

Our speaker

Jeff Moriarty

Jeff Moriarty is vice president for new media for The New York Times Regional Media Group, responsible for the Internet strategy and operations for the group's 15 newspapers.

Mr. Moriarty joined the Times Company in 1993 at The Gainesville Sun, developing some of that newspaper's first Web sites.

He also has served as vice president for product and technology for Boston.com;

director of classifieds operations at NYTimes.com, vice president and general manager for GolfDigest.com (previously owned by the Times Company); vice president for regional and emerging properties, New York Times Digital; and director of online publications at The Santa Rosa Press Democrat.

He is a graduate of the University of Florida College of Journalism.



2008 Florida Awards of Excellence results



ALL MEDIA

Public Service

Orlando Business Journal

Judge's comments: "Dogged determination and commitment to pursuing Freedom of Information laws led the Orlando Business Journal to a fine example of public service journalism with its 'Water Woes' package. The Journal took months to request, track and receive information on the area's biggest water users. Many county and city agencies pushed back, but staffers responded with citations from Florida's Public Records Act. Eventually, they were able to put together a comprehensive look at the need for water conservation in Florida, the biggest water hogs and methods for saving water. The package had results, too. A high school, surprised to land on the top 25 offenders list, investigated and found that its irrigation system was the culprit. Due to the reporting, the school has begun work to replace that system."

Young Journalist of the Year

Evan Benn, Miami Herald

Judge's comments: "Evan's breadth and range of work is impressive. A strong narrative writer, Evan has a knack for tight, lively writing no matter the subject from hard-hitting news to soft features."

Journalist of the Year

Francisco Alvarado, Miami New Times

Judge's comments "Francisco's ability to dig deep into hard-hitting news topics time and time again that set him apart. His article "The Grow Me State" showed weeks of research and interviews with drug dealers that put his life at risk to expose the increasing number of marijuana growing houses in the Miami-area. Francisco tracked down Mafia-style killing by Cuban smugglers in Mexico and wrote about the abuse of a popular teacher who was fired. Francisco was the first journalist to write about the many failings of Miami-Dade schools superintendent Rudy Crew whose decisions have created problems not only in South Florida, but in various school systems across the country."

Multimedia Presentation of Year

The News Press

Judge's comments: "The News Press showed true media collaboration while covering the funeral of a beloved police officer killed while trying to intervene in a domestic dispute. The depth of coverage from the narrative storytelling to the 11 photo galleries and seven video reports is a growing trend in our industry that other media outlets should use more often."

NEWSPAPERS

DAILY

General Reporting, Single Story

A

First-Liam Dillon, Naples Daily News, “No ticket, no shirt, no shoes – no problem”

Judge’s comments: “Solid narrative writing, great pacing. Tight, bright and funny.”

Second (tie) - Nathan Crabbe, The Gainesville Sun, “Florida killers sell ‘murderabilia’ from prison, despite law against it” and Megan Rolland, The Gainesville Sun, “Struggling with gender identity”

Judge’s comments: “Well-written and researched articles.”

B

First- Jim Schoettier, Florida Times-Union, “The Terrible Toll of Subsidized Housing”

Judge’s comments: “This was one of the toughest categories to judge in the entire competition. All of the reporters – each who happened to work at the Florida Times-Union - had very well written and researched articles. The judges labored over this category for days. Jim’s story about subsidized housing showed a tremendous amount of research done over months of interviews and intensive digging. His ability to fact-check and follow-up on government statements and promises showed how most people were just giving lip-service instead of actually doing something. A lot of statistics and other supplemental information Jim researched that was included in graphics and charts helped illustrate the problem.”

Second-Paul Pinkham, The Florida Times-Union, “He’s free and home, in strange new world”

Third-Matt Galnor, The Florida Times-Union, “Some worrying why police shootings rise”

General Reporting, Series

A

First- Stephen Price, Tallahassee Democrat

Judge’s comments: “Stephen picks up on the smallest details that help to paint an in-depth picture about a man who was wrongly sent to prison for 24 years and his life after his release.”

Second- Matt Clark, Naples Daily News

Third- Neil Hughes, Charlotte Sun

B

First-Timothy J. Gibbons, Mary Kelli Palka, Florida Times-Union, “Port Authority’s hire of firm is questioned”

Judge’s comments: “Strong, well-reporter series on Jacksonville Port Authority board member Tony Nelson who used unethical hiring practices and extortion methods to sway contracts.”

Spot News, General

A

First-Matt Clark, Naples Daily News, “Torn up”

Judge’s comments: “Clark takes a typical spot news event - a tornado that causes damage but no deaths – and makes it front-page worthy by telling of the twister through the eyes of those who escaped with their lives but not their possessions.”

