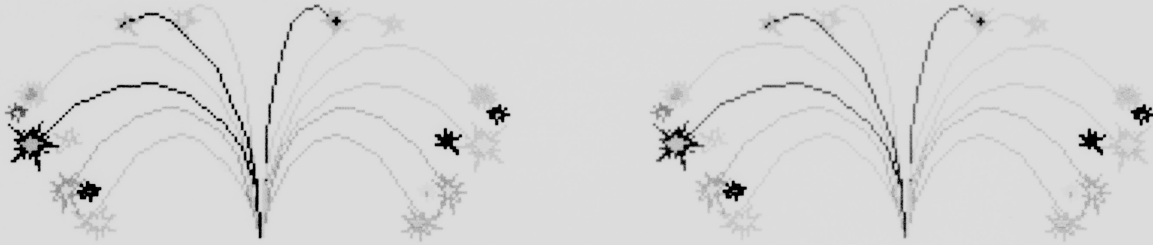


MAY 1999



# 1999 Advertising Contest

Recognizing the best advertising  
in Kentucky's newspapers

*Sponsored by*



## Weekly 1

### Category 1 DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - BEREA CITIZEN, Scott Messer/Marc Reyes  
Great attention getter! Price reduction a quick draw! Stood out on page.

Second Place - MARTIN COUNTY SUN, Jama Trivett  
Good clean layout. Depicts upscale image. Clean and to the point!  
Third Place - BOURBON COUNTY CITIZEN, Rebecca Lawyer  
Attractive! Good art choice!

### Category 2 - AUTOMOTIVE

First Place - BOURBON COUNTY CITIZEN, Donna Burton  
Thought ad would have been more effective in color.

Second Place - MARTIN COUNTY SUN, Jama Trivett  
Thought color could have been better.  
Third Place - MARTIN COUNTY SUN, Jama Trivett  
Like white space in ad.

### Category 3 - HARDWARE/ APPLIANCE STORES NO ENTRIES

### Category 4 - FINANCIAL

First Place - FULTON LEADER, Leigh Ann Moore  
Good copy flow, clean and to the point. Provides benefit. Results oriented.

Second Place - BEREA CITIZEN, Scott Messer/Teresa Mullins  
Nice use of color, style and art. Eye contact goes to bottom, needs to be more toward top.  
Third Place - GALLATIN COUNTY NEWS, Barbi R. Ball  
Simple message. Good use of white space. Nice stock graphic. To the point.

### Category 5 PROFESSIONAL SERVICES

First Place - BEREA CITIZEN, Scott Messer  
Creative! Eye catching! Very unique!  
Second Place - MARTIN COUNTY SUN, Jama Trivett  
Good border. Clean!

### Category 6 FOOD/DRUG/LIQUOR

First Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Nice use of white space. Clean and neat.

Second Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Great graphics. Shows good holiday spirit!  
Third Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Nice artwork, bold photos, neat.

### Category 7 - FURNITURE

First Place - BOURBON COUNTY CITIZEN, Rebecca Lawyer  
Nice spacing and good use of color. Also had a good theme.

Second Place - MARTIN COUNTY SUN, Jama Trivett  
Nice use of spot color, photo and coupons.  
Third Place - BOURBON COUNTY CITIZEN, Rebecca Lawyer  
Nice half-page vertical ad. Could have used color to make a bolder statement.

### Category 8 - REAL ESTATE

First Place - BOURBON COUNTY CITIZEN, Donna Burton  
Good sharp photos, attractively spaced ads on page.  
Second Place - BOURBON COUNTY CITIZEN, Donna Burton  
Nice use of photo with pictures of agents.  
Third Place - MARTIN COUNTY SUN, Jama Trivett  
Good color, nice use of themed graphics.

### Category 9 - CLOTHING STORES Certificate of Merit - GALLATIN COUNTY NEWS, Barbi R. Ball

### Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - SPENCER MAGNET, Staff  
Red and green make good use! Very attractive.  
Second Place - MARTIN COUNTY SUN, Jama Trivett  
Clean layout, sigs are easy to read!  
Third Place - MARTIN COUNTY SUN, Jama Trivett  
Very seasonal! Sigs clear and concise.

### Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - BOURBON COUNTY CITIZEN, Bebe Brannon/Rebecca

### Lawyer

Good use of white space. Grabs and keeps the attention of the reader.  
Second Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Small but effective.

Third Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Attractive ad, but took too long to get the message.

### Category 12 ENTERTAINMENT/DINING

First Place - BOURBON COUNTY CITIZEN, Rebecca Lawyer  
Bold!

Second Place - GALLATIN COUNTY NEWS, Barbi R. Ball  
Third Place - GALLATIN COUNTY NEWS, Barbi R. Ball

### Category 13 SPECIAL SECTIONS

First Place - MARTIN COUNTY SUN, Staff  
Good use of photos, casual poses shows more personality. Could give more info on what the seniors did as a group. Give some history. Senior personalities was good!  
Second Place - SPENCER MAGNET, Staff

### Category 14 GROUP PROMOTIONS

First Place - BEREA CITIZEN, Scott Messer  
Crisp and clean!  
Second Place - FULTON LEADER, Leigh Ann Moore

### Category 15 HOLIDAY GREETING ADS

First Place - FULTON LEADER, Leigh Ann Moore  
Good layout, but needs work on photos and cut lines.  
Second Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Neat layout.  
Third Place - BEREA CITIZEN, Scott Messer/Marc Reyes  
Would have looked better with color.

### Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTS

First Place - GALLATIN COUNTY NEWS, Barbi R. Ball  
Clean, easy to read.  
Second Place - GALLATIN COUNTY NEWS, Barbi R. Ball  
Third Place - GALLATIN COUNTY NEWS, Barbi R. Ball

### Category 17 CLASSIFIED PAGE/SECTION

Certificate of Merit - GALLATIN COUNTY NEWS, Barbi R. Ball  
Consistent, clean look.

### Category 18 SPECIAL PUBLICATIONS NO ENTRIES

### Category 19 BEST USE OF COLOR

First Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Second Place - SPENCER MAGNET, Lora North/Ingrid Nelson  
Third Place - BEREA CITIZEN, Teresa Mullins/Marc Reyes

### Category 20 - BEST AD SERIES Certificate of Merit - FULTON LEADER, Staff

### Category 21 GENERAL MISCELLANEOUS

First Place - BOURBON COUNTY CITIZEN, Rebecca Lawyer  
Great concept! Nice to see something different from a sig page.  
Second Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Captures your interest, an easy read.  
Third Place - CUMBERLAND COUNTY NEWS, Chris Garland  
Clean, attracts attention, liked doing a background as a border.  
Honorable Mention - CAMPBELL COUNTY RECORDER, Jackie Berting

### Category 22 SPORTING GOODS/ATHLETICS

First Place - GALLATIN COUNTY NEWS, Barbi R. Ball  
Second Place - MARTIN COUNTY SUN, Jama Trivett/J. Chapman

### Category 23 - SPECIAL EVENTS

First Place - SPENCER MAGNET, Vicki Senn  
Second Place - SPENCER MAGNET, Rick Marshall  
Third Place - MARTIN COUNTY SUN, Jama Trivett

### Category 25 BEST NEWSPAPER PROMOTION

Certificate of Merit - MARTIN COUNTY SUN, Jama Trivett

**Make plans now to join us  
for the KPA Summer Convention  
June 17-18 in Bardstown!**

**"This election is wearing me out!"**



**"Please help my dad by electing him as your next Madison County PVA"**

—vote—  
**SMITH • PVA**

paid for by Stephen Smith, Kevin Gorman Treasurer

Top: In the Weekly 1 division, the Berea Citizen was the first place winner in the Professional Services' category with this eye-catching ad. Below: The Fulton Leader took top honors in the Financial category. The judges wrote: Good copy flow, clean and to the point."

**What are YOUR Financial Goals?**



Whether you're investing for retirement, your children's education, your dream home or your daughter's wedding, ONB Brokerage Services can help you get there.

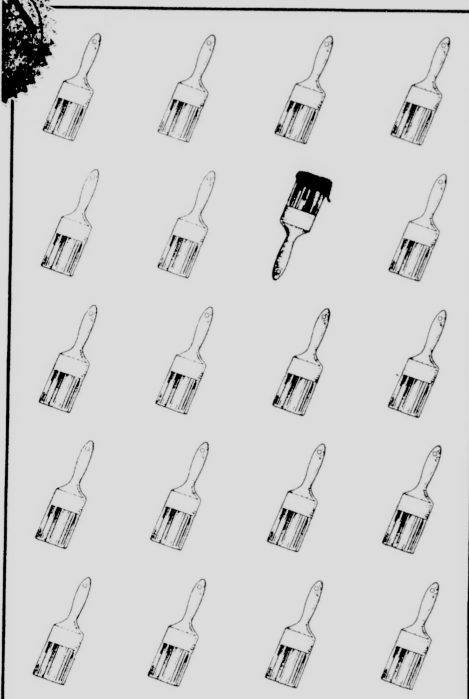
- Retirement Plan Rollovers
- Mutual Funds
- Annuities
- Traditional IRA
- Education IRA
- Roth IRA

Stop by City National Bank or call us at 472-4407 or 1-800-372-9151

**Contact:**  
**Kathy Williams**  
**472-4407**

**ONB BROKERAGE SERVICES**  
MEMBER NASD, SIPC  
**at City National Bank**  
**Fulton**

Products offered through ONB Brokerage Services are not FDIC insured, and are not deposits, obligations of, or guaranteed by Old National Bank or its affiliates, and are subject to investment risks including possible loss of principal.



