

The Winners

The 2010 Newspaper Awards

IN ASSOCIATION WITH PRODUCTION JOURNAL AND FUJIFILM

FUJIFILM



How amazing in such a difficult and challenging climate for our industry, to receive more than 1,000 individual newspapers for the judging table for The 2010 Newspaper Awards. It was the second highest number in the 14 years that we have been running the Awards.

And without doubt we saw the best ever quality among the entries, surely a sign of the continued investment and of the hundreds of millions of pounds spent in the last few years on printing presses and ancillary equipment.

In new media categories we saw innovation, creative thinking, flair and, importantly for the first time, significant commercial success in the monetising of digital media, the continuing rapid development of which remains so crucial to the future health of the newspaper sector.

The judging table over two difficult days of deliberation at Fujifilm's Bedfordshire HQ revealed some simply stunning newspapers from publishers and printers, at home and overseas, who believe so passionately in the future of the printed word. From an industry that believes in its own future, an industry that has been transforming its business and business models fast, and yes, at times so painfully, to evolve into truly multi-media organisations. And to meet the needs of a discerning customer in a hugely media-rich world.

Together with our suppliers and equipment manufacturers we are building tremendously strong media companies at both national and local level, and we are superbly placed to take advantage as we lift from the economic downturn. Judges saw that positioning clearly as they analysed, scrutinised and dissected the entries across the 18 Awards categories.

Of course without our judges there would be no Awards. We would therefore especially like to thank this year's panel, the members of which gave so generously of their highly pressured time to labour over the entries. They were incredibly consistent in their decision-making. Our thanks too to the NS as owner of PJ, and to all our sponsors, many of which have been on board since our first event in 1997. Special thanks to Fujifilm, our headline sponsor since day one, and which provided us with excellent facilities over the two day judging session. The industry's biggest night of the year just could not happen without all of our sponsors' support.

The same is true of the industry's publishers and printers who continually support the Newspaper Awards. Each year I am surprised by the exceptional quality on the table, and this year was no exception. At times over the past two years we may not have thought this, but with a continued investment in high quality journalism, and utilising the very best systems and software, presses and added value equipment in the mailroom, we do have a very bright future.

Gary Cullum
Editor and publisher, *Production Journal*

The Judges



2010 Newspaper Awards judges (L to R standing): **Andy Chappin**, newspaper design consultant, formerly art editor, Financial Times; **Jerry Ramsden**, managing director, Guiton Publishing; **Tim Quincey**, director of operations, UK and Continental Europe, Middle East & Africa, Financial Times; **David Crow**, divisional managing director, Johnston Press Printing Division; **Andy Woolgar**, production director, Friday-Ad; **Mike Richardson**, managing director, INML Central (Staffordshire Newspapers and LSN Media); **Terry Ellis**, former production director West Ferry Printers; **David Faulkner**, managing director, NWN Media; **Mark Ellington**, group technical services director, Newsprinters. Seated: **Fiona Morris**, deputy chairman The Printing Charity, previously production director Guardian Newspapers and managing director, Guardian Press Centre; PJ editor and publisher **Gary Cullum**, chairman of judges; **Bob Satchwell**, executive director, Society of Editors



2010 Newspaper Awards Digital News Service of the Year judges (L to R): **Anne Caborn**, creative director, CDA; **Anshuman Rane**, head of New Media, CBI; **Gary Eason**, journalist and photographer; **Dela Quist**, ceo, Alchemy Worx; **David Barratt**, managing director, Charles Mason; **Clare O'Brien**, managing director, CDA

Fujifilm Grand Prix



Judges were looking for initiatives that would “carry print into the future, helping to push the industry along” as well as ideas that demonstrated convincing commercial success. Judging was challenging, across a wide and diverse range of forward-looking projects. One judge observed “nothing is more important than finding new ways to monetise content together with showing the continuing strength of print media”.

Winner

The Guardian – iPhone app

Showing a constructive blend of innovation and content, the Guardian iPhone app has achieved 100,000 downloads since its launch in December 09 to mid-February 2010 and has generated substantial revenue. It is a world-first for the newspaper industry, offering access to guardian.co.uk content on or offline. Judges commented that the app is “simple, clear and effective... a genuine revenue model for the future” and the “perfect use of new technology to increase the reach of editorial content in a user-friendly app”.

