

INSIDE: COMPLETE LIST OF WINNERS AND JUDGES COMMENTS

Presented on February 15, 2019

NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARD WINNERS ADVERTISING ♦ DESIGN ♦ MARKETING



Congratulations to the most outstanding newspapers in our six-state region!

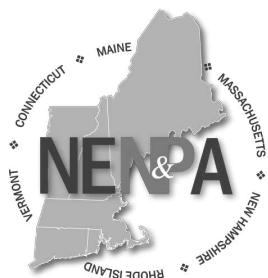
This year's special award winners

Advertising General Excellence

The Vermont Standard, Woodstock, VT
Addison County Independent, Middlebury, VT
Northeast Equestrian by Keene (NH) Sentinel

NEW ENGLAND NEWSPAPER & PRESS ASSOCIATION





CONGRATULATIONS NEW ENGLAND BETTER NEWSPAPER COMPETITION AWARD WINNERS

This year's competition drew more than 3,000 entries that were published during the contest year August 1, 2017 - July 31, 2018. The entries were evaluated by the New England Newspaper & Press Association's distinguished panel of judges. The results of the competition listed here recognize the excellent revenue and audience building activities that are taking place throughout New England – the finalists and winners are listed, along with the judges' comments.

NENPA is proud to celebrate this truly extraordinary work!

Entries were judged in five categories:

- ◆ Daily Newspapers with circulation up to 25,000
- ◆ Weekly Newspapers with circulation up to 6,000
- ◆ Daily Newspapers with circulation more than 25,000
- ◆ Weekly Newspapers with circulation more than 6,000
- ◆ Specialty and Niche Publications

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SPECIAL RECOGNITION

Best Ad Designer
Advertising General Excellence

NEWSPAPER MARKETING AND PROMOTION

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Contests

ADVERTISER CAMPAIGN

Weekly Class

First Place: The Block Island Times, Block Island, RI
Teaser for local restaurant uses graphic page-turning device to grab attention! Great ad campaign.

Second Place: The Stowe Reporter, Stowe, VT,
Consistent look to Johnson's ads are great and highlight merchandise well.

Third Place: The Newtown Bee, Newtown, CT
Leahy ad campaign shows history, equipment and some contests. Well-designed ads with tons of information.

Daily Class

First Place: The Telegraph, Nashua, NH
Infographic pages focus on players with a premium advertiser spot at the bottom of the page. Fantastic, great design.

Second Place: The Telegraph, Nashua, NH,
Local "keeper" magazine focuses on local health, education and lifestyles features.

Third Place: The Telegraph, Nashua, NH
Fantastic use of full page football players sponsored by local advertisers. Great photography! A keepsake for hanging.

ADVERTISING SALES MEDIA KIT

Combined Class

First Place: The Mountain Times, Rutland, VT
Cleanly designed, clear message showing audience, special products and contacts at paper. This media kit has everything an advertiser needs!

AUDIENCE BUILDING PROMOTION

Combined Class

First Place: Keene Sentinel, Keene, NH
I had a very strong feeling of community involvement when I looked at the Sentinial's packet. The theme of community runs deep through everything they do- sponsored events, retention emails and flyers, in paper and digital ads, and providing a weekday newsletter.

Second Place: The Stowe Reporter, Stowe, VT,
What a great way to get the community involved by having people vote on the best places to shop, eat, get a haircut, etc. while recognizing individuals within the community. Great way to promote local people, local businesses and be involved in the community.

Third Place: Patrick Santiago,
The Day, New London, CT

Who doesn't like following a mystery? Great way for the community to not only learn about the unsolved case and the people involved but also experience the great journalism as you tell the story. Excellent way to promote the paper.

AUTOMOTIVE DISPLAY AD

Combined Class

First Place: The Republican, Springfield, MA
Themed football ad highlights vehicles with powerful type design.

Second Place: Patrick Santiago,
The Day, New London, CT,
Island theme design on this auto ad shows off vehicles. Clear and readable.

Third Place: The Republican, Springfield, MA
Interesting word cloud image with customer service-oriented words drives image ad with dealership photo.

