



2009 COMMUNITY WEB SITE CONTEST WINNERS

These awards recognize excellence in a variety of categories including best local community initiative, best site architecture and overall design, best reader interactivity, best advertising initiative, best niche product, best collaborative effort, best vertical-specific classified product and others. We also honor the best local community Web site and the local Web site innovator of the year.

Special thanks to the Missouri School of Journalism for judging this year's contest.

Entries are divided in to four circulation classes:

Class A:

Sites produced by daily newspapers with a total circulation **over 40,000**. (Note: in markets where multiple dailies combine their efforts to produce a common site – the circulation of all of the papers should be included.) ***This contest is limited to daily newspapers with circulation of 120,000 or less.***

Class B:

Sites produced by daily newspapers with a total circulation of **40,000 or under**.

Class C:

Sites produced by a non-daily newspaper or non-daily newspaper group with a total circulation **over 100,000**.

Class D:

Sites produced by a non-daily newspaper or non-daily newspaper group with a total circulation of **100,000 or under**.

And the Winners are . . .



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 1 – Best Local Community Web Site Class: A

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: Sioux City Journal, Sioux City, IA

Winning Site/URL: <http://www.siouxcityjournal.com/>

This Web site delivers in many ways. First off, the site is exhaustively updated, and this is clearly seen by the updates box. Stories and multimedia content are served in accessible ways, all above the “Web fold”, a big plus. Local photos are also well served by the rotating widget, giving readers many windows into their community. The data center widget was a nice touch also and the use of the rotating widget to promote many different types of content, including videos was very encouraging.

The biggest reason this Web site won is due to its dedication to consistently deliver local content moment-by-moment, in multiple formats.

RUNNER-UP

Publishing Company Name: Lee Enterprises
Newspaper Name: Quad-City Times, Davenport, IA

Winning Site/URL: <http://www.qctimes.com>

The overall design and execution of the varying facets a reader comes to expect from a vibrant community newspaper Web site is what sets this paper apart from others. You have news above the fold, with many headlines accessible. You have content that is updated throughout the day — essential for any successful community newspaper online presence. And you have much more content available when the readers begins to scroll, including local video, blogs, calendar listings and columnists. Very nice, clean, direct design. With exhaustive and essential content, this community Web site is a great asset and a credit to your community.



2009 COMMUNITY WEB SITE CONTEST WINNERS

**Category: 1 – Best Local Community Web Site
Class: B**

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: The Post-Star, Glens Falls, NY

Winning Site/URL: <http://www.poststar.com/>

This Web site delivers in the ways you would expect a superior community Web site to deliver: news is updated throughout the day, local content is delivered concisely “above the fold” on the Web site and journalists demonstrate a willingness to grow the medium by embracing video and photo presentations. Community conversation is also important, and the Post-Star excels here as well, offering a blogging platform for the community and the ability to comment on the day’s stories.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 1 – Best Local Community Web Site Class: C

FIRST PLACE

Publishing Company Name: Metroland Media Group, Ltd.
Newspaper Name: Toronto Community News, Toronto, ON

Winning Site/URL: www.insidetorontovotes.com

Simple, easy to use and loaded with information, www.insidetorontovotes.com proves it doesn't take wizard Web design to serve a community. Many community sites are frontloaded with information on the front page, but the site's simplicity is its greatest utility, making it easy for everyone in the community to navigate. Also, the video section allows candidates to speak directly to voters and shows service journalism in the paradigm isn't about production, it's about content.

RUNNER-UP

Publishing Company Name: Consumer News Services
Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH

Winning Site/URL: <http://www.thisweeknews.com>

An incredible amount of information and utility, [thisweeknews.com](http://www.thisweeknews.com) is one stop shopping for Lewis Center. The multimedia is of high quality, and collectively showcases the attributes of a community.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 1 – Best Local Community Web Site Class: D

FIRST PLACE

Publishing Company Name: Brooklyn Paper Publications
Newspaper Name: The Brooklyn Paper, Brooklyn, NY

Winning Site/URL: <http://www.brooklynpaper.com>

Of all the entries in this category, this site provided the most comprehensive offering of multimedia, interactive and innovative features. The interactive Neighborhood Map feature is an effective way to engage the audience and provide hyper-local news, while The Brooklyn Wire feature aggregates information from across the Internet that is relevant and interesting to the site's audience.

