



# New York News Publishers Association, Inc.

252 Hudson Ave, Albany, New York 12210 – Phone/Fax (518) 449-1667 – [www.nynpa.com](http://www.nynpa.com)

**Diane Kennedy**, President

Albany—*Times Union*  
Auburn—*The Citizen*  
Batavia—*The Batavian*  
Batavia—*The Daily News*  
Brooklyn—*Brooklyn Daily Eagle*  
Binghamton—*Press & Sun-Bulletin*  
Buffalo—*The Buffalo News*  
Canandaigua—*The Daily Messenger*  
Cold Spring—*Highlands Current*  
Dunkirk—*The Observer*  
Elmira—*Star-Gazette*  
Geneva—*Finger Lakes Times*  
Glens Falls—*The Post-Star*  
Herkimer—*The Times Telegram*  
Hornell—*The Evening Tribune*  
Ithaca—*The Ithaca Journal*  
Jamestown—*The Post-Journal*  
Kingston—*Daily Freeman*  
Lockport—*Union-Sun & Journal*  
Long Island—*Newsday*  
Massena—*Courier-Observer/The Advance News*  
Mendon—*Mendon-Honeoye Falls-Lima Sentinel*  
Middletown—*The Times Herald-Record*  
New York City—*The New York Post*  
New York City—*The New York Times*  
New York City—*The Wall Street Journal*  
Niagara Falls—*Niagara Gazette*  
Norwich—*The Evening Sun*  
Olean—*The Times Herald*  
Oneida—*Oneida Daily Dispatch*  
Oswego—*The Palladium Times*  
Plattsburgh—*Press-Republican*  
Poughkeepsie—*Poughkeepsie Journal*  
Ravena—*Ravena News-Herald*  
Red Hook—*The Daily Catch*  
Riverhead—*RiverheadLOCAL*  
Rochester—*Democrat and Chronicle*  
Rochester—*The Daily Record*  
Rochester—*Rochester Business Journal*  
Salamanca—*Salamanca Press*  
Saranac Lake—*Adirondack Daily Enterprise*  
Saratoga Springs—*The Saratogian*  
Staten Island—*Staten Island Advance*  
Syracuse—*The Post-Standard*  
Troy—*The Record*  
Utica—*Observer-Dispatch*  
Watertown—*Watertown Daily Times*  
Wellsville—*Wellsville Daily Reporter*  
White Plains—*The Journal News*

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## FOR IMMEDIATE RELEASE

For additional information, contact:

Margaret McDermott, Development Director  
(518) 449-1667 ext. 703 or [mmcdermott@nynpa.com](mailto:mmcdermott@nynpa.com)

ALBANY, NY – The New York News Publishers Association has announced the winners of its 2023 Awards for Excellence competition. This year’s winners will be officially recognized at the Continuing Excellence Awards in September with invitations to follow.

The annual contest recognizes journalistic and advertising excellence among the association’s member newspapers.

Newspapers competed against one another in five circulation classes: Under 10,000; 10,000-24,999; 25,000-49,999; 50,000-75,000 and Over 75,000. Contest judges selected winners from 431 entries submitted by 23 New York State publications.

Congratulations to all the winners!

## EXCELLENCE IN NEWS CONTEST

The judges were:

- **Rob Brill**, retired editor of the *Times Union*, Albany
- **Diana Bean**, retired editor of Binghamton University Magazine
- **Teresa Buckley**, retired senior editor of the *Times Union*, Albany
- **Ken Tingley**, retired editor of *The Post-Star*, Glens Falls, current Substack column writer of The Front Page
- **Henry Davis**, retired health reporter for *The Buffalo News*