BEST IDEA FOR GENERATING AD REVENUE

Combined Class

First Place: Vineyard Gazette,
Martha's Vineyard, MA
Fantastic! Wonderful product to increase revenue and appeal to high-end audience.

Second Place: The Newtown Bee, Newtown, CT,
Great program to feature local restaurants while featuring the advertiser - with a year-long commitment. Nice Job!

BEST INTEGRATED CAMPAIGN FOR AN ADVERTISER

Combined Class

First Place: Mary Dolan, The Day, New London, CT
Wood backgrounds enhance all spirits ads. Gives the perfect "feel" for a very specific adventure.

Second Place: The Republican, Springfield, MA,
Vibrant ads stand out for Barnstable Health using testimonials. Clean, clear successful campaign.

Third Place: The Stowe Reporter, Stowe, VT
Series of print and web ads highlight gorgeous jewelry in a dramatically-shot setting. Upscale and nice!

CLASSIFIED PROMOTION

Combined Class

First Place: Erin Hamilton, The Day, New London, CT
Excellent promotion to honor family members.

CONTESTS

Combined Class

First Place: The Berkshire Eagle, Pittsfield, MA
Well-designed corner and reader-generated content make this the first place winner.

Second Place: Staff, Record-Journal, Meriden, CT,
Beautiful cover and a robust interior. Nice section!

Third Place: The Stowe Reporter, Stowe, VT
readers (and everyone) love to take autumn photos. The Stowe Reporter's contest capitalizes on this successfully.

DIGITAL PRODUCT PROMOTION TO READERS

Combined Class

**First Place: Amanda Schillinger,
Keene Sentinel, Keene, NH**
Wow! THIS is how an organization puts 100% into promoting a product! The variety of ways that the

sentinel reached out to all of their print and digital readers with print, wrappers, email newsletters, postcards, banner ads, magazine ads, etc. was brilli

Second Place: The Day, New London, CT,
Excellent work promoting this podcast through print and online ads.

Third Place: The Day, New London, CT
This ad really stands out and grabs readers attention.

LOCAL DISPLAY AD (BLACK & WHITE)

Combined Class

**First Place: Addison County Independent,
Middlebury, VT**
Clean simple image of zebra drives this potent, well-done house ad.

Second Place: The Newtown Bee, Newtown, CT,
Greetings ad from animal hospital. Fun photo with clear info and location.

Third Place: The Stowe Reporter, Stowe, VT
Murder mystery ad highlights silhouette and incorporates local scenery.

LOCAL DISPLAY AD (COLOR)

Weekly Class 1

First Place: The Stowe Reporter, Stowe, VT
Vibrant images, sushi with graphic background. Well-done ad.

Second Place: The Stowe Reporter, Stowe, VT,
Amazing vista, photography in boundless journeys ad anchors great type and design.

Third Place: The Newtown Bee, Newtown, CT
Nursery ad with merchandise shot highlighting their Christmas showroom.

LOCAL DISPLAY AD (COLOR) CONTINUED

Weekly Class 2

First Place: Worcester Magazine, Worcester, MA

Type driven ad for BEST OF feature in Worcester Magazine- stylish.

Second Place: Addison County Independent, Middlebury, VT,

Product shot outside of ad heightens inside photo of cows. Good type, too.

Third Place: Worcester Magazine, Worcester, MA

Gorgeous food, sushi image. Shows off menu and great logo.

Daily Class

First Place: The Republican, Springfield, MA

Appealing restaurant ad with great food shots and great design.

Second Place: Kara Conlon, The Day, New London, CT,

Adams market uses interior shots of location with food inserts. Looks good.

Third Place: The Daily News, Newburyport, MA

Beautiful jewelry/merchandise stands out in this well-designed layout.

MOST CREATIVE USE OF SMALL PRINT SPACE

Weekly Class

First Place: Addison County Independent,

Middlebury, VT

Photo of bottle drives the visual in this ad. Clear type and good design.

Second Place: Addison County Independent, Middlebury, VT,

Third Place: The Stowe Reporter, Stowe, VT

Well-designed banner ad highlights merchandise and logo.