Highly Commended

Times+ – Loyalty programme

This scheme focuses on the long-term strength of the Times’ and Sunday Times’ readership by taking loyalty programmes to a higher level. Times+ has over 110,000 active members (Feb 2010). This comprehensive and commercially successful product was commended by one judge who particularly liked “this idea of buying into the allegiance of the readers... a development able to show considerable revenue”.

Commended

Newspaper Society – Locally Connected

Locally Connected is the UK’s first integrated print and online audience currency. Judges were impressed by this industry initiative which “at last offers a realistic measure of newspaper audiences across all platforms including print, online and broadcast”.

Nominated

Essex Chronicle (soapbox campaign), KOS Media (new media initiatives), Océ Printing Systems (Niiu digitally produced personalised newspaper, PCS (Knowledge)



NS the voice of
local media

Newspaper Printer of the Year

The Agfa Premier Award



Open to all newspaper printers, the judges were looking for consistent, pure print quality over three consecutive issues from a printer's or publisher's portfolio. The judges immediately remarked on the phenomenal standard across the table which necessitated an initial 'cut' to identify the top runners as this category had, as usual, attracted a particularly high entry. Judges commented that "editorially, readers and advertisers are so well catered for". They did, however, emphasise the advantage held by the use of new presses and choice of superior paper quality.

Winner

Newsprinters, Knowsley (Financial Times, The Times, The Sunday Telegraph)

In particular, the Financial Times stood out in this winning portfolio and was commended for its "consistent quality and full broadsheet colour reproduction on large solid panels". Judges also commented on the fantastic colour registration shown in the bold choice of advertising that "really hits you in the eye for its quality".



Highly Commended

Peterboro' Web (Motor Sport News, MCN, Farmers Guardian)

Judges highlighted Farmers Guardian in particular, noting the "excellent reproduction, clean print and consistent inking and laydown, with crisp images that stand out from the page".

Commended

Newsprinters, Broxbourne (The Sunday Times, The Sun, The Daily Telegraph)

The titles in this portfolio perfectly illustrated the high standards and quality presentation of print across the whole category.



Nominated

Guardian Print Centre (The Guardian, The Observer); Mortons Print (Fishing News, Church Times, The Irish Post); Newsprinters, Eurocentral (News of the World, Glasgow Solicitors Property Guide, The Falkirk Herald); Sheffield Web (Yorkshire Post Magazine, The TESS, Evening Courier – Halifax); Webprint Concepts (Irish Examiner)



National Newspaper of the Year

The manroland Premier Award

In a category normally considered extremely difficult, with any number of papers battling it out to be named best of the best, this was not an ordinary year. Judges were looking at overall presentation, customer appeal and production standards, and at any notable sales and marketing initiatives. But one paper led the way with “good old-fashioned journalism”. The judges were faced with a “truly world class selection” from the “most sophisticated and diverse press in the world” and were full of admiration for the exemplary production, design and content of all the submissions.

Winner

The Daily Telegraph

This has been a fantastic year for The Daily Telegraph. The breaking of the MPs’ expenses scandal set and dominated the agenda for the whole of the UK media for months. In addition, it is a “formidable, well-produced package” that saw profits in 2009 increase in a very difficult market. This achievement is testament to the strength of the editorial content as well as its “outstanding design, layout and use of colour”. As one judge put it “they had the scoop of the year which helped sell newspapers by the lorry load. Everyone wished they’d had this story!”

Highly Commended

The Sun

The “excellent presentation, consistent quality and punchy layout” put The Sun in a worthy second place. Judges appreciated its lack of pretension and its ability to “say what so many are thinking”, which leads to its widespread customer appeal. Celebrating its 40th anniversary last year, judges were interested to note the paper’s introduction of initiatives aimed at helping its readership back into employment. And everybody loves the headlines...

Commended

The Times

The Times has “nicely balanced pages”, with consistent sharp and clear design. Judges were also impressed with the paper’s wide scope of marketing initiatives.

Nominated

Financial Times, The Guardian, Irish Independent



Regional Newspaper of the Year

The Goss International Premier Award



With a surge in regional entries this year, the judges faced a challenging task. Needing to focus on presentation and quality, they also paid particular attention to each title's contribution to its community, to best support of local campaigns and to specific customer appeal. The vibrant selection of entries displayed high skill and professionalism across a wide variety of formats. Overall the judges expressed their high regard for this diverse category and underlined their appreciation and support for the regional press - "local news is alive and well!".

