



**For release:** June 26, 2021  
**Contact:** Felicia Mason or Jaclyn Langan  
(205) 871-7737

## **APA Media Awards Advertising Contest Winners Announced**

**Birmingham, AL (June 26, 2021)** – Winners of the 2021 Alabama Press Association Media Awards were announced by Dee Ann Campbell, chairman of the AMA Contest Committee. This year, 23 publications submitted 495 entries in the annual contest. The South Carolina Press Association membership judged the entries.

First place awards in many categories and divisions were presented in conjunction with the 2021 APA Summer Convention banquet awards program.

***Congratulations to all of the winners!***

## Ad of the Year

The Outlook (Alexander City) "Face Mask How To" by Kenneth Boone, Audra Spears

## Cat. 1 Advertising Sweepstakes Award

### Division A

1st Place: Dothan Eagle

### Division B

1st Place: The Outlook (Alexander City)  
2nd Place: The Fort Payne Times-Journal  
3rd Place: Opelika-Auburn News

### Division C

1st Place: Lagniappe (Mobile)  
2nd Place: Shelby County Reporter (Columbiana)  
3rd Place: Call News (Citronelle)

### Division D

1st Place: The Southeast Sun (Enterprise)  
2nd Place: The Tallassee Tribune  
3rd Place: The Dadeville Record

### Division E

1st Place: 280 Living (Birmingham)  
2nd Place: The Redstone Rocket (Huntsville)

## Cat. 02 Best Classified Page or Section

### Division A

1st Place: Dothan Eagle by Alice Trawick, Mary Reed

### Division B

1st Place: The Clanton Advertiser  
2nd Place: Opelika-Auburn News  
3rd Place: The Cullman Times by Debbie Miller, staff

### Division C

1st Place: Call News (Citronelle) by Rhonda Gray  
2nd Place: Shelby County Reporter (Columbiana)  
3rd Place: The Choctaw Sun-Advocate (Gilbertown)

### Division D

1st Place: The Southeast Sun (Enterprise) by Kimberly Myers, Slayton Shaw  
2nd Place: The Greenville Standard

### Cat. 03 Best Single Ad 1/2 page and under, black and white

#### Division A

1st Place: Dothan Eagle for *"Town Square Shops"* by Tina Riley, Kim Hewett

#### Division B

1st Place: Opelika-Auburn News for *"Good Times"* by staff  
2nd Place: The Fort Payne Times-Journal for *"Alabama Tube Corporation "* by Linda Stiefel, Emily Wooten  
3rd Place: Opelika-Auburn News for *"Birds on a Wire Photography"* by staff

#### Division C

1st Place: Lagniappe (Mobile) for *"USA Health"* by Laura Mattei  
2nd Place: The Sand Mountain Reporter (Albertville) for *"Stone and Pollard-Make this my week"* by Sherrie Hall, John Morris  
3rd Place: Call News (Citronelle) for *"Satsuma Dental-Whiter Teeth"* by staff

#### Division D

1st Place: The Southeast Sun (Enterprise) for *"Sawyer Surgery"* by Kimberly Myers  
2nd Place: The Southeast Sun (Enterprise) for *"IAM Local Lodge 2003"* by Slayton Shaw  
3rd Place: The Greenville Standard for *"Butler County Land and Title"* by Bruce Branum

#### Division E

1st Place: The Redstone Rocket (Huntsville) for *"Warehouse Furniture"* by Donna Counts, Rhonda Stennett

### Cat. 04 Best Single Ad 1/2 page and under, color

#### Division A

1st Place: The Decatur Daily for *"Shumake Furniture"* by Rhonda Stennett  
2nd Place: Dothan Eagle for *"Chataqua Winery Fall Festival"* by Tina Riley, Mary Reed  
3rd Place: The Decatur Daily for *"Big Bob Gibson"* by Stephen V. Johnson

#### Division B

1st Place: The Cullman Times for *"Boozer Eyecare"* by Jennifer Jones  
2nd Place: The Outlook (Alexander City) for *"Main Street"* by staff  
3rd Place: The Outlook (Alexander City) for *"Big B BBQ"* by staff

#### Division C

1st Place: The Choctaw Sun-Advocate (Gilbertown) for *"Legacy Hospice"* by Dan Melvin  
2nd Place: The Sand Mountain Reporter (Albertville) for *"Dr. Bryon Smith"* by Jonathan Bottomlee, John Morris  
3rd Place: Call News (Citronelle) for *"Andrews Hardware-Work Hard, Play Harder"* by staff

