

NATIONAL NEWSPAPER ASSOCIATION



2012

Newspaper And Education Contest

WINNERS

(Winners listed A-Z by newspaper).

The Commercial Record, Allegan, MI

2nd Place, Division B) Newspapers supporting education and civic literacy, Non-daily newspapers less than 5,000 circulation, 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!"

The Daily Sentinel, Grand Junction, CO

1st Place, Division B) Newspapers supporting education and civic literacy, Daily newspapers 10,000 circulation or more, 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."

Eldon Advertiser, Eldon, MO

3rd Place, Division B) Newspapers supporting education and civic literacy, Non-daily newspapers less than 5,000 circulation, 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."

Gettysburg Times, Gettysburg, PA

Honorable Mention, Division A) Traditional newspaper in education stories and curriculum, Daily newspapers less than 10,000 circulation, 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?"

Lakota Country Times, Martin, SD

1st Place, Division B) Newspapers supporting education and civic literacy, Non-daily newspapers less than 5,000 circulation, 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-telling 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."

Lakota Country Times, Martin, SD

Honorable Mention, Division B) Newspapers supporting education and civic literacy, Non-daily newspapers less than 5,000 circulation, 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."

The Lima News, Lima, OH

3rd Place, Division A) Traditional newspaper in education stories and curriculum, Daily newspapers 10,000 circulation or more, 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."

The N'West Iowa REVIEW, Sheldon, IA

2nd Place, Division B) Newspapers supporting education and civic literacy, Non-daily newspapers 5,000 circulation or more, 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."

The Seattle Times, Seattle, WA

1st Place, Division A) Traditional newspaper in education stories and curriculum, Daily newspapers 10,000 circulation or more, 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."

St Louis Post-Dispatch, Saint Louis, MO

2nd Place, Division A) Traditional newspaper in education stories and curriculum, Daily newspapers 10,000 circulation or more, 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."

The Summerville Journal Scene, Summerville, SC

1st Place, Division B) Newspapers supporting education and civic literacy, Non-daily newspapers 5,000 circulation or more, 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."

Wilson County News, Floresville, TX

1st Place, Division A) Traditional newspaper in education stories and curriculum, Non-daily newspapers 5,000 circulation or more, 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."