

10 District Ten

27 AAF – Wichita Falls

OUT-OF-HOME

Vehicle Graphic

15 B Wrap

Award: Gold ADDY® Award
Entrant: Community Healthcare Center
Advertiser: Community Healthcare Center
Title: Mobile Dental Van Wrap
Contributors:
Brett Moyer, Community Relations Coordinator
Dr. David Dasher, Dental Director
Phyllis Hiraki, Executive Director
Stephen St. John, Design Works Group

NON-TRADITIONAL ADVERTISING (See Glossary)

Single

20 A

Award: Gold ADDY® Award
Entrant: Times Record News
Advertiser: Wichita Falls New Car Dealers Association
Title: 2008 Auto Preview
Contributors:
Kim Holly, Outside Sales Rep
John Clubb, Outside Sales Rep
Nita Leek, Outside Sales Rep

Award: Bronze ADDY® Award
Entrant: Times Record News
Advertiser: The Burkburnett Chamber of Commerce
Title: Burkburnett Centennial
Contributors:

Award: Bronze ADDY® Award
Entrant: Times Record News
Advertiser: Area Home Furnishing Advertisers
Title: Fall Home Planning
Contributors:

NEWSPAPER

Newspaper Self-Promotion

31 C Campaign

Award: Gold ADDY® Award BEST OF SHOW ADDY®
Entrant: Times Record News
Advertiser: Times Record News
Title: A Century of News
Contributors:
Jackie Riley, Marketing Director
Bruce Smith, Managing Editor of Content
Clay Sisk, Graphic Designer
Adam Deatherage, TV Producer

INTERACTIVE MEDIA

Web Sites, Consumer

31 C Campaign

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INTERACTIVE MEDIA

Web Sites, Consumer

33 B HTML/Other

Award: Gold ADDY® Award
Entrant: Wichita Falls Board of Commerce & Industry
Advertiser: Wichita Falls Board of Commerce & Industry
Title: Wichita Falls Board of Commerce & Industry Website Redesign
Contributors:

RADIO

Local (one metro)

37 A :30

Award: Gold ADDY® Award
Entrant: GAP Broadcasting
Advertiser: Tarpley Music
Title: Tarpley Music Guitar Month
Contributors:
Dave Diamond, Writer/Producer/Voice Artist
Rachel McGrath, Voice Artist
Little Meg, Voice Artist

Award: Silver ADDY® Award
Entrant: GAP Broadcasting
Advertiser: Howell Financial And Tax Service
Title: Howell Financial And Tax Service
Contributors:
Chris Walters, Writer/Producer/Voice Artist
Madison Walters, Voice Artist
Liz Ryan, Voice Artist

Award: Bronze ADDY® Award
Entrant: GAP Broadcasting
Advertiser: Sam's Club
Title: Sam's Club Christmas
Contributors:
Dave Diamond, Writer/Producer
Wichita Falls Sales Team, Voice Artists

RADIO

Radio Self-Promotion

41 A Single

Award: Gold ADDY® Award
Entrant: KMOC 89.5 FM
Advertiser: KMOC 89.5 FM
Title: Mission Possible
Contributors:
Keith Sanderson, KMOC Station Manager
Glenn Haskell, Broadcaster

TELEVISION

Local (one DMA)

41 A Single

10 District Ten

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TELEVISION

Local (one DMA)

42 B :30

Award: Gold ADDY® Award
Entrant: Jackson Morrow Advertising Agency
Advertiser: Nissan of Wichita Falls
Title: Who'd You Call
Contributors:
Deborah Morrow Jackson Morrow Advertising Agency,
Ann Jones VenaVision Productions Inc., Editor
Nick Turnbow VenaVision Productions Inc., Camera Man
Adam Sharp, On-screen talent
Jason Easley, On-screen talent
"Tats", Japanese consultant & vocals

TELEVISION

Campaign

43

Award: Gold ADDY® Award
Entrant: Media Maxx
Advertiser: The Polka-Dot Penguin
Title: A Rare & Friendly Expert
Contributors:
Carolyn Clement, creative / copy writer
Nick Turnbow, videographer
Randy Montgomery, vocal talent
Ann Jones, editor / videographer

Award: Silver ADDY® Award
Entrant: Media Maxx
Advertiser: Holders Jewelers
Title: Swim, Fly and Grow!
Contributors:
Carolyn Clement, creative / copy writer
Ann Jones, videographer / editor
Randy Montgomery, vocal talent

MIXED MEDIA (Cross Platform) CAMPAIGNS

Consumer, Local

51

Award: Gold ADDY® Award
Entrant: DesignWorks Group
Advertiser: Union Square Federal Credit Union
Title: iPod Giveaway
Contributors:

Award: Silver ADDY® Award
Entrant: Jackson Morrow Advertising Agency
Advertiser: Clinics of North Texas
Title: Generation To Generation
Contributors:
Deborah Morrow Jackson Morrow Advertising Agency,
Hardhead Designs, Dave Oster Owner
Ann Jones VenaVision Productions, Inc., Editor,
Nick Turnbow, VenaVision Productions, Inc., Camera Man,

10 District Ten

27 AAF – Wichita Falls

MIXED MEDIA (Cross Platform) CAMPAIGNS

Consumer, Regional / National

52

Award: Gold ADDY® Award

Entrant: DesignWorks Group

Advertiser: Southwestern Medical Center

Title: Right Here. Right Now.

Contributors:

PUBLIC SERVICE

Broadcast/Electronic

62 C Audio / Visual

Award: Gold ADDY® Award

Entrant: Storm Force Media

Advertiser: Storm Force Media

Title: Terrible Tuesday

Contributors: