

## **BRIGHT IDEA AWARD FOR NEWSPAPER SELF-PROMOTIONS**

### **Winners:**

#### **2007:**

Under 10,000 – *Seguin Gazette-Enterprise* – “More than just news”

10,000 – 30,000 – *Bryan-College Station Eagle* – “Local People, Local News”

30,000 – 100,000 – *Wichita Falls Times Record News* – “A Century of News – Celebrating 100 Years of The Times Record News”

Over 100,000 – (co-winners)

*Austin American-Statesman* – “StatesmanJobs”

*San Antonio Express-News* – “210 SA”

#### **2006:**

Under 10,000 – *Kerrville Daily Times* – “The NIE Holiday Coloring Book”

10,000 – 35,000 – *Wichita Falls Times Record News* – “Winner Winner Chicken Dinner”

35,000 – 100,000 – *Amarillo Globe News* – “Fully Loaded High School Sports”

Over 100,000 – *Austin American-Statesman* – “Double Up on Austin” Campaign

#### **2005:**

Under 10,000 – *New Braunfels Herald-Zeitung* – “Our New Blog”

10,000 – 35,000 – *Bryan-College Station Eagle* – “Come on Home”

35,000 – 100,000 – (none)

Over 100,000 – (co-winners)

*Austin American-Statesman* – “Punt, Pass, Click”

*The Dallas Morning News/Quick* – “Quick/Maverick’s Wedding Promotion”

#### **2004:**

Under 10,000 – *New Braunfels Herald-Zeitung* – “The Herald Is Read Everywhere”

10,000 – 35,000 – *The Baytown Sun* – “EZPAY sticky note”

35,000 – 100,000 – *Waco Tribune-Herald* – “New Home Living Magazine”

Over 100,000 – *Austin American-Statesman* – “( *ahora si!* Launch Campaign”

#### **2003:**

Under 10,000 – *Seguin Gazette-Enterprise* – “Meet the Press”

10,000 – 35,000 – *The Baytown Sun* – “Community Partnerships”

35,000 – 100,000 – *Lubbock Avalanche-Journal* – “Awesome Auction”

Over 100,000 – *Houston Chronicle* – “Hotspot”

#### **2002:**

Under 10,000 – *Seguin Gazette-Enterprise* – “Why I Love the Gazette-Enterprise”

10,000 – 35,000 – *The Brazosport Facts* – “New Resident Kit”

35,000 – 100,000 – *Lubbock Avalanche-Journal* – “Vatican Treasures”

Over 100,000 – *Houston Chronicle* – “Jobs Promotion”

#### **2001:**

Under 10,000 – *Texas City Sun* – “Research Proves It”

10,000 – 35,000 – *San Angelo Standard-Times* – “Passion Campaign”  
35,000 – 100,000 – *Lubbock Avalanche-Journal* – “Make Kids Count”  
Over 100,000 – *Austin American-Statesman* – “Media Kits”

**2000:**

Under 10,000 – *Texas City Sun* – “The Inner Thoughts of Max Rizley, Jr.”  
10,000 – 35,000 – *The Galveston County Daily News* – “Triumph and Tragedy”  
35,000 – 100,000 – *Amarillo Globe-News* – “Marketing Self-Promotion Campaign”  
Over 100,000 – *Austin American-Statesman* – “Technopolis 2000 Promotion”

**1999:**

Under 10,000 – *Kerrville Daily Times* – “House Promotion”  
10,000 – 35,000 – *Conroe Courier* – “USA Today Partnership”  
35,000 – 100,000 – *Abilene Reporter-News* – “Chill, A Guide To Solving Conflict”  
Over 100,000 – *Austin American-Statesman* – “Technopolis”

**1998:**

Under 10,000 – *Texas City Sun* – “A Users Guide”  
10,000 – 35,000 – *The Galveston County Daily News* – “Your Local News Source”  
35,000 – 100,000 – *Lubbock Avalanche-Journal* – “An Uncommon Value”  
Over 100,000 – *Houston Chronicle* – “Preview Campaign”

**1997:**

Under 10,000 – (none)  
10,000 – 35,000 – *Bryan-College Station Eagle* – “The George Bush Presidential Library & Museum Center”  
35,000 – 100,000 – *Waco Tribune-Herald* – “H.O.T. Classifieds”  
Over 100,000 – *Austin American-Statesman* – “It’s Not Your Same Old Statesman”

