



SNA LOCAL COMMUNITY WEB SITE CONTEST 2008 WINNERS

LOCAL NEWS. | ENGAGED AUDIENCE. | IN PRINT & ONLINE.

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

1st Place

Newspaper: Cape Cod Media

Parent Company: Ottaway Media

Winning URL: www.capecodonline.com

Judge's Comments:

Capecodonline.com offers a clean, user-friendly design. Multi-media tools such as video, audio podcast and photo galleries are available to all users. The site has a strong community involvement. Through the variety of video, audio and blogs, the site draws the user in.

2nd Place

Newspaper: Courier Communications

Parent Company: Lee Enterprises, Inc.

Winning URL: www.wfcourier.com

Judge's Comments:

Wfcourier.com offers community members a place to interact on the Web. Users are encouraged to post comments and other content to the site. Multi-media features are displayed prominently throughout the site with video, blogs and podcasts. The site is easy to use and offers a clean design. It is also updated frequently throughout the day. Overall, the site is easy to navigate and user-friendly.

3rd Place

Newspaper: Quad-City Times

Parent Company: Lee Enterprises, Inc.

Winning URL: www.qctimes.com

Judge's Comments:

Qctimes.com offers a unique site in the area. Updates are made throughout the day and stories are posted as soon as completed. Multi-media features are found throughout the site, including video, podcasts and photo galleries. Community response to the site is strong and users are encouraged to submit content. Overall, the site is easy to navigate and has a clean design.

Honorable Mention

Newspaper: South Bend Tribune

Parent Company: Schurz Communications, Inc.

Winning URL: www.southbendtribune.com

Judge's Comments:

Southbendtribune.com offers a clean, easily navigated site. Multi-media are displayed throughout the site and include: live chats, blogs, forums, event listings, photo galleries, and Doppler images. The use of user-generated content is displayed throughout the site. User interaction is also promoted with the use of live chats. Overall, the site offers a user-friendly area for the community.

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

1st Place

Newspaper: Traverse City Record-Eagle
Parent Company: Community Newspaper Holdings, Inc.
Winning URL: www.record-eagle.com

Judge's Comments:

Record-eagle.com prominently displays the use of multi-media throughout the site. News is updated as it happens and is posted online first. Through the use of video, photo galleries, slideshows and user content, the site draws the user in. The site offers a clean, easy-to-use format. Community involvement is important to the site and users respond by posting blogs and commenting on the stories.

2nd Place

Newspaper: Globe Gazette
Parent Company: Lee Enterprises, Inc.
Winning URL: www.globegazette.com

Judge's Comments:

Reader interaction is prominent on the site through story commenting, blogs, discussion boards, and photo and video player commenting. The staff updates the site before the print publication and offers online-only content. Multi-media features are also prominent on the site with video content, audio podcasts and photo slideshows with audio narratives. The site offers a clean design and is easy to navigate.

3rd Place

Newspaper: Northwest News Group of Greater Chicago/Northwest
Parent Company: Shaw Suburban Media
Winning URL: www.mchenrycountysports.com

Judge's Comments:

Multi-media features are a prominent aspect of this site. Video is generated at area sports events and streamed while the games are played. The site also features audio and photo galleries to draw users in. Updates to the site occur throughout the day. The site is clean and user-friendly. Site users are encouraged to create and add content. User polls are displayed on various pages of the site as well.

Honorable Mention

Newspaper: Wilmington News Journal
Parent Company: Brown Publishing Company
Winning URL: www.wnewsj.com

Judge's Comments:

The Wilmington News Journal offers a multi-media site that is updated throughout the day. The site is easy to navigate and offers a user-friendly design. E-Newsletters and E-Alerts are offered for registered users. The community response is high for the site with forums, polls, user generated stories and photos. Overall, the site offers community members a place to interact and receive updated news

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

1st Place

Newspaper: ThisWeek Community Newspapers
Parent Company: Consumer News Services, Inc.
Winning URL: www.theweeknews.com

Judge's Comments:

Thisweeknews.com offers its community a variety of services and features. With a Web-First approach, all stories, photos, videos, etc. are posted on the site as soon as they are completed. This site even created a new site for a neighboring community. Seeing that the community was underserved in regards to local content, they generated a new site without incurring many expenses. This resulted in doubling the online revenue for the company. The community responses for the sites are high and the sites are easy to use and offer a clean design.

2nd Place

Newspaper: Metroland North Media
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.barrieadvance.com

Judge's Comments:

Resources for the community are shown prominently on this site. Whether it is an area directory, forums or local information, this site is for all community members. The site uses various multi-media tools to inform the users. The site offers a clean, user-friendly format and has nice toolbar options. Community involvement is high, with up to 181 posts on one forum.

3rd Place

Newspaper: Metroland North Media
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.allistonherald.com

Judge's Comments:

Allistonherald.com offers community members and tourists a place to go for local information. The site features a tourist map that shows the location of area attractions. User response to the site has been high. Multi-media features appear throughout the site with podcasts, video, slideshows and RSS feeds. The site also offers live audio broadcasts of area games. The site offers a clean design and is easily navigated.

Honorable Mention

Newspaper: WickedLocal
Parent Company: GateHouse Media
Winning URL: www.wickedlocal.com

Judge's Comments:

This blog-formatted site offers community members a place to interact. There is a variety of community resources featured throughout the site. Site traffic has had a steady increase of 10 percent month-over-month. The site offers a clean design and is fairly easy to navigate. Overall, the site has a high community response.

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

1st Place

Newspaper: Herald Newspapers
Parent Company: Seawave Corporation
Winning URL: www.capemaycountyherald.com

Judge's Comments:

Capemaycountyherald.com offers an abundance of user-generated content. Whether it is through citizen journalism, photographs, forums, calendars or blogs, users of this site have a strong presence. The site is easy to navigate and offers a clean design. Multi-media are present throughout the site with video, slideshows and events calendars. The sites' community response proves it is the place to go in the area for local information.

2nd Place

Newspaper: GateHouse Media New England
Parent Company: GateHouse Media
Winning URL: www.wickedlocal/somerville

Judge's Comments:

Somerville's Wicked Local Web Site attracts members of the community through a variety of features. The site is easy to navigate and uses whitespace well. Community response to the site has been very high. In December, the site attracted 49,430 unique visitors – equivalent to nearly 2/3rds of the city's population. The site is also updated frequently, giving users the most up-to-date information possible.

