

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.

Daily and non-daily newspapers each have their own division and are further divided by circulation.

Special thanks to Peter Zollman, President and Founder, AIM Group, for judging this year's contest.



**Category: 1 - Best Local Community Web site
Classes A & B Combined**

1ST PLACE

Publishing Company Name: Community Newspaper Holdings Inc.

Newspaper Name: The Eagle Tribune, North Andover, MA

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

Judge's Comments:

This site is great --- and the level of engagement with readers is what made it stand out from the pack. Users comment on everything, and their involvement makes the difference. The site is updated frequently, and includes lots of local video that's more than just talking heads.

RUNNERS UP

Publishing Company Name: Schurz Communications Inc.

Newspaper Name: Imperial Valley Press, El Centro, CA

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

Publishing Company Name: Community Newspaper Holdings Inc.

Newspaper Name: Traverse City Record-Eagle, Traverse City, MI

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

**Category: 1 - Best Local Community Web site
Class C**

1ST PLACE

Publishing Company Name: Metroland Media Group, Ltd.
Newspaper Name: Durham Region Media Group, Oshawa, ON
Winning Site/URL: <http://www.durhamregion.com>

Judge's Comments:

With a vibrant region and seven contributing newspapers, DurhamRegion.com has a lot to offer, from traffic cameras to local news to a daily deals product, and much more.

**Category: 1 - Best Local Community Web site
Class D**

1ST PLACE

Publishing Company Name: Journal Register Company
Newspaper Name: Montgomery Media, Fort Washington, PA
Winning Site/URL: <http://www.montgomerynews.com/>

Judge's Comments:

This well-rounded site provides breaking news at the top, lots of well-produced current videos (including news and features), plenty of user engagement in comments and blogs, locally targeted email newsletters, contests and more.

RUNNERS UP

Publishing Company Name: McNaughton Newspaper Group
Newspaper Name: Mountain Democrat, Placerville, CA
Winning Site/URL: <http://www.montgomerynews.com/>

Judge's Comments:

An excellent, well-designed site that's chock full of comments. It uses photos very well, where appropriate. And it's all built with WordPress and other free tools. Impressive.

Publishing Company Name: Review Publishing
Newspaper Name: South Philly Review, Philadelphia, PA
Winning Site/URL: <http://www.southphillyreview.com>

Judge's Comments:

This site has a lot going on, most of it very good. There's great user involvement (LOTS of comments); recent videos; food food food (you can't go wrong with food, kids or animals), hyperlocal neighborhood news and more. Good stuff.

**Category: 2 - Best Site Architecture and Overall Design
Class B**

1ST PLACE

Publishing Company Name: Schurz Communications Inc.

Newspaper Name: Imperial Valley Press, El Centro, CA

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

Judge's Comments:

Clean, easy-to-follow site. Photos and videos are well-displayed; news articles show a hierarchy; "Quick News" and "Featured blogs" are above the fold (in my display); the Adelante Valle bar is a very prominent link to the site's Spanish-language edition. Well done.

**Category: 2 - Best Site Architecture and Overall Design
Class C**

1ST PLACE

Publishing Company Name: Metroland Media Group, Ltd.
Newspaper Name: The Mississauga News, Mississauga, ON
Winning Site/URL: <http://www.ivpressonline.com>

Judge's Comments:

This site very effectively presents a LOT of material on its home page, with a clear focal point, headlines, news, a featured article and featured video, and links to Hot Topics, Twitter, blogs, schools and more.

RUNNER UP

Publishing Company Name: Consumer News Services
Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH
Winning Site/URL: <http://www.thisweeksports.com/live/content/thisweeksports/index.html>

Judge's Comments:

For a site that covers more than 80 schools and seemingly dozens of sports, this home page does a great job of organizing it all so the user can make sense of it, and find anything quickly and easily.

**Category: 2 - Best Site Architecture and Overall Design
Class D**

1ST PLACE

Publishing Company Name: McNaughton Newspaper Group

Newspaper Name: Mountain Democrat, Placerville, CA

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

Judge's Comments:

This design covers a lot of ground but is still clean and easy to understand, with strong focal points. The bar of photos across the bottom, "above the fold," is a great way to show of pictures and videos.

