



Better Newspaper Contest 2011 Online Awards

Awards Banquet



Better Newspaper Contest

**2011 Online
Awards
for Content & Design**

Awards Banquet



Better Newspaper Contest 2011

Best Overall Website

NJPA Awards

Best Overall Website

Third Place

The Coast
Star

"Star News Group"

Jamie Biesiada

The screenshot shows the homepage of the Star News Group website. At the top, the logo reads "STAR NEWS GROUP" with "The Coast Star & The Ocean Star" underneath. Navigation links include "Subscribe Now", "Submit Your News & Tips", and "Live Webcam". A search bar is located in the top right corner. The main content area features a large article titled "Bullying law back" with a photo of a man speaking at a podium. Below this are several smaller news snippets: "The painting begins", "Teacher contract settled in 31 days", "Beach locker idea scuttled", and "Aquari's Connolly will not seek re-election". There are also sections for "VIDEO GALLERY", "PHOTO GALLERY", "LOCAL EVENTS", and "RESTAURANT GUIDE". A "More Local News Headlines" section lists several articles with dates. The bottom of the page includes an "Events Calendar" and "Video Features" section. The right sidebar contains advertisements for "Manasquan Savings Bank" and "This Week's Ads".

NJPA
NEW JERSEY PRESS ASSOCIATION

Best Overall Website

Second Place

New Jersey Herald

“www.njherald.com”

Staff

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Mobile Lighten Up! Herald FAQs Community Calendar Special Sections Herald Historical Archives E-Edition Traffic Tracker Chef Herald Card

CLICK HERE TO VOTE

Breaking News

Body of Hamburg man found in Newton
Updated: Mar 29, 2012 4:24 PM EDT
 NEWTON — The body of a 31-year-old Hamburg resident was found slumped against a wall of a residential garage along Linwood Avenue Annex on Monday.

Pass It Along helps students find their purpose
Updated at 11:36 PM
 SPARTA — During his afternoon health class, one freshman walked to the front of the room, cell phone to his ear, and called his brother to express his love and gratitude. A bit red in the cheeks, 15-year-old James Schoch made the call in response to a dare. As part of Pass It Along's new program orientation at Sparta High School, the group of freshmen recently played a game of "truth or dare."

Right Now: 47°
 High: 49°
 Low: 31°
 Partly Cloudy
Hopatcong

[Forecast](#) | [Radar & Alerts](#) | [Maps](#) | [Commuters](#)

Latest Headlines

- Fredon site planned for end-of-life care program
Updated: Mar 20, 2012 0:41 AM EDT
- Lockdown drills keep schools prepared
Updated: Mar 20, 2012 12:10 AM EDT
- County to spend less, tax more
Updated: Mar 20, 2012 12:15 AM EDT
- Group aims to stop sexual harassment in schools
Updated: Mar 28, 2012 11:30 PM EDT
- Firefighters extinguish two fires in Sparta
Updated: Mar 28, 2012 11:25 PM EDT
- Menendez, likely GOP opponent meet on Twitter
- Christie to travel to Israel, Jordan
- More Local News

JENNIE SWEETMAN New Jersey Herald njherald.com

DOWN HISTORY'S LANE ON SALE NOW!

Police and Courts More>>

Witness says he heard shots that killed woman, son
 Prosecutors have rested their case in the double-murder trial of a former Pennsylvania corrections officer charged in the deaths of his girlfriend and toddler son almost three years ago. [More>>](#)

Blairstown pair arrested on burglary, other charges
Updated: Mar 28, 2012 12:45 AM EDT
 BLAIRSTOWN — Two Blairstown men were arrested and charged with burglary, theft, conspiracy to commit burglary and receiving stolen property after investigating suspicious activity on Bridge Street. [More>>](#)

Teen uses paint gun as weapon
Updated: Mar 26, 2012 11:10 PM EDT
 HACKETTSTOWN — A 15-year-old East Orange male was arrested and charged with assault and weapons offenses after he allegedly brandished a paint pellet gun and threatened a man outside of the

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Today's Poll

Have you mowed your lawn yet this year?

Yes

No, but it needs it

No

Vote

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SUSSEX COUNTY MATTRESS

5 Stars

For Your Life

- Top health news
- About your money
- Top entertainment news
- For your home and family
- Check your horoscope!

PET EXPO
 4th Annual - NORTHERN NEW JERSEY
 Saturday May 19
 9 a.m. - 5 p.m.

NJ Herald Video

Best Overall Website

First Place

Asbury Park Press

“www.app.com”

