



**For release:**

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

**Birmingham, AL (May 23, 2025)** – Winners of the 2025 Alabama Press Association Media Awards have been announced by Dee Ann Campbell, chairman of the AMA Contest Committee. This year, 22 publications submitted 406 entries in the annual advertising contest. The Michigan Press Association membership judged the entries.

First-place awards in many categories and divisions were recognized at the 2025 APA Summer Convention banquet awards program.

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

## **Advertising Sweepstakes Award**

### **Division B**

- 1st Place: The Outlook (Alexander City)  
2nd Place: Jackson County Sentinel (Scottsboro)  
3rd Place: The Clanton Advertiser

### **Division C**

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

### **Division D**

- 1st Place: The Wetumpka Herald  
2nd Place: The Observer (Opelika)  
3rd Place: The Dadeville Record

### **Division E**

- 1st Place: The Hoover Sun  
2nd Place: The Redstone Rocket (Huntsville)

## **Ad of the Year**

The Outlook (Alexander City) for "Action, Words, You Matter" by Audra Spears, Tippy Hunter, Lizi Arbogast Gwin

## **Cat. 02 Best Classified Page or Section**

### **Division B**

- 1st Place: The Outlook (Alexander City) by staff  
2nd Place: The Clanton Advertiser by staff  
3rd Place: The Cullman Tribune by Janet Chandler, Dustin Isom

### **Division C**

- 1st Place: Shelby County Reporter (Columbiana) by staff  
2nd Place: The Choctaw Sun-Advocate (Gilbertown) by Dee Ann Campbell  
3rd Place: The Citizen of East Alabama (Phenix City) by Haylie Rivera

### **Division D**

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

## **Cat. 03 Best Single Ad 1/2 page and under, B/W**

### **Division B**

- 1st Place: The Daily Mountain Eagle (Jasper) for "Daybreak Domestic Violence " by staff  
2nd Place: Jackson County Sentinel (Scottsboro) for "Bell Aesthetics" by Dolores Hambrick, Jordon Hypes  
3rd Place: Jackson County Sentinel (Scottsboro) for "Southern Style Salon" by Dolores Hambrick, Jordon Hypes

#### Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Buck Creek" by Rhett McCreight  
2nd Place: Shelby County Reporter (Columbiana) for "Oak View Animal Hospital" by staff  
3rd Place: The Choctaw Sun-Advocate (Gilbertown) for "Library 70th Anniversary" by Dee Ann Campbell

#### Division D

- 1st Place: The Clay Times-Journal (Lineville) for "Remembering the Past-Taylor Swift" by Tammy Andrews  
2nd Place: The Clay Times-Journal (Lineville) for "Remembering the Past-Clairmont Springs" by Tammy Andrews  
3rd Place: The Clay Times-Journal (Lineville) for "Remembering the Past- World's Tallest Man" by Tammy Andrews

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

#### Division B

- 1st Place: The Cullman Tribune for "Vincent Furniture" by Janet Chandler, Dustin Isom, Noah Galilee  
2nd Place: The Daily Mountain Eagle (Jasper) for "WCSO Vacation Watch" by staff  
3rd Place: The Fort Payne Times-Journal for "Town of Mentone - Four Seasons" by Linda Stiefel, Emily Wooten

#### Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Vulcan Termite and Pest" by Rhett McCreight  
2nd Place: The Advertiser-Gleam (Guntersville) for "Feed the Farm" by Sherrie Hall  
3rd Place: Shelby County Reporter (Columbiana) for "Buck Creek" by Rhett McCreight

#### Division D

- 1st Place: The Wetumpka Herald for "First Community Bank" by staff  
2nd Place: The Dadeville Record for "Tallapoosa Nutrition" by Sam Himes  
3rd Place: The Observer (Opelika) for "Vote for Kris Patton" by Michelle Key

#### Division E

- 1st Place: Hoover Sun for "Image Hive" by Ted Perry  
2nd Place: The Redstone Rocket (Huntsville) for "Office Furniture Outlet" by Rhonda Stennett, Donna Counts

### **Cat. 05 Best Single Ad over 1/2 page, B/W**

#### Division B

- 1st Place: The Clanton Advertiser for "City of Clanton" by Zack Bates  
2nd Place: The Daily Mountain Eagle (Jasper) for "Young Jewelers" by staff