3rd Place

Newspaper: The Mississauga News
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.mississauga.com

Judge's Comments:

Mississauga.com staff members update their site throughout their 16-hour day. Content is posted online when it is completed to keep the site up-to-date. Users are encouraged to comment on articles and stories throughout the site. Users may also participate in a variety of contests the site hosts throughout the year. Multi-media features appear throughout the site, with videos and webcasts being the primary focus. The site hosts a movie page that allows users to post ratings and reviews. Overall, the site is user-friendly and easy to navigate.

Honorable Mention

Newspaper: Recorder Community Newspapers
Parent Company: Recorder Publishing Company
Winning URL: www.denvillecitizen.com

Judge's Comments:

Denvillecitizen.com offers users a variety of ways to post content. Users can post photos, stories, events and more to the site. The community involvement on the site is high. Multi-media features are present throughout the site with video and RSS feeds being most prominent. Overall, the site is user friendly and easy to navigate.

Category 2 – Best Site Architecture and Overall Design **Class A**

1st Place

Newspaper: Lawrence Journal-World
Parent Company: The World Company
Winning URL: www.ljworld.com

Judge's Comments:

The layout of the site is appealing and has a decent use of white space. User interaction is strong throughout the site. LJworld.com offers users a clean, easy-to-use format and offers a variety of multi-media options to draw the user in. Overall, the site's clean design and format are appealing to the user.

2nd Place

Newspaper: The Times
Parent Company: Small Newspaper Group
Winning URL: www.deliveringqc.com

Judge's Comments:

The layout of the site is appealing and has a good use of white space. The site has a consistent feel throughout it and has vibrant colors to draw the user into the site. Graphics are used well and positioned well with the information presented. User participation is significant, with a 90 percent user return rate. Overall, the site has a consistent feel and an appealing layout.

3rd Place

Newspaper: Quad-City Times
Parent Company: Lee Enterprises, Inc.
Winning URL: www.qctimes.com

Judge's Comments:

The ease of navigation on the site makes the user experience pleasant. The clean, organized layout allows users to find what they are looking for in an efficient way. There is a lot of video and graphics on the site and they are presented in a clean, easy-to-use manner. Overall, the site has a consistent flow and is user-friendly.

Category 2 – Best Site Architecture and Overall Design **Class B**

1st Place

Newspaper: The Daily News
Parent Company: Lee Enterprises, Inc.
Winning URL: www.tdn.com

Judge's Comments:

The clean, intuitive design allows users to navigate the site easily. Whitespace is used appropriately on the homepage. There is a consistent feel throughout the site. Graphics are used in conjunction with articles and links. Overall, the sites clean design and format are appealing to the user.

2nd Place

Newspaper: The Daily Journal
Parent Company: Small Newspaper Group
Winning URL: www.daily-journal.com

Judge's Comments:

The easy-to-navigate, intuitive toolbars on the top of the site allow users to navigate to their desired topic easily. The layout of the site is nice and clean. The site offers a variety of multi-media, including video, RSS feeds and user-generated content. Overall, the site has a consistent feel and is user-friendly.

3rd Place

Newspaper: Northwest News Group of Greater Chicago/Northwest
Parent Company: Shaw Suburban Media
Winning URL: www.nwherald.com

Judge's Comments:

With frequent updates to the site, the user has the most up-to-date information available. The site is easy to navigate and has intuitive toolbar options. User-generated content is plentiful on the site, as are videos and other forms of multi-media. The site is well presented and very user-friendly.

Category 2 – Best Site Architecture and Overall Design **Class C**

1st Place

Newspaper: GateHouse Media New England

Parent Company: GateHouse Media

URL: www.wickedlocal.com

Judge's Comments:

WickedLocal.com has a clean, easy-to-navigate site. Whitespace is used appropriately throughout the site and makes it more visually appealing to the user. Graphics are used in conjunction with stories and articles, along with stand-alone videos. User-generated content is plentiful on the site. Overall, the site has an even flow and is easy to use.

2nd Place

Newspaper: Newmarket Era-Banner

Parent Company: Metroland Media Group, Ltd.

Winning URL: www.yorkregion.com

Judge's Comments:

Yorkregion.com is easy to navigate with intuitive toolbars and color coding of the various topics. This is a good way to have the reader notice the toolbar options at a glance. The site is very user-friendly and has a fair amount of user-generated content. The clean, consistent feel throughout the site is appealing to users.

3rd place

Newspaper: ThisWeek Community Newspapers

Parent Company: Consumer News Services

Winning URL: www.thisweeknews.com

Judge's Comments:

Thisweeknews.com has a clean, user-friendly layout. The toolbar options are intuitive and easily navigated. The site offers a variety of ways for users to post content and has a fair response from users. Whitespace is used properly throughout the site. Overall, the site has a clean, consistent feel.

Category 2 – Best Site Architecture and Overall Design **Class D**

1st Place

Newspaper: The Mississauga News
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.mississauga.com

Judge's Comments:

Mississauga.com has an easy-to-use, clean site design. Whitespace is used appropriately and creates a visually appealing site to the user. Color is used to emphasize the toolbars. The site is easy to navigate and intuitive. The videos on the site are well produced and enhance the overall feel of the site.

2nd Place

Newspaper: The Brooklyn Paper
Parent Company: Brooklyn Paper Publications
Winning URL: www.brooklynpaper.com

Judge's Comments:

Brooklynpaper.com uses graphics next to story information and links on the homepage. Multi-media are present throughout the entire site. Whitespace is used properly and compliments the look of the site. The menu options are easy to navigate, as well. Overall, the sites clean, intuitive design allows the user to have a good experience on the site.

3rd Place

Newspaper: Powell River Peak
Parent Company: Peak Publishing, Ltd.
Winning URL: www.prpeak.com

Judge's Comments:

Prpeak.com offers a clean, easy-to-navigate site. The use of whitespace is visually appealing to the user. Graphics and multi-media are used in conjunction with the stories presented on the site. Overall, the site has a nice clean, user-friendly feel.

