



PRESS RELEASE

From: **Louisiana Press Association**
Subject: **2000 Better Newspaper Advertising Competition**
2000 Free Circulation and Special Interest Publication Advertising Competition

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Embargoed until 3 p.m., Friday, October 20, 2000

The Donaldsonville Chief, the Gonzales Weekly, the Bossier Press-Tribune, the Minden Press-Herald, the Daily Star (Hammond), The Town Talk (Alexandria), and The Advocate (Baton Rouge) earned Sweepstakes honors in their respective divisions at the annual Louisiana Press Association Fall Advertising Conference Awards Luncheon Friday, October 20 in Lafayette.

The designation is based on the number of points earned in the Better Newspaper Advertising Competition with awards being given for first, second, third, and honorable mention places in contests ranging from staff generated ads to general excellence. The Washington Newspaper Publishers Association judged this year's contest.

Forty-seven newspapers, seven circulation/special interest publications submitted 872 entries.

The **(name of your newspaper)** is a member of the Louisiana Press Association.

(Winners of the individual contests are listed on the attached sheets. Note front and back of the pages were used.)
(continued)

2000 Better Newspaper Advertising Competition

Staff Generated - Black & White 1/4 Page or Under

1	1st Place	The Times-Picayune	New Orleans
1	2nd Place	The Times-Picayune	New Orleans
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	The Town Talk	Alexandria
2	2nd Place	The Advertiser	Lafayette
2	3rd Place	Lake Charles American Press	Lake Charles
3	1st Place	Daily Star	Hammond
3	2nd Place	Daily Star	Hammond
3	3rd Place	The Daily Iberian	New Iberia
4	1st Place	The Bastrop Daily Enterprise	Bastrop
4	2nd Place	The Ruston Daily Leader	Ruston
4	3rd Place	Jennings Daily News	Jennings
5	1st Place	L'Observateur	LaPlace
5	2nd Place	St. Charles Herald-Guide	Boutte
5	3rd Place	St. Charles Herald-Guide	Boutte
6	1st Place	The Franklin Sun	Winnsboro
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	Teche News	St. Martinville
6	Honorable Mention	The Pointe Coupee Banner	New Roads
7	1st Place	Richland Beacon-News	Rayville
7	2nd Place	The Basile Weekly	Basile
7	3rd Place	West Side Journal	Port Allen

Staff Generated - Color 1/4 Page or Under

1	1st Place	The Times-Picayune	New Orleans
1	2nd Place	The Times-Picayune	New Orleans
1	3rd Place	The Times	Shreveport
2	1st Place	The Advertiser	Lafayette
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	Lake Charles American Press	Lake Charles
2	Honorable Mention	News-Star	Monroe
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	Daily World	Opelousas
3	3rd Place	Daily Star	Hammond
4	1st Place	The Ruston Daily Leader	Ruston
4	2nd Place	The Ruston Daily Leader	Ruston
4	3rd Place	Minden Press-Herald	Minden
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	L'Observateur	LaPlace
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	The Gazette	Farmerville
6	3rd Place	Teche News	St. Martinville
7	1st Place	West Side Journal	Port Allen
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	The Donaldsonville Chief	Donaldsonville

Staff Generated- Black & White Over 1/4 Page

1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Advocate	Baton Rouge
2	1st Place	The Advertiser	Lafayette
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	Lake Charles American Press	Lake Charles
3	1st Place	Daily World	Opelousas
3	2nd Place	Daily Star	Hammond
3	3rd Place	Daily Star	Hammond
4	1st Place	The Bastrop Daily Enterprise	Bastrop
4	2nd Place	The Bastrop Daily Enterprise	Bastrop
4	3rd Place	Jennings Daily News	Jennings
4	Honorable Mention	Minden Press-Herald	Minden
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	Livingston Parish News	Denham Springs
5	3rd Place	L'Observateur	LaPlace
6	1st Place	The Pointe Coupee Banner	New Roads
6	2nd Place	The Gazette	Farmerville
6	3rd Place	The Jena Times Olla-Tullos Signal	Jena
7	1st Place	The Bunkie Record	Bunkie
7	2nd Place	Richland Beacon-News	Rayville
7	3rd Place	The Gueydan Journal	Gueydan

