

BY: Senator GRIFFO

HONORING North Country This Week upon the occasion of receiving the 2017 Business of the Year Award by the Potsdam Chamber of Commerce on May 11, 2017

WHEREAS, It is the sense of this Legislative Body to pay tribute to those illustrious journalistic entities which have diligently and consistently, year after year, recorded the history of their communities and brought local news and news of the larger world to their readers; and

WHEREAS, Our newspapers provide a tremendous service to citizens across the State of New York by keeping them informed about current events; the democracy of our State and Nation is strengthened by a responsible citizenry which is actively engaged in reading and kept abreast of news affecting their lives; and

WHEREAS, Attendant to such concern, and in full accord with its long-standing traditions, this Legislative Body is justly proud to honor **North Country This Week** upon the occasion of receiving the 2017 Business of the Year Award by the Potsdam Chamber of Commerce, to be celebrated at its Spring Luncheon on Thursday, May 11, 2017, at the Potsdam Town and Country Club, in Potsdam, New York; and

WHEREAS, In 1984, **North Country This Week** was founded to produce an informative product readers rely on and appreciate, provide cost-effective advertising which helps maintain and increase sales, and create jobs for the North Country; and

WHEREAS, Initially, **North Country This Week** served all four area colleges and young adults in Potsdam, New York, and Canton, New York; after the drinking age increased to 21, it resulted in a big drop in bar and beer advertising, shifting the paper's focus to news and events of interest to local residents; and

WHEREAS, In 2000, NorthCountryNow.com was launched, serving all of St. Lawrence County, New York, primarily with links to other local websites; in 2010, **North Country This Week** grew to include an additional editor and NorthCountryNow.com had a dramatic increase in the number of original stories about St. Lawrence County; and

WHEREAS, Following numerous requests from readers and advertisers, **North Country This Week** began publishing a Saturday Massena-Ogdensburg edition in addition to the Wednesday Potsdam-Canton edition in 2012; and

WHEREAS, Today, **North Country This Week** sells approximately 19,000 copies of their paper, making it the most read paper in St. Lawrence County; NorthCountryNow.com receives approximately one million visits and nearly three million page views each month, making it the most-viewed website in the county; and

WHEREAS, **North Country This Week** employs 20 people, all of whom are either a St. Lawrence County native or have lived there for more than 20 years; in addition, 10 people deliver the paper each Tuesday; and

WHEREAS, For their in-depth reporting, advertising layout and design, **North Country This Week** has been the recipient of numerous awards; and

WHEREAS, As **North Country This Week** moves into the future, it carries with it the legacy of a distinguished journalistic history and an outstanding record of growth and achievement; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to honor **North Country This Week** upon the occasion of receiving the 2017 Business of the Year Award by the Potsdam Chamber of Commerce on May 11, 2017; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to **North Country This Week**.