



## ALABAMA PRESS ASSOCIATION

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### **APA Advertising Contest Award Winners Announced**

Winners of the 2008 APA Advertising Contest were announced this week by David Moore, chairman of the APA Advertising Contest Committee.

Forty-eight newspapers submitted more than 1,000 entries in this year's contest. The entries were judged by the Arkansas Press Association.

This year the awards will be presented along with the Better Newspaper Contest awards on Saturday, July 19 at APA's Summer Convention in Orange Beach at the Perdido Beach Resort.

The Sweepstakes Award is given to newspapers in each of the four divisions that earn the highest number of points in the entire contest.

-30-

(Enclosed is a list of award winners in all categories)

ALABAMA NEWSPAPER ADVERTISING SERVICE, INC.

*APA, serving Alabama newspapers since 1871    ANAS, representing Alabama newspapers since 1951*

# Alabama Press Association 2008 Advertising Contest Winners

## SWEEPSTAKES AWARD

|                   |                                     |
|-------------------|-------------------------------------|
| <u>Division A</u> | The Birmingham News                 |
| <u>Division B</u> | The Cullman Times                   |
| <u>Division C</u> | Shelby County Reporter (Columbiana) |
| <u>Division D</u> | Call News (Citronelle)              |

### Ad of the Year

*To be announced at the Summer Convention awards banquet on Saturday, July 19.*

## Category 1 - Best Presentation of ROP Advertising

### Division A

|           |                     |
|-----------|---------------------|
| 1st Place | The Anniston Star   |
| 2nd Place | The Birmingham News |
| 3rd Place | The Dothan Eagle    |

### Division B

|           |                         |
|-----------|-------------------------|
| 1st Place | The Opelika-Auburn News |
| 2nd Place | The Cullman Times       |
| 3rd Place | The Selma Times-Journal |

### Division C

|           |                                     |
|-----------|-------------------------------------|
| 1st Place | Shelby County Reporter (Columbiana) |
| 2nd Place | Birmingham Business Journal         |
| 3rd Place | The Monroe Journal (Monroeville)    |

### Division D

|           |                        |
|-----------|------------------------|
| 1st Place | The Dadeville Record   |
| 2nd Place | Call News (Citronelle) |
| 3rd Place | The Piedmont Journal   |

## Category 2-Best Classified Page or Section

### Division A

|           |                       |
|-----------|-----------------------|
| 1st Place | TimesDaily (Florence) |
| 2nd Place | The Dothan Eagle      |
| 3rd Place | The Tuscaloosa News   |

### Division B

|           |                                   |
|-----------|-----------------------------------|
| 1st Place | The News Courier (Athens)         |
| 2nd Place | The Daily Mountain Eagle (Jasper) |
| 3rd Place | The Gadsden Times                 |

Division C

1st Place The Arab Tribune  
2nd Place The Weekly Post (Rainsville)  
3rd Place The Monroe Journal (Monroeville)

Division D

1st Place The Brewton Standard  
2nd Place The Atmore Advance  
3rd Place Madison County Record

**Category 3 - Best Single Ad 1/2 page and under-black and white**

Division A

1st Place The Decatur Daily for Hyundai of Decatur ad by Stephen Johnson (8/2/07)  
2nd Place The Decatur Daily for Pill Box Pharmacy ad by Beth Parker (4/8/07)  
3rd Place Montgomery Advertiser for Images of Life ad by Jonathan Kendrick (7/21/07)

Division B

1st Place The Messenger (Troy) for Douglas Bros. Jewelry ad by staff (2/25/07)  
2nd Place The Cullman Times for McGrief Tire Company Inc. ad by Naomi Smith and Jarrod Oliver (11/29/07)  
3rd Place The Fort Payne Times-Journal for Mentone Realty ad by Diane Sanders and Chance Gray (3/30/07)

Division C

1st Place Shelby County Reporter (Columbiana) for Forbes Piano & Organ Company ad by Yamel Ruiz (12/19/07)  
2nd Place The Monroe Journal (Monroeville) for Hutcherson Jewelers ad by Jodie Bolton and Michael Lambeth (4/26/07)  
3rd Place The Tri-City Ledger (Flomaton) for Mike Newton Photography ad by Amanda Fisher (8/30/07)

Division D

1st Place The North Jefferson News (Gardendale) for North Jefferson Women's Center ad by Becky Johnson (3/21/07)  
2nd Place The Jacksonville News for Northeast Alabama Bicycle Club ad by Katie Strickland and Pat Johnson (12/07)  
3rd Place The Brewton Standard for Pandora Jewelry ad by Marilyn Raines and Susan Howard (12/5/07)