**Category: 3 - Best Social Media Initiative
Class B**

1ST PLACE

Publishing Company Name: The World Company

Newspaper Name: Lawrence Journal-World, Lawrence, KS

Winning Site/URL: <http://twitter.com/nikitathebear> and <http://www.lawrence.com/kissntail>

Judge's Comments:

A fun and very appropriate way to use social media --- to promote the Kansas City Zoo and Nikita the Polar Bear. Having fun led to lots of new fans and participants in the newspaper's and the zoo's social media programs.

**Category: 3 - Best Social Media Initiative
Classes C & D Combined**

1ST PLACE

Publishing Company Name: Review Publishing
Newspaper Name: South Philly Review, Philadelphia, PA
Winning Site/URL: <http://www.southphillyreview.com/food-and-drink/reviews>

Judge's Comments:

Lots and lots and lots of comments on the South Philly Review pages, especially in food and drink. Nothing like having a restaurant reviewer who sparks real controversy. Love her or hate her, she gets people involved.

RUNNERS UP

Publishing Company Name: Consumer News Services
Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH
Winning Site/URL: <http://twitter.com/thebaglady>

Judge's Comments:

Interesting way to deliver lots of information about bargains and special offers to users.

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS
Winning Site/URL: <http://twitter.com/nikitathebear> and <http://www.lawrence.com/kissntail>

Judge's Comments:

Effective contests --- good ways to engage with the Kansas City Zoo and its bear, Nikita.

**Category: 4, 5, 6 - Best Verticle Site
All Classes Combined**

1ST PLACE

Publishing Company Name: Metroland Media Group, Ltd.

Newspaper Name: LocalWork.ca, Hamilton, ON

Winning Site/URL: <http://www.localwork.ca/>

Judge's Comments:

LocalWork.ca is an outstanding concept, executed extraordinarily well. It provides a complete set of tools to employers and job-seekers, including featured local jobs; featured employers, and excellent ad-placement capabilities.

**Category: 7 - Best Local Community Initiative
Classes A & B Combined**

1ST PLACE

Publishing Company Name: Lee Enterprises

Newspaper Name: The Courier, Waterloo, IA

Winning Site/URL:

http://wfcourier.com/collection_eec10208-8e8a-11df-aa23-001cc4c002e0.html

Judge's Comments:

This "Eight over 80" project is a perfect example of community engagement, honoring residents who have contributed greatly to the region and involving the rest of the community in celebrating their accomplishments.

RUNNER UP

Publishing Company Name: Community Newspaper Holdings Inc.

Newspaper Name: Traverse City Record-Eagle, Traverse City, MI

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

Judge's Comments:

How can you go wrong with cherries? This is terrific coverage of the National Cherry Festival, and it wins in large part on the strength of writing by Art Bukowski, including the fun and funny "Eat, reporter, eat, eat, eat!" article <http://record-eagle.com/2010cherryfest/x2016066309/Assignment-Eat-reporter-eat-eat-eat> . What an assignment --- eat everything you can at the fair --- and what writing! A 10-second sample: "The total cost was \$32, and probably a good two years off my life. It occurred to me at the end of the ordeal that this "assignment" may have been a thinly veiled assassination attempt. I'd have felt better if I ate a cup of broken glass soaked in lemon juice."

**Category: 7 - Best Local Community Initiative
Classes C & D Combined**

1ST PLACE

Publishing Company Name: The Observer Group Inc.

Newspaper Name: The Observer, Sarasota, FL

Winning Site/URL:

<http://www.youobserver.com/news/east-county/Front-Page/060920106594/Neal-Observer-launch-contest-for-Central-Park>

Judge's Comments:

The Observer and a land developer teamed up for a contest involving eight local community groups, with a \$1,000 prize.

**Category: 8 - Best Advertising Initiative
All Classes Combined**

1ST PLACE

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS
Winning Site/URL: <http://www.lawrencegiveback.com>

Judge's Comments:

Lawrence Giveback is a brilliant combination of a "buy local" program, a reward / loyalty program, a charity support program and a newspaper revenue generator. Top notch! Well-conceived, well-executed, and a win for all concerned --- especially the charities and the local community. LocalWork.ca is an outstanding concept, executed extraordinarily well. It provides a complete set of tools to employers and job-seekers, including featured local jobs; featured employers, and excellent ad-placement capabilities.

