

Webinar starting shortly...



The 15th Annual

Second Street Awards





The 15th Annual

Second Street Awards



Welcome!



Liz Huff

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The Categories



Purpose Awards

- Advertiser Lead-Gen Campaign
- Branded Content Campaign
- Editorial & Programming Campaign
- Audience Builder Campaign
- Recurring Revenue Campaign
- Data Strategy
- National Sweepstakes: Revenue
- National Sweepstakes: Audience Builder

Technical Awards

- Event Promotion
- Seasonal Campaign
- Niche Ballot
- Small Market Best Of' Ballot
- Mid-Sized Market Best Of' Ballot
- Large Market Best Of' Ballot
- Photo Contest
- Photo Gallery
- Poll
- Sweepstakes
- Quiz
- Voting Bracket

Program Awards

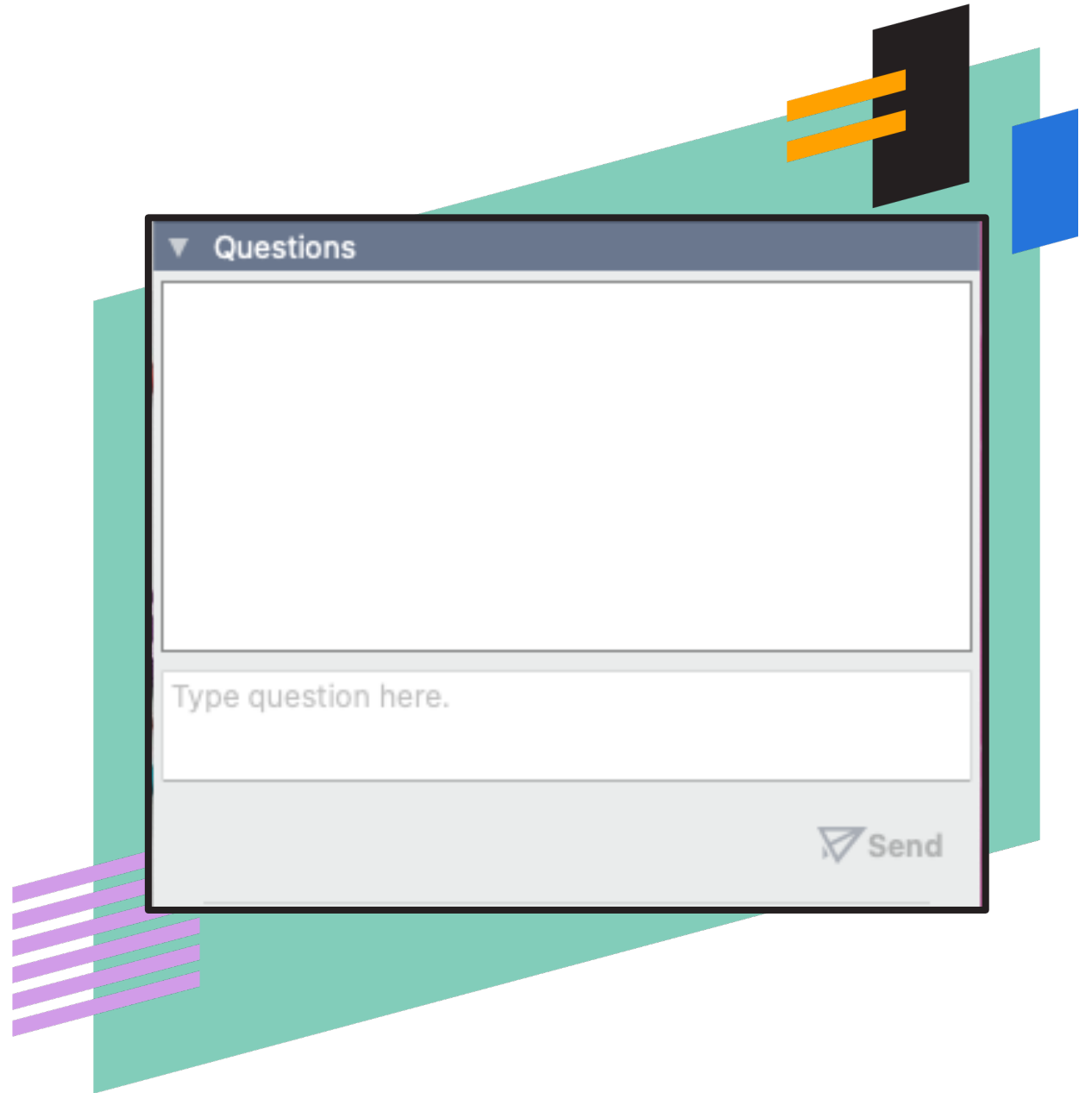
- Regional Campaign
- ***Most Creative Promotion**
- Small Market Program
- Mid-Size Market Program
- Large Market Program
- Groupwide Strategy
- ***Breakout Partner of the Year**
- ***Hall of Fame**

Campaign of the Year

***New category**

Do you have questions?

Ask in the GoToWebinar Panel during the webinar, and we will answer them at the end!





Purpose Awards

Recognizing the best promotions



Advertiser Lead-Gen Campaign

Purpose Award

Rent or Mortgage 2023

Forever - Delmarva

Milford, DE



RENT OR MORTGAGE
\$15,000 SWEEPSTAKES
FOR A YEAR

PRESENTED BY
ATLANTIC
REFRIGERATION &
AIR CONDITIONING

**Enter below for your
chance to have your
Rent or Mortgage paid
for a Year!... a \$15,000
prize!**

Entries accepted
Monday, November 6, 2023
through Tuesday, December 12,
2023

Email Required



Woodhouse Wednesdays

NRG Omaha

Omaha, NE



**YULETIDE
BEATS
BUNDLE**
WOODHOUSE

It's a Woodhouse Wednesday on Power 106.9!