**Category 4 - Best Single Ad 1/2 page and under-color**

Division A

1st Place Montgomery Advertiser for Brewbaker Country ad by Demetrius Hooks (2/16/07)  
2nd Place The Birmingham News for Eddleman Sales and Marketing ad by Shirley Childs (11/3/07)  
3rd Place Montgomery Advertiser for Walk of Life ad by April Kelley (4/15/07)

Division B

- 1st Place The Clanton Advertiser for Chilton Pediatrics P.C. ad by Jennifer Locke and Zack Bates (2/28/07)
- 2nd Place The Fort Payne Times-Journal for W.Y. Shugart & Sons, Inc. ad by Emily Wooten and Linda Stiefel (3/28/07)
- 3rd Place The Messenger (Troy) for Reddemann's TKD Karate Center ad by staff (2/25/07)

Division C

- 1st Place The Monroe Journal (Monroeville) for Monroe Youth Ballet ad by Jodie Bolton and Jo Evers (7/26/07)
- 2nd Place The Randolph Leader (Roanoke) for First State Bank ad by Emily Wilkins (10/31/07)
- 3rd Place Shelby County Reporter (Columbiana) for Shelby County Cattleman's Rodeo ad by Yamel Ruiz (3/14/07)

Division D

- 1st Place The Dadeville Record for StillWaters Golf Club ad by staff (2007)
- 2nd Place The Brewton Standard for David's Catfish House ad by Marilyn Raines and Susan Howard (9/19/07)
- 3rd Place Madison County Record for Faulkner Studio ad by Jill Copeland (10/26/07)

**Category 5 - Best Single Ad over 1/2 page-black and white**

Division A

- 1st Place The Huntsville Times for TownHouse Galleries ad by staff (12/27/07)
- 2nd Place The Birmingham News for Carrington Lakes ad by Shirley Childs (12/2/07)
- 3rd Place The Huntsville Times for Landers McLarty Team Toyota ad by William M. Joyner, Jr. (11/20/07)

Division B

- 1st Place The Fort Payne Times-Journal for Ole Heritage Realty, Inc. ad by Diane Sanders and Chance Gray (3/30/07)
- 2nd Place The Fort Payne Times-Journal for Valley Joist ad by Emily Wooten and Linda Stiefel (3/24-25/07)
- 3rd Place The Cullman Times for First Baptist Cullman ad by Naomi Smith and staff (3/4/07)

Division C

- 1st Place Shelby County Reporter (Columbiana) for Jefferson State Community College ad by Yamel Ruiz (12/26/07)
- 2nd Place The Monroe Journal (Monroeville) for BankTrust ad by Jodie Bolton and Michael Lambeth (10/25/07)
- 3rd Place The Tri-City Ledger (Flomaton) for West Gate Village ad by Amanda Fisher (3/22/07)

Division D

- 1st Place The Brewton Standard for www.fotostop.homestead.com ad by Marilyn Raines and Susan Howard (8/29/07)
- 2nd Place The Brewton Standard for Bank of Brewton ad by Marilyn Raines and Susan Howard (2/28/07)
- 3rd Place Moundville Times for "Happy Birthday Joey" ad by Cindy Bolling (4/25/07)

## **Category 6 - Best Single Ad over 1/2 page-color**

### **Division A**

- 1st Place The Tuscaloosa News for Buffalo Rock Beverages & Food Services ad by Jamie Croft (12/23/07)  
2nd Place The Birmingham News for Cobble Hill ad by Sheila Smith (4/8/07)  
3rd Place The Decatur Daily for Pepsi ad by Beth Parker (12/24/07)

### **Division B**

- 1st Place The Fort Payne Times-Journal for Cable Time ad by Diane Sanders and Rebecca Stone (3/10-11/07)  
2nd Place The Cullman Times for Bremen Motors ad by Naomi Smith and staff (3/25/07)  
3rd Place The Daily Mountain Eagle (Jasper) for Carl Cannon Chevrolet ad by Jerry Geddings (4/26/07)

### **Division C**

- 1st Place The Citizen of East Alabama (Phenix City) for Cable TV of East Alabama ad by Hal Pope (11/22/07)  
2nd Place The Weekly Post (Rainsville) for The Orchard ad by Rebecca Long (6/28/07)  
3rd Place Hartselle Enquirer for Quail Creek Golf Resort ad by Jill Copeland (11/22/07)