RUNNER UP

Publishing Company Name: Record-Journal Publishing Company
Newspaper Name: Record-Journal, Meriden, CT
Winning Site/URL: <http://www.auntclarasonlinestore.com>

Judge's Comments:

Very nice execution of a better-than-average barter / discount gift certificate program!

**Category: 9 - Best Use of Multimedia
Classes A & B Combined**

1ST PLACE

Publishing Company Name: Journal Register Company
Newspaper Name: The Morning Sun, Mt. Pleasant, MI
Winning Site/URL: <http://www.themorningsun.com>

Judge's Comments:

Excellent mix of video, slideshows, photos and at least one database of documents in an important court case involving an Indian reservation.

RUNNER UP

Publishing Company Name: Lee Enterprises
Newspaper Name: The Citizen, Auburn, NY
Winning Site/URL: http://auburnpub.com/meeting_center/

Judge's Comments:

The use of a "Meeting Center" to provide and publish extended videos of government meetings, and a calendar of those meetings, is a great idea. More newspapers should follow the example of The Citizen Patriot.

**Category: 9 - Best Use of Multimedia
Classes C & D Combined**

1ST PLACE

Publishing Company Name: Consumer News Services

Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH

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

Judge's Comments:

An impressive range of video, photos, slideshows, radio programming and more.

**Category: 10 - Best Overall Local News Site
Class A**

1ST PLACE

Publishing Company Name: Landmark Communications
Newspaper Name: The Roanoke Times, Roanoke, VA
Winning Site/URL: <http://www.roanoke.com>

Judge's Comments:

Roanoke.com and The Roanoke Times cover all the bases with this excellent site and suite of interactive-media services including mobile for Blackberry, iPhone and Droid. News texting, even digital billboards for breaking news? Great stuff. Nice design. Especially liked photos of the week and the local community sections.

RUNNER UP

Publishing Company Name: Schurz Communications Inc.
Newspaper Name: South Bend Tribune, South Bend, IN
Winning Site/URL: <http://SouthBendTribune.com>

Judge's Comments:

Nice marriage of community and local news coverage, breaking news, video and more.

**Category: 10 - Best Overall Local News Site
Class B**

1ST PLACE

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS
Winning Site/URL: <http://LJWorld.com>

Judge's Comments:

LJWorld.com is still the best there is. Outstanding in just about every way. Broad and deep; excellent design; classifieds especially well executed. But more than anything, the way it engages its community, and the community engages with it, puts it over the top. This team is relentless, and the site is phenomenal.

RUNNERS UP

Publishing Company Name: Record-Journal Publishing Co.
Newspaper Name: Record-Journal, Meriden, CT
Winning Site/URL: <http://MyRecordJournal.com>

Judge's Comments:

This site is comprehensive and up-to-date. It includes everything a site should include – video, community engagement, breaking news and more.

Publishing Company Name: Lee Enterprises
Newspaper Name: Sioux City Journal, Sioux City, IA
Winning Site/URL: <http://SiouxCityJournal.com>

Judge's Comments:

This solid site carries a lot of breaking news and strong community content and comments. One of the nicest touches here is Camera Angles by Jim Lee. It adds a very strong personal link to the photographer and the photography. More newspapers should do this.

**Category: 10 - Best Overall Local News Site
Class C**

1ST PLACE

Publishing Company Name: Consumer News Services

Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH

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

Judge's Comments:

Nicely designed. Current and frequently updated. A wide range of well-produced content, and photos with many of the articles.

**Category: 10 - Best Overall Local News Site
Class D**

1ST PLACE

Publishing Company Name: GateHouse Media
Newspaper Name: Somerville Journal, Somerville, MA
Winning Site/URL: <http://www.wickedlocal.com/somerville/news>

Judge's Comments:

Very comprehensive and up-to-date. Lots of photo galleries.

RUNNERS UP

Publishing Company Name: McNaughton Newspaper Group
Newspaper Name: Mountain Democrat, Placerville, CA
Winning Site/URL: <http://mtdemocrat.com>

Judge's Comments:

Strong content; good design; lots of images.

Publishing Company Name: Shore Publishing
Newspaper Name: Zip06.comMadison, CT
Winning Site/URL: <http://www.zip06.com/branford>

**Category: 12 - Best Niche Site Produced by a Local Newspaper
Class A**

1ST PLACE

Publishing Company Name: Schurz Communications Inc.