Second-Karen Voyles, The Gainesville Sun, “Body recovered from Cedar Key plane crash”

Third-Liam Dillon, Naples Daily News

B

First- Erika Beras, David Ovalle and Kathleen McGroary, Miami Herald, “Students, police dispute melee’s cause”

Judge’s comments: “The spot report thoroughly explains how what was supposed to be a peaceful school sit-in turned into a melee with police. The voices of students, parents and administrators are all included, with the reporting painting a colorful picture of what happened inside the school.”

Second: Tia Mitchell, The Florida Times-Union, “Wise angers board with call for member’s ouster”

Third: Jim Schoether, The Florida Times-Union, “Duval’s crime statistics were wrong for decades”

Feature, Deadline

A

First: Liam Dillon, Naples Daily News, “The war at home”

Judge’s comments: “The personal impact of the war hits home in this piece, which focuses on just one injured Marine and his typical day full of struggles, triumphs and defiance. Dillon effectively switches back and forth between the present – the Marine finding yet another piece of shrapnel in his bed that has fallen from his skin – and the past to describe the man’s experiences before, after and during his time in combat. Readers get a complete picture of this man’s life and experience the war through him.”

Second: Matt Clark, Naples Daily News, “ ‘A super guy’ ”

Third: Diane Chun, The Gainesville Sun, “Finding hope in tragedy”

B

First Place: Konrad Marshall, The Florida Times-Union, “Looking Back”

Judge’s comments: “A chance encounter leads to this heartbreaking tale of how one man, a promising caretaker in his youth, became a homeless beggar best known for a YouTube video showing him defecating on a public street. Marshall lets the man speak, and his reasons for his fall are both simple and tragic: ‘My childhood. Things happened.’ Marshall tracks down

his family for the rest of the story.”

Second: Audrey Parente, Daytona Beach News-Journal, “A Deserter’s Story”

Third: Bridget Murphy, The Florida Times-Union, “Road of no return”

Feature, Non-Deadline

A

First: Matt Clark, Naples Daily News

Judge’s comments: “Clark’s fascinating tale starts with a man tearing through his kitchen in the middle of the night, clattering pie plates while struck by a thought. As it turns out, as the tale unwinds, that thought and those plates are key to John Kanzius creating a machine that helps kill cancer cells. Clark uses bright, vivid pictures to explain how Kanzius, lacking a fancy degree or medical training, grew into a man who could think up such a machine.”

Second: Tracy Miguel, Naples Daily News, “The people’s doctor”

Third: David Donald, The Daily Commercial, “A cup of joe”

B

First: Konrad Marshall, Florida Times-Union, “Silent Thunder”

Judge’s comments: “Marshall shows, rather than telling, how a profoundly deaf 16-year-old girl became a motocross force to be reckoned with. From how she visualizes her starts to the feel of her engine buzzing, Marshall’s little details make the story come to life.”

Investigative Reporting

A

First: Amy Williams, The News-Press, “Tomato pickers feeling spied on”

Judge’s comments: “Williams’ first story starts with a source’s suspicion that his group, lobbying for better wages for tomato pickers, is being spied on by corporate giant Burger King. Over the next several days and weeks, Williams investigates that claim herself, using e-mails and Internet aliases to connect a top BK executive to a trail of nasty Internet comments about the tomato pickers group. I snickered reading the story of the executive’s middle school daughter confirming he had used her Internet alias for the posts, smiled when Williams’ reporting led to his firing and was impressed by the end result: BK, cowed by the scandal, agreeing to the wage demands. A fine piece of investigative work.”

Second: Lise Fisher & Amy Reinink, The Gainesville Sun, “Who Cares: The oversight and overlooked of area day cares”

Third: Staff, Tallahassee Democrat, Infant Mortality

B

First: Mary Kelli Palka, The Florida Times-Union,

“Mayor’s ex-aide wrongly won jobs”

Judge’s comments: “The very first story in this series has a swift result: the mayor canceling a lucrative city contract awarded to one his top aides. But Palka doesn’t stop there. Digging further, she finds that the city’s tech department had been paying consultants far more than allowed. Her reporting leads to firings, resignations and a complete overhaul of the department.”

Second: Deborah Circelli, Daytona Beach News-Journal, “Dignity Lost?”

Third: The Florida Times-Union, “FBI seizes records of port partners”

Team Effort

A

First: Tallahassee Democrat, “Martin Lee Anderson verdict”

Judge’s comments: “The Democrat had two major stories on its hands: The verdict clearing several drill instructors and a nurse of any criminal charges in the death of a teen boot camp attendee and the subsequent protest by hundreds of university students who marched on the Capitol. The staff was up to the challenge, providing coverage of the protest, reaction to the verdict from the courtroom and from lawmakers and the next step: the possible filing of civil rights charges.”