Enter to win a **Yuletide Beats Bundle**, which includes Bose QuietComfort 45 Noise Cancelling headphones, and \$100 to Woodhouse for your next oil change!

Plus, you could be entered to win the grand prize of **\$2,600!**


Email Required





\$5,000 Shaw Flooring Giveaway

The Post and Courier

Charleston, SC



\$5,000  **Giveaway!**



[REGISTER TO WIN](#)
Homeowners only, please.

.....

Email Required



Free Furnace Giveaway

WBYR-FM

Fort Wayne, IN



And the winner is...

Upgrade to Epic

The Arizona Republic

Phoenix, AZ

WINNER






Branded Content Campaign

Purpose Award

Which Fair Food Are You?

WCCB-TV


Charlotte, NC



THE CHARLOTTE FAIR PRESENTS...

WHICH FAIR FOOD ARE YOU?

Question 1 of 7



#1 What is your favorite ride at the fair?


Ferris Wheel

Scrambler

Tilt-A-Whirl

Carousel

[f](#) [x](#) [e](#)



Coastal MS Quiz

AL.com

Mobile, AL

What Coastal Mississippi town are you?



Coastal Mississippi, one of the last “local-feeling” Gulf Coast destinations, provides both Southern hospitality and a bevy of family fun. Whether you like to have a laid-back vacation, have a little adventure, or place a few bets, Coastal Mississippi has the town for you.

Take this quiz to find out what Coastal Mississippi town you should visit for a chance to win a weekend in beautiful Biloxi, MS!

Your prize includes:

- 2 nights at Margaritaville Resort & Family Entertainment Center Biloxi *(blackout dates apply)*
- 4 passes to Paradise Pier at Margaritaville Resort & Family Entertainment Center Biloxi
- \$100 dining gift card

Question 1 of 5

#1 What word best describes you?