Staff

The screenshot shows the Asbury Park Press website interface. At the top, there is a navigation bar with categories like 'CLASSIFIEDS: JOBS, CARS, HOMES, APARTMENTS, DATING, LOCAL ADS, APP CLASSIFIEDS, PLACE AN AD' and a 'Need Help?' link. The main header features the 'APP.com' logo (Asbury Park Press, a Gannett Company) and a menu with 'News', 'Communities', 'Data Universe', 'Sports', 'Deals', 'Leisure', 'Opinion', and 'Obituaries'. A 'Weekly Ad' button is also present. Below the header, there are links for 'Sign up' and 'Log in', and a 'FEATURED' section with 'InJersey Magazine', 'Subscribe', 'Monmouth BestBuys', and 'Ocean BestBuys'. A search bar is located on the right. The main content area is divided into 'Top News' and 'Most Popular' sections. The 'Top News' section features a large article titled 'Audit cites waste at DRPA, questions insurance dealings with Norcross firm' with a photo of George Norcross III. To the right, there is a weather widget showing '54°F' and '62°/37°' with a 'Feels like 45°' and a 'CAST: Detailed | Hour-by-hour | 7-day | Maps' link. Below the weather widget is a 'MARCH JEEP SALE' advertisement for 'THE JEEP STORE .com' featuring a 'BRAND NEW 2012 JEEP LIBERTY' for '\$169. PER MO.' with a 'CLICK FOR LEASE INFO' button. The 'Most Popular' section includes several smaller news items: 'Greek Orthodox church finds new home in Ocean Township', 'Asbury Park apartment house fire displaces 5 residents; no one injured', 'Agreement could be near on artificial reefs', 'Asbury school board fights over color of artificial turf field', 'Controlled burn planned Friday for Ocean Twp.', 'Lower enrollment means higher taxes in Manasquan school budget', 'Middletown students collect clothes, school supplies for peers in Colombia', and 'Manalapan school tax goes up, Englishtown goes down in regional budget'. A 'MORE NEWS | ALL RECENT HEADLINES' link is at the bottom of the news section. A small 'ADVERTISEMENT' label is visible at the bottom right of the page.



Better Newspaper Contest 2011

Best Web Project

NJPA Awards

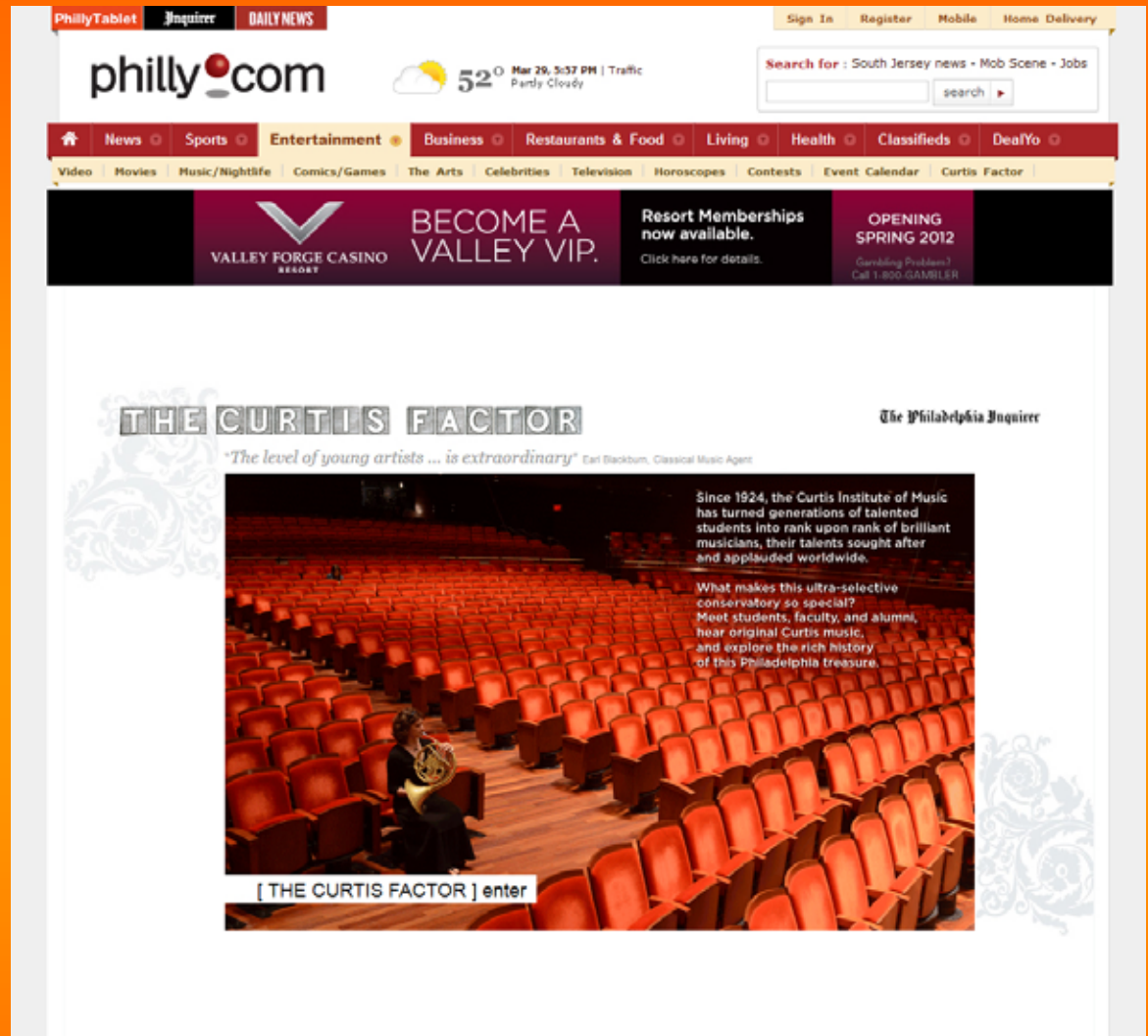
Best Web Project

Third Place

The Philadelphia Inquirer

“The Curtis Factor”

Staff



Best Web Project

Second Place

Asbury Park Press

“Struggling to Understand”

Shannon Mullen
Thomas P. Costello
Dan Sinni
Paul D'Ambrosio



In a small area of New Jersey, a stately clutch of seaside towns and tranquil bedroom communities, nine teenagers and young adults have killed themselves in the past three years.