#### Division C

- 1st Place: The Choctaw Sun-Advocate (Gilbertown) for "Nanafalia Church Christmas" by Dee Ann Campbell  
2nd Place: Shelby County Reporter (Columbiana) for "Small Business Celebration" by Rhett McCreight

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

### **Division B**

- 1st Place: The Outlook (Alexander City) for "Radney Funeral Home" by Audra Spears  
2nd Place: Jackson County Sentinel (Scottsboro) for "Holliman & Holliman" by Dolores Hambrick, Jordon Hypes  
3rd Place: The Cullman Tribune for "Bill Smith" by Janet Chandler, Dustin Isom, Noah Galilee

### **Division C**

- 1st Place: The Citizen of East Alabama (Phenix City) for "Little Feathers" by Haylie Rivera  
2nd Place: Shelby County Reporter (Columbiana) for "Buck Creek" by Rhett McCreight  
3rd Place: The Choctaw Sun-Advocate (Gilbertown) for "Boots for Glory Rodeo" by Dee Ann Campbell

### **Division D**

- 1st Place: The Wetumpka Herald for "Marcia Weber Art Objects" by staff  
2nd Place: The Wetumpka Herald for "Coosa Cleaver" by Renee Trice  
3rd Place: Union Springs Herald for "Judge Tatum" by Cheryl Stabinski

### **Division E**

- 1st Place: Hoover Sun for "Mike's Merchandise" by Ted Perry  
2nd Place: The Redstone Rocket (Huntsville) for "Regenesiis" by Rhonda Stennett, Donna Counts

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

### **Division B**

- 1st Place: The Fort Payne Times-Journal for "Torch Playbook 2024" by staff  
2nd Place: Jackson County Sentinel (Scottsboro) for "InSight Magazine" by staff  
3rd Place: The Clanton Advertiser for "Kickoff 2024" by Zack Bates

### **Division C**

- 1st Place: Shelby County Reporter (Columbiana) for "Football" by staff  
2nd Place: The Choctaw Sun-Advocate (Gilbertown) for "Football Preview" by Dee Ann Campbell  
3rd Place: The Choctaw Sun-Advocate (Gilbertown) for "Letters to Santa" by Dee Ann Campbell

### **Division D**

- 1st Place: The Dadeville Record for "Dadeville Magazine" by staff  
2nd Place: The Clay Times-Journal (Lineville) for "Home and Garden" by staff  
3rd Place: The Baldwin Times for "Fairhope Arts and Crafts" by McKinzie Daniels, Frank Kustura

### **Division E**

- 1st Place: Hoover Sun for "Hoover Sun Spring & Fall Medical Guide" by staff

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

### **Division B**

- 1st Place: Jackson County Sentinel (Scottsboro) for "Jackson County Visitors Guide"  
2nd Place: The Daily Mountain Eagle (Jasper) for "Foothills Festival Guide"  
3rd Place: The Fort Payne Times-Journal for "Menu Guide 2025"

#### Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Letters to Santa"  
2nd Place: Shelby County Reporter (Columbiana) for "Thompson Championship"  
3rd Place: Shelby County Reporter (Columbiana) for "Metro Football"

#### Division D

- 1st Place: The Observer for "Under the Lights"  
2nd Place: The Clay Times-Journal (Lineville) for "New Career Development Center"  
3rd Place: The Clay Times-Journal (Lineville) for "Fall is here"

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

#### Division B

- 1st Place: The Outlook (Alexander City) for "Small but Mighty" by Audra Spears  
2nd Place: The Daily Mountain Eagle (Jasper) for "Local Life" by staff  
3rd Place: Jackson County Sentinel (Scottsboro) for "Key Role" by Elizabeth Law

#### Division C

- 1st Place: The Advertiser-Gleam (Guntersville) for "Porter's Poem" by Sherrie Hall  
2nd Place: The Choctaw Sun-Advocate (Gilbertown) for "SunTV" by Dee Ann Campbell  
3rd Place: The Choctaw Sun-Advocate (Gilbertown) for "Graduation" by Dee Ann Campbell

#### Division D

- 1st Place: The Wetumpka Herald for "Read Local, Shop Local" by Audra Spears, Tippy Hunter  
2nd Place: Union Springs Herald for "Reader Engagement Wildlife" by Cheryl Stabinski  
3rd Place: The Wetumpka Herald for "Subscribe It Matters" by Audra Spears, Tippy Hunter

