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Contact: Paul Bittick
Journalism Department

805-756-2537; pbittick@calpoly.edu

Cal Poly's Mustang Daily Wins Second Consecutive College Newspaper of the Year Award

SAN LUIS OBISPO – The Mustang Daily was named the College Newspaper of the Year for the second consecutive year March 27 at the College Newspapers Business and Advertising Managers (CNBAM) annual convention in Los Angeles.

In addition, student Andrew Santos-Johnson, an Art and Design senior, was honored as the Advertising Designer of the Year at the convention, and Erika Powers, an Agriculture Business junior, was named the Advertising Sales Representative of the Year. This was Santos-Johnson's second straight CNBAM honor, and it marked the fourth consecutive year that a Mustang Daily student had won the advertising sales rep award.

The annual contest is divided into two divisions determined by weekly circulation. The Mustang Daily competes in the under-30,000 division.

The Mustang Daily also won two best-of-category awards in the contest: Best Printed Rate Card/Media Kit and Best Group Promotion. The paper was recognized as the best in both circulation divisions with those awards.

The paper also took first place for Best Sales Increase of a Special Section, Best Sales Incentive Plan, and Best Classified Group Promotion; second-place for Best Training Program and Best Special Section; and third-place for Best Marketing/Promotion Plan.

Santos-Johnson and Sara Hamling, an Art and Design senior, also won the ad design contest sponsored by Alloy Media and Marketing, a national advertising representative firm.

For more information on these awards, contact Paul Bittick, Mustang Daily general manager, at 805-756-2537; pbittick@calpoly.edu.

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