NATIONAL NEWSPAPER ASSOCIATION

2012
Newspaper And Education Contest
WINNERS

(Winners listed A-Z by division).

Division A) Traditional newspaper in education stories and curriculum,
1st Place, The Seattle Times, Seattle, WA, *The Seattle Times Newspapers In Education Bartell Drugs Health Rocks!*, Diane Brady ,Tamara Galvan ,Katie Johnson. Judges' Comments: " Taking the NIE program from reading to health, and then aligning with a prominent local institutions - Bartell Drugs and Pacific Science Center - is a sure win."

Division A) Traditional newspaper in education stories and curriculum,
2nd Place, St Louis Post-Dispatch, Saint Louis, MO, *Reading with the Rams*, Cathy Sewell, NIE Mgr.. Judges' Comments: " Who could ignore this campaign? Full color house ads, tweets by pro football players ... no wonder reading increased in the St. Louis area."

Division A) Traditional newspaper in education stories and curriculum,
3rd Place, The Lima News, Lima, OH, *Josh Franklin's Far Out Family Blog*, Ohio Newspaper Association NIE Committee ,Anne Coburn-Griffis, Chair. Judges' Comments: " This is an interesting project, and I enjoyed reading it. But it would have scored better if there had been more data regarding results or participation."

Division A) Traditional newspaper in education stories and curriculum,
Honorable Mention, Gettysburg Times, Gettysburg, PA, *Gettysburg Times Design An Ad Project*, Holly Fletcher, NIE Coordinator ,Circulation Department Staff ,Advertising Department Staff ,Editorial Staff/Photographers ,Production/Graphics Department Staff. Judges' Comments: " This is a big project and I'll bet the kids had fun. But it's hard for me to put it into the context of the judging standards without more information. Did the student artists interview the businesses? Did they visit web-sites?"

Division A) Traditional newspaper in education stories and curriculum,
1st Place, Wilson County News, Floresville, TX, *Wilson County News NIE: A Community of Lifelong Learners*, Tiffany K. Polasek ,Elaine Kolodziej ,Kristen Weaver. Judges' Comments: " Creating Wilson was a brilliant move for the Wilson County News. Now there's a mascot to lead the effort. He's friendly and identifiable and once in place, not expensive to keep. This is a traditional campaign, linking young readers to the newspaper via activities and stories, and it's well-done. I enjoyed the Young Journalists column - a nice touch."

Division B) Newspapers supporting education and civic literacy,
1st Place, The Daily Sentinel, Grand Junction, CO, *Community Connections*, Debra Dobbins, NIE Coordinator ,Ann Wright, Features Editor ,Mike Erskine, Creative Services Director ,Sentinel feature writers and Sentinel photographers ,Laurena Davis, Managing Editor. Judges' Comments: " How do we make our newspaper useful to teachers and relevant to students? A great deal of thought has gone into answering this question in a way that works to enhance readership and civic engagement. Combining the printed newspaper and e-edition is very smart. The ads are very strong in design and content, so much better than the standard list of sponsors I typically see. These ads tell us why the program is important, and how it works. Well done."

Division B) Newspapers supporting education and civic literacy,
1st Place, The Summerville Journal Scene, Summerville, SC, *The Turtle Times, a Newspaper Project of the Summerville Journal Scene*, Staff. Judges' Comments: " This is an amazing entry! Making a newspaper fresh and real to students in this way is very hard work. And yet, you've done it. I imagine this project created a buzz throughout the community of

students, parents, educators and businesses - just what a really great project should do. Linking it all to the writing standards was a tremendous idea. And yes, it made writing real! Great job."

Division B) Newspapers supporting education and civic literacy,
2nd Place, The N'West Iowa REVIEW, Sheldon, IA, *The N'West Iowa REVIEW All-Academic Team*, Staff. Judges' Comments: " Choosing to honor students who perform academically is a wonderful idea. Not everyone works hard for public acclaim, but it certainly doesn't hurt. Keeping this program alive through good and tough times requires dedication. You've chosen lead sponsors well. Good job."

Division B) Newspapers supporting education and civic literacy,
1st Place, Lakota Country Times, Martin, SD, *AMERICAN HORSE SCHOOL*, Connie L. Smith, Owner ,Lakota Country Times Staff ,Jodi Richards, American Horse School ,American Horse School Staff. Judges' Comments: " This project does a fantastic job of linking the Native American culture of oral story-tellling to print journalism. These students are learning that their (written) words matter, and that stories about their fellow students' accomplishments are being spread beyond their immediate school. Bravo! to the Lakota Country Times for starting this project, and then spinning it out to more schools and communities. It cannot be easy or simple to do this on an ongoing basis."

Division B) Newspapers supporting education and civic literacy,
2nd Place, The Commercial Record, Allegan, MI, *DES Gazette*, Cheryl Kaechele, Publisher ,Scott Sullivan, Editor ,Sara Ramaker, Copy Editor ,Matt Gliwa, Graphic Artist. Judges' Comments: " Working with young writers to help them produce a newspaper is no easy task. And then getting it into a publishable format helps turn young writers into young readers. Well done!"

Division B) Newspapers supporting education and civic literacy,
3rd Place, Eldon Advertiser, Eldon, MO, *The Mustang Memo and Democracy Day*, Tammy Witherspoon. Judges' Comments: " Coordinating speakers for this event takes a great deal of effort. The follow-up coverage is the linchpin of the entire project - closing the loop between school and the broader community."

Division B) Newspapers supporting education and civic literacy,
Honorable Mention, Lakota Country Times, Martin, SD, *SD GEARUP Summer Students Complete Tipi Building Session*, Connie L. Smith, Owner ,Lakota Country Times Staff ,Darla Drew Lerdal and SD GEARUP Staff. Judges' Comments: " While not a NIE project in the traditional sense, this is a broad project that goes above and beyond traditional reporting. It's important for a community to see itself in the newspaper, and you've helped to ensure that the GEARUP students and their families will become newspaper readers. Also, that this particular project will continue to receive funding in these uncertain times."