**Oh, what a little splash of color can do!**

**Cumberland County News**  
**864-3891**  
Give your advertisement a competitive edge.  
Call us today!

Above: The Cumberland County News got the judges' attention with this ad that featured one brush dripping red paint. The ad won Best Use of Color. Below: The Gallatin County News was the winner in the Agriculture/Lawn and Garden/Florists' category.



**S&W Greenhouse**  
Tobacco Plants & Supplies, Inc.  
3356 PO Box 313, Highway 42 East  
Carrollton, Kentucky 41008  
(502) 732-9361 FAX (502) 732-4578

**April Showers bring May Flowers!  
Come See What's Blooming!**

"at"  
**S&W Greenhouse Garden Center**  
We have Vegetables, Annuals, Perennials, Shrubs, Roses, Potting Soil and More!

Mulch \$2.19 each  
or 5 for \$10.00  
10 for \$19.00

**Now Open Mon - Sat 8 to 6:00 p.m.  
Sun 12 to 5:00 p.m.**

**Thanks for shopping S&W Greenhouse!**

# Weekly 2

## Category 1

### DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - CITIZEN VOICE & TIMES, Kellie Rice/Earline Arvin  
Very original, simple!  
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Simple, to the point. Nice message.  
Third Place - CADIZ RECORD, Becky Boggess/Betty Green  
Clean, simple. Nice photo.

## Category 2 - AUTOMOTIVE

First Place - CITIZEN VOICE & TIMES, Missy Tipton/Scot Hall  
Good layout, good pictures, color could be brighter.  
Second Place - MCLEAN COUNTY NEWS, Teresa Revlett  
Eye catching color, liked the layout.  
Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Photos look great, more suitable border should have been selected.

## Category 3 - HARDWARE/ APPLIANCE STORES

First Place - TOMPKINSVILLE NEWS, Sonja Carrow  
Color accentuates concept.  
Second Place - CADIZ RECORD, Jan Witty/Betty Green  
Interesting concept with clip and live art.

## Category 4 - FINANCIAL

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Good use of white space. The tree theme works well to tie it together.  
First Place - MCLEAN COUNTY NEWS, Teresa Revlett  
Style, color, use of white space.  
Second Place - GREENSBURG RECORD HERALD, Walt Gorin  
Good use of photo with local faces.

## Category 5

### PROFESSIONAL SERVICES

First Place - GREENSBURG RECORD HERALD, Walt Gorin  
Nice comic concept. Good utilization of artistic philosophy.  
Second Place - MCLEAN COUNTY NEWS, Janice Stokes  
Great Freudian concept to associate children with politics.  
Third Place - MCLEAN COUNTY NEWS, Teresa Revlett  
Nice art and concept, ties in nicely.

## Category 6

### FOOD/DRUG/LIQUOR

First Place - MCLEAN COUNTY NEWS, Teresa Revlett  
Sharp details, great artwork!  
Second Place - MCLEAN COUNTY NEWS, Shelby Whitaker  
Clean ad. Bright color.  
Third Place - MCLEAN COUNTY NEWS, Teresa Revlett  
Info in bricks hard to read.

## Category 7 - FURNITURE

First Place - CLAY CITY TIMES, Carrie Rugsby

Good clean ad.  
Second Place - TOMPKINSVILLE NEWS, Gina Kinslow/Sonja Carrow  
Good layout, good font selection.

## Category 8 - REAL ESTATE

First Place - HENRY COUNTY LOCAL, Tiffany M. Clark  
Nice clean layout, color puts on the added touch.  
Second Place - SPRINGFIELD SUN, Kim Hupman  
Color broke up copy and made ad successful.  
Third Place - HENRY COUNTY LOCAL, Tiffany M. Clark  
Good black and white ad.

## Category 9 - CLOTHING STORES

First Place - CITIZEN VOICE & TIMES, Missy Tipton/Earline Arvin  
Liked the way you incorporated the blue color with the jean theme.  
Second Place - CADIZ RECORD, Becky Boggess/Betty Green  
Artwork is balanced and eye catching.  
Third Place - CADIZ RECORD, Marilyn Faulkner/Betty Green  
Very eye catching.  
Honorable Mention - MCLEAN COUNTY NEWS, Janice Stokes  
Clean neat ad.

## Category 10 - MULTIPLE ADVERTISERS/"SIG" PAGE

First Place - LARUE COUNTY HERALD NEWS, Bill Mathers/Kim Davenport  
Nice concept! Although only one color, the utilization is clear.  
Second Place - GREENSBURG RECORD HERALD, Walt Gorin  
Nice concept for sig page, promoting community feel.  
Third Place - LARUE COUNTY HERALD NEWS, Kim Davenport/Bill Mather  
Nice color utilization for community support concept.

## Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - MCLEAN COUNTY NEWS, Teresa Revlett  
Beautiful, effective use of color. Simple and to the point.  
Second Place - HENRY COUNTY LOCAL, Tiffany M. Clark  
Good promotional idea that ties in advertisers.  
Third Place - CADIZ RECORD, Jan Witty/Betty Green  
Excellent use of how newspapers help society.

## Category 12

### ENTERTAINMENT/DINING

First Place - CITIZEN VOICE & TIMES, Missy Tipton/Scot Hall  
Utilization of fall color accentuates dining concept.  
Second Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds  
Art draws reader into concept. Clean, yet informative.  
Third Place - GREENSBURG RECORD HERALD, Walt Gorin  
Nice art which invites reader to

sample culinary delights. Good concept.

## Category 13

### SPECIAL SECTIONS

First Place - CADIZ RECORD, Jan Witty/Becky Boggess/Betty Green  
Wonderful concept, good to incorporate youngsters and babies. Great house ad.  
Second Place - GREENSBURG RECORD HERALD, Walt Gorin  
Liked using so many local people, interesting editorial.  
Third Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds  
Good concept, liked the feature in center in color.  
Honorable Mention - LARUE COUNTY HERALD NEWS, Bill Mather/Kim Davenport  
Color is good, interesting use of bios with the photos.

## Category 14

### GROUP PROMOTIONS

First Place - MCLEAN COUNTY NEWS, Staff  
Good use of community involvement. Clean and neat.  
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Nice use of coupon, good color.  
Third Place - MCLEAN COUNTY NEWS, Staff  
Nice theme, clean.

## Category 15

### HOLIDAY GREETING ADS

First Place - BREATHITT COUNTY VOICE, Elisha Richardson  
Very good use of a stock graphic, white space and simple message.  
Second Place - GREENSBURG RECORD HERALD, Walt Gorin  
Very nice home-town feel and message.  
Third Place - CADIZ RECORD, Jan Witty/Betty Green  
Excellent use of employee pictures in this Christmas ad. Very good and clean use of graphics.

## Category 16 - AGRICULTURE/ LAWN AND GARDEN/FORISTS

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Second Place - TOMPKINSVILLE NEWS, Sonja Carrow  
Third Place - MCLEAN COUNTY NEWS, Janice Stokes

## Category 17

### CLASSIFIED PAGE/SECTION

First Place - LARUE COUNTY HERALD NEWS, Kim Davenport/Staff  
Strong classified section. Lots of reader ads in good categories.  
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Good section. A variety of ads.  
Third Place - CADIZ RECORD, Jan Witty/Becky Boggess/Betty Green  
Good selection of items, layout and type needs work.

## Category 18

### SPECIAL PUBLICATIONS

First Place - CADIZ RECORD, Jan

Witty/Becky Boggess/Betty Green  
Good info guide. Love cover!  
Second Place - MCLEAN COUNTY NEWS, Staff  
Using kids very good idea.  
Third Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds  
Class listing good idea.

## Category 19

### BEST USE OF COLOR

First Place - BREATHITT COUNTY VOICE, Delores Chandler  
Good color, clean.  
Second Place - GREENSBURG RECORD HERALD, Walt Gorin  
Liked layout and copy.  
Third Place - CITIZEN VOICE & TIMES, Missy Tipton/Scot Hall  
Easy to read. Eye catcher.  
Honorable Mention - MCLEAN COUNTY NEWS, Teresa Revlett  
Jumps off page, good color.

## Category 20 - BEST AD SERIES

First Place - MCLEAN COUNTY NEWS, Staff  
Second Place - GREENSBURG RECORD HERALD, Walt Gorin  
Third Place - MCLEAN COUNTY NEWS, Teresa Revlett

## Category 21

### GENERAL MISCELLANEOUS

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Clean with good usage of color for ad.  
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Nice art double-burn to create the proper mood for ad content.  
Third Place - OWENTON NEWS HERALD, Patti Clark  
Creative use of art and copy.

## Category 22

### SPORTING GOODS/ATHLETICS

First Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds  
Easy! Good selling concept.  
Second Place - HENRY COUNTY LOCAL, Tiffany M. Clark  
Clean, neat.  
Third Place - HENRY COUNTY LOCAL, Tiffany M. Clark  
Good sale. Good layout.

## Category 23 - SPECIAL EVENTS


First Place - CADIZ RECORD, Jan Witty/Becky Boggess/Betty Green  
Good editorial content! Unique section! Great community piece.  
Second Place - HENRY COUNTY LOCAL, Tiffany M. Clark  
Clean layout! Very eye appealing!  
Third Place - TOMPKINSVILLE NEWS, Sonja Carrow  
Cute ad! Very seasonal! Stands out!

