



## PRESS RELEASE

From: **Louisiana Press Association**  
Subject: **2001 Better Newspaper Advertising Competition**  
**2001 Free Circulation and Special Interest Publication Advertising Competition**

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***Embargoed until 3 p.m., Friday, October 26, 2001***

*The Donaldsonville Chief, the Gonzales Weekly, the Bossier Press-Tribune, The Ruston Daily Leader, the Daily Star (Hammond), The Advertiser (Lafayette), 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 26 in Covington.*

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 Oklahoma Press Association judged this year's contest.

Forty-Five newspapers and 5 circulation/special interest publications submitted 827 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)

## 2001 Better Newspaper Advertising Competition

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

Division	Place	Newspaper	City
1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times-Picayune	New Orleans
1	3rd Place	The Times-Picayune	New Orleans
2	1st Place	The Advertiser	Lafayette
2	2nd Place	American Press	Lake Charles
2	3rd Place	The Advertiser	Lafayette
3	1st Place	Daily World	Opelousas
3	2nd Place	Daily Star	Hammond
3	3rd Place	Daily World	Opelousas
4	1st Place	Minden Press-Herald	Minden
4	2nd Place	Jennings Daily News	Jennings
4	3rd Place	The Daily News	Bogalusa
5	1st Place	Bossier Press-Tribune	Bossier City
5	2nd Place	Bossier Press-Tribune	Bossier City
5	3rd Place	St. Charles Herald-Guide	Boutte
5	Honorable Mention	Livingston Parish News	Denham Springs
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	The Pointe Coupee Banner	New Roads
6	3rd Place	Gonzales Weekly	Gonzales
7	1st Place	The Donaldsonville Chief	Donaldsonville
7	2nd Place	Madison Journal	Tallulah
7	3rd Place	West Side Journal	Port Allen
7	Honorable Mention	The Donaldsonville Chief	Donaldsonville

### 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 Advocate	Baton Rouge
2	1st Place	The Town Talk	Alexandria
2	2nd Place	American Press	Lake Charles
2	3rd Place	The Advertiser	Lafayette
3	1st Place	Daily Star	Hammond
3	2nd Place	Daily Star	Hammond
3	3rd Place	Daily Comet	Thibodaux
4	1st Place	The Bastrop Daily Enterprise	Bastrop
4	2nd Place	Slidell Sentry-News	Slidell
4	3rd Place	The Ruston Daily Leader	Ruston
4	Honorable Mention	The Bastrop Daily Enterprise	Bastrop
5	1st Place	St. Charles Herald-Guide	Boutte
5	2nd Place	St. Charles Herald-Guide	Boutte
5	3rd Place	The Eunice News	Eunice
5	Honorable Mention	L'Observateur	LaPlace
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Ascension Citizen	Gonzales
6	3rd Place	The Jena Times	Jena
7	1st Place	St. Francisville Democrat	St. Francisville
7	2nd Place	St. Francisville Democrat	St. Francisville
7	3rd Place	Richland Beacon-News	Rayville

**Staff Generated- Black & White Over 1/4 Page**

Division	Place	Newspaper	City
1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times-Picayune	New Orleans
1	3rd Place	The Times-Picayune	New Orleans
2	1st Place	The 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	Daily Star	Hammond
3	3rd Place	Daily World	Opelousas
3	Honorable Mention	Daily Comet	Thibodaux
4	1st Place	The Ruston Daily Leader	Ruston
4	2nd Place	Minden Press-Herald	Minden
4	3rd Place	The Bastrop Daily Enterprise	Bastrop
4	Honorable Mention	Minden Press-Herald	Minden
5	1st Place	The News-Banner	Covington
5	2nd Place	Bossier Press-Tribune	Bossier City
5	3rd Place	St. Charles Herald-Guide	Boutte
5	Honorable Mention	St. Charles Herald-Guide	Boutte
6	1st Place	Rayne Acadian-Tribune	Rayne
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	The Pointe Coupee Banner	New Roads
6	Honorable Mention	The Jena Times	Jena
7	1st Place	West Side Journal	Port Allen
7	2nd Place	Richland Beacon-News	Rayville
7	3rd Place	The Donaldsonville Chief	Donaldsonville