RUNNER-UP

Publishing Company Name: GateHouse Media New England
Winning Newspaper Name: Arlington Advocate, Arlington, MA

Winning Site/URL: www.wickedlocal.com/arlington

This site is not only a quality source for news, but a comprehensive source for a broad range of information pertinent to the community it serves, from its Town History feature to its information about elected officials. It is an ambitious site, with many good ideas that, as they are continually refined, will undoubtedly greatly benefit its audience.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 2 – Best Site Architecture & Overall Design Classes A & B Combined

FIRST PLACE

Publishing Company Name: Shaw Newspapers
Newspaper Name: Northwest Herald, Crystal Lake, IL

Winning Site/URL: www.McHenryCountySports.com

This site is a clear winner for many reasons. For one, it shies away from many of the clichés that have plagued news Web sites for the past three to four years. It also embraces many Web 2.0 developments and implements them well. The Web site tailors content to the reader based on their school preference: very nice. Also, the subtle front-page widget delivers stunning photos and excellent video in a way that is not too distracting or too disruptive. Keep up the good work!

RUNNER-UP

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS

Winning Site/URL: <http://www2.kusports.com/>

This Web site excels because it presents content in a clean, direct way for the reader. Video and photos are served along side updated content and headlines do not appear cluttered or conflicting. The reader interaction is encouraged along side site content, this is excellent. Content is displayed beautifully and the video is great.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 2 – Best Site Architecture & Overall Design Class C

FIRST PLACE

Publishing Company Name: Metroland Durham Region Media Group
Newspaper Name: Oshawa, Whitby, Clarington This Week

Winning Site/URL: www.newsdurhamregion.com

The NewsView is an excellent interactive feature that is presented in a way that is easy for the audience to track local stories. The site contains a quality multimedia section with photos and video. The overall structure of the site is well organized and makes it easy to navigate through a substantial amount of pertinent information.

RUNNER-UP

Publishing Company Name: Evening Post Publishing
Newspaper Name: Summerville Journal Scene, Summerville, SC

Winning Site/URL: <http://www.journalscene.com>

The site is clean, well organized and easy to navigate. The structure of the site is such that it is very simple to find what you are looking for or interested in from a large amount of information. Paul Zoeller's photoblog contains superb, captivating photography and adds an excellent multimedia element to the site.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 2 – Best Site Architecture & Overall Design Class D

FIRST PLACE

Publishing Company Name: Brooklyn Paper Publications
Newspaper Name: The Brooklyn Paper, Brooklyn, NY

Winning Site/URL: <http://www.brooklynpaper.com>

The simple design, clean features and colorful content on [brooklynpaper.com](http://www.brooklynpaper.com) prove that even America's largest city is still a collection of small communities. Great site, and a model that shows hyper-local works even in big cities.

RUNNER-UP

Publishing Company Name: Metroland Media Group, Ltd.
Newspaper Name: Northumberland News / Brighton Independent, Oshawa, Ontario

Winning Site/URL: www.northumberlandnews.com

Great site with easy to use features and clean design, [northumberlandnews.com](http://www.northumberlandnews.com) doesn't ask its users to spend their time navigating to find valuable information. Especially useful is the locator map with stories at the bottom of the page that shows users, not just tells them, that the news their reading is local. There are no major drawbacks to the site, and it made judging a particularly strong class of sites even harder. Great work.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 3 – Best Social Media Initiative All Circulation Classes Combined

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: Quad-City Times, Davenport, IA

Winning Site/URL: my.quadsville.com

Of all the entries for this category, this site provided the most comprehensive utilization of social media tools. The groups have high amounts of members, and the ability for audience members to share photos and videos adds a great multimedia element. Also, the interactive neighborhood feature is easy to use and effectively promotes hyper-local news.

RUNNER-UP

Publishing Company Name: Rust Communications
Newspaper Name: Southeast Missourian, Cape Girardeau, MO

Winning Site/URL: <http://www.semissourian.com/submitted/>

The “Your Stories” feature engages the audience and allows them to participate in the journalism process of the site. Of all the entries, this is the best example of a site fully engaging audience members as citizen journalists. The “Speak Out” section also appears to garner a great deal of involvement and interest on behalf of the audience.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 4/5/6/11 – Best Classified Site/Vertical All Circulation Classes Combined

FIRST PLACE

Publishing Company Name: Black Press, Ltd.
Newspaper Name: Sound Publishing, Inc., Tacoma, WA

Winning Site/URL: <http://www.pnwautos.com/>

Of all entries, this site provided the most comprehensive information about automotive, which was easily accessible and very easy to navigate. The site design was well done, and the weekly video reviews by Mike West were well-produced and allowed viewers to explore vehicles before actually going to the dealer/seller.