### **Division D**

- 1st Place Call News (Citronelle) for Andrews Ace Hardware ad by Rhonda Gray (3/28/07)  
2nd Place The Atmore Advance for Buy-Rite Drugs and Greenlawn Home Care ad by Stacie Spencer (12/23/07)  
3rd Place Call News (Citronelle) for Massey Chevrolet ad by Rhonda Gray (6/6/07)

## **Category 7 - Best Regularly Scheduled Special Section**

### **Division A**

- 1st Place TimesDaily (Florence) for "Shoals Woman" by staff (11/07-12/07)  
2nd Place The Decatur Daily for "How to Choose" section by art staff (9/16/07)  
3rd Place The Birmingham News for "City Guide" section by Alecia Archibald (8/07)

### **Division B**

- 1st Place The Messenger (Troy) for "Visions" section by staff (2007)  
2nd Place The Fort Payne Times-Journal for "Home & Garden" section by staff (3/21/07)  
3rd Place The Daily Home (Talladega) for "Football Flashback" section by staff (9/28/07)

### **Division C**

- 1st Place Shelby County Reporter (Columbiana) for "Football Shelby County" section by Geoff Reis and Yamel Ruiz (2007)  
2nd Place The Monroe Journal (Monroeville) for "Visions" section by staff (2/22/07)  
3rd Place Hartselle Enquirer for "Progress: Morgan County Through the Years" section by staff (2007)

### **Division D**

- 1st Place The Dadeville Record for "Letters to Santa and Christmas Greetings" section by staff (12/20/07)  
2nd Place The Atmore Advance for "Football" section by staff (2007)  
3rd Place The Dadeville Record for "Profile" section by staff (2007)

## **Category 8 - Best One-Time Special Section**

### **Division A**

- 1st Place The Dothan Eagle for “Southeast Alabama Medical Center 50<sup>th</sup> Anniversary” section by Rosalyn Ward and Kim Hewett (9/5/07)
- 2nd Place The Anniston Star for “2008 Pawpular Pets” section by Patrick Stokesberry (2007)
- 3rd Place The Anniston Star for “You are Here” section by staff (7/28/07)

### **Division B**

- 1st Place The Cullman Times for “Meet the Candidates” section by Kathy McLeroy and staff (10/31/07)
- 2nd Place The Selma Times-Journal for “2008 Membership Directory & Buyers Guide” section by (2007)
- 3rd Place The Fort Payne Times-Journal for “2007 A Season to Remember” section by staff (12/15-16/07)

### **Division C**

- 1st Place Shelby County Reporter (Columbiana) for “South Shelby County Comprehensive Guide & Directory” section by Geoff Reis and Yamel Ruiz (2007)
- 2nd Place The Monroe Journal (Monroeville) for “State Champs” section by staff (3/8/07)
- 3rd Place Birmingham Business Journal for “Partners in Philanthropy” section by Derek Morrow (11/16/07)

### **Division D**

- 1st Place The Greenville Advocate for “Design an Ad” section by Huck Treadwell (2/28/07)
- 2nd Place The Brewton Standard for “Summer Snapshots” section by Marilyn Raines and Susan Howard (9/30/07)
- 3rd Place Call News (Citronelle) for “Unveiling a Bear Dynasty” section by staff (12/12/07)

## **Category 9 - Best In-Paper Promotion of Newspaper**

### **Division A**

- 1st Place The Birmingham News for “Private Party Automotive” promotion by Jeff Roe (8/25/07)
- 2nd Place The Tuscaloosa News for “Point. Click. News.” promotion by Jamie Croft (12/14/07)
- 3rd Place The Tuscaloosa News for “Call Today Sell It Tomorrow!” promotion by Sam Kirkwood (11/4/07)

### **Division B**

- 1st Place The Cullman Times for “One Day Only” promotion by Naomi Smith and Kathy McLeroy (11/11/07)
- 2nd Place The Messenger (Troy) for “Prime Time, Drive Time, Anytime” promotion by staff (5/2/07)
- 3rd Place The Selma Times-Journal for “Crazy Weather?” promotion by Karen Lawler (3/13/07)

### **Division C**

- 1st Place The Randolph Leader (Roanoke) for “Lake Wedowee Magazine” promotion by Emily Wilkins (12/5/07)
- 2nd Place Shelby County Reporter (Columbiana) for “For Sale by Owner” promotion by Geoff Reis (8/29/07)
- 3rd Place Hartselle Enquirer for “Progress 2007” promotion by Leada Gore (3/22/07)

