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Contact: Felicia Mason or Jaclyn Langan
(205) 871-7737

APA Media Awards Advertising Contest Winners Announced

Orange Beach, AL (June 25, 2023) – Winners of the 2023 Alabama Press Association Media Awards have been announced by Dee Ann Campbell, chairman of the AMA Contest Committee. This year, 28 publications submitted 555 entries in the annual advertising contest. The North Carolina Press Association membership judged the entries.

First place awards in select categories and divisions were recognized at the 2023 APA Summer Convention banquet awards program.

Congratulations to all of the winners!

Cat. 02 Best Classified Page or Section

Division B

- 1st Place: The Fort Payne Times-Journal by Sydney Lockhart, Emily Wooten
2nd Place: The Outlook (Alexander City) by staff
3rd Place: The Cullman Times by Debbie Miller, staff

Division C

- 1st Place: The Sand Mountain Reporter (Albertville) by Jonathan Bottomlee, John Morris, Abigail Cline
2nd Place: Shelby County Reporter (Columbiana) by staff
3rd Place: The Southern Star (Ozark) by staff

Division D

- 1st Place: The Wetumpka Herald by staff
2nd Place: The Tallassee Tribune by staff
3rd Place: The Dadeville Record by staff

Division E

- 1st Place: The Redstone Rocket (Huntsville) by staff

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

Division B

- 1st Place: The Fort Payne Times-Journal for "Akins Furniture" by LaShawna Rains, Emily Wooten
2nd Place: The Fort Payne Times-Journal for "Vintage 1889" by LaShawna Rains, Emily Wooten
3rd Place: The Fort Payne Times-Journal for "Cole Surgical" by Lorie Holder, Emily Wooten

Division C

- 1st Place: The Choctaw Sun-Advocate (Gilbertown) for "Bimbos Valentine" by Dee Ann Campbell
2nd Place: The Sand Mountain Reporter (Albertville) for "Foodland Seafood" by Jonathan Bottomlee, John Morris, Abigail Cline
3rd Place: Shelby County Reporter (Columbiana) for "Bolton Headstone" by staff

Division D

- 1st Place: The Clay Times-Journal (Lineville) for "Goat Man" by Tammy Andrews
2nd Place: The Clay Times-Journal (Lineville) for "Wadley Depot" by Tammy Andrews, Breanna Minter
3rd Place: The Luverne Journal for "Barns and Bins" by staff

Division E

- 1st Place: The Redstone Rocket (Huntsville) for "The Fret Shop" by Donna Counts, Rhonda Stennett

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

Division B

- 1st Place: Daily Mountain Eagle (Jasper) for "Complete Health" by staff
2nd Place: Jackson County Sentinel (Scottsboro) for "Corey Hixon" by Elizabeth Law
3rd Place: Jackson County Sentinel (Scottsboro) for "Town of Skyline" by Elizabeth Law

Division C

- 1st Place: The Choctaw Sun-Advocate (Gilbertown) for "Gibson Body Shop" by Dee Ann Campbell
2nd Place: The Choctaw Sun-Advocate (Gilbertown) for "Gilbertown Egg Hunt" by Dee Ann Campbell
3rd Place: Citizen of East Alabama (Phenix City) for "Clean EatZ" by Bradley Beasley

Division D

- 1st Place: The Dadeville Record for "Tallapoosa Tourism" by staff
2nd Place: The Clay Times-Journal (Lineville) for "Huddleston 1st responder" by Tammy Andrews
3rd Place: The Lowndes Signal (Ft. Deposit) for "Blackbelt Unincorporated Wastewater Program" by staff

Division E

- 1st Place: The Redstone Rocket (Huntsville) for "Meyer and Lee" by Donna Counts, Rhonda Stennett
2nd Place: Vestavia Voice for "Ambrose Design & Remodeling LLC" by Ted Perry

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

Division B

- 1st Place: The Cullman Tribune for "Subscribe Today" by Dustin Isom, Noah Galilee, Janet Chandler
2nd Place: The Fort Payne Times-Journal for "Rainsville Technology Inc." by LaShawna Rains, Emily Wooten
3rd Place: The Clanton Advertiser for "City of Clanton" by Zack Bates

Division C

- 1st Place: Shelby County Reporter (Columbiana) for "CPAP Plus" by staff
2nd Place: Shelby County Reporter (Columbiana) for "Pelham Palooza" by staff
3rd Place: Shelby County Reporter (Columbiana) for "Chamber Small Business" by staff

