

# 2015 Awards Banquet Agenda

- 1) Welcome – Mary
- 2) NYNAME Advertising Awards – Jeff
- 3) NYSCMA, Inc. Promotion Awards – Mary
- 4) NYNAME Conference Scholarship Drawing – Greg
- 5) NYNAME President’s Award - Charmaine
- 6) NYSCMA, Inc. Future Leader Drawing – Mary
- 7) Prize Raffles – Nancy
- 8) 2016 Conference Announcement – Nancy
- 9) Group Photo Instructions (send NYSCMA, Inc. winners to one side of the room and NYNAME winners to the other to pose for photos) - Nancy

## 1. Welcome (Mary)

Good evening, and welcome to the 2015 Advertising and Circulation Awards Banquet. Tonight we will honor winners of NYNAME's Advertising Competition, as well as NYSCMA, Inc.'s Promotion Awards Competition. NYNAME First Vice President **Jeff Weigand** will begin the ceremony with the Advertising Awards.

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## 2. NYNAME Advertising Awards (Jeff)

Thank you, Mary. Each year, the New York Newspapers Advertising and Marketing Executives recognize newspapers for their hard work and service to the art of newspaper advertising. These awards for excellence are a testament to the dedication of advertising professionals to the highest ideals of the industry. These efforts are recognized and rewarded by fellow newspaper professionals who understand the amount of time and effort that goes into each entry submitted to them for judging.

This year, contest judges selected first, second, and third place winners from a total of **122 entries** submitted by **17 New York State daily newspapers**. The judges were:

- **Wiley Acheson**, Retail Advertising Manager at White Mountain Publishing in Show Low, Arizona
- **Cindy Meaux**, Advertising Manager for the Arizona Newspaper Association in Phoenix, Arizona
- and **Greg Tock**, Publisher at Independent NewsMedia, Inc. in Apache Junction, Arizona.

Tonight, awards will be presented in ELEVEN categories within THREE circulation groups. First, I will read all 2<sup>nd</sup> and 3<sup>rd</sup> place winning entries in their circulation group, followed by the 1<sup>st</sup> place winners in that group by newspaper. After I have announced the winners for each newspaper I will invite advertising representatives in attendance to stand at their table as they are acknowledged. All plaques and certificates should be claimed at the conclusion of the banquet.

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### Under 10,000

We will begin with the Under 10,000 circulation class...

*The Citizen* in Auburn wins **SECOND PLACE** in **Promotional Literature** and **Innovative Idea**, as well as **THIRD PLACE** in **Black and White Ad, Locally Prepared Color, Specialty Supplement, and Community Service**.

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The *Observer* in Dunkirk takes home **SECOND PLACE** in **Newspaper Self-Promotion, Community Service, and Online Animated Advertisement**, as well as **THIRD PLACE** in **Ad Campaign** and **Innovative Idea**.

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*The Leader-Herald* in Gloversville receives **THIRD PLACE** honors in **Newspaper Supplement** and **Online Animated Advertisement**.

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The *Register-Star* in Hudson wins **SECOND PLACE** in **FIVE** categories, including **Black and White Ad, Ad Campaign, Newspaper Supplement, Specialty Supplement, and Online Static Advertisement**, as well as **THIRD PLACE** in **Newspaper Self-Promotion and Promotional Literature**.

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The *Adirondack Daily Enterprise* in Saranac Lake takes home **SECOND PLACE** in **Locally Prepared Color**, and **THIRD PLACE** in **Online Static Advertisement**.

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Now onto the first place awards in the Under 10,000 circulation group...

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*The Citizen* in Auburn receives **TOP HONORS** in **Online Static Advertisement** for its online campaign promoting the Oswego War of 1812 Symposium.

And *The Citizen* wins **FIRST PLACE** in **Online Animated Advertisement** for this animated box ad promoting the Cortland Repertory Theatre's summer season.

Representing *The Citizen* here tonight are President and Publisher **Rob Forcey** and Ad Director **Jeffrey Weigand**.

