

MOOS YAM

MAY 2004

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2004
A&KN

- ADAIR COUNTY COMMUNITY VOICE
- ADAIR PROGRESS
- ANDERSON NEWS
- APPALACHIAN NEWS-EXPRESS
- BOWLING GREEN DAILY NEWS
- BUTLER COUNTY BANNER
- CADIZ RECORD
- CARROLLTON NEWS DEMOCRAT
- CENTRAL KENTUCKY NEWS JOURNAL
- LA RUE COUNTY HERALD NEWS
- LAUREL NEWS JOURNAL
- LEITCHFIELD RECORD
- LEXINGTON HERALD LEADER
- LOUISVILLE COURIER-JOURNAL
- MADISONVILLE MESSENGER
- MCCREARY COUNTY VOICE
- MCLEAN COUNTY NEWS
- MEADE COUNTY MESSENGER

KENTUCKY PRESS ASSOCIATION'S

2004

- CITIZEN VOICE & TIMES
- CLAY CITY TIMES
- COLLEGE HEIGHTS HERALD
- COMMONWEALTH JOURNAL
- CORBIN TIMES TRIBUNE
- CYNTHIANA DEMOCRAT
- DANVILLE ADVOCATE MESSENGER
- ELIZABETHTOWN NEWS ENTERPRISE
- FLOYD COUNTY TIMES
- FT. CAMPBELL COURIER
- FULTON LEADER
- GRAYSON COUNTY NEWS GAZETTE
- GRAYSON JOURNAL ENQUIRER
- HARRODSBURG HERALD
- HENDERSON GLEANER
- HENRY COUNTY LOCAL
- JESSAMINE JOURNAL
- KENTUCKY KERNEL
- KENTUCKY NEW ERA
- KENTUCKY STANDARD
- MIDDLESBORO DAILY NEWS
- MOREHEAD NEWS
- MOUNTAIN ADVOCATE
- MURRAY LEDGER & TIMES
- MURRAY STATE NEWS
- OWENSBORO MESSENGER INQUIRER
- OWENTON NEWS HERALD
- PADUCAH SUN
- PAINTSVILLE HERALD
- PULASKI NEWS JOURNAL
- RICHMOND REGISTER
- SHELBYVILLE SENTINEL NEWS
- SPRINGFIELD SUN
- THE INDEPENDENT
- TOMPKINSVILLE NEWS
- TRI-CITY NEWS
- UNION COUNTY ADVOCATE
- WILLIAMSON DAILY NEWS
- WINCHESTER SUN
- WOODFORD SUN

ADVERTISING EXCELLENCE IN KENTUCKY NEWSPAPERS

Weekly Class 1

Category 1 - DEPARTMENT/
DISCOUNT/JEWELRY STORES
Certificate of Merit - Leitchfield Record,
Alicia Farstad/Jenny Searcy

Category 2 - AUTOMOTIVE
Certificate of Merit - McLean County
News, Keith Bratcher/Linda Durbin

Category 3 -
HARDWARE/APPLIANCE STORES
Certificate of Merit - McLean County
News, Keith Bratcher/Linda Durbin

Category 4 - FINANCIAL
First Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Color creates two messages in one head-
line. Clever, draws eye to logo.
Second Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Dominates page.
Third Place - Tri-City News, Rachel Ison
Cool artwork.
Third Place - Tri-City News, Rachel Ison
Good fun message.

Category 5 - PROFESSIONAL
SERVICES
First Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Calm and soothing background. Quick
read for packages.
First Place - Tri-City News, Rachel Ison
Good headline treatment.
Second Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Good use of artwork.
Third Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Nice tie-in between headline and art.

Category 6 - FOOD, DRUG, LIQUOR
Certificate of Merit - Tri-City News,
Rachel Ison

Category 7 - FURNITURE
First Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Exciting!!
Second Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Clean and orderly.

Category 8 - REAL ESTATE
Certificate of Merit - McLean County
News, Keith Bratcher/Linda Durbin

Category 9 - CLOTHING STORES
First Place - McLean County News,
Keith Bratcher/Linda Durbin
Nice border. Nice attractive person
photo with dress.

Category 10 - MULTIPLE
ADVERTISER/"SIG" PAGE
First Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Great idea, well executed. Good reader
interaction.
Second Place - Leitchfield Record,

Brittney Jagers/Jenny Searcy
Good looking. Reader interaction.
Third Place - Fulton Leader, Benita
Gammon/William Mitchell
Nice idea, beautifully done!
Honorable Mention - Fulton Leader,
Benita Gammon
Well done!

Category 11 - CREATIVE USE OF THE
NEWSPAPER
First Place - McLean County News,
Stephanie Flowers
A neat idea that should generate a lot of
entries and some income, too.
Second Place - Leitchfield Record, Jenny
Searcy
Ad is well done and attention grabber. I
question the use of cardinals in a
Christmas ad. Otherwise could have
been a first place.
Third Place - Leitchfield Record, Jenny
Searcy
Not the ad as much as it was the idea of
helping your local food pantry that
deserved recognition.

Category 12 - ENTERTAINMENT/
DINING
First Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Nice use of birthday cake graphic to lay
behind text.
Second Place - Tri-City News, Rachel
Ison
Photo background sideways give cre-
ative twist. Nice faded background.
Third Place - McLean County News,
Keith Bratcher/Linda Durbin
Graphic art good.

Category 13 - SPECIAL SECTIONS
First Place - Tri-City News, Rachel Ison
Good color and background of school
sports and functions. All ads sharp, real-
ly good make up!
Second Place - McLean County News,
Keith Bratcher
Ad borders simple and to the point.
Great layout.
Third Place - Tri-City News, Rachel Ison
Front page pictures are sharp. Good ad
layout.

Category 14 - GROUP PROMOTIONS
Certificate of Merit - Tri-City News,
Rachel Ison

Category 15 - HOLIDAY GREETING
ADS
First Place - Fulton Leader, Benita
Gammon
Nice photo of staff placed in ornament.
Nice sentiment and lists staff by name!
Second Place - McLean County News,
Keith Bratcher/Linda Durbin
Nice border and photo. Clean and neat.
Third Place - McLean County News,
Keith Bratcher/Linda Durbin
Evergreen border at top looks good. Too
much white space.

Category 16 - AGRICULTURE/ LAWN

AND GARDEN
First Place - McLean County News,
Keith Bratcher/Lynn Saffran
Bold! Good cut out. Stands out.

Category 17 - CLASSIFIED
PAGE/SECTION
No Entries

Category 18 - SPECIAL PUBLICATIONS
No Entries

Category 19 - BEST USE OF COLOR
First Place - Tri-City News, Rachel Ison
Nice color usage. Not overly bright,
good graphics and nice border.
Second Place - Tri-City News, Rachel
Ison
Nice border/trees. Graphic art holiday
appropriate.
Third Place - Leitchfield Record,
Brittney Jagers/Jenny Searcy
Lots of different colors. Some dark col-
ored backgrounds make text difficult to
read.

Category 20 - BEST AD SERIES
First Place - Leitchfield Record, Debi
Skaggs/Jenny Searcy
Shows consistency in font and theme.
Second Place - McLean County News,
Keith Bratcher/Lynn Saffran
Eye catching. Consistent in message.
Third Place - McLean County News,
Jessica West Bratcher/Linda Durbin
Catchy headlines.

Category 21 - GENERAL
MISCELLANEOUS
First Place - McLean County News,
Keith Bratcher/Lynn Saffran
Second Place - McLean County News,
Keith Bratcher/Linda Durbin
Touching.
Second Place - McLean County News,
Keith Bratcher/Linda Durbin
Touching!
Third Place - Tri-City News, Rachel Ison
Bold, clean stands out.
Third Place - Tri-City News, Rachel Ison
Bold and clean really stands out.

Category 22 - SPORTING
Goods/Athletics
First Place - McLean County News,
Keith Bratcher/Linda Durbin
Great use of artwork as the border!

Category 23 - SPECIAL EVENTS
First Place - Leitchfield Record, Jenny
Searcy
Great use of artwork!
Second Place - Leitchfield Record,
Angelia Hawkins/Jenny Searcy
Good use of reversed background.
Third Place - McLean County News,
Keith Bratcher/Lynn Saffran
Good headline. Photograph is interest-
ing.

Category 25 - BEST NEWSPAPER
Promotion
First Place - McLean County News,

Stephanie Flowers
News is all about people.

Weekly Class 2

Category 1 - DEPARTMENT/
DISCOUNT/JEWELRY STORES
First Place - Springfield Sun, Shorty
Lassiter/Kim Hupman
Good graphic!
Second Place - Springfield Sun, Shorty
Lassiter/Kim Hupman
Good balance of art and type.
Third Place - McCreary County Voice,
Suzanna Martinez
Decent layout, noticeable color.

Category 2 - AUTOMOTIVE
First Place - Laurel News Journal, Rick
Chandler/Terri Smallwood
Good use of an unusual layout.
Second Place - Cadiz Record, Cynthia
Mitchell/Jennifer Wallace
Different shape catches eye. Good use of
white space. Simplicity!
Third Place - Citizen Voice & Times,
Earline Arvin/Tracy King
Clean, easy to read. Nice use of color.
Honorable Mention - Citizen Voice &
Times, Alanna Aldridge/Lisa
Baber/Cindi Cusick
Nice use of color.
Honorable Mention - McCreary County
Voice, Suzanna Martinez
Great layout! Good use of key graphic!

Category 3 - HARDWARE/
APPLIANCE STORES
First Place - Springfield Sun, Shorty
Lassiter/Kim Hupman
Good use of color, an attention getter!
Second Place - Springfield Sun, Shorty
Lassiter/Kim Hupman
Good graphic. Urged me to shop at Ace
for Christmas.
Third Place - Cadiz Record, Cynthia
Mitchell/Jennifer Wallace
Clean, good use of reverse. Good
graphics. Good headline.

Category 4 - FINANCIAL
First Place - Grayson Journal Enquirer,
Mara Harlow
Simplicity at its best!
Second Place - Cadiz Record, Cynthia
Mitchell/Jennifer Wallace
Well balanced ad.
Third Place - McCreary County Voice,
Staff
Exciting color! Eye-catching headline.

Category 5 - PROFESSIONAL
SERVICES
First Place - Springfield Sun, Shorty
Lassiter/Kim Hupman
Clean, simple, great graphic!
Second Place - Owenton News Herald,
Patti Clark
Simple use of color, nice layout.
Third Place - Cadiz Record, Rebecca
Bogges/Jennifer Wallace

Continued on Page 4

MAY 2004

EMBRY'S FURNITURE

40th ANNIVERSARY SALE

June 12-July 3

10% off everything in the store!!
1, 2 & 3 year **FREE FINANCING!!**

All bedding 1/2 off
with purchase of Bedroom Suite



Recliners Buy 1, Get 1 FREE Lane®

After your purchase, register to win a **\$300 Winn-Dixie shopping spree!!**

The more you purchase, the more you save!! Come see us for great deals!!

EMBRY'S FURNITURE
704 North Main St., Leitchfield 259-3856

Top, left: Debi Skaggs and Jenny Searcy of the Leitchfield Record picked up first place honors for this furniture ad in Category 7. The Record tied for first place honors in General Excellence in Weekly Class 1. Top, right: The Fulton Leader's Benita Gammon picked up top honors with this Christmas Greeting. The judge commented on the nice photo and sentiment of listing the staff by name. Bottom, right: Keith Bratcher and Lynn Saffran took home first place for the McLean County News in the General Miscellaneous category. McLean County News tied with the Leitchfield Record for first place General Excellence in Weekly Class 1.