**Following is the list of winners:**

<b>Adirondack Daily Enterprise</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Distinguished Live Sports Coverage	Parker O'Brien, Peter Crowley
Under 10,000	Distinguished Sports Writing	Parker O'Brien
Under 10,000	Distinguished Headline Writing	Tori Marbone, Aaron Marbone
<b>The Cortland Standard</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Distinguished Editorial Writing	Todd R. McAdams
<b>The Citizen, Auburn</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Distinguished Feature Writing	David Wilcox
Under 10,000	Distinguished State Government Coverage	Robert Harding
Under 10,000	Distinguished Online Blog	Robert Harding
Under 10,000	Distinguished Feature Photography	Kevin Rivoli
Under 10,000	Distinguished News Photography	Kevin Rivoli
<b>The Daily Catch, Red Hook</b>		
Under 10,000	Distinguished Breaking News Coverage	Emily Sachar
Under 10,000	Distinguished Investigative Reporting	Emily Sachar
<b>Highlands Current, Cold Spring</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Distinguished Column Writing	Michael Turton
Under 10,000	Distinguished Business Reporting	Jeff Simms, Leonard Sparks, Brian PJ Cronin
Under 10,000	Distinguished Beat Reporting	Joey Asher
Under 10,000	Distinguished Page Design/Presentation	Pierce Strudler
<b>Finger Lakes Times, Geneva</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Distinguished Sports Supplement	Anne Allis, Mary Beth Thorpe, Pete Lambos, Nick Felice, Spencer Tulis, Dawn Bell, Dawn Lamitie, Deb Hunt, Jason Hagerman, Cheryl Maslyn
Under 10,000	Distinguished Sports Column Writing	Spencer Tulis
Under 10,000	Distinguished Sports Photography	Spencer Tulis

<b>Finger Lake Times, Geneva - continued</b>		
Under 10,000	Distinguished Multi-Media Presentation	Spencer Tulis
Under 10,000	Distinguished Feature Supplement	Alan Brignall, Steve Buchiere, Louise Hoffman Broach, Mike Hibbard, Susan Clark Porter, Desiree Jacot, Mike Cutillo, Pete Lambos, Nick Felice
<b>Press-Republican, Plattsburgh</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Distinguished Feature Photography	Ben Rowe
Under 10,000	Distinguished Sports Photography	Joey LaFranca
Under 10,000	Distinguished Editorial Writing	Joe LoTempio
<b>The Daily Sentinel, Rome</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Distinguished Community Service	Mike Jaquays, Sean Mills, Jolene Cleaver, Casey Pritchard, Alexis Manore, Thomas Caputo, Pamela Sperbeck, John Clifford
<b>Observer-Dispatch, Utica</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
10,000 – 24,999	Distinguished Business Reporting	Amy Roth
<b>Press &amp; Sun Bulletin, Binghamton</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
10,000 – 24,999	Distinguished Live Sports Coverage	Andrew Legare
<b>The Journal News, White Plains</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
10,000 – 24,999	Distinguished Feature Writing	Peter Kramer
10,000 – 24,999	Distinguished Community Service	Diana Dombrowski, Gary Stern
10,000 – 24,999	Distinguished News Photography	Frank Becerra Jr.
10,000 – 24,999	Distinguished Online Photo Gallery	Seth Harrison
10,000 – 24,999	Distinguished Breaking News Coverage	Jonathan Bandler
10,000 – 24,999	Distinguished Beat Reporting	Lieberman Steve, Peter Kramer
10,000 – 24,999	Distinguished Investigative Reporting	Thomas Zambito, Noah Ram, Melanie Anzidei