Second: The Gainesville Sun, “Tragic morning on area roads”

B

First: The Florida Times-Union, “Catastrophic Collapse”

Judge’s comments: “The Times-Union provided comprehensive coverage of the collapse of a building that pancaked while construction crews were working on it. The story leads were compelling, from the thanks to God for one man uninjured to the heartbreaking wait of a father for word of his missing son. The package also included the needed answer to ‘What’s next?’ It explained that an investigation could take months.”

Business Reporting

A

First Place: Matt Clark, Naples Daily News, “Economy series”

Judge’s comments: “Clark turns the dry, jargon-heavy reputation of business reporting on its head by finding unique ways of telling stories about business and the economy through the eyes of the people affected. A typical merger story - about a Belgian brewer buying Anheuser-Busch - turns into a jovial tale of a man so in love with his U.S. brew that he has Bud tattooed on his stomach, and how he is dismayed at the foreign ownership. Clark also flips the typical “builders benefit from bad weather” story on its head, explaining how builders actually don’t wish for storms and the

overall economic pain they cause.”

Second: Anthony Clark, The Gainesville Sun, “County foreclosure”

Third: Mary Wozniak, The News-Press, “Really, we are just sick about it”

B

First: Matt Galnor, The Florida Times-Union, “The baron who went bust”

Judge’s comments: “Galnor’s extensively researched and well-told story explains to Jacksonville readers how one man’s risky investments and bravado ended up putting three major downtown properties into foreclosure and another up for sale. The story neatly and simply explains the investments and how they failed.”

Serious Column Writing

A

First: Deron Snyder, The News Press, “There can be no free pass for blatant police brutality”

Judge’s comments: “Witty, versatile and informative.”

Second: John Hackworth, Charlotte Sun, “WWII veteran in final battle”

B

First: Mark Woods, The Florida Times-Union, “This visit was no reality tour”

Judge’s comments: “Clean, crisp, concise and succinct. Woods is a risk-taker who is willing to write about less than popular subjects.”

Second: Tonyaa Weathersbee, The Florida Times-Union, “Sick and tired of violence, we need a culture of peace”

Sports Column

A

First: Deron Snyder, The News Press, “FGCU keeps us waiting for answers”

Judge’s comments: “Deron’s in-depth, well-researched sports columns delve into hard-hitting topics.”

Arts/Entertainment Reporting

A

First: Bill Dean, The Gainesville Sun

Judge’s comments: “Good mix of historical background and observations in insightful articles. A sweet treat for any music lover.”

B

First: Konrad Marshall, The Florida Times-Union, “An artist’s pain”

Judge’s comments: “A gripping, powerful insightful story about an artist’s ultimately losing battle with depression.”

Religion Reporting

A

First: Liam Dillon, Naples Daily News, “Catholics not all ready to embrace new Ave Maria”

Judge’s comments: “Dillon explores the Ave Maria movement within the Catholic Church, from its small but strong segment of adherents to the role of an outspoken priest in an Ave Maria community. His reporting helps inform readers about this relatively new movement.”

Second: Taylor Vernarsky, The Daily Commercial, “Chaplain loses job over prayer style”

Travel Writing

A

First: Bill Dean, The Gainesville Sun

Judge’s comments: “Paints a historical portrait.”

Environmental Reporting

A

First: Nathan Crabbe, The Gainesville Sun, “Global warming hits home”

Judge’s comments: “Well-researched story that overviews the perspective changes from a proposed nuclear plant to more sustainable options in North Central Florida.”

Second: David Donald, The Daily Commercial, “Home brew”

B

First: David Hunt and Steve Patterson, The Florida Times-Union, “It’s a land rush near toxic sites”

Judge’s comments: “A chilling tale for the public about land purchases being made by toxic Superfund sites.”

Education Reporting

A

First: Jennifer Pontman, Tallahassee Democrat, “Nims hears a note of hope”

Judge’s comments: “This was a tough call and the judges debated for a while. What set Jennifer Pontman’s story apart was her in-depth reporting and narrative story telling.”

Second: Matt Clark, Naples Daily News, “Parents question legality of son’s expulsion for prank on teachers”

Third: Matt Clark, Naples Daily News, “Special-needs discipline procedures revised”

B

First: Bridget Murphy, The Florida Times-Union, “Lean on me and learn”

Judge’s comments: “Large in-depth take out package about a second chance school. Strong attention to detail, well-researched, and “chunks out” important subtopics with mini sidebar stories about important role players at the school.”

Second: Kathleen McGrory, The Miami Herald, "Teacher's credit: saving a life"
Third: Tia Mitchell, The Florida Times-Union, "Guns in the classroom"

Editorial

B

First: Joe Adams, Florida Times-Union, "Shorstein's pass"
Judge's comments: "This editorial takes a powerful figure to task for a principle important to all of us: Open government. Nice job."

Editorial Cartoon

A

First: Doug MacGregor, The News Press, "State Budget Cuts"
Judge's comments: "Well done. Make me nervous just to look at it ... exactly the point!"