Merry Christmas



From
James
Chad
William
Glen
John
Bernie
Genise
Tex
Sabrina
Bonnie
Mary
Margie
Cathy
Bonnie
Benita
Janet
LeAnne

Each week it is our privilege to reflect the lifestyle of the twin cities.

Our wish for you, our valued readers and customers, is for joy and peace this holiday season and throughout the coming year.

The Fulton Leader

A CHILD'S HAVEN II
CHILD CARE CENTER AND PRESCHOOL

Preschool Available
Ages 1-5 Time: 9:00 am - 11:00 am

Child Care Available Too!
Ages: 1 and Up - Before and After School Children
Hours: 6:00 am - 5:00 pm

Please call for more information
486-9050 or 754-4302

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Good use of white space. Good graphic and good headline.
Honorable Mention - McCreary County Voice, Suzanna Martinez

Category 6 - FOOD, DRUG, LIQUOR
First Place - McCreary County Voice, Suzanna Martinez
Dynamic graphic! Photo grabs your attention.
Second Place - LaRue County Herald News, Melissa Nalley/Monica Hayes
Good color, easy to read.
Third Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Simple, easy to read, good shape.
Honorable Mention - Clay City Times, Alanna Aldridge/Cindi Cusick
Good use of white space.

Category 7 - FURNITURE
First Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Excellent use of color!! Nice ad design.
Second Place - Citizen Voice & Times, Tracy King/Earline Arvin
Good use of process color. Could have been first if store logo was bigger.
Third Place - McCreary County Voice, Staff

Category 8 - REAL ESTATE
First Place - Tompkinsville News, Sharon Barnard
Great visual throughout ad. Easy to follow. Excellent photos!
Second Place - Cadiz Record, Cynthia Mitchell/Jennifer Wallace
Clever, stands out!
Third Place - Laurel News Journal, Ken Moore/Terri Smallwood
Wonderful use of color and arrangement.

Category 9 - CLOTHING STORES
First Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Great idea! Creative! Needs work on type.
Second Place - Laurel News Journal, Diane Feltner/Terri Smallwood
Great simplicity with graphic.
Third Place - Owenton News Herald, Carrie Bennett
Good use of blue.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
First Place - Clay City Times, Alanna Aldridge/Jenny Poole/Lisa Baber
Good color. All ads are in theme.
Second Place - Carrollton News Democrat, Carla Kidwell
Clever concept. Catches the eye, the ABC's of Safety.
Third Place - Springfield Sun, Shorty Lassiter/Kim Hupman
The ads make you act, good color commands response. Clever!

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Excellent use of white space. Simple copy, creative use of copy.
Second Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Nice use of color, interesting idea, humorous graphic.
Third Place - Laurel News Journal, Terri Smallwood
Interesting background, orals.
Honorable Mention - Owenton News Herald, Carrie Bennett
Great copy, not executed properly.

Category 12 - ENTERTAINMENT/ DINING
First Place - Tompkinsville News, Sonja Carrow
Simple, creative, funny.
Second Place - Tompkinsville News, Sonja Carrow
Great headline!
Third Place - Cadiz Record, Rebecca Boggess/Jennifer Wallace
Good use of graphics.
Honorable Mention - Laurel News Journal, Ken Moore/Terri Smallwood
Theme runs throughout ad. Good use of color.

Category 13 - SPECIAL SECTIONS
First Place - Henry County Local, Tiffany Clark
Very clean layout. Easy to read.
Second Place - Cadiz Record, Rebecca Boggess/Cynthia Mitchell/Jennifer Wallace
Ad design nice. clean ad layout.
Third Place - Springfield Sun, Shorty Lassiter/Kim Hupman/Diane McDaniel
Incorporated topic into ads well. Clean layout.
Honorable Mention - LaRue County Herald News, Melissa Nalley/Monica Hayes
Innovative. Neat concept.

Category 14 - GROUP PROMOTIONS
First Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Well designed theme ad. Clean.
Second Place - LaRue County Herald News, Melissa Nalley/Monica Hayes
Clever design. Clean layout. Nice placement of ads. Nice spot color.
Third Place - Owenton News Herald, Carrie Bennett/Patti Clark
Wonderful use of white space, great non-cluttered ad.

Category 15 - HOLIDAY GREETING ADS
First Place - Citizen Voice & Times, Cindi Cusick
Excellent photo! Sense of anticipation.
Great use of color.
Second Place - LaRue County Herald News, Melissa Nalley/Monica Hayes
Classic.
Third Place - Clay City Times, Alanna Aldridge/Lisa Baber
Good use of white space.

Category 16 - AGRICULTURE/ LAWN AND GARDEN
First Place - Cadiz Record, Rebecca Boggess/Jennifer Wallace
Nice headline!
Second Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Nice graphic!
Third Place - Springfield Sun, Shorty Lassiter/Diane McDaniel

Category 17 - CLASSIFIED PAGE/SECTION
First Place - Henry County Local, Staff
Good information box.
Second Place - LaRue County Herald News, Staff
Categories listed clearly.
Third Place - Springfield Sun, Shorty Lassiter/Kim Hupman

Category 18 - SPECIAL PUBLICATIONS
First Place - Laurel News Journal, Terri Smallwood/Ronica Brandenburg
Unique publication.
Second Place - Cadiz Record, Cynthia Mitchell/Rebecca Boggess/Jennifer Wallace
Excellent package.
Third Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Great package.

Category 19 - BEST USE OF COLOR
First Place - Springfield Sun, Shorty Lassiter/Kim Hupman
A happy ad. The world pops off the page, great headline!
Second Place - McCreary County Voice, Suzanna Martinez
Soft color makes a bold statement.
Third Place - Cadiz Record, Rebecca Boggess/Cynthia Mitchell/Jennifer Wallace
Pastels, what a refreshing change.
Amazingly clarity.
Honorable Mention - Carrollton News Democrat, Carla Kidwell
Good color contrast, clean.

Category 20 - BEST AD SERIES
First Place - Tompkinsville News, Sonja Carrow
Clever! Can't wait till the next week to see the new ad!
Second Place - Cadiz Record, Cynthia Mitchell/Jennifer Wallace
We loved these ads! Retro look was very refreshing.
Third Place - McCreary County Voice, Staff
The photo makes the ad.

Category 21 - GENERAL MISCELLANEOUS
First Place - Clay City Times, Tracy King/Lisa Baber
Simple!
Second Place - Tompkinsville News, Sonja Carrow/Teresa Gerughy
Third Place - Citizen Voice & Times, Earline Arvin

Good use of "spooky" print.

Category 22 - SPORTING GOODS/ ATHLETICS
First Place - Citizen Voice & Times, Cindi Cusick/Lisa Baber
Compelling color, good logo to work with, nice layout.
Second Place - Henry County Local, Tiffany Clark
Eye catching black and white design, good use of fonts.
Third Place - Springfield Sun, Shorty Lassiter/Kim Hupman
Nice graphic, excellent use of black and white.

Category 23 - SPECIAL EVENTS
First Place - McCreary County Voice, Suzanne Martinez
Nice use of photos and artwork.
Second Place - Grayson Journal Enquirer, Mara Harlow
Great headline and great visual!!
Third Place - Laurel News Journal, Diane Feltner/Terri Smallwood
Very clean.

Category 25 - BEST NEWSPAPER PROMOTION
First Place - LaRue County Herald News, Staff
Excellent use of art and color. Very thorough compilation of materials. Unique ads.
Second Place - Laurel News Journal, Ronica Brandenburg/Terri Smallwood
Very thorough and uniform from page to page.
Third Place - Cadiz Record, Vyron Mitchell/Jennifer Wallace
Good ads, series, compelling reasons to use this newspaper vs. others.

Weekly Class 3

Category 1 - DEPARTMENT/ DISCOUNT/ JEWELRY STORES
First Place - Pulaski News Journal, Mechelle Phillipi/Tori Gooch
Art is very clean, no clutter, a warm ad that wants to be read.
Second Place - Cynthiana Democrat, Trish Jenkins/Suzie Fryman
All pics show well, layout draws you in.
Third Place - Jessamine Journal, Peggy Adkins/Sharon Bailey
Reverse ads pull. Solid art. Crisp.

Category 2 - Automotive
First Place - Adair Progress, Donna Hancock/Andrea Waggenger
Nice layout, easy to read. Nice color.
Second Place - Pulaski News Journal, Mechelle Phillipi/Lisa Rowell
Nice layout, easy to read. Colorful.
Third Place - Mountain Advocate, Wanda Blevins/Melissa Newman
Clean. White space, nice graphic.

Category 3 - HARDWARE/

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ADELINE'S
Tuxedo Rental & Book Store

See Us For All Your Men's Formal Wear!

GROOM'S TUX FREE with 6 or more!

- BIBLES
- GIFTS
- WEDDING STATIONERY

NEW LOCATION! 100 S. Cross Main Street
Springfield, Ky.
(859) 336-9220

Top, left: This ad in the Springfield Sun picked up first place honors for Shorty Lassiter and Kim Hupman in the Clothing Store category. The Sun took home first place in the Weekly Class 2 General Excellence. Bottom, left: Sonja Carrow of The Tompkinsville News took home top honors with this ad in the Entertainment and Dining category. The judge called the ad "simple, creative, funny." Bottom, right: Mara Harlow of the Grayson Journal Enquirer was the first place winner in the Financial category. The judge called the ad "Simplicity at its best!"

Frances BBQ has the

PIG SQUEAL
OF APPROVAL

Barbeque With An Attitude!

HOURS
Thursday 9:00 am - 8:00 pm
Friday 9:00 am - 10:00 pm
Saturday 9:00 am - 9:30 pm
Sunday 9:00 am - 9:00 pm

FRANCES
BBQ

PH. 270-487-8550
Call-ins Welcome!

2004 SPA Advertising Contest
Category 4 - Financial

Winner: Mara Harlow, Grayson Journal Enquirer
Judge: Bobbie Ann...
Date Received: March 18, 2004
Contest Closed: Aug. 20, 2004

**ANOTHER SEASON,
ANOTHER REASON.**

Totally Free Student Checking
From

**The Commercial Bank
of Grayson**
Member FDIC

Grayson Office • 208 E. Main Street • 474-7811
Interchange Branch • Carol Malone Blvd. • 474-7811
Olive Hill Branch • Tom T. Hall Blvd. • 286-4451

Toll Free: 1-800-467-1179 • 24-Hour Tele-Banker • 1-800-598-4524
www.cbgrayson.com

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APPLIANCE STORES

First Place - Jessamine Journal, Dawn Pennington/Sharon Bailey
Laid out well. Good white space.
Second Place - Union County Advocate, Lisa Turner
Third Place - Anderson News, Bud Garrison/Janie Bowan

Category 4 - FINANCIAL

First Place - Mountain Advocate, Nancy Napier/Melissa Newman
Kiss graphic makes you look. Headline is good. Not crowded.
Second Place - Pulaski News Journal, Stuart Arnold/Lisa Rowell
Good use of green. Shadows and fades make ad soft and homey.
Third Place - Pulaski News Journal, Stuart Arnold/Lisa Rowell
Very personable. Very real. Photo could have been better, but gives a good home-town feel.
Honorable Mention - Pulaski News Journal, Stuart Arnold/Lisa Rowell
Good graphics, eye catching.

Category 5 - PROFESSIONAL SERVICES

First Place - Meade County Messenger, Anne Mullenix
Makes you curious. Good images around ad draw you in.
Second Place - Cynthia Democrat, Trish Jenkins/Suzie Fryman
Good graphic with the basketball. Personal touch with the photos. Good use of white space.
Third Place - Pulaski News Journal, Janie Gumm/Staff
Good header graphic. Nice use of color.
Honorable Mention - Jessamine Journal, Dawn Pennington/Sharon Bailey
Good tagline. Nice use of spacing. Cartoon graphic makes you look.