Category 3 – Best User-Generated Content Initiative **Classes A & B Combined**

1st Place

Newspaper: Rochester Post Bulletin
Parent Company: Small Newspaper Group
Winning URL: www.rochestermn.com

Judge's Comments:

The site offers a variety of ways for users to post content. The simple, intuitive design allows for easy posting and sharing. The variety of options offered by this site allow for a diverse group of individuals accessing the site to post in various areas. With community blogging, social networking, photo sharing, video sharing, content rating, online groups and event posting, users in the area have a user-generated area that speaks to them. Overall, this site's variety and intuitive design allows for users to create a lot of content.

2nd Place

Newspaper: Southeast Missourian
Parent Company: Rust Communications
Winning URL: www.semissourian.com

Judge's Comments:

The site offers a variety of ways for users to generate content, including blogs, photos, event listings and story comments. The Southeast Missourian site uses contests to drive traffic to the user-generated portion in intervals. This user-friendly, clean site has created a strong presence for user-generated content in its market.

3rd Place

Newspaper: Record Journal
Parent Company: Record Journal Publishing Company
Winning URL: <http://record-journal.mycapture.com/mycapture/photos/Category.aspx?CategoryID=36876>

Judge's Comments:

The community response to this site's ongoing photo contest shows that incentives do motivate users to post content. The photo contest has an easy-to-use navigation layout. Users are able to vote for their favorite photo and post comments to the photos. The site is a very nice example of successful incentives for user-generated content.

Category 3 – Best User-Generated Content Initiative **Class C**

1st Place

Newspaper: GateHouse Media New England
Parent Company: GateHouse Media
Winning URL: www.wickedlocal.com/lexington

Judge's Comments:

This site is very user-content centric. It offers area stories and events. Users can post stories, events, photos, and comments. Community information is abundant on the site. It offers something for new residents, long-time residents and everyone in between. The site centers on the community and what the community wants. The site is also very easy to navigate and user-friendly.

2nd Place

Newspaper: Newmarket Era-Banner
Parent Company: Metroland Media Group, Ltd.
Winning URL: <http://pop.yorkregion.com>

Judge's Comments:

Immediately on entering the site, users see a tutorial on how to post content.. This is good because it is a fairly new site and users don't have to go looking for how to post. The site is easy to navigate and it's also easy to locate items of interest to the user. This is a very good source for community events and user-generated content. The site also allows users to generate a personal profile. It also offers different types of user registration, which gives it a more personalized feel; it is a great place for user-generated content.

3rd Place

Newspaper: Newmarket Era-Banner
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.reuseful.yrmg.com/default.php

Judge's Comments:

The filtering options for the content on this site were great. They allow users to filter the types of information and stories they are searching for. This adds a unique feature to searching user-generated content. This site offers a niche focus of recycling, which attracts a specific group of people to generate – and read – the content. This gives advertisers a more targeted demographic. Overall, the site is easy to use and is focused on user-created content.

Honorable Mention

Newspaper: Metroland North Media
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.simcoe.come/christmas

Judge's Comments:

This site offered a nice integration of community sponsorship with the editorial content. It created an incentive around a season that generated user content and increased traffic. The Acts of Kindness feature is a terrific contest to promote the site.

Category 3 – Best User-Generated Content Initiative **Class D**

1st Place

Newspaper: The Mississauga News
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.mississauga.com

Judge's Comments:

The site plays host to a variety of user-generated content. Users can submit stories, photos, and videos to the site. It is simple for users to use and navigate. There is a nice community essence in the InFocus pages of the site. Overall, the site is well designed and the user-generated content is prevalent

2nd Place

Newspaper: The Mississauga News
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.thebooster.ca

Judge's Comments:

This newly developed site relies on user-created content. Users must register to submit stories, post photos and submit comments. The stories are area-centric and are often commented on. While this is a new site, most of the stories at this time are generated by a few users; however, it is consistently seeing growth in visitors and subscribers. This site offers a very concentrated focus on user-generated content.

Categories 4/6/12 Combined
**Best Employment Site/Vertical, Best Automotive Site/Vertical, Best Site to Buy
or Sell Merchandise**
All Circulation Classes Combined

1st Place

Newspaper: The Times
Parent Company: Small Newspaper Group
Winning URL: www.deliveringqc.com

Judge's Comments:

Advertiser renewal rates of 75% shows that this site is giving advertisers results that they are comfortable with. Deliveringqc.com offers an assortment of entertainment information and coupons for users. Using methods to drive traffic, such as lowest bid auctions, coupons and the value vault have users returning frequently. The intuitive design and simple layout of the site make it user-friendly.

2nd Place

Newspaper: Cape Code Media Company
Parent Company: Ottaway Media
Winning URL: www.capecodeworks.com

Judge's Comments:

Capecodworks.com utilized its' resources to increase advertising dollars and increase visitors to the site. The easily navigated, intuitive site offers a variety of ways to search and sort the listings. The site may want to make the layout of the results more visually appealing to users, but overall this is a very user-friendly site.

3rd Place

Newspaper: Newmarket Era-Banner
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.yorkregion.yourclassifieds.ca

Judge's Comments:

The site's intuitive design and format allow users to navigate the site smoothly. A variety of tools and search filters enhance the user's experience with the site. Giving users options to organize the results they search creates an even more user-friendly experience. With filters such as related search category, location, related communities and job categories, the user is able to narrow or expand the search results to fit their needs.

Category 5 – Best Real Estate Site/Vertical **All Circulation Classes Combined**

1st Place

Newspaper: Cape Cod Media Company
Parent Company: Ottaway Media
Winning URL: www.capecodrealestate.com

Judge's Comments:

The site offers a large variety of features and a robust functionality. Users can easily navigate the site and filter their searches a variety of different ways. The site's advertising is nearly sold out the majority of the time, which shows advertiser interest and a steady stream of ad dollars. Overall, this site is very user-friendly and easily navigated.

2nd Place

Newspaper: Traverse City Record-Eagle
Parent Company: Community Newspaper Holdings, Inc.
Winning URL: www.recordeaglerealestate.com

Judge's Comments:

With several search options, features and filters this site offers a variety of ways to find a desired listing. The print brochure is a nice feature that is not widely offered at this time. The site has a good use of graphics in the listings. The layout adds to the ease of site use. This site is very user-friendly and easy to navigate.