Risk taker

Artsy

Laid-back

Trendy

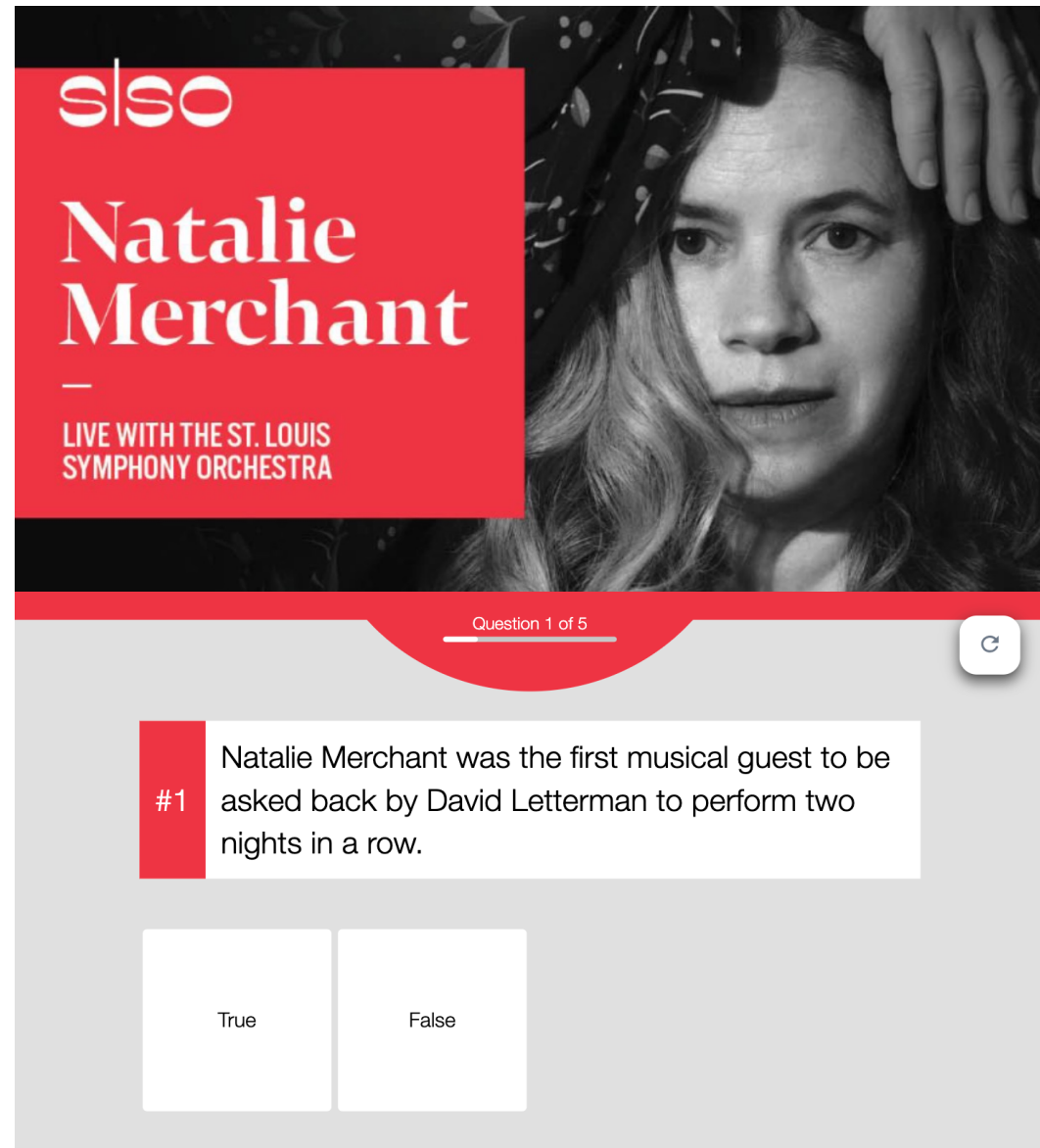
Athletic



Saint Louis Symphony Quiz + Giveaway

St. Louis Magazine

St. Louis, MO



The quiz interface features a header with the 's|so' logo and a black and white portrait of Natalie Merchant. The main content area is divided into a red top section with the artist's name and a grey bottom section with the quiz question. The question is preceded by a red box with the number '#1'. At the bottom, there are two white buttons for 'True' and 'False'.

s|so


Natalie Merchant

LIVE WITH THE ST. LOUIS SYMPHONY ORCHESTRA

Question 1 of 5

#1 Natalie Merchant was the first musical guest to be asked back by David Letterman to perform two nights in a row.

True False



Iowa Pork Producers Association WE CARE Quiz

KOKZ-FM

Waterloo, IA



Take the quiz to see how much you know about Iowa pig farming and be entered for a chance to win an Iowa Pork Producers prize pack with \$250 of pork certificates.

Question 1 of 6

#1

What do Iowa pig farmers do every day to keep their pigs healthy?

They check on them

They make them take an afternoon nap

They floss their teeth

And the winner is...

Clean Drains Quizzes

Federated – Fort Wayne

Fort Wayne, IN



Fort Wayne Rivers

FUN FACTS QUIZ



Take this short Quiz and you'll be entered to win a family 4-pack of passes to the Fort Wayne Children's Zoo!

Question 1 of 11

#1

The Maumee River leaves Fort Wayne and flows into Lake Erie

True

False



Editorial, Promotions & Programming Campaign

Purpose Award



Thank You, Teachers

Shaw Local News Network
Crystal Lake, IL

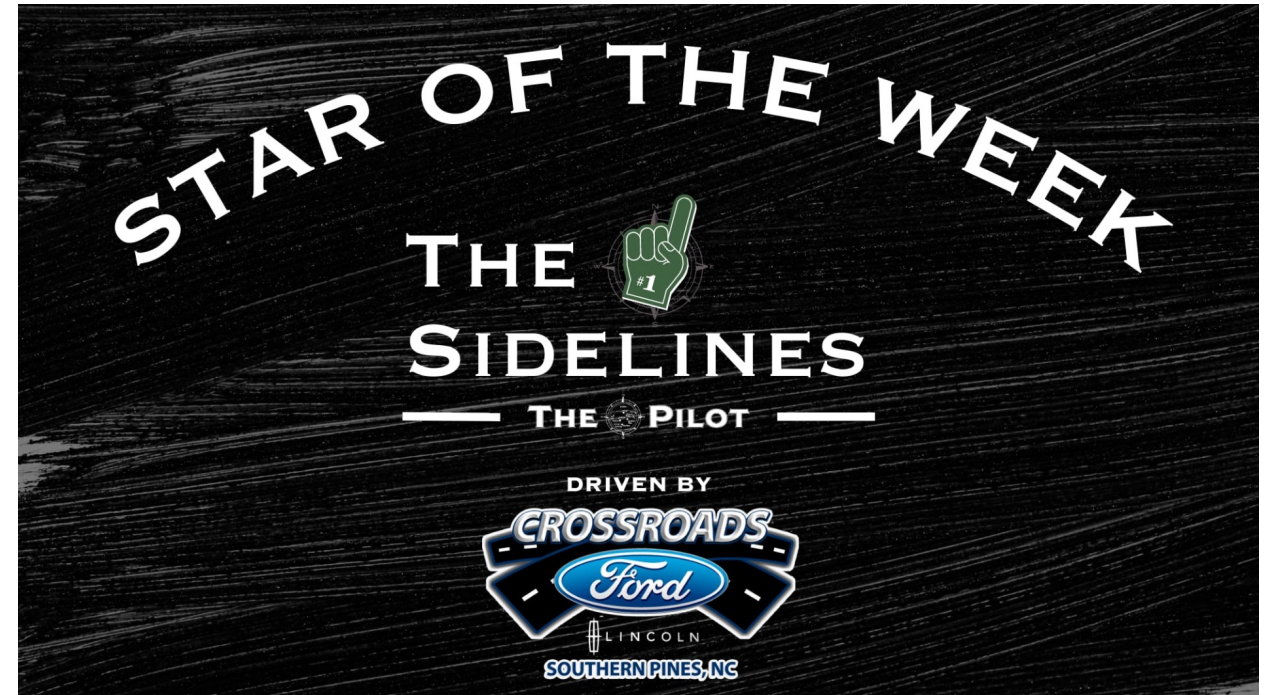




Star of the Week

The Pilot

Southern Pines, NC





WDRB Mornings Till 10am - Watch to Win Contest

WDRB-TV

Louisville, KY



WATCH & WIN A 70" TV

WDRB Mornings are now live till 10! To celebrate we're giving away a 70" TV everyday 2/13-2/17!

Watch daily 9a-10a and look for the reveal of the Secret Codeword and register it here. Each day a new codeword is revealed with a new chance to win!