Category 6 - FOOD, DRUG, LIQUOR

First Place - Cynthia Democrat, Trish Jenkins/Suzie Fryman
Very nice quality. Great concept.
Second Place - Jessamine Journal, Dawn Pennington/Sharon Bailey
Third Place - Jessamine Journal, Dawn Pennington/Sharon Bailey
Very nice quality of photo. Could have used different color for title would have shown better.

Category 7 - FURNITURE

First Place - Meade County Messenger, Anne Mullenix
Different look draws you in. Fun!
Second Place - Adair Progress, Rita Murrell/Renee Reeves
Top art is eye-catching. Good use of space.
Third Place - Harrodsburg Herald, Bill Randolph/Cathy Caton
White space is good. Headline a little plain, but good photos.

Category 8 - REAL ESTATE

First Place - Adair Progress, Rita Murrell/Lisa White
Cow is fun. Really draws you in.
Second Place - Jessamine Journal, Dawn Pennington/Linda Wiley
Good use of color.
Third Place - Pulaski News Journal, Janie Gumm/Staff
Simple, clean ad. Good graphic.

Category 9 - Clothing Stores

First Place - Jessamine Journal, Peggy Adkins/Sharon Bailey
Nice layout, easy to read.
Second Place - Pulaski News Journal, Janie Gumm/Stuart Arnold
Third Place - Pulaski News Journal, Lisa Rowell

Category 10 - MULTIPLE

Advertiser/"Sig" Page
First Place - Jessamine Journal, Peggy Adkins/Dawn Pennington/Sharon Bailey/Linda Wiley
Sharp ad despite dark colors. Fun.
Second Place - Jessamine Journal, Peggy Adkins/Dawn Pennington/Sharon Bailey/Linda Wiley
Good use of color. Sharp graphic. Very clean.
Third Place - Pulaski News Journal, Staff
Good use of spot red. Good spacing.
Honorable Mention - Jessamine Journal, Peggy Adkins/Dawn Pennington/Sharon Bailey/Linda Wiley
Good concept. Well laid out. Would have been winner if ad was double truck. Since it was front and back as a section, makes it incontinuous,

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - Pulaski News Journal, Stuart Arnold
Cute duck! Simple idea, but it made me laugh.
Second Place - Jessamine Journal, Dave Eldridge
Good graphic combined with humorous relevant ad copy.
Third Place - Meade County Messenger, Anne Mullenix
Relevant photos, good blend of photos.
Honorable Mention - Jessamine Journal, Staff
Good images, but it seemed more like the culmination of a promotion rather than the promotion itself.
Honorable Mention - Pulaski News Journal, Staff
Funny concept. I liked the idea, but not everyone would get it. Very good concept.

Category 12 - ENTERTAINMENT/DINING

First Place - Jessamine Journal, Peggy Adkins/Sharon Bailey
Big eye catching graphic. Good spacing of ad copy.
Second Place - Anderson News, Kim

Coyle/Cindy Centers

Good theme. Nice way the words match the rotation of the graphic. Not too crowded.
Third Place - Jessamine Journal, Peggy Adkins/Sharon Bailey
Simple art, lots of spacing, jumps off page.

Category 13 - SPECIAL SECTIONS

First Place - Anderson News, Staff
People like to read about people. Color cover outstanding. Full but looks like lots of white space, solid ad stack.
Second Place - Jessamine Journal, Dawn Pennington/Peggy Adkins/Sharon Bailey
Layout and design very good. Color also very good! Bigger page count could have made it a first!
Third Place - Jessamine Journal, Dawn Pennington/Peggy Adkins/Sharon Bailey
Fresh, forward thinking cover design "Class of 2015." Inside needs warmer read.
Honorable Mention - Woodford Sun, Margie Holbrook/Mary King Wireman/Marla Carroll
Very good, cover jumps.

Category 14 - GROUP PROMOTIONS

First Place - Cynthia Democrat, Beverly Linville/Suzie Fryman
Has all the elements to make you read and stay in the ads. Good use of white space.
Second Place - Mountain Advocate, Wanda Blevins/Melissa Newman
Could have been first place ad, however boxes at bottom breaks the flow of the ad. Should have drop out boxes. However very good.
Third Place - Woodford Sun, Margie Holbrook/Mary King Wireman/Marla Carroll
Ads do not fix the graphic, good use of color needs direction to stores, phone numbers or small map.

Category 15 - HOLIDAY GREETING ADS

First Place - Harrodsburg Herald, Jackie Larkins
Great layout. Very eye catching.
Second Place - Adair Progress, Rita Murrell/Lisa White
Great layout. Good color.
Third Place - Pulaski News Journal, Mechelle Phillipi/Staff
Great layout. Very unique.
Honorable Mention - Mountain Advocate, Wanda Blevins/Melissa Newman
Great layout and color.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - Jessamine Journal, Dawn Pennington/Sharon Bailey
Offer and color says it all! All elements present.
Second Place - Pulaski News Journal,

Janie Gumm/Lisa Rowell

Great mix of price and product.
Third Place - Butler County Banner, Jeff Jobe
Sharp and to the point. You know where to go for bird supplies.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - Mountain Advocate, Suzanne Saunders
Strong header, having arrest reports will pull readers.
Second Place - Anderson News, Staff
Fat with ads, lots to see, yard sales have good presentation.
Third Place - Pulaski News Journal, Marlene Keeton/Staff
Crossword answers good draw. Needs some order.

Category 18 - SPECIAL PUBLICATIONS

First Place - Pulaski News Journal, Stuart Arnold
Very nice layout. Great color.
Second Place - Pulaski News Journal, Lisa Rowell
Nice layout. Great idea for child's activity in paper.

Category 19 - BEST USE OF COLOR

First Place - Cynthia Democrat, Trish Jenkins/Suzie Fryman
Great pastel colors.
Second Place - Jessamine Journal, Dawn Pennington/Peggy Adkins/Sharon Bailey
Third Place - Mountain Advocate, Wanda Blevins/Melissa Newman
Good use of color.

Category 20 - BEST AD SERIES

First Place - Jessamine Journal, Dave Eldridge
Consistent. Good headlines, good graphics.
Second Place - Pulaski News Journal, Janie Gumm/Lisa Rowell
Very personable. Good artwork.
Third Place - Cynthia Democrat, Trish Jenkins/Suzie Fryman
Noticeable. Consistent size and layout. Good in reverse.

Category 21 - GENERAL MISCELLANEOUS

First Place - Woodford Sun, Margie Holbrook/Marla Carroll
Very easy to read.
Second Place - Jessamine Journal, Dawn Pennington/Sharon Bailey
Great layout and color.
Third Place - Mountain Advocate, Melissa Newman
Nice layout.
Honorable Mention - Cynthia Democrat, Brad Allison/Suzie Fryman

Category 22 - SPORTING

Goods/Athletics
Second Place - Cynthia Democrat,

Continued on Page 8

"This is an offer you can't duck!"

I love the NJ!



Enclosed is my \$22 check for **TWELVE MONTHS** of my **Somerset-Pulaski News Journal!**

Name: _____
 Address: _____
 City: _____, KY
 Zip: _____ Phone: _____

Send To: The News Journal
 675 Monticello St., Somerset, KY 42501
 (606)678-0161

*Offer good for Pulaski Co. mail delivery only.

Bottom: The Jessamine Journal's Dave Eldridge picked up first place in the Best Ad Series category with this ad. The Jessamine Journal was also the first place winner of the Weekly Class 3 General Excellence. Top, left: Stuart Arnold picked up first place honors for the Pulaski News Journal with this ad in the Creative Use of the Newspaper category. Top, right: Rita Murrell and Lisa White, of the Adair Progress, took home top honors in the Real Estate category with this entry.

125 Head of Dairy Cattle Selling Saturday!

Public Auction

White's Dairy Complete Dairy Dispersal

Columbia, Kentucky

At the farm located 6 miles east of Columbia on Hwy. 80 to Hwy. 1729. Turn left on 1729 and go 3 miles to Rooks-Denton Road. Turn left and go 1/4 mile to the farm on the right in Adair County.

Saturday, Jan. 11, 2003 at 10:00 a.m. CST

**125 Head of Dairy Cattle
 Dairy Equipment
 Farm Equipment**

Sale Order: Farm Equipment - Dairy Equipment - Cattle

Dairy Cattle
 121 Cows - A hardworking herd of cows with 81 milking and 38 dry. There are 4 Jersey, 1 Holstein, 1 Jersey, 1 Holstein cow and 2 Friesians and 100 other breeds. The herd averages 41 lbs milk and have produced over 60 lbs. Some dry cows milking to 55 lbs. on dry. Good to pasture and sound bodies of hay. These cows are all home. There are several fresh cows due with a good milk milking and due in the spring. There will be several of the dry cows getting close. There are some really good ones in this herd. There are 4 young bulls remaining with the cows. Cows have milked to 82 lbs.
 4 Bulls - These are all young bulls that are ready to go!

Dairy Equipment
 Massey 150 post with tank 501 70003. Two dump tank comes with the Massey 150. 2000 gallon tank.
 Double 5 Memphouse stack with twinners
 5 Westfalia mixer units and 2 in. 55 line with receiver and tank discks.
 Subtotal Max new vac. pump with 7-1/2 hp motor cast ballast tank.
 Like new 12 1/2 Pex built up with double flex discks.

Farm Equipment
 J.D. 5420 tractor with FWA-Cab-dual controls, 18.9/20 and 11 backhoe. This tractor was bought for use and has the best of both worlds.
 Also there is a J.D. 541 loader on the 5420 tractor that has a 6" momentary bucket.
 All things quality and well kept.
 What an opportunity to buy a lot of stuff that is in good condition!

**HC 1084 tractor with cab - 46 wheel outlets and hydraulics - 18.4x28 tires and ball discks.
 This used to be a 1084 tractor and is used only at Adair County. It is in good condition!**

**RH 512 Chopper with a new corn head.
 A good looking chopper that will make 10 Real Good Koster Single Wagons with 3 Benches - 1000 lbs. Tongues.
 All of the equipment is well cared for and ready to go!**

**TERMS: Cash or check
 Lunch Served - Trucking Available
 Loads of Kingside - Sale under cover**

**White Dairy - Autumn & Vince White, owners
 372 Rooks-Denton Rd. • Columbia, KY • 270-364-1107**

MC conducted by
McIntyre & Wiley

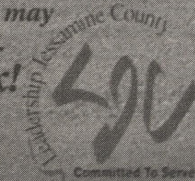
Are you moving your people along the right path?

We can help!

Leadership Jessamine County is accepting applications for its 2003-2004 class. Deadline for consideration is July 15th. Forms may be picked up at The Jessamine Journal or you may call 885-5381 and information will be mailed to you.

Make this your year to get on track!

Discover the right path with Leadership Jessamine County.



Page 8 - 2004 Advertising Excellence in Kentucky Newspapers

Continued from Page 6

Sabra Oller/Suzie Fryman
Cute graphic. Good fun fonts.
Third Place - Adair Progress, Roz Clamper/Lisa White
Good use of color. Not overly done.
Simple and readable.

Category 23 - SPECIAL EVENTS
First Place - Jessamine Journal, Dave Eldridge
Great photos, great emotion, good use of type and art.
Second Place - Jessamine Journal, Staff
Great use of color, clean photos.
Third Place - Pulaski News Journal, Staff/Amy Hinton
Good publication, local news.