Second: The News Press, Doug MacGregor, "Home Sale"
Third: The News Press, Doug MacGregor, "Hidden Treasure"

Photography Breaking News

A

First: John David, The News Press, "Florida Smolders"
Judge's comments: "The absolutely drained body of 12-year-old Austin embraced by his mother - juxtaposed with the devastation - tells the whole story."

Second: Glen Beil, Tallahassee Democrat/Tallahasseean, "Plane Crash"

B

First: Bob Shelf, The Florida Times-Union, "Woman shot dead after traffic pursuit"
Judge's comments: "This captures the intense emotion of the moment."

Feature

A

First: Andrew West, The News Press, "Osprey Fledgling"
Judge's comments: "Capturing the osprey nano-seconds before landing makes this a winner."

Second: Keri Rasmussen, The Daily Commercial, "Matter of Taste"

Sports Action

B

First: Bob Self, Florida Times Union, "Crowd Pleaser"
Judge's comments: "Wow! Technically good. Visually stunning."

Second: Rick Wilson, Florida Times Union, "Poked by

Meier"

Third: Will Dickey, Florida Times Union, "Spectators along the 18th fairway duck..."

Photo Illustration

A

First: Stephen Hayford, The News Press, "Tightening the Belt"
Judge's comments: "Yikes! I can feel the squeeze just looking at this."

Second-Keri Rasmussen, Daily Commercial, "The meaning of Christmas"

B

First: Jon Fletcher, The Florida Times-Union, "Divorce"
Judge's comments: "Well done. Suits the story perfectly."

Second-Jon Fletcher, The Florida Times-Union, "Jacksonville Film Festival lights up the town"

News Photo Essay

A

First: The News Press, Staff, "At Peace"
Judge's comments: "Very nice. Photo of young Widman, 4, is wrenching."

B

First: Bob Shelf, The Florida Times-Union, "Horse Power"
Judge's comments: "This one made me smile! It captures the love. The photo inside the car is fun, too."

Feature Photo Essay

A

First: Keri Rasmussen, Daily Commercial, "Walking Tall"
Judge's comments: "Some very good photos. Could have dropped some, made other bigger for impact."

Slide Show

A

First: Julian Pecquet, Tallahassee Democrat, "Africa Project"

B

First: Jon Fletcher, The Florida Times-Union, "Shands Jacksonville Trauma Center"

Judge's comments: "Obviously, this paper has figured out the slideshow-with-sound format. Strong photography plus tight editing and interesting audio. This piece stands out for it's gripping opening, strong momentum and that great kicker."

Second- Rick Wilson, The Florida Times-Union, "O' Christmas Tree"

Third-Bob Shelf, The Florida Times-Union, "JBR

Princess Confetti”

Feature Front Design

A

First: Lindi Daywalt-Feazel, The News-Press
Judge’s comments: “Clever and colorful.”

B

First: Gary T. Mills, The Florida Times-Union
Judge’s comments: “ ‘Electric’ colors make this one stand out.”

Second: Alison Powers, Florida Times Union, “Hollywood’s Grim Mood”

Third: Erin Patterson, Florida Times-Union, “New Hues”

Sports Front Design

A

First: Robyn George, The News-Press
Judge’s comments: “Lots of info here. Lead shot makes it a winner.”

Special Page Design

A

First: Adam Pauhov, The News-Press, “Freaky Good”
Judge’s comments: “Dramatic lighting makes the shot work.”

B

First: Anna Berken, Monty Zickuhr, Florida Times-Union, “Housing Slump”
Judge’s comments: “Graph makes it clear. Dominoes make the point.”

Graphic Design

A

First: Scott Sleeper, The News-Press, “Envision Our Community”
Judge’s comments: “Lets readers see important, but sometimes tedious, issues in a clear way.”

B

First: Anna Berken, The Florida Times-Union, “Symphony Lockout”
Judge’s comments: “Detailed and informative.”

Second: Patrick Garvin, The Florida Times-Union

Special Section

A

First: Adam Pauhov, The News-Press, “2008 Spring All-Area”
Judge’s comments: “Lots of local names and faces - just the thing for a community paper. Bright design makes this one a winner.”

Second: Marie Merchant, SunCoast Media Group, “Hurricane Preparation Guide 2008”

NON-DAILY

General Reporting, Single story

First: Francisco Alvarado, Miami New Times, “Wet Foot, Dry Foot”

Judge’s comments: “This is a compelling, well written piece with a strong news angle. The author weaved several stories into one but never lost the narrative thread. Nice work. This category had several strong contenders.”

Second: Deirda Funcheon, New Times, Broward-Palm Beach, “To Hug a Porcupine”

Third: Janine Zeitlin, Miami New Times, “Guarimba!”