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*The Daily Mail* in Catskill is taking home **FIRST PLACE** in **Newspaper Self-Promotion** for its "Digital Pass" entry.

And *The Daily Mail* also wins in the **Innovative Idea** category for its “Windham Chamber of Commerce Member Directory.”

Representing *The Daily Mail* are Publisher **Mark Vinciguerra** and Outside Sales Associate **Ashley Drewes**.

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The *Observer* in Dunkirk receives TOP HONORS in three categories tonight, beginning with FIRST PLACE in **Black and White Advertisement** for this ad promoting a local automotive show.

The *Observer* wins FIRST PLACE in **Newspaper Supplement** with its vintage-themed historical section.

And the *Observer* takes home FIRST PLACE in **Promotional Literature** with its 2014 tri-fold rate schedule.

Representing the *Observer* here tonight is Advertising Director **Meredith Patton**.

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*The Leader-Herald* in Gloversville is taking home FIRST PLACE in **Advertising Campaign** with its series of ads for Harvey’s Home, Garden and Pet Center.

And *The Leader-Herald* wins in **Specialty Supplement** for its 2014 Olympic Tab.

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The *Register-Star* in Hudson receives TOP HONORS in **Locally Prepared Color** for its “Mac’s Agway” entry.

And closing out the Under 10,000 circulation class, *The Register-Star* also wins in **Community Service** for its Work-Life Balance conference for women.

Representing the *Register-Star* once again are **Mark Vinciguerra** and **Ashley Drewes**.

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10,000 to 50,000

Among those competing in the 10,000 to 50,000 circulation group...

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The *Finger Lakes Times* in Geneva takes home SECOND PLACE in three categories, including **Newspaper Self-Promotion, Locally Prepared Color, and Innovative Idea**, as well as THIRD PLACE in **Black and White Ad** and **Online Static Advertisement**.

*The Post-Journal* in Jamestown receives SECOND PLACE HONORS in **Specialty Supplement, Online Static Advertisement, and Online Animated Advertisement**, as well as THIRD PLACE in **Newspaper Self-Promotion**.

The *Press-Republican* in Plattsburgh is taking home THIRD PLACE in **Locally Prepared Color** and **Advertising Campaign**.

The *Daily Sentinel* in Rome wins **SECOND PLACE** in **Black and White Ad, Newspaper Supplement, and Community Service**, as well as **THIRD PLACE** in **Innovative Idea**.

And the *Watertown Daily Times* takes home **SECOND PLACE** in **Advertising Campaign**, and **THIRD PLACE** in **Newspaper Supplement, Specialty Supplement, and Community Service**.

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Moving onto the first place winners in the 10,000 to 50,000 circulation group...

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The *Finger Lakes Times* in Geneva wins **FIRST PLACE** in **Ad Campaign** for this series of ads created for Don's Own Flower Shop.

The *Finger Lakes Times* also wins **FIRST PLACE** in **Specialty Supplement** for its 2014 Vacation Guide.

And Geneva takes home **FIRST PLACE** in **Online Animated Advertisement** for its "Lakeside Kitchen Design" entry.

Representing the *Finger Lakes Times* here tonight are Publisher **Paul Barrett**, Advertising Director **Nick Neabel** and Business Manager **Diane Lahr-Smith**, as well as Media Sales Representatives **Danielle Duval**, **Steve Hastings**, **Teresa Harris**, **Deb Hunt** and **Leslie Sutterby**.

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The *Post-Journal* in Jamestown receives **FIRST PLACE** in the **Innovative Idea** category for its "2014 Gas Tab" entry.

Representing *The Post-Journal* here tonight is Advertising Director **Debra Brunner**.

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The *Olean Times Herald* receives TOP HONORS in three categories tonight, beginning with FIRST PLACE in **Newspaper Self-Promotion** for this promotional advertisement.

*The Times Herald* wins FIRST PLACE in **Black and White Ad** for its “Freefall OZ Skydiving Center” ad.