Among them, several were gifted students and standout athletes at Manasquan High School. Their futures, it seemed, were boundless. Six ran into the paths of speeding commuter trains. Three hanged themselves.

It is called a suicide cluster.

It almost never happens in America.

As the community looked inward after several deaths, the students, parents, teachers, psychologists and police fought to prevent further deaths while spreading a powerful message: Life is good.

[SEE OUR SPECIAL REPORT »](#)

Best Web Project

First Place

Asbury Park Press

“A Year in Tent City”

Shannon P. Mullen
Peter Ackerman
Dan Sinni

The screenshot shows a web page with a dark header and navigation menu. The main title is "A YEAR IN TENT CITY" with the subtitle "Living Homeless and on the Edge". The page is divided into two columns. The left column features a series of articles under the heading "A Homeless Odyssey":

- PART ONE: The new kid in camp** - For the past year, Chris Hardman's life has been like an endless camping trip with an ailing father who can't find his way out of the woods. [More...]
- PART TWO: Turning up the heat** - One day in early July, shortly before noon, a black Lexus ES350 quietly rolled into the [More...]
- PART THREE: Small agency, huge challenge** - In his prime, the Rev. Jimmy Wilcox was a dynamic community activist and affordable [More...]
- A desperate deal** - Chris Hardman, who moved into Lakewood's Tent City with his father, Doug, last February, has kept STEPS, the nonprofit agency designated to help people like him get out of the woods, at arm's length. [More...]
- The county's role** - Over Tent City's 3-year existence, representatives of a host of social services agencies have gone into the camp numerous times to try to help the people living there. [More...]

The right column features a video player titled "The View from Inside" showing people at a campfire. Below the video is a caption: "Minister Steve and Tent City" and "Minister Steve Brigham and his homeless camp in...". Below the video is a section titled "Images of the Camp" with a photo of a man in a bus and a caption: "One man's crusade" and "Steve Brigham, a local minister and homeless activist, was instrumental in establishing a...".



Better Newspaper Contest 2011

Best Multimedia Element

NJPA Awards

Best Multimedia Element

Third Place

The Press of Atlantic City

“School in Suspension”

Sarah Watson
Krishna Mathias

The screenshot shows a news article from The Press of Atlantic City. At the top, there is a banner for advertising: "Place your ad with South Jersey's #1 media source" with the logo for The Press of Atlantic City. Below this is the website's navigation bar with categories like Home, News, Opinion, etc., and a search bar. The main headline is "School in suspension" with a sub-headline "Egg Harbor Township High School". The article text states: "Delays involving the renovation and expansion of the school have caused hardships for students and nearly doubled the cost." It is credited to Sarah Watson and Dale Gerhard. A large aerial photograph of the school campus is shown with numbered callouts (1-9) pointing to various buildings and areas. A list on the left side of the photo identifies these areas: 1 Cafeteria, 2 Gymnasium, 3 New classrooms, 4 New main entrance, 5 Media center & library, 6 Main office, 7 Auditorium, 8 Freshmen classrooms, and 9 Stadium & track. To the right of the main article, there are two smaller featured articles: "EDUCATION AT THE KNIFE'S EDGE" and "THE CULINARY ARTS INSTITUTE". Below these is a large advertisement for "WHITE HOUSE SUB SHOP" with the text "BEST ITALIAN SUBS" and "WORLD FAMOUS SUBMARINES". At the bottom of the page, there is a "What's Happening ..." section with a "Police Blotter" link.

Best Multimedia Element

Second Place

The Press of Atlantic City

“Pearl Harbor Survivors Discuss Attack”

Rob Spahr

The screenshot shows the Press of Atlantic City website's search interface. At the top, the site's logo is visible, along with a search bar containing the text 'pearl harbor survivor'. Below the logo is a navigation menu with links for Home, News, Opinion, Obits, Sports, Business, A&E, Hometown, Ways To Get Us, and BizFin. A banner for a documentary titled "WEATHERING THE STORM" is displayed. The search results section shows a single result for the keyword 'pearl harbor survivor', with the type set to 'video' and results per page set to '10'. The result is titled "SPECIAL: Pearl Harbor survivors discuss attack" and is dated Tuesday, December 6, 2011 9:24 pm. The article text describes the 70th anniversary of the Pearl Harbor attack and mentions that four local survivors discuss their experiences. The video is credited to Press of Atlantic City staff writer Rob Spahr.

