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Special advertising awards presented

Lincoln City, OR – The Oregon Newspaper Publishers Association (ONPA) presented two special awards during the association's annual Advertising Convention held September 21-23 at the Inn at Spanish Head in Lincoln City. One of the awards was presented to a newspaper advertiser, and the other to a newspaper advertising executive.

The Local Business Partner of the Year award was created by ONPA six years ago to give local newspapers an opportunity to reward local advertisers and community-minded individuals in a larger venue and to give other newspapers ideas for how to partner successfully with local merchants or organizations.

In making its nomination for this award, the newspaper describes how this business alliance has transcended the typical vendor relationship to become a partnership that has benefitted the newspaper, the advertiser, and the community. The award is not based on how much money the advertiser spent with this newspaper.

Yolanda Lennon, display advertising manager at the *East Oregonian* in Pendleton, presented the award to Pendleton Grain Growers in Pendleton.

The Bob Russell Advertising Executive of the Year award was created by ONPA in conjunction with Fred Meyer, Inc. to honor Robert R. Russell, long-time print advertising director for Fred Meyer. In nominating an advertising executive for this award, the newspaper describes how the outstanding representation by the nominee of themselves, their newspaper, and the industry has helped to move newspapers forward on a variety of levels. Judging, done by the convention planning committee and Fred Meyer representatives, is based on the individual's sales or promotional performance, retention and motivation of staff and/or peers, and community service or industry involvement.

Jim Williams, director of advertising support for Fred Meyer, Inc., presented the award to Christine Moore of Community Newspapers.

ONPA, founded in 1887, is a professional association of the state's paid-circulation newspapers.