Category 25 - BEST NEWSPAPER
Promotion
First Place - Meade County Messenger, Staff
Clean.
Second Place - Mountain Advocate, Staff
Clean.
Third Place - Jessamine Journal, Staff
Harder to fit this in the Category.

Multi-Weekly

Category 1 - DEPARTMENT / DISCOUNT / JEWELRY STORES
First Place - Appalachian News-Express, Jenny Cinnamon
Less is more! Uncluttered and clean.
Elegant like the product.
Second Place - Appalachian News-Express, Jenny Cinnamon
Nice layout. Good to not have everything in square boxes.
Third Place - Appalachian News-Express, Tracie Vanderbeck
Simple and neat. Nice use of color.

Category 2 - AUTOMOTIVE
First Place - Paintsville Herald, Wendy Trent/Mike Belcher
Good background. Circular pattern of photos creative.
Second Place - Morehead News, Lavonda Martin
Creative use of photos, description and price inside footballs. Nice border, easy to read.
Third Place - Kentucky Standard, Joan Hardin/Laura Calvert Smith
Simple ad with spot color. Creative turn. Eye-catching.

Category 3 - HARDWARE / APPLIANCE STORES
First Place - Kentucky Standard, Joan Hardin/Laura Calvert Smith
Good use of artwork. Nice mix of cut outs and framed art.
Second Place - Kentucky Standard, Madeline Downs/Laura Calvert Smith
Eye catching. Nice lead in.
Third Place - Kentucky Standard, Madeline Downs/Laura Calvert Smith

Nice format, good use of type.

Category 4 - FINANCIAL
First Place - Appalachian News-Express, Tom Blanton
Nice headline, good typography.
Second Place - Appalachian News-Express, Tracy Syck
Nice and simple to the point.

Category 5 - PROFESSIONAL SERVICES
First Place - Appalachian News-Express, Tracy Syck
Hillbilly Days photo great!! and headline wonderful. Good creativity and color!
Second Place - Grayson County News Gazette, Kim Willis/Keneta Stevenson
Nice holiday border and color scheme. Clean and neat.
Third Place - Appalachian News-Express, Tracy Syck/Tina Gayheart
Good color usage. Great photo and space usage.
Honorable Mention - Appalachian News-Express, Danny Coleman
Great kids coloring picture/photo and logo.

Category 6 - FOOD, DRUG, LIQUOR
First Place - Appalachian News-Express, Tracy Syck
Nice imagery. Good use of art work and space.
Second Place - Appalachian News-Express, Danny Coleman
Nice color choices. Unusual headline placement.
Third Place - Paintsville Herald, Melissa McGuire/Mike Belcher
Simple and to the point. Once again, less is more.
Honorable Mention - Appalachian News-Express, Danny Coleman/Tracy Vanderbeck
Unusual layout. Says spring.

Category 7 - FURNITURE
First Place - Appalachian News-Express, Danny Coleman
Just a great ad!
Second Place - Appalachian News-Express, Danny Coleman
Elegant and classic.
Third Place - Appalachian News-Express, Tracy Syck/Mary Dye
Great use of color.

Category 8 - REAL ESTATE
First Place - Shelbyville Sentinel News, Lora North/Ginny Tatum
Good use of photography. Nice layout.
Second Place - Kentucky Standard, Melinda Campbell/Laura Calvert Smith
Too cute for words.
Second Place - Shelbyville Sentinel News, Lora North/Ryan Holtzman
Beautiful layout.
Third Place - Kentucky Standard, Melinda Campbell/Nathan Simpson
Well organized, nice header treatment.

Category 9 - CLOTHING STORES
First Place - Appalachian News-Express, Jenny Cinnamon
Nice fall border, faded yellow background picks up text in sign and brand logo. Nice bursts.
Second Place - Kentucky Standard, Melinda Campbell/Jenny Miles
Nice color Christmas border with color photos of products and brands. Good use of space.
Third Place - Kentucky Standard, Joan Hardin/Laura Calvert Smith
Good artwork at top, snowflakes throughout. Sale prices easy to read!

Category 10 - MULTIPLE ADVERTISER / "SIG" PAGE
First Place - Morehead News, Brad Toy
This piece is a standout!
Second Place - Floyd County Times, Staff
Splashy!
Third Place - Appalachian News-Express, Staff/Tracie Vanderbeck
Great use of color!
Honorable Mention - Shelbyville Sentinel News, Becky Block/Myranda Moses/Todd Stephenson
Fun to read.

Category 11 - CREATIVE USE OF THE NEWSPAPER
First Place - Appalachian News-Express, Staff
Wow!!! Easy to read, gets point across, great visual!!
Second Place - Kentucky Standard, Rachael Downs/Donna Wilhite
Effective visual, clean and simple, dollars and cents.
Third Place - Appalachian News-Express, Staff
Great use of color and type.

Category 12 - ENTERTAINMENT / DINING
First Place - Appalachian News-Express, Tom Blanton/Tina Gayheart
Stands out, shows excitement!
Second Place - Appalachian News-Express, Danny Coleman
Nice color, good typography. Makes you want to go there.
Third Place - Appalachian News-Express, Wally Jewell
Honorable Mention - Appalachian News-Express, Tracy Syck
Good use of the "western" font.

Category 13 - SPECIAL SECTIONS
First Place - Central Kentucky News Journal, Staff
Great "reader friendly" size and format. Full of great information.
Second Place - Appalachian News-Express, Staff
An interesting look into the past.
Third Place - Morehead News, Brad Toy
Good idea!

Category 14 - GROUP PROMOTIONS
No Entries

Category 15 - HOLIDAY GREETING ADS
First Place - Morehead News, Gina Glover
Perfect! Beautifully done! Excellent!!
Second Place - Appalachian News-Express, Tracy Syck
Clean, good message.
Third Place - Appalachian News-Express, Emma Burchett
Good headline, soft cuddly artwork.

Category 16 - AGRICULTURE / LAWN AND GARDEN
First Place - Appalachian News-Express, Tracie Vanderbeck
Clean layout.
Second Place - Kentucky Standard, Joan Hardin/Laura Calvert Smith
Clear message.
Third Place - Kentucky Standard, Melinda Campbell/Nathan Simpson

Category 17 - CLASSIFIED PAGE / SECTION
First Place - Appalachian News-Express, Gwen Mullins
Nice color, draws person to look at page. Color coding categories is nice touch.
Second Place - Shelbyville Sentinel News, Becky Block/Ryan Holtzman
Nice use of borders and fonts.
Third Place - Shelbyville Sentinel News, Becky Block/Ryan Holtzman
Nice use of borders.

Category 18 - SPECIAL PUBLICATIONS
Certificate of Merit - Central Kentucky News Journal, Staff


Category 19 - BEST USE OF COLOR
First Place - Paintsville Herald, Wendy Trent/Greg Wireman
The color gets the point across. The color does the talking.
Second Place - Appalachian News-Express, Jenny Cinnamon
Soothing, relaxing colors.
Third Place - Shelbyville Sentinel News, Lora North/Ginny Tatum
Festive and good use of background color. Flashy color!

Category 20 - BEST AD SERIES
First Place - Appalachian News-Express, Danny Coleman/Emma Burchett
Good consistency on design even with the changing words and art.
Second Place - Appalachian News-Express, Danny Coleman/Bobby Gilliam
You can tell from ad to ad they're part of the same group.

Category 21 - GENERAL MISCELLANEOUS
First Place - Appalachian News-Express, Tracy Syck
Once again less is more.

Continued on Page 10

Official Hillbilly Drop-Off Point!



KPA
KENTUCKY PROFESSIONAL ADVERTISING
First Place

Don't Leave Junior Behind. Enjoy Hillbilly Days '03 knowing that your lil' hillbilly is in the Best Care. \$4.00 Per Hour. Call for details!

KIDS WORLD CHILDCARE & LEARNING CENTER

Pikeville 437-1523 Shelby Valley Daycare 639-6550
Johns Creek Daycare 631-9360

TRAVEL GUIDE

Great American Brass Band Festival
marches to Danville
Page 2

Somernites in Somerset
Page 8

Newport Aquarium
Page 14

2004 KPA Advertising Contest
Category 23 - Special Events
Newspaper: Morehead News
Director: PAUL WALKER
Sales Representative: Brad Toy
Client: Morehead Family Connection
Date Ad Run: May 16, 2003

2004 KPA Advertising Contest
Category 19 - Best Use of Color
Newspaper: Paintville Herald
Sales Representative: Tracy Syck
Client: My Lord Has The Answer Ministries
Date Ad Run: 10-21-2003

**VOTE
NO**

Against the proposed sale of alcohol in Paintsville, Ky on Tuesday November 4.

The Word of God Instructs Us That:

*"Wine is a mocker, strong drink is raging, and whosoever is deceived thereby is not wise."
Proverbs 20:1*

*"Woe unto him that giveth his neighbor drink, that putteth thy bottle to him..."
Habakkuk 2:15*

IN GOD WE TRUST

Paid for by: My Lord Has The Answer Ministries

Top, left: Tracy Syck, of the Appalachian News Express, picked up first place with this ad in the Professional Services category. The judge commented on the "great photo." The Appalachian News Express picked up top honors in General Excellence in the Multi-Weekly division. Bottom, left: The Morehead News' Brad Toy picked up first place with this ad for the Newport Aquarium in the Special Events category. The judge called the ad "beautiful." Top: Wendy Trent and Greg Wireman took home first place for the Paintville Herald with this entry in the Best Use of Color category. The "Vote No" and the "In God We Trust" were in color. The judge said the "color does the talking."

Continued from Page 8

Second Place - Shelbyville Sentinel News, Lora North/Ginny Tatum
Moving image. Touches your heart.
Third Place - Paintsville Herald, Melissa McGuire/Mike Belcher
Great idea for getting students ready to start the new year!

Category 22 - SPORTING GOODS/ATHLETICS
First Place - Appalachian News-Express, Jenny Cinnamon
Great background!
Second Place - Central Kentucky News Journal, Renee Dodson/Wilma Abell

Category 23 - SPECIAL EVENTS
First Place - Morehead News, Brad Toy
Beautiful!!!
Second Place - Appalachian News-Express, Tracy Syck
Good use of spring artwork.
Third Place - Appalachian News-Express, Danny Coleman/Tracie Vanderbeck
Inspirational!
Honorable Mention - Paintsville Herald, Melissa McGuire/Mike Belcher
Well organized, good headline treatment.

Category 25 - BEST NEWSPAPER PROMOTION
First Place - Appalachian News-Express, Lola Weddington
Very interesting!
Second Place - Appalachian News-Express, Danny Coleman
Simple use of color.
Third Place - Paintsville Herald, Clyde Pack/Mike Belcher
Nice color.

Daily Class 1

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES
First Place - Corbin Times Tribune, Craig Richards
Simplistic graphics that dominate.
Clean.
Second Place - Middlesboro Daily News, Lisa Cowan/Rhonda Broughton
Good use of layout and graphics.
Distribution is uniform.
Third Place - Richmond Register, Sue Curtis
Good use of reverse type to draw eye.
Clean, uniform distribution of graphics.
Well chosen fonts.

Category 2 - AUTOMOTIVE
First Place - Corbin Times Tribune, Craig Richards
Very creative concept with text and openness. Definite stand out. Clear winner.
Second Place - Commonwealth Journal, Debbie Stigall
Creative and fun. Graphic draws you into the ad.
Third Place - Madisonville Messenger,

Jamie Knight/Mary Anne Siria
Graphics stand out, good use of the space. A very clean ad.
Honorable Mention - Middlesboro Daily News, Wanda Paul/Rhonda Broughton
Good use of reverse headline to draw your eyes.