**1996:**

Under 10,000 – *Stephenville Empire-Tribune* – “Around the World With the Stephenville Empire-Tribune”  
10,000 – 35,000 – *Longview News-Journal* – “Preferred Advertiser Premiums”  
35,000 – 100,000 – *Abilene Reporter-News* – “Tear Into It”  
Over 100,000 – *Austin American-Statesman* – “Student Readership Promotion”

**1995:**

Under 10,000 – *The Huntsville Item* – “MORE”  
10,000 – 35,000 – *The Galveston County Daily News* – “Holiday Shopping Choice”  
35,000 – 100,000 – *Corpus Christi Caller-Times* – “Good News”  
Over 100,000 – *Fort Worth Star-Telegram* – “Free For All”

**1994:**

Under 10,000 – (none)  
10,000 – 35,000 – *The Odessa American* – “Champ of the Week”  
35,000 – 100,000 – *Beaumont Enterprise* – “NIE Essay Contest”  
Over 100,000 – (tie):  
*Austin American-Statesman* – “XL evENT.s”  
*Fort Worth Star-Telegram* – “StarTEXT Dorothy”

**1993:**

Under 10,000 – *The Huntsville Item* – “Superior Service”  
10,000 – 35,000 – *Killeen Daily Herald* – “Armadillo Country”  
35,000 – 100,000 – *El Paso Times* – “Classified Marketplace”  
Over 100,000 – *Fort Worth Star-Telegram* – “The Lower You Go”

**1992:**

Under 10,000 – *Taylor Daily Press* – “We Went Quackers Duck Hunting Game”  
10,000 – 35,000 – *Longview News-Journal* – “Year of the Child”  
35,000 – 100,000 – *Wichita Falls Times Record News* – “Portraits”  
Over 100,000 – *The Houston Post* – “Geography By Jove”

**1991:**

Under 10,000 – *Kerrville Daily Times* – “Winning Combination”  
10,000 – 35,000 – *The Galveston Daily News* – “Spring Break '91”  
35,000 – 100,000 – *Corpus Christi Caller-Times* – “Single Page Inserts”  
Over 100,000 – *The Houston Post* – “Jumping Geography”

**1990:**

Under 10,000 – *The Huntsville Item* – “YES! Customer Service and Sales”  
10,000 – 35,000 – *Bryan-College Station Eagle* – “Cookbook Promotion”  
35,000 – 100,000 – *Lubbock Avalanche-Journal* – “Earth. A Nice Place to Play”  
Over 100,000 – *Dallas Times Herald* – “Nolan Ryan Baseball Section”

**1989:**

Under 10,000 – (none)  
10,000 – 35,000 – *Temple Daily Telegram* – “Coffee Cup Campaign”  
35,000 – 100,000 – *Abilene Reporter-News* – “No More Blue Mondays”  
Over 100,000 – *Dallas Times Herald* – “Circulation Increase Campaign”

**1988:**

Under 10,000 – *Taylor Daily Press* – “Satisfied Customers”  
10,000 – 35,000 – *San Angelo Standard-Times* – “The People of the San Angelo Standard-Times”  
35,000 – 100,000 – *El Paso Times/Herald Post* – “Easy Pay Plan”  
Over 100,000 – *The Dallas Morning News* – “Drunk Driving Campaign”

**1987:**

Under 10,000 – *Plano Star Courier* – “Housing Guide”  
10,000 – 35,000 – *Temple Daily Telegram* – “Sales Heat Up”  
35,000 – 100,000 – *Abilene Reporter-News* – “How to Make the News”  
Over 100,000 – *Dallas Times Herald* – “At Its Best Campaign”

**1986:**

Under 10,000 – *The Huntsville Item* – “Fair On the Square”  
10,000 – 35,000 – *San Angelo Standard-Times* – “Classifieds Get Results”  
35,000 – 100,000 – (none)  
Over 100,000 – *Houston Chronicle* – “How To Reach Houston”

**1985:**

Under 10,000 – *The Huntsville Item* – “Getting Easier For You”

10,000 – 35,000 – *El Paso Herald-Post* – “Si Se Puede”

35,000 – 100,000 – *Abilene Reporter-News* – “SELL! Classified Ads”

Over 100,000 – *Fort Worth Star-Telegram* – “20<sup>th</sup> Anniversary Recipe Contest”

**1984:**

Under 10,000 – *New Braunfels Herald-Zeitung* – “Cheer Fund Campaign”

10,000 – 35,000 – *Bryan-College Station Eagle* – “Color Sells”

35,000 – 100,000 – *Corpus Christi Caller-Times* – “Campaign Promoting Local News Coverage”

Over 100,000 – *Houston Chronicle* – “Who’s Listening-Watching-Reading-Buying Campaign”