3rd Place

Newspaper: Newmarket Era-Banner
Parent Company: Metroland Media Group, Ltd.
Winning URL: <http://homes.yorkregion.com>

Judge's Comments:

The Yorkregion site is updated automatically whenever Realtors update their own sites . This is a very nice feature for the Realtors in the area. There is also an abundance of features for users, which include e-mailing the listing, virtual tours, agent profiles, agent commercials, etc. The virtual tours on this site included an audio component, which provided a more personalized look at a home than sites that simply move a camera around the room. Overall, the site has a clean, consistent feel and is very user-friendly.

Category 7 – Best Local Community Initiative **Class A**

1st Place

Newspaper: Cape Cod Online

Parent Company: Ottaway Media

Winning URL: www.capecodonline.com

Judge's Comments:

The Photo Event Street Team initiative is a great way for Cape Cod Online to create brand awareness and community involvement. Taking photos of events for children (first day of Kindergarten/School, Santa's Visit, etc) and giving the photos to those who participate is an effective way to gain visibility in the community. The initiative then progressed to include photos of adults at other community events, such as an American Heart Association benefit, extending the promotion to additional demographic segments.. This initiative created a lot of brand awareness and a presence in the community.

2nd Place

Newspaper: Lawrence Journal-World

Parent Company: The World Company

Winning URL: www.ljworld.com

Judge's Comments:

Ljworld.com offers community members the opportunity to post opinions, comments and information on the site. It has also proven to be a valuable emergency communication tool; Kansas University students were able to use it to update each other on the status of a possible gunman. The site creates a virtual community where the users' comments turn into stories and topics. This site demonstrates a good response to a community-driven niche.

Category 7 – Best Local Community Initiative **Class B**

1st Place

Newspaper: Northwest News Group of Greater Chicago/Northwest

Parent Company: Shaw Suburban Media

Winning URL: www.mchenrycountysports.com

Judge's comments:

Mchenrycountysports.com received an enthusiastic community response when it posted video from community football and basketball games. The site's multi-media features brought users back to the site repeatedly. The video featured pre and post game interviews, along with game footage. Overall, the site featured video that is important to the community.

2nd Place

Newspaper: Record Journal

Parent Company: Record-Journal Publishing Company

Winning URL: www.myrecordjournal.com

Judge's Comments:

Myrecordjournal.com had a great community response to its voter information project. The site is very user-friendly and the layout makes it easy to compare candidates on various issues. The site did an excellent job of creating an online resource for an important community topic.

3rd Place

Newspaper: Northwest News Group of Greater Chicago/Northwest

Parent Company: Shaw Suburban Media

Winning URL: www.nwheald.com

Judge's Comments:

Nwheald.com developed a feature that challenged site users to become more environmentally responsible and provided resources to help them build a community around their efforts. The site offers links, stories, video and photos to enhance the user experience. The Carbon Calculator is a really nice addition to the features offered to the users.

Category 7 – Best Local Community Initiative **Class C**

1st Place

Newspaper: Durham Region

Parent Company: Metroland Media Group, Ltd.

Winning URL: www.mediamash.ca/c/9/Junior%20Webcaster/

Judge's Comments:

Junior Webcaster is a great example of connecting a Web site with a segment of the community that is often hard for media companies to reach: kids. Weaving it in with content produced by and for other parts of the community enhances its visibility to the rest of the community. The youth video segments are well produced and posted weekly.

2nd Place

Newspaper: GateHouse Media New England

Parent Company: GateHouse Media

Winning URL: www.wickedlocal/lexington

Judge's Comments:

Using multi-media features, Wicked Local of Lexington has created an online community for their area. The site offers a weekly community poll that provides the poll results and encourages conversation surrounding it. Community events are displayed on the site in video format, with many submissions from community members. User interaction and content on the site is high, as is the community response to the site.

3rd Place

Newspaper: Newmarket Era-Banner

Parent Company: Metroland Media Group, Ltd.

Winning URL: www.reuseful.yrmg.com

Judge's Comments:

This initiative allows users to post information about items they no longer wish to own in a type of online trading post – creating a community-building opportunity around an environmentally friendly online feature. The community response is shown through the more than 700 postings on the site.

Honorable Mention

Newspaper: Newmarket Era-Banner

Parent Company: Metroland Media Group, Ltd.

Winning URL: www.yorkregion.com/community/hotspots

Judge's Comments:

This directory of local Wi-Fi hotspots serves a niche need in the community. The response to this initiative has been good, with more than 70 hotspots in the directory. This is also a great targeting opportunity for sponsors, including those listed in the directory.

Category 7 – Best Local Community Initiative **Class D**

1st Place

Newspaper: The Mississauga News
Parent Company: Metroland Media Group, Ltd.
Winning URL: <http://infocus.mississauga.com>

Judge's Comments:

Just as people buy newspapers to see pictures of themselves and their friends, the InFocus section of Mississauga.com draws visitors to the site with pictures, videos and slide shows of local events. The gallery is organized in an easy-to-use format. Overall, this area of the site has a strong emphasis on the community.

2nd Place

Newspaper: Montgomery Newspapers
Parent Company: Journal Register Company
Winning URL: www2.allaroundphilly.com/Montgomery/readerschoice

Judge's Comments:

AroundPhilly.com's Reader's Choice contest is an effective way to generate community involvement and traffic to the site. The initiative allows readers to nominate and vote on their favorite local businesses. The site's balloting feature makes it easy for users to cast their votes. Community response has been high and winning businesses display their banner proudly – providing additional promotion for the site.

Category 8 – Best Advertising Initiative **All Circulation Classes Combined**

1st Place

Newspaper: The Hamilton Spectator

Parent Company: Metroland Media Group, Ltd.

Winning URL: www.thespec.com/specialsections/section/futercity

Judge's Comments:

This advertising initiative is very innovative. The Sim City-like style gives users a unique way to interact on the site. Sponsor results were good, and sponsorships sold out very quickly. This is a great way to have users return to the site often and allows advertisers to reach a targeted demographic. The application is easy to access and navigate. This initiative creates advertiser and user involvement with the site.

2nd Place

Newspaper: The Post Bulletin

Parent Company: Post-Bulletin Company, LLC

Winning URL: www.postbulletin.com

Judge's Comments

This site displays a good understanding of user tolerance for advertising. With expandable advertising, the ad appears across the screen, giving the advertiser the user's attention for a period of time and then retracts to a banner on the page, which allows the user not to get frustrated with the advertisement. The site also uses exclusive advertising options. The Ask the Experts area of the site promotes advertisers as the exclusive experts in whatever field the business is in. Overall, the site has a nice, clean, user-friendly layout.

