

ARTS/ENTERTAINMENT/ CULTURE REPORTING Keith McLendon

The Judges Said: "All three entries were nice, in-depth pieces."

#### **FIRST PLACE**

#### **BEST STORY PROMOTION USING SOCIAL MEDIA**

"Saratoga Forest Management sawmill" Joshua Wood

#### The Judges Said:

"Excellent use of social media to alert, update and keep the public informed in an ongoing and developing story."



#### **SECOND PLACE**

#### **PUBLIC SERVICE AWARD**

"Primary Election Results" Keith McLendon, Joshua Wood

# The Judges Said:

"It is not easy to beat radio stations when it comes to immediacy. Kudos to the Saratoga Sun for ensuring their readers had this vital information so soon after the election. When readers wake up in the morning, most want to know who won the local election, and this extensive graphic answers those questions."



# The Judges Said: "Excellent use of promoting the printed edition of the paper using social media to tease readers with stories they can find if they pick up a copy."

FIRST PLACE

BEST BRAND PROMOTION USING **SOCIAL MEDIA** Joshua Wood

SECOND PLACE

### **FEATURE PHOTO**

"Rendezvous" Keith McLendon





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#### SECOND PLACE

#### FRONT PAGE DESIGN

Keith McLendon

The Judges Said: "Big pictures are nice to have. People enjoy pictures."



The Saratoga Sun brings home 16 awards in the state's fiercely-contested small-weekly division.



# **MAJOR AWARD** FIRST PLACE

#### ADVERTISING EXCELLENCE AWARD

This award is judged based on design and layout, creativity and impact, selection of type and use of illustrations.

#### The Judges Said:

The special pull-out ad sections in all three papers submitted delivered on creativity and impact. The use of illustrations was excellent in the "Hats off to Ag" section.

Of Interest



#### SECOND PLACE

#### **COLUMN WRITING**

"Enter (and exit) the Sandman," "10 things to supercharge your sex life," and "The week between Christmas." Keith McLendon

#### The Judges Said:

"Shows a great ability to inject humor and still deliver a message that's on point"



#### FIRST PLACE

#### SPORTS COLUMN

'Sports go green too.' "Darting about," and "Pool, from the deep end." Keith McLendon

#### The Judges Said:

"I felt like this was more of a column. I learned something reading this and it was interesting enough to keep me reading the whole thing"



The judges left no comment.

# HONORABLE **BUSINESS/ENERGY** REPORTING Mike Armstrong

MENTION **SPORTS FEATURE** STORY Mike Armstrong

Overcoming all obstacles

The Judges Said: "One of the most interesting stories in the group'



# OUTDOORS/ENVIRONMENTAL REPORTING

Joshua Wood

#### The Judges Said:

"The LaVA forest management series featured concise, well ordered articles that were written in a style that engaged and did not leave the reader pondering about the meaning of technical terms. Technical terms and forest management practices were explained using easy to understand language. Nothing seemed displaced or out of order. Quotes were appropriately used to substantiate facts. In a category excelled in quality entries, these attributes were what put Mr. Joshua Wood's articles above the rest."