**Staff Generated - Color Over 1/4 Page**

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 Advertiser	Lafayette
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Town Talk	Alexandria
3	1st Place	Daily Star	Hammond
3	2nd Place	Daily Star	Hammond
3	3rd Place	Daily Comet	Thibodaux
3	Honorable Mention	The Courier	Houma
4	1st Place	The Ruston Daily Leader	Ruston
4	2nd Place	Slidell Sentry-News	Slidell
4	3rd Place	The Daily News	Bogalusa
5	1st Place	St. Charles Herald-Guide	Boutte
5	2nd Place	Bossier Press-Tribune	Bossier City
5	3rd Place	St. Charles Herald-Guide	Boutte
5	Honorable Mention	Bossier Press-Tribune	Bossier City
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	Plaquemine Post/South	Plaquemine
6	Honorable Mention	The Jena Times	Jena
7	1st Place	The Bunkie Record	Bunkie
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	The Gueydan Journal	Gueydan

## Series of Ads or Ad Campaign

Division	Place	Newspaper	City
1	1st Place	The Times-Picayune	New Orleans
1	2nd Place	The Times	Shreveport
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	The Advertiser	Lafayette
2	2nd Place	The Advertiser	Lafayette
2	3rd Place	The Town Talk	Alexandria
3	1st Place	The Courier	Houma
3	2nd Place	Daily Star	Hammond
3	3rd Place	Daily Star	Hammond
4	1st Place	The Bastrop Daily Enterprise	Bastrop
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	St. Charles Herald-Guide	Boutte
5	3rd Place	Livingston Parish News	Denham Springs
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	The Pointe Coupee Banner	New Roads
7	1st Place	Richland Beacon-News	Rayville
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	West Side Journal	Port Allen

## In-Paper Promotion

1	1st Place	The Times	Shreveport
1	2nd Place	The Advocate	Baton Rouge
1	3rd Place	The Times	Shreveport
2	1st Place	The Town Talk	Alexandria
2	2nd Place	The Advertiser	Lafayette
2	3rd Place	The Advertiser	Lafayette
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	Daily Star	Hammond
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	Jennings Daily News	Jennings
5	1st Place	Bossier Press-Tribune	Bossier City
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	The News-Banner	Covington
5	Honorable Mention	L'Observateur	LaPlace
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Gonzales Weekly	Gonzales
6	3rd Place	Ascension Citizen	Gonzales
7	1st Place	The Bunkie Record	Bunkie
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	The Basile Weekly	Basile

## Special Section

Division	Place	Newspaper	City
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 Advocate	Baton Rouge
2	1st Place	The Town Talk	Alexandria
2	2nd Place	American Press	Lake Charles
2	3rd Place	American Press	Lake Charles
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	The Courier	Houma
3	3rd Place	The Daily Iberian	New Iberia
4	1st Place	Southwest Daily News	Sulphur
4	2nd Place	Jennings Daily News	Jennings
4	3rd Place	The Ruston Daily Leader	Ruston
4	Honorable Mention	The Bastrop Daily Enterprise	Bastrop
5	1st Place	L'Observateur	LaPlace
5	2nd Place	St. Charles Herald-Guide	Boutte
5	3rd Place	Bossier Press-Tribune	Bossier City
5	Honorable Mention	St. Charles Herald-Guide	Boutte
6	1st Place	Rayne Acadian-Tribune	Rayne
6	2nd Place	Plaquemine Post/South	Plaquemine
6	3rd Place	Ascension Citizen	Gonzales
6	Honorable Mention	Plaquemine Post/South	Plaquemine
6	Honorable Mention	Rayne Acadian-Tribune	Rayne
6	Honorable Mention	Rayne Acadian-Tribune	Rayne
7	1st Place	The Gueydan Journal	Gueydan
7	2nd Place	Richland Beacon-News	Rayville
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 Times	Shreveport
2	1st Place	The Advertiser	Lafayette
2	2nd Place	American Press	Lake Charles
2	3rd Place	American Press	Lake Charles
3	1st Place	Daily Comet	Thibodaux
3	2nd Place	Daily Star	Hammond
3	3rd Place	The Courier	Houma
3	Honorable Mention	The Daily Iberian	New Iberia
4	1st Place	Minden Press-Herald	Minden
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	L'Observateur	LaPlace
5	3rd Place	The News-Banner	Covington
5	Honorable Mention	Bossier Press-Tribune	Bossier City
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Rayne Acadian-Tribune	Rayne
6	3rd Place	Rayne Acadian-Tribune	Rayne
6	Honorable Mention	Gonzales Weekly	Gonzales
6	Honorable Mention	Winn Parish Enterprise	Winnfield
7	1st Place	Richland Beacon-News	Rayville
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	The Basile Weekly	Basile
7	Honorable Mention	Richland Beacon-News	Rayville

