



Joint Circulation/Advertising Conference – June 3, 2008

Each year, the New York State Circulation Managers Association 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 judges selected first and second place winners, as well as honorable mention places in 2 circulation classes, and 5 categories in each class. There were 58 entries submitted by 12 newspapers. The judges this year included:

Katie Semtner-Stokes – Novelist, and Freelance Graphic Artist
Joanne Witt – Watertown High English teacher
April Halladay – Web Sales Manager, Watertown Daily Times.com
Betsy Dufresne – Graphic Artist
David Males – General Manager, WWTI Newswatch 50

And the winners are:

Under 40,000 Circulation-

Subscription Sales / Marketing Programs

Honorable Mention-The **Watertown Daily Times** for **Holiday Giving**
Second Place-The **Daily Star** for **See What's Cookin'**
First -The **Poughkeepsie Journal**, for the **Chestnut Mobil Gas Weekend**

Retention Programs

Honorable Mention-The **Poughkeepsie Journal** for the **EZ Pay letter**
Second Place-The **Daily Star** for the **Local Sports Coverage**
First Place-The **Watertown Daily Times** for the **Historic Note Cards**

Single Copy / 3rd Party Sales Programs

Honorable -The **Poughkeepsie Journal** for the **Chestnut Mobil Coffee and Newspaper Special**
Second Place -The **Daily Star**, for the **Ski. Stay. Free.**
First Place -The **Daily Star** for the **Easter Egg Treasure Hunt**

Newspaper in Education

Second -The **Poughkeepsie Journal** for the **Pet Idol NIE fundraiser**
First Place-The **Poughkeepsie Journal** for the **Hudson Valley Renegades "Unity through Diversity" school assembly.**

Special Projects Category

Second Place-The Poughkeepsie Journal for the Hudson Valley Renegades

First Place -The Watertown Daily Times for the Cychronicle

In the 40,000 and over Circulation class...

Subscription Sales/Marketing

Honorable Mention-The Times Union for “No one covers you”

Second Place-The Journal News for “Welcome to the neighborhood”

First place-The Post Standard for their Baseball Sales Contest

Retention

Honorable Mention- The Post Standard for their EZ Pay Program

Second Place-The Times Union for their “Subscription Timeline”

First Place-The Journal News for the Lo-Hud “Insider Newsletter”

Single Copy/3rd Party Sales

Honorable Mention-The Post Standard for their P&C promotion

Second Place-The Times Union for their Price Chopper promo

First Place-The Post Standard for “PGA GOLF”

Newspaper in Education

Honorable Mention-The Times Herald-Record for “That’s my Baby”

Second Place-Journal News for “Global Citizens”

First Place-The Post Standard for “The Challenge Game”

Special Projects

Honorable Mention-The Times Union for “Where’s Tom”?

Second Place-The Times Herald Record for their NIE Auction

First Place-The Post Standard for NIE Night at the Syracuse Chiefs

Congratulations to all our winners!