And the *Olean Times Herald* takes home FIRST PLACE in **Locally Prepared Color** for this ad for East State Wine & Spirits.

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The *Press-Republican* receives FIRST PLACE in **Newspaper Supplement** for its 2014 gift guide.

Plattsburgh wins FIRST PLACE in **Community Service** for its 2014 Breast Cancer Awareness tab.

And wrapping up the 10,000-50,000 circulation class, the *Press-Republican* also wins FIRST PLACE in **Online Static Advertisement** for its Breast Cancer Awareness website wallpaper.

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Over 50,000

Finishing up with the Over 50,000 circulation group...

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The *Times Union* in Albany is taking home **SECOND PLACE** in **Newspaper Supplement, Specialty Supplement, and Community Service**, as well as **THIRD PLACE** in **Online Static Advertisement**.

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The *Times Herald-Record* in Middletown receives **SECOND PLACE** in **Newspaper Self-Promotion and Online Static Advertisement**, as well as **THIRD PLACE** in **Locally Prepared Color**.

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The *Daily Gazette* in Schenectady wins **SECOND PLACE** in **Locally Prepared Color** and **THIRD PLACE** in **Specialty Supplement**.

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And *The Post-Standard* in Syracuse receives **SECOND PLACE** honors in **Advertising Campaign and Online Animated Advertisement**.

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Now for the first place winners in the Over 50,000 circulation group...

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The *Times Union* in Albany wins **FIRST PLACE** in **Black and White Advertisement** with this ad for The Community Hospice.

The *Times Union* takes home **FIRST PLACE** in **Locally Prepared Color** with this full-page ad for the “Gotta Vape” electronic cigarette store.

Albany wins **FIRST PLACE** in **Advertising Campaign** for its series of ads created for Chao Plastic Surgery.

The *Times Union* also wins FIRST PLACE in **Promotional Literature** for its “Digital Direction” flyer.

Albany receives TOP HONORS in **Online Animated Advertisement** for this ad created to promote a football game for the University at Albany.

*(Pause briefly for animation to load and play)*

And the *Times Union* wins FIRST PLACE in the **Innovative Idea** category for its “hashtag-I-Shop-Local-5-1-8” entry.

Representing the *Times Union* here tonight are Community Relations Manager **Charmaine Ushkow** and Advertising Media Consultant **Maile Barcelon**.

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*The Buffalo News* is taking home FIRST PLACE in **Newspaper Self-Promotion** for its “Caring for Our Community” entry.

And *The Buffalo News* wins FIRST PLACE in **Community Service** for “Buffalo News Kids Day.”

Representing *The Buffalo News* here tonight are Vice President of Sales **Warren Todd Coville** and Local Major Accounts Advertising Manager **Shawn Buffum**.

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The *Times Herald-Record* in Middletown receives FIRST PLACE recognition in two categories tonight, beginning with **Newspaper Supplement** for its entry titled “Our Classic Catskills: Remembering and Preserving.”

And Middletown wins FIRST PLACE in **Specialty Supplement** for Ulster Magazine's "Smokin' in the classroom."

Representing the *Times Herald-Record* tonight is GateHouse Media Director of National Sales **Gregory Appel**.

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And closing out the Advertising Awards, *The Post-Standard* in Syracuse is taking home FIRST PLACE honors in **Online Static Advertisement** for this ad promoting the Seneca Lake Wine Trail.

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This concludes the advertising awards presentation. I will now hand things over to NYSCMA, Inc. President **Mary Sawyer** for their Promotion Awards.

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### **3. NYSCMA, Inc. Promotion Awards (Mary)**

Thank you, Jeff. Each year, New York State Circulation Management Association, 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 5 newspapers. The judges this year were:

- **Warren C. Dews Jr.**, Vice President of Audience Development, Sales & Marketing at New England Newspapers, Inc.
- **Michael J. Smith**, Director of Consumer Sales and Retention for 21st Century Media
- and **Bob DiMatties**, Circulation Director at the Caledonian-Record in St. Johnsbury, Connecticut.

