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 APA 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 "Extendicare 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 Dadeville 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

**Division B**
1st Place: The Clanton Advertiser for clantonadvertiser.com
2nd Place: Opelika-Auburn News for oanow.com
3rd Place: The Cullman Times for cullmantimes.com

**Division C**
1st Place: Shelby County Reporter (Columbiana) for shelbycountyreporter.com
2nd Place: Lagniappe (Mobile) for lagniappemobile.com
3rd Place: The Citizen of East Alabama (Phenix City) for citizenofeastalabama.com

**Division D**
1st Place: The Greenville Standard for thegreenvillestandard.com
2nd Place: The Southeast Sun (Enterprise) for southeastsun.com
3rd Place: The Wetumpka Herald for 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