#### Division D

1st Place: The Dadeville Record for *"Forbus Custom Pools"* by staff  
2nd Place: The Southeast Sun (Enterprise) for *"Rituals Salon"* by Slayton Shaw

3rd Place: The Southeast Sun (Enterprise) for *"Williams Auto Parts"* by Slayton Shaw

**Division E**

1st Place: 280 Living (Birmingham) for *"Roots & Rain"* by Ted Perry

2nd Place: The Redstone Rocket (Huntsville) for *"AHI Corporate Housing"* by Donna Counts, Rhonda Stennett

3rd Place: Latino News (Birmingham) for *"Michael Shabani"*

**Cat. 05 Best Single Ad over 1/2 page, black and white**

**Division A**

1st Place: Dothan Eagle for *"MedMark Treatment Center"* by Tina Riley, Shana Wallace

**Division B**

1st Place: The Clanton Advertiser for *"City of Clanton"* by Zack Bates

**Division C**

1st Place: Lagniappe (Mobile) for *"USA Health"* by staff

1st Place: The Choctaw Sun-Advocate (Gilbertown) for *"Rodeo"*

2nd Place: The Sand Mountain Reporter (Albertville) for *"Mountain Air"* by Jonathan Bottomlee, John Morris

**Division D**

3rd Place: The Southeast Sun (Enterprise) for *"Enterprise Paint"* by Slayton Shaw

**Cat. 06 Best Single Ad over 1/2 page, color**

**Division A**

1st Place: Dothan Eagle for *"Family First Funeral Home"* by Tina Riley, Kim Hewett

**Division B**

1st Place: The Cullman Times for *"Margaronas"* by Sarah King

2nd Place: The Outlook (Alexander City) for *"Daniel Yates Enterprise"* by Audra Spears

**Division C**

1st Place: The Choctaw Sun-Advocate (Gilbertown) for *"Boots for Glory Rodeo"* by Dee Ann Campbell

2nd Place: The Sand Mountain Reporter (Albertville) for *"Football Goodies Boaz Foodland"* by Sherrie Hall, John Morris

3rd Place: The Choctaw Sun-Advocate (Gilbertown) for *"Brandi Patrick"* by Dee Ann Campbell

**Division D**

1st Place: The Dadeville Record for *"Tallapoosa County Tourism"* by Audra Spears

2nd Place: The Southeast Sun (Enterprise) for *"Mitchell Automotive"* by Slayton Shaw

3rd Place: The Southeast Sun (Enterprise) for *"Enterprise Paint"* by Kimberly Myers

**Division E**

1st Place: 280 Living (Birmingham) for *"Valley Bank"* by Ted Perry

2nd Place: The Redstone Rocket (Huntsville) for *"Sam's Club"* by Donna Counts, Rhonda Stennett

3rd Place: Latino News (Birmingham) for *"Mi Pueblo Supermarket"*

## Cat. 07 Best Regularly Scheduled Special Section

### Division A

1st Place: Dothan Eagle for *"2020 Weddings"* by Tina Riley, Sam Williams

### Division B

1st Place: The Outlook (Alexander City) for *"Tourism 20/20-Progress"* by Audra Spears, Betsy Iler, Kenneth Boone

2nd Place: The Outlook (Alexander City) for *"Staycation Guide"* by staff

3rd Place: The Fort Payne Times-Journal for *"Senior Services Directory"* by staff

### Division C

1st Place: Shelby County Reporter (Columbiana) for *"Shelby County Football 2020"* by staff

2nd Place: The Sand Mountain Reporter (Albertville) for *"HalfTime 2020"* by Sherrie Hall, Jonathan Bottomlee, John Morris

3rd Place: The Sand Mountain Reporter (Albertville) for *"Football Preview "* by Sherrie Hall, Jonathan Bottomlee, John Morris

### Division D

1st Place: The Southeast Sun (Enterprise) for *"Breast Cancer Awareness Month"* by Kimberly Myers, Slayton Shaw

2nd Place: The Dadeville Record for *"Dadeville Magazine"* by Amy Passaretti, Shelley McNeal, Audra Spears

3rd Place: The Southeast Sun (Enterprise) for *"Veterans Day"* by Kimberly Myers, Slayton Shaw