Tonight, awards will be presented in **FOUR** categories within **TWO** circulation groups. First, I will announce **THIRD** and **SECOND** place winning entries, followed by **FIRST** place winning entries from each paper.

After I have finished announcing the winning entries for each newspaper I will invite those representing their paper to stand at their table as they are acknowledged. All plaques and certificates should be claimed at the conclusion of the banquet, at which time there will be opportunities to pose for photographs.

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Under 40,000

Starting off in the Under 40,000 circulation group...

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Columbia-Greene Media is taking home SEVEN awards tonight, beginning with THIRD PLACE in **Special Projects/Community Involvement** for its Columbia County Fair entry.

Columbia-Greene Media wins SECOND PLACE in **Subscription Sales/Retention and Marketing Programs** for its “Re-design” submission.

CGM also takes home SECOND PLACE in **Special Projects/Community Involvement** for its launch of the River Chronicle.

Columbia-Greene Media receives SECOND PLACE honors in **Digital Promotions/E-Editions** for its podcast titled “Game On with Bruce Jacobs.”

Moving on to Columbia-Greene Media’s first place winners, CGM is taking home TOP HONORS in **Subscription Sales/Retention and Marketing Programs** for its “Sampling” entry.

Columbia-Greene Media wins FIRST PLACE in **Single Copy Sales and Point of Purchase Programs** for its “Father & Child Look-A-Like Contest.”

And CGM also wins FIRST PLACE in **Digital Promotions/E-Editions** for its series of web videos promoting its papers.

Here tonight representing Columbia-Greene Media are Circulation Director **Courtney Wrigley** and Publisher **Mark Vinciguerra**.

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And wrapping up the Under 40,000 circulation class, the *Finger Lakes Times* in Geneva receives FIRST PLACE honors in **Special Projects/Community Involvement** for its coverage of the flood relief effort in Penn Yan.

Representing the *Finger Lakes Times* tonight are Director of Circulation & Consumer Marketing **Ethan Fogg**, Assistant Circulation Manager **Jeff Bacon**, and Publisher **Paul Barrett**.

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Over 40,000

Moving on to the Over 40,000 circulation group....

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The *Times Union* in Albany is taking home FIRST PLACE in **Subscription Sales/Retention and Marketing Programs** for its “Extreme Couponing Workshop.”

The *Times Union* wins FIRST PLACE in **Single Copy Sales and Point of Purchase Programs** for its “Saratoga Green” program.

And Albany wins FIRST PLACE in **Digital Promotions/E-Editions** for its “All Digital Access” entry.

Here tonight representing the *Times Union* are Vice President of Circulation **Todd Peterson**, Circulation Sales & Retention Manager **Brad Hunt**, and Marketing & Brand Manager **Greg Stapleton**.

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The *Times Herald-Record* in Middletown receives **THIRD PLACE** in **Digital Promotions/E-Editions** for its “E-mail Marketing” submission.

The *Times Herald-Record* takes home **SECOND PLACE** in **Single Copy Sales and Point of Purchase Programs** for its “Bingo” entry.

And the *Times Herald-Record* wins **FIRST PLACE** in **Special Projects/Community Involvement** for its “Community Donations” project.

Representing the *Times Herald-Record* tonight are Operations Manager **Steve Piersa** and Consumer Account Manager **Kim Alexander**.

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*The Post-Standard* in Syracuse is taking home **SIX** awards tonight, beginning with **THIRD PLACE** in **Subscription Sales/Retention and Marketing Programs** with its 2014 retention campaign.

*The Post-Standard* wins **THIRD PLACE** in **Single Copy Sales and Point of Purchase Programs** for its “Single Copy Stand Spring Sale” promotion.

*The Post-Standard* also wins **THIRD PLACE** in **Special Projects/Community Involvement** for its “Press Hall Tour” event.

