

Enterprise wins three awards from National Newspaper Assoc.

Written by Holyoke Enterprise

The Holyoke Enterprise has won three awards (two firsts and a second) in the National Newspaper Association's 2010 Better Newspaper Contest and Better Newspaper Advertising Contest.

The Enterprise won:

—1st place for Best Multiple Advertiser Section, Non-daily Division, circulation less than 10,000. This entry was the September 2009 Homecoming Hide & Seek promotion coordinated by Darci Tomky and Jes-c Brandt.

—1st place for Best Small-Page Ad, Non-daily Division, circulation less than 10,000. This entry was a 2009 Valentine's Day promotion for Flower Garden, designed by Darci Tomky. The ad also earned Tomky a first-place award for Best Small Space Ad in the 2010 Colorado Press Association contest last February.

—2nd place for Best Sports Photo, Non-daily Division, circulation less than 3,000. This entry was a football photo taken by Duncan Brandt in September of 2009.

Winners will be recognized at the "Puttin' on the Ritz" award reception Saturday, Oct. 2 during NNA's 2010 Annual Convention & Trade Show at the Omaha Hilton and Qwest Center in Omaha, Neb. First-place entries will be on display during the convention.

NNA Contest Chair Jeff Farren, publisher of the Kendall County Record in Yorkville, Ill., congratulated the Enterprise in an award notification e-mail and said, "The Holyoke Enterprise has been judged by its peers among other entrants and selected to join the roll of this year's award-winning newspapers in these national contests. Winners reflect the high quality of publications represented by the association."

There were 1,990 entries in this year's Better Newspaper Contest and 359 entries in the Better Newspaper Advertising Contest for a total of 2,349 entries. A total of 634 awards were won by

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143 member newspapers in 37 states.

California had the most combined BNC/BNAC wins with 67, followed by Texas with 66 and Wyoming with 59.

Judging was performed primarily by active community newspaper editors and publishers and included retired university journalism professors and retired or former newspaper men and women.

“We deeply appreciate and value the time and talent volunteered by the judges for these contests,” Farren said.

Established in 1885, the National Newspaper Association is the voice of America’s community newspapers and the largest newspaper association in the country. The nation’s community papers inform, educate and entertain nearly 150 million readers every week.