



National Newspaper Association
309 S Providence Rd
Columbia, MO 65203
573.777.4980 Fax: 573.777.4985

**Daniel M. Phillips Leadership Award
2014
NNA Checklist**

Nominee Name: Joe Coughlin

Newspaper Name & Location: 22nd Century Media, Northbrook, IL

Nominated by: Derek Serafin

Age: 31

NNA Membership Information: Member through 1/31/2016; verified 5/1/2015
~~1/31/2015~~; ~~5/12/2014~~

Year Nominated/Last Year Eligible for Award: 2014/2016

Completed Nomination Form?: Yes

Completed Nomination Letter?: Yes

Documentation Supporting Nomination Criteria to Support the Areas Below? -YES (Included in letters/form)

- Professional Achievement
- Community Leadership and Service
- NNA/National Involvement (Note: evidence of NNA service is not required)

Biographical Sketch of Nominee?: Yes

Three Letters of Reference?: Yes - 3: Carol Ducommun, Amanda Jacobs, Alan P. Henry

Photo Included?: YES (digital pic on file)

Daniel M. Phillips Leadership Award 2014 Nomination Form

Nominee Name Joe Coughlin

Position Managing Editor

Newspaper 22nd Century Media (Highland Park Landmark, Northbrook Tower, Glenview Lantern, Wilmette Beacon, Winnetka Current)

Address 60 Revere Drive, Suite 888

City, State Zip Northbrook, IL 60062

Phone (847) 272-4565

Fax N/A

E-mail joe@wilmettebeacon.com

Nominee's Age 31

Nominator's Name Derek Serafin

Position Account Supervisor

Affiliation Publicist for 22nd Century Media

Address 205 West Randolph St., Suite 1150

City, State Zip Chicago, IL 60606

Phone (312) 670-8945

Fax N/A

E-mail derek@motionpr.net

Industry Leadership: Describe the nominee's activities and achievements which illustrate how the nominee serves to strengthen the newspaper industry through his or her leadership in the state press association.

Joe Coughlin serves as Managing Editor of the five North Shore publications and websites for 22nd Century Media. He started his career with 22nd Century Media as a freelance writer in 2006 and then later became a co-editor for The Frankfort Station. He was promoted to editor and started The New Lenox Patriot in 2007. He later went on to start two more papers – The Tinley Junction (2008) and The Wilmette Beacon (2010), which he still leads — and cultivate the company's North Shore branch. In

2010, Coughlin became Managing Editor for the North Shore publications, which include The Glenview Tower, The Highland Park Landmark, The Northbrook Tower, The Beacon and The Winnetka Current.

As one of four managers of day-to-day operations at 22nd Century Media, Coughlin contributes to personnel, financial, operational and other management decisions.

In six years of eligibility in the Illinois Press Association's Editorial Contest, Coughlin has won more than 30 awards, including nine first-place finishes for everything from sports features and news to infographics and headlines. In the 2012 competition, Coughlin swept the Sports News category, winning first through third place.

Community Leadership and Character: Describe and provide examples of how the nominee is well-respected in the community, of good reputation and integrity, and how he/she provides active leadership in serving the community on a local, state and/or regional level.

Through the years, Coughlin has developed several recurring features for 22nd Century Media publications, including many in the sports section that truly focus on local community athletes, such as Athlete of the Week, a Q and A with a local student-athlete that leads to Athlete of the Month and Athlete of the Year online voting competitions that drive substantial traffic to the company's websites. Coughlin also created Team 22 – a high school all-area program that selects top team-sport athletes each season — plus a feature series called Going Places, a weekly schedule called This Week In ... , a competition recap section called High School Highlights, and a compilation of tidbits called Fastbreak.

Most recently, Coughlin was asked to be and served as one of nine panelists at the University of Illinois College of Media Journalism Career Night on Thursday, Feb. 13, in Champaign.

NNA/National Leadership: Describe nominee's involvement in national organizations, such as NNA, or other national/international service organizations or causes in which the nominee has been involved. (Evidence of NNA service is not required)

Joe is an active member involved in NNA.

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P.O. Box 7540
Columbia, MO 65205

May 17, 2014

Since beginning nearly a decade ago as a freelance reporter for 22nd Century Media, Joe Coughlin has truly played an integral part in growing the company.

In just eight years' time, Joe has become the Managing Editor of five of 22nd Century Media's newspapers. While he may be leading the staff, he can still be seen down in the trenches, reporting on-site at community events, snapping photos from the sidelines during local sports games, and doing everything in his power to truly understand the communities and people that he is reporting on.

Joe's passion for his local communities can be seen through the recent features he debuted as part of 22nd Century Media's newspapers. Joe has found ways to honor local junior athletes with a new "Athlete of the Month" feature that shines the spotlight on a young up-and-comer from the local Chicago North Shore communities. In addition, Joe's creation of Team 22, a high-school all-area program that selects top team sports athletes each season, as well as his launch of a weekly "Going Places" feature and a recurring schedule for the local communities called "This Week In" reflect Joe's true passion for serving not just 22nd Century Media, but also the communities that their outlets cover.

As 22nd Century Media continues to grow not just in the Chicagoland area, but on a national level, so does Joe. His accomplishments to date as well as his passion for the local communities make him an ideal choice for the 2014 Daniel M. Phillips Leadership Award.