Conway Resource Guide Photo Contest

My Horry News

Conway, SC



PHOTO CONTEST

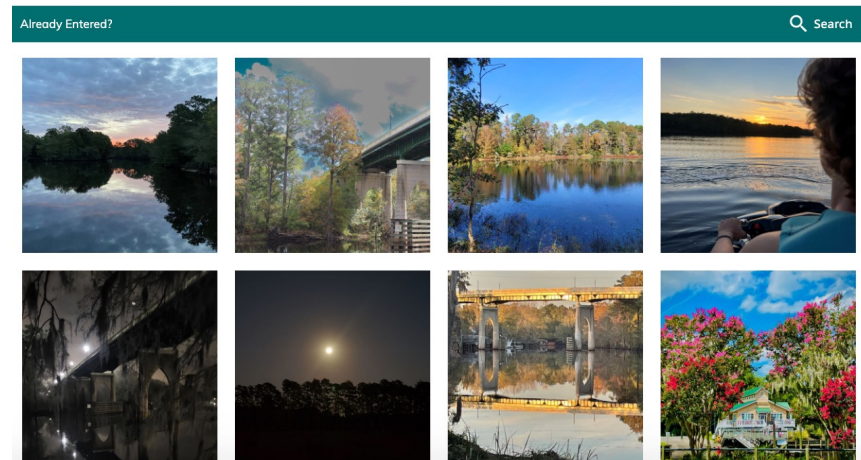
Submit your photos of Conway in our Conway Resource Guide photo contest!

Include when & where the photo was taken in your caption.

The photo with the most votes will win a \$100 prize from
My Horry News!

*Please note: by submitting a photo in the Conway Resource Guide Photo Contest you are granting permission to My Horry News to use your photo in the upcoming 2024

Conway Resource Guide if we choose to.*



And the winner is...

Second Chance Grand Prize Game

WGN-TV

Chicago, IL

WINNER

SECOND
CHANCE

The
GRAND
PRIZE
Game



enter at wgntv.com/contests

When YOU were a kid, were you this/close to playing the Grand Prize Game, but missed out on the opportunity? Maybe your sibling broke their foot, and you didn't get to go to the show. Maybe the arrows landed on the mom NEXT to you. We want to hear YOUR story!

Enter the "Second Chance Grand Prize Game Contest," in honor of our 75th Anniversary! In 300 words or less, tell us why YOU should get a second chance at the *Grand Prize Game*. We'll choose four local lucky winners to come on *WGN Morning News* this March for their shot at all six buckets!



ONE MONTH
FREE LESSONS



\$200
GIFT CARD



ODYSSEY
STROLL 'N WAGON



4 TICKETS
+ 1ST PITCH



FAMILY
FOUR PACK
SEASON PASSES



PLAY LIVE ON WGN MORNING NEWS



Audience Builder Campaign

Purpose Award



4-Degree Guarantee

WKOW-TV

Madison, WI



SO ACCURATE WE PAY YOU!

If the 27 Storm Track 10 p.m. forecast is ever off by more than 4 degrees, you could win cold, hard cash! Each day the forecast is correct, we'll add \$27 to the total. When our forecast is off by more than 4 degrees, we'll give away what's in the pot to one lucky winner.



Piggly Wiggly Best of Basketball

AL.com

Mobile, AL

ENTER TO WIN

QUIETKAT

ELECTRIC BIKE

Powered by
POWERADE and
Coca-Cola United



piggly wiggly



Shopping with the DJ

WBYT-FM & WQHK-FM

Fort Wayne, IN



Win a Shopping Trip with Brittney

Shipshewana •TradingPlace• est. 1922 

Shipshewana Flea Market is giving away \$50 to Shop, Free Parking, Overnight stay at the Farmstead Inn, and Breakfast.



Win a Shopping Trip with Kylie

Shipshewana •TradingPlace• est. 1922 

Shipshewana Flea Market is giving away \$50 to Shop, Free Parking, Overnight stay at the Farmstead Inn, and Breakfast.



Golf Around Moore County Sweepstakes

The Pilot


Southern Pines, NC


ENTER NOW!


GOLF AROUND MOORE COUNTY


\$1000 GIVEAWAY!

You could win tee times and cart rentals for a foursome at Knollwood Fairways, Midland Country Club, Beacon Ridge, Talamore and 7 Lakes Golf Club!









Email Required

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#).

☐ Yes, I want to get email updates on Moore County sports and athletics.

☐ Yes! I want exclusive perks, plus quick takes on local food and events. Gimme The Sway.

☐ Please email me about the 12 Days of Christmas and other contests!

CONTINUE >

And the winner is...

Emerald Cruises Contest

Black Press Media

British Columbia, CN

WINNER

Enter to Win
a luxury Danube River Cruise

Valued at over **\$10,000**



8-day Danube Delights River Cruise For Two

Budapest to Munich in July or August 2024

 WEST COAST
TRAVELLER



Recurring Revenue Campaign

Purpose Award



COSI Series

Columbus Dispatch

Columbus, OH



COSI
Center of Science and Industry

Reserve your tickets in advance
Guests and Members must reserve a ticket in advance to ensure a fast and contactless admission when you arrive. [GET TICKETS](#)

Cool Off this Summer!

Enter to win a COSI family membership!



Hyundai Hometown Heroes

WJTX-TV
Jacksonville, FL





Athlete of the Week

Latrobe Bulletin

Latrobe, PA



The Latrobe Bulletin and The Ligonier Echo
The Daily Courier and Independence
HEALTH SYSTEM
WESTMORELAND AREA
present...

2023 **STUDENT ATHLETE OF THE WEEK** 2024

***Vote each Monday and Tuesday for
the previous week's top high school athlete!***



Hidden Heroes

*Warren County
Record*

Warrenton, MO





And the winner is...