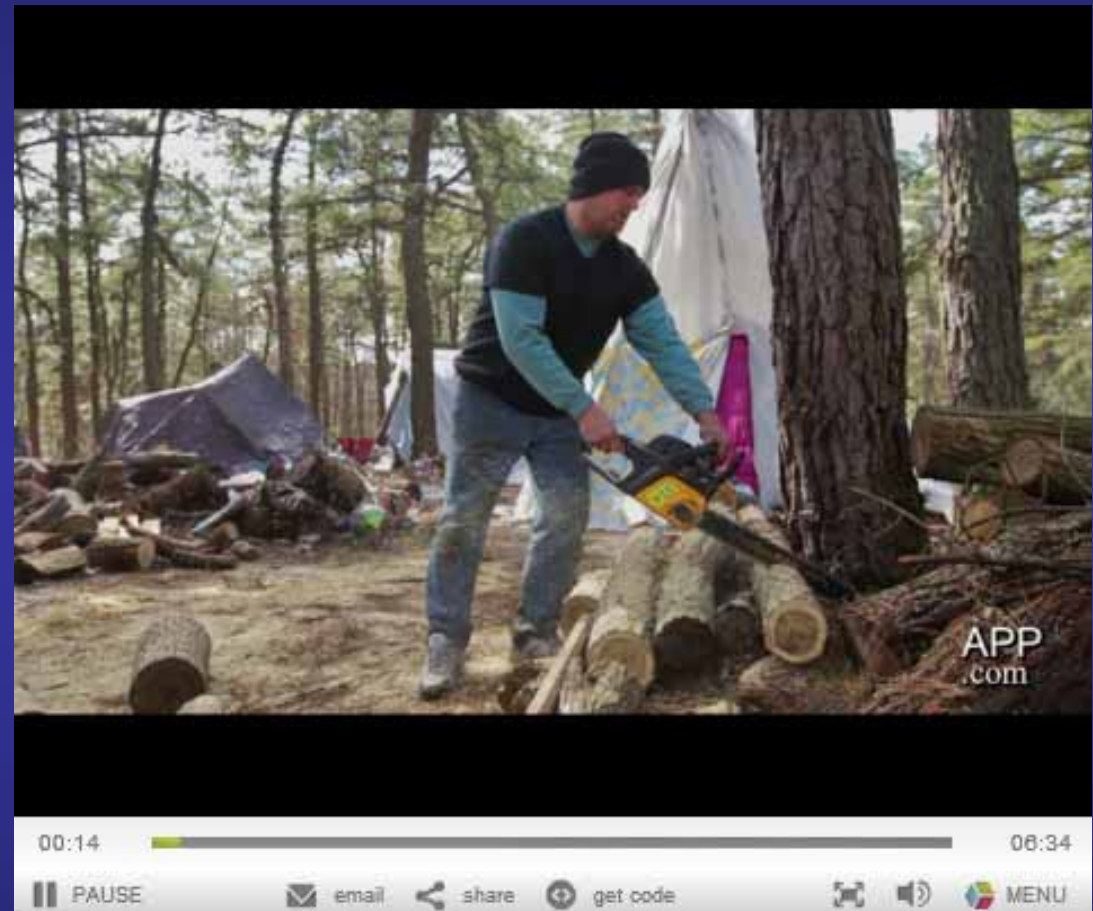
Best Multimedia Element

First Place

Asbury Park Press

“Life in the Camp”

Peter Ackerman
Shannon P. Mullen





Better Newspaper Contest 2011

Best Blog

NJPA Awards

Best Blog

Third Place

The Record (Bergen County)

“Jersey Dog”

Naomi Seldin
Ramirez

NorthJersey.com Web Search By **YAHOO!**

Search SEARCH

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ALL BLOGS | Bergen Beat | Passaic Posts | Fire & Ice | Meadowlands Matters | The Source | NJ Nets Nation | Knicks Zone | BirBlog | True Blue | The Beat | Jersey Dog

Jersey Dog

Animal news and views in North Jersey (and beyond)
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An abandoned puppy's story

POSTED ON THURSDAY, NOVEMBER 3, 2011 9:00 AM
BY NAOMI SELDIN RAMIREZ



Petey the day he was rescued. He was just two weeks old.

Leslie Beck was walking her beagle in Wallington when she heard something crying. "I thought it was a cat up a tree, so I went to take a look," she said. She found something else: a puppy sitting on a soiled blanket under a bush, scared and alone.

She scooped him up and rushed him home, then to Oradell Animal Hospital in Paramus.

The staff looked him over. He was two weeks old at most, with a front paw that bent the wrong way.

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Animal videos

Today's Top Videos available in 00:10



NJPA
NEW JERSEY PRESS ASSOCIATION

Best Blog

Second Place

The Press of Atlantic City

“A Photographer’s View”

Vernon Ogradnek

The screenshot shows a web browser displaying a blog post on the Press of Atlantic City website. At the top, there is a banner for advertising with the text "Place your ad with South Jersey's # 1 media source" and the logo for "The Press of Atlantic City". Below the banner is the website's navigation bar, including a search box and a weather widget showing 57° and cloudy. A secondary navigation bar features a link to a documentary titled "WEATHERING THE STORM". The main content area displays a "Breaking News" alert about a school bus crash. The featured article is titled "Shooting Better Sunsets" by Vernon Ogradnek. The article text discusses wildlife and scenic landscape photography in Southern New Jersey, offering tips on how to capture better sunset photos. To the right of the article are two advertisements: one for "winkflash" offering a 50% discount on photo books, and another for "White House Sub Shop" advertising Italian subs. At the bottom right, there is a bio for the author, Vernon Ogradnek, including his title as a photographer for The Press of Atlantic City and his contact information.