Derek Serafin
Motion PR
312-670-8945
derek@motionpr.net

Joe Coughlin Bio Overview

Joe Coughlin serves as Managing Editor of the five North Shore publications and websites for 22nd Century Media. He started his career with 22nd Century Media as a freelance writer in 2006 and then later became a co-editor for The Frankfort Station. He was promoted to editor and started The New Lenox Patriot in 2007. He later went on to start two more papers – The Tinley Junction (2008) and The Wilmette Beacon (2010), which he still leads — and cultivate the company's North Shore branch. In 2010, Coughlin became Managing Editor for the North Shore publications, which include The Glenview Tower, The Highland Park Landmark, The Northbrook Tower, The Beacon and The Winnetka Current.

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March 15, 2014

I enthusiastically support Joe Coughlin, editor of the Wilmette Beacon, for the 2014 Daniel M Phillips Leadership Award. I have been active in community affairs in Wilmette and the New Trier Township for over 20 years and Joe is one of the finest people in the media I have known.

Throughout the years, I have worked closely with the local press. I have co-headed two successful referenda for operating rate increases, one for Wilmette District 39 and one for New Trier High School District 203; served two four-year terms as an elected member of the New Trier High School Board, including serving as president and vice president; and am currently serving a four year term as a Wilmette Village Trustee.

From its start a few years ago, the Wilmette Beacon has established itself as a leader in local newspaper market. It is a tight, well-written newspaper that covers our news in an interesting, effective and honest fashion and offers an interesting variety news and columns. I find the Beacon to be straightforward and without bias.

Joe, in his leadership of the newspaper, has made it his business to be out and about and understand the subtleties and complexities of our community. He can be seen with his camera at our big community events, quietly making sure to be where the action is. He is an unabashed enthusiast of local athletic events and writes a charming column each week featuring one of our student athletes. It is wonderful way for people to get to know these students who are often leaders in the community both on and off the field.

Over the decades, I have observed that it can be tough for leaders new to the community, educational, religious or otherwise, to integrate effectively into our village. It takes the right balance of being out and about, making connections with enough people, and finding an effective voice. I believe Joe has invested substantial energy and has found that balance and, as such, is able to offer observations of and nudges to the community in his weekly editorial column that are well respected, even if people have an opposing view.

I am hopeful that Joe and the Beacon will continue to serve our village well for years to come. It is my pleasure to work with Joe and to recommend him for this honor.

Sincerely,

Carol Ducommun

847-226-1062

May 14, 2014

4216 N. Bloomington Ave., Apt. 204
Arlington Heights, IL 60004

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Columbia, MO 65205

To Whom It May Concern:

I consider myself lucky to call Joe Coughlin a former co-worker, and I'd consider myself even luckier to live in a community where he was in charge of the local newspaper. He is not only a talented journalist but also an outstanding leader—both in and out of the newsroom.

I worked with Joe in both of 22nd Century Media's suburban Chicago offices. When he was selected to leave the South office to launch and manage the company's new North branch, I was happy to see him get a well-deserved promotion but sad to see him go. When I was later asked to move up to the North office, I jumped at the chance to work with him again.

Joe is a natural and effective leader. He commands authority and respect while still remaining open and approachable. In his newsroom, everyone truly works together as a team. He inspires his staff to do their best possible work and does everything in his power to help them succeed. Most importantly, he leads by example, demonstrating a true passion for his craft and putting out an excellent newspaper every week.

Joe is a skilled writer and editor who infuses his work with a distinctive voice, and that voice extends beyond the pages of his newspaper. He truly cares about the community, and he knows it inside and out. He engages effortlessly with residents, and he enjoys good working relationships with his frequent sources. Joe is a strong, recognizable presence in the community. Residents trust him, and he has earned that trust.

Throughout his career, Joe Coughlin has established himself as a role model for his co-workers and a respected figure in the communities he has covered. He is truly a deserving recipient of the Daniel M. Phillips Leadership Award.

Sincerely,

Amanda Jacobs
Communications Editor
Academy of General Dentistry

May 13, 2014

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Columbia, MO 65205

I am writing in support of the nomination of Joe Coughlin.

I have worked on a daily basis with Joe for the past three and a half years, as a "post-retirement" freelance writer for the Wilmette Beacon, which he edits.

Given that I was previously a metropolitan daily newspaper writer, editor and newsroom executive for more than 30 years, I feel I can meaningfully evaluate Joe's various skill sets and put them into proper context.

Joe is an excellent writer and an astute thinker with an ability beyond his years to see what "the story" really is, to humanize it, to give it heart, and to make it resonate for a highly educated readership that appreciates quality journalism when they see it.

But that is just the beginning of Joe's talents.

Joe respects the very affluent and somewhat insular communities he covers and the people who live in them. There is not a hint of ego or envy or negativity in his words or deeds. Rather, he helps them celebrate their successes, partners with them in their lives, and does it all on a 24/7 basis.

That is what community journalism at its best is supposed to be all about. And that is what he brings to the paper every week, both through his own prodigious efforts (as many as 16 bylines a week), and through the assignments he makes for others.

In turn, the communities of Wilmette and Kenilworth have strongly taken to the Beacon, and in turn, to Joe.

I lived in Wilmette for 30 years, and know first-hand that Joe's name is well-known and respected throughout the community. I know also that the Beacon is highly respected because readers understand that the Beacon respects them.

Its success is all on Joe.

Alan P. Henry