Daily Class

First Place: Kara Conlon, The Day, New London, CT

Sticker ad on the Groton Times section draws immediate attention. Well-designed.

Second Place: Jessica Dyer, The Day, New London, CT,

Tiny ad with spot color jumps off the page with cute graphics and good design.

Third Place: Jessica Dyer, The Day, New London, CT

Well designed gift shop ad. Appealing background and graphics, nice topography.

NEWSPAPER DESIGNED ADVERTISING INSERT

Combined Class

First Place: Eagle-Tribune, North Andover, MA

Great holiday inserts. Creative way to promote Laschi's variety of products.

Second Place: Mary Dolan, The Day, New London, CT,

Eye-catching, upscale insert. Terrific!

Third Place: Mount Desert Islander, Bar Harbor, ME

Festive and comprehensive guide to Lobster Festival.

NEWSPAPER-SPONSORED EVENT PROMOTION

Combined Class

First Place: Vineyard Gazette,

Martha's Vineyard, MA

A monthly invitation to the readers welcoming them into the newsroom for discussions on community topics is very personal and inventive. The wide range of topics from the police department Q & A's, whale extinction and African American history.

Second Place: Bennington Banner, Bennington, VT,

The Regional All Star Gala celebrating outstanding student athletes in a formal setting is so inspiring to the dedicated individuals. The event builds a trusting relationship between the newspaper and the younger generation by bringing the community together.

NEWSPAPER-SPONSORED EVENT PROMOTION

continued

Combined Class

Third Place: Jessica Dyer, The Day, New London, CT

The job fair is a great way to network and meet the new faces in the community, sends a strong community presence. It translates into a growing economy and thriving business.

NICHE PUBLICATION (ADVERTISING)

Combined Class

First Place: The Stowe Reporter, Stowe, VT

Gorgeous and beautifully-produced local guide book. Intro to Stowe and surroundings. Winner!

Second Place: The Day, New London, CT,

Local focus, great corner shot. Full of local area content.

Third Place: The Day, New London, CT

Compendium of local retailers and services voted on by local readers. Fantastic corner and a great section to keep around!

PURE ADVERTISING NICHE PUBLICATION

Combined Class

First Place: The Mountain Times, Rutland, VT

Beautiful food focus corner packed full of local menus, great design.

Second Place: The Mountain Times, Rutland, VT,

Fantastic local maps jammed with all local ads, foldout has attractions delineated.

**Third Place: The Ellsworth American,
Ellsworth, ME**

Local focus on businesses with features and biographies of business people. Great keeper section!

SPECIAL SECTION / ADVERTISING SUPPLEMENT

Weekly Class

First Place: Duxbury Clipper, Duxbury, MA

Packed with fantastic local content... four sections highlighting business holiday and local happenings throughout 2017. Great section.

**Second Place: Mount Desert Islander,
Bar Harbor, ME,**

Well-designed local features about athletes and happenings as well as maps. Packed with local retail ads.

Third Place: The Cheshire Herald, Cheshire, CT

Section reads and looks like a magazine with great local features and highlights local advertisers.

Daily Class

First Place: Staff, Record-Journal, Meriden, CT

Perfect bound anniversary magazine is a perfect, useable keepsake. Historic and current content-fantastic!

Second Place: The Salem News, Salem, MA,

October/breast cancer awareness theme carried throughout section. Clean, bright design.

Third Place: The Standard-Times, New Bedford, MA

Well-designed, friendly layout highlights local heroes who deserve to be recognized.

SUBSCRIBER RETENTION PROGRAM

Combined Class

First Place: Keene Sentinel, Keene, NH

Very coordinated program as they include carries (with incentives), bill stuffers (very eye-catching), internet and in paper ads. They are promoting EZ-PAY in every facet. They do a great job at emphasizing saving time and money to the customers.

SUBSCRIPTION SALES PROMOTION

Combined Class

First Place: The Ellsworth American., Ellsworth, ME
The Early Bird sale is a great bargain; definitely drawing the attention of the reader. Well presented for the upcoming holiday season.

