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## **PRESSTIME MAGAZINE ANNOUNCES BEST PRACTICES AWARDS FOR SUPERIOR NEWSPAPER TECHNOLOGY AND OPERATIONS SOLUTIONS**

Vienna, Va. – Presstime magazine, the flagship publication of the Newspaper Association of America, has honored seven newspaper companies with its annual Best Practices Awards recognizing creative solutions to newspaper production issues. This is the ninth year for the awards. Winners will be honored at NAA's Newspapers '05 conference, to take place at the Dallas Convention Center, March 19-22.

"The spirit of innovation is alive and well in the newspaper industry," said NAA President and CEO John F. Sturm. "These seven honorees serve as wonderful examples of how newspapers around the country are rising to the technical and logistical challenges of serving a media-savvy public with the latest news and information on a variety of fronts."

The recipients were chosen by representatives of NAA and its Technology Group, under the direction of NAA Senior Vice President of Technology Tom Croteau. Detailed coverage of the winners can be found in the March issue of Presstime and online at [www.naa.org/presstime](http://www.naa.org/presstime).

The winners of the 2005 Presstime Best Practices Awards are:

**Environmental, Health & Safety Award: The Monterey County (Calif.) Herald.** The Herald's human resources department created a safety video scripted, acted, filmed and produced entirely by the paper's staff. The video effectively blends comedy with information covering topics such as pre-press and pressroom precautions, ergonomics, worker's compensation and fire safety. Scenes such as a Superman-suited staffer urging employees to lift with their legs, have made the video a popular part of the new-hire orientation and requested viewing by current employees.

**Press & Materials Award: Milwaukee Journal Sentinel.** A new philosophy of accountability is the key to the Journal Sentinel's improved production efficiency. The paper has delegated responsibility for press and operations functions to all production supervisors, whereas in the past, this oversight was divided between two separate management teams. Called the "line mentality" or "end-to-end" process, each floor supervisor manages an entire production line from start to finish. The new system has given more employees a stake in the production process and fostered increased communication.

**Pre-Press Award: COXnet, Atlanta.** A team at Cox Newspapers Inc.'s COXnet unit has developed a solution for "hot," or "live," computer system upgrades. The hot deployment solution allows the Web sites of Cox's 22 newspapers to swap software with upgraded versions in real time, without requiring a moment's downtime. Cox newspapers can now continue the publication process at times they otherwise would have to spend waiting -typically two to four hours or more - for a system upgrade. As an added benefit, system changes no longer require information technology staffers to work overtime.

**Business Award: The Palm Beach Post, West Palm Beach, Fla.** Capitalizing on the success of its Web site's searchable real estate advertising section, The Palm Beach Post introduced searchable online health, travel, business and entertainment ad sections, and has begun automatically posting display ads from the print edition on the Web. The move has resulted in increased opportunities for advertisers to showcase offerings and an easier way for customers to search for deals, bringing in additional revenue for the paper.

**Packaging & Distribution Award: Los Angeles Times.** The Times regularly sends bundles of preprint ads to the U.S. Postal Service for mailing to nonsubscribers but the address labels always ended up printed on the bottom of bundles while the USPS requires them on top. Workers then had to manually flip the 20-to 30-pound bundles by hand. One ingenious staffer solved this problem by creating a prototype "bundle flipper" out of wire and duct tape. Eventually, a more stable version of the device was created and 12 such devices were installed at a cost of less than \$100 each, cutting down on repetitive-motion injuries.

**New Media Award: COXnet, Atlanta.** Cox Newspapers' COXnet unit took another award for its system for publishing content on a variety of print and digital platforms simultaneously. The COXnet Suite of Print + Web Applications allows Cox writers and editors to enter content once, edit it once and output all of it to the Web, print publishing systems or both. The software streamlines workflow by eliminating the need to retype or reformat, and makes it easier to add interactive elements, such as hyperlinks or search capabilities, to the digital version.

**Editorial Award: The Arizona Republic, Phoenix.** The Web site of The Arizona Republic has harnessed database technology to serve up customized information on sports and community news to its visitors. A sports database of high school football and baseball, containing information and statistics dating back to 1921, is so popular it gets more traffic than the paper's online professional sports section and local coverage on ESPN.com. The paper also maintains popular searchable online databases covering recent home sales and values, and area crime.

### **Press credentials**

Members of the working press who would like to cover Newspapers '05 should contact NAA Vice President of Strategic Communications Sheila Owens at (703) 902-1682 or [sheila.owens@naa.org](mailto:sheila.owens@naa.org); or NAA Communications Manager Zachary Brousseau, (703) 902-1698; [zachary.brousseau@naa.org](mailto:zachary.brousseau@naa.org).

All news media will be asked to show photo identification and current press credentials or a letter from an assigning editor. Press credentials can be picked up at the NAA Press Office, located in room D166 of the Dallas Convention Center. The press room will be open beginning 8 a.m. Saturday, March 19. Advance notice of attendance is recommended to expedite credentialing, although onsite processing will be available.

NAA is a nonprofit organization representing the \$55 billion newspaper industry and more than 2,000 newspapers in the U.S. and Canada. Most NAA members are daily newspapers, accounting for 87 percent of the U.S. daily circulation. Headquartered in Tysons Corner (Vienna, Va.), the Association focuses on six key strategic priorities that affect the newspaper industry collectively: marketing,

public policy, diversity, industry development, newspaper operations and readership. Information about NAA and the industry also may be found at [www.naa.org](http://www.naa.org).

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