3rd Place

Newspaper: The Times

Parent Company: Small Newspaper Group

Winning URL: www.deliveringqc.com

Judge's Comments:

With an advertiser renewal rate of 75%, this site clearly appeals to them. The site offers value coupons with a lowest-bid-wins auction. This motivates consumers to participate and allows advertisers to get the consumers in the door. The site also has a "value vault," where users purchase gift certificates at a fraction of the original cost. This feature is open to anyone visiting the site. Deliveringqc.com has a nice layout and is easy to navigate. Overall, it is user friendly and keeps those users coming back.

Category 9 – Local Web Site Innovator of the Year **Daily Newspaper**

1st Place

Name: Tim D’Avis

Newspaper: Quad-City Times

Parent Company: Lee Enterprises, Inc.

Winning URL: www.qctimes.com

Judge’s Comments:

Tim D’Avis has revamped the qctimes.com with innovative, forward-looking ideas. In his time at the qctimes.com, he has set up reverse publishing, social networking presence, cell phone alerts, e-mail alerts, and databases, among other initiatives. The site re-design made it more user friendly, which has increased traffic to the site. Tim’s presence in the online department has generated an increase in revenue as well. Tim’s innovations have strengthened his site and made it more valuable for its users.

Category 9 – Local Web Site Innovator of the Year **Weekly Newspaper**

1st Place

Name: Anne Eisenmenger

Newspaper: GateHouse Media New England

Parent Company: GateHouse Media

Winning URL: www.wickedlocal.com

Judge’s Comments:

Anne Eisenmenger has overseen the launch of several Wicked Local Network sites. She worked with a group of executives to develop a beta version of Wicked Local shortly after she joined GateHouse. She encouraged the union of the online community and the newspaper community. In the past year, she has led Wicked Local from 3 to 158 sites and will likely double interactive revenue from last year. Wicked Local offers multiple opportunities for community interaction with deep community resources and journalism enhanced by video. Anne has worked with several groups in and outside of GateHouse media to insure that this online opportunity continues to move forward.

Honorable Mention

Name: Chris Creamer and Ian Caldwell

Newspaper: Metroland Durham Region

Parent Company: Metroland Media Group, Ltd.

Winning URL: www.featuresdurhamregion.com/election/electionDemo.html

Judge’s Comments:

Chris Creamer and Ian Caldwell created a custom-made Web-based data entry control panel for election results. They did this smoothly in a very short period of time. The program is still being used to provide real-time updates for their site, and for others within their company. The application is very easy to use. The application moves the site in a new direction with better updating capabilities and is a notable innovation for the industry.

Category 10 – Best Multimedia Initiative **Class A**

1st Place

Newspaper: Quad-City Times

Parent Company: Lee Enterprises, Inc.

Winning URL: www.qctimes.com/multimedia

Judge's Comments:

Multimedia is displayed prominently throughout qctimes.com. This 24-hour news service site offers videos, in-depth databases, audio, e-mail alerts, interactive maps, podcasts and public documents. The stories and multi-media are integrated throughout the site and are featured in a user-friendly format. Community response to the site's multimedia initiatives is high. Overall, the multimedia focus is apparent throughout the site.

2nd Place

Newspaper: Courier Communications

Parent Company: Lee Enterprises, Inc.

Winning URL: www.wfcourier.com

Judge's Comments:

Wfcourier.com offers streaming video without having a streaming server itself. Along with the streaming video, the site offers various functions for users to access the video. This enhances the user experience. Webcasts are displayed throughout the site and offer the user a choice of audio or video. Overall, the features the site offers features multimedia prominently.

3rd Place

Newspaper: Sioux City Journal

Parent Company: Lee Enterprises, Inc.

Winning URL: www.soiuxcityjournal.com/multimedia

Judge's Comments:

With daily audiocasts, videos, music videocasts, audio slideshows, interactive maps, audio interviews and multi-media stories, siouxcityjournal.com uses an abundance of multimedia throughout the site. Users can choose among a variety of formats to get the information they desire. The interactive maps are used to display local topics such as potholes in the area. Overall, the site displays multimedia in a user-friendly manner.

Honorable Mention

Newspaper: North County Times

Parent Company: Lee Enterprises, Inc.

Winning URL: www.nctimes.com/fire2007

Judge's Comments:

With forest fires entering the region, nctimes.com offered users a resource for up-to-the-minute information on their location and progress. The site featured interactive maps, videos and photos. An open line was created specifically for this fire. The tool allowed community members to inform others of road closures other information. This initiative was brought together quickly and offered community members comprehensive information.

Category 10 – Best Multimedia Initiative **Class B**

1st Place

Newspaper: Record Journal

Parent Company: Record-Journal Publishing Company

Winning URL: www.myrecordjournal.com

Judge's Comments:

Myrecordjournal.com took political and election information coverage to the multi-media level in the 2007 election. Candidate profiles were featured with a video component added to their bio. There was also a separate video profile displayed for each candidate. The most innovative portion of the project was the video comparisons of the candidates. This is very useful to voters as it shows them a comprehensive comparison of the candidates. The site also features a photo gallery of the newspaper's coverage of the candidate.

2nd Place

Newspaper: Northwest News Group of Greater Chicago/Northwest

Parent Company: Shaw Suburban Media

Winning URL: www.nwherald.com

Judge's Comments

Nwherald.com offers an online video newscast. This newscast is displayed prominently on the site from 4-9 pm during the week. The site offers a unique addition to the video newscasts by allowing users to click a live story link on the video to connect to a text version of the story the video is discussing. The site's multi-media features are displayed well and are easily accessible for users.

Honorable Mention

Newspaper: The Enterprise

Parent Company: GateHouse Media

Winning URL: www.southofboston.net/entreports/wy2/index.html

Judge's Comments:

The multi-media presence in the report on OxyContin and heroin addiction shows the community what this addition does to a person and those around them. Through the use of video, slideshows and forums, the site offers a variety of ways to see the issue. The community response to the site has been high and the site also offers tools to help people fight back against the addiction.

