

# All Membership Classes Award Winners

**Award A01, Best Example of Effective Advertising Promotion Originating with the Publication, First Place, Rhode Island Catholic, Providence, R.I.**

## A01 Best Example of Effective Advertising Promotion Originating with the Publication

- First Place**  
*Rhode Island Catholic*, Providence, R.I., "Christmas trees promotion" by Richard Lafond  
Reporting results of this promotion won this category for this publication. The promotion's message could resonate with potential advertisers on a personal and business level.
- Second Place**  
*Fe Fuerza Vida*, Roosevelt, N.Y., "Who is the man who had led a million and a half Catholics in Long Island for the last 10 years?" by Elizabeth Rosenthal
- Third Place**  
*Western New York Catholic*, Buffalo, N.Y., "Respect Life Supplement" by Carolyn Luick
- Honorable Mention**  
*Western New York Catholic*, Buffalo, N.Y., "Delivering God's message one story at a time" by Kevin Hassett

## A02a Best Single Ad Originating with the Publication - Black and White

- First Place**  
*Montana Catholic*, Helena, Mont., "Foundation for the Diocese of Helena" by Brooke Tierney, Renee St. Martin Wizegan  
Excellent. Good image. Great message.
- Second Place**  
*Catholic Voice*, Omaha, Neb., "Archdiocese of Omaha" by Shannon R.A. Tarvin  
Good use of white space. Very clear.
- Third Place**  
*Arlington Catholic Herald*, Arlington, Va., "Precious Pearls of Hope" by Victoria Motsay, Advertising Staff  
Good use of black.
- Honorable Mention**  
*Catholic New World*, Chicago, Ill., "Michael the Archangel Church - Fish Fry" by Audrone Kizys, Michelle Vielleux

## A02b Best Single Ad Origination with the Publication - Color

- First Place**  
*East Texas Catholic*, Beaumont, Texas, "Remembering 9/11" by Juan Ceja  
Great use of text and patriotic imagery. Compelling.
- Second Place**  
*The Visitor*, St. Cloud, Minn., "Life" by Rose Kruger-Fuchs  
Demonstrates life at every stage. Very powerful.
- Third Place**  
*Columbia*, New Haven, Conn., "They're Depending on You" by Justin Perillo  
Good use of photography to demonstrate the "shield" theme.
- Honorable Mention**  
*Florida Catholic*, The, Orlando, Fla., "Catholic Charities" by Michael Jimenez  
*Columbia*, New Haven, Conn., "Our Symbol of Strength for Nearly a Century" by Justin Perillo

## A03 Most Effective Single Piece of Print Circulation Promotion

Not Enough Entries to Judge This Category

## A04 Most Effective Single Promotion Piece to Build Website Traffic

Not Enough Entries to Judge This Category

## A05 Best Print Circulation Promotion Campaign

Not Enough Entries to Judge This Category

## A06 Best Promotion Campaign Designed to Drive Traffic to the Publication's Website

Not Enough Entries to Judge This Category

## A07 Best Media Kit Created in 2011

- First Place**  
*Fe Fuerza Vida*, Roosevelt, N.Y., "Advertising Landscape" by Elizabeth Rosenthal and Cesar Gonzalez  
Contains what a buyer needs, including online supplementation.
- Second Place**  
*Faith Magazine*, Lansing, Mich., "Faith Lansing Advertising Brochure" by Bruce Everett, Frank Iacovella  
Very clean and crisp; can be used multiple ways; no online information
- Third Place**  
*U.S. Catholic*, Chicago, Ill., "U.S. Catholic Media Kit" by Val Russell, John Rodriguez, Fran Hurst and Kathie Votra  
Very good.
- Honorable Mention**  
*iOYE!*, Chicago, Ill., "iOYE! Media Kit" by Carmen Aguinaco, Elisabeth Roman, John Rodriguez, Val Russell  
*The Dialog*, Wilmington, Del., "The Dialog Media Kit" by Staff

## A08 Best Local Retail Campaign Originating with the Publication

- First Place**  
*Catholic Voice*, Omaha, Neb., "Parables" by Shannon R.A.

