



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: Shannon Mashek

Newspaper Name & Location: 22nd Century Media, Orland Park, IL

Nominated by: Derek Serafin

Age: 29

NNA Membership Information: Member through 1/31/2015; verified 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: Amber L. Davisson, Tensley Garris, Laura Michaels

Photo Included?: YES (digital pic on file)

Daniel M. Phillips Leadership Award 2014 Nomination Form

Nominee Name Shannon Mashek

Position Chief Creative Officer

Newspaper 22nd Century Media (Orland Park Prairie, The Prairie, The Frankfort Station, Homer Horizon, Lockport Legend, Mokena Messenger, New Lenox Patriot, Tinley Park Junction)

Address 11516 West 183rd Street, Unit SW, Office Condo #3

City, State Zip Orland Park, IL 60467

Phone (708) 326-9170

Fax N/A

E-mail s.mashek@22ndcenturymedia.com

Nominee's Age 29

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.

Shannon, 29, is the Chief Creative Officer for 22nd Century Media, including for outlets such as The Frankfort Station, The Homer Horizon, The Lockport Legend, The Mokena Messenger, The New Lenox Patriot, The Orland Park Prairie and The Tinley Junction in the southwest suburbs; The Glenview Tower, The Highland Park Landmark, The Northbrook Tower, The Wilmette Beacon and The Winnetka Current on the North Shore of Chicago and Malibu Surfside News in Malibu, Calif.

Shannon has helped make 22nd Century Media become the fastest growing news company in the Chicago area and one of the fastest in the country. Mashek oversaw all of the award-winning design for the company, as 22nd Century Media grew from 10,000 homes in its first publication to its nearly 175,000 homes today.

For the past seven years, Shannon has served in various creative roles including newspaper layout, graphic design, project management, production coordinator and designing new creative initiatives. She was instrumental in the newspapers' change from a broadsheet to tabloid layout. She actually began her career with 22nd Century Media as a freelance photographer when The Homer Horizon first launched in 2005. In 2012, Shannon took over the marketing initiatives for the company, including the newspapers' websites, which then saw a more than 200 percent increase in membership.

In her role as Chief Creative Officer, Mashek oversees the graphic design and layout of the publications, as well as the coordination and execution of special projects and also marketing for our postal requester campaign.

Most recently, she led the charge on an overhaul of 22nd Century Media's websites in helping to adapt a new content management system and overall look. With a goal to incorporate efficiency and creativity, she has had continued success in maintaining a strong and talented design department of six. She also strives to streamline procedures and workflows.

Mashek has won several awards from the Illinois Press Association for best page design and information graphic.

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.

Shannon is currently enrolled at DePaul University in Chicago and is working on a graduate degree in digital communications and media arts.

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)

Shannon is an active member involved in NNA. She is also an active member of the National Association of Professional Women and AIGA.

Daniel M. Phillips Leadership Award
National Newspaper Association
P.O. Box 7540
Columbia, MO 65205

May 18, 2014

Since Shannon Mashek's time at Lewis University as one of the key members of the staff in charge of the newspaper's layout, she has always pushed herself and others around her creatively. At only 29 years old, Shannon now sees herself using her creativity across a wide spectrum as the Chief Creative Officer for 22nd Century Media, where she is now tasked with making creative decisions for more than a dozen of the company's newspapers, including their new Malibu outlet.

Joining the 22nd Century Media staff in 2005, Shannon exercised her creativity as a photographer for the Homer Horizon before growing in her role with the company, taking on everything from newspaper layout, graphic design, project management, production coordination, and designing new creative initiatives. In all of these roles, Shannon helped guide the 22nd Century Media staff in all of their creative decisions, lending her expertise to important decisions that have played a significant role in shaping the future of their newspapers as well as their staff.

Most recently, Shannon's leadership helped in a complete overhaul of the 22nd Century Media website as well as aided in developing a new content management system for the company. Thanks to her insights, the company was able to launch a sleek new web version of all of their newspapers while also offer an innovative new way for readers to get their hyperlocal news.

Shannon's contributions to 22nd Century Media have been invaluable and truly have helped the company to grow by leaps and bounds.