Staff Generated - Color Over 1/4 Page

1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Advocate	Baton Rouge
1	3rd Place	The Times-Picayune	New Orleans
2	1st Place	News-Star	Monroe
2	2nd Place	Lake Charles American Press	Lake Charles
2	3rd Place	The Town Talk	Alexandria
3	1st Place	Daily Star	Hammond
3	2nd Place	The Courier	Houma
3	3rd Place	The Daily Comet	Thibodaux
4	1st Place	Minden Press-Herald	Minden
4	2nd Place	Minden Press-Herald	Minden
4	3rd Place	The Daily News	Bogalusa
5	1st Place	L'Observateur	LaPlace
5	2nd Place	The News-Banner	Covington
5	3rd Place	The News-Banner	Covington
6	1st Place	The Jena Times Olla-Tullos Signal	Jena
6	2nd Place	Rayne Acadian-Tribune	Rayne
6	3rd Place	Ascension Citizen	Gonzales
7	1st Place	Richland Beacon-News	Rayville
7	2nd Place	Madison Journal	Tallulah
7	3rd Place	Richland Beacon-News	Rayville

Series of Ads or Ad Campaign

1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times	Shreveport
1	3rd Place	The Times-Picayune	New Orleans
1	Honorable Mention	The Times-Picayune	New Orleans
2	1st Place	The Advertiser	Lafayette
2	2nd Place	Lake Charles American Press	Lake Charles
2	3rd Place	News-Star	Monroe
2	Honorable Mention	News-Star	Monroe
3	1st Place	Daily Star	Hammond
3	2nd Place	Daily World	Opelousas
3	3rd Place	The Daily Iberian	New Iberia
4	1st Place	The Ruston Daily Leader	Ruston
4	2nd Place	Minden Press-Herald	Minden
4	3rd Place	Minden Press-Herald	Minden
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	Bossier Press Tribune	Bossier City
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	Teche News	St. Martinville
6	Honorable Mention	The Pointe Coupee Banner	New Roads
7	1st Place	Richland Beacon-News	Rayville
7	2nd Place	The Enterprise	Ponchatoula
7	3rd Place	Coushatta Citizen	Coushatta

In-Paper Promotion

1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times-Picayune	New Orleans
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	The Advertiser	Lafayette
2	2nd Place	Lake Charles American Press	Lake Charles
2	3rd Place	News-Star	Monroe
2	Honorable Mention	The Advertiser	Lafayette
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	The Daily Comet	Thibodaux
3	3rd Place	Daily Star	Hammond
4	1st Place	Jennings Daily News	Jennings
4	2nd Place	The Ruston Daily Leader	Ruston
4	3rd Place	The Bastrop Daily Enterprise	Bastrop
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	Bossier Press Tribune	Bossier City
5	3rd Place	Livingston Parish News	Denham Springs
6	1st Place	Rayne Acadian-Tribune	Rayne
6	2nd Place	Teche News	St. Martinville
6	3rd Place	Teche News	St. Martinville
7	1st Place	Madison Journal	Tallulah
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	The Bunkie Record	Bunkie

Special Section

1	1st Place	The Times-Picayune	New Orleans
1	2nd Place	The Advocate	Baton Rouge
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	The Town Talk	Alexandria
2	2nd Place	The Advertiser	Lafayette
2	3rd Place	The Town Talk	Alexandria
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	Daily Star	Hammond
3	3rd Place	The Courier	Houma
4	1st Place	Southwest Daily News	Sulphur
4	2nd Place	The Daily News	Bogalusa
4	3rd Place	Jennings Daily News	Jennings
4	Honorable Mention	The Bastrop Daily Enterprise	Bastrop
5	1st Place	The News-Banner	Covington
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	Bossier Press Tribune	Bossier City
5	Honorable Mention	The News-Banner	Covington
6	1st Place	Rayne Acadian-Tribune	Rayne
6	2nd Place	Ascension Citizen	Gonzales
6	3rd Place	The Jena Times Olla-Tullos Signal	Jena
6	Honorable Mention	Rayne Acadian-Tribune	Rayne
7	1st Place	The Bunkie Record	Bunkie
7	2nd Place	West Side Journal	Port Allen
7	3rd Place	The Gueydan Journal	Gueydan

Multiple Advertiser Page (Sig Page)

1	1st Place	The Times-Picayune	New Orleans
1	2nd Place	The Times-Picayune	New Orleans
1	3rd Place	The Advocate	Baton Rouge
1	Honorable Mention	The Advocate	Baton Rouge
2	1st Place	News-Star	Monroe
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Town Talk	Alexandria
3	1st Place	Daily Star	Hammond
3	2nd Place	The Daily Iberian	New Iberia
3	3rd Place	The Daily Iberian	New Iberia
4	1st Place	Jennings Daily News	Jennings
4	2nd Place	The Bastrop Daily Enterprise	Bastrop
4	3rd Place	Minden Press-Herald	Minden
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	St. Charles Herald-Guide	Boutte
5	3rd Place	Bossier Press Tribune	Bossier City
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Teche News	St. Martinville
6	3rd Place	Rayne Acadian-Tribune	Rayne
7	1st Place	The Donaldsonville Chief	Donaldsonville
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	Caddo Citizen	Vivian

Advertising Idea or Promotion

1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times	Shreveport
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	The Town Talk	Alexandria
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Advertiser	Lafayette
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	Daily Star	Hammond
3	3rd Place	Daily Star	Hammond
3	Honorable Mention	The Courier	Houma
4	1st Place	Minden Press-Herald	Minden
4	2nd Place	Minden Press-Herald	Minden
4	3rd Place	Slidell Sentry-News	Slidell
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	The News-Banner	Covington
6	1st Place	The Era-Leader	Franklinton
6	2nd Place	Teche News	St. Martinville
6	3rd Place	Teche News	St. Martinville
7	1st Place	West Side Journal	Port Allen
7	2nd Place	Coushatta Citizen	Coushatta
7	3rd Place	The Donaldsonville Chief	Donaldsonville

Classified Promotion

1	1st Place	The Times-Picayune	New Orleans
1	2nd Place	The Advocate	Baton Rouge
1	3rd Place	The Times	Shreveport
2	1st Place	Lake Charles American Press	Lake Charles
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Advertiser	Lafayette
3	1st Place	The Daily Comet	Thibodaux
3	2nd Place	The Daily Iberian	New Iberia
3	3rd Place	The Daily Iberian	New Iberia
4	1st Place	Minden Press-Herald	Minden
4	2nd Place	The Bastrop Daily Enterprise	Bastrop
4	3rd Place	The Ruston Daily Leader	Ruston
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	Livingston Parish News	Denham Springs
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	Plaquemine Post/South	Plaquemine
7	1st Place	The Basile Weekly	Basile
7	2nd Place	The Bunkie Record	Bunkie
7	3rd Place	The Basile Weekly	Basile

Best Promotion of Internet Homepage

1	1st Place	The Times	Shreveport
1	2nd Place	The Advocate	Baton Rouge
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	News-Star	Monroe
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Town Talk	Alexandria
3	1st Place	Daily Star	Hammond
3	2nd Place	The Daily Comet	Thibodaux
3	3rd Place	Daily Star	Hammond
4	1st Place	Minden Press-Herald	Minden
4	2nd Place	The Bastrop Daily Enterprise	Bastrop
4	3rd Place	Slidell Sentry-News	Slidell
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	Bossier Press Tribune	Bossier City
5	3rd Place	The News-Banner	Covington
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	Ascension Citizen	Gonzales

Best Classified Line Ad

1	1st Place	The Times	Shreveport
1	2nd Place	The Advocate	Baton Rouge
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	The Town Talk	Alexandria
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Town Talk	Alexandria
3	1st Place	Daily Star	Hammond
3	2nd Place	The Daily Iberian	New Iberia
4	1st Place	The Ruston Daily Leader	Ruston
4	2nd Place	Minden Press-Herald	Minden
4	3rd Place	Slidell Sentry-News	Slidell
5	1st Place	Bossier Press Tribune	Bossier City
5	2nd Place	Livingston Parish News	Denham Springs
5	3rd Place	The News-Banner	Covington
6	1st Place	Rayne Acadian-Tribune	Rayne
6	2nd Place	The Pointe Coupee Banner	New Roads
7	1st Place	Caddo Citizen	Vivian