Category 10 – Best Multimedia Initiative **Class C**

1st Place

Newspaper: Durham Region
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.mediamash.ca

Judge's Comments:

Mediamash.ca offers multi-media news on demand for its users. The site also offers a place for users to share their own videos and photos. Whether the site is covering a tragedy, weather, community issues or charity events, the multi-media features in the site bring the user closer to the story. Community response to the use of video has been high and community response to posting their own content has also been high, with 199 posts since June 2007.

2nd Place

Newspaper: ThisWeek Community Newspapers
Parent Company: Consumer News Services
Winning URL: www.thisweeknews.com

Judge's Comments:

Thisweeknews.com offers an audio feature called Friday Night Live, led by its sports staff. It includes recorded game previews as well as mid-game and post-game audio podcasts. Slideshows of the game are posted to the Web site soon after the game has ended. The site features a game of the week, which is offered in full-length video format. Overall, the site offers a variety of audio and video pieces to suit a variety of users needs.

3rd Place

Newspaper: GateHouse Media New England
Parent Company: GateHouse Media
Winning URL: www.wickedlocal.com

Judge's Comments:

Wickedlocal.com offers a variety of multi-media features throughout its site including video and photo galleries. These features enhance the user's experience. The site's multi-media experience flows from page-to-page.

Honorable Mention

Newspaper: Newmarket Era-Banner
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.homes.yorkregion.com

Judge's Comments:

Virtual tours for real estate agents enhance the user's experience in finding a home online. The internal hosting, scripting and videography talent aid the real estate agents in producing the tours. The site also features a podcast created for iTunes. Real Estate agents have responded positively to the virtual tour addition to the site.

Category 10 – Best Multimedia Initiative **Class D**

1st Place

Newspaper: The Citizen Newspapers
Parent Company: Fayette Publishing
Winning URL: www.thecitizen.com

Judge's Comments:

Thecitizen.com offers a variety of multi-media on the site. The site hosts and launches a variety of video projects, including The Citizens Sports Blitz and Game of the Week. Citizens Sports Blitz is a 10-minute program produced by the sports staff and the Game of the Week (a full-length game with audio commentary). Audio and video have added new dimensions to the site and have made it a local hot spot for sports information.

2nd Place

Newspaper: Metroland North Media/Huntsville Forester
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.special.huntsvilleforester.com/huntsville/videozone

Judge's Comments:

Huntsvilleforester.com designed and developed their video feature. The site uses Video Zone to upload community events, breaking news, interviews and more. Videos are sorted in an easy-to-use manner with options of region, most popular and recently added. These features are very user-friendly. Overall, the multi-media portion of the site has an emphasis on video.

3rd Place

Newspaper: Atlantic City Weekly
Parent Company: Review Publishing Limited Partnership, Ltd.
Winning URL: www.acweekly.com/audio

Judge's Comments:

ACweekly.com features in-house-produced audio. These provide users with audio snippets of headlines and interviews. The user can either download the file or play it as flash. The multi-media portion of the site is easy to find and navigate.

Honorable Mention

Newspaper: GateHouse Media New England-Newton
Parent Company: GateHouse Media
Winning URL: www.media.townonline.com/newton/project/parks

Judge's Comments:

Newton's Wicked Local site offers an interactive map of local parks and playgrounds that includes information such as whether they offer areas for football, baseball, toddlers, swimming, etc. This is a great resource for community members.

Category 11 – Best Overall Local News Site **Class A**

1st Place

Newspaper: Lawrence Journal-World
Parent Company: The World Company
Winning URL: www.ljworld.com

Judge's Comments:

Ljworld.com is a clean, user-friendly site that emphasizes local news over national and world coverage. Updates to the site occur several times per day and breaking news is updated frequently. The site offers multi-media to enhance the user experience.

2nd Place

Newspaper: Courier Communications
Parent Company: Lee Enterprises, Inc.
Winning URL: www.wfcourier.com

Judge's Comments:

Wfcourier.com offers a clean site design for its users. Updates for the site begin at 4 a.m. daily and continue as more updates are available. The menu options reduce the amount of scrolling the user has to do. The site offers various forms of multi-media and user-generated content.

3rd Place

Newspaper: Quad-City Times
Parent Company: Lee Enterprises, Inc.
Winning URL: www.qctimes.com

Judge's Comments:

The site's easy-to-use, clean design is inviting to users. Qctimes.com is updated frequently throughout the day. During peak hours, the main story and photo are swapped out almost every hour. The site offers user-generated content and multi-media features.

Category 11 – Best Overall Local News Site
Class B

1st Place

Newspaper: Napa Valley Register

Parent Company: Lee Enterprises, Inc.

Winning URL: www.napavalleyregister.com

Judge's Comments:

The focus of napavalleyregister.com is clearly local news. The site is updated frequently with local video, community calendar events and more. The site is clean and easily navigated. The site covers news from the entire Napa Valley as well as the city of Napa. Interactive features enhance the users experience on the site.

2nd Place

Newspaper: Traverse City Record-Eagle

Parent Company: Community Newspaper Holdings, Inc.

Winning URL: www.record-eagle.com

Judge's Comments:

This clean, easily navigated site is very user friendly. The site offers breaking news and frequent updates. The site has added a breaking news e-mail list as well as blogs and forums. Overall, the site has a natural flow and gives users updates to any local breaking news.

3rd Place

Newspaper: SouthCoast Media Group

Parent Company: Ottaway Newspapers

Winning URL: www.southcoasttoday.com

Judge's Comments:

SouthCoastToday.com is the Web site for several Ottaway papers in the area. The site offers extended, continued coverage of all print news, along with additional photos and videos. The site also posts special reports that do not appear in the print edition. The site has a clean design and is easily navigated.

Category 11 – Best Overall Local News Site **Class C**

1st Place

Newspaper: GateHouse Media New England
Parent Company: GateHouse Media
Winning URL: www.wickedlocal.com/somerville

Judge's Comments:

Wickedlocal.com/Somerville updates its site nearly around the clock. The site has a clean, easy-to-use format. Community response for the site is high and users are encouraged to interact throughout the site. Overall, the site's news is updated frequently and the clean design is inviting to users.

2nd Place

Newspaper: Metroland North Media
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.allistonherald.com

Judge's Comments:

Allistonherald.com posts news updates and new stories throughout the day. The site offers video, photo galleries and a numerous links. Users are encouraged to post comments throughout the site. Overall, the frequent updates and clean design of the site make it appealing to the community.