	<b>Journal News, continued</b>	
10,000 – 24,999	Distinguished Multi-Media Presentation	Seth Harrison, David McKay Wilson
	<b>Poughkeepsie Journal</b>	
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
10,000 – 24,999	Distinguished Sports Writing	Stephen Haynes
	<b>Staten Island Advance</b>	
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
25,000 – 49,999	Distinguished Investigative Reporting	Jessica Jones-Gorman
25,000 – 49,999	Distinguished News Photography	Jason Paderon
25,000 – 49,999	Distinguished Multi-Media Presentation	Erik Bascome, Sean McKeown-Young, Cassandra Sommer
25,000 – 49,999	Distinguished Community Service	Staff
	Distinguished Online Photo Gallery	Priya Shahi
25,000 – 49,999	Distinguished Feature Photography	Jason Paderon
25,000 – 49,999	Distinguished Beat Reporting	Erik Bascome
	<b>The Post-Standard/Syracuse.com</b>	
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
50,000 – 75,000	Distinguished State Government Coverage	Brad Racino
50,000 – 75,000	Distinguished Community Service	Douglass Dowty
50,000 – 75,000	Distinguished News Photography	Dennis Nett
50,000 – 75,000	Distinguished Feature Supplement	Sonja Duntley
50,000 – 75,000	Distinguished Breaking News Coverage	Anne Hayes, Rylee Kirk, Darian Stevenson, Fernando Alba, Marnie Eisenstadt, Katrina Tulloch
50,000 – 75,000	Distinguished Live Sports Coverage	Mike Waters, Donna Ditota, Chris Carlson, Brent Axe, Emily Leiker
50,000 – 75,000	Distinguished Business Reporting	Tim Knauss, Glenn Coin
50,000 – 75,000	Distinguished Editorial Writing	Marie Morelli
50,000 – 75,000	Distinguished Sports Writing	Chris Carlson
50,000 – 75,000	Distinguished Online Photo Gallery	Katrina Tulloch
50,000 – 75,000	Distinguished Beat Reporting	Glenn Coin
50,000 – 75,000	Distinguished Sports Column Writing	Donna Ditota
50,000 – 75,000	Distinguished Feature Writing	Marnie Eisenstadt

	<b>The Post Standard - Continued</b>	
50,000 – 75,000	Distinguished Multi-Media Presentation	Christa Lemczak, Lauren Long, Nate Mink, Mike Waters, N. Scott Trimble, John Lammers, Trish LaMonte, Donna Ditota, Johnathan Croyle
	<b>Times Union, Albany</b>	
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
50,000 – 75,000	Distinguished Headline Writing	Gregory Dayton
50,000 – 75,000	Distinguished Column Writing	Casey Seiler
50,000 – 75,000	Distinguished Investigative Reporting	Chris Hippensteel
50,000 – 75,000	Distinguished Page Design/Presentation	Gregory Dayton
50,000 – 75,000	Distinguished Online Blog	Kristi Gustafson Barlette
50,000 – 75,000	Distinguished Sports Photography	Lori Van Buren
50,000 – 75,000	Distinguished Feature Photography	Will Waldron
	<b>Democrat &amp; Chronicle, Rochester</b>	
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
75,000 – and over	Distinguished Multi-Media Presentation	Robert Bell
	<b>Newsday, Long Island</b>	
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
75,000 – and over	Headline Writing	Heather Doyle, Rachel Weiss
75,000 – and over	Feature Supplement	Andi Berlin, Erica Marcus, Scott Vogel
75,000 – and over	Sports Photography	J. Conrad Williams Jr.
75,000 – and over	Best Innovative Idea	Nannette Fevola, Adrian Debattista, Donna Saladino, Valerie Kellogg
75,000 – and over	Community Service	Newsday Staff
75,000 – and over	Feature Photography	Steve Pfof
75,000 – and over	News Photography	J. Conrad Williams Jr.
75,000 – and over	Business Reporting	James T. Madore
75,000 – and over	Sports Column Writing	Laura Albanese
75,000 – and over	Investigative Reporting	Jim Baumbach, Joie Tyrrell
75,000 – and over	Breaking News Coverage	Newsday Staff
	<b>Buffalo News</b>	
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
	Distinguished Editorial Writing	Elizabeth Licata
75,000 – and over	Distinguished Sports Writing	Rachel Lenzi

<b>Buffalo News - Continued</b>		
75,000 – and over	Distinguished Column Writing	Sean Kirst
75,000 – and over	Distinguished Live Sports Coverage	Jay Skurski, Ryan O'Halloran, Stephen T Watson, Mark Gaughan, Scott Scanlon, Lance Lysowski
75,000 – and over	Distinguished Sports Supplement	Lance Lysowski, Mike Harrington
75,000 – and over	Distinguished Online Photo Gallery	Libby March
75,000 – and over	Distinguished Feature Writing	Sean Kirst
75,000 – and over	Distinguished Beat Reporting	Jon Harris

## **EXCELLENCE IN ADVERTISING CONTEST**

The judges were:

- **Ethan Fogg**, president & CEO - Ontario County Chamber of Commerce, former regional director of Circulation and Marketing, Community Media Group
- **Jeff Weigand**, former publisher and Chief Revenue Officer, Oswego Media Group
- **Pam Lego**, director of operations, Hoosier State Press Association, Indiana
- **Tanya Henderson**, executive director, Pennsylvania NewsMedia Association Foundation
- **Catherine Moore**, former publisher and advertising manager for the *Adirondack Daily Enterprise* and *Lake Placid News*

**Following is the list of winners:**

<b>Highlands Current, Cold Spring</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Best House/Newspaper Promotion Ad, Series or Section	Teresa Lagerman
Under 10,000	Best Multi Advertiser Page	Pierce Strudler, Michele Gedney
<b>Finger Lakes Times, Geneva</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
Under 10,000	Best Black and White Ad	Anne Allis
	Best Color Ad	Anne Allis
Under 10,000	Most Effective Use of Paid Small Space	Anne Allis, Mary Beth Thorpe
Under 10,000	Most Effective Use of Paid Large Space	Anne Allis, Mary Beth Thorpe
Under 10,000	Special Section Newsprint Distribution in Paper	Anne Allis, Mary Beth Thorpe, Beth Kesel, Danielle Hagerman, Dawn Bell, Jason Hagerman, Dawn Lamitie, Deb Hunt, Cheryl Maslyn, Desiree Jacot
Under 10,000	Best Online Ad (Animated)	Anne Allis
Under 10,000	Best Classified Section	Anne Allis, Mary Beth Thorpe
Under 10,000	Best Custom Sponsored Content Piece	Mary Beth Thorpe, Anne Allis
Under 10,000	Best Special Section Non-Newsprint	Anne Allis, Mary Beth Thorpe,

	Distribution in Paper	Beth Kesel, Danielle Hagerman, Jason Hagerman, Dawn Bell, Cheryl Maslyn, Dawn Lamitie, Deb Hunt, Alan Brignall
Under 10,000	Best Innovative Idea (Shared via Video Platform for Entrants)	Anne Allis, Mary Beth Thorpe, Beth Kesel, Danielle Hagerman, Jason Hagerman, Dawn Bell, Dawn Lamitie, Deb Hunt, Cheryl Maslyn, Susan Clark Porter
Under 10,000	The Charmaine Ushkow Award for Advertising Excellence	Staff
<b>Staten Island Advance</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
10,000 – 24,999	Best Custom Sponsored Content Piece	Dan Ryan, Ana Gonzalez, Isabella Mest
10,000 – 24,999	Best Use of Video	Dan Ryan, Isabella Mest, SI Live Studios
10,000 – 24,999	Best Online Ad (Animated)	Alaa Selim, Kara Scandaglia
10,000 – 24,999	Best Special Section Newsprint Distribution in Paper	Dan Ryan, Isabella Mest, David Cohen, Ana Gonzalez
10,000 – 24,999	Most Effective Use of Paid Small Space	Alaa Selim, Robert King
10,000 – 24,999	Most Effective Use of Paid Large Space	Melissa Chin, Julie Williams, Ed Burns
<b>The Post Standard/Syracuse.com</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
50,000 – 75,000	Most Effective Use of Paid Small Space	Matt Sourwine, Lizzy Martin, Dylan Carpenter
50,000 – 75,000	Best Online Ad (Static)	Kayleigh Tarbet, Christina Cole
50,000 – 75,000	Best Online Ad (Animated)	Matt Sourwine, Kayleigh Tarbet, Christina Cole
50,000 – 75,000	Best Use of Video	Karen Sherwood, Bridget Cerrone, Kayleigh Tarbet
50,000 – 75,000	Best Custom Sponsored Content Piece	Bridget Cerrone, Mary Jo Kravec, Karen Sherwood
50,000 – 75,000	Best Innovative Idea (Shared via Video Platform for Entrants)	Matt Sourwine, Lea Gonyea, Jim Kulakowski, Kayleigh Tarbet, Liam Fitzsimmons
<b>Newsday, Long Island</b>		
<b>Circulation Class</b>	<b>Category</b>	<b>Winners</b>
75,000 – and over	Best Innovative Idea (Shared via Video Platform for Entrants)	Nannette Fevola, Adrian Debattista, Donna Saladino, Valerie Kellogg



## NEWS CATEGORY DESCRIPTIONS

### **Distinguished Breaking News Coverage**

Winning entries demonstrate effective newspaper response to deadline demands; and clarity, thoroughness, balance, and aggressiveness in the coverage of local spot news.