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

Division B

- 1st Place: The Outlook (Alexander City) for "Lake Martin Signature Construction" by Audra Spears
2nd Place: The Clanton Advertiser for "Breast Cancer Pink Ribbon Page" by Zack Bates
3rd Place: The Outlook (Alexander City) for "Tallapoosa County BOE" by staff

Division C

- 1st Place: Citizen of East Alabama (Phenix City) for "East Alabama Advertising " by Bradley Beasley
2nd Place: Citizen of East Alabama (Phenix City) for "BEAM" by Bradley Beasley
3rd Place: The Sand Mountain Reporter (Albertville) for "Sand Mountain Park" by Jonathan Bottomlee, John Morris, Abigail Cline

Division D

- 1st Place: The Wetumpka Herald for "Coosa Cleaver" by Marilyn Hawkins
2nd Place: The Wetumpka Herald for "Elmore Community Hospital" by Marilyn Hawkins
3rd Place: The Dadeville Record for "S&S Discount Tire Pros" by staff

Division E

- 1st Place: Vestavia Voice for "Kaffeeplas" by Ted Perry
2nd Place: The Redstone Rocket (Huntsville) for "Gibson's Bar-B-Q" by Donna Counts, Rhonda Stennett

Cat. 07 Best Regularly Scheduled Special Section - Newsprint or Glossy

Division A

1st Place: The Decatur Daily for "Living 50 Plus" by staff

Division B

1st Place: The Fort Payne Times-Journal for "Writing Tomorrow's History" by staff

2nd Place: The Selma Times-Journal for "Visit Selma" by staff

3rd Place: The Outlook (Alexander City) for "We Make It Great Here! Progress 2022" by Audra Spears, Betsy Iler, Kenneth Boone

Division C

1st Place: Shelby County Reporter (Columbiana) for "Graduation" by staff

2nd Place: Shelby County Reporter (Columbiana) for "Football Magazine" by staff

3rd Place: Citizen of East Alabama (Phenix City) for "Gametime Winter 2022" by Bradley Besley

Division D

1st Place: The Wetumpka Herald for "Letters to Santa" by staff

2nd Place: The Greenville Advocate for "The Playbook" by staff

3rd Place: The Clay Times-Journal (Lineville) for "Valentine's Then and Now" by staff

Division E

1st Place: Vestavia Voice for "Women in Business" by staff

Cat. 08 Best One Time Special Section - Newsprint or Glossy

Division B

1st Place: Jackson County Sentinel (Scottsboro) for "Christmas Coloring Book" by staff

2nd Place: The Outlook (Alexander City) for "150th Alexander City" by staff

3rd Place: The Selma Times-Journal for "Breast Cancer Awareness" by staff

Division C

1st Place: Citizen of East Alabama (Phenix City) for "State Champs CHS Baseball" by Bradley Beasley

2nd Place: Shelby County Reporter (Columbiana) for "Profile" by staff

3rd Place: Shelby County Reporter (Columbiana) for "Thompson" by staff

Division D

1st Place: The Greenville Advocate for "Butler County Medical Resource Guide" by staff

2nd Place: The Observer (Opelika) for "OHS Awards" by Michelle Key

3rd Place: The Demopolis Times for "Coloring for a Cause" by Christi Kennedy

Division E

1st Place: Vestavia Voice for "280 Living Real Estate Guide, March 2022" by staff

Cat. 09 Best In-Paper Promotion of Newspaper

Division B

1st Place: The Outlook (Alexander City) for "Sports Extra" by Audra Spears

2nd Place: The Outlook (Alexander City) for "Today A Reader" by Audra Spears

3rd Place: The Outlook (Alexander City) for "What We Do" by Audra

Division D

1st Place: The Wetumpka Herald for "Be A Paper Reader" by Audra Spears

2nd Place: The Wetumpka Herald for "We're On Mobile" by Audra Spears

Division E

1st Place: Vestavia Voice for "Football Sponsorship" by Emily VanderMey

Cat. 10 Best Advertising Campaign

Division B

1st Place: The Fort Payne Times-Journal for "First State Bank Magazine" by Linda Stiefel, Emily Wooten

2nd Place: The Fort Payne Times-Journal for "First State Bank Testimonial" by Linda Stiefel, Emily Wooten

3rd Place: The Fort Payne Times-Journal for "First State Bank Playoff" by Linda Stiefel, Emily Wooten

Division C

1st Place: The Sand Mountain Reporter (Albertville) for "Sand Mountain Toyota Horizons" by John Morris, Jonathan Bottomlee

2nd Place: Shelby County Reporter (Columbiana) for "Coosa Valley MRI" by staff

3rd Place: The Choctaw Sun-Advocate (Gilbertown) for "Kids Deserve Better" by Dee Ann Campbell