Newspaper Name: South Bend Tribune (Digital Team), South Bend, IN

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

Judge's Comments:

Good example of a local moms' community, with good comments and strong support from advertisers. Well-written, topical blogs and engagement / responses, too. Nice to incorporate links to garage sale listings and coupons.

RUNNER UP

Publishing Company Name: Landmark Communications

Newspaper Name: The Roanoke Times, Roanoke, VA

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

**Category: 12 - Best Niche Site Produced by a Local Newspaper
Classes B & C Combined**

1ST PLACE

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS
Winning Site/URL: <http://www2.kusports.com/>

Judge's Comments:

All-around excellence. The Journal-World lives up to its reputation for high quality interactive media with this site, which is well-staffed, well-designed, updated constantly and chock full of photos and videos. User engagement is everywhere. Articles, comments and the like frequently draw 20 – 30 – 50 comments or more.

RUNNER UP

Publishing Company Name: Lee Enterprises
Newspaper Name: Sioux City Journal, Sioux City, IA
Winning Site/URL: <http://www.siouxcityjournal.com/sports/high-school/>

Judge's Comments:

Nice design; comprehensive; well-organized.

**Category: 13 - Best Collaborative Project
All Classes Combined**

1ST PLACE

Publishing Company Name: Schurz Communications Inc.

Newspaper Name: Schurz Digital, South Bend, IN

Winning Site/URL: <http://schurz.com/digital/>

Judge's Comments:

Schurz has taken what could have been a simple vendor-client relationship with Tribune Co. and turned it into a comprehensive collaboration that has helped increase distribution of content, enhanced its regional coverage, grown its audience and increased the number of page-views it delivers and unique visitors it reaches.

**Category: 14 - Best Community Service Project
All Classes Combined**

1ST PLACE

Publishing Company Name: Victoria Advocate

Newspaper Name: Victoria Advocate, Victoria, TX

Winning Site/URL: <http://www.victoriaadvocate.com/news/special-reports/als/>

Judge's Comments:

Touching ... tragic ... enlightening ... inspiring ... remarkable. This series about three community members who have ALS, or Lou Gehrig's Disease, is a stunning piece of work --- worthy of a Pulitzer Prize. The Victoria Advocate and staff members Erica Rodriguez and Drew Stewart (who has done some brilliant work as a multimedia intern!) provided astonishing depth, compassion and information. It serves as proof to anyone who works at a small newspaper that "we don't have the resources" should never stand in the way of remarkable story-telling. Participation by the ALS patients themselves in blogs on the site; outstanding video (including a feature-length film that drew 450 people to its premiere) and reporting on the disease itself and efforts to find a cure make this a reminder that two journalists and a newspaper that supports them can make a tremendous difference in people's lives. Outstanding! Bravo!

**Category: 15 - Best Blog Initiatives
Classes A & B Combined**

1ST PLACE

Publishing Company Name: Community Newspaper Holdings Inc.

Newspaper Name: Traverse City Record-Eagle, Traverse City, MI

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

Judge's Comments:

Timely, fresh, interesting blogs with a nice mix of contributions by individuals, religion writers, a "foodie," a poetry contributor and more.

**Category: 15 - Best Blog Initiatives
Classes C & D Combined**

1ST PLACE

Publishing Company Name: Journal Communications
Newspaper Name: Lake Country Publications, Hartland, WI
Winning Site/URL: <http://www.livinglakecountry.com/>

Judge's Comments:

Nice combination of staff and local blogs. There's sports, there's food, there's community involvement, there's an easy way to sign up with a paragraph encouraging readers to do so ...

**Category: 16 - Best Video Initiative
Classes A & B Combined**

1ST PLACE

Publishing Company Name: Journal Register Company
Newspaper Name: The Reporter, Lansdale, PA
Winning Site/URL: <http://www.thereporteronline.com>

Judge's Comments:

Lots of local video, almost always led with an advertising pre-roll spot. A wide variety of material.

