

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 Redesigning 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