Category 3 - HARDWARE/APPLIANCE STORES
First Place - Madisonville Messenger, Jamie Knight
Eye catching, great art play on the copy.
Second Place - Corbin Times Tribune, Cathy Tomlinson
Effective use of color.
Third Place - Madisonville Messenger, Tim Trice
Nice balanced layout.

Category 4 - FINANCIAL
First Place - Madisonville Messenger, Cindi Ashby/Mary Anne Siria
Great use of photos to show community involvement.
Second Place - Murray Ledger & Times, Slone Hutchison
Exemplifies local ties in business.
Third Place - Madisonville Messenger, Cindi Ashby/Mary Anne Siria
Good use of head shots, great play on words.
Honorable Mention - Middlesboro Daily News, Lisa Cowan/Rhonda Broughton
Conveys a real sense of patriotism.

Category 5 - PROFESSIONAL SERVICES
First Place - Madisonville Messenger, Mary Crawford/Tim Trice
Clear message, good use of type, easy to read.
Second Place - Madisonville Messenger, Cindi Ashby/Mary Anne Siria
Headline grabs you. Strong message.
Lots of information in a format that is easy to read.
Third Place - Corbin Times Tribune, Craig Richards
Compelling graphics. Strong use of color in the headline! Fantastic!
Honorable Mention - Murray Ledger & Times, Kelley Lassiter
Wonderful photo and art to illustrate a point of insects are bad.
Honorable Mention - Richmond Register, Staff
Simple message gets the point across.

Category 6 - FOOD, DRUG, LIQUOR
First Place - Corbin Times Tribune, Craig Richards/Bill Hanson
Gets the message across.
Second Place - Madisonville Messenger, Melanie Reynolds/Mary Anne Siria
Clean layout, to the point.
Third Place - Madisonville Messenger, Mary Anne Siria
Great use of theme throughout.

Category 7 - FURNITURE
First Place - Corbin Times Tribune, Lisa Harrison/Craig Richards

Original. Great use of spot color.
Second Place - Murray Ledger & Times, Slone Hutchison
Elegant, classy and clean!
Third Place - Richmond Register, Sue Curtis
Good layout.

Category 8 - REAL ESTATE
First Place - Madisonville Messenger, Staff
Unusual.
Second Place - Madisonville Messenger, Jamie Knight/Mary Anne Siria
Good layout.
Third Place - Madisonville Messenger, Staff
Lets the product speak for itself, clean.

Category 9 - CLOTHING STORES
First Place - Murray Ledger & Times, Slone Hutchison
Conveys the message, good use of spot color.
Second Place - Richmond Register, Clarissa Williams
Elegant. Good flow.
Third Place - Madisonville Messenger, Cindi Ashby/Mary Anne Siria
Nice layout.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
First Place - Richmond Register, Mayme Foland
Very tasteful!
Second Place - Corbin Times Tribune, Lisa Harrison/Craig Richards/Composing Staff
Effective use of color, not overdone.
Third Place - Corbin Times Tribune, Sandra Mullins/Craig Richards/Composing Staff
Holds its own against similar ads.

Category 11 - CREATIVE USE OF THE NEWSPAPER
First Place - Corbin Times Tribune, Bill Hanson
Good mix of text and photos, it pops!
Second Place - Corbin Times Tribune, Bill Hanson/Craig Richards
Conveys the message.
Third Place - Richmond Register, Clarissa Williams
Attention getter!

Category 12 - ENTERTAINMENT/DINING
First Place - Madisonville Messenger, Tim Trice
Makes you hungry! Good balance.
Second Place - Winchester Sun, Missy Hunt/Terah Shelton
Fun! Interesting.
Third Place - Murray Ledger & Times, Slone Hutchison
Elegant and tasteful!

Category 13 - SPECIAL SECTIONS
First Place - Murray Ledger & Times, Staff
Fantastic reference guide. Very nicely

laid out.
Second Place - Madisonville Messenger, Staff
Beautiful, very focused on children and family. Lay out is well-thought out. Ads are wonderful.
Third Place - Commonwealth Journal, Staff
Very innovative and nicely supported by the advertisers. Well thought out.
Honorable Mention - Richmond Register, Mayme Foland
Creative and different. Interesting concept that makes you smile.

Category 14 - GROUP PROMOTIONS
First Place - Middlesboro Daily News, Staff
Cute. Great cover!
Second Place - Middlesboro Daily News, Staff
Nicely laid out ads work well together.
Third Place - Winchester Sun, Teresa Mobley/Karen Combs
Not your typical orange and black Halloween ad.
Honorable Mention - Richmond Register, Perry Stocker
Great ad! too bad the color was off.

Category 15 - HOLIDAY GREETING ADS
First Place - Murray Ledger & Times, Slone Hutchison
Very nice and tastefully done.
Second Place - Corbin Times Tribune, Cathy Tomlinson
Good use of color.
Third Place - Madisonville Messenger, Cindi Ashby/Mary Anne Siria
Nice layout.

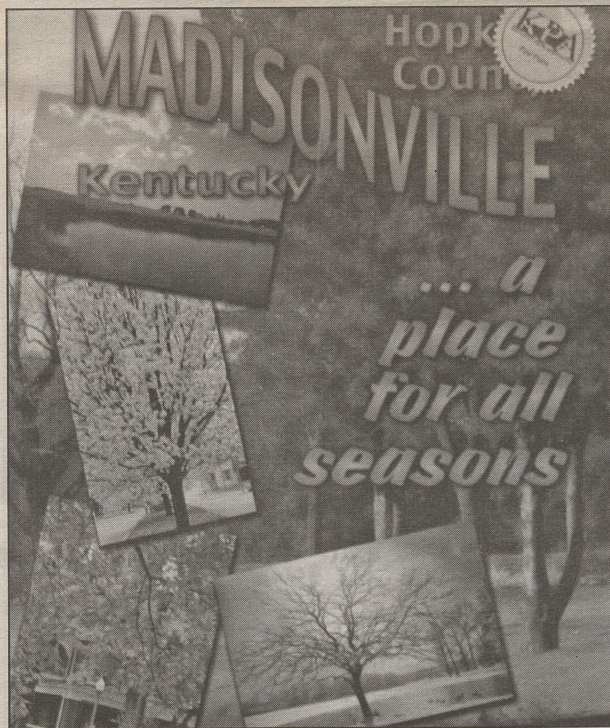
Category 16 - AGRICULTURE/ LAWN AND GARDEN
First Place - Madisonville Messenger, Mary Crawford
Great black and white ad!
Second Place - Corbin Times Tribune, Cathy Tomlinson
Good use of color, not overdone
Third Place - Winchester Sun, Teresa Mobley/Terah Shelton
Great concept!

Category 17 - CLASSIFIED PAGE/SECTION
First Place - Madisonville Messenger, Kristy Patterson/Marlene Morland/Tim Trice
Very creative, brings the message easily with the use of color!
Second Place - Madisonville Messenger, Debbie Littlepage/Tim Trice
Nice flow, clean, easy to read. Balanced.
Third Place - Winchester Sun, Angie Ballard/Norma Shuler
Wonderful presentation, creative use of art.
Honorable Mention - Madisonville Messenger, Kristy Patterson/Marlene Moreland/Tim Trice

Continued on Page 12



Top, left: The staff of the Murray Ledger & Times took home first place honors with this entry in the Special Sections category. Bottom, left: The staff of the Madisonville Messenger picked up top honors with its entry in the Special Publications category. The judge called the entry "very slick." The Messenger also picked up first place General Excellence honors in Daily Class 1. Bottom: The Corbin Times Tribune was the first place winner in the Automotive category. The judge commented that the entry was a "definite stand out. Clear winner."



Continued from Page 10

The page and design make me smile.

Category 18 - SPECIAL PUBLICATIONS

First Place - Madisonville Messenger, Staff
Very slick, nicely put together product.
Second Place - Richmond Register, Staff
Great layout.
Third Place - Richmond Register, Staff
Great overall package.

Category 19 - BEST USE OF COLOR

First Place - Corbin Times Tribune, Bill Hanson
Effective great photos. Good use of lights and darks also spot color. Attention grabbing!
Second Place - Madisonville Messenger, Mary Crawford
A little dark, but overall clean. Could have made bottom images sharper.
Third Place - Madisonville Messenger, Melanie Reynolds/Mary Anne Siria
Effective use of one column, best time to use color to draw your eye.
Honorable Mention - Madisonville Messenger, Cindi Ashby/Mary Anne Siria

Category 20 - BEST AD SERIES

First Place - Richmond Register, Staff
Nice layout.
Second Place - Winchester Sun, Carol S. Parker/Terah Shelton
Great promo idea.
Third Place - Corbin Times Tribune, Bill Hanson/Kellee Edwards/Nikki Fox
Great concept, but what is it promoting?

Category 21 - GENERAL MISCELLANEOUS

First Place - Murray Ledger & Times, Slone Hutchison
Variety, a lot going on and still very clean.
Second Place - Madisonville Messenger, Mary Crawford/Tim Trice
Great tag line! Love the guy at the top.
Third Place - Madisonville Messenger, Melanie Reynolds/Mary Anne Siria
Creative use of TV.
Honorable Mention - Corbin Times Tribune, Cliff Wilson/Craig Richards
Good headline, but photos are too grainy.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - Corbin Times Tribune, Cathy Tomlinson/Craig Richards
Awesome concept!! Funny, clever, makes you laugh and then you read the ad.
Second Place - Corbin Times Tribune, Bill Hanson
Great headline treatment and photo. Simple copy.
Third Place - Corbin Times Tribune, Cathy Tomlinson/Composing Staff
Effective, good photos, straight forward.

Category 23 - Special Events

First Place - Corbin Times Tribune, Rick Peace/Composing Staff
Great message and use of space.
Second Place - Winchester Sun, Camilla Begley/Terah Shelton
Great color, very eye-catching.
Third Place - Winchester Sun, Teresa Mobley/Karen Combs
Clean, information simple. Fair.

Category 25 - Best Newspaper Promotion
Certificate of Merit - Corbin Times Tribune, Staff

Daily Class 2

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES
First Place - Danville Advocate Messenger, Robert Cunningham/Jenny Upton
Wonderful use of champagne glass with text intermingled. Easily readable. Good use of space.
Second Place - Henderson Gleaner, Nancy Hamilton/Ruth Ann Risley
Great font on "Last-minute Shopping Solutions" good use of color, nice baby photos.
Third Place - Elizabethtown News Enterprise, Judy Martin
Great picture usage showing jewelry on body.

Category 2 - AUTOMOTIVE

First Place - Henderson Gleaner, Robyn Corley/Lori Zint
Great 4-color bold ad with matching border. Simple. One vehicle shown large. All numbers stand out. Great use of space without a lot of photos, border, design, etc.
Second Place - Henderson Gleaner, Nancy Hamilton/Ruth Ann Risley
Timely theme, border usage with Super Bowl head shots of service department placed on ad.
Third Place - Henderson Gleaner, Robyn Corley/Lori Zint
One owner headline eye catching. Bolded prices. Color great. Several cars pictured with drivers but not overly busy.
Honorable Mention - The Independent, Nikki Clay
Good use of holiday artwork. Several cars pictured.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - Henderson Gleaner, Shannon Royster
Bubble border nice for advertising washers. Good use of blues. No interest stands out. Clean and neat with photos of appliances and prices clearly identified.
Second Place - Danville Advocate Messenger, Jerry Dunn/Jenny Upton
Nice spot color, clean and neat. Highlights paint brands.
Third Place - Henderson Gleaner,

Shannon Royster
Photo with kids on mattresses good. Gets attention, neat and clean with appliance photos and prices clearly identified.

