



Robert McCabe Silver Medal

The Bob McCabe is given annually to the person or persons whom have shown excellence and creativity in advertising for their company, community, and the industry as a whole.

Criteria for the McCabe Silver Medal

Contributions to his/her Company

The winner must have achieved success in one of the following areas of work: advertising agency, advertiser, media, or advertising service company.

Creative Ability

The winner should have shown a consistent, high degree of creativity, original thinking in whatever phase of advertising this person has worked.

Contributions to the General Advancement of Advertising

Award winners who have worked to increase the stature and raise the standards of the advertising profession.

Contributions to the Community

The recipient should be someone who has been active in civil, religious, or other groups dedicated to some phase of human or social welfare.

Past Winners

1965

Charlie Haun
Cummings Outdoor

1976

Janet Dawson
WATE-TV6

1981

John Payne
Davis Newman Payne

1966

Charlie Davis
Davis Newman Payne

1977

Gil Champagne
Knoxville News Sentinel

1982

Bobby Denton
WIVK

1967

Roger Daley
Knoxville News Sentinel

1978

Kenneth Hodge
Hodge Printing

1983

Bud Brooks
Ford Brooks Agency

1972

Neal Branch
WBIR-TV10

1979

Richard Joel
University of Tennessee

1984

Jim Dick
Dick Broadcasting

1974

Sam Newman
Davis Newman Payne

1980

Liz Tombras
WBIR-TV10

1985

Charles Tombras, Sr.
The Tombras Group

Past Winners cont.

1986

Jim Hart
WBIR-TV10

1987

Don McNeil
Tennessee Press Assoc.

1988

Lynn Leopper
WBIR-TV10

1989

Marvin Jack Kress
Kress Agency

1990

Ty McCloud
WATE-TV6

1991

Dick Meshendorf
Home Federal Bank

1992

Pat Wilson
WATE-TV6

1993

Ross Bagwell, Sr.
Bagwell Productions

1994

Steve Dean
WBIR-TV10

1995

Dorothy Smith
Smith Marketing

1996

Jim Earley
Earley & Assoc.

1997

Shelba Murphy
Knoxville News Sentinel

1998

Charles Tombras, Jr.
The Tombras Group

1999

Tom Rowland
Rowland Productions

2000

Ann Staup
Direct Mail Services

2001

Chris Wise
Lancaster Consulting
Group

2002

Ann Proud
Media Directions

2003

Ed Brantley
Citadel Broadcasting

2004

Curtis Parham
CP Productions

2005

Sam Littleton
WBIR-10News2

2006

Buddy McLean
Davis Newman Payne

20067

Carolyn Morton
Lamar Advertising