

GO

April 1, 2009

FOR IMMEDIATE RELEASE

Contact: Paul Bittick  
Journalism Department  
805-756-2537; [pbittick@calpoly.edu](mailto:pbittick@calpoly.edu)

## **Cal Poly Student Newspaper Wins Newspaper of the Year and First-Place Awards in Multiple Categories**

SAN LUIS OBISPO – Cal Poly's student newspaper, the Mustang Daily, was named the 2009 College Newspaper of the Year, Division A, by the College Newspaper Business and Advertising Managers (CNBAM) association, earning more points in the competition than any other school in contest history. Division A competition included college and university newspapers with weekly circulation less than 40,000.

Student staffers at the Mustang Daily also won all four individual awards, the first time any university has swept the category. Additionally, the Mustang Daily won two Best of Category titles: Media Kit/Rate Card and Sales Incentive Program, and Best Special Section for the 2008 Housing Edition, the second consecutive win in that category.

Individual awards were presented to: Charlotte Lilley, Advertising Sales Representative of the Year; Ashley Singer, Advertising Manager of the Year; Sarah Carbonel, Business Manager of the Year; and Andrew Santos-Johnson, Advertising Designer of the Year.

This was the third consecutive year that the Mustang Daily won the Advertising Sales Representative of the Year. This year's award-winning advertising manager, Ashley Singer, earned that title last year.

Second-place honors were for Best Back to School/Orientation Section, Best Marketing Plan and Best Training Program. Third-place awards were for Best House Online Ad, Best Color Ad Campaign and Best Sales Promotion Materials.

The awards were presented at the CNBAM National Convention March 28 in Charlotte, NC.

CNBAM is a national organization of more than 150 college newspapers.

For more information contact Paul Bittick, Mustang Daily General Manager, 805-756-2537, [pbittick@calpoly.edu](mailto:pbittick@calpoly.edu), or Jessica Lutey, Mustang Daily Advertising Coordinator, 805-756-1143, [jlutey@calpoly.edu](mailto:jlutey@calpoly.edu)

###

**Events • Recent Releases • Cal Poly Magazine**

•

**Cal Poly Update E-newsletter • Contact Public  
Affairs • Alumni • Giving • Athletics**

**Cal Poly Public Affairs**

California Polytechnic State University  
San Luis Obispo, CA 93407

805.756.7266

[polynews@calpoly.edu](mailto:polynews@calpoly.edu)