### **Distinguished Live Sports Coverage**

Winning entries demonstrate effective newspaper response to deadline demands as related to live sporting events; and clarity, thoroughness, balance, and aggressiveness in the coverage of local live sports.

### **Distinguished Investigative Reporting**

Winning entries demonstrate thorough, thoughtful, fair, and resourceful reporting of local stories that reveal corruption or malfeasance or inherent flaws in the functioning of society's institutions; and effectively measure the performance of those institutions against their stated missions.

### **Distinguished Business Reporting**

Winning entries demonstrate effective newspaper coverage of business and the economy, skillful investigative reporting and excellence in writing style, editing, display and other pertinent criteria; and deal primarily with how business and economic events relate to individuals and the newspaper's community.

### **Distinguished Beat Reporting**

Winning entries demonstrate sustained and knowledgeable coverage of a particular subject or activity of local interest.

### **Distinguished Editorial Writing**

Winning entries demonstrate a genuine concern for local community problems; courage in taking a position regardless of the popular view and/or against the newspaper's own self-interest; originality of viewpoint and style; and other pertinent criteria.

### **Distinguished Feature Writing**

Winning entries showcase good writing in non-deadline situations, and may include personality profiles, trend stories, narratives and general features; and demonstrate style, originality, and the ability to make readers laugh, cry or feel.

### **Distinguished Sports Writing**

Winning entries demonstrate effective coverage of the people, institutions or trends in the local sports community employing thorough, thoughtful, fair, and resourceful reporting as well as quality writing.

### **Distinguished Column Writing**

Winning entries demonstrate originality, insight, wit, the capacity to illuminate character, and the capacity to enhance the reader's understanding of persons and events in the community served by the newspaper.

### **10. Distinguished Sports Column Writing**

Winning entries demonstrate originality, insight, wit, the capacity to illuminate character, and the capacity to enhance the reader's understanding of persons and events in local or national sports.

### **Distinguished Headline Writing**

Winning entries demonstrate clarity, creativity, and the capacity to distill and capture the essence of the story.



**Distinguished Community Service**

Winning entries demonstrate effort and effect on the part of the local newspaper toward the improvement of the community served, as well as an effort on the newspaper's part to engage the community through both traditional and new media.

**Distinguished State Government Coverage**

Winning entries demonstrate effective newspaper coverage of state government as manifested in service to the community; skillful investigative reporting and excellence in writing style, editing, display, and other pertinent criteria; and deal primarily with an aspect of state government - the legislature, executive branch, a specific state agency, etc. - and how it relates to the community.

**Distinguished Page Design/Presentation**

Winning entries demonstrate strong visual appeal, style and originality; and should enhance the written content, making it easy to understand or navigate.

**Distinguished News Photography**

Winning entries demonstrate news value, timeliness, communicative effectiveness, and skill as shown in composition and technical quality.

**Distinguished Feature Photography**

Winning entries demonstrate imagination in the handling of feature subjects; communicative effectiveness; appeal to reader interest; and skill in composition, technical quality, and cropping.

**Distinguished Sports Photography**

Winning entries sharply capture the drama inherent in human athletic competition and draw the reader's eye to peak action, capturing the moment and communicating it on an emotional level with a high degree of technical skill, composition and quality.

**Distinguished Online Photo Gallery**

Winning entries consist of a series of photographs which appeared on a newspaper's website in a single gallery; and enhance the story to which the gallery is attached, while demonstrating the highest standards of photojournalism.

**Distinguished Online Blog**

Winning entries demonstrate timeliness, originality, insight, reader interaction and the capacity to enhance the reader's understanding of persons and events in the community served by the newspaper.

**Distinguished Multi-Media Presentation**

Winning entries demonstrate work that incorporates distinguished journalistic storytelling via media other than the print format; and may consist of web-based interactive graphics and displays, videos, photo galleries and audio slideshows, or any combination of all of these elements.