Winner

Eastern Daily Press

A "traditional paper, packed full of news", this newspaper was widely applauded for its superior balance of extensive news coverage, great presentation and clean design. The EDP was seen as vigorously promoting local campaigns and supporting the local agenda. A persuasive winner, the judges thought this a good value product performing "exactly as a regional newspaper should".

Highly Commended

Dorset Echo

This title recorded the best sales performance for local papers in the country with an increase in circulation in 2009. This was achieved by a number of changes to the product including a design revamp, a new editor, and a series of successful promotional initiatives. One judge remarked that this was "a great little paper, easy to read, well laid out with good colour reproduction and a striking front page".

Commended

The Press & Journal, Aberdeen

"A comprehensive must-read for its sprawling community that is brilliantly served by a paper that is traditionally produced but with the best of modern production values." Judges recognised the extraordinary accomplishment of daily sales of just under 80,000 (larger than the Scottish 'national' titles) in a circulation area twice the size of Wales.

Nominated

Evening Echo (Cork), Express & Star, Yorkshire Post





Weekend Newspaper of the Year The OneVision Award

This intensively competitive category produced “a massively impressive (and massively weighty!) collection of top class newspapers”. Judges found it difficult to compare the regionals with nationals, as highlighted in the results, but applauded some of the terrific packages from the regional contenders which were keeping the cover price low despite offering comprehensive multiple sections. Judges made their choice based on production quality and emphatic editorial content and presentation, while also looking carefully at value for money. Underlining the overall appeal of these newspapers, one judge “wanted to take them all home to luxuriate at leisure”.

Winner

The Sunday Times

Winner for the second year running, The Sunday Times remains a market leader and was acclaimed as “an excellent package with extensive coverage of topics”. Judges agreed that the title was a complete package, offering “fantastic value for money and something to read for all the family”. At a tough time for the industry, the newspaper was applauded for sales last November that exceeded the combined figures of its three main Sunday quality rivals by more than 65,000 copies a week.

Highly Commended

The Mail on Sunday

Unveiling a new look to the paper at the beginning of the year, this was described as a “terrific package which they keep on developing and improving” and one which offers a wide-ranging selection of supplements and sections appealing across the board.

Commended

FT Weekend

Although recognised as the most expensive package, FT Weekend was deemed the most focused on its target readership. Judges commented that it had set the trend for added-value Saturday offerings and continues to maintain an exemplary standard.

Nominated

Eastern Daily Press, The Guardian, Sunday Life (Belfast)





International Newspaper of the Year

The AbitibiBowater Premier Award

The judges were looking for consistent quality over three issues of a newspaper with particular consideration being paid to design, use of colour and photography. Judges felt that this was among the most interesting categories to judge as it showcased a fascinating collection of ideas from Europe and beyond, showing breadth, range and serious quality standards, plus good treatment of hard news stories. One judge in particular praised the “multi-section formats and use of different paper stocks to achieve punchy results”. Another noted that it is “fascinating how national characteristics are embodied in the design and presentation of the different papers in this category”.

Winner

Welt am Sonntag (Germany)

A clear winner, this paper stood out with its excellent reproduction and consistent print quality with very good design and excellent presentation in its full use of sections. The layout and navigation was easy to follow and use of colour and typeface was worthy of note.

Highly Commended

Frankfurter Allgemeine Sonntagszeitung (Germany)

Last year’s winner, this broadsheet Sunday newspaper exemplified the best of design and print standards, continuing its use of crisp design and excellent colour reproduction. Judges loved the elegant and easy to read typeface.

Commended

Haber Turk (Turkey)

“A newspaper full of choice, variety and production quality that grabs the reader”, this title’s glossy coated stock made a prominent impression. It was described as an “exciting newspaper/magazine combi that would work well as a template for some of the UK’s national tabloids specialising in entertainment”.

Nominated

Augsburger Allgemeine (Germany), Expresso (Portugal), Financial Times (Europe)





Environmental Newspaper Company of the Year

The UPM Premier Award

Judges considered this category one of the most demanding, as the need grows ever stronger to identify initiatives that go above and beyond the obligations of environmental legislation. Some exceptional entries stood head and shoulders above the rest demonstrating a compelling need to address issues. "It is commendable that organisations work towards improving standards, saving money as they strive to help the environment but best practice is shown by the use of the power of print to encourage others to do the same".