## Category 25

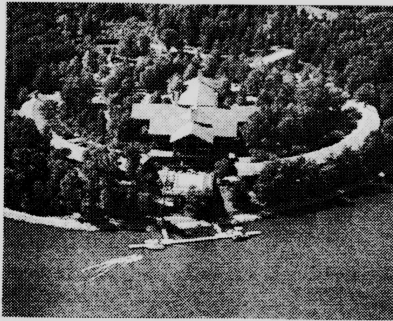
### BEST NEWSPAPER PROMOTION

Certificate of Merit - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds





**Info Guide**  
Cadiz, Trigg County and surrounding areas



Lake Barkley State Resort Park Lodge

**1998-99 Information Guide**

Trigg County is the gateway to western Kentucky's lakes area. This guide is your gateway to area attractions, history and recreational opportunities.

A publication of The Cadiz Record, the hometown newspaper for Trigg County since 1881.

*Experience Madisonville*



**EXPERIENCE 144 YEARS OF INVESTMENT EXCELLENCE.**

233 E. Center Street  
Madisonville, KY 42431  
(502) 821-7990  
(800) 891-7990



Top left: The Cadiz Record was the winner for Weekly 2 newspapers in the Special Publications' category. The judges were highly impressed with the newspaper's "Info Guide." Below: The Citizen Voice & Times captured a first place award for this ad in the Department/Discount/Jewelry Stores' Category. At right: The McLean County News was the big winner in the Group Promotions' category.



**FREE**  
Bring this ad & receive our  
First Christmas Ornament **FREE**  
**Underground  
Jewelry & Repair**  
108 E. Main St. • Downtown Richmond  
**624-4200**  
HRS: Mon-Sat 10-6  
Sun 1-6  
The only in-house Goldsmith with while you wait repair service since 1992.

<p><b>Breakfast Buffet Sat &amp; Sun</b></p>  <p><b>HANNA'S</b> Sassy Southern Cooking</p> <p>Across from KJepab Temple Hwy. 41 St.</p>	 <p>Alan F. Ray Financial Advisor</p> <p>18 N. Main St. Madisonville, Ky 42431 (502) 821-0505 or Toll Free 1-888-821-0505</p> <p><i>Specializing in contemporary and portrait designs</i></p>
<p><b>BLADES</b></p> <p><b>Hair &amp; Tanning Salon</b></p> <p>Voted readers top choice in Madisonville (502) 825-2618 1355C South Main Madisonville, Ky. 42431</p>	 <p><b>PEOPLES SECURITY FINANCE CO., INC.</b></p> <p>190 Madisonville Square, P.O. Box 222 Madisonville, Kentucky 42431 Phone (502) 821-7050 Fax (502) 825-1251</p>

# Weekly 3

## Category 1 DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - FRANKLIN FAVORITE, Linda Whitlock  
Clean, eye catching, direct and to the point. Good use of color. Good use of familiar landmark (sign) to grab attention.

Second Place - BUTLER COUNTY BANNER, Chuck Pagoria  
Good use of art. Excellent seasonal use of graphics. Eye catching.  
Third Place - CYNTHIANA DEMOCRAT, Randi Burton/Suzanne Fryman

## Category 2 - AUTOMOTIVE

First Place - BENTON TRIBUNE COURIER, Tim Hurst/Joyce Schoening

Unique idea! Very creative!  
Second Place - BUTLER COUNTY BANNER, Roger D. Hammers  
Clean layout. Good use of information by advertising by listing rate.  
Second Place - JESSAMINE JOURNAL, Peggy Adkins  
Great use of color! Attractive layout.  
Third Place - BUTLER COUNTY BANNER, Roger D. Hammers  
Great use of color. Forces you to look twice.

## Category 3 - HARDWARE/ APPLIANCE STORES

First Place - BUTLER COUNTY BANNER, Joe K. Morris  
Good color, good layout.

Second Place - CYNTHIANA DEMOCRAT, Evelyn Morris/Donald Ritchie  
Clean, good use of line art and photos.

Third Place - UNION COUNTY ADVOCATE, Lisa Turner  
Clean, good artwork.  
Honorable Mention - OLDHAM ERA, Barbara Duncan  
Eye catching, not cluttered.

## Category 4 - FINANCIAL

First Place - MEADE COUNTY MESSENGER, Patricia Griffith  
Dominant graphic (girl) worked well. Good use of space on full-page ad. Nice color use.

Second Place - SOMERSET PULASKI NEWS JOURNAL, Brenda Sexton

Nice use of color photo in ad. Simple and to the point. Single theme worked well.  
Third Place - JESSAMINE JOURNAL, Peggy Adkins  
Liked simple use of color, ad tells a story.

## Category 5 PROFESSIONAL SERVICES

First Place - BUTLER COUNTY BANNER, Roger D. Hammers  
Excellent color usage. Felt ad jumped off page for reader. May be one of the best color ads I've seen.  
Second Place - UNION COUNTY

ADVOCATE, Lisa Turner  
Like use of color. Thought color well placed in ad.

Third Place - WAYNE COUNTY OUTLOOK, Melinda Jones

Good color combination. Ad easy to read.  
Honorable Mention - BUTLER COUNTY BANNER, Roger D. Hammers  
Liked idea of child in ad. Very attention compelling.

## Category 6 FOOD/DRUG/LIQUOR

First Place - BENTON TRIBUNE COURIER, Terri Noles/Twila Hurst

Terrific idea. Great paper.  
Second Place - CYNTHIANA DEMOCRAT, Evelyn Morris/Denise Fuson

Ad stood out. Good use of color.  
Second Place - UNION COUNTY ADVOCATE, Lisa Turner  
Nice and clean. Good use of color.  
Third Place - BUTLER COUNTY BANNER, Roger D. Hammers  
Clean ad, good use of color.

## Category 7 - FURNITURE

First Place - BUTLER COUNTY BANNER, Staff

Elegant!! Great image ad!  
Second Place - WAYNE COUNTY OUTLOOK, Dennise Gillespie  
Great use of color! Vibrant!  
Third Place - BUTLER COUNTY BANNER, Roger D. Hammers  
Cute layout! Pricing clear.  
Third Place - MT. STERLING ADVOCATE, Lisa McNay  
Good use of color, clean layout.

## Category 8 - REAL ESTATE

First Place - ANDERSON NEWS, Rita Adams

A good example that results draws attention. Good concept. A results driven ad.  
Second Place - WAYNE COUNTY OUTLOOK, Melinda Jones

Informative ad. Does a good job grabbing the reader's attention.  
Third Place - CYNTHIANA DEMOCRAT, Evelyn Morris/Paula Willis  
Catchy ad.

## Category 9 - CLOTHING STORES

First Place - JESSAMINE JOURNAL, DeAnna Works

Nice, clean ad. To the point.  
Second Place - MEADE COUNTY MESSENGER, Patricia Griffith

Good use of space. Color would have made this a number one pick.  
Third Place - UNION COUNTY ADVOCATE, Lisa Turner  
Good use of graphics. Really to the point.

## Category 10 - MULTIPLE ADVERTISER/SIG PAGE

First Place - CYNTHIANA DEMOCRAT, Suzanne Fryman/Staff

Great background. Strong layout.  
Second Place - JESSAMINE JOURNAL, Staff  
Ads not touching look good against the background.  
Third Place - BENTON TRIBUNE

COURIER, Terri Noles/Joyce Schoening/Vicky Penney  
Like the color, like the way the sponsors are bordered.

## Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - JESSAMINE JOURNAL, DeAnna Works/Dave Eldridge

Good color and testimony by advertiser.  
Second Place - UNION COUNTY ADVOCATE, Staff  
Nice color usage. Three lines, good choice.  
Third Place - MT. STERLING ADVOCATE, Jamie Donaldson

## Category 12 ENTERTAINMENT/DINING

First Place - UNION COUNTY ADVOCATE, Lisa Turner

Good color reproduction.  
Second Place - FRANKLIN FAVORITE, Betty Gentry  
Color makes ad stand out.  
Third Place - JESSAMINE JOURNAL, Peggy Adkins/DeAnna Works  
Catchy.  
Honorable Mention - CYNTHIANA DEMOCRAT, Beverly Linville/Paula Willis  
Good use of color.

## Category 13 SPECIAL SECTIONS

First Place - CYNTHIANA DEMOCRAT, Staff

Great community service, generates lots of readership. Original idea. Touches lives of the community.

Second Place - HARRODSBURG HERALD, Jackie Larkins

Serves as historical document for generations, lots of background work. A lot of hard work involved.  
Third Place - WAYNE COUNTY OUTLOOK, Staff  
Touches lives of almost everyone in the community.

## Category 14 GROUP PROMOTIONS

First Place - FRANKLIN FAVORITE, Staff

Great sales effort! Clean production!

Second Place - UNION COUNTY ADVOCATE, Lisa Turner

Easy to read. Clean! Attractive layout!  
Third Place - SOMERSET PULASKI NEWS JOURNAL, Brenda Sexton  
Colorful! Clean, very attractive design.

## Category 15 HOLIDAY GREETING ADS

First Place - SOMERSET PULASKI NEWS JOURNAL, Brenda Sexton

Good color. Layout great!  
Second Place - ANDERSON NEWS, Bud Garrison/Staff  
Clean, clear and easy to read.

Third Place - ANDERSON NEWS, Janie Buntain  
Informative, pictures could be

cleaner.

## Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTERS

First Place - FRANKLIN FAVORITE, Linda Whitlock

Good balance, color is very effective.

Second Place - ANDERSON NEWS, Bud Garrison/Beth McLance  
Love the art. Layout is simple.  
Third Place - CYNTHIANA DEMOCRAT, Evelyn Morris/Paula Willis  
Good use of spot color.

## Category 17 CLASSIFIED PAGE/SECTION

First Place - OLDHAM ERA, Staff

Good use of headers! Good placement of color! Interesting design.

