

Better Newspaper Contest

Detroit Lakes Tribune wins Mills Trophy

St. Cloud Times earns Vance Trophy

The weekly *Detroit Lakes Tribune* won the Mills Trophy with 18 awards, earning 43 points. Their winning entries for weeklies over 2,500 included nine first place awards for: Best Advertisement, Photo Story, Government/Public Affairs Reporting, Category X, Institutional Advertisement, Human Interest Story, Sports Story, Best Use of Multimedia and Use of Photography as a Whole. They had nine second place awards for: Advertising Excellence, Best Advertisement, Sports Photo, Advertising Campaign, Institutional Advertisement, Best Use of Social Media, Best Use of Video, Human Interest story and Website.

This is the third time the *Detroit Lakes Tribune* has won the Mills Award.

The *Hutchinson Leader* took second place with 14 awards, earning 36 points. Their winning entries for weeklies over 2,500 included eight first place awards for: Use of Color in Advertising, Advertising Excellence, News Photo, Use of Photography as a Whole, Local Breaking News Coverage, Business Story, Best Magazine, and Typography & Design. They had five second place awards for: Use of Color in Advertising, Editorial Portfolio, Headline Writing, General Reporting and Business Story. They had one Honorable Mention for Photo Story.

The *St. Cloud Times* won the Vance Trophy earning 49 points with 19 awards. For dailies over 10,000, *The Times* won the following awards: first place in Press Photographer's Portfolio, Best Use of Social Media, Business Story, Typography & Design, Sports Photo, General Excellence, Institutional Advertisement, Portrait and Personality Photo and Use of Information Graphics and Graphic Illustrations. Second Place awards included: Advertising Excellence, Best use of Video, Lynn Smith Community Leadership, Local Breaking News Coverage, Innovative Online Advertising, Self-Promotion or House Ad, Sports Story and Portrait and Personality Photography. Honorable Mention awards included: Use of Color in Advertising and Investigative Reporting.

This is the 21st time The *St. Cloud Times* has won the Vance Trophy.

The *Forum of Fargo-Moorhead* won second place with 18 awards that earned 44 points in dailies over 10,000. First place awards included: Headline Writing, Use of Photography as a Whole, Herman Roe Editorial Writing Award, Human Interest Story, Sports Reporting, Category X, Design Portfolio, News Photo and Advertising Excellence. Second place awards included: Arts & Entertainment Story, Best Use of Social Media, Freedom of Information Award, Business Story, Use of Information Graphics and Graphic Illustrations, Press Photographer's Portfolio, Editorial Page as a Whole and Typography and Design. An Honorable Mention award was earned for Sports Story.

Trophy winners are determined by a point system

All newspapers winning a number of awards in the Better Newspaper Contest are automatically eligible for the Mills and Vance trophies. Trophy winners are determined on the basis of points. 12 points are given for a first place in General Excellence, 10 points for second place in that category. After that, four points are given for every first place and two points for every second place in newspaper categories. Three points are given for every first place and one point for every second place earned by a staff member in the individual categories.

General Excellence

First place General Excellence winners in this year's contest are:

Weeklies up to 1,500: *The Parkers Prairie Independent, LLC*

Weeklies 1,501 to 2,500: *Farmington Independent*

Weeklies 2,501 to 5,000: *Cottonwood County Citizen*, Windom

Weeklies over 5,000: *Southwest Journal*, Minneapolis

Dailies under 10,000: *Mesabi Daily News*, Virginia

Dailies over 10,000: *St. Cloud Times*

Other Awards

The **Herman Roe Editorial Writing Award** went to Jack Zaleski of the *The Forum of Fargo-Moorhead*.

Jakki Wehking, *The Parkers Prairie Independent*, took first place for **Press Photographer's Portfolio** for all weeklies. Jason Wachter, *St. Cloud Times* took first place for the dailies.

First place winners of the **Editorial Portfolio** are the *Northfield News* (all weeklies) and *Post Bulletin*, Rochester (all dailies).

First place winner of the **New Journalist of the Year Award** are Jordan Osterman, *Waseca County News* (all weeklies) and Joseph Lindberg, *Faribault Daily News* (all dailies).

The winner of the **Lynn Smith Community Service Award** is *The Free Press*, Mankato. Second place went to *St. Cloud Times*.

All winners can be especially proud as they were chosen from 3,447 entries.