Division D

1st Place: The Luverne Journal for "Crenshaw Community Hospital" by staff

2nd Place: The Luverne Journal for "Need Braces?" by staff

3rd Place: The Greenville Advocate for "GracePoint" by staff

Division E

1st Place: Vestavia Voice for "Vulcan Termite" by Emily VanderMey

Cat. 11 Best Original/Creative Idea

Division B

1st Place: The Fort Payne Times-Journal for "First State Bank Field" by Linda Stiefel, Emily Wooten

2nd Place: The Fort Payne Times-Journal for "Out of this World" by Emily Wooten, Nita Stevens

3rd Place: The Cullman Times for "Football 2022" by Heather Casillas, staff

Division C

1st Place: Shelby County Reporter (Columbiana) for "Compact Brain" by staff

2nd Place: The Sand Mountain Reporter (Albertville) for "D&S Lock & Key" by Jonathan Bottomlee, John Morris, Abigail Cline

3rd Place: The Sand Mountain Reporter (Albertville) for "Extreme Concepts Christmas" by Jonathan Bottomlee, John Morris, Abigail Cline

Division D

1st Place: The Luverne Journal for "Snaps with Santa" by staff

- 2nd Place: The Lowndes Signal (Ft. Deposit) for "Lowndes Academy" by staff
3rd Place: The Greenville Standard for "The Greenville Standard" by Bruce Branum

Division E

- 1st Place: Vestavia Voice for "flip-flops and what nots" by Emily VanderMey

Cat. 12 Best Classified Display Ad

Division A

- 1st Place: The Decatur Daily for "Real Estate Experts" by staff

Division B

- 1st Place: The Fort Payne Times-Journal for "Crossville Health" by Sydney Lockhart, Emily Wooten
2nd Place: The Fort Payne Times-Journal for "Southern Properties " by Emily Wooten
3rd Place: The Cullman Times for "Quality Staffing" by Heather Casillas, Glenda Smith

Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Lawn Mower for sale" by staff
2nd Place: Shelby County Reporter (Columbiana) for "Birmingham Water Works career fair" by staff
3rd Place: Shelby County Reporter (Columbiana) for "Ace Hardware" by staff

Division D

- 1st Place: The Observer (Opelika) for "Hanwha's Hiring" by Michelle Key
2nd Place: The Greenville Standard for "Housemate Wanted" by Bruce Branum
3rd Place: The Greenville Standard for "Dental Assistant Wanted" by Bruce Branum

Cat. 13 Best Signature Page

Division A

- 1st Place: The Decatur Daily for "Best of the Best 2022" by staff

Division B

- 1st Place: The Fort Payne Times-Journal for "Fort Payne Holiday Open House" by staff
2nd Place: The Selma Times-Journal for "Administrative Professionals " by Tina Yelverton, Bill Tomey
3rd Place: The Outlook (Alexander City) for "Shelter Pets" by staff

Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Thompson" by staff
2nd Place: The Choctaw Sun-Advocate (Gilberttown) for "Late-Night Shopping" by Dee Ann Campbell
3rd Place: Shelby County Reporter (Columbiana) for "Veterans Day" by staff

Division D

- 1st Place: The Demopolis Times for "Veterans Day" by Christi Kennedy
2nd Place: The Wetumpka Herald for "Shelter Pets" by Audra Spears, Marilyn Hawkins, Sheryl Jennings
3rd Place: The Luverne Journal for "Flying Squadron" by staff

Division E

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

Cat. 14 Best Niche Publication

Division A

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

Division B

1st Place: The Outlook (Alexander City) for "Lake Martin Calendar" by Kenneth Boone, Audra Spears
2nd Place: The Fort Payne Times-Journal for "Boom Days event brochure and Map" by staff
3rd Place: The Outlook (Alexander City) for "Lake Martin-The Official Visitor's Guide" by Audra Spears

Division C

1st Place: Citizen of East Alabama (Phenix City) for "Discover East Alabama" by Bradley Beasley
2nd Place: Shelby County Reporter (Columbiana) for "Visitor's Guide" by staff
3rd Place: Shelby County Reporter (Columbiana) for "Profile" by staff

Division D

1st Place: The Wetumpka Herald for "Itsy the Elf & Friends Elf Adventures" by Audra Spears, Marilyn Hawkins, Sheryl Jennings
2nd Place: The Hartselle Enquirer for "Hartselle Visitor Guide" by staff
3rd Place: The Greenville Advocate for "Greenville Magazine " by staff

Division E

1st Place: Vestavia Voice for "Under the Lights - High School Football Preview" by Kyle Parmley, Ted Perry, Erin Nelson