Second Place - CYNTHIANA DEMOCRAT, Staff  
Clean, neat, easy to read. Like the 6-column format!

Third Place - SOMERSET PULASKI NEWS JOURNAL, Cheryl Hines  
Change in use of TV grids! Adds readership to section! Needs to work on banner.

## Category 18 SPECIAL PUBLICATIONS

First Place - BENTON TRIBUNE COURIER, Staff

Attractive cover, informative articles.

Second Place - WAYNE COUNTY OUTLOOK, Staff

Colorful front, good ads.

## Category 19 BEST USE OF COLOR

First Place - BUTLER COUNTY BANNER, Joe K. Morris

Unique design! Great color! Unique color combination.

Second Place - CYNTHIANA DEMOCRAT, Suzanne Fryman/Staff

Good color combination.  
Third Place - MEADE COUNTY MESSENGER, Patricia Griffith  
Good blend. Color coordination. Very eye appealing!

## Category 20 - BEST AD SERIES

First Place - LEBANON ENTERPRISE, Mary Ann Blair/Mary May

Cute theme. Clean and simple, yet very effective.

Second Place - JESSAMINE JOURNAL, Peggy Adkins

Highlights staff! Name recognition!  
Third Place - UNION COUNTY ADVOCATE, Lisa Turner

Great campaign. Very concise.  
Third Place - SOMERSET PULASKI NEWS JOURNAL, Stuart Simpson

Great use of color!!

## Category 21 GENERAL MISCELLANEOUS

First Place - SOMERSET PULASKI NEWS JOURNAL, Don Perry  
Timely, good candid shot. Lots of

See WEEKLY 3, page 7



BEFORE YOU DO ANY MORE  
CHRISTMAS SHOPPING

and

**GO**

to your favorite shopping place - where Jerry and Barbara  
will help you choose perfect gifts from one of the largest  
inventories of Jewelry in Southern Kentucky.



1207 West Madison

586-5403

**Nicholasville**  
**DISCOUNT SHOES**

Our regular price is  
**10% to 60% off**  
SUGGESTED RETAIL PRICE

**CONVERSE**  
**WOLVERINE**  
**ACME DINGO**  
**DAN POST**  
**HI-TEC**

**We carry  
all major  
athletic  
brands**

209 East Oak St. • 885-2826

Left: : In the Weekly 3 division, the Franklin Favorite was the judges' favorite in the Department/Discount/Jewelry Stores' category. Above: The Jessamine Journal garnered a first place award in the Clothing Stores' category with the judges calling it "clean" and "to the point."

## Weekly 3

Continued from page 6

local interest.

Second Place - SOMERSET  
PULASKI NEWS JOURNAL,  
Brenda Sexton

Good color, dominant graphics.

Third Place - FRANKLIN  
FAVORITE, Joyce East

This page will have many readers  
with so many individuals.

### Category 22 - SPORTING GOODS/ATHLETICS

First Place - MEADE COUNTY  
MESSENGER, Monika Watkins  
Bold, strong, good use of logos and art.  
Second Place - MT. STERLING  
ADVOCATE, Lisa McNay  
Third Place - UNION COUNTY  
ADVOCATE, Lisa Turner

### Category 23 - SPECIAL EVENTS

First Place - CYNTHIANA DEMO-  
CRAT, George Jacobs/Suzanne  
Fryman

Good balance and artwork ties in  
well with photo.

Second Place - ANDERSON  
NEWS, Rita Adams

Good balance, great border.

Third Place - MEADE COUNTY  
MESSENGER, Monika Watkins

Great color, but balance is off.

### Category 25 BEST NEWSPAPER PROMOTION

First Place - ANDERSON NEWS,  
Rita Adams

Strong header, enticing incentive.

Second Place - WAYNE COUNTY  
OUTLOOK, Melinda Jones

Third Place - ANDERSON NEWS,  
Rusty Kiser

Bold layout.

"If you haven't been  
there lately...you  
haven't been there -  
Bardstown, Ky."

1999 KPA Summer Convention  
June 17-18

# Multi-Weekly

## Category 1 DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - KENTUCKY STANDARD, Rachael Downs/Laura Smith  
Eye catching, informative sig effective.

Second Place - APPALACHIAN NEWS EXPRESS, Paula Halm  
Clean, strong headline, should have shown hours and charge plans.

Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Ginny Tatum  
Good use of the season elements. Too much gray. Ad would have been much more effective without screen background.

## Category 2 - AUTOMOTIVE

First Place - KENTUCKY STANDARD, Madeline Downs/Laura Smith

Good use of color. Great artwork!  
Second Place - APPALACHIAN NEWS EXPRESS, Leslie Dotson  
Good artwork, great caption!  
Third Place - APPALACHIAN NEWS EXPRESS, Leslie Dotson/Michelle Goff  
Great use of space! Clean, to the point, very attractive ad.

## Category 3 - HARDWARE/ APPLIANCE STORES

First Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head

Great use of color! You couldn't miss it if you tried!!  
Second Place - KENTUCKY STANDARD, Rachael Downs/Laura Smith

Very seasonal! Attractive to look at.  
Third Place - PRINCETON TIMES LEADER, Ellen Franklin  
Clean ad. Cuts and pix not as clear as needed. Pictures cover too much material.

## Category 4 - FINANCIAL

First Place - PRINCETON TIMES LEADER, Vickie Hughes  
Nice layout.

Second Place - PRINCETON TIMES LEADER, Chip Hutcheson  
Neat idea.  
Third Place - PRINCETON TIMES LEADER, Ellen Franklin  
Nice ad.

## Category 5 PROFESSIONAL SERVICES

First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham/Terry May

Great graphic! Excellent color.  
Second Place - APPALACHIAN NEWS EXPRESS, Paula Halm/Terry May  
Good layout with a difficult topic.

Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham  
Good strong use of color. Great tie-in for candidate.

## Category 6 FOOD/DRUG/LIQUOR

First Place - PRINCETON TIMES LEADER, Chip Hutcheson/Ellen Franklin

Good color register. Two young men in wagon, novel idea!  
Second Place - PRINCETON TIMES LEADER, Chip Hutcheson  
Loved frog and headline. Good choice of art!  
Third Place - KENTUCKY STANDARD, Rachael Downs/Laura Smith

## Category 7 - FURNITURE

First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Brett Hurst

Good use of color, great layout!  
Second Place - APPALACHIAN NEWS EXPRESS, Tom Fields  
Good use of photos, poor choice of type.  
Third Place - APPALACHIAN NEWS EXPRESS, Tom Fields  
Clean, easy to read.

## Category 8 - REAL ESTATE

First Place - KENTUCKY STANDARD, Shelia Cecil/Joan Hardin

Good symmetry with photo/setting.  
Second Place - KENTUCKY STANDARD, Madeline Downs/Laura Smith  
Clean, colorful.  
Third Place - KENTUCKY STANDARD, Madeline Downs/Laura Smith  
Good utilization of full color.

## Category 9 - CLOTHING STORES

First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham/Terry May

Nice layout, liked layout of pictures. Great color.  
Second Place - PRINCETON TIMES LEADER, Vickie Hughes  
Clean, nice border  
Third Place - PRINCETON TIMES LEADER, Ellen Franklin  
Good use of art.  
Third Place - PRINCETON TIMES LEADER, Ellen Franklin  
Eye catching.

## Category 10 - MULTIPLE ADVERTISER/SIG" PAGE

First Place - APPALACHIAN NEWS EXPRESS, Michelle Goff/Ad Staff

Well executed idea. Quick to raise curiosity.  
Second Place - PRINCETON TIMES LEADER, Sue Tipton  
Great graphic and use of color.  
Third Place - APPALACHIAN NEWS EXPRESS, Staff  
Good subject that attracts attention.

## Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - APPALACHIAN NEWS EXPRESS, Staff

Good strong graphic, dominates the page.

Second Place - APPALACHIAN NEWS EXPRESS, Lola Weddington/Tara Coleman  
Cute graphic. Color reproduction good.  
Third Place - APPALACHIAN NEWS EXPRESS, Emma Spears  
Reader will keep this page. Clean, easy to follow.

## Category 12 ENTERTAINMENT/DINING

First Place - APPALACHIAN NEWS EXPRESS, Melynei Mullins/Terry May

Good use of color. Pretty design.  
Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Brett Hurst  
Very appealing.  
Third Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Melissa Cundiff  
Unique ad. Good black and white ad.

## Category 13 SPECIAL SECTIONS

First Place - SHELBYVILLE SENTINEL NEWS, Staff

Excellent color on cover! Valuable information on inside for community education.

Second Place - KENTUCKY STANDARD, Staff

Liked use of premium newsprint throughout section.  
Third Place - KENTUCKY STANDARD, Staff

Good color. Very clean on interior pages.

Honorable Mention - SHELBYVILLE SENTINEL NEWS, Angela Richardson

Good cover. Thought would have been better with premium paper inside and not newsprint.

## Category 14 GROUP PROMOTIONS

First Place - APPALACHIAN NEWS EXPRESS, Staff

Bold graphics, neat on pages.  
Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff

Good use of color. Informative to community.  
Third Place - APPALACHIAN NEWS EXPRESS, Mary Susan Staton

Nice color, good layout.

## Category 15 HOLIDAY GREETING ADS

First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham

Great ad!  
Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Ginny Tatum

Stands out.  
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff

Looks good. Pretty border.

## Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTS

First Place - SHELBYVILLE SENTINEL NEWS, Judy James/Brett

Hurst

Crisp ad. Real attractive layout.  
First Place - PRINCETON TIMES LEADER, Ellen Franklin  
Nice spring look.