NJPA
NEW JERSEY PRESS ASSOCIATION

Best Blog

First Place

The Alternative Press

“Uncommon Sense”

Henry Bassman

The screenshot shows the homepage of TheAlternativePress.com. At the top, the site name is displayed with the tagline "Your Neighborhood News Online". There are social media icons for Twitter, Facebook, and RSS, along with a "New Jersey" logo and a "SEARCH TAP" button. A navigation bar includes links for "Login / Sign up", "Make TAP Your Homepage", and "Get Local News in Your Email Each Day". A weather widget shows "52° Mostly Cloudy" for Newark Airport. A sidebar on the left offers "TAP Into Your Town's News" with a "Choose a Town" dropdown. A main banner for "Weinberger Law Group" offers a "FREE CONSULTATION". Below this, a yellow bar invites users to sign up for local news via email. The main content area features a blog post titled "Home Sweet Home - Veterans Day 2011" by Henry Bassman, dated Wednesday, November 9, 2011 at 5:50pm. The post discusses the author's experience returning home from Vietnam. To the left of the post are three vertical advertisements: "British Home Emporium", "Allegra & Company Investment and Wealth Management", and "ShareNJ 5K Race to Save Lives". To the right are three more vertical advertisements: "Skin Deep Day Spa", "Deonfron Are you 'In the Know'?", and "CareOne Senior Care".

TheAlternativePress.com
Your Neighborhood News Online

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Powered by Google Translate
New Jersey
SEARCH TAP »

Login / Sign up | Make TAP Your Homepage | Get Local News in Your Email Each Day »

Home | Sections | Columns | Calendar | Find a Business | Real Estate | Classifieds
52° Mostly Cloudy
Newark Airport, NJ (11/ 57° / 10/ 30.6)

TAP Into Your Town's News
Choose a Town ▾

Weinberger Law Group True authorities on NJ Family Law.
FREE CONSULTATION

You can now receive your local news via email, customized for you! [Click here to sign up](#)

Uncommon Sense
Home Sweet Home - Veterans ...

Home Sweet Home - Veterans Day 2011
Henry Bassman
Wednesday, November 9, 2011 • 5:50pm

When I returned home from Vietnam, my father's World War II buddies made me feel as if I had just joined a sacred fraternity. Coming home was something I had looked forward to for more than a year. Making it home was a joyous experience. I was changed in ways I hadn't anticipated. I felt as if I slept for almost a month and I jumped at every loud sound. I even found myself lying on the floor of our home once when I heard a sound resembling small arms fire. But I gradually relaxed as my body and mind got used to not being on alert.

Over the years, my emotions have moderated, the nightmares have become less frequent and the hypervigilance only occurs when there is a trigger event. But even today, every time I think about my tour in Vietnam I am thankful for being here rather than there. I am guessing that the feelings are pretty much the same for the men and women who served in the Gulf War and the War Against Terror.

My next assignment was to a military post in New York City. As a soldier in New York in 1968, I learned pretty quickly that there were certain bars where people wouldn't let me pay for a drink because I was a soldier. There were other bars where I couldn't finish a drink because I would be verbally assaulted and insulted for being a soldier.

Thankfully, times have changed. I am no longer reluctant to admit I served in Vietnam. I see military personnel being greeted with the respect and warmth they deserve. But I still get extremely upset when someone brags about dodging the draft or, if in the military, maneuvering out of an assignment to a combat zone. Vietnam-era

BRITISH HOME EMPORIUM

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INVESTMENT AND WEALTH MANAGEMENT
MURRAY HILL, NJ

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Better Newspaper Contest 2011

Best Video

NJPA Awards

Best Video

Third Place

The Star-Ledger

“New Jersey Man Captures and Preserves Spider Webs on Glass”

Andre Malok



New Jersey man captures and preserves spider webs on glass



Posted: Tuesday, July 26, 2011, 6:18 PM



By Andre Malok/The Star-Ledger

 Follow

Emil "Rocky" Fiore has been exploring the woods and caves along the eastern slopes of the Palisades in search of spider webs for more than 30 years. Fiore has perfected a process of mounting the orb weaver webs using spray paint, varnish and glass. His work is marketed through more than a dozen retailers in the United States including Evolution in New York City and the Bone Room in Berkeley California. Fiore estimates that he has captured and preserved more than 15,000 webs. (Video by Andre Malok / The Star-Ledger)

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Tags: [alpine](#), [bergen](#), [palisades](#), [spiders](#), [webs](#)

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Video tools



0

Comments

 Feed

 Post a comment

Best Video

Second Place

The Star-Ledger

“Young Matthew Whitaker
Demonstrates
His Musical Gifts”

John Munson



Young Matthew Whitaker demonstrates his musical gifts

Posted: Saturday, March 05, 2011, 12:16 AM



By **John Munson/The Star-Ledger**

[Follow](#)

Nine-year-old Matthew Whitaker's life is filled with music. Ever since getting a keyboard for his third birthday, he has amazed everyone who hears him play. Spend a day with him and see why he's called a musical prodigy. Video by John Munson/The Star-Ledger

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1

Comments

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Corin_Droz_16

March 06, 2011 at 11:30PM



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I had the pleasure of working with Matthew last summer. So proud

Best Video

First Place

Asbury Park Press

“One Camper’s Hope”

Peter Ackerman
Shannon P. Mullen





Better Newspaper Contest 2011

Innovation Award

NJPA Awards

Innovation Award

Third Place

The Express-Times

“Somebody Do Something on lehighvalleylive.com”