Toro Product of the Month

WGN Radio

Chicago, IL



WINNER





Data Strategy

Purpose Award



South Bend Medical Foundation Survey

WBYT- FM

Elkhart, Indiana



Do you donate blood?

Required

- ☐ Yes, regularly
- ☐ Yes occasionally
- ☐ No
- ☐ I used to but don't now

What frequency of donation makes someone a regular donor?

Required

- ☐ Yearly
- ☐ 2 times a year
- ☐ Quarterly
- ☐ Every 56 days

When would it be most convenient for you to donate? Click all that apply:

Required

- ☐ Saturday
- ☐ Sunday
- ☐ Weekday after 5
- ☐ Weekday between 8-5

Which would be your location preference to donate blood?

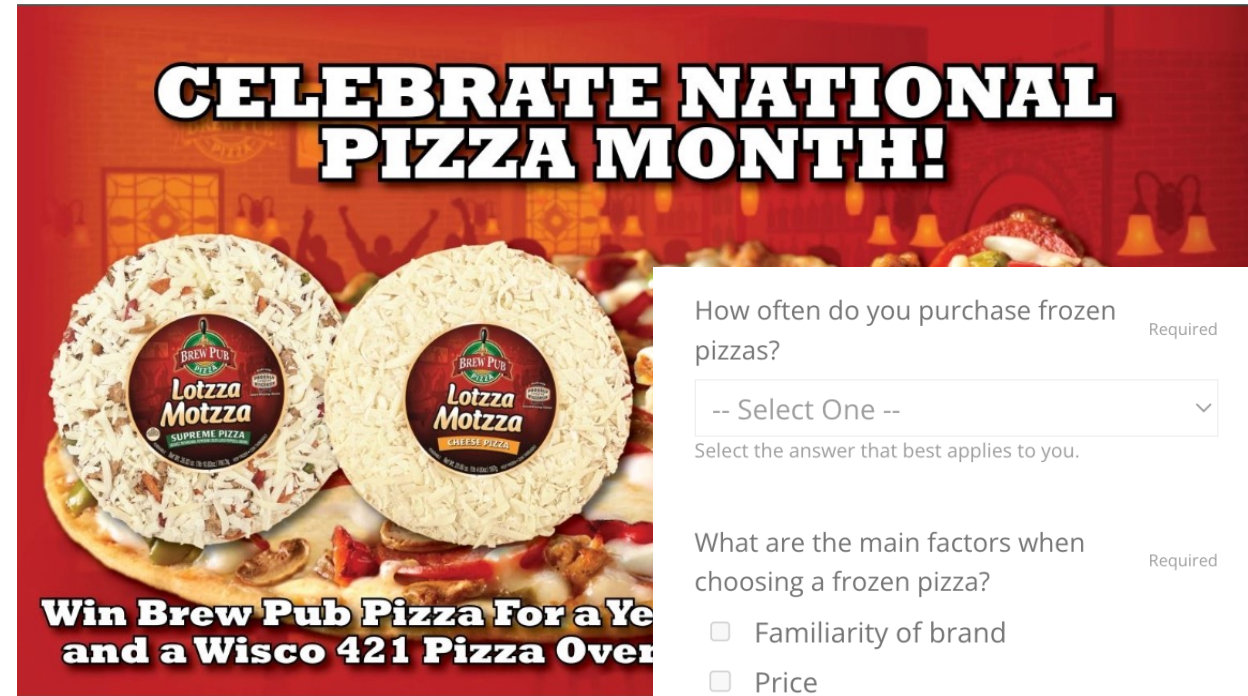
Required

- ☐ Donor Center
- ☐ Remote Blood Drive
- ☐ At my workplace

National Pizza Month with Brew Pub Lotzza Motzza Pizza

WGN Radio

Chicago, IL



**CELEBRATE NATIONAL
PIZZA MONTH!**

How often do you purchase frozen pizzas? Required

-- Select One --

Select the answer that best applies to you.

What are the main factors when choosing a frozen pizza? Required

- ☐ Familiarity of brand
- ☐ Price
- ☐ Packaging
- ☐ None of the above.

What price point do you not want to exceed when purchasing a frozen pizza? Required

-- Select One --



The Muny Sweepstakes 2023

St. Louis Magazine

St. Louis, MO



Email Required

☐ Yes! I would like to receive more information about exclusive news and events happening at The Muny!

What motivates you when deciding on seeing a show? (Check all that apply)

☐ Price

☐ Date and time

☐ Family-friendly

☐ Atmosphere

☐ Supporting an artist that is a friend

☐ The show's description

Which musical show are you most excited about?

☐ Chess

☐ Rent

☐ Sister Act

☐ West Side Story

☐ Disney's Beauty and the Beast

☐ Little Shops of Horrors

☐ Beautiful: The Carole King Musical



\$15,000 Holiday Sweepstakes

WSLS-TV

Roanoke, VA



Which of these is your preferred local furniture vendor?

Required

- ☐ Grand Home Furnishings
- ☐ Virginia Furniture Market
- ☐ Schewels Home
- ☐ Ashley Furniture

Which of these is your second preferred local furniture vendor?

Required

- ☐ Grand Home Furnishings
- ☐ Virginia Furniture Market
- ☐ Schewels Home
- ☐ Ashley Furniture

Please rank these factors my importance of consideration while shopping for furniture?

Required

- ☐ Price
- ☐ In-Store Financing
- ☐ Selection
- ☐ Free-Delivery and Set-up



ENTER TO WIN

\$15,000 HOLIDAY SWEEPSTAKES

AND A LA-Z-BOY RECLINER!