RUNNER-UP

Publishing Company Name: Metroland Media Group Ltd.
Newspaper Name: York Region Media Group/Newmarket Era, Newmarket, ON

Winning Site/URL: <http://homes.yorkregion.com>

This site provided a comprehensive set of information pertaining to real estate. There was plenty of information about each listing, and the information was presented in a manner that was informative and easy to follow. The overall layout of the site was very well done, and the site showed ingenuity in attempting to increase the use of features like virtual tours.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 7 – Best Local Community Initiative Class A

FIRST PLACE

Publishing Company Name: Lee Enterprises
Winning Newspaper Name: North County Times/Californian, Escondido, CA
Winning Site/URL: www.nctimes.com/community/schools

Great model for service journalism on a focused topic, Nctimes.com clearly cares about the community it serves.

RUNNER-UP

Publishing Company Name: Lee Enterprises
Newspaper Name: The Courier, Waterloo, IA
Winning Site/URL: http://www.wfcourier.com/features/pburg_greensburg/

Creative design and concept, the site brings two communities together in spite of horrible natural disasters.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 7 – Best Local Community Initiative Class B

FIRST PLACE

Winning Publishing Company Name: Record-Journal Publishing Company
Winning Newspaper Name: Myrecordjournal.com, Meriden, CT

Winning Site/URL: <http://holidayidol.myrecordjournal.com/>

This is a winning community initiative because of the masterful execution of multimedia, the successful community outreach, and the exposure that resulted for the local YMCA. Here you are using your newspaper's well-developed skills in multimedia to shine the spotlight on some very talented community members. And it was for a worthy cause. Kudos. Excellent take on video views, this is a fine example for other newspapers considering community outreach.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 7 – Best Local Community Initiative Class C

FIRST PLACE

Publishing Company Name: Consumer News Services
Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH

Winning Site/URL: http://www.thisweeknews.com/live/content/video/HighSchool_NewsDesk.html

This site is an innovative approach to providing local high schools with a platform for their respective weekly shows featuring high school students. It is an example of a news organization taking advantage of the possibilities of the Internet to provide a service in a way that could not be easily accomplished in the pre-Internet age. This site not only provides a platform for aspiring high school journalists but also allows audience members to stay abreast of what is happening at their local schools.

RUNNER-UP

Publishing Company Name: Metroland Media Group Ltd.
Newspaper Name: yorkregion.com, Newmarket, ON

Winning Site/URL: <http://www.reuseful.yrmg.com/default.php>

Using an innovative concept, this site not only engages the audience but also provides a service to community members by allowing them to connect with one another to find and give away recycled items. The social benefits of this site are obvious, and it demonstrates a way in which news organizations can go beyond their traditional role of reporting community news to find ways to provide more specific services to the community.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 7 – Best Local Community Initiative Class D

FIRST PLACE

Winning Publishing Company Name: Review Publishing
Winning Newspaper Name: Atlantic City Weekly, Philadelphia, PA

Winning Site/URL: http://www.acweekly.com/view.php?id=10331&issue_id=275

The top 40 under 40 contest, a meme many newspapers replicate, is initiated here very well by the Atlantic City Weekly. This is obviously a feature appreciated by the community, as it solicits over 120 entries. This is a worthy community initiative as it helps to parlay the newspaper's role as an agent of record to introduce these talented individuals to the community.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 8 – Best Ad Initiative All Circulation Classes Combined

FIRST PLACE

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS

Winning Site/URL: <http://www2.ljworld.com/marketplace/lunch/>

This is a great campaign that provides a service to both consumers and advertisers. It's old-fashioned newspaper advertising for the 21st century, great stuff.