**Award A07, Best Media Kit Created in 2011, First Place, Fe Fuerza Vida, Roosevelt, N.Y.**

- Tarvin  
Noticeable and coded. So measurable for retailer.
- Second Place**  
*Arlington Catholic Herald*, Arlington, Va., "The Irish Collection" by David Garcia, Advertising Staff  
Good seasonal color.
- Third Place**  
*Arlington Catholic Herald*, Arlington, Va., "The Irish Walk" by Victoria Motsay, Alejandro Freite, Advertising Staff  
Good imagery.
- Honorable Mention**  
*Rhode Island Catholic*, Providence, R.I., "Aunt Carrie's ad" by Laura Kilgus, Richard Lafond

## A09 Best Advertising Volume Builder

Not Enough Entries to Judge This Category

## A10 Best Promotional House Ad

- First Place**  
*Catholic Herald, Diocese of Madison*, Madison, Wis., "How do you like your soul?" by Kat Wagner  
Very good
- Second Place**  
*Texas Catholic Herald*, Houston, Texas, "God's love is timeless/Our website is not" by Catherine Viola and Jenny Faber  
Well done.
- Third Place**  
*Florida Catholic*, The, Orlando, Fla., "In print or digital" by Michael Jimenez, Michael Carlock  
Love that this ad is so measurable.
- Honorable Mention**  
*Compass*, The, Green Bay, Wis., "Mass the Real Deal" by Katie Jagiello  
Very good.

## A11a Best Online Blog - Group or Association

- First Place**  
*One Magazine*, New York, N.Y., "One to One" by Staff  
In depth articles, eye opening issues. Addresses social justice from a global perspective. Blog is well designed with strong photography, easy navigation and connection to social media formats.
- Second Place**

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Award A11b, Best Online Blog, Publication, First Place, America Magazine, New York, N.Y.

Christian Foundation for Children and Aging, Kansas City, Kan., "Around the World with CFCA" by Shanxi Omoniyi, Staff

Impressive amount of meaningful content addressing issues of social justice. Serves to open eyes, hearts and minds. Easy access to social media.

**Third Place**

USCCB, Washington, D.C., "USCCBLOG" by Sister Mary Ann Walsh, Don Clemmer, Mar Muñoz-Visoso

Blog is true to its mission. Clean design and well written. Helps readers gain new insights and come to greater understanding of issues through thoughtful reflection.

**A11b Best Online Blog – Publication**

**First Place**

America Magazine, New York, N.Y., "In All Things" by Staff

Addresses timely and controversial topics in ways that help us question our positions and understand issues from more informed positions. An outstanding blogging experience.

**Second Place**

U.S. Catholic, Chicago, Ill., "U.S. Catholic Blog" by U.S. Catholic Editors

Contemporary content. Clean, easy navigation. Lively topics.

**Third Place**

Catholic Courier, Rochester, N.Y., "Our Two Cents" by Staff

Works well as an extension of the publication.

**A11c Best Online Blog – Individual**

**First Place**

National Catholic Reporter, Kansas City, Mo., "Distinctly Catholic" by Michael Sean Winters

Impressive research. Seeks wide ranging topics and engages in meaningful and thought provoking commentary. Very lively. Demonstrates consideration for a broad range of opinions. Accomplished blogging!

**Second Place**

National Catholic Reporter, Kansas City, Mo., "Just Catholic" by Phyllis Zagano

Thoughtful and thought provoking. Powerful voice for woman's perspective.

**Third Place**

Hendey, Lisa, Fresno, Calif., "CatholicMom.com" by Lisa M. Hendey

Clean layout. Sharing made easy for readers and contributors. Lively forum formats. Addresses real time concerns for target readers.

**Honorable Mention**

National Catholic Reporter, Kansas City, Mo., "All Things Catholic" by John L. Allen Jr.



Award A12, Best Online Content Not Published in Print, First Place, U.S. Catholic, Chicago, Ill.

**A12 Best Online Content Not Published in Print**

**First Place**

U.S. Catholic, Chicago, Ill., "U.S. Catholic Online Content: A Few Brave Men Slide Show" by Jackie Spinner

This is the kind of reporting that should win awards. It starts with a wonderful topic, about a group of men whose stories may have been ignored by other media. The story is beautifully told by the writer.

**Second Place**

Catholic Chronicle, Toledo, Ohio, "Holy Cross School breaks ground on chapel; Sisters' Portiuncula Chapel marks 75th anniversary; Diocesan employee placed on administrative leave; Bishop Ottenweller, four others honored for service" by Laurie Stevens Bertke and Angela Kessler

While the reporting is very good, it was complemented nicely by a well-edited video clip. Together, this is a great combination.

**Third Place**

CUA Magazine, Washington, D.C., "Catholic University Celebrates 125th Anniversary with 125,000 Hours of Service" by Patricia Coll Freeman

You cannot help but be impressed by the kind of coordination that was required to put together such a well-coordinated project.