RUNNER UP

Publishing Company Name: The World Company
Newspaper Name: Lawrence Journal-World, Lawrence, KS
Winning Site/URL: <http://www2.ljworld.com/videos>

Publishing Company Name: Journal Register Company
Newspaper Name: The Morning Sun, Mt. Pleasant, MI
Winning Site/URL: <http://www.themorningsun.com>

**Category: 16 - Best Video Initiative
Classes C & D Combined**

1ST PLACE-TIE

Publishing Company Name: Journal Register Company
Newspaper Name: Heritage Newspapers, Southgate, MI
Winning Site/URL: <http://heritage.com/video/news/>

Judge's Comments:

Lots and lots and lots of videos --- news and sports. Sometimes four or more per day. Most are good quality and are interesting. There's still more opportunity, though: A police ride-along would be a perfect story to pair with a video clip, for instance.

Publishing Company Name: Consumer News Services
Newspaper Name: ThisWeek Community Newspapers, Lewis Center, OH
Winning Site/URL: <http://www.thisweeknews.com/live/content/video/index.html> AND
<http://www.thisweeknews.com/live/content/thisweeksports/videos/index.html>

Judge's Comments:

An interesting idea: Put your community reporters on camera for about a minute each week to talk about the stories they're following, their communities and what's going on.

**Category: 17 - Best Web / Print Combination
Class A**

1ST PLACE

Publishing Company Name: Lee Enterprises

Newspaper Name: The Courier, Waterloo, IA

Winning Site/URL:

http://wfcourier.com/collection_eec10208-8e8a-11df-aa23-001cc4c002e0.html

Judge's Comments:

Eight Over 80 is a marvelous initiative to honor local residents over 80. More than 55 people were nominated, and the winners were honored at a banquet attended by more than 200 people. The Courier wrote articles and produced videos about each of the winners, and published a tribute booklet and a newspaper section. It also turned the program into a "legacy fund" philanthropy project. The Courier plans to continue the program next year. Brilliant community journalism.

RUNNER UP

Publishing Company Name: Landmark Communications

Newspaper Name: The Roanoke Times, Roanoke, VA

Winning Site/URL: <http://roanoke.com/community/sna/swoco.html>

<http://roanoke.com/community/sna/sosalem.html>

<http://roanoke.com/community/sna/botetourtview.html>

Judge's Comments:

The Botetourt View, So Salem and SWoCo are print / online projects produced by The Roanoke Times that combine user-generated contributions, a community journalist, local advertising sales and online-first, edited-for-print content in the way that many media companies can and should. "I should also point out that we're profitable," senior editor Dwayne Yancey pointed out about each of them. That makes this excellent effort even sweeter. (Judge's note: Although these were entered independently, they are essentially the same initiative in different local markets, and were combined into one winning entry.)

**Category: 17 - Best Web / Print Combination
Class D**

1ST PLACE

Publishing Company Name: The Observer Group Inc.

Newspaper Name: The Observer, Sarasota, FL

Winning Site/URL: <http://www.youobserver.com/content/Observer-Weather-90.html>

Judge's Comments:

It seems so obvious, but it's so smart: Offer an air-conditioning (or heating) contractor a sponsorship of print and online weather pages. The Observer did it effectively, and tied it to a contest for weather photos, generating great local interest, a significant increase in page-views, and \$37,000 in new revenue.

**Category: 18 - Local Web Site Innovator of the Year
All Classes Combined**

1ST PLACE

Publishing Company Name: McNaughton Newspaper Group
Newspaper Name: Mountain Democrat Digital Publishing Team*, Placerville, CA
Winning Site/URL: <http://mtdemocrat.com>

Judge's Comments:

The Mountain Democrat may be California's oldest newspaper, but it's clearly also one of the most progressive. Using open-source software to produce both the newspaper and the website is extremely impressive. And MtDemocrat.com itself is well-organized, beautifully designed, and beats the heck out of sites operated by newspapers 10 times its size. Great content; good community participation. The digital publishing team at McNaughton Newspaper Group (Joe Boydston - VP Digital Media and software architect; Dean Royal - digital sales and strategy; David Martinelli – online editor and design; Jonathan Edwards, online editor) and in fact the entire print / online publishing team at McNaughton, should be commended for its great work as Local Website Innovators of the Year.

***McNaughton Digital Publishing Team includes**

Joe Boydston - VP Digital Media & Software Architect
Dean Royal - Digital Sales & Strategy
David Martinelli - Online Editor & Design
Jonathan Edwards - Online Editor

RUNNER UP

Publishing Company Name: Schurz Communications Inc.
Newspaper Name: Schurz Communications Inc., South Bend, IN
Winning Site/URL: <http://schurz.com/digital>