Cat. 15 Best Use of Humor

Division B

1st Place: The Outlook (Alexander City) for "Southern Star Farm" by staff
2nd Place: The Fort Payne Times-Journal for "Prissy dog grooming ad" by Sydney Lockhart, Emily Wooten
3rd Place: The Fort Payne Times-Journal for "Sniffing out the Holiday Joy Trail" by Sydney Lockhart, Emily Wooten

Division C

1st Place: Shelby County Reporter (Columbiana) for "Lawn Mower For Sale" by staff
2nd Place: The Choctaw Sun-Advocate (Gilbertown) for "Gibson Body Shop" by Dee Ann Campbell
3rd Place: Shelby County Reporter (Columbiana) for "Vulcan Mosquito" by staff

Division D

1st Place: The Greenville Advocate for "Camellia Collision Center" by staff
2nd Place: The Greenville Standard for "Stuckey's Barber Shop" by Bruce Branum
3rd Place: The Wetumpka Herald for "Bell Family Chiropractic" by Marilyn Hawkins

Division E

1st Place: Vestavia Voice for "Joe Falconer Realty South" by Ted Perry

Cat. 16 Best Presentation of Online Advertising

Division B

- 1st Place: The Fort Payne Times-Journal for "www.times-journal.com" by staff
2nd Place: The Cullman Tribune for "www.cullmantribune.com " by Dustin Isom
3rd Place: The Cullman Times for "www.cullmantimes.com" by Katherine Miller, staff

Division C

- 1st Place: Shelby County Reporter (Columbiana) for "www.shelbycountyreporter.com" by staff
2nd Place: Citizen of East Alabama (Phenix City) for "www.citizenofeastalabama.com" by Bradley Beasley

Division D

- 1st Place: The Tallassee Tribune for "www.tallasseetribune.com" by staff
2nd Place: The Wetumpka Herald for "www.thewetumpkaherald.com" by staff
3rd Place: The Greenville Standard for "www.thegreenvillestandard.com" by staff

Cat. 17 Best Innovative Online Advertising - Single Ad

Division B

- 1st Place: The Fort Payne Times-Journal for "Northeast Alabama Community College, Begin Your Future Here" by Linda Stiefel, Emily Wooten
2nd Place: The Fort Payne Times-Journal for "Out of this World ON-Line" by Emily Wooten, Nita Stevens
3rd Place: Daily Mountain Eagle (Jasper) for "Manchester Auto Parts" by staff

Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Buck Creek Family Dental Back to School " by staff
2nd Place: Shelby County Reporter (Columbiana) for "Home Plate Cooking Stop Worrying About Dinner" by staff
3rd Place: Shelby County Reporter (Columbiana) for "Buck Creek Family Dental Best Of" by staff

Division D

- 1st Place: The Greenville Standard for "The Greenville Standard" by Bruce Branum
2nd Place: The Wetumpka Herald for "Wexford Health" by staff
3rd Place: The Wetumpka Herald for "1220 Cafe" by staff

Cat. 18 Online Revenue Builder

Division B

- 1st Place: The Fort Payne Times-Journal for "TJ Online Subscriptions" by Emily Wooten, Nita Stevens
2nd Place: The Outlook (Alexander City) for "Why Pay?" by Audra Spears
3rd Place: The Outlook (Alexander City) for "Extend Your Storefront" by staff

Division C

- 1st Place: The Choctaw Sun-Advocate (Gilbertown) for "SunTV Football" by Dee Ann Campbell
2nd Place: Shelby County Reporter (Columbiana) for "Digital Subscriptions " by Meg Herndon
3rd Place: Shelby County Reporter (Columbiana) for "Shelby County Reporter Daily Email" by staff

Cat. 01 Advertising Sweepstakes Award

Division B

- 1st Place: The Fort Payne Times-Journal
2nd Place: The Outlook (Alexander City) by Lizi Gwin, Henry Zimmer, Will Marlow
3rd Place: The Selma Times-Journal

Division C

- 1st Place: Shelby County Reporter (Columbiana)
2nd Place: Citizen of East Alabama (Phenix City) by Bradley Beasley
3rd Place: The Choctaw Sun-Advocate (Gilbertown)

Division D

- 1st Place: The Wetumpka Herald
2nd Place: The Greenville Standard
3rd Place: The Tallassee Tribune

Division E

- 1st Place: Vestavia Voice
2nd Place: The Redstone Rocket (Huntsville) by Donna Counts, Rhonda Stennett

Ad of the Year

Shelby County Reporter for "Ace Hardware Help Wanted"