**Honorable Mention**

National Jesuit News, Washington, D.C., "Magis + World Youth Day Coverage" by Tricia Steadman Jump, Kaitlyn McCarthy Schnieders, Marcus Bleech and Fr. Robert Ballecer, SJ  
One Magazine, New York, N.Y., "Author's Impressions" by Mariya Tytarenko

**A13 Best Freestanding Online/Multi-Media Presentation of Photo Gallery or Slideshow**

**First Place**

Catholic Courier, Rochester, N.Y., "Jazz campers learn to improvise" by Mike Crupi

Beautiful piece, very well layered, very involving and with excellent sense of timing. Vices, notes, ambiance sounds work together brilliantly.

**Second Place**

Catholic Courier, Rochester, N.Y., "Cancer awareness is personal for CYO team" by Mike Crupi

Very nice piece, layered well, theme and storyline work well together.

**Third Place**

Catholic Courier, Rochester, N.Y., "Giving from the heart at the House of Mercy" by Mike Crupi

Very humane and layered, text overlapping audio made it confusing for moments. But content and images quality



Award A13, Best Freestanding Online/Multi-Media Presentation of Photo Gallery or Slideshow, First Place, Catholic Courier, Rochester, N.Y.

balance out the general outcome.

**Honorable Mention**

Catholic Courier, Rochester, N.Y., "Stella Maris band plays with purpose" by Mike Crupi  
Catholic Spirit, The (MN), St. Paul, Minn., "WWII Vet" by Jim Bovin, Dianne Towalski and Dave Hrbacek

**A14 Best Freestanding Online/ Multi-Media Presentation of Video**

**First Place**

Catholic Courier, Rochester, N.Y., "Dance brings back memories for seniors" by Mike Crupi

Quite pleasant, technically OK, sensitive, Good use of the medium. A very nice balance between information and lightheartedness magazine style. The pacing is not monotonous.

**Second Place**

Catholic Courier, Rochester, N.Y., "Area students help Habitat for Humanity" by Mike Crupi

Very well passed, some technical limitations with audio that do not interfere with the content. Good use of stills (even though color correction could have been quite beneficial). Inspiring.

**Third Place**

Texas Catholic, Dallas, Texas, "Texas Catholic Films" by Texas Catholic Staff

Good technical and quality over all, some stories are more compelling than others. All are quite interesting and informative.

**Honorable Mention**

Catholic Review, The, Baltimore, Md., "Baltimore remembers Pratt Street Riot of 1861" by George P. Matysek Jr.  
National Jesuit News, Washington, D.C., "National Jesuit News: Path to Priesthood" by Fr. Robert Ballecer, SJ, Fr. Radmar Jao, SJ, Kaitlyn McCarthy Schnieders, Marcus Bleech and Tricia Steadman Jump

**A15 Best Electronic Newsletter**

**First Place**

National Jesuit News, Washington, D.C., "National Jesuit e-News: August 1, 2011" by Kaitlyn McCarthy Schnieders, Marcus Bleech and Tricia Steadman Jump

Well written stories. Current, insightful, informative.

**Second Place**

U.S. Catholic, Chicago, Ill., "U.S. Catholic Weekly Bulletin" by U.S. Catholic Staff

Clean. Easy access to stories and information in a newsletter format.

**Third Place**

One Magazine, New York, N.Y., "Discover ONE Online" by Staff

Provides coverage of stories reaching far and wide in a

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Award A18, Best Original Poetry, First Place, Mission Magazine, New York, N.Y.

format accessible to many.

## A16 Best General Publisher Website

### First Place

*One Magazine*, New York, N.Y., “www.cnewa.org” by Staff Exceptionally well designed. Compelling images. In depth coverage of important, contemporary issues affecting our global community.

### Second Place

*The Augustinian*, Villanova, Pa., “A16 Best General Website” by Teddie Gallagher

Clean layout and navigation. Depth and breath of information is well organized and informative.

### Third Place

*Montana Catholic*, Helena, Mont., “The Roman Catholic Diocese of Helena” by Renee St. Martin Wizeman and Brooke Tierney

Attracts interest, then links to in-depth stories, photos and videos. Makes reading an interactive experience.

## A17a Best Print Campaign in the Public Interest

Not Enough Entries Received

## A17b Best Online Campaign in the Public Interest

Not Enough Entries Received

## A18 Best Original Poetry

### First Place

*Mission Magazine*, New York, N.Y., “Lord, Let Us See Your Visit” by Mary Regis McLoughlin

This is the kind of work that calls for us to experience it more than once, each time asking what it’s calling us to do.