Second Place: Keene Sentinel, Keene, NH,
The flyers are brightly colored and easy to read. Each announcement targeting a specific holiday/event is very personable and exciting for the audience.

THEMED MULTIPLE ADVERTISER PAGE(S)

Weekly Class

First Place: The Stowe Reporter, Stowe, VT
attractive autumn-themed section/pages with great graphic carry-through.

Second Place: UpCountry Magazine, UpCountry, ,,
Upscale magazine-quality design/layout - stock gorgeous!

Third Place: Mount Desert Islander, Bar Harbor, ME
Pink, thematic flamingo design & presentation looks good and is fun.

Daily Class 1

First Place: Heidi Toala, The Day, New London, CT

Second Place: The Republican, Springfield, MA,
Motivating exercise images anchor this appealing multi-advertiser.

Third Place: The Republican, Springfield, MA
Fun, scary multi-advertiser with custom advertiser indications on artwork. Cool!

BEST AD DESIGNER

Combined Class

**First Place: Justin McCabe,
The Day, New London, CT**
Justin has a great typographic sense combined with great layout skills.

**Second Place: Kristen Braley,
The Stowe Reporter, Stowe, VT,**
Kristen's sense of design is inventive and great. Clear, clean ads.

**Third Place: Barbara Dunn,
The Day, New London, CT**
Barbara has a very solid type sense throughout all of her work; as well as being a fantastic designer in general. Great stuff.

BUSINESS INNOVATION

Combined Class

**First Place: Northeast Equestrian Life,
Keene Sentinel, Keene, NH**
Outstanding! This out-of-the-box thinking to reach audiences out of their footprint is exactly what newspapers need to do. Kudos!

**Second Place: Vineyard Gazette,
Martha's Vineyard, Vineyard Haven, MA**
The Gazette, looking at alternative methods to grow audience and revenue, successfully managed to transform older guides and appeal to more sophisticated audiences. Great work!

ADVERTISING GENERAL EXCELLENCE

Specialty/Niche Publications

First Place: **Northeast Equestrian Life**
Keene Sentinel, Keene, NH



Second Place: **Fiddlehead**
Keene Sentinel, Keene, NH



Weekly Newspapers *circ less than 6,000*

First Place: **The Vermont Standard**
Woodstock, VT



Second Place: **The Stowe Reporter**
Stowe, VT



Weekly Newspapers *circ 6,000+*

First Place: **Addison County Independent**
Middlebury, VT



Second Place: **Ellsworth American**
Ellsworth, ME



Congratulations

to all of

the award winners!



NEW ENGLAND BETTER NEWSPAPER COMPETITION DISTINGUISHED JUDGES PANEL

Wayne Agner - Editor and Publisher, *The Trinity Journal*, Redding, CA

Scott Anderson - Northwestern University; former head of editorial at *Chicago Tribune Interactive*, former reporter and editor at the *South Florida Sun-Sentinel*, former reporter at *The Patriot Ledger*

Joseph Bergantino - Executive Director, Managing editor and Co-Founder of *New England Center of Investigative Reporting*

Karen Bordeleau - Former Executive Editor, *Providence Journal*

Sharon Chapman - Features Editor, *Austin American-Statesman*

Sherry Chisenhall - Editor, *Wichita (KS) Eagle*

Catherine Clabby - Sr. environmental reporter, *North Carolina Health News*

Kim Dalglish - Former VP Marketing and Specialty Publications, *The Columbia (SC) State*, *Bradenton (FL) Herald*, *Fort Worth Star-Telegram*

Oreste D'Arconte - Former Publisher, *The Sun Chronicle*

Darell Davis - VP Creative Services, *Metro Creative Graphics*

Dwayne Desaulniers - New England Media Director, *Associated Press*

Rodney Doherty - Former executive editor, *Foster's Daily Democrat*

Mike Donoghue - *Burlington Free Press*, *St. Michael's College*

Jim Foudy - Adjunct professor, *University of Massachusetts, Amherst*

Chuck Fountain - Professor, *Northeastern University*

George Geers - Publisher, *Plaidswede Publishing Co.* Director, *New Hampshire Writers' Project*, *Journalist*