**Distinguished News Supplement**

Winning entries demonstrate imaginative layout and design; creative use of headlines; solid, staff-written articles; and high-quality photos relating to a breaking news event; and show knowledge of and connection with the newspaper's community and must contain primarily locally produced content.

**Distinguished Sports Supplement**

Winning entries demonstrate imaginative layout and design; creative use of headlines; solid, staff-written articles; and high-quality photos relating to a local or national sporting event; and show knowledge of and connection with the newspaper's community and must contain primarily locally produced content.

### **Distinguished Feature Supplement**

Winning entries demonstrate imaginative layout and design; creative use of headlines; solid, staff-written articles; and high-quality photos relating to a common feature; and show knowledge of and connection with the newspaper's community and must contain primarily locally produced content.

## **ADVERTISING CATEGORY DESCRIPTIONS**

### **Best Black and White Ad**

Submissions can be any ad size. Submission may include an explanation of why entry is a winning entry.

### **Best Color Ad**

Submissions can be any ad size. Submission may include an explanation of why entry is a winning entry.

### **Most Effective Use of Paid Small Space**

Judges will consider the creativity of copy, along with originality and impact. Ad must be conceptualized and executed solely by the newspaper. All ads must be generated by the newspaper. Ads must be less than a half page.

### **Most Effective Use of Paid Large space**

Judges will consider the creativity of copy, along with originality and impact. Ad must be conceptualized and executed solely by the newspaper. All ads must be generated by the newspaper. Ads must be a half page or larger.

### **Best Special Section Newsprint Distributed in Paper**

Multi-advertiser section involving a single theme. Ads must be produced solely by the newspaper. Judges will consider the uniqueness of idea, content both editorial and ads and overall layout. If an entry runs in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.

### **Best Online Ad (Static)**

Ad must be fixed, with no moving parts. All sizes are eligible. Ads must be generated by the newspaper (not camera-ready client produced). Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging.

### **Best Online Ad (Animated)**

Ad may be .jpg, .gif or Flash. Must have an animated or dynamic element. All sizes are eligible. Ads must be generated by the newspaper (not camera-ready client produced). Can be paid or a house ad. Creativity and effectiveness of design and message will be criteria for judging.

### **Best Classified Section**

Submit classified page(s) from any one issue during the contest 2022 year. Judged on organization, design, readability, and in-house promotion.

### **Best House/Newspaper Promotion Ad, Series or Section**

Ad/Series/Section produced by staff to promote an aspect of the newspaper. This may be for circulation, advertising/marketing, editorial or general image/branding. If an entry runs in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.

**Best Multi Advertiser Page**

Multi-advertiser page or pages (not special section –no cover and minimal editorial) involving a single theme: shopping center, seasonal merchandise, specialty stores, holiday, etc. Judges will consider the uniqueness and overall layout. If an entry runs in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.

**Best Use of Video**

Judges will consider creativity, innovation, and impact as well as how effectively the video content delivers the intended message.

**Best Custom Sponsored Content Piece**

Entries can be a single article or a series of articles that draw the reader in with commercial sales/promotion in mind. Delivering content that is informative, relevant, and entertaining that it is part of readers' consumption of editorial content.

**Best Special Section Non-Newsprint Distributed in Paper**

Any section involving a special subject or theme printed on glossy stock qualifies for this category. Judges will consider the quality of editorial content and graphic design. Special consideration will be given to locally prepared editorial and ad content, as well as particular interest or importance to the community. If an entry runs in multiple newspapers, it must be submitted in a circulation category matching the COMBINED CIRCULATION of those newspapers.

**Best Innovative Idea**

An innovative project or idea initiated by the newspaper's advertising department that resulted in additional revenue for the newspaper. Entries should include a short description of the project or idea, information on revenue generated and the product itself, which may have appeared online, in print or both.

**The Charmaine Ushkow Award for Advertising Excellence**

The Charmaine Ushkow Award will be given for the best overall newspaper advertising. The winner of this award will be the newspaper that has accumulated the greatest number of awards among all categories.