### Division E

1st Place: 280 Living (Birmingham) for *"Women in Business"* by staff

## Cat. 08 Best One Time Special Section

### Division B

1st Place: Opelika-Auburn News for *"Election Guide"* by staff

2nd Place: The Fort Payne Times-Journal for *"Collinsville Girls State Champs"* by staff

3rd Place: Daily Mountain Eagle (Jasper) for *"Walker County Wish Book"* by staff

### Division C

1st Place: The Citizen of East Alabama (Phenix City) for *"Glenwood Champs"* by Bradley Beasley

2nd Place: The Choctaw Sun-Advocate (Gilbertown) for *"Living in our 921"* by staff

3rd Place: Lagniappe (Mobile) for *"Mobile County Public School System Magazine"* by staff

### Division D

1st Place: The Wetumpka Herald for *"One Oak Medical Complex"* by staff

### Division E

1st Place: 280 Living (Birmingham) for *"Living Real Estate Guide"* by staff

## Cat. 09 Best In-Paper Promotion of Newspaper

### Division A

1st Place: Dothan Eagle for *"2020 In Paper Easter Egg Hunt"* by Tina Riley, Sam Williams, Jessica Henderson

### Division B

1st Place: Daily Mountain Eagle (Jasper) for *"Friday the 13th"* by James Phillips, Malarie Brakefield  
2nd Place: Opelika-Auburn News for *"Your News on the Go"* by Jessica Henderson  
3rd Place: Opelika-Auburn News for *"Easter Egg Hunt"* by Jessica Henderson

### Division C

1st Place: The Sand Mountain Reporter (Albertville) for *"Growing Minds"* by John Morris  
2nd Place: Call News (Citronelle) for *"We've Got The Scoop"* by staff  
3rd Place: The Sand Mountain Reporter (Albertville) for *"Thank you Grocery Workers"* by Sherrie Hall, John Morris

### Division D

1st Place: The Greenville Standard for *"Have a sit with us"* by Bruce Branum  
2nd Place: The Southeast Sun (Enterprise) for *"Country Roads"* by Slayton Shaw  
3rd Place: The Greenville Standard for *"Don't have a mask"* by Bruce Branum

### Division E

1st Place: 280 Living (Birmingham) for *"Football sponsorship"*  
2nd Place: Latino News (Birmingham) for *"Mother's Day Message"* by staff

## Cat. 10 Best Advertising Campaign

### Division A

1st Place: Dothan Eagle for *"Podiatry Health Center Campaign"* by Tina Riley, Shana Wallace

### Division B

1st Place: The Fort Payne Times-Journal for *"Twin City used cars"* by Linda Stiefel, Emily Wooten  
2nd Place: The Fort Payne Times-Journal for *"First State Bank Testimonials"* by Linda Stiefel, Emily Wooten  
3rd Place: The Fort Payne Times-Journal for *"First State Bank"* by Linda Stiefel, Emily Wooten

### Division C

1st Place: Lagniappe (Mobile) for *"USA Health"* by staff  
2nd Place: The Sand Mountain Reporter (Albertville) for *"King Insurance: Meet the Team"* by Sherrie Hall, John Morris  
3rd Place: The Citizen of East Alabama (Phenix City) for *"Citizen Digital Presence"* by Bradley Beasley

### Division D

1st Place: Opelika Observer for *"Player of the Week Campaign"* by staff  
2nd Place: The Southeast Sun (Enterprise) for *"Sawyer Surgery Clinic"* by Kimberly Myers  
3rd Place: The Southeast Sun (Enterprise) for *"Dobbs Eye Clinic"* by Slayton Shaw

### Division E

1st Place: 280 Living (Birmingham) for *"Soho Social/Soho Standard"* by Layton Dudley

## Cat. 11 Best Original/Creative Idea

### Division B

1st Place: The Outlook (Alexander City) for *"Face Mask How To"* by Kenneth Boone, Audra Spears  
2nd Place: Opelika-Auburn News for *"Easter Egg Hunt"* by Jessica Henderson  
3rd Place: The Outlook (Alexander City) for *"Is It Advertising"* by Audra Spears, Tippy Hunter