#### Division D

- 1st Place Madison County Record for “We Deliver” promotion by Jill Copeland (10/19/07)  
2nd Place Call News (Citronelle) for “Did you hear...?” promotion by Rhonda Gray (1/17/07)  
3rd Place The Atmore Advance for “The Easter Bunny is Coming to Atmore” promotion by Stacie Spencer (4/4/07)

#### **Category 10 - Best Advertising Campaign**

#### Division A

- 1st Place The Tuscaloosa News for Tuscaloosa Toyota Scion campaign by Jamie Croft  
2nd Place The Tuscaloosa News for Spiller Furniture campaign by LaShonda Robinson  
3rd Place The Anniston Star for Animal Medical Center campaign by Dollie Robinson

#### Division B

- 1st Place The Messenger (Troy) for Troy Pediatrics campaign by staff  
2nd Place The Clanton Advertiser for McKinnon Ford Toyota campaign by Jennifer Locke and Sheryl Smith  
3rd Place The Daily Home (Talladega) for Football Contest campaign by staff

#### Division C

- 1st Place The Monroe Journal (Monroeville) for Monroe Youth Ballet campaign by Jodie Bolton and Jo Evers  
2nd Place Shelby County Reporter (Columbiana) for William G. Nolan campaign by Geoff Reis and Yamel Ruiz  
3rd Place The Sand Mountain Reporter (Albertville) for Peoples Independent Bank campaign by Miranda H. Collier, Jan Lewis and Debra Hedgepath

#### Division D

- 1st Place The Atmore Advance for Peacock Photography campaign by Stacie Spencer  
2nd Place The Brewton Standard for Wow Café & Wingery campaign by Marilyn Raines and Susan Howard  
3rd Place Call News (Citronelle) for “Can you put a price tag on their future?” campaign by staff

#### **Category 11 - Best Original/Creative Idea**

#### Division A

- 1st Place The Birmingham News for RealtySouth ad by Adrian Gonzalez (11/18/07)  
2nd Place The Tuscaloosa News for Spiller Furniture ad by LaShonda Robinson and Melynda Lynn (9/8/07)  
3rd Place The Decatur Daily for North Alabama Birding Festival ad by Stephen Johnson (5/4-6/07)

#### Division B

- 1st Place The Selma Times-Journal for “The Hunt” ad by staff (6/1/07)  
2nd Place The Andalusia Star-News for Covington County Bank ad by Jill Prevett (2007)  
3rd Place The Clanton Advertiser for “Clanton’s ‘Big Money’ Scavenger Hunt” ad by Jennifer Locke and Sheryl Smith (10/27/07)

### Division C

- 1st Place Hartselle Enquirer for “One Tank Trips” ad by Jill Copeland (3/29/07)  
2nd Place Hartselle Enquirer for “Go Tigers” ad by Jill Copeland (3/1/07)  
3rd Place The Choctaw Sun-Advocate (Gilbertown) for Georgia-Pacific ad by Dan Melvin (12/19/07)

### Division D

- 1st Place The Brewton Standard for David’s Catfish House ad by Marilyn Raines and Susan Howard (9/19/07)  
2nd Place Call News (Citronelle) for Andrews Ace Hardware ad by Rhonda Gray (3/28/07)  
3rd Place The Jacksonville News for Animal Medical Center ad by Katie Strickland (12/19/07)

## **Category 12 - Best Classified Display Ad**

### Division A

- 1st Place The Dothan Eagle for Mitchell Mazda Lincoln Mercury ad by Jeannie Kennington and Joan Zislar (1/13/07)  
2nd Place The Birmingham News for RealtySouth ad by Adrian Gonzalez (11/18/07)  
3rd Place The Tuscaloosa News for Tuscaloosa Hyundai ad by LaShonda Robinson (9/8/07)

### Division B

- 1st Place The Daily Home (Talladega) for Citizens Baptist Medical Center ad by staff (8/4/07)  
2nd Place The Messenger (Troy) for J&W Portable Building ad by staff (6/20/07)  
3rd Place The Messenger (Troy) for The First National Bank and LifeSouth Blood Centers ad by staff (8/9/07)

### Division C

- 1st Place The Monroe Journal (Monroeville) for Peach Chevrolet ad by Jodie Bolton and Bill Bolton (11/8/07)  
2nd Place Shelby County Reporter (Columbiana) for Ezell’s Fish Camp ad by Geoff Reis (5/2/07)  
3rd Place The Arab Tribune for Arab’s Professional Realty, Inc. ad by Sheila McAnear (4/11/07)