Second Place - PRINCETON TIMES LEADER, Ellen Franklin/Vickie Hughes

Good use of color. Eye Catching. Powerful impact!

Third Place - PRINCETON TIMES LEADER, Ellen Franklin  
Sharp good use of color.

Third Place - KENTUCKY STANDARD, Rachael Downs/Laura Smith  
Eye catching. Community appeal.

## Category 17 CLASSIFIED PAGE/SECTION

First Place - SHELBYVILLE SENTINEL NEWS, Judy James/Beth Ferguson

Great design and banner.  
Second Place - PRINCETON TIMES LEADER, Staff

Good use of headers. Clean layout.  
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Tracy Perkins/Wilma Clark

Looks nice.

## Category 18 SPECIAL PUBLICATIONS

First Place - KENTUCKY STANDARD, Staff

Very attractive cover. Good informative section.  
First Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff

Neat use of color. Informative.

## Category 19 BEST USE OF COLOR

First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham/Terry May

Wonderful!!  
Second Place - APPALACHIAN NEWS EXPRESS, Terry May

Third Place - APPALACHIAN NEWS EXPRESS, Terry May

## Category 20 - BEST AD SERIES

First Place - KENTUCKY STANDARD, Staff

Great use of color. Unanimous decision.  
Second Place - APPALACHIAN NEWS EXPRESS, Mary Susan Staton

Pretty section. Good idea.  
Third Place - KENTUCKY STANDARD, Rachael Downs/Shelia Cecil

Good use of space.

## Category 21 GENERAL MISCELLANEOUS

First Place - APPALACHIAN NEWS EXPRESS, Lisa R. Moore

Good use of small space and white space.  
Second Place - APPALACHIAN NEWS EXPRESS, Melynei Mullins

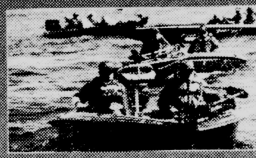
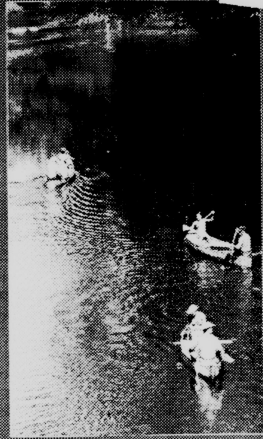
Layout makes it clear this is a "fun" promotion.  
Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham

Stands out on the page. Good tie-in to advertiser's business name.

See MULTI-WEEKLY, page 15



# GREEN LEAF KAYAK



Campbellsville/Taylor County

## VACATION GUIDE

## Stressed to the max?

TUESDAYS  
6:30 PM

PIKEVILLE  
SUPER 8

CALL:  
433-4087

CONFERENCE  
ROOM



### Let F.A.M.I.L.Y. Group Bible Studies Help!

NOW STUDYING: "Lessen Your Stress"  
"Come be a part of the F.A.M.I.L.Y."

*Top left: The Central Kentucky News-Journal's Vacation Guide was the judges' pick in the Special Events' category for Multi-Weekly newspapers. Above: One of the Appalachian News-Express' many first place awards was this one for best ad in the General Miscellaneous category. Below: The Kentucky Standard captured the judges' hearts and a first place with this ad in the Newspaper Promotion category.*

## GALLREIN GREENHOUSES

Quality Flowers

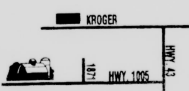
- All Annuals • Hanging Baskets
- Geraniums • New Wave Petunias
- We have many New & Unusual varieties

Luscious Red Ripe  
**STRAWBERRIES**  
You Pick Or Already Picked

Come Browse our Greenhouses  
& let the kids enjoy  
our FREE petting zoo

HOURS  
M-S • 9-6  
SUN. 1-5 P.M.

633-4849



*Above: The Sentinel News in Shelbyville captured first place in the Agriculture/Lawn and Garden/Florists' category.*

The Love Was From The Heart.  
The Kitty  
Was From Classified.



*Help your kitty find some kitty love.  
Place a fast-acting ad in Classified today by calling 348-9003, ask for Carol*

**The Kentucky Standard**

# Daily 1

## Category 1 DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton

Sophisticated! Clean, eye catching. Good use of color, not too bright or gaudy.

Second Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt

Nice layout, good color, good and only thing keeping it from number one was it was too long.

Third Place - WINCHESTER SUN, Gloria Johnson/Carol Parker

Clean, good use of seasonal color. Neat and clean.

## Category 2 - AUTOMOTIVE

First Place - HENDERSON GLEANER, Mary June Goodley/Alan Inkenbrandt

Nice concept, take off on "Monopoly." Clean yet colorful.

Second Place - MADISONVILLE MESSENGER, Steve Shepard/Mary Anne Rice

Good utilization of full color.

Third Place - HENDERSON GLEANER, Bill Rice/Alan Inkenbrandt

Bulletin board concept shows creative idea. Full color utilized nicely.

Honorable Mention - MADISONVILLE MESSENGER, Maureen Glidewell/Leslie Fella

Clean. Good mix of color with white space.

## Category 3 - HARDWARE/APPLIANCE STORES

First Place - HENDERSON GLEANER, Shannon Royster/Alan Inkenbrandt

Dominating graphics, good use of color.

Second Place - HENDERSON GLEANER, Shannon Royster/T.J. Pfingston

Third Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Donna Kissick

Use of testimony was effective.

## Category 4 - FINANCIAL

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton

Eye catching. Very colorful!

Second Place - MADISONVILLE MESSENGER, Steve Shepard/Ritz Chapman

Strong personal concept, very clean, unique use of photos.

Third Place - MADISONVILLE MESSENGER, Leslie Fella/Ritz Chapman

Bold, strong border, makes the center jump out.

## Category 5 PROFESSIONAL SERVICES

First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jane Cox

Excellent color! Different colors

jump out at you. Nice artwork.

Second Place - HENDERSON GLEANER, Shannon Royster/T.J. Pfingston

Nice and different color. Good use of photo in ad.

Third Place - RICHMOND REGISTER, Teresa Scenters

Strong message.

Honorable Mention - HENDERSON GLEANER, Janet Morgan/Alan Inkenbrandt

Attractive ad. Really couldn't tell what it was about.

## Category 6 FOOD/DRUG/LIQUOR

First Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Michelle Barnes

Lots of color. Good usage.

Second Place - MADISONVILLE MESSENGER, Steve Shepard/Mary Anne Rice

Interesting use of color. Very clean.

Third Place - HENDERSON GLEANER, Charlene Epple/Shea Stanley

Good color usage. National brands look very good.

## Category 7 - FURNITURE

First Place - DANVILLE ADVOCATE MESSENGER, Jerry Dunn/Jenny Upton

Great use of color! Very elegant!

Second Place - HENDERSON GLEANER, Janet Morgan/T.J. Pfingston

Eye appealing! Good use of co-op funds! Very simple but effective.

Second Place - HENDERSON GLEANER, Nancy Hamilton/T.J. Pfingston

Great timing with art work! Light and summery. Good copy.

Third Place - MURRAY LEDGER & TIMES, Jim Green

Very bold! Very informative - use of prices and cuts!

## Category 8 - REAL ESTATE

First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton

Good use of space. We liked the "horse" graphic.

Second Place - WINCHESTER SUN, Eric Pasley/Robert Triplett

Good photos, sophisticated use of color.

Third Place - RICHMOND REGISTER, Perry Stocker

Dominant graphic, strong message.

## Category 9 - CLOTHING STORES

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox

Pathos/using child helps overall feel for ad.

Second Place - MURRAY LEDGER & TIMES, Angie Goode

Creative concept and good utilization of spot color.

Third Place - HENDERSON GLEANER, Nancy Hamilton

Use of child art accentuates ad concept.

## Category 10 - MULTIPLE ADVERTISER/SIG PAGE

First Place - HENDERSON

GLEANER, Staff/Alan Inkenbrandt

Converting a national event into a local idea, good job!! Good use of color.

Second Place - MADISONVILLE MESSENGER, Lisa Adams

Eye catching color. An attention getting group of ads.

Third Place - HENDERSON GLEANER, Staff

## Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - HENDERSON GLEANER, Staff

Great looking ad! Good idea.

Second Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox

Good use of color, easy to read.

Third Place - DANVILLE ADVOCATE MESSENGER, Stuart Arnold

Sharp color, good promo.

## Category 12 ENTERTAINMENT/DINING

First Place - MURRAY LEDGER & TIMES, Mary Ann Orr

The art takes you directly to the ad. Very effective ad. A good example that you always need to run spell check.

Second Place - RICHMOND REGISTER, Elizabeth Fye

Clean and to the point.

Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton

A busy ad, but gets your attention.

## Category 13 SPECIAL SECTIONS

First Place - RICHMOND REGISTER, Staff

We loved the history, photography quality is excellent.

Second Place - MADISONVILLE MESSENGER, Staff

Great concept, great cover, good local involvement. First United Bank ad we love!

Third Place - HENDERSON GLEANER, Staff

Honorable Mention - MURRAY LEDGER & TIMES, Staff

Very comprehensive and informative, good annual history.

## Category 14 GROUP PROMOTIONS

First Place - DANVILLE ADVOCATE MESSENGER, Don Lanhan/Donna Kissick

Concept and color blends nicely with shopping center promotion.

Second Place - DANVILLE ADVOCATE MESSENGER, Don Lanhan/Donna Kissick

Holiday motif, color and philosophy accentuates mall promotion.

Third Place - DANVILLE ADVOCATE MESSENGER, Don Lanhan/Donna Kissick

Creative usage of art and color draw reader into promotional concept.