#### Division E

- 1st Place: Hoover Sun for "Under the Lights" by Melanie Viering

### **Cat. 10 Best Advertising Campaign**

#### Division B

- 1st Place: The Fort Payne Times-Journal for "NACC magazine" by Linda Stiefel, Emily Wooten  
2nd Place: The Fort Payne Times-Journal for "Southern Properties" by Emily Wooten  
3rd Place: The Cullman Tribune for "Bill Smith" by Janet Chandler, Dustin Isom, Noah Galilee

#### Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Athlete of the Week" by staff  
2nd Place: The Advertiser-Gleam (Guntersville) for "Monthly Highlights at Sand Mountain Toyota" by Sherrie Hall  
3rd Place: The Citizen of East Alabama (Phenix City) for "BEAM Confidence Campaign" by Haylie Rivera

#### Division D

- 1st Place: The Onlooker (Foley) for "ultiMEAT by Parrish Tractor" by McKinzie Daniels

#### Division E

- 1st Place: Hoover Sun for "Brightmark Health-Dr. Joseph Wu" by Ted Perry

## **Cat. 11 Best Original/Creative Idea**

### **Division B**

- 1st Place: The Outlook (Alexander City) for "Action, Words, You Matter" by Audra Spears, Tippy Hunter, Lizi Arbogast Gwin
- 2nd Place: The Outlook (Alexander City) for "Journalism 101" by Audra Spears, Tippy Hunter, Lizi Arbogast Gwin
- 3rd Place: The Fort Payne Times-Journal for "Boom Days Magazine" by Linda Stiefel

### **Division C**

- 1st Place: Shelby County Reporter (Columbiana) for "Vulcan: Wanted Dead Not Alive" by Rhett McCreight
- 2nd Place: Shelby County Reporter (Columbiana) for "Lawn Mower For Sale" by Vee Romero
- 3rd Place: The Citizen of East Alabama (Phenix City) for "Springapaloosa" by Haylie Rivera

### **Division D**

- 1st Place: The Clay Times-Journal (Lineville) for "1st Bank-Shelter Pets" by Breanna Minter
- 2nd Place: The Clay Times-Journal (Lineville) for "1st Bank-Read Across America" by Breanna Minter
- 3rd Place: The Clay Times-Journal (Lineville) for "1st Bank-Solar Eclipse" by Breanna Minter

## **Cat. 12 Best Classified Display Ad**

### **Division B**

- 1st Place: The Fort Payne Times-Journal for "Christmas in the Park" by Amy West, Emily Wooten
- 2nd Place: The Cullman Tribune for "College Tire" by Janet Chandler, Dustin Isom
- 3rd Place: The Fort Payne Times-Journal for "Northeast Alabama Association of REALTORS" by Linda Stiefel, Emily Wooten

### **Division C**

- 1st Place: Shelby County Reporter (Columbiana) for "Steward Machine" by Octavia Campbell
- 2nd Place: Shelby County Reporter (Columbiana) for "TNT Fireworks Superstore" by Octavia Campbell
- 3rd Place: Shelby County Reporter (Columbiana) for "Lawn Mower for Sale" by Vee Romero

## **Cat. 13 Best Signature Page**

### **Division B**

- 1st Place: The Outlook (Alexander City) for "Go Generals" by staff
- 2nd Place: Jackson County Sentinel (Scottsboro) for "Happy Thanksgiving" by Dolores Hambrick, Jordon Hypes, Elizabeth Law
- 3rd Place: Jackson County Sentinel (Scottsboro) for "Thank You Veterans" by Dolores Hambrick, Jordon Hypes, Elizabeth Law

### **Division C**

- 1st Place: The Choctaw Sun-Advocate (Gilbertown) for "Fire Safety" by Dee Ann Campbell
- 2nd Place: Shelby County Reporter (Columbiana) for "Horseshoe Bend High School" by staff
- 3rd Place: The Advertiser-Glean (Guntersville) for "Players of the week" by Sherrie Hall

### **Division D**

- 1st Place: The Dadeville Record for "Dadeville High School" by Audra Spears, Sam Himes

- 2nd Place: The Clay Times-Journal (Lineville) for "Meet Your Local Candidates" by staff  
3rd Place: The Wetumpka Herald for "Adopt A Shelter Pet" by staff