Winner

Express & Echo, Exeter

The first choice of all bar one of the judges, the Express & Echo's Green Team initiative is involving young people in environmental campaigns and raising awareness of green issues across the local community. A number of the judges remarked on the lack of commercial incentive – illustrating that this "truly, truly excellent" scheme was not just 'greenwash'.

Highly Commended

Newsprinters

This "well-focused plan shows serious real investment" said the judges who could see that environmental issues are "clearly a key part of the business at every level and not just management led". Judges were impressed that Newsprinters is recognising its responsibilities and insisting on "the highest standards of environmental protection" across all three of its UK sites.

Commended

Archant Print

Another very worthy entry, shown to be going beyond their remit of statutory requirements, Archant is reinforcing its intentions with achieved standard, and continuing to introduce areas of improvement.

Nominated

Guardian News & Media, NWN Media,
Trinity Mirror Printing Midlands



Green Team

Express & Echo

At the heart of all things local



Weekly Newspaper of the Year

The Ferag, WRH Marketing Award



This highly competitive category, covering all paid-for and free weekly newspapers, had a huge number of entries resulting in heavily contested and tough decision making. Judges were on the whole delighted by the “phenomenal effort and sheer energy” evident in these titles. Notwithstanding current difficult trading conditions, they congratulated all entries for their tremendous enterprise, quality and value for money. “There is no reason for gloom when you see the energy, ingenuity and dedication of Britain’s weekly newspapers”.

Winner

The Cumberland News

“Great front page with a distinctive masthead, strong promotion panels, good grid structure, altogether very readable”, this title has won for the second year in a row. Judges were impressed with the contemporary broadsheet format of the newspaper, easily comparable to a national, with all the “best assets of a local newspaper”.

Highly Commended

The Bath Chronicle

With a recent 50 per cent increase in sales this title, which claims it was the first in Britain to move from a daily to weekly publication, was a strong favourite with the judges who congratulated the paper’s “huge efforts to meet 21st century market needs” and its successful attempts to connect with its local community.

Commended

Essex Chronicle

A recent “excellent” re-design has contributed to this paper’s upturn in circulation. Judges were impressed by the high story count and good value for money, citing it as a “fantastic package that is invaluable to the community it serves”.

Nominated

Cumberland & Westmorland Herald, North Devon Journal, Surrey Advertiser



Newspaper Design of the Year

The Papermule Award



In addition to production values across three consecutive issues, judges were looking for excellence of page layout, crisp design, interesting use of photography and ease of readability. They also focused on the classic design elements of balance of space with intelligent use of typography and colour. This was no easy task as the judges saw excellence in the majority of the entries. There was discussion on the difficulty of choosing between the dominant nationals and regional submissions which were seen to maintain serious quality. Tabloids sat confidently next to the best of the broadsheets.

Winner

Financial Times

“The challenge was to find design and colour choice that welcomed, rather than assaulted, the reader”, and the Financial Times succeeded with sharp design and clean layout, exemplary use of photography and good indexing. Judges felt there was an easy flow after the front page achieved by the balanced use of colour, text and ‘pink’ space.

Highly Commended

The Daily Telegraph

The judges admired The Daily Telegraph for its “traditional good looks, staying true to its values”. The intelligent use of colour and balanced design invites its readers to browse at leisure.

Commended

Cambridge News

This newspaper’s easy navigation was aided by its “great use of photography, good signposting and consistent uncluttered layout”, and the well laid-out front page with dramatic use of imagery was worthy of note.

Nominated

The Sunday Times, Surrey Advertiser, Surrey Times



Niche Market Newspaper of the Year

The Newsprinters Award



The high number of diverse entries for this category, open to all specialist interest newspapers, accurately reflects that publishers are continuing to consolidate their focus on a growing, targeted niche market. As became clear from the judges' comments, however, success is reliant on a strong and loyal customer base. Judges were amazed by the breadth and scope of this category and needed to instigate an initial cull to isolate the top runners. In general, the judges found this a hugely enjoyable and rewarding category with some memorable submissions covering a wide variety of interests.