SPONSORED BY:

schewels home

WSLS INSIDER

And the winner is...

World Car Kia Giveaway

Express-News

San Antonio, TX



Unwrap the Magic of the Season!

Enter World Car KIA's Holiday Car Giveaway below!

This December, World Car is making your holiday dreams come true with our sensational Holiday Car Giveaway! Imagine unwrapping into the New Year behind the wheel of a brand-new car, courtesy of World Car KIA & Express-News.



WORLD • CAR
Giveaway

Are you more likely to buy a new vehicle in 6-12 months?

- ☐ Yes
☐ No

Are you considering replacing your present car in the near future?

- ☐ Yes
☐ No

Would you consider an EV for your next vehicle?

- ☐ Yes
☐ No



National Sweepstakes Campaign: Revenue

Purpose Award



Free Rent or Mortgage for a Year 2023 Giveaway

Goskagit.com

Mount Vernon, WA

ENTER TO WIN



(1) lucky winner will also win a \$100 Visa Gift Card, provided by Skagit Publishing!

**SPONSORED
BY:**



ENTER TODAY!



\$5,000 Grocery Sweepstakes

Latrobe Bulletin

Latrobe, PA

\$5,000
SWEEPSTAKES

Complete the form below
for your chance to win a
\$5,000 prize!





15K Payday with Wild Country 99

KZPK-FM

St. Cloud, MN



Win the 15K Giveaway with [Modern Barnyard](#) and Wild Country 99! You could win \$15,000 to spend on whatever you want! Christmas gifts, new home decor, pay your bills, etc.

We are also giving away a \$500 Christmas Shopping Spree at [Modern Barnyard](#)!

Home For the Holidays

KTVI-TV

St. Louis, MO

Win Big
This
Holiday
Season!



Email

Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Complete the form to the right for your chance to win a \$15,000 prize in the Home For The Holidays Sweepstakes!

PLUS...

You will automatically be entered for a chance to win a combined prize package from our local partner sponsors valued at \$300!



CWR Private Client Group

Creating and Protecting Wealth



And the winner is...

2023 \$15,000 Sweepstakes

Citrus County Chronicle

Citrus County, FL



Win Big!

Email Required

By clicking the button below, I agree to the [Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >

Complete the form below for your chance to win a \$15,000 prize!

Entries accepted
Monday, November 6, 2023 through Tuesday,
December 12, 2023

Locally sponsored by:





National Sweepstakes Campaign: Audience Builder

Purpose Award



2023 Win Groceries for a Year!

WQLT-FM

Florence, AL

\$5,000
SWEEPSTAKES

Complete the form below for
your chance to win Groceries
for a Year!

Additional Prizes:
Local winner Guaranteed to
win \$250 towards groceries
courtesy of Foodland!!

FOODLAND





Super Awesome Mega Giveaway

San Diego Magazine

San Diego, CA

Win **\$5K**
in the
easiest
way!

Enter:

**SUPER
AWESOME
MEGA**
Giveaway

today for **LUXURY
PRIZES, CASH,
and MORE!**

SAN DIEGO
MAGAZINE



Home for the Holidays \$15K Sweepstakes

Oil City News

Casper, WY

HOME FOR THE HOLIDAYS
\$15,000 SWEEPSTAKES



Mtn West
TECHNOLOGIES

**HOME ISN'T HOME WITHOUT
HIGH-SPEED INTERNET!**

**ENTER TO WIN RENT OR MORTGAGE FOR A YEAR
+ ONE YEAR OF HIGH-SPEED INTERNET**



Car Payments \$5K Sweepstakes

Daily Herald

Arlington Heights, IL





accessatlanta

\$5,000
SWEEPSTAKES

Email

Required

By clicking the button below, I agree to the
[Terms of Service](#), [Privacy Policy](#), and [Rules](#)

CONTINUE >



Technical Awards

Recognizing the best promotions



Event Promotion

Technical Award



Taste of Hamburg-er Quiz

The Republican-Herald

Ultimate Fair Experience 2023

KFDM-TV

Carolina Renaissance Festival VIP Experience 2023

WCCB-TV

Great American Tailgate

USA TODAY



And the winner is...

Bridal & Quince Photo Contest

The Victoria Advocate

Victoria, TX



**Submit your photo here
for a chance to win!**

Upload your photo December 12th-24th

Vote December 25th-January 7th

Winner revealed January 12th!



Seasonal Campaign

Technical Award



Kemps River Shopping Center Holiday Extravaganza

The Virginian Pilot

15 Days of Giving

KVIA-TV

Canada Day 2023

Black Press Media

Free Stuff Frenzy

WWTV-TV



And the winner is...

2023 Chicago's Merry Own Contest

WGN-TV

Chicago, IL

WINNER





Niche Ballot

Technical Award



2023 Football Fans' Choice Contest

My Horry News

Slam Dunk Teacher

KBBK-FM

2023 Senior Superlatives

Citrus County Chronicle

20 Under 40

The Pilot





And the winner is...

The Bobbys 2023

The Sumter Item

Sumter, SC



WINNER





'Best Of' Ballot: Small Market

Technical Award



Oil City's Best

Oil City News

Best of Western Kentucky 2023

WKDZ-FM

Best of the Grand Strand

WMBF-TV

Best of The Pines

The Pilot



And the winner is...