Category 4 - FINANCIAL

First Place - Danville Advocate Messenger, Jerry Dunn/Jenny Upton
Beautiful illustration, creative, good use of photo and color.
Second Place - Henderson Gleaner, Janet Morgan/Brad Schneider
Well executed, great PR piece. Eye catching, a little jumbled inside.
Third Place - Danville Advocate Messenger, Jerry Dunn/Jenny Upton
Clean photos, good color, good use of white space. Fonts not as crisp as they could be.
Honorable Mention - Elizabethtown News Enterprise, Cindy Smith

Category 5 - PROFESSIONAL SERVICES

First Place - Kentucky New Era, Kelly Austin
Wonderful photo of flag waving. Words of Pledge bolded underneath with supportive message for God, Country and troops. Great alliance depicted with several churches sponsoring ad and church logos.
Second Place - Kentucky New Era, Kelly Austin/Kristi Hockensmith
Color blends strong with patriotic images faded in. Message strong with signature emphasis.
Third Place - The Independent, Classified Staff
Great original idea with pictorial of rooms of house and components. Allows lots of advertisers on one page with specialties outlined.
Honorable Mention - Danville Advocate Messenger, Karen Ross/Jenny Upton
Creative take on "Those Left Behind" by utilizing a pet. Photo fade is great.

Category 6 - FOOD, DRUG, LIQUOR

First Place - The Independent, Kellie DeLaney
Good photo quality and placement.
Second Place - Bowling Green Daily News, Leigh Ann Whitaker
Good spot color usage. Good photo placement.
Third Place - Bowling Green Daily News, Misty Holt/Terri Johnson
Good photo quality. A little simple, need more creativity with design.

Category 7 - FURNITURE

First Place - Henderson Gleaner, Janet Morgan/Brian McKinley
Use of color, production, artwork different.
Second Place - Henderson Gleaner, Nancy Hamilton/Ruth Ann Risley
Great production and use of color and layout.
Third Place - Henderson Gleaner, Janet Morgan/Brian McKinley

Nice artwork, great production.

Category 8 - REAL ESTATE

First Place - Henderson Gleaner, Debbie Martin/Joey Samples
Clean photo, effective copy. Conveys message well.
Second Place - The Independent, Mary A. Goldy
Photos could be cleaner for agents. Cute idea.
Third Place - Henderson Gleaner, Nancy Hamilton/Ruth Ann Risley
Good layout. Colors a little washed out.

Category 9 - CLOTHING STORES

First Place - Danville Advocate Messenger, Karen Ross/Holly Davis
Cute kids photo with clothing highlighted. 20% off stands out. Clean and neat.
Second Place - Kentucky New Era, Debby Mabry/Donna Cumbee
Artwork in line with business name. Looks good without border. Bold 45% off. Neat and clean.
Third Place - Danville Advocate Messenger, Karen Ross/Holly Davis
Artwork good for season.
Honorable Mention - Kentucky New Era, Debby Mabry/Donna Cumbee
Good use of artwork and text.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - Henderson Gleaner, Staff/Joey Samples
Good use of space and photo.
Second Place - The Independent, Kellie DeLaney
Great idea, bad reproduction of photo, bad lighting.
Third Place - Danville Advocate Messenger, Jenny Upton/Staff
Great color, clean photos.
Honorable Mention - Danville Advocate Messenger, Jenny Upton/Staff
Great idea.

Category 11 - CREATIVE USE OF THE NEWSPAPER

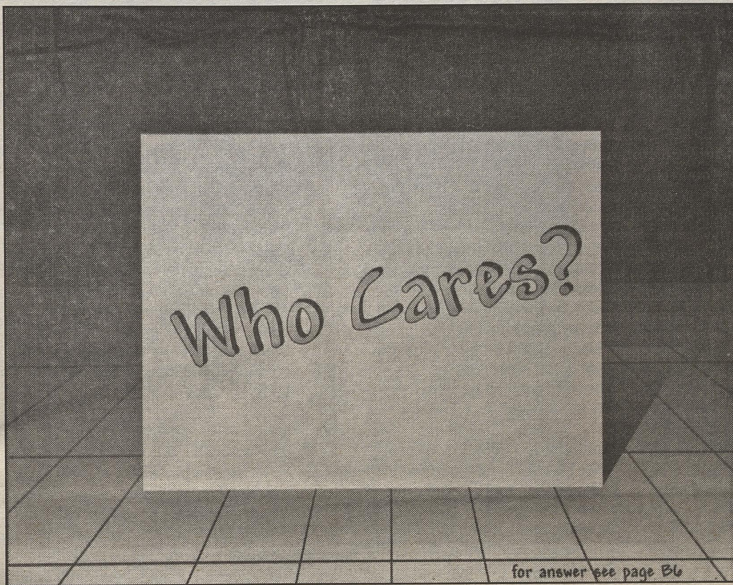
First Place - Kentucky New Era, Kelly Austin
Great graphic work with catchy headline.
Second Place - Bowling Green Daily News, Terri Johnson
Good graphic art promoting gift certificate with subscription. Timely for Thanksgiving.
Third Place - Danville Advocate Messenger, Jenny Upton
Good color usage. Photo with child wrapped in flag to support NIE with pen purchase.
Honorable Mention - Danville Advocate Messenger, Jenny Upton
Spring colors and pictures of blooms good promotion for gardening issue.

Category 12 - ENTERTAINMENT/DINING

First Place - Danville Advocate

Continued on Page 14

Right: The Danville Advocate Messenger's Robert Cunningham and Jenny Upton picked up first place honors with this entry in the Department/Discount/Jewelry Store category. Top, left: The Kentucky New Era's Mary Chambers and Kelly Austin were first place winners with this entry in the Best Ad Series category. The judge commented: "Great catch message, makes reader look for more." Bottom, left: The Henderson Gleaner's Shannon Royster took home the top prize for this entry in the Hardware/Appliance Stores category. The Henderson Gleaner was the General Excellence winner in Daily Class 2.



Clean Up With These Great Deals!

Frigidaire Laundry Pair

Washer:

- Extra Large Capacity
- 2 Speed + 3 Water Levels
- 8 Cycles
- #FWX833AS

 Dryer:

- Auto & Time Dry
- 3 Dry Temps
- Front Link Filter
- #FER211AS

\$499⁹⁷ plus delivery
 Save \$80 On The Pair! \$17 month

Frigidaire Laundry Center

- Heavy Duty 2 Speed Washer
- 10 Wash Cycles
- 4 Temp Dry 3 Auto Dry Cycles
- 4 Temp Control
- #FC2001AS

\$699⁹⁷ Delivery Extra

Maying Electric 3 Washer

- Double Capacity Plus
- Exclusive SoftDry™
- Double Range Irons VWR
- 4 Temp Dry Control
- #M3001AS
- Professional Product/Features
- #M3001AS

\$499⁹⁷ Delivery Extra

NO INTEREST FOR 6 MONTHS!

Your Choice Tappan Gas Or Electric Range

- Manual Clean
- 1 1/2" Up Top
- 2" Backguard
- Porcelain Top
- #TR2001AS

\$259⁹⁷ Delivery Extra

BIG SCREENS START at \$999⁹⁷

43" Projection TV

- 1000 Lines on 43"
- 47" Projection Viewing
- #D3400E

\$399⁹⁷ Delivery Extra

Frigidaire Family Size 17" Refrigerator

- Glass Shelf
- 2 Freezer Drawers
- 2 Freezer Compartments
- #RF17540AP

\$399⁹⁷ Delivery Extra

HENDERSON
80 N. Garden Hill Road
826-1466

DIXON'S
APPLIANCES - ELECTRONICS

MORGANFIELD
305 E. Waverly Street
389-3972

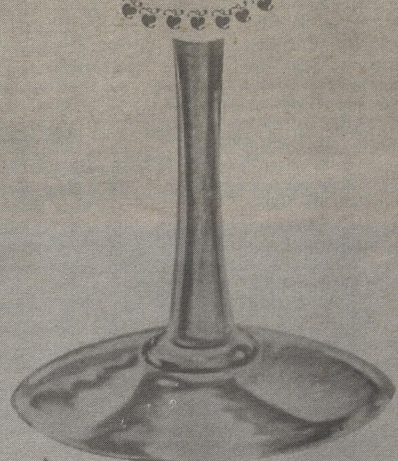
21% financing available for most items. Minimum monthly payment required. If finance is paid within 90 days, no finance charges will apply. If interest is not paid within 90 days, interest of 21% APR will accrue from purchase date. No down payment required in most cases. All financing subject to credit approval. Some restrictions may apply. See us for details.



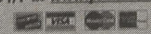
CONGRATULATIONS To Our CURRENT REGISTERED COUPLES

- Renee Richardson and Jon Schooling
- Laura Detmer and Jim Cody
- Andrea Elmore and Kyle May
- Julie Harmon and Gen Yasaki
- Meg Nystrom and Ben Brunk
- Heather Panko and Chris Stewart
- Anita Penman and James Haviland
- Robin Russell and Keith Cooper
- Emily Wheat and Patrick Maynard
- Maria Wiley and Chuck Gambrell

See each couple's personal selections
 Complimentary gift wrapping
 Prices comparable to department stores
 Free Delivery throughout the Danville area



BBB 219 West Main Street, Danville
 236-1924 or 800-279-6172
 Open in the Heart of Danville Mon.-Sat. 10-5
 Open 24/7 at www.psandcompany.com



Page 14 - 2004 Advertising Excellence in Kentucky Newspapers

Continued from Page 12

Messenger, Robert Cunningham/Jenny Upton
Good background, very appealing, great reproduction.

Second Place - Danville Advocate Messenger, Karen Ross/Jane Cox
Simple, clean, straight forward.
Third Place - Henderson Gleaner, Janet Morgan/Brian McKinley
Very informative, border sets it apart well.

Honorable Mention - Henderson Gleaner, Janet Morgan/Brian McKinley

Category 13 - SPECIAL SECTIONS

First Place - Kentucky New Era, Ad Staff/Graphic Staff
Pictorial tells stories that evoke humor interest, emotions. Great photos with ads and stories intertwined in smooth fashion.

Second Place - Kentucky New Era, Ad Staff/Graphic Staff
Great photos! Human interest on how war is affecting local family. Page 5 and back cover ads very colorful and patriotic/supporting troops. Yellow and black theme throughout with spot color.
Third Place - The Independent, Kellie DeLaney
Front cover excellent. Children's goals outlined, good human interest.

Category 14 - GROUP PROMOTIONS

First Place - Kentucky New Era, Lee Ann Seitz/Kelly Austin
Great photo, cover clean.
Second Place - Danville Advocate Messenger, Staff/Holly Davis
Good idea with shirt and golf background. Good reproduction.
Third Place - Danville Advocate Messenger, Staff/Holly Davis
Liked grouping of gift ideas.
Honorable Mention - Danville Advocate Messenger, Lou Wilkerson/Jenny Upton

Category 15 - HOLIDAY GREETING ADS

First Place - Henderson Gleaner, Nancy Hamilton/Ruth Ann Risley
Striking color. Great border, clean, crisp, good production.
First Place - Henderson Gleaner, Nancy Hamilton/Ruth Ann Risley
Warm inviting, good use of photos and like art. Creative.
Second Place - Henderson Gleaner, Nancy Hamilton/Ruth Ann Risley
Striking color, great border. Clean, crisp and good production.
Third Place - Danville Advocate Messenger, Jenny Upton
Good use of color in copy. Liked decorative touch in masthead.
Honorable Mention - Bowling Green Daily News, Mary Gaines

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - Henderson Gleaner, Nancy

Hamilton/Ruth Ann Risley
Nice farm and landscape picture with bright bold green headline. Ads on page all have strong color usage.