Winner

Angling Times

"Beautifully printed and packed full of content for the large numbers of anglers", this magazine was recognised as being perfectly targeted to its audience. Consistently ranked in these Awards for its accurate quality printing, superb presentation and design – "a mammoth quality package".

Highly Commended

Cage & Aviary Birds

It was the "fantastic use of colour, bringing a specialist subject to life" that attracted the judges' attention to this excellent entry.

Commended

Farmers Guardian

In this hard to call category, Farmers Guardian was noted for its informative content, judicious use of colour and choice of quality paper; a complete product appealing directly to its audience.

Nominated

Church Times, The Countryman's Weekly, MCN, TLS



Best Use of New Media

The Atex Award



The judges were astonished by the vast range of media offered up and congratulated the professionalism of the entries: “The category shows how breadth of imagination and creativity can merge print and digital platforms and develop functional connections to new revenue”. They paid particular attention to those initiatives that were showing confident commercial success and those that directed strong links back to the newspaper brands. Most commented that the industry is now right on the verge of exciting cultural innovation and technological development.

Winner

The Daily Telegraph – virtual Chelsea Garden

This innovative, interactive use of new media allows the user to walk through a virtual garden experience where they can not just be informed about design and planting but they can also make immediate purchase. This “entertaining and well designed commercial implementation enhances the newspaper by providing extra services to both the reader and to the advertiser”.



Highly Commended

NWN Media – leaderlive.co.uk

Developed in 2009, this site provides a customisable and highly localised platform focusing on an individual user’s interests within their community. The use of geo-tagging technology brings the advertisers together with the user, developing new revenue streams and adding readership to support declines seen in print readership.



Commended

The Guardian – iPhone app

A “brilliant use of technology leading directly into product and services”, The Guardian iPhone app which costs £2.39, achieved 100,000 downloads in its first two months.

Nominated

Belfast Telegraph – user interactivity, Europe.WSJ.com – Berlin Wall Interactive, How to Spend It – new website, KOS Media – Your Kent TV





Coldset Colour Supplement of the Year

The Sun Chemical Award

In addition to consistent quality and outstanding production values, judges considered information that not only showed how the supplement has enhanced the main jacket but also its ability to stand alone. Judges observed how difficult it is to make comparison on titles produced on varying stock grammage but equally how improved colour reproduction and design can easily give a visual edge to some titles.

Winner

Weekend (Irish Independent)

"A classy, special supplement that would stand alone", Weekend is one of Ireland's best read daily newspaper magazines with a readership of 540,000. Highly commended last year, this was seen as "in a class of its own"; a beautifully produced and very readable magazine, adding real value to the main paper.

Highly Commended

Property Paper (Reading Post)

This title was admired for its good clean copy, well presented on enhanced stock. The excellent quality stitch and trim format adds to the "coffee table" appeal.

Commended

Yorkshire Post Magazine

With its consistent colour balance shown throughout its recently enhanced design, this title was praised for its "outstanding print quality" – an excellent value-added product.

Nominated

Agenda (The Sunday Business Post), Independent Life, Travel (The Daily Telegraph)



Digital News Service of the Year

The PCS Award



There is real across the board evidence of newspaper titles taking online seriously and using their digital platforms to generate a new style of news reporting and distribution. Judges noted that newspaper-based organisations now clearly ‘get’ the web and are using it intelligently in its own right and not only as re-engineered paper content. Use of social media is being embraced to widen the reach of online sites, with local titles especially targeting less traditional newspaper readers to secure a place in the lives of people they would not have otherwise reached. However, monetisation of digital news services still remains an issue although judges did begin to see some evidence of this issue being seriously addressed.

Winner

belfasttelegraph.co.uk

The title’s investment in its full-time online staff and its relaunch has clearly paid off with a more than five-fold increase in monthly page impressions to 17m and almost the same increase in unique monthly visitors to 1.4m. The site successfully balances commercial imperatives with a genuine desire to service the needs and harness the perspectives of its users. “I love this site – it just gets better and better” commented one judge.

Joint Highly Commended

caledonianmercury.com

“This was a little jewel of a site”. Its tone is inviting and human and one that clearly people enjoy as the numbers look impressive since its launch. One to watch.

guardian.co.uk

A world-class site, it has consistently broken new ground and yet maintained an air of all-embracing confidence that simply draws users and readers into its sphere.