General Reporting, Series

First: Isaiah Thompson, Miami New Times, “Under the Bridge”

Second: Anjali Fluken, Chris Kauffmann, Dan Ping, Tiffany Beck, Bob Mervine, Bill Orben, Orlando Business Journal, “Subprime shakeout”

Third: Bill Onben, Anjali Fluken, Denise Hicks, Dan Ping, Chris Kauffmann, Tiffany Beck, Orlando Business Journal, “Prepare for sticker shock at water faucet”

Judge’s comments: “I found all the entries to be well-written and enjoyable to read!”

Feature, Non-Deadline

First: Ashley Harrell, New Times, Broward-Palm Beach

Judge’s comments: A richly told narrative, riveting and repulsive, about the high price of unregulated decadence aboard a party cruise ship.

Second: Calvin Godfrey, Miami New Times, “Cat People”

Third: Quentin Roux, Marco Island Eagle, “Roses, and rose”

Judge’s comments: “With a nice eye for unorthodox color and an ear for quotes, the writer proves in this very short feature that stories musn’t be lengthy to be good.”

Business Reporting

First Place: Deirdra Funcheon, New Times, Broward-Palm Beach, “Rx foro Plunder.”

Judge’s comments: “An extensive effort of organizing and telling a story of local interest and national significance. Good story-telling is effectively mingled with complex backgrounding. Moves the reader to concerned awareness of the cost of medicare fraud to taxpayers.”

Second Place: Bill Orben, Denise Hicks, Anjali Fluker, Chris Kauffman, Dan Ping, Tiffany Beck, Orlando Business Journal, “Prepare for sticker shock at water faucet”

Judge’s comments: “Impressive job of telling facts and implications of a serious local issue. Shows compre-

hensive research efforts.”

Third Place: Bill Orben, Tiffany Beck, Anjali Fluker, Dan Ping, Chris Kauffmann, Orlando Business Journal, “Graying workforce: Aging out”

Judge’s comments: “Impressive research, organization and reporting on local implications of a national socio-economic trend.”

Humorous Column Writing

First: As Told to Edmund Newton, New Times-Broward-Palm Beach, “Eureka, Maybe”

Judge’s comments: “Interesting vignettes of often unreported elements of society. Good use of quotes mixed with humorous observations of writer.”

Second: Quentin Roux, Marco Eagle, “Ja mon, it’s a clock ting”

Third: Cindy Barth, Orlando Business Journal, “Fuel-proof methods for saving gas”

Elyse Wanshel, Miami New Times, “Drink and Draw ...”

Series Column Writing

First: Chuck Strouse, Miami New Times, “Strouse Columns”

Judge’s comments: “Writing is vivid. Strouse knows how to make points sharply, turn a phrase crisply and use analogies cleverly. I’m envious of his writing ability. The three entries, mysterious deer kill in the Florida Keys, the legal difficulties of a deposed hot-head politician and a first-person account of attempts to sell Che Guevara T-shirts, were well-sourced; reporting supported his points. No need here to hit readers over the head. Strouse puts his readers on - and into - the scene, revealing the people about whom he writes in situations where “we are there.” These columns provided an enjoyable, meaty and diverse read that take us to his Florida “beat.” I bet Strouse has a strong following, perhaps not a fan club exactly, but a “turn to Strouse first” contingent.

Sports Reporting, Non-Deadline

First: Amy Guthrie, New Times, Broward-Palm Beach, “Switch Hitter”

Second: Marie Sarmiento, Boca Raton News, “Saint Andrew’s lacrosse team gives back”

Third: Michael J. Mooney, New Times, Broward-Palm Beach, “The Muscle Men”

Judge’s comments:

Arts/Entertainment Reporting

First: Mark Howell, Solares Hill

Judge’s comments: “A very detailed, interesting and insightful piece exploring Kerouac’s classic ‘On the Road’”

Second: Jonathan Cunningham, New Times, Broward-Palm Beach, “Man-Child in the Promised Land”

Third: Arielle Castillo, Miami New Times, “Kid Rock”

Religion Reporting

First: Jennifer Knight-Ari, East Orlando Sun, “Ramadan at home”

Judge’s comments: “This is an intimate portrait of converts to Islam in America during the holiest part of the year. It puts the religion into a personal as well as historical context using the Ramadan fast as an entry point. This article shines a warm light on a practice of the Muslim faith that remains mysterious to some, despite ready acceptance of Lent and other rituals of more traditional Western religions. Knight-Ari was smart to explore both the blessings and regrets of her subjects, painting a full picture of individuals that readers of other faiths might recognize. She also gives a convincing glimpse of how one religion might speak more honestly than another to the heart of a searching soul.”

Second: Tamara Lush, Miami New Times, “Vodou Child”

Third: Amy Guthrie, New Times, Broward-Palm Beach, “Priest in ‘Ain’t Easy”

Travel Writing

First: Quentin Roux, Marco Eagle, “Jam on, it’s a clock ting”

Judge’s comments: “This is a concise ode to the charms of simple Bahamaian life. The writer makes sharp, pertinent observations while resisting the urge to make the piece about himself. The writing is smart, engaging and perfectly pitched to a low key.”