Dr. Nancy L. Green - Former VP Circulation, *Lee Enterprises* former publisher, *Courier Communications*

Alin Gregorian - Editor, *Armenian Mirror Spectator*

Larry Grimes - President, *W.B. Grimes & Co.* and *The Sports Advisory Group*

Jennifer Berry Hawes - Pulitzer prize winning journalist, *The Post and Courier*, *Charleston, SC*

Ed Henninger - Design Consultant, *Henninger Consulting*

Robert Herguth - Reporter, *Chicago Sun-Times*

Tom Heslin - Former Senior VP and Executive Editor, *The Providence Journal*

Robert Holt III - Former AME Director of Photography and Director of Operations and Technology, *St. Louis Post-Dispatch*; former Director of Publishing Industry Marketing, *Scitex*

Bill Kirtz - Northeastern University; former editor for the *Patriot Ledger* and publisher/editor for the *Marblehead (MA) Messenger*.

Bill Kole - *New England News Editor*, *Associated Press*

Marc Lacey - Associate Managing Editor, *The New York Times*

Robert Laska - Former President & Publisher, *Connecticut Post*

Leah Lamson - Director, *New England High School Journalism Collaborative*; Former editor, *Telegram & Gazette*

Larry Laughlin - Former Northern New England AP Bureau Chief; Editor of *NEFAC Report*

Len Levin - Former Copy Desk Chief, *Providence Journal*

Linda Lotridge Levin - Dept. of Journalism, *University of Rhode Island*

Kathy Lu - enterprise editor, *The Kansas City Star*

Jean McDonald - University of Illinois; former sports writer, sports editor, and director of electronic publishing at the *Champaign (IL) News-Gazette*

Morgan McGinley - Former Editorial Page Editor, *The Day*

Lincoln McKie, Jr. - Northeastern University; former publisher, *Journal Transcript Newspapers*, former executive editor, *Lowell Sun*, former managing editor, *Telegram & Gazette*

Alan Mittelstaedt - Associate Professor, *University of Southern California Annenberg*

Carolyn Callison Murray - Former editor and VP *The Sun News*, *Myrtle Beach, SC*

J. Keith Moyer - Senior Fellow, *University of Minnesota*, former president and publisher *Minneapolis Star-Tribune*

Christopher Ritchie - Penn State University; former features editor at the *Delaware State News*, rewrite desk chief at the *Middlesex News*, and editor positions at the *Wilkes-Barre (PA) Times-Leader*

George Rodrigue - Editor and General Manager, *The Plain Dealer*

Bob Ryan - Former VP Knight-Ridder Digital and *San Jose Mercury News*

Bill Sarno - Associate Editor, *Hartford Guardian*, former editor of the *Bristol Press* and *Lakeville Journal*

Justin Silverman - Executive Director, *NE First Amendment Coalition*

James Smith - Former editor at the *Record-Journal*, *Connecticut Post*, *New Britain Herald*, *The Day*, *The News-Times*; sports editor and city editor at the *Hartford Courant*

Chris Snider - Professor, *Drake University*

Jeff South - Associate Professor, *Virginia Commonwealth University*

Suzette Standring - Syndicated Columnist

George Sylvie - Associate Professor, *University of Texas at Austin*

Emily Sweeney - Reporter, *Boston Globe*

Rebecca Tallent - University of Idaho; former ombudsman for the *Spokane (WA) Spokesman-Review*

John Voket - Associate Editor, *The Newtown Bee*, Director of Public Affairs, *Cox Media Group, CT*

Susan Walker - Vice President/General Manager, *Herald Newspapers Inc.*, *Chicago, IL*

Maggie Walter - Professor, *University of Missouri*

Brent Walth - University of Oregon, *School of Journalism & Communication*

Karen Weintraub - Adjunct Professor, *Boston University*

Jon Wells - Professor, *AfroAmerican studies*, *University of Michigan*

Maryjane Wilkerson - Former Editor, *Boston Globe*

Stephen Wolgast - *Kansas State University*; former news design editor at *The New York Times*

Carl Zimmerman - Columnist, *New York Times*

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