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

Shannon Mashek Bio

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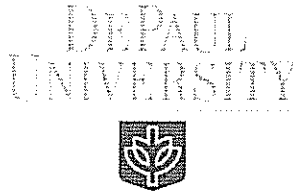
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College of Communication
1 East Jackson Boulevard
Chicago, Illinois 60604-2201
312/362-8600
FAX: 312/362-8620
communication.depaul.edu

May 16, 2013

Dear Award Committee,

I am writing to recommend Shannon Mashek for a leadership award from the National Newspaper Association. I have known Shannon for the past year as her professor. During that time, I have found her to be creative, insightful, and hardworking. In the two classes where I have worked with Shannon, her work and contributions to our class sessions have made her stand out among her peers.

Shannon has been a student in my Digital Ethics course and my Social Media Campaigns course. In both these courses, Shannon has produced research papers, creative projects, and participated in group projects. Her writing skills have been impressive. I find her work to be well researched and her writing engaging. For creative projects, Shannon has demonstrated skill at expressing interesting arguments in a variety of media formats. Both her writing and creative skills have made her an excellent leader in group projects.

In both classes where I have worked with Shannon, she has demonstrated excellent leadership skills. With group work, Shannon keeps students on track and sets a high standard through her own work. I never have to worry about a group that Shannon is a part of. She is a joy to have in class, and I look forward to working with her as she continues her progress in Media and Digital Communication, MA program.

I recommend Shannon for this award without reservation. If you have any further questions, or I can provide more information, don't hesitate to contact me at 518-320-2095 or adavisso@depaul.edu

Sincerely,

A handwritten signature in cursive script that reads "Amber L. Davisson".

Amber L. Davisson



NORTHBROOK CHAMBER
of commerce & industry

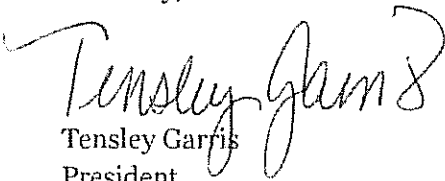
May 15, 2014

To Whom It May Concern:

I would like to recommend Shannon Mashek, Chief Creative Officer, with 22nd Century Media for the Daniel M. Phillips Leadership Award. I have personally worked with Shannon to publish the Village of Northbrook's annual Community Guide for two consecutive years. With tremendous enthusiasm and dedication, Shannon produced a quality publication that accurately reflects the community and appeals to the reader. I would offer the increase in circulation and ad revenue as evidence of the success of the publication. Shannon's work ethic can also be seen in our weekly newspaper, The Northbrook Tower. The newspaper presents informative articles that are of interest to the local community in a thoughtful and attractive layout.

Again, I believe Shannon to be a highly qualified candidate for this Leadership Award.

Sincerely,


Tensley Garris
President

Bringing People and Business Together

Franchise Times® Corporation

Phone: 612-767-3200

Fax: 612-767-3230

2808 Anthony Lane South
Minneapolis, Minnesota 55418

May 15, 2014

Daniel M. Phillips Leadership Award
National Newspaper Association
PO Box 7540
Columbia, MO 65205

Dear NNA Award Committee,

As a former editor with 22nd Century Media, I worked closely with Shannon Mashek for four-and-a-half years and it is my pleasure to recommend her as a nominee for the Daniel M. Phillips Leadership Award.

Shannon is unquestionably an exceptional candidate for this award as she continually demonstrates her commitment not only to the growth and betterment of the newspaper industry but also to her local community. While with 22nd Century Media, where she has grown from page designer to head of production to chief creative officer, she has worked across all departments to inspire team members and enhance the quality of the company's publications as the number of print products has tripled in the last seven years. Her ability to present stories and information through compelling design helps build trusted relationships with readers and in turn benefits each community served by 22nd Century Media.

Engagement with readers and the broader community has always been important to Shannon, and her hands-on approach to working with outside vendors and local leaders is an extension of her dedication to advancing the role of community newspapers. Through her launch of new product initiatives, including Community Guides and Hometown Advantage member-only events, Shannon is an active leader who strives to encourage others' involvement.

Shannon's continued focus on digital technology also remains key to the company's online presence and its evolution of digital content delivery. She's on her way to earning a master's degree in digital communication and media arts, further showing her engagement in the industry as she seeks to positively impact the changing nature of journalism.

I recommend Shannon for this award without reservation. If you have any further questions with regard to her background or qualifications, please do not hesitate to contact me.

Laura Michaels
Editor, Franchise Times Corp.
lmichaels@franchisetimes.com