Janice Blake-Piccotti
Alyssa Young

The screenshot shows the lehighvalleylive.com website interface. At the top, there are navigation links for Home, News, Weather, Sports, Entertainment, Interact, Jobs, Autos, Real Estate, Rentals, Classifieds, and Find a Save. A search bar is present with the text "Search for keywords, people, locations, obituaries, Web ID and more". Below the navigation, the page title is "Posts with tag 'somebody do something'". There are tabs for "All items", "Posts", "Photos", and "Videos". The main content area lists three articles:

- Somebody Do Something: Tell us about trouble spots that need attention**
By Janice Blake-Piccotti | The Express-Times
July 22, 2011, 10:22AM
We'd like to hear about trouble spots across the Lehigh Valley and northwest New Jersey that need to be fixed. [Full story >](#)
Comments: 52
- Somebody Do Something is back in style as readers clamor to get the word out on problems**
By Joseph P. Owens | South Jersey Media Group
July 25, 2011, 1:38PM
'Slackers Bridge' — the link between Stockertown and Tatamy — is a case in which nobody did anything. [Full story >](#)
Comments: 15
- Somebody Do Something: Abandoned building in Phillipsburg is an eyesore**
By Janice Blake-Piccotti | The Express-Times
July 29, 2011, 2:33PM
At least two readers pointed it out as a community blight. See more PHOTOS. [Full story >](#)
Comments: 37

On the right side of the page, there is a "NEW JOBS THIS WEEK" section with three job listings: CAPS QA Manager, Social Services The Arc, Warren, and Summer Intern - Accounting/Finance. Below this is a "From Our Advertisers" section with a link to "Advertise With Us >".

Innovation Award

Second Place

The Philadelphia Inquirer

“Health Portal”

Karl Stark

The screenshot shows the 'philly.com/Health' website. At the top, there are navigation links for 'PhillyTablet', 'Inquirer', 'DAILYNEWS', and 'philly.com'. A search bar is located in the top right corner. Below the navigation is a main menu with categories: 'HEALTH NEWS', 'FITNESS', 'TOOLS', 'FORUM', 'CALENDAR', 'VIDEO', 'BLOGS', and 'SPECIAL REPORTS'. A large banner at the top reads 'redesigned reinvented reimagined' with a 'ROLLOVER' label. Below this is a 'LIVE CHATS' section with a transcript link. The main content area is titled 'The Latest In Health' and features a large article about autism diagnosis rates. To the right of the main article is an advertisement for Rothman with the same 'redesigned reinvented reimagined' slogan. Below the main article is a 'More in Health' section with four video thumbnails. At the bottom, there is a 'Health Tools' section with a 'Hospital Guide' link. On the right side, there is a 'Most Popular' section with a list of trending articles.

PhillyTablet Inquirer DAILYNEWS philly.com Sign In Register Search

philly.com/Health

HEALTH NEWS FITNESS TOOLS FORUM CALENDAR VIDEO BLOGS SPECIAL REPORTS

ROLLOVER redesigned reinvented reimagined

LIVE CHATS Transcript: Live chat on medical assistance in Pa. Like 203 Follow Ret 4

The Latest In Health



Autism diagnosis rates continue sharp rise

Autism cases are on the rise again, largely due to wider screening and better diagnosis, federal health officials say. The rate of U.S. cases of autism and related disorders rose to about 1 in 88 children. The previous estimate: 1 in 110.

MORE IN HEALTH

- Video: Healthy Kids Minute: UV sunglasses
- Healthy Kids: Spring allergy season's here already
- Dating violence common by 7th grade
- US reviews research risks amid bird-flu debate

VIDEO: Healthy Kids Minute on healthy meals

SPECIAL SECTION: Keeping fit and living life with heart

VIDEO: Eastern State's operating room

CONTEST: Finding Philly's defibrillators

Health Tools

Hospital Guide

Most Popular

VIEWED SHARED

- Being 'Born-Again' Linked to More Brain Atrophy: Study
- 911 Dispatchers May Suffer From Post-Traumatic Stress
- Virginia man injured in gun accident gets new face
- Penn study finds cardiac scan accurately assesses heart-attack risk
- Why heart doctors are leaving practice to work for hospitals
- Justices wrestle with whether health-care overhaul should be all or nothing
- U.S. cancer rates continue downward trend
- Study Looks at Nude Images' Effect on the Brain
- Many Parents in the Dark About Drug-Resistant Infections: Study
- When the GI bug is bugging your child

More Most Viewed

Innovation Award

First Place

The Press of Atlantic City

“Niche Mobile Websites”

Steve Warren
Mike DellaVecchia

The screenshot displays the mobile website for 'pressofAtlanticCity'. At the top, there is a header with the site's name. Below the header is a featured image of a musician performing, with a caption 'DMB Caravan Photos - [view more »](#)'. The main content area is a vertical list of menu items, each with a right-pointing arrow: 'Breaking News', 'Dave Matthews Band puts memorable end to three days of Caravan', 'Michael Franti and Spearhead perfect art of putting on a show', 'Remember Dave Gray? He's alive and well and playing in Atlantic City', 'TWITTER UPDATES', 'FACEBOOK UPDATES', 'CONCERT MAP', 'CONCERT SCHEDULE', 'VIDEOS', 'PHOTOS', 'WEATHER RADAR', and 'NEED A LIGHT?'. At the bottom, there is a footer with the text 'powered by' and the 'pressofAtlanticCity.com' logo.