Environmental Reporting

First: Isaiah Thompson, Miami New Times, “Poisoned Well”

Judge’s comments: “This is a one-stop chronology that sums up how the influence of industry literally seeps in to contaminate people’s most valuable resource. It’s hard to pinpoint the individual health effects when benzene started showing up in the drinking water supply. But the New Times does an expert job of explaining how it probably got there and how money and influence from a rock mining company stifled probes to find out conclusively. The juxtaposition of the water and sewer director who loses his job for doing what’s right, and the environmental watchdog who accidentally stumbles across incriminating documents, makes the argument that this kind of investigation is needed more than ever and the compelling narrative makes the piece all the more relevant. It’s a mystery how, in the presence of writing like this, that industries and public servants continue to rationalize cutting ecological corners at the expense of the public’s health.”

Second: Dan Ping, Orlando Business Journal, “Forever no more?”

Third: Kelly Farrell, Marco Eagle, “Iguana’s gone

wild”

Education Reporting

First: Francisco Alvarado, Miami New Times, “The F-School Bomb”

Judge’s comments: “This well-researched account takes the reader into the halls of a high school to illustrate troubling events and an equally troubling lack of response by administrators. This article challenges school officials to make significant changes in order to establish equitable procedures where troublemakers are held accountable and aggrieved teachers and students get the support they need. The writer zeroes in on one teacher’s complaint and backs it up with additional accounts that offer a compelling call to action. It covers a meaty subject, is well written and structured. It’s engaging all the way through.”

Second: Jennifer Knight-Ari, East Orlando Sun, “The rainy day has come”

Third: Deirdra Funcheon, New Times, Broward-Palm Beach, “High School Sexical: Was Andrew Foster’s drama club a clique for creative students—or a cult?”

Editorial

First: Cindy Barth, Orlando Business Journal, “This Dud’s for you”

Judge’s comments: “Way to take legislators to task. This editorial is to the point but funny and lighthearted. A good read.”

Second: Cindy Barth, Orlando Business Journal, “Oh governor, where art thou?”

Third: John Burr, Jacksonville Business Journal, “Florida doesn’t need ills of gambling”

Photography

Feature

First: Jim Carchidi, Orlando Business Journal, “Gen-cor paves way to better times”

Judge’s comments: “Nice detailed shot to go with piece on plant expansion.”

Feature Photo Essay

First: James Crichlow, Jacksonville Business Journal

Photo Illustration

First: Jim Carchidi, Orlando Business Journal

Judge’s comments: “Creative and effective.”

Design and Copy Editing

Front Page Design

First: Carolyn Consider, Orlando Business Journal

Judge’s comments: “Photo collage of news is eye-catching and anchors the front page well. Good idea.”

Second: Diane Pimentel, Jacksonville Business Journal

Special Page Design

First: Nadine Ouillette, Marco Eagle

Judge’s comments: “From the close shot of the turtle and the use of color to the headline, everything about this page stands out.”

Second: Carolyn Consider, Orlando Business Journal

Third: Nadja Hansen, Solares Hill

Headline Writing

First: Cindy Barth, Orlando Business Journal, “Oh Governor, where art thou”

Judge’s comments: “Nice play on a popular movie. Funny and to the point.”

Second: Cindy Barth, Orlando Business Journal, “This Dud’s for you”

Graphic Design

First: Nadja Hansen, Solares Hill

Judge’s comments: “A unique but effective concept that grabs the reader’s attention. Very poignant.”

Second: Brenda Raza, East Orlando Sun

Third: Carolyn Consider, Jim Carchidi, Orlando Business Journal

MAGAZINES

Best Overall Magazine

First: Gainesville Magazine

Judge’s comments: “Great photography, layout and design. The “Green” section was wonderfully done. Feature topics were spot-on and writers gave wonderful context with the breakout statistics in stories. The cohesiveness of the issue stood out compared with the competition.”

Second: Ocala Magazine

Third: Grandeur Magazine

Best Web Site

First: Ocala Style

Judge’s comments: “Well organized, but that home page could use some more pop.”

Best Written Magazine

First: Ocala Magazine

Judge’s comments: “This was a tough choice. This category is blessed with insightful, entertaining, and exquisitely presented fare all around. For this category, however, Ocala stands out in a couple of key areas. The first is content. The February magazine highlights the pervasive problem of homeless children, a subject not typically tallied between ads for cosmetic dentistry and imported rugs. The article itself is engaging and gets backup from numerous sources and documents. It keeps to the human side of the problem with real life stories, structured around troubling statistics. The same magazine includes a funny, unique, first-person warning to brides headed out to score the perfect

ding dress. The July issue presented a commendable cover-story treatment of plastic that reaches the magazine's target audience well and provides a balanced summary of the issue. The same issue localized the nuclear debate with the added bonus of a history lesson from the country's worst nuclear accident.