**Advertising Idea or Promotion**

Division	Place	Newspaper	City
1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times	Shreveport
1	3rd Place	The Times-Picayune	New Orleans
2	1st Place	The Advertiser	Lafayette
2	2nd Place	The Advertiser	Lafayette
2	3rd Place	The Town Talk	Alexandria
3	1st Place	Daily Comet	Thibodaux
3	2nd Place	The Courier	Houma
3	3rd Place	Daily Star	Hammond
3	Honorable Mention	The Courier	Houma
4	1st Place	Minden Press-Herald	Minden
4	2nd Place	The Bastrop Daily Enterprise	Bastrop
4	3rd Place	Jennings Daily News	Jennings
4	Honorable Mention	The Ruston Daily Leader	Ruston
5	1st Place	St. Charles Herald-Guide	Boutte
5	2nd Place	St. Charles Herald-Guide	Boutte
5	3rd Place	Bossier Press-Tribune	Bossier City
5	Honorable Mention	Bossier Press-Tribune	Bossier City
6	1st Place	The Era-Leader	Franklinton
6	2nd Place	Rayne Acadian-Tribune	Rayne
6	3rd Place	Rayne Acadian-Tribune	Rayne
7	1st Place	The Donaldsonville Chief	Donaldsonville
7	2nd Place	West Side Journal	Port Allen
7	3rd Place	The Donaldsonville Chief	Donaldsonville

**Classified Promotion**

1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times	Shreveport
1	3rd Place	The Times-Picayune	New Orleans
2	1st Place	The Advertiser	Lafayette
2	2nd Place	The Advertiser	Lafayette
2	3rd Place	The Town Talk	Alexandria
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	The Daily Iberian	New Iberia
3	3rd Place	Daily Comet	Thibodaux
4	1st Place	The Bastrop Daily Enterprise	Bastrop
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	Livingston Parish News	Denham Springs
5	3rd Place	Livingston Parish News	Denham Springs
6	1st Place	Rayne Acadian-Tribune	Rayne
6	2nd Place	Plaquemine Post/South	Plaquemine
6	3rd Place	Gonzales Weekly	Gonzales
7	1st Place	The Basile Weekly	Basile
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	The Bunkie Record	Bunkie

**Best Promotion of Internet Homepage**

1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Times	Shreveport
1	3rd Place	The Advocate	Baton Rouge
2	1st Place	The Advertiser	Lafayette
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Advertiser	Lafayette
3	1st Place	Daily Comet	Thibodaux
3	2nd Place	Daily Star	Hammond
3	3rd Place	Daily Comet	Thibodaux
4	1st Place	Minden Press-Herald	Minden
4	2nd Place	Minden Press-Herald	Minden
4	3rd Place	The Bastrop Daily Enterprise	Bastrop
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	Ascension Citizen	Gonzales
6	2nd Place	Plaquemine Post/South	Plaquemine
6	3rd Place	Gonzales Weekly	Gonzales