### Division D

- 1st Place The Atmore Advance for PCI Gaming Authority ad by staff (9/2/07)  
2nd Place Call News (Citronelle) for “Lost” ad by staff (5/9/07)  
3rd Place Call News (Citronelle) for BayLeaf Realty ad by Rhonda Gray (11/21/07)

## **Category 13 - Best Signature Page**

### Division A

- 1st Place The Anniston Star for “Celebrate Diversity” page by Lori Martin (1/15/07)  
2nd Place The Birmingham News for “Homewood Furnishings” page by Elizabeth Chick (2007)  
3rd Place The Birmingham News for “Weddings Planning & Gift Giving” page by Shirley Childs (7/4/07)

### Division B

- 1st Place The Clanton Advertiser for “Chilton County Peaches” page by Jennifer Locke and ad staff (2/28/07)  
2nd Place The Outlook (Alexander City) for “Halloween Safety” page by staff (10/31/07)  
3rd Place The Daily Home (Talladega) for “National Senior Health & Fitness” page by staff (5/19/07)

### Division C

- 1st Place The Arab Tribune for “We Love You Lady Knights!!” page by Sheila McAnear (3/7/07)  
2nd Place Hartselle Enquirer for “We Remember the Reason for the Season” page by Jill Copeland (12/6/07)  
3rd Place The Monroe Journal (Monroeville) for “State Playoffs” page by Dalana Brooks, Michael Lambeth and Bill Bolton (11/8/07)

### Division D

- 1st Place The North Jefferson News (Gardendale) for “Halloween Safety Tips” page by Becky Johnson (10/27/07)  
2nd Place Call News (Citronelle) for “Citronelle 2007 Tour of Homes” page by Rhonda Gray (12/5/07)  
3rd Place The Piedmont Journal for “2007-08 PHS Bulldogs” page by staff (8/28/07)

## **Category 14 - Best Niche Publication**

### Division A

- 1st Place The Tuscaloosa News for “Tuscaloosa Magazine” by prepress and advertising departments  
2nd Place The Birmingham News for “Lipstick” by Tina Hatch  
3rd Place TimesDaily (Florence) for “Shoals Magazine” by staff

### Division B

- 1st Place The Outlook (Alexander City) for “Lake Magazine” by staff  
2nd Place The Opelika-Auburn News for “Flair” by staff  
3rd Place The Outlook (Alexander City) for “Welcome to Alexander City” by staff

### Division C

- 1st Place Birmingham Business Journal for “Book of Lists 2008” by Derek Morrow  
2nd Place The Monroe Journal (Monroeville) for “The Wizard of Oz” by Jo Evers  
3rd Place Shelby County Reporter (Columbiana) for “South Shelby County Comprehensive Guide & Directory” by Geoff Reis

### Division D

- 1st Place Call News (Citronelle) for “CHS Wildcats” by staff  
2nd Place The Greenville Advocate for “Greenville Area Chamber of Commerce 2007-2008” by Huck Treadwell  
3rd Place Call News (Citronelle) for “Leroy Bears” by staff

## **Category 15 - Best Use of Humor**

### Division A

- 1st Place The Dothan Eagle for Good Morning Mattress Center ad by Teresa Lewis and Suzanne Barrick (2007)  
2nd Place The Huntsville Times for Rudolph Run ad by William M. Joyner, Jr. (11/15/07)  
3rd Place The Decatur Daily for Valley Heating & Cooling ad by Patrick Sowell (1/14/07)

Division B

1st Place The Cullman Times for Cullman Savings Bank ad by Naomi Smith and staff (2/21/07)  
2nd Place The Andalusia Star-News for Drs. King and Burkhardt ad by Jill Prevett (7/6/07)  
3rd Place The Opelika-Auburn News for Bi-City Decor ad by Jennie Hill and Jack Jackson (5/20/07)

Division C

1st Place Hartselle Enquirer for Hartselle Eye Care ad by Jill Copeland (3/29/07)  
2nd Place Shelby County Reporter (Columbiana) for Bolton-Letlow Funeral home ad by Geoff Reis (2007)  
3rd Place The Arab Tribune for Petals Apparel & Gifts ad by Phil Baker (8/22/07)

Division D

1st Place The North Jefferson News (Gardendale) for "Is this your doctor?" ad by Becky Johnson (11/21/07)  
2nd Place Call News (Citronelle) for Kellys ad by Rhonda Gray (3/28/07)  
3rd Place The Brewton Standard for The Meadows of Brewton ad by Marilyn Raines and Susan Howard (7/22/07)