Better Newspaper Contest 2011

Best Web Event

NJPA Awards

Best Web Event

Third Place

The Press of Atlantic City

“Dave Matthews Band Caravan”

Staff

The screenshot shows the homepage of the website **pressofAtlanticCity**. At the top, there is a banner for a survey: "What do you think about Atlantic City? We want to hear about your AC experience and we'll pay you to tell us! Call (682) 233-6640 or click here submit your feedback." The banner also features the **Gist Research** logo with the tagline "Research with practical impact".

Below the banner is the website's navigation menu, including links for Home, News, Opinion, Obits, Sports, Business, A&E, Hometown, Ways To Get Us, BizFinder, Real Estate, Wheels, Jobs, and Classifieds. A search bar and a weather widget showing "57° Cloudy" are also present.

The main content area features a large banner for a documentary: **"WEATHERING THE STORM" Documentary from The Press Watch Video**. Below this is a **Breaking News** section with the headline: "Several students taken to hospital after Galloway school bus crash".

The featured article is titled **DMB Caravan News**. The main image shows a member of the Dave Matthews Band performing on stage. The article text reads: "DMB Caravan performs Sunday June 20 2011 Dave Matthews Caravan, Reder Field Atlantic City (The Press of Atlantic City / Ben Foglietta)".

To the right of the article is a promotional graphic for the **2012 SUMMER TOUR** of the **DAVE MATTHEWS BAND**, with the text "ON SALE NOW" and "DATES & TICKETS".

Below the article is a **Top Stories** section with a headline: **Dave Matthews Band puts memorable end to three days of Caravan**. This section includes a social media feed titled "pressofAtlanticCity's DMB Caravan Updates" with several tweets from users like PaddyOMurphy, GingaNinja420, and JAGTIB.

On the right side of the page, there is an advertisement for "European Hospitality on the Jersey Shore!!" featuring a photo of a living room. Below the ad is a **More Headlines** section with a headline: "Dave Matthews Band puts memorable end to three days of Caravan".

Best Web Event

Second Place

Asbury Park Press

“Officer Matlozs
Slaying”

Staff

The screenshot shows the top navigation bar of the APP.com website, including links for Classifieds, Jobs, Cars, Homes, Apartments, Dating, Local Ads, App Classifieds, and Place an Ad. The main header features the APP.com logo and navigation tabs for News, Communities, Data Universe, Sports, Deals, Leisure, Opinion, Obituaries, and Help. Below the header is a search bar and a featured section for InJersey Magazine. The main article is titled "LAKEWOOD PATROLMAN CHRISTOPHER MATLOSZ SLAYING" with a sub-headline: "Lakewood Patrolman Christopher Matlozs was slain on the afternoon of Jan. 14, 2011, shot three times at close range in his police cruiser." A large photo of Officer Matlozs in uniform is displayed. To the right of the photo is an advertisement for "Also See . . ." featuring a "WATCHDOG" section with articles like "Tainted Waters" and "Christie's Cuts". Below the photo is a "PHOTO GALLERIES:" section with eight small images and captions: "Officer Christopher Matlozs", "Ocean County Prosecutor's office announces the arrest of suspected killer of Lakewood Police officer Christopher Matlozs", "Candlelight vigil for Patrolman Christopher Matlozs", "Viewing of slain Lakewood Officer Christopher Matlozs", "Wake for Officer Christopher Matlozs", "Aerial Views of the Matlozs Funeral", and "Funeral of Lakewood Police Officer Christopher Matlozs". To the right of the gallery is a list of related news items with dates, such as "Murder trial begins today for suspect in Lakewood Officer Christopher Matlozs shooting Jan 17, 2012" and "Jan. trial set for accused cop killer Nov 29, 2011".

Best Web Event

First Place

The Star-Ledger

“Hurricane Irene Coverage: Aug. 24-Sept. 2, 2011”

Staff

The screenshot shows the Star-Ledger website interface. At the top, there are navigation links for Home, News, Weather, Sports, Entertainment, Living, Interact, Jobs, Autos, Real Estate, Rentals, Classifieds, and Find n Save. Below this is a search bar and a navigation menu with links like Business, Columns, Education, National, Obits, Opinion/NJ Voices, Politics, Star-Ledger, Town pages, Forums, and More. The main content area features a headline: "N.J. prepares for Hurricane Irene, for better or worse" by Star-Ledger Staff, published on Wednesday, August 24, 2011. The article includes social media sharing options (Recommend, Comment, Tweet, Facebook, Email, Print) and a map titled "Tropical Storm Force Wind Speed Probabilities" showing the hurricane's path. To the right, there is a sidebar with a "Sponsored By" section for the New Jersey Lottery and a "DREAM JACKPOTS" advertisement. Below the sidebar, there is a "More New Jersey Real-Time News" section with a list of stories and their comment counts.