**Best Classified Line Ad**

Division	Place	Newspaper	City
1	1st Place	The Advocate	Baton Rouge
1	2nd Place	The Advocate	Baton Rouge
1	3rd Place	The Times	Shreveport
2	1st Place	The Town Talk	Alexandria
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The Town Talk	Alexandria
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	St. Charles Herald-Guide	Boutte
5	2nd Place	Bossier Press-Tribune	Bossier City
5	3rd Place	The News-Banner	Covington
6	1st Place	Ascension Citizen	Gonzales
7	1st Place	West Side Journal	Port Allen

**General Excellence**

1	1st Place	The Advocate	Baton Rouge
2	1st Place	The Advertiser	Lafayette
2	2nd Place	The Town Talk	Alexandria
2	3rd Place	The News-Star	Monroe
3	1st Place	The Daily Iberian	New Iberia
3	2nd Place	The Courier	Houma
3	3rd Place	Daily Star	Hammond
4	1st Place	The Ruston Daily Leader	Ruston
4	2nd Place	Slidell Sentry-News	Slidell
4	3rd Place	Minden Press-Herald	Minden
5	1st Place	Livingston Parish News	Denham Springs
5	2nd Place	L'Observateur	LaPlace
5	3rd Place	St. Charles Herald-Guide	Boutte
6	1st Place	Gonzales Weekly	Gonzales
6	2nd Place	Plaquemine Post/South	Plaquemine
6	3rd Place	Ascension Citizen	Gonzales
7	1st Place	The Gueydan Journal	Gueydan
7	2nd Place	The Donaldsonville Chief	Donaldsonville
7	3rd Place	The Basile Weekly	Basile

**Oops!**

1st Place	The Ruston Daily Leader	Ruston
2nd Place	The Times	Shreveport
3rd Place	The Advertiser	Lafayette

**Divisions**

Division 1	Daily newspapers with average paid circulation over 50,000
Division 2	Daily newspapers with average paid circulation 25,001 – 50,000
Division 3	Daily newspapers with average paid circulation 10,001 – 25,000
Division 4	Daily newspapers with average paid circulation under 10,000
Division 5	Newspapers published 2 to 4 times per week
Division 6	Community newspapers with paid circulation 3,001 and over
Division 7	Community newspapers with paid circulation 3,000 and under

# 2001 Free Circulation/Special Interest Publication Advertising Competition

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

1st Place	Times of Southwest Louisiana	Lake Charles
2nd Place	LifeStyle Lafayette	Lafayette
3rd Place	Gambit Weekly	New Orleans
Honorable Mention	The Times of Acadiana	Lafayette
Honorable Mention	LifeStyle Lafayette	Lafayette
Honorable Mention	Acadiana LifeStyle	New Iberia

## Staff Generated - Color 1/4 Page or Under

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

## Staff Generated- Black & White Over 1/4 Page

1st Place	Times of Southwest Louisiana	Lake Charles
2nd Place	BusinessNews	Houma
3rd Place	The Times of Acadiana	Lafayette

## Staff Generated - Color Over 1/4 Page

1st Place	Gambit Weekly	New Orleans
2nd Place	Gambit Weekly	New Orleans
3rd Place	BusinessNews	Houma
Honorable Mention	BusinessNews	Houma

## Series of Ads or Ad Campaign

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

## In-Paper Promotion

1st Place	The Times of Acadiana	Lafayette
2nd Place	BusinessNews	Houma
3rd Place	Acadiana LifeStyle	New Iberia

## Special Section

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

## Multiple Advertiser Page (Sig Page)

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

## Advertising Idea or Promotion

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

## Classified Promotion

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

## Best Promotion of Internet Homepage

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

## General Excellence

1st Place	Gambit Weekly	New Orleans
2nd Place	Acadiana LifeStyle	New Iberia
3rd Place	LifeStyle Lafayette	Lafayette