## Category 15 HOLIDAY GREETING ADS

First Place - MADISONVILLE MESSENGER, Leslie Fella/Ritz Chapman

Good local recognition, warm,

friendly feeling.

Second Place - MADISONVILLE MESSENGER, Leslie Fella/Mary Anne Rice

Good layout, made a difficult job of placing all those photos look nice.

Third Place - WINCHESTER SUN, Gloria Johnson

Seasonal color and element, combine to make a nice "homey" presentation.

## Category 16 - AGRICULTURE/LAWN AND GARDEN/FLORESTIS

First Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny Upton

Eye appealing.

Second Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt

Good job with so many different colors.

Third Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny Upton

Color photos too dark.

## Category 17 CLASSIFIED PAGE/SECTION

First Place - HENDERSON GLEANER, Staff

Good banner. Good use of color.

Second Place - WINCHESTER SUN, Staff

Unique look.

## Category 18 SPECIAL PUBLICATIONS

First Place - MADISONVILLE MESSENGER, Staff

Attractive! Clean, good photography!

Second Place - MADISONVILLE MESSENGER, Staff

Great idea. Looks good!

Third Place - RICHMOND REGISTER, Staff

Good community service! Needs improvement with production and cutting.

## Category 19 BEST USE OF COLOR

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton

Vibrant, very consistent.

Second Place - HENDERSON GLEANER, Janet Morgan/Alan Inkenbrandt

Good registration.

Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton

Consistent.

Honorable Mention - MADISONVILLE MESSENGER, Lisa Adams/Ritz Chapman

Honorable Mention - MADISONVILLE MESSENGER, Steve Shepard/Ritz Chapman

## Category 20 - BEST AD SERIES

First Place - MIDDLESBORO DAILY NEWS, Pat Cheek

We love the duck! Got our attention.

Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jane Cox

See DAILY 1, page 15



Left: The Madisonville Messenger garnered a first place award for Daily Class 1 newspapers in the Special Publications' category with this ad. Below: The Danville Advocate-Messenger was the winner in the Clothing Stores' category with the judges noting use of a child helped "the overall feel of the ad."

*Holiday Sale*

- Clothing
- Shoes
- Gifts • Dolls • Stuffed Toys
- Children's Furniture

20% Off All Clothing & Coats  
30% Off Christmas Apparel  
50% Off Select Items (3 Big Racks)

*Kid's Alley*  
506 S. 4th Street • Danville  
236-5437 (KIDS)

**The DUCKS are coming!**

Left: The Middlesboro Daily News was the first place finisher in the Best Ad Series' category. The judges wrote: "We love the duck! Got our attention."



# Daily 2

## Category 1 DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Jennifer Cobb/Bill Mathers  
Unique idea! Headline and art encourages you to read the ad.  
Second Place - LOUISVILLE COURIER JOURNAL, Debie Morse/Juanita Turpin  
Would have been first place with prices and name. Good color.  
Third Place - OWENSBORO MESSENGER INQUIRER, Hope Young/Vickie Nelson

## Category 2 - AUTOMOTIVE

First Place - BOWLING GREEN DAILY NEWS, Andrea Dennis  
Unanimous decision! Powerful message.  
Second Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin  
Elegant design! Exemplifies Cadillac style!  
Third Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin

## Category 3 - HARDWARE/ APPLIANCE STORES

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Sandra Logsdon  
Good clean use of color. Sharp cuts.  
Second Place - LOUISVILLE COURIER JOURNAL, Shelley Moranville/Robert Grubbs  
Sharp! Good use of cuts.  
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Sandra Logsdon  
Good use of art.

## Category 4 - FINANCIAL

First Place - PADUCAH SUN, Cindy Smith/Rhonda Ash  
Good use of color. Nice clean design.  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Bill Mathers  
Good community project. Nice layout.  
Third Place - OWENSBORO MESSENGER INQUIRER, Julia Bailey/Vickie Nelson  
Nice clean photos. Good color.  
Honorable Mention - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Sandra Logsdon  
Great color, unique idea.

## Category 5 PROFESSIONAL SERVICES

First Place - OWENSBORO MESSENGER INQUIRER, Bernadette Hale/Shelly Goodrich  
Looks great! Outstanding!  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Jennifer Cobb/Bill Mathers  
Too cute!  
Third Place - OWENSBORO MESSENGER INQUIRER, Bernadette Hale/Shelly Goodrich  
Good blend of colors.

## Category 6

### FOOD/DRUG/LIQUOR

First Place - LOUISVILLE COURIER JOURNAL, Mark Henderson/Juanita Turpin  
Unique concept.  
Second Place - KENTUCKY NEW ERA, HOPKINSVILLE, Richard Wimsatt/Vicki Latham  
Great sell! Good color.  
Third Place - LOUISVILLE COURIER JOURNAL, Debie Morse/Marty Rice  
Too cute, good color.  
Honorable Mention - LOUISVILLE COURIER JOURNAL, Debie Morse/Marty Rice  
Attractive design. Good store logo.

## Category 7 - FURNITURE

First Place - OWENSBORO MESSENGER INQUIRER, Julia Bailey/Vickie Nelson  
Very unique and interesting!  
Second Place - BOWLING GREEN DAILY NEWS, Jeff Lutz  
Good use of black and white double.  
Second Place - OWENSBORO MESSENGER INQUIRER, Julia Bailey/Vickie Nelson  
Very elegant and charming.  
Third Place - OWENSBORO MESSENGER INQUIRER, Julia Bailey/Vickie Nelson  
Interesting layout!

## Category 8 - REAL ESTATE

First Place - OWENSBORO MESSENGER INQUIRER, A. McWilliams/Vickie Nelson  
Good clean layout. Easy to read.  
Second Place - KENTUCKY NEW ERA, Jimmy Hart/Vicki Latham  
Looks nice, good color.  
Third Place - LOUISVILLE COURIER JOURNAL, Shelley Moreland/Sharon Deadwyler  
Nice black and white ad.  
Honorable Mention - BOWLING GREEN DAILY NEWS, Cindy Sabens  
Good use of layout for a lot of copy and pictures.

## Category 9 - CLOTHING STORES

First Place - LOUISVILLE COURIER JOURNAL, Denise Holeman/Marty Rice  
Clean, stylish content.  
Second Place - PADUCAH SUN, Diane Nutty/Le Parker/Rhonda Ash  
Colorful center-spread. Art ties in nicely with content.  
Third Place - LOUISVILLE COURIER JOURNAL, Debie Morse/Juanita Turpin  
Clean open style. Excellent utilization of art illustrates fashion.

## Category 10 - MULTIPLE ADVERTISER/SIG" PAGE

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Mathers/Graphics  
Very impressive use of color to add strength to the promo.  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Staff  
A beautiful page.  
Third Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin/Robert Grubbs

The most creative sig page we've seen. Use white letters on the brown.

## Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - KENTUCKY NEW ERA, Hank Beymer  
Eye catcher, simple, strong, good use of white space.  
Second Place - KENTUCKY NEW ERA, Hank Beymer  
Color, super creative use of reflection.  
Third Place - BOWLING GREEN DAILY NEWS, Mark Van Patton  
Simple and strong.  
Honorable Mention - KENTUCKY NEW ERA, Hank Beymer

## Category 12 ENTERTAINMENT/DINING

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Jennifer Cobb/Bill Mathers  
Very eye catching!  
Second Place - KENTUCKY NEW ERA, Richard Wimsatt/Vicki Latham  
Good use of lots of hand color.  
Third Place - LOUISVILLE COURIER JOURNAL, Juanita Turpin  
Good white space.

## Category 13 SPECIAL SECTIONS

First Place - LOUISVILLE COURIER JOURNAL, Staff  
Very elegant, above calibre for newspaper production. Definitely distinctive.  
First Place - LEXINGTON HERALD LEADER, Staff  
Excellent use of theme! Great pictures. Good production quality. Very interesting.  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Staff  
Great idea but the eye appeal made it stand out as a winner. Great layout inside for all ages.  
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Staff  
Looked very profitable. Color was great. Lots of color on advertising to prevent boredom. Good use of editorial content.

## Category 14 GROUP PROMOTIONS

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Gloria Sykes/Susan McCrobie  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Cris Thomas/Kimberly Morgan  
Third Place - BOWLING GREEN DAILY NEWS, Andrea Dennis

## Category 15 HOLIDAY GREETING ADS

First Place - PADUCAH SUN, Rhonda Ash/Chris Thompson  
Unique! Very personable! Eye appealing. Good production quality.  
Second Place - LEXINGTON HERALD LEADER, Staff  
Very creative! Good production quality.  
Third Place - OWENSBORO MESSENGER INQUIRER, Mignon Backstrom/Enid Roach  
Good community spirit. Clean design.  
Honorable Mention - OWENSBORO MESSENGER INQUIRER, Susan

Anderson/Enid Roach  
Color reproduction great! Good layout.

## Category 16 AGRICULTURE/LAWN AND GARDEN/FLOWERS

First Place - PADUCAH SUN, Myrna Meadows/Kathy Johnson  
Beautiful! Unanimous decision!  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Michelle McGuffin/Lydia Leesor  
Great color! Good photos.  
Third Place - KENTUCKY NEW ERA, Ellen Anderson/Regina Henderson  
Sharp! Good layout.

## Category 17 CLASSIFIED PAGE/SECTION

First Place - OWENSBORO MESSENGER INQUIRER, Staff  
Nice layout, good use of color.  
Second Place - OWENSBORO MESSENGER INQUIRER, Staff  
Easy to use banner.  
Third Place - LOUISVILLE COURIER JOURNAL, Wayne Snow/Chris Johnson/Juanita Turpin  
Easy to read layout and design.