Commended

getreading.co.uk

A highly innovative site with great design standards.

Nominated

europe.wsj.com, manchestereveningnews.co.uk, telegraph.co.uk



Best Use of Colour

The Flint Group Awards



Overall, with increasingly high standards in the use of colour, judges found this a testing category. They praised the “terrific quality throughout” and “almost universally perfect registration”. Judges found intelligent and thoughtful use of colour acting as a design tool, aiding navigation and enhancing the reading experience.

NEWSPAPERS

Winner

The Guardian (Guardian Print Centre)

‘The quality of the images was breathtaking.’ ‘The colour was well reproduced and used in a way as to draw the eye of the reader.’

Highly Commended

The Times (Newsprinters)

This title was noted for its consistently subtle use of colour and perfect registration.

Commended

The Daily Telegraph (Newsprinters)

“Selective use of colour brings the paper to life without overpowering the editorial content”.

Nominated

TLS (Newsprinters), The Sun (Newsprinters), The Sunday Times Travel Section (Newsprinters)

NICHE

Winner

Church Times (Mortons Print)

“An intriguing mixture of powerful covers contrasting with sophisticated and sparing use of colour inside”.

Highly Commended

Farmers Guardian (Peterboro’ Web)

The judicious use of colour and clarity of print was emphasised by many of the judges.

Commended

Surrey Homes & Property (Surrey & Berkshire Media)

This title “really stands out against the competition”.

Nominated

Cage & Aviary Birds (Peterboro’ Web), MCN (Peterboro’ Web), TLS (Newsprinters, Knowsley)



National Colour Supplement of the Year

The PCP Award



Judges were confronted with a “highly competitive, brilliantly targeted collection of quality publications” in this category. They were asked to consider how best these supplements enhanced the main newspaper in addition to overall production values. While it was agreed that “big budgets rule the roost”, most commented how difficult this category choice is as there is now much more of a level playing field with the almost universal use of the latest equipment.

Winner

How to Spend It (Financial Times)

A clear winner this year, and ranked at the top once more, How to Spend It impressed with its “lavish, perfectly targeted production, absolutely in harmony with its weekend readership’s lifestyle and aspirations”. Striking use of photography, distinctive layout, consistent excellent colour reproduction and presentation of advertising added to its appeal. “It could stand alone but is a perfect complement to its host” – a quote validated by the 1.5% boost for Saturday’s FT circulation.

Highly Commended

The Times Magazine

“Bold use of size, well presented, value for money, superb print quality and great paper selection” were highlighted by the judges. The magazine’s informed and diverse editorial content are presented in a “fantastic design” that encourages great loyalty in its readership.

Joint Commended

Fabulous (News of the World)

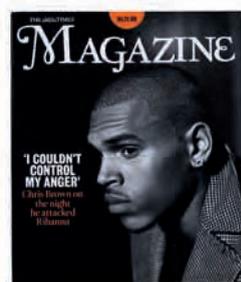
Clearly aimed at the younger female reader, Fabulous has achieved commercial success by increasing readership and advertising revenue – no mean feat in the toughest financial year for decades.

The Sunday Times Magazine

Congratulated on its “high quality journalism, design and art direction, which fits beautifully with its target readership”.

Nominated

Live (The Mail on Sunday), Stella (The Sunday Telegraph), You (The Mail on Sunday)





Regional Supplement/Magazine of the Year

The PCP Award

Open to all regional newspaper colour supplements, judges considered any information that shows how the title was enhancing the main newspaper, as well as looking at production quality. The category included a wide range of publications, some with very high standards, good standalone quality and some adding real value to the main newspaper. However, the judges felt that some entries showed a lack of resources. One conclusion was that, in this financial climate, pragmatic planning means that revenue is being directed into core products thereby “squeezing innovation out of the supplements”.

Ultimately, it was a difficult one to judge, with a tight contest between the top three.

Winner

HomeLife (Jersey Evening Post)

A free property supplement, HomeLife was perceived to be “a good looking, interesting monthly supplement which enhances the newspaper and earns good revenue”. The elegant design, high quality colour printing and effective use of size attracted the judges who felt it was an excellent standalone product.

Highly Commended

Out & About (Newbury Weekly News)

One judge saw this as “a well thought out magazine, full of ads and interest for the reader”. Its full glossy format offered high quality advertising reproduction. The judges were pleased to see that the title was able to keep production costs low while generating revenue.