General Excellence

1	1st Place	The Advocate	Baton Rouge
2	1st Place	The Town Talk	Alexandria
2	2nd Place	The Advertiser	Lafayette
2	3rd Place	News-Star	Monroe
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	The Courier	Houma
3	3rd Place	The Daily Comet	Thibodaux
4	1st Place	Jennings Daily News	Jennings
4	2nd Place	Minden Press-Herald	Minden
4	3rd Place	Slidell Sentry-News	Slidell
4	Honorable Mention	The Daily News	Bogalusa
5	1st Place	The News-Banner	Covington
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	Livingston Parish News	Denham Springs
6	1st Place	The Franklin Sun	Winnboro
6	2nd Place	The Era-Leader	Franklinton
6	3rd Place	The Pointe Coupee Banner	New Roads
7	1st Place	The Donaldsonville Chief	Donaldsonville
7	2nd Place	The Gueydan Journal	Gueydan
7	3rd Place	Coushatta Citizen	Coushatta

Oops!

1st Place	The Times	Shreveport
2nd Place	Coushatta Citizen	Coushatta
3rd Place	Daily Star	Hammond

2000 Free Circulation and Special Interest Publication Advertising Competition

Staff Generated - Black & White 1/4 Page or Under

1st Place	Lifestyle Lafayette	Lafayette
2nd Place	Times of Southwest Louisiana	Lake Charles
3rd Place	Lifestyle Lafayette	Lafayette

Staff Generated - Color 1/4 Page or Under

1st Place	Lifestyle Lafayette	Lafayette
2nd Place	Gambit Weekly	New Orleans
3rd Place	Times of Southwest Louisiana	Lake Charles

Staff Generated- Black & White Over 1/4 Page

1st Place	The Times of Acadiana	Lafayette
2nd Place	The Times of Acadiana	Lafayette
3rd Place	Acadiana Lifestyle	New Iberia

Staff Generated - Color Over 1/4 Page

1st Place	Acadiana Lifestyle	New Iberia
2nd Place	The Times of Acadiana	Lafayette
3rd Place	The Times of Acadiana	Lafayette

Series of Ads or Ad Campaign

1st Place	Gambit Weekly	New Orleans
2nd Place	The Times of Acadiana	Lafayette
3rd Place	Gambit Weekly	New Orleans

In-Paper Promotion

1st Place	The Times of Acadiana	Lafayette
2nd Place	Acadiana Lifestyle	New Iberia
3rd Place	Times of Southwest Louisiana	Lake Charles

Special Section

1st Place	The Times of Acadiana	Lafayette
2nd Place	Acadiana Lifestyle	New Iberia
3rd Place	Lifestyle Lafayette	Lafayette

Multiple Advertiser Page (Sig Page)

1st Place	The Times of Acadiana	Lafayette
2nd Place	The Times of Acadiana	Lafayette
3rd Place	Acadiana Lifestyle	New Iberia

Advertising Idea or Promotion

1st Place	Lifestyle Lafayette	Lafayette
2nd Place	Lifestyle Lafayette	Lafayette
3rd Place	The Times of Acadiana	Lafayette

Classified Promotion

1st Place	Gambit Weekly	New Orleans
2nd Place	The Times of Acadiana	Lafayette
3rd Place	The Times of Acadiana	Lafayette

Best Promotion of Internet Homepage

1st Place	The Times of Acadiana	Lafayette
2nd Place	Gambit Weekly	New Orleans
3rd Place	The Times of Acadiana	Lafayette

Best Classified Line Ad

1st Place	The Times of Acadiana	Lafayette
2nd Place	The Times of Acadiana	Lafayette

General Excellence

1st Place	Acadiana Lifestyle	New Iberia
2nd Place	The Times of Acadiana	Lafayette
3rd Place	Lifestyle Lafayette	Lafayette