

# If we don't tell you about the 71 awards we've won this year, who will?

You're not going to read about them in other newspapers, that's for sure. They won't be on the evening news, either.

So who's left?

Us.

Indulge us while we do a little horn tooting.

First a little background: Each year Michigan Press Association, Suburban Newspapers of America, and the National Newspapers Association hold competitions which allow our editors, artists, photographers, publishers, managers and just about anyone involved in what you see in your hometown newspaper, to submit their best work.

This spring and early summer we sent off ad campaigns, sports stories, pictures, and whole editions of your hometown newspapers to be judged by people in the industry who know a good thing when they see it.

When we sat down and added up the number of awards we'd accumulated, *there were 70 of them!*

If there's a moral here, it's this: if you have to toot your own horn, make sure people will hear some great music.



## THE Observer & Eccentric NEWSPAPERS

### MICHIGAN PRESS ASSOCIATION

#### West Bloomfield Eccentric—NEWSPAPER OF THE YEAR

##### ■ First Place

West Bloomfield Eccentric—Enterprise Feature  
West Bloomfield Eccentric—Best Design  
Westland Observer—Best Local News Reporting  
Observer & Eccentric Classifieds—  
Best Classified Real Estate Idea (color)  
Observer & Eccentric Classifieds—  
Best Classified Real Estate Idea (black/white)  
Observer & Eccentric Classifieds—  
Best Classified Automotive Idea (color)  
Observer & Eccentric Classifieds—  
Best Classified Directory Idea  
Observer & Eccentric Classifieds—  
Best Classified In-House Promotion  
Observer & Eccentric Classifieds—  
Best Overall Classified Section  
Observer & Eccentric—Best Special Section  
Observer Newspapers—Best Campaign or Series  
Observer Newspapers—Best Special Section  
Clarkston Eccentric—Best Local Column

Clarkston Eccentric—Best Editorial Writing  
Garden City Observer—Best Feature Picture  
Garden City Observer—Best Sports Picture  
Lake Orion Eccentric—Best Editorial Page  
Oxford Eccentric—Best Sports Column  
Redford Observer—Best Sports Writing  
Troy Eccentric—Best Spot News Picture

##### ■ Second Place

Birmingham Eccentric—Best Local News Reporting  
Birmingham Eccentric—Best Sports Feature  
Farmington Observer—Best Spot News Picture  
Garden City Observer—Best Design  
Livonia Observer—Best Feature Picture  
Southfield Eccentric—Best Human Interest Feature  
Troy Eccentric—Best Editorial Writing  
West Bloomfield Eccentric—General Excellence  
West Bloomfield Eccentric—Best Local Columns  
Observer Advertising—Best Use of Newspaper Art Service  
Observer Advertising—Best Spot Color Ad  
Observer Advertising—Best Campaign or Series

Observer Advertising—Best Special Section  
Best Classified Automotive Idea (black/white)

##### ■ Third Place

Canton Observer—Best Design  
Farmington Observer—Best Local News Reporting  
Oxford Eccentric—Best Sports Writing  
Plymouth Observer—General Excellence  
Southfield Eccentric—Best Editorial Writing  
West Bloomfield Eccentric—Enterprise Feature  
West Bloomfield Eccentric—Best Sports Coverage

##### ■ Honorable Mention

Rochester Eccentric—Best Sports Coverage  
Troy Eccentric—Best Sports Coverage  
West Bloomfield Eccentric—Best Picture Story  
West Bloomfield Eccentric—Best Sports Column  
Westland Observer—Best General Excellence  
Observer Advertising—Best Ad Idea (black/white)  
Observer Advertising—Best Spot Color Ad

### SUBURBAN NEWSPAPERS OF AMERICA

##### ■ First Place

Clarkston Eccentric—General Excellence  
Eccentric Advertising—Best New Special Section  
Observer & Eccentric Marketing—  
Best Promotion to Build Circulation or Readership  
Observer & Eccentric Marketing—  
Best Public Service/Community Event Promotion

##### ■ Second Place

Livonia Observer—General Excellence

##### ■ Third Place

West Bloomfield—General Excellence  
Observer Advertising—Best New Special Section  
Eccentric Advertising—Best Shopping Area Special Section

### NATIONAL NEWSPAPER ASSOCIATION:

##### ■ First Place

Redford Observer—Best Coverage/Health Related Issues  
Redford Observer—Best Sports Picture

##### ■ Second Place

Observer & Eccentric—Best Coverage of Performing Arts

##### ■ Third Place

Canton Observer—General Excellence

##### ■ Honorable Mention

Birmingham Eccentric—Best Family Living Page  
Birmingham Eccentric—General Excellence  
Clarkston Eccentric—Best Column  
Clarkston Eccentric—Best Coverage of Health Related Issues  
Oxford Eccentric—Best Feature Picture  
Southfield Eccentric—Best Column/Serious Subjects  
West Bloomfield Eccentric—Excellence in Typography  
Westland Observer—Best Business and Economic Reporting  
Westland Observer—Best Feature Story

### INLAND PRESS ASSOCIATION:

##### ■ Second Place

Oxford Eccentric—General Coverage of Local Government

*It's all about  
You!*