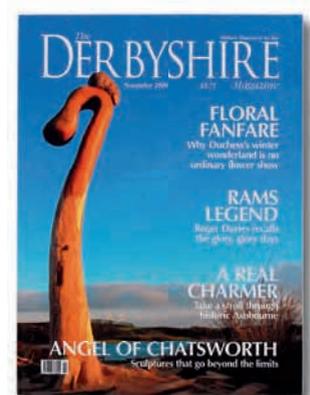
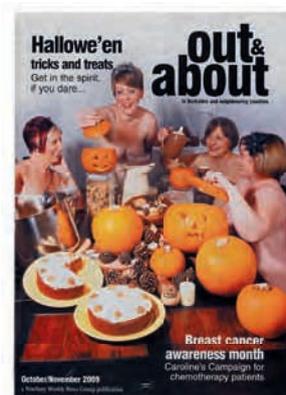
Commended

The Derbyshire Magazine (Derby Telegraph)

This magazine was judged as “enticing” with “great content” and one judge noted its “impressive results despite formidable competition from established magazines”.

Nominated

Culture (The Journal), Focus (Kent Messenger), GR8 Life (Champion Media Group), Society (Newsquest Media Southern)





Personality of the Year

Will Lewis

William Lewis was just 37 when he became the youngest ever editor of the Daily Telegraph in the autumn of 2006. He was previously deputy editor and city editor of the paper and began his career as a business reporter on the Mail on Sunday.

Today he is editor-in-chief of the Telegraph Media Group which comprises the daily title, The Sunday Telegraph and telegraph.co.uk. He was promoted to the position after spearheading a massive project to integrate the newsrooms and publishing process across all of the group. The aim was to establish the Telegraph Group as a world-leading multimedia publisher.

As editor-in-chief, Will oversaw the Telegraph's coverage of the six week parliamentary expenses scandal investigation last year. This incredible scoop has changed the face of British politics by exposing the systematic abuse by many MPs of their expenses system and prompted the resignation of a significant number of MPs and led to the first resignation of a Speaker in the House of Commons for more than 300 years. The story ran and ran, dominating the news agenda and making headlines around the world. It was stunning world-class journalism that only a printed newspaper could have produced.

Will and his team's handling of The Telegraph's coverage was traditional journalism at its very best and could not have been achieved as effectively through any other medium. It triggered massive follow-up coverage by envious national rivals and created intense interest at grass roots level within Britain's regional and local news media.

Never before in the 14 years of The Newspaper Awards has an editor been awarded Personality of the Year but without quality journalism, there is no future for printed news. The biggest story of the decade revealed the true power of the press and the enduring power of print. It has rightly earned The Telegraph the title as 2010 National Newspaper of the Year and it has rightly earned Will Lewis the accolade, on behalf of his journalistic team, and the Telegraph's production team, of PJ Personality of the Year.



Best Use of Citizen/Community Journalism

The AdFast Award



An inaugural year for this award, judges wanted to see evidence of how technology has been used to manage, deliver and encourage citizen journalism news stories.

Most newspapers have recognised the importance of reader-generated information – but how effectively are they exploiting the vast array of technologies to achieve successful content? “Citizen journalism is very powerful and breaks new ground” but “needs sensitive editorial intervention to fully exploit this significant new phenomenon”.

Winner

The Guardian – G20 coverage

A convincing winner, the “G20 story was groundbreaking because of its use of reader-generated material that changed traditional reporting into an agenda-changing scoop...citizen journalism at its most impressive”. Forceful, factual information was conveyed in such an immediate and compelling way that it made world news.



Highly Commended

Trinity Mirror Regionals – citizen involvement

Trinity Mirror employs an impressive number of interactive tools (such as Flickr, liveblogs and Facebook), across online and print, to generate reader involvement and encourage the sharing and broadening of services. Judges particularly liked ‘More or Bore’ – a column generated by users to cover both serious and light hearted issues – until voted off!



Commended

Belfast Telegraph – user interactivity

The Community Telegraph provides a portal for grass-roots discussion and its user interactivity, extensive use of reader photography and social networking communication generates up to 1,000 user comments daily, reaching right into the local community. Judges saw this an example of “excellent community journalism”.



Nominated

The Argus (Brighton) – community reporters section