### Division C

1st Place: The Sand Mountain Reporter (Albertville) for *"Santa Paws 2nd Chance Shelter"* by Sherrie Hall, Jonathan Bottomlee, John Morris  
2nd Place: Shelby County Reporter (Columbiana) for *"Lawn Mower For Sale"* by Daniel Holmes  
3rd Place: The Sand Mountain Reporter (Albertville) for *"Standing Together"* by John Morris

### Division D

1st Place: Opelika Observer for *"Oliver Henry"* by staff  
2nd Place: The Greenville Standard for *"Don't have a mask"* by Bruce Branum  
3rd Place: The Southeast Sun (Enterprise) for *"Score Stream"* by Slayton Shaw

### Division E

1st Place: 280 Living (Birmingham) for *"Vulcan Termite and Pest Control"* by Layton Dudley

## Cat. 12 Best Classified Display Ad

### Division A

1st Place: Dothan Eagle for *"Extencicare Hiring Event"* by Tina Riley, Kim Hewett

### Division B

1st Place: The Cullman Times for *"Bama Air"* by Jennifer Jones  
2nd Place: The Fort Payne Times-Journal for *"First State Bank"* by Linda Stiefel, Emily Wooten  
3rd Place: The Fort Payne Times-Journal for *"Twin City Paint Roll"* by Linda Stiefel, Emily Wooten

### Division C

1st Place: Shelby County Reporter (Columbiana) for *"Donkey for Sale"* by Daniel Holmes  
2nd Place: Shelby County Reporter (Columbiana) for *"Wexford Health"* by Caroline Hairston  
3rd Place: The Sand Mountain Reporter (Albertville) for *"Crossville Nursing Home-Heather Blackburn"* by Sherrie Hall, John Morris

### Division D

1st Place: The Southeast Sun (Enterprise) for *"A Site Solution"* by Kimberly Myers  
2nd Place: The Southeast Sun (Enterprise) for *"Beaver Tree Service"* by Slayton Shaw  
3rd Place: The Greenville Standard for *"Spark more interest in your used car"* by Bruce Branum

## Cat. 13 Best Signature Page

### Division A

1st Place: Dothan Eagle for *"Shop Ozark for the Holidays"* by Tina Riley, Trent Reed

2nd Place: The Decatur Daily for *"Thanks Food Service"* by staff

#### **Division B**

1st Place: Opelika-Auburn News for *"Midtown Auburn"* by Abby Scroggins

2nd Place: The Cullman Times for *"New Year's Don't Drink and Drive"* by Sarah King, Jennifer Jones

3rd Place: The Clanton Advertiser for *"Pick Em' Football Contest"* by staff

#### **Division C**

1st Place: Shelby County Reporter (Columbiana) for *"Thank you essential workers"*

2nd Place: Shelby County Reporter (Columbiana) for *"How to make a mask"*

3rd Place: The Choctaw Sun-Advocate (Gilbertown) *"Sun TV football"* by Dan Melvin

#### **Division D**

1st Place: The Daleville Record for *"Go Tigers!"* by Audra Spears

2nd Place: The Wetumpka Herald for *"River Region Fall Festival Fun"* by Audra Spears, Shelley McNeal

3rd Place: The Southeast Sun (Enterprise) for *"Congratulations to Daleville Graduates"* by Kimberly Myers

#### **Division E**

1st Place: The Redstone Rocket (Huntsville) for *"Restaurant Guide"* by Donna Counts, Rhonda Stennett

### **Cat. 14 Best Niche Publication**

#### **Division A**

1st Place: The Decatur Daily for *"Explore Decatur-Morgan County"* by staff

2nd Place: Dothan Eagle for *"2020 Physicians Directory"* by Tina Riley, Kim Hewett

#### **Division B**

1st Place: The Outlook (Alexander City) for *"Lake Magazine Swimsuit & Lifestyle Edition"* by Kenneth Boone, Audra Spears, Betsy Iler

2nd Place: The Fort Payne Times-Journal for *"Treasure Map"* by staff

3rd Place: The Cullman Times for *"2020 Cullman County Graduation"* by Katherine Miller, staff

#### **Division C**

1st Place: The Sand Mountain Reporter (Albertville) for *"Land & Lake Bridal "* by Sherrie Hall, Jonathan Bottomlee, John Morris

2nd Place: Shelby County Reporter (Columbiana) for *"Visitors Guide"* by staff

3rd Place: The Citizen of East Alabama (Phenix City) for *"For the love of the game"* by Bradley Beasley

