

Audrey Award

abcom
association of broadcast communicators



It is time again for your nominations for the Audrey Award!

This annual award is given in honour and in spirit of the late Audrey Bothamley. From the first winner in 1988, the trophy recipients read like a who's who history of the advertising industry in Vancouver.

Congratulations to Carrie Barlow, our 2018 winner!

The Audrey Award recognizes an outstanding commitment and contribution to our industry. The winner is viewed as a role model, an innovator and most importantly, a leader.



About Audrey:

I had the pleasure of working with Audrey at McAnn Erickson back in the late '70s and early '80s. She may have been short in stature, and lucky if she weighed 90 pounds, but she was a firecracker. She knew the media business and all the players. You dare not have take advantage of her, cause it only happened once. She was one of the queens of media in Vancouver, and could out drink, out smoke and out swear any rep, any day. Ultimately though, Audrey was a very fair person. She understood her representatives had a job to do and she would always give you a hearing....if she liked you.

One of her great attributes was her ability to see the big picture. Audrey had the talent to see how to tie-in a spot buy with a promotional elements and to merchandise a campaign to the client's benefit. She knew how to take a chance on an idea and make it work. She understood the numbers alone do not make a good media buy. – *Mel Sprackman*.

“Throughout her many years in advertising Audrey was regarded as an industry leader and a role model. Many young buyers were inspired by her extensive knowledge, tireless energy, and unique style. Her distinctive approach combined the best of old school and innovation to provide the best representation possible for her clients. Among media reps her reputation as a tough but fair negotiator was legendary, and she was affectionately known as Vancouver's "media queen". Audrey will long be remembered for her contributions to the industry, and it is only fitting that this annual award bears her name."*collaborations of someone who worked under her and someone who called on her.*

“Audrey Bothamley was a pioneer in Vancouver media advertising planning and placement, particularly broadcast, during the 1960's and 70's. She was one of the first agency people on the west coast devoted entirely to media; in the sellers market of the time, she was among the earliest practitioners of negotiating favorable price and placement for her clients; and she was committed to seeing that advertisers received maximum value for their expenditures. Cost per demographic rating point, CPM, post-buy-analysis, and ROI for advertising dollars were some of the tools she used and perfected when these metrics were in their infancy. But more than most of her contemporaries, she developed deep and long-lasting relationships with the media and their salespeople to ensure superior representation of her agency and its clients.”*prepared by someone he worked for/with*

Past Audrey Award Winners

Past recipients of the Audrey Award include - (Since 1988):

Darrel Shee, Jim Stovin,
Martha King, Jim Crawford,
Jean Hardman Henderson,
Alden Diehl, John Newbery,
Ray Dagg, Frank Jobes,
Red Robinson, Joyce Shea,
Terry Dinsmore, Al Anaka,
Smita Patel, Warren Morgan,
David Stanger, Michael Godin,
Ian Grant, Ruth Powell,
Steve Vrlak, Mel Sprackman,
Doug Elphick,
Joyce Taylor-Bauer,
Joe Balango, Peter Alpen, Barry
O'Donnell and Dan McAllister.

How to nominate someone:

Please go to the ABCOM website at www.abcom.bc.ca, download and print the **Audrey Award Nomination Form** (pdf). Then return the completed form to Peter Kambo peter.kambo@rci.rogers.com