Better Newspaper Contest

**2011 Online
Awards
for Advertising**

Awards Banquet



Better Newspaper Contest 2011

Best Online Advertising Single Ad - Static

NJPA Awards

Best Online Advertising - Single Ad - Static

Third Place

The Star-Ledger

"Governor's Jefferson Awards PNC"



Sales

Charlie San Fillipo, Brian Pfeifer

Design

Suzanne Anan

NJPA
NEW JERSEY PRESS ASSOCIATION

Best Online Advertising - Single Ad - Static

Second Place

The Star-Ledger

"\$69 Professional Gutter Cleaning"



Sales

Lauren DeMaio, Dawn Apisa

Design

David Petersen

NJPA
NEW JERSEY PRESS ASSOCIATION

Best Online Advertising - Single Ad - Static

First Place



The Star-Ledger

"Newark Black Film Festival"

Sales

Tracey Brandstatter

Brian Pfeifer

Design

Suzanne Anan



Better Newspaper Contest 2011

Best Online Advertising Single Ad - Animated

NJPA Awards

Best Online Advertising - Single Ad - Animated

Third Place

The Star-Ledger

“Cherry Hill Public Schools”

**CHERRY HILL
PUBLIC SCHOOLS**



Sales

Ricky Bell, Kim Alvarez

Design

David Petersen

NJPA
NEW JERSEY PRESS ASSOCIATION

Best Online Advertising - Single Ad - Animated

Second Place

Asbury Park Press

"Hillbilly Horrors"

ROLLOVER AD FOR SMOKE

HILLBILLY HORRORS

OPEN: MONTH OF OCTOBER
FRI & SAT ONLY | 7:00PM - 10:00PM
SPECIAL OPENING NIGHT
SUNDAY, OCTOBER 9TH | \$15 PER VICTIM
*Not recommended for children under 12 years

Argos
609.693.3513
1250 Lacey Rd,
Forked River, NJ 08731

Nicole Kearney

Best Online Advertising - Single Ad - Animated

First Place



Hurry in today!
449 New Brunswick Ave.
Fords, NJ 732-738-7322

Click Here!

There's Only One
Fords Jewelers
New Jersey's Legendary Jeweler

The advertisement features a collection of jewelry: a pair of square-cut diamond earrings, a matching diamond bracelet, and a chronograph watch with a metal link bracelet. The watch face is black with three sub-dials and a date window. The background is white, and the text is in a serif font. A red button with white text 'Click Here!' is positioned to the right of the jewelry. The bottom of the ad has a dark blue background with white text.

Home News Tribune

"Graduation"

Deanna Ditty

Lisa Hoffman



Better Newspaper Contest 2011

Best Online House Ad or Campaign

NJPA Awards

Best Online House Ad or Campaign

3rd Annual
NORTHERN NEW JERSEY
PET EXPO
Saturday, May 21, 2011
9 a.m. - 5 p.m.

New Jersey Herald nj.fox.com

PET EXPO 9 a.m. - 5 p.m.

Saturday, May 21, 2011
Sussex County Fairgrounds
Augusta, NJ

FAMILY FUN! • PETS WELCOME!

Click here for more information!

Third Place

New Jersey Herald

“Northern New Jersey
Pet Expo”

Lee Williams

Best Online House Ad or Campaign



Second Place

New Jersey Herald

"9.11.01 Tribute Lawn Sign"

Lee Williams

Best Online House Ad or Campaign



CHEF HERALD II
DINING CARD

ORDER ONLINE

Only 1,000 Chef Herald Dining Cards will be sold! Order your card today! Once ordered, your card will arrive in 4-6 days. Cards are also available for pickup at our office on 2 Spring Street in Newton.

Click add to cart to order

[Add to Cart!](#)

Only \$20 each
(\$1.00 handling fee will be added to all online orders.)

The New Jersey Herald's "Chef Herald" Dining Card is a **phenomenal** program offering Buy One - Get One **FREE** offers at participating restaurants in the Sussex County area!

The **Chef Herald Dining Card** is the perfect gift for your family, friends, coworkers, and anyone else you know who likes to eat out!

\$20 Per Card

Buy One - Get One FREE Offers!

ORDER ONLINE AT WWW.NJHERALD.COM

PARTICIPATING RESTAURANTS

RULES:

- This card will be of equal or lesser value than the last meal purchased.
- Some items do not include appetizers, desserts or wine.
- No cash menu items.
- Offers are not valid in combination with other promotional/discounted special offers.
- This card can expire.
- Card not valid when table is payment through restaurant sign or table in restaurant.
- Non-alcohol items not included.
- Use in restaurants only.
- Card should be for amount of meal before discount.
- Not valid on major holidays.
- Card valid Sunday through Friday and after 6 p.m. on Saturday.
- Card valid through 3/31/12.

Please fill out the form below and mail to: The New Jersey Herald, Chef Herald Dining Card, P.O. Box 100, Newton, NJ 07860. Cards will be mailed the week of March 21. Cards will be available for sale in our office starting April 1, 2012. Call 973-983-1067 for more information or to order a Chef Herald Dining Card.
*NJPA would like to purchase a Chef Herald Dining Card!

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____
How would you like to be notified? _____
Please be notified by The New Jersey Herald.
Please check the boxes that apply: Mailed Office Other Other Other
Card number: _____ Exp. date: _____
Signature: _____

First Place

New Jersey Herald

"Chef Herald"

Lee Williams
Sales Staff

NJPA
NEW JERSEY PRESS ASSOCIATION



Better Newspaper Contest 2011

Congratulations!

For this presentation & list of winners:

www.njpa.org

Awards Banquet