Second Place - Danville Advocate Messenger, Karen Ross/Jane Cox
Ready-Set-Grow headline catchy, with fade in picture of child watering plants.
Third Place - Danville Advocate Messenger, Karen Ross/Jane Cox
Good use of art work and color.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - Danville Advocate Messenger, Karen Luttrell/Carol Warren/Jenny Upton
Effective use of color, columns cute.
Second Place - Elizabethtown News Enterprise, Ad Staff/Kim Morgan
Nice color on header.
Third Place - The Independent, Classified Staff
Simple, top graphic distorted.
Honorable Mention - Kentucky New Era, Classified Staff

Category 18 - SPECIAL PUBLICATIONS

First Place - Bowling Green Daily News, Sales Staff/Graphics Department
High quality color photos and ads throughout. Pictures show family living and remodeling solutions.
Second Place - Kentucky New Era, Dorothy Orten
Third Place - Kentucky New Era, Janet Hall
Good color quality, great ads. A few more pictures/photos of community could be intertwined.

Category 19 - BEST USE OF COLOR

First Place - Henderson Gleaner, Robyn Corley/Lori Zint
Yellow background catches eye. All red vehicle and red headline in but the letters stand out. Clear and easy to read.
Second Place - Kentucky New Era, Kelly Austin/Debby Mabry
Photo collage great. Green background allows black text to be clearly read.
Third Place - Kentucky New Era, Leigh Ann Seitz/Kelly Austin
Bright violet, indigo fade background allows for 5 yellow flowers to stand out. Photos clear, good quality.

Category 20 - BEST AD SERIES

First Place - Kentucky New Era, Mary Chambers/Kelly Austin
Great catch message, makes reader look for more. Gets info across by Q & A.
Second Place - Elizabethtown News Enterprise, Matt English/Stephanie Cruise
Headline catches eye and photo of child. Summer vacation theme throughout. Color usage good.
Third Place - Kentucky New Era, Kelly Austin
Same theme throughout, highlighting different nominees. Star background subtle but catchy.

Category 21 - GENERAL MISCELLANEOUS

First Place - Henderson Gleaner, Debbie Martin/Joey Samples
Good old background color with blotches. Great photo looking down on kids. Outlines mission and other areas.
Second Place - Danville Advocate Messenger, Karen Ross/Holly Davis
Great art incorporating picture of bagel, biscuit and adding reindeer and showflake for season.
Third Place - The Independent, Angela Lewis
Good use of bus as border to incorporate logos and text of NIE sponsors.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - Kentucky New Era, Lee Ann Seitz/Kelly Austin
Good artwork to convey "Cosmic" great color scheme. Bright and catchy.
Second Place - Danville Advocate Messenger, Karen Ross
Great fade-in of soccer ball with lines to convey movement.
Third Place - Kentucky New Era, Lee Ann Seitz/Kelly Austin
Nice tee and club border with text coming in on headline. Clean and neat.

Category 23 - SPECIAL EVENTS

First Place - Henderson Gleaner, Janet Morgan/Brian McKinley
Great graphics, fun colors, simple.
Second Place - Danville Advocate Messenger, Jerry Dunn/Jenny Upton
Liked center rail to keep your attention.
Third Place - Danville Advocate Messenger, Lou Wilkerson/Jenny Upton
Nice use of multiple photos, almost too many though.
Honorable Mention - Danville Advocate Messenger, Mike Elliott/Jenny Upton

Category 25 - Best Newspaper Promotion

First Place - Henderson Gleaner, Joey Samples
Headlines for NIE promotion original. Photo of child "soaring" in tire swing was great! Outlines history with facts, purpose, strengths and benefits of program. Also lists sponsors.
Second Place - Elizabethtown News Enterprise, Michelle McGuffin
Fade in photo of woman reading paper headline details dedication and customer service.
Third Place - The Independent, Kellie DeLaney
Great pictures and class photo ordering info. Nice primary color border. Burst advertises \$1 only "Special Section" stands out.
Honorable Mention - Kentucky New Era, Kelly Austin
Promotional ads great with lots of color. One spelling error in "Stop Lock and Save" ad.

Daily Class 3

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - Paducah Sun, Kathi Nerrington/Scott Salchli
Loved use of background.
Second Place - Owensboro Messenger Inquirer, Matt Sims/John Shelton
Great tag line. Some of the jewelry fades into grey background.
Third Place - Louisville Courier-Journal, Larry Stewart/Sharon Deadwyler
Had beautiful pieces to work with, wouldn't work in black and white. Nice job.

Category 2 - AUTOMOTIVE

First Place - Louisville Courier-Journal, Kim Griffin/JaMarr Cox
Most eye-catching, obvious, perfect draws what a car should do.
Second Place - Paducah Sun, Janis Wilson/Scott Salchli
Clever idea, could have been first had cars been a little sharper, less fonts.
Third Place - Paducah Sun, Cindy Smith/Kim Lawhorn
Clean, sharp, great inset.
Honorable Mention - Paducah Sun, Kari Walker/Kim Lawhorn

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - Owensboro Messenger Inquirer, Hope Kuegel/Vickie Nelson
Good, clean layout, very attractive.
Second Place - Owensboro Messenger Inquirer, Krystal Roark/Stephanie Flowers
Good use of color.
Third Place - Lexington Herald Leader, Chip Holtzhauer
Effective.

Category 4 - FINANCIAL

First Place - Paducah Sun, Becky Smith/Scott Salchli
Wonderful ad!
Second Place - Owensboro Messenger Inquirer, Krystal Roark/Charlotte Harley
Not the normal, staid financial ad.
Third Place - Lexington Herald Leader, Chip Holtzhauer
A nice traditional ad.

Category 5 - PROFESSIONAL SERVICES

First Place - Louisville Courier-Journal, Juanita Turpin
Great concept and message. Very effective and funny.
Second Place - Lexington Herald Leader, Tammie Geirman/Julie Lowe
Great use of color, maybe a little brighter and better production on copy.
Third Place - Owensboro Messenger Inquirer, Hope Kuegel/Vickie Nelson
Appealing and informative. Gentle colors.

Continued on Page 16

Welcome Home



Greater Owensboro
COMMUNITY DEVELOPMENT CENTER

invites
the community
to a reception on
June 16, 2003
at 10 a.m.



Texas Gas Patio Area
3800 Frederica Street

Top, left: Elaine Morgan and Jean Clarke, of the Owensboro Messenger-Inquirer, took the top prize in the General Miscellaneous category for Daily Class 3. The newspaper was also the first place General Excellence winner in its division. Top, right: The Lexington Herald Leader's Chuck Mullin was the first place winner in the Agriculture/Lawn and Garden category with this entry. The judge commented that the ad was "clean and tasteful." Bottom: "Not your usual Christmas ad," was the judge's comment on this entry in the Holiday Greetings Ad category by Stephanie Jeffers and Steve Stivers of the Louisville Courier-Journal.

Wonderful • Exquisite • Magnificent • Marvellous • Striking • Dazzling • Spectacular • Fabulous • Exciting • Thrilling • Gorgeous • Beautiful • Colorful • Picturesque • Delightful • Charming • Wonderful

Raymond's Garden Center
4381 Harrodsburg Road (At Military Pk.) • 859-223-2850



Here comes
Santa Claus...

STAR FORD

On Starbuckley Rd at 1264 • 426-2900 • 1-800-961-7272
www.starford.com

Continued from Page 14

Category 6 - FOOD, DRUG, LIQUOR
 First Place - Owensboro Messenger
 Inquirer, Julie Dent / Angie Chinn
 Event, colors, photo simple and concise.
 Second Place - Owensboro Messenger
 Inquirer, Faye Murry / Angie Chinn
 Clean, great old fashioned food ad. Not too junky.
 Third Place - Paducah Sun, Karen Carroll / Kim Lawhorn
 Great use of color.
 Honorable Mention - Paducah Sun, Becky Smith / Scott Salchli

Category 7 - FURNITURE
 First Place - Owensboro Messenger
 Inquirer, Hope Kuegel / Vickie Nelson
 Not your typical furniture ad, conveys a real sense of a family business.
 Second Place - Louisville Courier-Journal, Sharon Deadwyler
 Very elegant and classy!
 Third Place - Lexington Herald Leader, Savannah Hinds
 Great use of space, a good attention getter.

Category 8 - REAL ESTATE
 First Place - Louisville Courier-Journal, Malcolm Stallons / Brian Gray
 Lush, luxurious background conveys lavish message. Clean.
 Second Place - Owensboro Messenger
 Inquirer, Yvette Nelson / Vickie Nelson
 Simple, clean, effective use of space.
 Third Place - Lexington Herald Leader, Eric Parrent
 Great use of space, however it is a little busy. Logos used excessively, better use of fonts.

Category 9 - CLOTHING STORES
 First Place - Lexington Herald Leader, Eric Parrent
 Unusual, holds your attention even on a page full of ads. Love the color block effect.
 Second Place - Louisville Courier-Journal, Brian Gray
 Very trendy! Very today.
 Third Place - Louisville Courier-Journal, Debbie Rose / Sharon Deadwyler
 Very trendy! Good blend of traditional with fun and funky.

Category 10 - MULTIPLE ADVERTISER / "SIG" PAGE
 First Place - Louisville Courier-Journal, Stephanie Jeffers / Steve Stivers
 Clean, vehicles pop in bottom. Great production, not normal car ad.
 Second Place - Louisville Courier-Journal, Mimi Bradberry / Juanita Turpin
 Great photo!
 Third Place - Owensboro Messenger
 Inquirer, Classified Staff / Kerry Driskell
 Good photo of girls.
 Honorable Mention - Owensboro Messenger Inquirer, Classified Staff / Stephanie Flowers

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - Owensboro Messenger
 Inquirer, Beck Glenn / Stephanie Flowers
 How can you go wrong with a dog. Great tag line.
 Second Place - Owensboro Messenger
 Inquirer, Beck Glenn / Stephanie Flowers
 Great photo from sports. Spirit.
 Third Place - Owensboro Messenger
 Inquirer, Beck Glenn / Stephanie Flowers

Category 12 - ENTERTAINMENT / DINING
 First Place - Lexington Herald Leader, Chuck Mullins
 Great use of spot color. A real attention getter.
 Second Place - Louisville Courier-Journal, Bill Wiist
 Great use of color, nice clean layout.
 Third Place - Owensboro Messenger
 Inquirer, Russella Jones / Charlotte Harley
 Nice layout.

Category 13 - SPECIAL SECTIONS
 First Place - Paducah Sun, Kristal Stallion Noles
 Eye catcher! Made me want to read and buy the publication.
 Second Place - Lexington Herald Leader, Kay Wilson / Kathy Larkin
 Good color and black and white balanced very well.
 Third Place - Louisville Courier-Journal, Ad Staff / Creative Services
 It pops!! Nice ration of ads and copy.

Category 14 - GROUP PROMOTIONS
 First Place - Lexington Herald Leader, Trang Nguyen
 Colorful! Great cover, ads sizes pop, nothing too small to get lost.
 Second Place - Lexington Herald Leader, Trang Nguyen
 Inside beautiful! Pink distracts from photo at top to start section.
 Third Place - Lexington Herald Leader, Chuck Mullins / Rebecca Dixon

Category 15 - HOLIDAY GREETING ADS
 First Place - Louisville Courier-Journal, Stephanie Jeffers / Steve Stivers
 Not your usual Christmas ad. Good use of space.
 Second Place - Owensboro Messenger
 Inquirer, Justin Bridgeman / Jean Clarke
 Nice clean clutter-free ad.
 Third Place - Owensboro Messenger
 Inquirer, Hope Kuegel / Vickie Nelson
 Clean and balanced.

