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FOR IMMEDIATE RELEASE

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Cal Poly Student Newspaper Earns 13 Awards at National Convention

SAN LUIS OBISPO – Cal Poly’s student-run newspaper, Mustang Daily, recently won its fourth consecutive College Newspaper of the Year award at the College Newspaper Business and Advertising Manager’s (CNBAM) convention in Miami, Fla.

The award is based on points received in the organization’s annual contest, which includes personnel categories, advertising design, special sections and other advertising- and business-related areas. Mustang Daily competes in Division A, which includes newspapers with a combined weekly circulation of less than 30,000.

For the second time in four years, Mustang Daily dominated the personnel awards, taking all three: advertising manager, sales rep and advertising designer of the year. Agriculture business student Breann Borges was named advertising manager of the year. Business marketing student Miles Buckley was named sales rep of the year, and art and design major Brad Matsushita was named ad designer of the year.

Mustang Daily students have won four straight and five of the last six designer of the year awards, five of the last six sales rep honors, and two straight and three of the last four advertising manager titles.

“It is always gratifying to see our students receive these awards. It is validation for all the hard work they do for the newspaper,” Mustang Daily General Manager Paul Bittick said. “These categories are judged by managers and recruiters from some of the top newspapers in the country. The Mustang Daily has become known as one of the top advertising and business operations in the nation among companies such as Gannett, McClatchy, Scripps and Freedom.”

Harvey Levenson, interim chair of Cal Poly’s Journalism Department said he is continuously amazed at the ongoing success of Mustang Daily, the nation’s only university daily newspaper fully produced by students on campus. “While many of the nation’s newspapers are fighting for survival, Mustang Daily is flourishing,” he said. “It’s a model for other newspapers to follow.”

Mustang Daily also won numerous first-, second- and third-place awards in the circulation category and won best in category for Best Online Display Advertisement, designed by Matsushita. Other first place awards include Best Online Media Kit/Digital Rate Card, Best Ad Campaign; Best Classified Page/Section; and Best Newspaper Marketing/Promotions Plan.

The Sales Incentive Plan, Promotion/Sales Materials and Back to School/ Orientation Edition for its SOAR (Student Orientation, Advising & Registration) edition won second place. This was notable because it was the first year Mustang Daily created a SOAR

edition.

Mustang Daily staff earned third place for its training program.

Account Executive Katie Amegin won second place at CNBAM's Sell Off competition, in which she participated in a mock sales sketch, appearing on stage in front of more than 200 people. The competition pitted six students from different schools making a sales call to a potential client.

CNBAM is a national organization comprised of more than 130 schools. In this year's contest, 56 schools competed with entries split evenly between the two circulation categories.

About Cal Poly's Journalism Department

Cal Poly's Journalism Department (<http://cla.calpoly.edu/jour.html>) offers a professional program leading to a Bachelor of Science degree in journalism with emphases in broadcasting, multimedia, news-editorial and public relations. Journalism majors serve as staff members of departmental communications media, including Mustang Daily, the student newspaper; CCPR, the student-run public relations firm; KCPR, the FM-stereo radio station; and the news and programming operations of CPTV, Cal Poly's TV station. The department also sponsors student chapters of the Society of Professional Journalists, Radio-Television News Directors Association, and the Public Relations Student Society of America. Founded in the 1920s, the department has thousands of alumni, many of whom hold high positions in print, broadcast, and public relations journalism for state and national organizations.

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