



June 17, 2014

FOR IMMEDIATE RELEASE

FURTHER INFORMATION

Steve Piersa

(845) 346-3077

[spiersa@th-record.com](mailto:spiersa@th-record.com)

CANANDAIGUA, NY – Winners of the New York State Circulation Management Association, Inc.’s 2015 Promotion Competition were honored during an awards banquet at the Eighth Annual Sales & Marketing Joint Conference held in Canandaigua on June 15, 2015.

Each year, NYSCMA, Inc. recognizes newspapers and their circulation staff for their hard work and creativity as they grow circulation, and continually find new ways to market their newspaper. These awards celebrate the achievement of those staff members and the success of their programs. These efforts are recognized by newspaper professionals and members of the community who understand the amount of time and effort it takes to achieve these results.

This year, three judges selected first, second, and third place winners from 23 entries submitted by five New York State newspapers. The judges this year included: Warren C. Dews Jr., Vice President of Audience Development, Sales & Marketing, New England Newspapers, Inc.; Michael J. Smith, Director of Consumer Sales and Retention, 21st Century Media; and Bob DiMatties, Circulation Director, Caledonian-Record, St. Johnsbury, Connecticut.

### **Under 40,000 Winners**

#### **1) Subscription Sales/Retention and Marketing Programs**

First Place: Columbia-Greene Media – “Sampling”

Second Place: Columbia-Greene Media – “Redesign”

#### **2) Single Copy Sales and Point of Purchase Programs**

First Place: Columbia-Greene Media – “Look-a-Like”

#### **3) Newspapers in Education**

- No entries

#### **4) Special Projects/Community Involvement**

First Place: *Finger Lakes Times*, Geneva – “Penn Yan Flood Relief”

Second Place: Columbia-Greene Media – “River Chronicle Launch”

Third Place: Columbia-Greene Media – “Columbia County Fair”

### **5) Digital Promotions/E-Editions**

First Place: Columbia-Greene Media – “Commercials”

Second Place: Columbia-Greene Media – “Game On”

## **Over 40,000**

### **1) Subscription Sales/Retention and Marketing Programs**

First Place: *Times Union*, Albany – “Coupon Class Sales”

Second Place: *The Post-Standard*, Syracuse – “Membership”

Third Place: *The Post-Standard*, Syracuse – “Retention”

### **2) Single Copy Sales and Point of Purchase Programs**

First Place, *Times Union*, Albany – “Saratoga Green”

Second Place: *Times Herald-Record*, Middletown – “Bingo”

Third Place: *The Post-Standard*, Syracuse – “Spring Sale”

### **3) Newspapers in Education**

- No entries

### **4) Special Projects/Community Involvement**

First Place: *Times Herald-Record*, Middletown – “Community Donations”

Second Place: *The Post-Standard*, Syracuse – “Talking Hoops”

Third Place: *The Post-Standard*, Syracuse – “Press Tour”

### **5) Digital Promotions/E-Editions**

First Place: *Times Union*, Albany – “All Digital Access”

Second Place: *The Post-Standard*, Syracuse – “Digital Promotions”

Third Place: *Times Herald-Record*, Middletown – “E-mail Marketing”

## **Additional Awards**

*The New York Times* was selected as the winner of NYSCMA, Inc.’s **2016 Future Leader’s Scholarship**. The winner of the annual scholarship is selected from entries earned by papers for participating in NYSCMA, Inc. events throughout the year.