### Second Place

*Maryknoll*, Maryknoll, N.Y., “Flirting with the truth” by Joseph R. Veneroso, M.M. and Sean Sprague

A beautiful re-telling of the story of the woman at the well — this time presented with illustrations that add so much.

### Third Place

*Magnificat*, Yonkers, N.Y., “Seed Sonnet” by Rita A. Simmonds

This reveals still yet another facet to the wonder of God’s word.

### Honorable Mention

*America Magazine*, New York, N.Y., “Things I Didn’t Know I Loved” by Mara Faulkner

*Mission Magazine*, New York, N.Y., “Evening Prayer” by Mary Regis McLoughlin



Award A19, Best Redesign, First Place, El Pregonero, Washington, D.C.

## A19 Best Redesign

### First Place

*El Pregonero*, Washington, D.C., “Nosotros(Sept. 22) & No Estan Solas (Oct. 20)” by Staff El Pregonero

This publication is beautifully designed throughout — from a cover that demands attention, to inside pages that are accented with creative extras.

### Second Place

*Catholic Standard*, Washington, D.C., “Old and Redesign issues of Catholic Standard” by Matt Mansfield, Scott Goldman, Denise Reagan, Catholic Standard Staff, Patricia Castrillo and Javier Diaz

The conversion from a newspaper to a news magazine brought a modern look throughout.

### Third Place

*El Catolico de Texas*, Dallas, Texas, “Revista Catolica Dallas” by Revista Catolica Staff

This staff turned a newspaper into a magazine. What a wonderful service to Dallas-area readers!

### Honorable Mention

*The Dialog*, Wilmington, Del., “Hail Mary, etc.” by Staff *Catholic Chronicle*, Toledo, Ohio, “Catholic Chronicle” by Elizabeth Dangrow and Angela Kessler

## A20 Best Web and Print Combination Package

### First Place

*One Magazine*, New York, N.Y., “Spotlight: Coptic Women’ & ‘Meet the Author: Sarah Topol” by Sarah Topol, Holly Pickett, Dana Smillie and Erin F. Edwards

Important journalism. Admire the bravery of these correspondents. Intense images bring print and Web to life.

### Second Place

*One Magazine*, New York, N.Y., “‘Answering the Call’ & Author’s Impressions (‘Camping & Caring’ and ‘Ordination Observations’)” by Mariya Tytarenko and Petro Didula

Well integrated across platforms. Excellent photography draws you into the well written stories.

### Third Place

*One Magazine*, New York, N.Y., “‘Slumdog’ Sisters’ & ‘A Quick Walk With Sister Leema Rose’” by Peter Lemieux and Erin F. Edwards

Touching minds and hearts. Hopeful and uplifting story. Beautifully produced. Impressively beautiful photography.

### Honorable Mention

*Maryknoll*, Maryknoll, N.Y., “Boston’s gift to mission” by Margaret Gaughan, Emily Ruiz and Kathy Golden *Texas Catholic*, Dallas, Texas, “Youth Mission 2011: Destination Honduras” by David Sedeno, Erik Rodriguez and Jenna Teter



Award A20, Best Web and Print Combination Package, First Place, ONE Magazine, New York, N.Y.

## A21a Individual Excellence - Writer

### First Place

Theresa Laurence, *Tennessee Register*, Nashville, Tenn. This was a wonderful demonstration of storytelling — the kind of stories people of faith need to experience.

### Second Place

Teddie Gallagher, *The Augustinian*, Villanova, Pa. There’s a level of research here that should be the standard of good reporting today.

### Third Place

Andy Telli, *Tennessee Register*, Nashville, Tenn. This goes far beyond a reporter simply asking the right questions. This writer is drawing upon a deep knowledge of the Church.

### Honorable Mention

Don Clemmer, *USCCB*, Washington, D.C. Maria de Lourdes Ruiz Scaperlanda Norman, Okla.

## A21b Individual Excellence – Photographer/Artist

### First Place

Mike Crupi, *Catholic Courier*, Rochester, N.Y. A series of dramatic images. Beautiful and moving!

### Second Place

Daria Erdosy, *One Magazine*, New York, N.Y. Beautiful, crisp, dramatic images!

### Third Place

Bob Mullen, *Catholic Transcript*, Bloomfield, Conn. Bob Mullen captured a once-in-a-lifetime shot that speaks volumes!

## A21c Individual Excellence - Advertising/ Business/Marketing Professional

Not Enough Entries to Judge This Category