3rd Place

Newspaper: Metorland North Media
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.barrieadvance.com

Judge's Comments:

Barrieadvance.com offers a clean, user-friendly site. Posts are updated throughout the day. Users are encouraged to participate in the site by leaving comments on stories and blogs, using the coupons, posting events to the calendar, etc. The site is focused on community news.

Category 11 – Best Overall Local News Site **Class D**

1st Place

Newspaper: Living Lake Country
Parent Company: Lake Country Publications
Winning URL: www.livinglakecountry.com

Judge's Comments:

Livinglakecountry.com offers up-to-the minute coverage of the area. Breaking news is posted on the site before it hits the print publication. Community members are encouraged to comment on stories on the site. The site is enhanced by video, photos and links to more information on the stories. Overall, the site has a clean, user-friendly format.

2nd Place

Newspaper: The Mississauga News
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.mississauganews.com

Judge's Comments:

Mississauganews.com offers updates at least 16 hours per day. Stories are posted online as soon as they are completed. Users are encouraged to comment on stories, photos and other features on the site and often generate a significant amount of content. The overall design of the site is clean and user-friendly.

3rd Place

Newspaper: Terrace Standard
Parent Company: Black Press Group, Ltd.
Winning URL: www.terracestandard.com

Judge's Comments:

Terracestandard.com offers users a clean, easy-to-navigate site. News is updated frequently and stories are posted as soon as they are completed. Online readership has increased over the past year. The site posts videos and photos, and users are encouraged to comment on the stories. Overall, the site's design and up-to-date news is appealing to the user.

Honorable Mention

Newspaper: Leesburg Today
Parent Company: American Community Newspapers
Winning URL: www.leesburg.com

Judge's Comments:

Leesburg.com is information rich. The stories are updated throughout the day and offer a variety of additional links. Reader comments on the site invoke more comments and the threads have reached up to 100 comments for one story. Overall, the site is very news prominent and a great place to get area information.

Category 13 – Best Niche Site or Project **Class A**

1st Place

Newspaper: Lawrence Journal-World
Parent Company: The World Company
Winning URL: www.lawrence.com

Judge's Comments:

Lawrence.com features an indie-soul alternative publication for entertainment, music and culture in the area. The site offers multi-media functions to enhance the users' experience. The demographic is very targeted and brings new advertisers into the site. The offers a clean layout and is user-friendly.

2nd Place

Newspaper: Courier Communications
Parent Company: Lee Enterprises, Inc.
Winning URL: www.wfcourier.com/bridal

Judge's Comments:

Wfcourier.com offers brides-to-be an in-depth resource of the community. With video tutorials, vendor resources, wedding trends, etc. area brides are given everything they need to create whatever style wedding they wish. The site also offers planners and tips for planning your wedding. Overall, the site is easily navigated and offers a clean design.

3rd Place

Newspaper: Quad-City Times
Parent Company: Lee Enterprises, Inc.
Winning URL: www.hawkmania.com

Judge's Comments:

Hawkmania.com offers podcasts and other forms of multi-media to the Hawk-Eye fans. Features of the site enhance the user experience. The site has a strong community response with polls and forums. . The site offers a clean, user-friendly format.

Honorable Mention

Newspaper: Waterloo Region Record
Parent Company: Metroland Media Group, Ltd.
Winning URL: <http://blogs.catch21.ca/blogs>

Judge's Comments:

The Record's Youth Advisory Board is a niche that attracts a desired demographic for advertisers. The site uses RSS feeds to keep its users up to date. Area teens adding to the site offer unique perspectives to users. Overall, the site serves a good purpose for area teens.

Category 13 – Best Niche Site or Project **Class B**

1st Place

Newspaper: Daily Herald
Parent Company: Lee Enterprises, Inc.
Winning URL: www.utahadventurer.com

Judge's Comments:

Utahadventurer.com focuses on guiding people to area outdoor and recreational activities. This site offers advertisers a targeted demographic and brings in new ad dollars to their company. Community response for the site is strong and will likely increase with a marketing push. The site offers forums, photo galleries and more to enhance the user experience.

2nd Place

Newspaper: Wilmington News-Journal
Parent Company: Brown Publishing Company
Winning URL: www.ohiolockerroom.com

Judge's Comments:

Ohiolockerroom.com offers community members local prep sports throughout a large area. The site plays host to more than 100 schools sporting statistics, information, etc. The site is easy-to-navigate and offers a clean design. Blogs and forums have a strong community response and enhance the site.

3rd Place

Newspaper: Northwest News Group of Greater Chicago/Northwest
Parent Company: Shaw Suburban Media
Winning URL: www.chicagobaseball365.com

Judge's Comments:

ChicagoBaseball365.com offers Cubs and White Sox fans across the country a site to go to all year long. The site features stories, blogs, forums, comments, polls and a calendar. Advertisers are attracted to the site as it gives them a targeted demographic. The site is easily navigated and offers a clean design.

Honorable Mention

Newspaper: The Times and Democrat
Parent Company: Lee Enterprises, Inc.
Winning URL: www.thetandd.com/orangeburgmassacre/tomhome.html

Judge's Comments:

Creating a site centering on the 40th anniversary of the Orange County Massacre, the Times and Democrat spoke to the community. The site is dedicated to this tragedy that represents the struggle of blacks to attain equality in the state. The site is a valuable resource for those wanting to learn more about this event. The design of the site and use of multi-media enhances the user experience.

Category 13 – Best Niche Site or Project **Class C**

1st Place

Newspaper: Premier Consumer Shows and Publications
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.cityparent.com

Judge's Comments:

Cityparent.com is a good resource for community parents and families to get information on community events, camp resources, participate in polls, use forums, view videos, etc. New innovative features are being added to the site this year. The site is user-friendly and offers a clean design.

2nd Place

Newspaper: Premier Consumer Shows and Publications
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.foreveryoungnews.com

Judge's Comments:

Foreveryoungnews.com is a focused site for mature readers. The site features stories, information, video, etc. geared toward mature readers interests and needs. The site highlights area entertainment, housing, finance, people and travel. Overall, the site is appealing and offers advertisers a targeted demographic.