Best of Denton 2023

Denton Record-Chronicle

Denton, TX

WINNER



DENTON RECORD-CHRONICLE
2023 BEST OF
denton
30th
ANNIVERSARY
BestOfDenton.com

PRESENTED BY

The Law Offices of
TIM POWERS
AGGRESSIVE CRIMINAL DEFENSE
timpowers.com

Gold Sponsors:

Samuel's Tree Service, LLC
QUALITY TREE CARE

CONNECTIONS
WELLNESS GROUP

Silver Sponsors:

JAMES WOOD AUTOPARK

SAÏON LAPAGE

Chrissy Mallouf
Real Estate Group | 940.230.7510



'Best Of' Ballot: Mid-Size Market

Technical Award



2023 Best of Hawaii

KITV-TV

Best of Michiana

Federated - South Bend

Best Of SRQ Local 2023

SRQ Magazine

Sarasota Community's Choice Awards

Sarasota Herald-Tribune



And the winner is...

Best Of Sun Coast Media Group

Sun News Media

Port Charlotte, FL



It's Time to VOTE for the **2023 Best of Charlotte**

Click here to register and VOTE Today!

Who do you think is The Best?

From Now through October 11th
VOTE for your favorite Charlotte businesses!

CATEGORIES:

- Auto, Marine & Carts
- Entertainment & Recreation
- Food & Drink
- Health & Wellness
- Home Services
- Professional Services
- Real Estate
- Shopping

VOTE in 25 or more categories and you could WIN a \$100 Gift Card

It PAYS to READ, PLAY and WIN with The Daily SUN and YourSun.com.

WINNER
BEST OF CHARLOTTE 2023

FINALIST
BEST OF CHARLOTTE 2023

APG FLORIDA
SUN News Media

Who do you think is The Best?

It PAYS to READ, PLAY and WIN with the Venice

Who do you think is The Best?

WINNER
BEST OF VENICE

FINALIST
BEST OF VENICE

APG FLORIDA
SUN News Media

Who do you think is The Best?

WINNER
BEST OF ENGLEWOOD

FINALIST
BEST OF ENGLEWOOD

APG FLORIDA
SUN News Media

Who do you think is The Best?

WINNER
BEST OF NORTH PORT

FINALIST
BEST OF NORTH PORT

APG FLORIDA
SUN News Media



'Best Of' Ballot: Large Market

Technical Award



Vote 4 the Best 2023

WDIV-TV

YOURSА 2023

MySanAntonio

TribLIVE Best of the Best Community Choice Awards

Tribune-Review

A-List 2023

St. Louis Magazine



And the winner is...

2023 Palm Beach County Community's Choice Awards

Palm Beach Post

Palm Beach, FL

WINNER

VOTE NOW!

Honor your favorite businesses by
voting for them to be the Best of the Best.

VOTE FOR A CHANCE TO
WIN \$250

Official Community Choice Awards

2023
BEST OF THE
best
★ ★ ★ ★ ★
PALM BEACH
COUNTY

Serving Our Community for Over 100 Years

The Palm Beach Post
palmbeachpost.com



Photo Contest

Technical Award



Celebrating Women Nominations 2023

San Diego Magazine

Cutest Couple Contest

WWAY-TV

Nurse's Day

Bedford Gazette

The Real House Pets of Sheridan/Johnson County

Sheridan Media





And the winner is...

2023 Wrapping Paper Contest

*Chattanooga Times
Free Press*

Chattanooga, TN



THE LIN C. PARKER WRAPPING PAPER DESIGN CONTEST

Since 2002, the Chattanooga Times Free Press has sponsored an annual contest for students in grades 1-5 to design a sheet of wrapping paper that will be printed in the newspaper and used by readers to wrap their gifts.

Students create their design (one per child) on an 8-by-10 sheet of plain white paper. The winning entry, as selected by a panel of judges, will be expanded into a larger newspaper broadsheet, about 22 by 22 inches. Several runner-up designs will be printed on the reverse side.

The gift wrap will be included in the Sunday, Dec. 17, edition of the newspaper, along with a story about the young artist. Readers will be able to view the winning finalists and vote in a Readers' Choice contest at timesfreepress.com.



Photo Gallery

Technical Award



Show Us Your Christmas Tree

WHTQ-FM

2023 Graduation

My Horry News

Dog Days of Summer

KEZI-TV

Dream Wedding Giveaway

KARK-TV



And the winner is...

Ingles Market Amazing Moms

*Spartanburg Herald-
Journal*

Spartanburg, SC

WINNER





Poll

Technical Award



What's your Favorite Taco?

KSAT-TV

Embrace Poll

Boston Herald

Pioneer Valley Staycation

Newspapers of New England

Avenue Poll: Holiday Content Consumption

Avenue Calgary



And the winner is...

Buffalo National River Poll

*Northwest Arkansas
Democrat-Gazette*

Fayetteville, AR

WINNER



An idea is being floated to change the designation of the Buffalo National River to a national park and preserve. The designation change is designed to increase visitors and economic impact on the region and more federal funding for infrastructure. Some groups oppose to the change.

What do you think?



Sweepstakes

Technical Award



Cowboys Ticket Giveaway

KETK-TV

Oliver Osoyoos Wine Country Contest

Black Press Media

Big Red Payout

KRNY-FM

Houston Life Prize Wheel

KPRC-TV



And the winner is...

Win a FREE Online Semester from CSU

The Post and Courier

Charleston, SC

WINNER

Enter to Win
a **FREE** semester of
CSU Online!



CHARLESTON
SOUTHERN
UNIVERSITY

[GET MORE INFO](#)



Enter through Wednesday, May 24. New Students only. Must enroll and be accepted. No monetary value.

Email

Required



Quiz

Technical Award



Wildlife for Dummies; Will you Survive your Next Encounter?