Syracuse takes home **SECOND PLACE** honors in **Subscription Sales/Retention and Marketing Programs** for its “Membership/Easy-Pay” promotion.

*The Post-Standard* also wins **SECOND PLACE** in **Special Projects/Community Involvement** for its “Talkin’ Hoops” event.

And completing the competition, *The Post-Standard* is taking home **SECOND PLACE** in **Digital Promotions/E-Editions** for its “P.S. Plus - Digital Promotions” entry.

Representing *The Post-Standard* here tonight are Advance Central Services Syracuse Director of Circulation **Tom Brown**, Retention/Support Manager **Nancy Breault**, and Sales Coordinator **Michael Dooling**.

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On behalf of NYSCMA Inc., NYNAME, and the New York News Publishers Association I would like to again congratulate all of this year’s winners, and thank you all for your continued participation and support of these newspaper competitions.

Right now, I’d like to hand things over to NYNAME President **Gregory Appel** for their Conference Scholarship drawing.

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#### **4. NYNAME Conference Scholarship Drawing (Greg)**

Thank you, Mary. As a way of encouraging members to participate in the annual Advertising Competition, NYNAME raffles off a free registration and hotel accommodations at next year’s conference, available only to the newspapers that took the time to submit entries this past year.

Last year’s winner, the *Times Union* in Albany, is represented tonight by **Maile [Mi-Lee] Barcelon**, so I would like to invite Maile up to select the winner of the 2016 Conference Scholarship.

And the winner is....



Congratulations, and we look forward to seeing you at next year's conference.

Now, I'd like to bring up Immediate Past-President **Charmaine Ushkow** for a special presentation.

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### 5. NYNAME President's Award (Charmaine)

Thank you, Greg.

This year, NYNAME wanted to recognize a person who has been a strong supporter of our group for many years and in many different ways, and so we decided to create a special award called the NYNAME Presidents' Award.

This award is meant to recognize a person and/or company that has gone above and beyond what is expected of them in their role within NYNAME, and while it won't be given out every year, we believe we have identified a deserving individual here in 2015.

This year, NYNAME would like to recognize **Gwen Tomaselli and Metro Creative Graphics** for everything she and her company have done for NYNAME over the years.

Gwen and Metro have been supportive of NYNAME as an Associate Member and conference exhibitor each year, but they have also stepped up as an annual conference sponsor, and they have donated their design services for the beautiful "Save the Date" post cards and pocket folders you all received this year.

In addition to that, Metro Creative Graphics donated the use of their Metro E-Connect platform which has hosted our conference website for the last two years, and Gwen was kind enough to help us with Associate Member outreach this year, as well.

That being the case, we are pleased to recognize **Gwen Tomaselli and Metro Creative Graphics** with the first-ever NYNAME President's Award.

Now I will hand things over to Mary Sawyer again for NYSCMA's Future Leaders drawing.

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## **6. NYSCMA, Inc. Future Leaders Drawing (Mary)**

Thank you, Charmaine.

*(No script – Call up Nicholas Stivaletta from Gannett Publication Services in Rochester to select the 2016 winner.)*

Now I would like to invite up **Nancy Breault**, who will be announcing the winners of our raffle giveaways.

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## **7. Raffle Prizes (Nancy)**

Thank you, Mary.

*(No script – Do Best Buy and Vendor Raffles)*

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## **8. 2016 Conference Announcement (Nancy)**

Now it's time to announce the location of the 2016 conference...

9th Annual Sales & Marketing Joint Conference  
And  
100<sup>th</sup> Annual NYSCMA, Inc. Conference

June 12-14, 2016  
Gideon Putnam Resort  
Saratoga Springs, New York

Visit [www.nynewspaperconference.com](http://www.nynewspaperconference.com) for updates!

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## **9. Plaques and Photo Opportunities (Nancy)**

*(No script – Tell everyone where they can pick up their plaques, then direct NYNAME winners to one side of the room and NYSCMA, Inc. winners to the other side so they can pose for photographs.)*