Another strength is the writing. Even when the magazine is promoting a business or dissecting bridal options, there's a consistent, snappy, personal touch. Articles zero in on real individuals who highlight an issue or a concept. The focus is creative, concise and full of surprises. All of this is wrapped in a beautiful package of rich graphics and well-positioned layout. The editing makes for a taught, easily-accessed magazine from front to back."

Second: Gainesville Magazine

Judge's comments: "This magazine should be commended for very well-constructed product. It goes beyond local boosterism to find interesting hometown characters and destinations. The features and photo essays are well-conceived and beautifully presented."

Best Feature

First: Karin Fabry-Cushenbery, Ocala Style

Judge's comments: "A very interesting look at a major community issue – why don't Ocala residents recycle? The article points out several reasons why and does a great job prodding folks to take steps to increase recycling, illustrating problems if action isn't taken."

Second: Cynthia McFarland, Ocala Style

Third: Mary Ann DeSantis, Lake & Sumter Style

Best Feature Headlines

First: Dean Blinkhorn, Lake & Sumter Style, "Have you Herd?"

Judge's comments: "Nice play on words and a solid indication of what their story will be about."

Second: Staff, Orlando Business Journal, "Scout's Honor"

Best Editorial/Commentary/Opinion

First: Buddy Martin, Ocala Style, "Why water is our new oil"

Judge's comments: "Well written. Brought people in by heartening to a 'better day.' Brought to light an important issue using real-life examples. Solid."

Second: Mary Ann Desantis, Lake & Sumter Style. "No place to return"

Best Column

First: Dean Blinkhorn, Ocala Style

Judge's comments: "Very enjoyable and well-written piece that flows with charm and insight."

Second: Cindy Barth, Orlando Business Journal

Best Humor Column/Feature

First: Heather Lee, Ocala Magazine, "Back fat and bra straps"

Judge's comments: "This is a tasty, richly observed account of a bride's right of passage. Picking out a dress is a ubiquitous experience, yet Lee never resorts to trite cliché and gives a funny, colorful, very personal account of the experience. This may not be every bride-to-be's perception, but has a wit and reality that everyone can relate to. Through dialogue, description and precise metaphor, Lee creates engaging, real-life characters out of herself and the gauntlet of well-meaning friends, loved-ones and store clerks she's required to endure. Brides and grooms both would benefit from reading this before and during the logistical wrangling of wedding planning. It offers a healthy, intelligent perspective."

Second: Dean Blinkhorn, Lake & Sumter Style, "A Valentine's Day Cheat Sheet for Guys"

Third: Dean Blinkhorn, Trevor Byrne, Ocala Style, "Springfield vs. Ocala"

Best Public Service Coverage

First: Heather Lee, Ocala Magazine

Judge's comments: "Excellent scene setting (the boy wearing short-sleeved shirt when its 40 degrees because it's his sister's day to wear their one coat). Well sourced. Gut wrenching detail. Would have liked a couple quotes from the kids, particularly the one with which you started the story. But overall, a tremendously effective job of presenting the difficulties people are facing - both the people facing homelessness and the people who are trying to help them."

Best Overall Design

First: Rob Mack, Gainesville Magazine

Judge's comments: "Very clean and reader-friendly design. Great use of color and photography."

Second (tie): Trevor Byrne, Ocala Style & Steve Co-draro Ocala Style

Third: Cheryl Bence, Orlando Business Journal

Best Overall Use of Photography

First: Jim Carchidi, Orlando Business Journal

Judge's comments: "Great mix of photography. Vibrant colors and excellent lighting."

Best Cover

First: Jamie Mark, Josh Clark, Ocala Magazine, July 2008

Judge's comments: "This is such an arresting image. It stops a reader dead in her tracks. It's a creative way to illustrate the theme carried throughout this issue."

Second: Trevor Byrne and Andy Stracuzzi, Ocala Style, September 2007

Best Feature Design

First: Mitch Carnes, Ocala Style, "Sign of the Times"
Judge's comments: "Wonderful layout - clean and simple. Great use of black and white to hearken back to another time."

Second: Mitch Carnes, Ocala Style, "81 ways to beat the summertime blues"

Third: Steve Codraro, Ocala Style

Best Photo Illustration

First: Marcell Rowe, Ocala Style, October 2007
Judge's comments: "A very chilling and eye-catching treatment."

Second: Trevor Byrne, Ocala Style

Best Single, Original Color Photo

First: John Jernigan, Ocala Style
Judge's comments: "Simple yet powerful. This shot captures the essence of the story."

Second: William Miller, Ocala Style

Best Photo Essay

First: Jamie Mark, Richard Rossetto, Ocala Magazine
Judge's comments: "Wonderful concept expertly executed."