Sheridan Media

How Well Do You Know the Council of Aging of Elkhart?

Federated – South Bend

2023 Moo or False Trivia

KFDX, KJTL, KJBO-TV

Smokey Mountain Animal

AL.com



And the winner is...

How Much Do You Know About Organ Donation

Detroit Free Press

Detroit, MI

WINNER



CHECK YOUR HEART™



Register as an
organ donor.
REGISTER NOW!



CHECK
YOUR
HEART™



Add Your Name to the Donor Registry.

**ORGAN
DONATION**
HOW MUCH DO YOU KNOW?



Take our quiz for the chance to win a \$500 Visa gift card!

It only takes five minutes to save a life, so **Check Your Heart** and add your name to the **Michigan Organ Donor Registry** today.

Click [HERE](#) for the Michigan Organ Donor Registry.



Voting Bracket

Technical Award



What is the best Coffee Shop in Chattanooga Area?

Chattanooga Times Free Press

Wild Country 99 Hometown Bracket

KZPK-FM

Best Picture Bracket

KOKZ- FM

Christmas Movie Madness

KFDX-TV



And the winner is...

Clash of the Crabs

Baltimore Magazine

Baltimore, MD

WINNER





Program Awards

Companies whose overall strategies rose above the rest



Regional Campaign

Program Award



Nice Rink Frozen Memories

USA Today

Win \$200 Worth of Fuel from MACFood Mart

Federated – Fort Wayne

Win Big for Your Non-Profit

Sun Sentinel/Orlando Sentinel

Shore Thing Summer Getaway

Black Press Media



And the winner is...

Friday Night Drive

Shaw Local News

Crystal Lake, IL

WINNER





Most Creative Promotion

Program Award

And the winner is...

Swiftdogs

KBBK-FM, KBBK-HD2 &
KFGE-FM

Lincoln, NE

WINNER



SWIFTDogs

Presented by

LIBERTY FIRST
CREDIT UNION

WIN TICKETS TO TAYLOR SWIFT
IN KANSAS CITY ON SAT, JULY 8

JUNE 30 • HAYMARKET PARK

LINCOLN SWIFTDogs vs SIOUX CITY X'S

Must have ticket to game and be present to win



B107.3

TODAY'S BEST COUNTRY
FROGGY98

RED94.5
Lincoln's New Music

Here's your chance to win TAYLOR SWIFT TICKETS! Fill out the form below to be entered to win!

A qualifier will be announced every inning, plus one final qualifier at the end of the game. All ten qualifiers must remain at the game until the Grand Prize drawing at the end!

TWO winners will each receive a pair of tickets to see Taylor Swift at Arrowhead Stadium in Kansas City on Saturday, July 8th!



Small Market Program

Program Award



Latrobe Bulletin

GOERIE



Sheridan Media

And the winner is...



THEPILOT.COM





Mid-Size Market Program

Program Award



Federated Media

New Ideas...Old Values





And the winner is...

Greenville News





Large Market Program

Program Award



St. Louis
M A G A Z I N E





And the winner is...

The Columbus Dispatch





Groupwide Strategy

Program Awards





And the winner is...

GANNETT





Breakout Partner of the Year

Program Awards

And the winner is...





Second Street Promotions Hall of Fame 2024 Inaugural Class

Program Awards



Rebecca Capparelli
Gannett



Second Street Promotions Hall of Fame

2024 Inaugural Class



Diana Dionisio

WGN-TV, Nexstar



Second Street Promotions Hall of Fame

2024 Inaugural Class



Deb Williams
Federated Media



Second Street Promotions Hall of Fame

2024 Inaugural Class



Sam Cunningham

The Pilot



Second Street Promotions Hall of Fame

2024 Inaugural Class



Vince Johnson
Osteen Publishing
Company



Second Street Promotions Hall of Fame

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Rebecca Capparelli
Gannett



Diana Dionisio
Nexstar



Sam Cunningham
The Pilot



Deb Williams
Federated Media



Vince Johnson
Osteen Publishing Company



Second Street Promotions Hall of Fame

2024 Inaugural Class



Campaign of the Year

The best of the best

And the winner is...

Getaway to Tahiti

USA Today

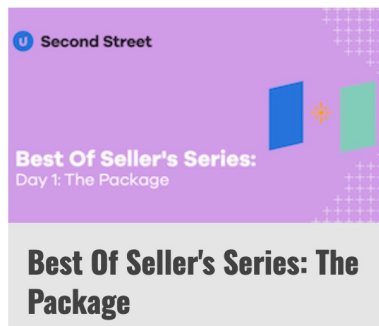
Gannett

WINNER



Best Of Seller's Series: The Value Proposition

LEARN MORE



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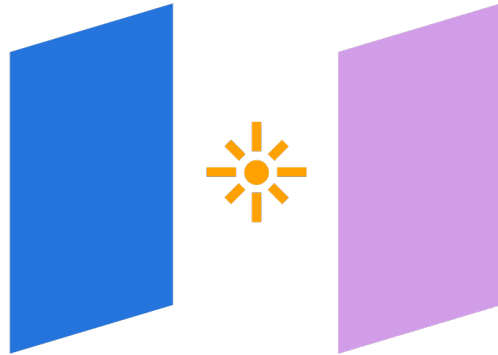


Coming Soon...

Product Strategy & Roadmap Webinar

Thursday, March 7th

12:00 pm CDT / 1:00 pm EDT / 6:00 pm BST



info.uplandsoftware.com/Second-Street-Customer-Roadmap-Webinar.html



Thank You!



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