National 'excellence' is most-cherished honor

As if first place General Excellence from the Wisconsin Newspaper Association (NNA) wasn't enough this year, along comes an honorable mention award (fourth place) in General Excellence from the National Newspaper Association — in competition with weekly newspapers from 50 states.

It is one of the most cherished honors the Vilas County News-Review has ever won in the NNA's Better Newspaper Contest, the only other national "excellence" designation coming in 2001 — a second place. The winners were announced last week at the NNA's 2013?Convention and Trade Show in Phoenix, Ariz.

General Excellence is regarded as "the big one" in newspapering, for the judges take into account the entire package including quality of writing, headlines, use of photos, columns, editorials, advertising, graphics, typography, page design and treatment of public notices.

But that wasn't all. In a national category that included all daily and nondaily newspapers of any size, the News-Review also won first place for Best Family Life/Living Pages with its Lifestyle section. And then there was an honorable mention in the Photo Essay category for a spread of wildlife images.

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Much of the credit goes to a newspaper staff that is long on experience, big on quality work and second to none. They put their heart into every newspaper edition and every special publication, and we thank the NNA judges for recognizing the quality of that work.

Though honored to be recognized and extremely proud of our small but talented staff, the credit is not all ours to take. There are those who came before us and left a legacy of quality journalism and community awareness. There are real people in all sorts of places who trust us with their news tips, stories, comments and photos. We have talented freelance correspondents.

Loyal subscribers and advertisers make it all possible, for a newspaper staff cannot fulfill the responsibilities of a free press for very long without economic success. Our readers and business partners make that possible. We thank you all for supporting this community newspaper.

Much of what fills the News-Review and its sister publication in Oneida County, The Three Lakes News, is in response to what is happening in some of the most vibrant communities in Wisconsin. From Three Lakes and Eagle River in the South, to St. Germain and Sayner in the west, and to Land O' Lakes and Phelps in the North, it is local news and events that form the foundation for the paper's award-winning coverage.

| This is a community newspaper — your newspaper — which is why we devote so much time and space to events put on mostly by volunteers. We truly believe quality newspapers only reflect the quality of the communities they serve. It's a partnership. |
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| This year's General Excellence awards mesh nicely with the big national honor we won just two years back, when the News-Review was given first place in the nation in the "Community Service Award" category by NNA?judges. |
| It's a legacy of quality newspapering from a very dedicated and very talented staff. |
| Behind the editorial 'we' |
| Members of the Vilas County News-Review editorial board include Publisher Kurt Krueger, Editor Gary Ridderbusch and Assistant Editor Anthony DrewPUBLIC |
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