. "Living It" is a lively collection of local features, columns and calendars."* **Typography:** *"The news presentation is serious and dignified, yet it reveals the character and personality of the community. The paper takes advantage of good reproduction to display bold typography, large photographs and interesting illustrations. Photographs are used generously throughout the sections. Red flag and spot color contribute to a patriotic tone suggested by the name of the publication. The use of typography, color and white space, along with the photos and headlines convey a strong sense of community pride."*

Advertising: *"Retail ads are well designed and reflect the targeted audience. Career Center listings are attractive and easy to read."*

Class D Non-Dailies Continued on next page...



2008 Newspaper of the Year/General Excellence Contest Winners

Class D, Non-Dailies, Over 37,500 Circulation-continued

3rd Place-General Excellence

Bayside Times

Times Ledger Newspapers

Publisher: Steven Blank

Judge's Comments:

Editorial: *"A newsy, authoritative report of the Bayside community. Solid reporting, writing and editing that address community issues and concerns. Special sections provide good local resources. Stories and pictures reflect a diverse, urban community. Cutlines are explanatory and well written, giving readers quick access to the stories."* **Typography:** *"Consistent presentation throughout publication. Consistent use of typographic family. Photography used effectively throughout the paper. Good packing throughout the publication. Overall effect is a no-nonsense presentation that enables readers to easily navigate through pages. Related content such as police blotter and listings is well packaged and labeled."* **Advertising:** *"Consistent use of modular advertising contributes to the ease of readership in the tabloid format. Both ads and stories are given balance play on inside pages. Best ad layout in the circulation category. Lots of advertising which indicates why the community weeklies are fairing better than metro dailies."*

Class E, Dailies, Under 30,000 Circulation

1st Place Newspaper of the Year

The Beacon News
Sun-Times News Group
Publisher: Fred Lebolt

Judge's Comments:

Editorial: "This paper has the complete editorial product-engaging writing; good focus on diverse local issues and people; terrific reader engagement in its news and feature sections. We especially liked the opportunity for in-depth writing presented by the storyteller section. Good balancing act between local and national, especially in sports." **Typography:** "Clean and consistent. Excellent color, very energetic section break pages." **Advertising:** "Auto, real estate, health and financial services form the advertising backbone here, all well presented with lots of color." **Other Comments:** "There were many little touches to like here: click-to-it referrals to online, the classified "message" header and the cover greetings to subscribers, to name just a few."

2nd Place-General Excellence

The Herald-Times
Schurz Communications
Publisher: E. Mayer Maloney, Jr.

Judge's Comments:

Editorial: "This paper shows a strong commitment to local first, both with news and opinion, but handles world news well in its own section. Local staff resources are leveraged well." **Typography:** "Terrific news graphics and layout-a real strength here. Uncluttered look, good color work and very strong page 1 promos." **Other Comments:** "Good promotion throughout of online content"

3rd Place-General Excellence

The Daily Journal
Small Newspaper Group
General Manager: Ken Munjoy

Judge's Comments:

Editorial: "Another paper with a strong commitment to local issues first. Nice inclusion of reader photos." **Typography:** "Good use of summary boxes with stories; lots of people photos and an overall clean look." **Advertising:** "Finally a paper that has run some non-traditional ad shapes! Clean, easy-to-read classified section with lots of private party." **Other Comments:** "Good consistent promotion of updates online."

Class F, Dailies, Over 30,000 Circulation

1st Place Newspaper of the Year

Arizona Daily Star
Lee Enterprises, Inc.
Publisher: John Humenik

Judge's Comments:

Editorial: "The Arizona Daily Star is an absolutely first-class newspaper that is a pure pleasure to read. The content is rich, offering readers a full complement of news, features and other information. Of particular note is the time and effort put into special coverage-from an in-depth report. The Daily Star walks the talk: it is invested in its readers and its community." **Typography:** "Cleanly designed and packaged newspaper. Sophisticated typography, design and layout that invites the reader into each page. It's obvious that time is spent on planning photo, graphics and artwork so that they tell their own stories. Press work gets an A+." **Advertising:** "An impressive advertising package that covers all categories. Classified is strong. Retail advertising layout and content is appealing." **Other Comments:** "The Daily Star does a great job of leveraging its Web site by alerting readers about stories, slide shows and multi-media offerings on its Web site. It's a new era and The Daily Star has jumped onboard."

2nd Place-General Excellence

The Baltimore Examiner
Clarity Media Group
Publisher: Michael Beatty

Judge's Comments:

Editorial: "The Baltimore Examiner provides its readers a content mix that's rich, compelling and entertaining. This is a beautifully written and crisply edited newspaper that conveys a sense of excitement about the news. Particularly appealing is the number of bite-size articles that quickly inform time-starved readers on dozens of issues." **Typography:** "Elegantly designed and packaged product that provides a high-quality reader experience. Good use of color, photography, artwork and typography. Best of all, The Examiner consistency achieves what most newspapers do not: All inside pages, including those with limited news hole, are attractive and draw the reader in. Not a gray page to be found. Bravo!" **Advertising:** "Strong advertising package representing a wide variety of categories. Strong classified section. Well-designed ads, many of which are in full color." **Other Comments:** "The Baltimore Examiner possesses qualities sorely lacking in many newspapers; It has personality and it's fun to read."

3rd Place-General Excellence

The Standard-Times
Ottaway Newspapers
Publisher: William Kennedy

Judge's Comments:

Editorial: "The Standard-Times provides its readers powerful content that's complete and compelling. What puts this newspaper head and shoulders above other similarly-sized newspapers is its investment in special coverage. Most newspapers do a good job of covering the news, but it's their job. Bottom line, The Standard-Times does its job and then a great deal more for its readers." **Typography:** "Clean and consistent design, packaging and typography, which makes the newspaper reader-friendly. Pleasing color palette. Good to great news and feature photography, artwork and graphics. One special touch shows a sense of place, a powerful branding opportunity: a woodcut-style drawing of a whale underneath the nameplate." **Advertising:** "Solid advertising base with particular strength in automotive. Attractive ad layout and lots of color." **Other Comments:** "The Standard-Times goes far beyond its print edition to serve its readers, taking full advantage of the Web and mobile. More newspapers need to follow their lead."