## Category 18 SPECIAL PUBLICATIONS

First Place - LEXINGTON HERALD LEADER, Staff  
Awesome!!! We were jealous! Unanimous decision!  
Second Place - KENTUCKY NEW ERA, Staff  
Good quality! Very profitable.  
Third Place - OWENSBORO MESSENGER INQUIRER, Staff  
Attractive. Great concept.  
Third Place - KENTUCKY NEW ERA, Vicki Latham  
Attractive layout! Good color. Needed editorial support.

## Category 19 BEST USE OF COLOR

First Place - KENTUCKY NEW ERA, Vicki Latham  
Unique use of color.  
Second Place - LEXINGTON HERALD LEADER, Staff  
Great self promotion, looks great.  
Third Place - LOUISVILLE COURIER JOURNAL, Mark Henderson/Juanita Turpin  
Color is beautiful.  
Third Place - KENTUCKY NEW ERA, Hank Beymer  
Very vibrant.

## Category 20 - BEST AD SERIES

First Place - LEXINGTON HERALD LEADER, Staff  
Creative headers and artwork.  
Second Place - LOUISVILLE COURIER JOURNAL, Juanita Turpin  
Use of white space is good and effective.  
Third Place - OWENSBORO MESSENGER INQUIRER, Stephanie Maddox/Staff  
Simple, strong, emotional.

## Category 21 GENERAL MISCELLANEOUS

First Place - LEXINGTON HERALD

See DAILY 2, page 15





Sophistication...  
We've Got It!

**FASHION SHOP**

Mail St. Matthews    Dixie Manor    Jefferson Mall    Bashford Manor Mall    The Galleria    Pearl St. New Albany

The judges liked *The Courier-Journal's* entry (above) in the Clothing Stores' category, calling it "clean" with "stylish content." Right: The Elizabethtown News-Enterprise captured first place in the General Excellence competition for Daily Class 2 papers with ads like this one that was judged best in the Entertainment/Dining category. Below left: The Paducah Sun won first place in the Agriculture/Lawn and Garden/Florists' category. The judges called the ad "beautiful," and noted it was a "unanimous decision." Below right: The Lexington Herald-Leader's entry in the Special Publications' category was the judges' pick.

Towne Mall and [KPA Logo]

present a

**Fireworks Spectacular**  
at Towne Mall

**SATURDAY, JULY 4**  
9:00 PM

Show Performed By  
**Zambelli Fireworks Internationale**  
THE CONDUCTORS OF "THUNDER OVER LOUISVILLE"

Indoor & Outdoor Events All Day!

**MALL HOURS: 10 AM - 11 PM SAT., JULY 4**  
1704 NORTH DIXIE-ELIZABETHTOWN

**Mother's Day Specials**

- Geraniums 75¢
- Bedding Plants 25¢
- Hanging Baskets \$9.95 & Up
- Mandevilla Vine \$8.95 & Up
- Hibiscus \$5.95 & Up
- Rose Bushes in Bloom \$8.95 & Up
- Dogwood 20% off
- Japanese Maple \$14.95 & Up
- Clematis Vines \$7.95

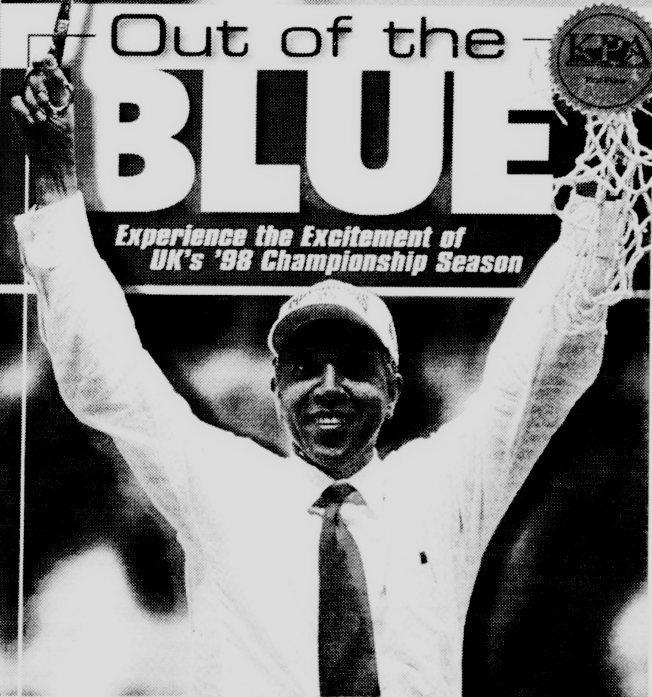
1,000's To Choose From  
**Perennials \$2.95 & Up**

*James Sanders Nursery*

4123 Schneidman Rd. • Paducah, KY • 403-8851 • 800-455-8358

Out of the BLUE [KPA Logo]

Experience the Excitement of  
**UK's '98 Championship Season**



# Associate Newspapers

**Category 1 DEPARTMENT/DISCOUNT/ JEWELRY STORES**  
 First Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Unique! Good design.  
 Second Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Needs work with cuts! Good layout.  
 Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Good sale!

**Category 2 - AUTOMOTIVE**  
 First Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
 Good color! Very concise layout.  
 Second Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Creative! Easy to read.  
 Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Clean, neat and simple!  
 Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Eye appealing.

**Category 3 - HARDWARE/ APPLIANCE STORES**  
 NO ENTRIES

**Category 4 - FINANCIAL**  
 First Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Good informational ad, combining a plethora of concepts. Color enhances.  
 Second Place - WILLIAMSON DAILY NEWS, Carrie Patrick  
 Good holiday concept to customer needs. Art a plus.

**Category 5 PROFESSIONAL SERVICES**  
 First Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
 Beautiful layout! Very informative.  
 Second Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Too cute! Very creative.  
 Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Good use of color. Great idea!

**Category 6 FOOD/DRUG/LIQUOR**  
 First Place - WILLIAMSON DAILY NEWS, Linda Ross  
 Clean, colorful.  
 Second Place - WILLIAMSON DAILY NEWS, Linda Ross  
 Good layout.

**Category 7 - FURNITURE**  
 First Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Good color. Ad easy to read.  
 Second Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Good art. Attention compeller.

**Category 8 - REAL ESTATE**  
 CERTIFICATE OF MERIT,

WILLIAMSON DAILY NEWS, Patti Lawson

**Category 9 - CLOTHING STORES**  
 First Place - WILLIAMSON DAILY NEWS, Linda Ross  
 Good utilization of art motif to draw reader into ad.  
 Second Place - WILLIAMSON DAILY NEWS, Linda Ross  
 Clean, informative and art appropriate to copy.

**Category 10 - MULTIPLE ADVERTISER/SIG' PAGE**  
 First Place - WILLIAMSON DAILY NEWS, Renee Copley  
 Good layout and spot color.  
 Second Place - WILLIAMSON DAILY NEWS, Staff  
 Good idea, uniform ads.  
 Third Place - WILLIAMSON DAILY NEWS, Staff  
 Clean and uniform.

**Category 11 - CREATIVE USE OF THE NEWSPAPER**  
 First Place - KENTUCKY KERNEL, Chris Rosenthal  
 Great promo for Web site.  
 Second Place - COLLEGE HEIGHTS HERALD, Jeremy Clemons  
 Artwork good attention getter.  
 Third Place - WILLIAMSON DAILY NEWS, Lisa Marcum

**Category 12 ENTERTAINMENT/DINING**  
 First Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Clean, good utilization of art with white space.  
 Second Place - COLLEGE HEIGHTS HERALD, Staff  
 Nice art concept which ties in with type of restaurant.  
 Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Art ties in nicely with concept.

**Category 13 SPECIAL SECTIONS**  
 First Place - COLLEGE HEIGHTS HERALD, Staff  
 Good astutics with paper stock. Informative content.  
 Second Place - KENTUCKY KERNEL, Staff  
 Interesting cover design. Informative.  
 Third Place - WILLIAMSON DAILY NEWS, Staff  
 Cover design appropriate for content. Informative look into historic past.

**Category 14 GROUP PROMOTIONS**  
 First Place - WILLIAMSON DAILY NEWS, Staff  
 Liked the layout and spot color.  
 Second Place - WILLIAMSON DAILY NEWS, Staff  
 Good idea.  
 Third Place - WILLIAMSON DAILY NEWS, Staff  
 Good color selection.

**Category 15 HOLIDAY GREETING ADS**  
 First Place - WILLIAMSON DAILY NEWS, Staff

Second Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie  
 Third Place - INSIDE THE TURRET, Bill Anderson/Bill Mathers

**Category 16 AGRICULTURE/ LAWN AND GARDEN/FORISTIS**  
 CERTIFICATE OF MERIT - WILLIAMSON DAILY NEWS, Linda Ross

**Category 17 CLASSIFIED PAGE/SECTION**  
 First Place - WILLIAMSON DAILY NEWS, Sara Varney  
 Second Place - KENTUCKY KERNEL, Staff  
 Third Place - COLLEGE HEIGHTS HERALD, Rachel Daniel

**Category 18 SPECIAL PUBLICATIONS**  
 First Place - WILLIAMSON DAILY NEWS, Staff  
 Great idea! Calendar will stay around all year. Advertisers should love it.  
 Second Place - WILLIAMSON DAILY NEWS, Staff  
 Good looking cover. Color reproduction very good.

**Category 19 BEST USE OF COLOR**  
 First Place - WILLIAMSON DAILY NEWS, Staff  
 Good use of different colors! Nice graphic outlay.  
 Second Place - WILLIAMSON DAILY NEWS, Carrie Patrick  
 Excellent theme and use of color.  
 Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Nice use of space and color.