RUNNER-UP

Publishing Company Name: Record-Journal Publishing Company
Newspaper Name: <http://makeover.myrecordjournal.com/>, Meriden, CT

Winning Site/URL: <http://makeover.myrecordjournal.com/>

The campaign smartly combines user interactivity and advertising message. Super idea.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 9 – Best Use of Multimedia All Circulation Classes Combined

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: North County Times/Californian, Escondido, CA

Winning Site/URL: <http://www.nctimes.com/usopen2008/>

The US Open interactive feature is an example of a superior multimedia sample that delivers the newspaper's exclusive reporting to the reader in a way that is unparalleled by any other media. It is not simply a print feature delivered dynamically online. It is not a simple video reproduced online. It joins all of this and more in a Flash graphic that is designed excellently and loads quickly, no muss no fuss. The graphics of the individual holes on the course demonstrated just how far the rabbit hole went for this excellent graphic. Obviously, you can't deliver this kind of specialization for every story, but this unique mode of storytelling tells the reader that your newspaper has something essential and innovative to offer, so hopefully you'll have more to whet their appetite.

RUNNER-UP

Winning Publishing Company Name: The World Company
Winning Newspaper Name: Lawrence Journal-World, Lawrence, KS

Winning Site/URL: <http://www2.ljworld.com/stories/2009/mar/08/underground-kansas/>

Nice video pieces showing the life of working underground in a salt mine.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 10 – Best Overall Local News Site Class A

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: Quad-City Times, Davenport, IA

Winning Site/URL: <http://www.qctimes.com/>

Of all the sites in this category and class, this site displayed an incredible execution in providing local news in a manner that is both accessible and relevant to its readers. The design of the site makes it very accessible and easy to navigate. Sections like Hawkmania.com and “Go & Do” provided high-quality and unique site designs, as well as pertinent news about their respective coverage topics.

RUNNER-UP

Publishing Company Name: Lee Enterprises
Newspaper Name: Arizona Daily Star, Tucson, AZ

Winning Site/URL: <http://azstarnet.com>

This site used databases to create investigative journalism that was both relevant and informative to the citizens of the community it serves. The type of journalism provided on this site was of high quality, with the potential to create change in the community. Furthermore, it went beyond standard reporting to provide multimedia elements.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 10 – Best Overall Local News Site Class B

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: Rapid City Journal, Rapid City, SD
Winning Site/URL: <http://www.rapidcityjournal.com/>

A winning local news Web site must offer depth of content and a free-flowing, constantly-updated flow of information. The Rapid City Journal achieves just that, not only with its superior content with photos and multimedia but also with its news updates, that are updated throughout the day. The Rapid City Journal had a bit of an edge because it incorporated national and entertainment content along side local content in a way that was not overpowering. In the end, this makes the site a stronger local site because readers get a bit of everything with their local news.

RUNNER-UP

Publishing Company Name: Shaw Newspapers
Newspaper Name: Northwest Herald, Crystal Lake, IL
Winning Site/URL: <http://www.nwherald.com/>

This was a tough decision, but the Northwest Herald was just barely edged out for first place. The content is excellent and, as evidenced by your past experience with breaking news, it is delivering coveted content to readers. Very nice use of multimedia. The NWHerald certainly excelled.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 10 – Best Overall Local News Site Class C

FIRST PLACE

Publishing Company Name: Metroland Durham Region Media Group
Newspaper Name: Durham Division, Oshawa, Ontario

Winning Site/URL: <http://www.newsdurhamregion.com/>

This Web site is a winner for local news because of its ability to display its local news content online in a way that makes good use of the Internet and its potential. Liked the use of photos with this Web site and also the module for video on the front page. Also, major kudos for location-aware reporting, the Google Map mash-up on the news page.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 10 – Best Overall Local News Site Class D

FIRST PLACE

Publishing Company Name: Evening Post Publishing
Newspaper Name: Evening Summerville Journal Scene, Summerville, SC

Winning Site/URL: <http://www.journalscene.com/>

The innovative design coupled with breaking news content is what makes this a first-place site. The Summerville Journal Scene demonstrates that it has a grasp for Web 2.0 and that it knows how to maximize its staff content to deliver a beautiful and informative Web site. Almost every local news point was presented with a stunning color photo, very nice. Also, breaking local and national content is displayed in a noticeable and non-overpowering way. Very nice. Lots of entry points both above and below the “Web fold.” This site has the potential to keep readers busy for hours, should they wish to look around.

