

Maryland, Delaware, D.C. Press Association

2002 Advertising Contest Winners

Division C: Non-dailies over 20,000

Category	1 st Place	Judges Comments on 1 st Place	2 nd Place	Honorable Mention
1 C Local Retail B&W, less than 1/2 page	Ivy Roth Laurel Leader "Patuxent Directories"	Simple, yet original.	Beth England The Aegis "Harford Mall"	Julie Kichline The Aegis "Beechtree"
2 C Local Retail B&W, 1/2 page or more	Pamela P. Stegemerten Howard County Times "Patuxent Directories"	Great graphics. Simple.	Brian Ramage The Aegis "Harford County Public Works"	Toni Adams, Jean Fisher Bowie Blade-News "Freestate Mall"
3 C Local Retail Spot Color	Toni Adams Bowie Blade-News "Gold's Gym"	Skillful use of color.	Beth England The Aegis "Robert S. Wagner"	Emiko Watanabe Howard County Times "The Blue Point Grille"
4 C Local Retail Full Color	Terri Moore Columbia Flier "Metzler's"	Use of color matches theme.	Emiko Watanabe Towson Times "Ocean Pride Seafood"	Mechelle Tate, Bobby Bequeaith Maryland Independent "Woman's Place - Dr. Brathwaite"
5 C Local Retail Campaign B&W	Art Department The Aegis "Manor Tavern"	Excellent campaign! Great graphics!	Carol Johnson, Jean Fisher Bowie Blade-News "Chesapeake Bagel Bakery"	Julie Kichline, Christina Garvine The Aegis "Beechtree Golf"
6 C Local Retail Campaign Color	Brian Ramage The Aegis "Grimmel's"	Great theme carried throughout campaign. Good use of color graphics.	Michael Szlachetka, Rachel Gillies The Catholic Review "Society of the Propagation of the Faith"	Mechelle Tate, Bobby Bequeaith Maryland Independent "Camelot Contractors"
7 C Special Section	Greg Runyan, Sandy Ondrejcek Maryland Independent "Charles County Chamber of Commerce"	We're speechless.	Julie Kichline, Brian Ramage, Beth England, Deb Wilkie, Christina Garvine, Susan Whatley, Laura McFarlane The Aegis "Ripken Stadium Inaugural Season"	Elizabeth Eck, Mark LeGoff, Kathy Christon, Christine Stutz, Linda Esterson, Carolyn Keleman, Toni Sclafani, Bob Allen, Larry Pearl, Mike Gioliano, Lisa Rosato, William Peterson, Lori Esposito Owings Mills Times "Tradition: A Celebration of Jewish Life in Balto. Co."
8 C Linage Builder	Greg Runyan, Jason Linville, Sales Staff Maryland Independent "March Madness Pickem Contest"	Yes! A linage builder!	Greg Runyan, Jason Linville Maryland Independent "Tee It Up"	Kim Minopoli, Jason Linville Maryland Independent "Charles Co. High Schools"

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9 C Promotion House Ads	Toni Adams , Jean Fisher Bowie Blade-News “Since Advertising. . .”	A real home-town feel.	Julie Kichline The Aegis “Antique or ?”	
10 C Classified Promotion House Ads	Anne Adams -Kennedy The Aegis “Looking for a New. . .”	Good combination of graphics and copy.	Ivy Roth Howard County Times “Meet Your Recruitment Team”	Julie Kichline The Aegis “Self Expressions”
11 C Classified Display Ads B&W	Steve Myers, Sandy Ondrejcek Maryland Independent “Advertising - Inside Sales”	Clean sweep.	Brian Robert The Aegis “Grammy’s Gifts & Consignments”	Deb Wilkie The Aegis “Mariner Health”
12 C Classified Display Ads Color	Ed Parton, Sandy Ondrejcek Maryland Independent “Waldorf Chrysler-Jeep”	Nice theme, nice color.	Ed Parton, Bobby Bequeaith Maryland Independent “Southern’s Toy Store”	Lisa Smith, Bobby Bequeaith Maryland Independent “DeHanas Real Estate Services”
13 C Print Promotion of Newspaper	Anne Adams -Kennedy The Aegis “When You Throw Your Hat Into the Ring. . .”	Promotes a category we normally forget.	Michelle Moy Columbie Flier “Target Your Market”	Gabriella Ferraro, Chic Davis The Catholic Review “In Baltimore. . .”
14 C Community Service	Greg Runyan, Jason Linville Maryland Independent “Hospice of Charles County”	Best example in the category.	Anne Adams -Kennedy The Aegis “Mother’s Day Essay Contest”	Anne Adams -Kennedy The Aegis “United Way - 2002 Campaign Kickoff”