#### Division E

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

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

#### Division B

- 1st Place: The Outlook (Alexander City) for "January Lake Magazine" by Audra Spears, Betsy Iler, Kenneth Boone  
2nd Place: Jackson County Sentinel (Scottsboro) for "The Wedding Issue" by Dolores Hambrick, Jordon Hypes, Elizabeth Law  
3rd Place: The Outlook (Alexander City) for "Community in Action" by staff

#### Division C

- 1st Place: The Citizen of East Alabama (Phenix City) for "GameTime Magazine"  
2nd Place: Shelby County Reporter (Columbiana) for "Visitor's Guide"  
3rd Place: Shelby County Reporter (Columbiana) for "Football"

#### Division D

- 1st Place: The Clay Times-Journal (Lineville) for "At Home in Clay County"  
2nd Place: The Observer for "Class of 2024"  
3rd Place: The Wetumpka Herald for "Gridiron Guide"

#### Division E

- 1st Place: Hoover Sun for "Under the Lights" by staff

### **Cat. 15 Best Use of Humor**

#### Division B

- 1st Place: The Outlook (Alexander City) for "Antisocial" by Audra Spears  
2nd Place: The Outlook (Alexander City) for "Girl Winking" by Audra Spears, Tippy Hunter  
3rd Place: The Outlook (Alexander City) for "Newspaper Joke" by Audra Spears

#### Division C

- 1st Place: Shelby County Reporter (Columbiana) for "Vulcan: Wanted Dead Not Alive" by Rhett McCreight  
2nd Place: The Choctaw Sun-Advocate (Gilbertown) for "Gibson Body Shop" by Dee Ann Campbell  
3rd Place: The Advertiser-Glean (Guntersville) for "Smart Irishmen" by Sherrie Hall

#### Division D

- 1st Place: The Wetumpka Herald for "Bell Family Chiropractic" by staff  
2nd Place: The Wetumpka Herald for "Girl Winking" by Tippy Hunter, Audra Spears

### **Cat. 16 Best Presentation of Online Advertising**

#### Division B

- 1st Place: Jackson County Sentinel (Scottsboro) for "www.jcsentinel.com" by staff  
2nd Place: The Cullman Tribune for "www.cullmantribune.com" by Dustin Isom, Noah Galilee, staff

3rd Place: The Clanton Advertiser for "www.clantonadvertiser.com" by Zack Bates

#### Division C

1st Place: Shelby County Reporter (Columbiana) for "www.shelbycountyreporter.com" by staff

#### Division D

1st Place: The Baldwin Times for "www.gulfcoastmedia.com" by staff

2nd Place: The Wetumpka Herald for "www.thewetumpkaherald.com" by staff

3rd Place: The Tallassee Tribune for "www.tallasseeetribune.com" by staff

### **Cat. 17 Best Innovative Online Advertising - Single Ad**

#### Division B

1st Place: The Outlook (Alexander City) for "Tallapoosa Tourism" by Renee Trice

2nd Place: The Outlook (Alexander City) for "Koons Korner" by Audra Spears

3rd Place: The Outlook (Alexander City) for "Wayside Animal Hospital" by Audra Spears

#### Division C

1st Place: Shelby County Reporter (Columbiana) for "Football Show" by Alec Etheredge

2nd Place: Shelby County Reporter (Columbiana) for "Buck Creek Family Dental" by Rachel Henderson

3rd Place: Shelby County Reporter (Columbiana) for "Oak View Animal Hospital" by Rhett McCreight

#### Division D

1st Place: The Wetumpka Herald for "1220 Cafe" by Audra Spears

2nd Place: The Wetumpka Herald for "Parker Tire" by Audra Spears

3rd Place: The Wetumpka Herald for "SA Recycling" by staff

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

#### Division B

1st Place: The Fort Payne Times-Journal for "Star Spangled" by Emily Wooten

2nd Place: The Cullman Tribune for "Subscribe Today" by Janet Chandler, Dustin Isom

#### Division C

1st Place: The Choctaw Sun-Advocate (Gilbertown) for "SunTV Football" by Dee Ann Campbell

2nd Place: Shelby County Reporter (Columbiana) for "Online Football Coverage" by Connor Bucy, Alec Etheredge

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