RUNNER-UP

Publishing Company Name: GateHouse Media New England
Newspaper Name: GateHouse Media New England, Needham, MA

Winning Site/URL: <http://www.wickedlocal.com/newton>

What we saw with this entry was potential; this site has a lot of it. There is interesting content, which is updated throughout the day.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 12 – Best Niche Site Produced by a Local Newspaper All Circulation Classes Combined

FIRST PLACE

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS

Winning Site/URL: <http://www2.kusports.com>

Of all the entries for this category, this site had the best layout and was the easiest to navigate. It provided a wide range of comprehensive information on KU sports, including high-quality multimedia and polls for viewers. Viewer interaction was high, from comments to photos submitted by KU sports fans.

RUNNER-UP

Publishing Company Name: Shaw Newspapers
Newspaper Name: Northwest Herald, Crystal Lake, IL

Winning Site/URL: McHenryCountySports.com

There were many sites in this category dedicated to local high school sports. Of those sites, this one had the most comprehensive information, including “Summer Prep Challenge” videos featuring local athletes, highlights, and broadcasts of games. RSS feeds allowed viewers to easily stay updated, and the site engaged viewers by allowing them to rank local teams.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 13 – Best Collaborative Project All Circulation Classes Combined

FIRST PLACE

Publishing Company Name: Black Press, Ltd.

Newspaper Name: Sound Publishing, Inc., Tacoma, WA

Winning Site/URL: <http://www.pnwlocalnews.com/news/36478584.html>

This is clearly a winning collaborative effort by 32 newsrooms on an issue that directly affected many readers in the Puget Sound area during this winter storm. Not only is the collaboration seamless among these news operations but online content is highly nuanced and specialized. You have spectacular photos, video and content. Well done.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 14 – Best Community Service Project Class A

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: Arizona Daily Star, Tucson, AZ

Winning Site/URL: <http://azstarnet.com/socialpromotion>

This is a winning entry in many ways. For one, readers are often quick to point out that education coverage is lacking. Thus, this is a community service project that is worth doing, especially if you're readers are clamoring for it. Also, the online presentation is simple yet comprehensive. Content is clearly organized, multimedia is present and easy to find and, best of all, content loads quickly! A lot of great work went into making this a multi-faceted, community project, great work!



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 14 – Best Community Service Project Classes B, C & D Combined

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: The Daily Herald, Provo, UT

Winning Site/URL: <http://www.heraldextra.com/breastcancer/>

This entry is a powerful example of the difference nuanced, targeted journalism content can make in a community. This is a winning entry because it takes that journalism to a new level in the special Flash presentation you built online for your feature on breast cancer. You are not simply putting your print online, you are bringing a whole slate of online skills to your content, as evidenced with your excellent and moving video stories. You demonstrate your understanding of the essential difference between online journalism and print journalism and you deliver unparalleled content. Very successful.

RUNNER-UP

Publishing Company Name: GateHouse Media New England
Newspaper Name: The Enterprise, Brockton, MA

Winning Site/URL: <http://www.southofboston.net/entreports/snitch/index.html>

This entry demonstrated the newspaper's understanding of how to use the online medium to tell a story in ways the print product just can't. The video content included with the reporting was well edited and the aim of informing the community to come forward with information during criminal investigations is a worthy topic. Your readers are well-served.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 15 – Best Blog Initiative Class A

FIRST PLACE

Publishing Company Name: Metroland Media Group Ltd.
Newspaper Name: The Hamilton Spectator, Hamilton, ON

Winning Site/URL: <http://hallmarks.thespec.com/>

This is a fine attempt to parlay the talents of reporter into a worthy blog initiative online. The Hamilton Spectator appears to be successful in initiating a community conversation with its readers concerning city hall.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 15 – Best Blog Initiative Class B

FIRST PLACE

Publishing Company Name: Community Newspapers Holding, Inc.
Newspaper Name: Traverse City Record-Eagle, Traverse City, MI

Winning Site/URL: <http://blogs.record-eagle.com/>

This is a winning entry for best blog initiative for a few reasons. Like how all of the blog entries are listed in one place, which means the reader doesn't have to click around a lot to find the content he or she wants. Also, like how the newspaper clearly identifies the author with both a photo and a full name. This adds a bit of credibility, which many blogs lack by allowing anonymous posters. Also, I think the invitation for the community to contribute is very nice. You are using the tools of the Internet to sophisticate the exchange of information between the paper and the community. Very nice.