**Category 20 - BEST AD SERIES**  
 First Place - WILLIAMSON DAILY NEWS, Patti Lawson

Second Place - COLLEGE HEIGHTS HERALD, Chris Collingsworth  
 Third Place - COLLEGE HEIGHTS HERALD, Chris Collingsworth

**Category 21 GENERAL MISCELLANEOUS**  
 First Place - KENTUCKY KERNEL, Jeffrey Lenberger  
 Subtle concept. Great color!  
 Second Place - COLLEGE HEIGHTS HERALD, Staff  
 Cute concept.  
 Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Clean black and white ad.

**Category 22 - SPORTING GOODS/ATHLETICS**  
 First Place - WILLIAMSON DAILY NEWS, Patti Lawson  
 Second Place - COLLEGE HEIGHTS HERALD, Chris Covington  
 Third Place - WILLIAMSON DAILY NEWS, Carrie Patrick

**Category 23 SPECIAL EVENTS**  
 First Place - COLLEGE HEIGHTS HERALD, Staff  
 Second Place - COLLEGE HEIGHTS HERALD, Staff  
 Third Place - WILLIAMSON DAILY NEWS, Carrie Patrick

**Category 25 BEST NEWSPAPER PROMOTION**  
 NO ENTRIES

**Category 24 BEST TMC PRODUCT**  
 NO ENTRIES

**The sweetest time of your life**



*This ad helped secure first place in General Excellence for Associate Newspapers. It was one of 16 first place awards for the Williamson (W.Va.) Daily News*

- Private birthing suites
- Professional OB nursing
- Complimentary car seat for your new infant
- Postpartum care
- Private room for mother and family
- Epidural anesthesia available 24 hours a day
- Complimentary snack dinner or special breakfast for the new mother

Free Childbirth Classes  
 March 9-10 and 13-14  
 5:30 p.m. - 8 p.m.  
 ARH (Chm.) Conference Room  
 No Registration Necessary  
 Call 237-1722 for more information

Linda Marcum, OB Nurse

**WILLIAMSON ARH HOSPITAL**  
100 Peoples Drive • South Williamson, Kentucky 25751 • 237-1722  
 Part of the Appalachian Regional Healthcare System  
 Back us up on the World Wide Web at www.wvnet.org

## Multi-Weekly

Continued from page 8

### Category 22 - SPORTING GOODS/ATHLETICS NO ENTRIES

**Category 23 - SPECIAL EVENTS**  
First Place - CENTRAL KENTUCKY NEWS JOURNAL, Cheryl Magers/Wilma Clark  
Good graphics, eye catching.  
Second Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head  
Good use of color. Dominant use of grapes.  
Third Place - KENTUCKY STAN-

DARD, Rachael Downs/Laura Smith  
Innovative use of ads and direction.

**Category 25  
BEST NEWSPAPER PROMOTION**  
First Place - KENTUCKY STANDARD, Shelia Cecil  
Touching ad that demands attention.  
Second Place - APPALACHIAN NEWS EXPRESS, Rita Carter/Lola Weddington  
Every newspaper should salute their carriers. Almost looks like two ads.  
Third Place - KENTUCKY STANDARD, Joan Hardin/Laura Smith  
Good ad that should generate entries.

## Daily 1

Continued from page 10

Strong header, nice way to tie-in local personalities.  
Third Place - HENDERSON GLEANER, Nancy Hamilton  
Great theme, good attention getter.

**Category 21  
GENERAL MISCELLANEOUS**  
First Place - HENDERSON GLEANER, Mary June Goodley/Alan Inkenbrandt  
Looks nice. Very eye catching.  
Second Place - HENDERSON GLEANER, Nancy Hamilton/T.J. Pfingston  
Loved idea. Great theme.  
Third Place - MADISONVILLE MESSENGER, Debbie Littlepage/Ritz Chapman  
Good color usage.

**Category 22 - SPORTING GOODS/ATHLETICS**  
First Place - HENDERSON GLEANER, Staff  
Premium newsprint made page.  
Second Place - HENDERSON

GLEANER, Staff  
Clean, crisp color.  
Third Place - HENDERSON GLEANER, Staff  
Face colors made sig page tie in with seasonal theme.

**Category 23  
SPECIAL EVENTS**  
First Place - MADISONVILLE MESSENGER, Staff  
Excellent cover.  
Second Place - WINCHESTER SUN, Carol S. Parker  
Good layout, informative.  
Third Place - HENDERSON GLEANER, Staff  
Good section.

**Category 25  
BEST NEWSPAPER PROMOTION**  
First Place - HENDERSON GLEANER, Staff  
Good clean photo and print.  
Second Place - HENDERSON GLEANER, Alan Inkenbrandt  
Good use of color.  
Third Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton  
Great promo.

## Daily 2

Continued from page 12

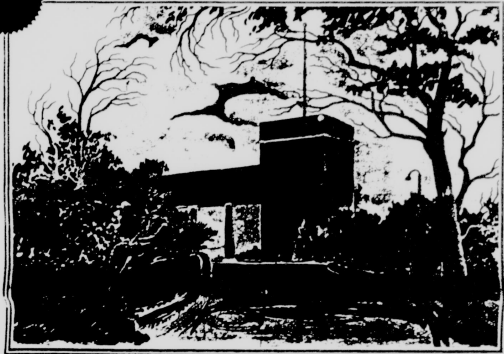
LEADER, Shannon Twerdi  
Double pages have impact. Use of traditional purple color looks good for Easter.  
Second Place - OWENSBORO MESSENGER INQUIRER, Linda Hagan/Vickie Nelson  
Mature use of color, dynamic graphic.  
Third Place - OWENSBORO MESSENGER INQUIRER, Stephanie Maddox/Staff  
Plenty of interesting photos.

**Category 22 - SPORTING GOODS/ATHLETICS**  
First Place - LOUISVILLE COURIER JOURNAL, Debie Morse/Juanita Turpin  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Michelle McGuffin/Bill Mathers  
Third Place - LOUISVILLE COURIER JOURNAL, Scott Moore/Marty Rice

**Category 23 - SPECIAL EVENTS**  
First Place - PADUCAH SUN, Chris Thompson/Staff  
Good use of color! Unique idea. Great layout!  
Second Place - BOWLING GREEN DAILY NEWS, Linda Painter  
Good sale! Great color production. Good photos.  
Third Place - LEXINGTON HERALD LEADER, Staff  
Neat design! Good copy, very appealing.

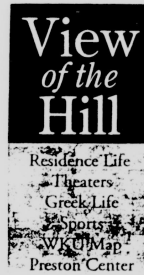
**Category 25  
BEST NEWSPAPER PROMOTION**  
First Place - ELIZABETHTOWN NEWS ENTERPRISE, Kathy Helm/Bill Mathers  
Excellent! Too cute! Creative idea.  
Second Place - LEXINGTON HERALD LEADER, Staff  
Great concept. Good photo. Pulls at your heartstrings!  
Third Place - OWENSBORO MESSENGER INQUIRER, Sue Trautwein/Stephanie Maddox/Mary Embry  
Great concept! Community service.

# View of the Hill



*Everybody's Property*

Joan Wilcox, April 9, 1955



College Heights **Herald**

WESTERN KENTUCKY UNIVERSITY

*Western Kentucky University's student publication, the College Heights Herald, captured first place in the Special Section category for Associate Newspapers. The judges commented on the tab's "informative content."*

## TMC Winners

### Category 24 - BEST TMC PRODUCT

#### Weekly Division

First Place - ANDERSON NEWS, Rita Adams  
Great cover! Makes you want to look inside.  
Second Place - BENTON TRIBUNE COURIER, Staff  
Good cover. Like inside, reader friendly.  
Third Place - CYNTHIANA DEMOCRAT, Staff  
Interesting layout, appealing cover.

#### Daily Division

First Place - OWENSBORO MESSENGER INQUIRER, Staff  
Very interesting look.  
Second Place - MADISONVILLE MESSENGER, Staff  
Good layout, colorful cover.  
Third Place - HENDERSON GLEANER, Staff  
Interesting design.



# 1999 KPA Spring Ad Contest General Excellence Winners

## *Weekly Class 1*

First Place - BOURBON COUNTY CITIZEN  
Second Place - MARTIN COUNTY SUN  
Third Place TIE - GALLATIN COUNTY NEWS  
TIE - CUMBERLAND COUNTY NEWS

## *Weekly Class 2*

First Place - McLEAN COUNTY NEWS  
Second Place - SPRINGFIELD SUN  
Third Place - CADIZ RECORD

## *Weekly Class 3*

First Place - CYNTHIANA DEMOCRAT  
Second Place - BUTLER COUNTY BANNER  
Third Place - UNION COUNTY ADVOCATE

## *Multi-Weekly*

First Place - APPALACHIAN NEWS-EXPRESS  
Second Place - KENTUCKY STANDARD  
Third Place - PRINCETON TIMES-LEADER

## *Daily Class 1*

First Place - HENDERSON GLEANER  
Second Place - DANVILLE ADVOCATE-MESSENGER  
Third Place - MADISONVILLE MESSENGER

## *Daily Class 2*

First Place - ELIZABETHTOWN NEWS-ENTERPRISE  
Second Place - LOUISVILLE COURIER-JOURNAL  
Third Place - OWENSBORO MESSENGER-INQUIRER

## *Associate Newspapers*

First Place - WILLIAMSON (W.Va.) DAILY NEWS  
Second Place - COLLEGE HEIGHTS HERALD  
Third Place - KENTUCKY KERNEL

*Congratulations!*