#### **Division D**

1st Place: Opelika Observer for *"Lee County Strong"* by staff

2nd Place: The Wetumpka Herald for *"Elmore County Living Wedding Edition"* by Audra Spears, Amy Passaretti

3rd Place: The Wetumpka Herald for *"First Responders Coloring Book"* by Audra Spears, Marilyn Hawkins, Andy Carr

#### **Division E**

1st Place: 280 Living (Birmingham) for *"Under the Lights-2020 Prep Football Preview"* by staff



## Cat. 15 Best Use of Humor

### Division B

- 1st Place: The Outlook (Alexander City) for *"Wayside Animal Hospital"* by Tippy Hunter  
2nd Place: The Outlook (Alexander City) for *"Winking Girl"* by Tippy Hunter  
3rd Place: The Fort Payne Times-Journal for *"Twin City-Best Ride"* by Linda Stiefel, Emily Wooten

### Division C

- 1st Place: Lagniappe (Mobile) for *"Seven Sisters CBD"* by Laura Mattei  
2nd Place: Lagniappe (Mobile) for *"Cancer doctor kicking ass"* by Laura Mattei  
3rd Place: The Choctaw Sun-Advocate (Gilbertown) for *"One big-ad sale"* by Dee Ann Campbell

### Division D

- 1st Place: The Southeast Sun (Enterprise) for *"Sawyer Surgery Clinic"* by Kimberly Myers  
2nd Place: The Greenville Standard for *"Don't have a mask"* by Bruce Branum  
3rd Place: The Southeast Sun (Enterprise) for *"Williams Auto Parts"* by Slayton Shaw

### Division E

- 1st Place: 280 Living (Birmingham) for *"Flipflops and Whatnots"* by Emily VanderMey

## Cat. 16 Best Presentation of Online Advertising

### Division A

- 1st Place: Dothan Eagle for [dothaneagle.com](http://dothaneagle.com)

### Division B

- 1st Place: The Clanton Advertiser for [clantonadvertiser.com](http://clantonadvertiser.com)  
2nd Place: Opelika-Auburn News for [oanow.com](http://oanow.com)  
3rd Place: The Cullman Times for [cullmantimes.com](http://cullmantimes.com)

### Division C

- 1st Place: Shelby County Reporter (Columbiana) for [shelbycountyreporter.com](http://shelbycountyreporter.com)  
2nd Place: Lagniappe (Mobile) for [lagniappemobile.com](http://lagniappemobile.com)  
3rd Place: The Citizen of East Alabama (Phenix City) for [citizenofeastalabama.com](http://citizenofeastalabama.com)

### Division D

- 1st Place: The Greenville Standard for [thegreenvillestandard.com](http://thegreenvillestandard.com)  
2nd Place: The Southeast Sun (Enterprise) for [southeastsun.com](http://southeastsun.com)  
3rd Place: The Wetumpka Herald for [thewetumpkaherald.com](http://thewetumpkaherald.com)

## Cat. 17 Best Innovative Online Advertising- single ad

### Division B

- 1st Place: The Outlook (Alexander City) for *"Abernathy Farm Supply"* by Elle Fuller  
2nd Place: Opelika-Auburn News for *"Midtown Auburn"* by Abby Scroggins  
3rd Place: The Clanton Advertiser for *"River Bank and Trust"* by staff

### **Division C**

- 1st Place: Shelby County Reporter (Columbiana) for "*Pelham Civic Complex*" by Rhett McCreight  
2nd Place: Shelby County Reporter (Columbiana) for "*Whiskers & Wags*" by staff  
3rd Place: Shelby County Reporter (Columbiana) for "*280 Animal Clinic*" by staff

### **Division D**

- 1st Place: The Wetumpka Herald for "*Cara's Cafe & Bakery*" by Elle Fuller  
2nd Place: The Wetumpka Herald for "*Wexford Health*" by staff  
3rd Place: The Southeast Sun (Enterprise) for "*First Baptist Church*" by Kimberly Myers

## **Cat. 18 Online Revenue Builder**

### **Division B**

- 1st Place: Opelika-Auburn News for "*Fab Face Masks*" by Jessica Henderson

### **Division C**

- 1st Place: The Choctaw Sun-Advocate (Gilbertown) for "*SunTV*" by staff

### **Division D**

- 1st Place: The Southeast Sun (Enterprise) for "*What's open*" by staff