RUNNER-UP

Publishing Company Name: Rust Communications
Newspaper Name: Southeast Missourian, Cape Girardeau, MO

Winning Site/URL: <http://semissourian.com/section/bloggers>

This is an excellent display of blog initiative. It's certainly a blog that seems to emphasize quantity, which is exceptional. Very nice, you are offering your readers a plethora of valuable information.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 15 – Best Blog Initiative Class C

FIRST PLACE

Publishing Company Name: Consumer News Services
Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH

Winning Site/URL: <http://blog.dispatch.com/1812nut/>

This is a winning blog initiative because it offers variable blog content to the reader in ways other blogs lack. While other winning blog initiatives demonstrate a depth of content that is seen mostly in the quantity of bloggers, this blog excels because you have centralized location for exceptional content with, as you put it, an occasional picture of an animal wearing people-clothes. While this may seem silly, using multimedia in blogs (i.e., YouTube and photos) is a concept other news blogs are slow to embrace. Nice blog!



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 15 – Best Blog Initiative Class D

FIRST PLACE

Publishing Company Name: Journal Community Publishing Group
Newspaper Name: Lake Country Publications/LivingLakeCountry.com, Hartland, WI

Winning Site/URL: <http://www.livinglakecountry.com>

This site does a good job of incorporating a wide number of blogs on a wide number of topics, all of which are relevant or interesting to the audience. Particularly, staff blogs like Preps Alcove are easy to navigate and offer useful information. Interesting conversations are started by the community bloggers, and the hands-off approach is empowering to the community contributors. Lake Country Watch is a highly functional way of using blogs to provide news updates and bulletins.

RUNNER-UP

Publishing Company Name: GateHouse Media New England
Newspaper Name: GateHouse Media New England, Needham, MA

Winning Site/URL: www.wickedlocal.com

Wickedlocal.com offers a wide variety of blogs on many interests, even highly specialized ones. It has embraced blogging and is clearly making efforts to enhance its news capabilities through blogging. Blogs, such as the one done by the Somerville mayor, are a great way of providing viewers with information that they would not have had easy access to without the Internet and blogs.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 16 – Best Video Initiative Class A

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: North County Times/Californian, Escondido, CA
Winning Site/URL: http://www.nctimes.com/special_reports/parole/

This is a prime example of how newspapers can use their tools in video to tell an in-depth story the only way a newspaper can. Your multipart series on prisons is fascinating, and motivated Web site visitors are going to learn a lot about the issue just by exploring your special section online. This is a story really only your newspaper is cut out to tell. The nuance and detail addressed in these videos is not seen in any other medium outside of the profession you are exploring. You adhere to your journalistic aims while also masterfully using multimedia to weave your story. Well done.

RUNNER-UP

Publishing Company Name: Lee Enterprises
Newspaper Name: Sioux City Journal, Sioux City, IA
Winning Site/URL: <http://videos.siouxcityjournal.com/p/video?id=3417568>

This feature excels in that you are parlaying unique newsroom talent into multimedia to explore movies and entertainment in a way that is completely local. While newspapers struggle in this volatile atmosphere, there is no such struggle at the box office, and content like this can bring an edge to local content in a way that pleases the reader's sweet tooth, per se. You were edged out by a hard-hitting news series, hard to compete with that, but don't let that discourage your inroads to online video. Keep it coming with hard-working talent like this and you're bound to be recognized with a great critical reputation and page views. Nice work!



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 16 – Best Video Initiative Class B

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: Rapid City Journal, Rapid City, SD

Winning Site/URL: http://rapidcityjournal.com/shared-content/story_tools/presentation/?id=78

The videos on this entry site provide viewers a glimpse into highly personal moments that allow viewers to experience alongside Ali Nowotny and her family the pain and suffering of the journey of Nowotny's surgery. Beginning with a personal glimpse into Nowotny interacting with her friends, the videos next follow Nowotny to the hospital to see the bleak moments, the tiring moments, the strength and the care of families and friends. This is an extremely sensitive topic, but the journalists cover it with great respect and professionalism in order to provide viewers with an incredibly moving glimpse into the personal struggle of Nowotny.