3rd Place

Newspaper: Durham Division-Metroland East Interactive
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.flyerland.ca

Judge's Comments:

Flyerland.ca attracts users to the site by a variety of deals and coupons. This incentive alone allows advertisers a unique opportunity on the site. The site offers a clean, easy-to-use design. The site plays host to various area businesses in the Ontario area. Community response to the site has been strong.

Honorable Mention

Newspaper: Metroland Durham Region Media Group
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.mobile.newsdurhamregion.com

Judge's Comments:

The Durham Region created a mobile product to give community members a better opportunity to stay in touch with news and events. The site is a mobile version of newdurhamregion.com, but also offers movie show times, weather conditions and long-range forecasts.

Category 13 – Best Niche Site or Project **Class D**

1st Place

Newspaper: Metroland North Media/Huntsville Forester
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.provincialcoverage.com

Judge's Comments:

Provincialcoverage.com features a niche local campaign site. The site offers photos, video and an interactive map. Revenue from the Green Party was generated through the site since there are no environmental downfalls of advertising online. The site is user-friendly and offers a clean format.

2nd Place

Newspaper: Montgomery Newspapers
Parent Company: Journal Register Company
Winning URL: www.montgomerynews.com

Judge's Comments:

Parents are an attractive niche audience for advertisers, and this site offers plentiful resources for them. The site is easy to navigate and makes good use of photos to accompany the text. Video and more user-generated content will be good additions to the site. Overall, the site offers a useful resource for parents in the community

3rd Place

Newspaper: The Mississauga News
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.perfectweddingshow.ca

Judge's Comments:

This niche wedding site offers brides-to-be a place to go for area information and incentives. The site is designed to enhance the Perfect Wedding show. Overall, the site has a nice layout and design.

Category 14 – Best Collaborative Project **All Circulation Classes Combined**

1st Place

Newspaper: Durham Region

Parent Company: Metroland Media Group, Ltd.

Winning URL: www.mediamash.ca/c/9/Junior%20Webcaster

Judge's Comments:

Creating a Junior Webcaster Program monthly is a unique way to get area children involved in the media. It also creates an opportunity for advertising around the program. The production quality of the video was good and the community response increased page views and unique users to the site. Overall, the project has an emphasis on the community and combines youth with the media cohesively.

2nd Place

Newspaper: Northwest News Group of Greater Chicago/Northwest

Parent Company: Shaw Suburban Media

Winning URL: <http://video.google.com/videoplay?docid=4111911237999748578>

Judge's Comments:

Community response to this site's project was immense. The site created live broadcasts from football and basketball games in the area. This is a very good way to have users visit the site while the games are being played. This creates a good targeted advertising opportunity for the site. The Northwest News Group of Greater Chicago/Northwest created this project, with the assistance of Google, to give the community games that are not aired on broadcast stations for a minimum of several days after the event.

3rd Place

Newspaper: Quad-City Times

Parent Company: Lee Enterprises, Inc.

Winning URL: www.qctimes.com/closings

Judge's Comments:

Community needs were the basis for the site's project. Creating a school closing area makes it much easier on parents and others in the community that are affected by school closings. The Quad-City Times made it easy for school administrators to use, as they only had to make one call and all of the area media were informed. The site had a nice community response and is easy for users to navigate.

Category 15 – Best Community Service Project **Classes A and B Combined**

1st Place

Newspaper: Northwest News Group of Greater Chicago/Northwest
Parent Company: Shaw Suburban Media
Winning URL: www.nwherald.com/mccullomlake

Judge's Comments:

Nwherald.com produced a comprehensive series on area residents and former residents who have falling ill to rare manifestations of cancer. The series focuses on the effect that toxic pollutants in the community may have had in causing the illnesses. The fate of the two companies under scrutiny is still ongoing. The site did a wonderful job of displaying the information in an easy-to use format, with interactive maps, video and stories.

2nd Place

Newspaper: The Hamilton Spectator
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.thespec.com

Judge's Comments:

Doctor shortages in an area can have a profound effect on the community. The Hamilton Spectator brought this issue into community focus with its series on the issue. Through video, photos and stories, the site conveyed the need for more doctors in the area. This series moved the community and displayed the reaction stories as well.

3rd Place

Newspaper: The Daily Herald
Parent Company: Lee Enterprises, Inc.
Winning URL: www.heraldextra.com

Judge's Comments:

This feature used graphics and text to present the story of Brady and the effect that 1,000 seizures per day – some of them grand mal – has on him and those in his life. The community response to this story has been high, and it has become more compassionate toward those with disabilities.

Honorable Mention

Newspaper: North County Times
Parent Company: Lee Enterprises, Inc.
Winning URL: www.nctimes.com

Judge's Comments:

Wildfires impact communities frequently in California. North County Times created an open line to the site to help community members stay aware of fire conditions as they occurred. This was a very useful service for the community in a trying time.

Honorable Mention

Newspaper: Courier Communications
Parent Company: Lee Enterprises, Inc.
Winning URL: www.wfcourier.com

Judge's Comments:

Wfcourier.com used multi-media features to give users an in-depth look how soldiers and their families adjusted to life after the soldiers returned from overseas assignments. The site also looked at events and issues associated with their Battalion.

Category 15 – Best Community Service Project **Classes C and D Combined**

1st Place

Newspaper: Durham Region
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.featuresdurhamregion.com

Judge's Comments:

Multi-media features are used throughout the Vimy Rededication Series. Slideshows, video, blogs, ample stories and more invite users to see what students in the community were determined to do. This feature generated an 800% increase in photo gallery views and a significant increase in page views overall.

2nd Place

Newspaper: Metroland North Media/Huntsville Forester
Parent Company: Metroland Media Group, Ltd.
Winning URL: www.huntsvilleforester.com

Judge's Comments:

The site offered community members information in print and video formats on the flooding in their area. The information included where to go, what to do, how the flooding was affecting the community, how to clean up, etc. The video was presented well and enhanced the print copy. Photos showed the effect of the flood on various parts of the area. Keeping the community members informed during the disaster was a key benefit of this project.

3rd Place

Newspaper: Atlantic City Weekly
Parent Company: Review Publishing Limited Partnership, Ltd.
Winning URL: www.acweekly.com

Judge's Comments:

The Atlantic City Weekly brings the community together with a "Top 40 Under 40" project every year. This project has readers nominate community members for recognition, and finalists are selected by the Jaycees and AC Weekly staff. Community response for this project is high. This project creates an awareness of upcoming community leaders.