Second: Judge Cochran, Ocala Style

TELEVISION

Deadline Reporting

A

First: Dan Breitwieser, WCJB, "Gilchrist County wildfire"
Judge's comments: "Good pictures. Nice job gathering many elements under deadline."

Second: Laurie Dorsett, WTXL, "Daycare fire"

B

First: Nadia Ramdass, WFTS, "Twenty minutes, one gate"
Judge's comments: "Nice job telling the story. Good work trying to get answers from the landlord about the gate."

Second: Elizabeth Alvarez, WOFL, "Palm Beach brush fire"

Third: Nadia Ramdass, WFTS, "Scientology project"

General Reporting

A

First: Dan Breitwieser, WCJB, "Myspace Risqué Photos"
Judge's comments: "Good storytelling. Nice job getting the principal. The coach's statement in the tag added to the entire story."

Second: Noah Pransky, WZVN, "Ripken moving Rays"

Third: Dan Breitwieser, WCJB, "Deadly tornado response evaluation"

B

First: Sarina Fazan, Eric Moore "Hostage Reunion"
Judge's comments: "Nice get. Very creative telling the story the way you did since the father did not want to talk on camera."

General Reporting (Series)

A

First: Stacey Samuel, WCJB, "Mariah vs. AvMed"
Judge's comments: "Nice writing. Great job breaking down a complicated issue, especially in part 1."

B

First: Sarina Fazan, Kyle Cote, Matt McGlashen, WFTS, "Innocence stolen"
Judge's comments: "Excellent writing and storytelling. Used the limited visuals you had well. Really got to the emotion of the story despite the limitations you faced (since you correctly didn't want to show too much of the victim or reveal too much information about her and her family; also, you were able to convey the mother's emotion despite the language barrier). Nice follow through on getting action for the family."

Feature Reporting (Serious)

A

First: Stacey Samuel, WCJB

B

First: Sarina Fazan, Korwin Wills, George Cavanaugh, WFTS, "Letters from Death Row"
Judge's comments: "Compelling story told in a very compelling way. The sound with the religious leaders was a nice element. Lunsford made the story. Nice editing."

Feature Reporting - Light

A

First: Kyle Jordan, WINK
Second: Rosemary Connors, WFTX

B

First: Scott A. Fais, Tampa Bay On Demand
Second: Julia Yarbough, WTVJ
Third: Nadia Ramdass, WFTS

Sports Reporting

A

First: Noah Pransky, WZVN, "Youth crosstraining"

Sports Special

A

First: Chris May, Chris Price, Hank Astengo, WCJB

Weather Reporting

B

First: Rob Eicher, WKMG

Judge's comments: "Entertaining commentary on the weather that is delivered in a fun-loving manner."

Business Reporting

A

First: Noah Pransky, WZVN, "Invest in gas?"

Judge's comments: "Interesting, topic that many haven't covered."

Investigative Reporting

A

First: Dan Breitwieser, WCJB, "Chiefland voter fraud"

Judge's comments: "Exposes how voter registration is going unchecked, even if it means getting locked out of places as a reporter."

B

First: Doug Smith, Lisa Blegeu, Craig Davisson, WTVT, "Small town justice"

Judge's comments: "Gut-wrenching narrative that shows how being a journalist can make a difference. One of the best entries in this year's competition."

Consumer Reporting

B

First: Craig Cross, Eric Seidel, Jeff Schlessler, WTVT, "Mega pixel myth"

Judge's comments: "Well reported piece that helps debunk the myth behind how the number of mega pixels in a digital camera can improve your photos."

Special/Documentary

A

First: Stacey Samuel, WCJB, "360 degrees of homelessness"

Judge's comments: "Stacey Samuel does an amazing job reporting – over a two-month time period – the problems with homelessness. She shows how easy it is for a seemingly typical family to become homeless."

Newscast

A

First: Chris May, WCJB

Judge's comments: "Passionate reporting on multifaceted stories, strong visual elements and witty banter between anchors."

Second: Amanda Decker, WCJB

Photography Serious Feature

B

First: Craig Davisson, WTVT

Judge's comments: "Strong visual imagery that tells a complicated story."

Photography Light Feature

A

First: Jason Nguyen, WINK

Judge's comments: "Strong Norman Rockwell-esque patriotic images capture the moment in a single frame."

B

First: Scott A. Fais, Central Florida On Demand

Judge's comments: "Spooky affects give ghostly hauntings an extra boost."

General Editing

B

First: Craig Cross, WTVT

Judge's comments: "More money doesn't always mean better pictures when it comes to digital cameras. Nice use of quick "camera-like" snap shots that get in and out of frame quickly. Good use of sound and visual elements that nicely compliment the entire package."

Second: Scott A. Fais, Central Florida On Demand

ONLINE

Best Web Site

First: Orlando Business Journal

Judge's comments: "Interactive and informative an a good aggregator of business information."