RUNNER-UP

Publishing Company Name: GateHouse Media New England
Newspaper Name: The Enterprise, Brockton, MA

Winning Site/URL: http://www.enterpriseneews.com/news/special_reports/x1452241911/RAMPAGE-OF-HATE-Brockton-mans-murder-spree-shakes-a-city

The videos on this site did a good job of supplementing the overall series, and providing viewers with visuals that fit in nicely with the text. The viewers received new angles about different aspects of the series from the videos. By applying these videos to a series on an in-depth news piece, the site showed the potential multimedia, particularly news video, has in enhancing the telling of news stories and events.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 16 – Best Video Initiative Class C

FIRST PLACE

Publishing Company Name: Black Press Ltd.

Newspaper Name: Sound Publishing, Inc./MI-Reporter, Tacoma, WA

Winning Site/URL: http://www.pnwlocalnews.com/east_king/mir/news/36255704.html

This was a difficult category and class to judge, there were many great entries, but the video provided was a unique story that was worthy of first place. Many drivers take the bridge every day, not realizing the joints they pass everyday have been needing constant repair. The story brings to light a serious safety issue and the video provides an interesting glimpse as to how these engineers will attempt to find a solution. The video shots were also very unique and the editing was very well done. A worthy video initiative.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 16 – Best Video Initiative Class D

FIRST PLACE

Publishing Company Name: Laurentian Publishing
Newspaper Name: <http://www.northernlife.ca/video>, Sudbury, ON

Winning Site/URL: <http://www.northernlife.ca/video>

The professional broadcast style video on Northernlive.com is impressive and shows it doesn't take a major production facility to make quality video news.

RUNNER-UP

Publishing Company Name: Black Press, Ltd.
Newspaper Name: Surrey Leader, Victoria, BC

Winning Site/URL: <http://www.bcdailybuzz.com/>

The weekly wraps are a nice feature, and give users a snap shot of the latest headlines. Good idea.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 17 – Best Web/Print Combination All Circulation Classes Combined

FIRST PLACE

Publishing Company Name: Lee Enterprises
Newspaper Name: The Daily Herald, Provo, UT

Winning Site/URL: http://www.heraldextra.com/component/option,com_uvuphoria/task,front/Itemid,185/

The reason this online/print venture is a winner is the combined strength that both mediums offer to the story. The conversion of Utah Valley State College to Utah Valley University was not simply covered superbly in print and then this content being copied online and vice versa. An excellent print publication (with a healthy dose of advertising support) was produced, with excellent graphics, stories and photos. Then, a separate multimedia venture was launched online, along with a PDF copy of the print publication for reference. Excellent work!

RUNNER-UP

Publishing Company Name: Lee Enterprises
Newspaper Name: North County Times/Californian, Escondido, CA

Winning Site/URL: <http://www.nctimes.com/pdf/USOpen2008.pdf>

This was a superb, winning multimedia entry, and was very close to snagging a nod for print execution as well.



2009 COMMUNITY WEB SITE CONTEST WINNERS

Category: 18 – Local Web Site Innovator of the Year All Circulation Classes Combined

FIRST PLACE

Ian Caldwell, Online editorial content manager

Bryan Stokes, Programmer

Publishing Company Name: Metroland Durham Region Media Group

Newspaper Name: Durham Division (Oshawa, Whitby, Clarington This Week - newsdurhamregion.com),
Oshawa, Ontario

Winning Site/URL: <http://www.newsdurhamregion.com/largemap>

A Web site innovator should be on the cutting edge of information technology, and your location-aware mapping graphic, which places breaking stories a map and allows readers to filter the stories they want to view, is truly an innovative and cutting-edge idea. The potential of this is truly incredible and your newspaper's ability to produce this is truly a credit to your readers. This kind of specialization is expected at major newspapers, seldom seen among suburban newspapers, but not for the Durham Division.

The exclusive NewsView maps on newsdurhamregion.com pinpoint geo-coded stories on each article page and also provide an overview of breaking news and current stories in each municipality in Durham Region using a full screen Google map.

The innovative use of geo-coding is part of a strategy to provide a rich, multimedia experience for readers along with an alternate entry point to the day's headlines.

The process begins with each reporter geo-coding stories before they even write the lead. The latitude and longitude data is used to pinpoint the coverage on a Google map on each article page. And the true innovation in the technology can be seen on the full screen NewsView map as it cycles through pinpoints highlighting headlines for top stories and also offering readers the opportunity to discover pinpoints for stories in their own community.