Category 16 - Agriculture / Lawn and Garden
 First Place - Lexington Herald Leader, Chuck Mullins
 Clean and tasteful, good use of white space, great draw.
 Second Place - Owensboro Messenger
 Inquirer, Yvette Nelson / Vickie Nelson
 Great creative outlook, nice clean look

with a lot of material.
 Third Place - Louisville Courier-Journal, Sarah Norris / Darren Hauss
 Brilliant use of color!!

Category 17 - Classified Page / Section
 First Place - Lexington Herald Leader, Tammie Geierman
 Great map, liked front story to back page jump. Front page attractive, useful resource.
 Second Place - Louisville Courier-Journal, Creative Services
 Clean, informative front page, liked masthead.
 Third Place - Lexington Herald Leader, Connie Holman / Rusty Manseau

Category 18 - Special Publications
 First Place - Owensboro Messenger
 Inquirer, Special Publications
 Clean, good content, good ad ration, resourceful.
 Second Place - Louisville Courier-Journal, Ad Department / Creative Services
 Great. Beautiful, good ideas.
 Third Place - Louisville Courier-Journal, Staff

Category 19 - Best Use of Color
 First Place - Lexington Herald Leader, Chuck Mullins
 Great use of color. Great creative because fans are so loyal.
 Second Place - Lexington Herald Leader, Chuck Mullins
 Dreamy, effective, have to read it to know what it's for.
 Third Place - Louisville Courier-Journal, Sharon Deadwyler
 Explosive photo, bright, attractive, illustrates health.
 Honorable Mention - Lexington Herald Leader, Staff

Category 20 - Best Ad Series
 First Place - Owensboro Messenger
 Inquirer, Yvette Nelson / Vickie Nelson
 Eye catching and informative. Small but powerful. Nothing unnecessary in ad.
 Second Place - Lexington Herald Leader, Savannah Hinds
 Great concept, either a little larger or a little less copy and this ad would stand out even more.
 Third Place - Louisville Courier-Journal, Anthony Riley / Steve Stivers
 Great movement, great background, emotion photos.
 Honorable Mention - Owensboro Messenger Inquirer, Russella Jones / Katrina Watts
 Good job!

Category 21 - General Miscellaneous
 First Place - Owensboro Messenger
 Inquirer, Elaine Morgan / Jean Clarke
 Wonderful ad!
 Second Place - Owensboro Messenger
 Inquirer, Angie Gilbert / Cheryl Horlander
 Third Place - Owensboro Messenger

Inquirer, Sean Johnson / Jean Clarke
 Category 22 - Sporting Goods / Athletics
 First Place - Lexington Herald Leader, Chuck Mullins
 Great concept. Grabbed our attention. Good use of color.
 Second Place - Owensboro Messenger
 Inquirer, Hope Kuegel / Vickie Nelson
 Not busy, good use of color.

Category 23 - Special Events
 First Place - Louisville Courier-Journal, Mimi Bradberry / Juanita Turpin
 Great visual photo, inviting, explosive. Good information.
 Second Place - Lexington Herald Leader, Trang Nguyen / Tanya Tyler
 Good use of ads and content throughout section. Could colors pop a little more?
 Third Place - Owensboro Messenger
 Inquirer, Russella Jones / Katrina Watts
 Great use of children's photos.
 Honorable Mention - Owensboro Messenger Inquirer, Angie Gilbert / Katrina Watts

Category 25 - Best Newspaper Promotion
 First Place - Owensboro Messenger
 Inquirer, Beck Glenn / Stephanie Flowers
 Great use of white space, simple concepts were effective. Good use of theme.
 Second Place - Owensboro Messenger
 Inquirer, Stephanie Flowers
 Great layout, good use of photos.
 Third Place - Owensboro Messenger
 Inquirer, Stephanie Flowers / Beck Glenn

Associate Division

Category 1 - DEPARTMENT / DISCOUNT / JEWELRY STORES
 First Place - Kentucky Kernel, Anna Nolan
 Very clean, great graphic!
 Second Place - Ft. Campbell Courier, Virginia Bishop / Donna Cumbee
 Nice concept.
 Third Place - Ft. Campbell Courier, Virginia Bishop / Donna Cumbee

Category 2 - AUTOMOTIVE
 First Place - Kentucky Kernel, Anna Nolan
 Outstanding layout. White space sells. Customer image main focus of ad. Good use of spot color.
 Second Place - Ft. Campbell Courier, Virginia Bishop / Nicole Todt
 Great graphics, strong layout. Color sells.
 Third Place - Ft. Campbell Courier, Dawn Granstaff / Nicole Todt
 Solid layout, good color. A couple of the cars need better pic so all will match.
 Honorable Mention - Williamson Daily News, Misty Collins
 Color grabs you, poor logo from "Chrysler."

Category 3 - HARDWARE / APPLIANCE STORES

Continued on Page 18

We make it easy...
 save money, save time, save worry.



Lexington's largest selections and best prices guaranteed.
Holiday Sale in Progress
 Exclusive Dealer of Tag Heuer Watches

The Diamond Gallery
 Lansdowne Shoppes on Tates Creek Road • 269-3667

Spring Into Easter



LADIES
 Life Stride & Hushpuppies **20% Off**

50% Off PURSES



MEN'S DRESS SHOES
 Florsheim & Stacy Adams

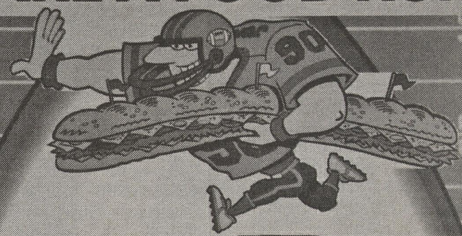
\$10.00 Off Red Tag
 Sale Good Thru 4/19/03 Close Easter!



HAYES SHOES

Williamson Daily News - Wednesday, January 22, 2003
 Krista Duty
 Sav-A-Lot
 Jan. 22, 2003

MAKE A FOOD RUN



Pro eaters know that we're the best place to find all of your tailgating essentials.
 PRICES GOOD WED, THURS, FRI & SAT, JAN. 22, 23, 24 & 25TH

| | | |
|---|---|---|
| LAYS POTATO CHIPS 13.5 oz. 2/\$4.00 | PEPSI 24 oz. 2/\$4.99 | COLES BREAD 16 oz. 2/\$1.00 |
| ASSORTED PORK CHOPS 99¢ lb | SIRLOIN ROAST 89¢ lb | LEG QUARTERS 69¢ lb |
| Broccoli 99¢ | PLATTERS for the BIG GAME | Celery 79¢ |
| Cauliflower \$1.29 | Vegetable Dip \$1.99 | |

SAV-A-LOT
 237-5928
 20040 US HWY 119 North
 South Williamson, KY

Top, left: Anna Nolan, of UK's Kentucky Kernel, won first place in the Department/Discount/Jewelry Stores category for this entry. The judge commented that the ad was "very clean" and used a "great graphic." Bottom, left: This ad in the Clothing Stores category won first place for Virginia Bishop and Donna Cumbee of the Ft. Campbell Courier. The judge called this entry "crisp" and "simple." Top, right: Krista Duty, of the Williamson Daily News, was the winner for the Food, Drug and Liquor category with this entry. The Williamson Daily News picked up first place General Excellence in the Associate Division Category.

Continued from Page 16

First Place - Williamson Daily News, Misty Collins
 Good headline, very good use of graphics, looks like more white space than there really is.
 Second Place - Adair County Community Voice, Diane Neat/Susan Tucker
 A good content ad for the time of year. Fun graphics.
 Third Place - Williamson Daily News, Misty Collins
 Could have been judged higher if ad had less content.

Category 4 - FINANCIAL
 First Place - Ft. Campbell Courier, Richard Wimsatt/Nicole Todt
 Nice layout.
 Second Place - Williamson Daily News, Krista Duty
 Nice layout. Very colorful.
 Third Place - Ft. Campbell Courier, Dawn Granstaff/Nicole Todt
 Nice layout. Very colorful.

Category 5 - PROFESSIONAL SERVICES
 First Place - Williamson Daily News, Misty Collins
 Like graphic, very easy to read. Jumps off page.
 Second Place - Williamson Daily News, Leslie Dotson
 Nice color, layout good.
 Third Place - Williamson Daily News, Leslie Dotson
 Nice concept. Color should have been brighter.

Category 6 - FOOD, DRUG, LIQUOR
 First Place - Williamson Daily News, Krista Duty
 Very nice layout, very eye-catching.
 Second Place - College Heights Herald, Staff
 Third Place - Williamson Daily News, Krista Duty

Category 7 - FURNITURE
 First Place - Williamson Daily News, Leslie Dotson
 Nice layout.
 Second Place - Williamson Daily News, Leslie Dotson
 Great color.
 Third Place - Williamson Daily News, Misty Collins
 Great ad. Should have maybe used brighter colors for carpet border.

Category 8 - REAL ESTATE
 First Place - College Heights Herald, Staff
 Second Place - Kentucky Kernel, Anna Nolan

Category 9 - CLOTHING STORES
 First Place - Ft. Campbell Courier, Virginia Bishop/Donna Cumbee
 Very crisp and simple sells.

Second Place - Kentucky Kernel, Anna Nolan
 Background color pink was a good choice. Makes the ad match the customer's name.
 Third Place - Williamson Daily News, Misty Collins
 This was a real fun ad. Gets too busy as you read down. Should have stayed with black ink letters at bottom. This with a little work could have been a second.

Category 10 - MULTIPLE ADVERTISER/ "SIG" PAGE
 First Place - Williamson Daily News, Staff
 All elements work together. Great color, easy to read and fun.
 Second Place - Ft. Campbell Courier, Staff
 Centerpiece is fun, supports the ads. Could have been a first if press production was better.
 Third Place - Williamson Daily News, Staff
 We really like this and we are sure the readers did as well. Common cause advertising is very solid.

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - College Heights Herald, Matt Roundtree
 Great layout.
 Second Place - Williamson Daily News, Renee Kessler
 Third Place - College Heights Herald, Amanda Hall/Michael Reuter/Katie Hollenkamp

Category 12 - ENTERTAINMENT/ DINING
 First Place - Kentucky Kernel, Anna Nolan
 This ad says "lets check this place out."
 Second Place - Ft. Campbell Courier, Janae Johnson/Nicole Todt
 Does a good job of pulling in a block of customers. Color makes the ad.
 Third Place - Murray State News, Merri Jamison/Tom Bell
 The border makes this ad "jump."

Category 13 - SPECIAL SECTIONS
 First Place - Ft. Campbell Courier, Staff
 A lot of content shows the history of the Airborne Division.
 Second Place - Ft. Campbell Courier, Staff
 Good graphics, good layout. Great back image ad!
 Third Place - Murray State News, Staff
 Nice old-time feel. People like old pictures so they can see how it used to be.

Category 14 - GROUP PROMOTIONS
 First Place - Williamson Daily News, Staff
 Eye-catching graphics. Not too crowded.
 Second Place - Williamson Daily News, Staff

Could have been first place if schedule font was larger. Otherwise graphics are good, spacing is good.
 Third Place - Williamson Daily News, Misty Collins
 Colorful background image is a bit muddy, but otherwise eye-catching.

Category 15 - HOLIDAY GREETING ADS
 First Place - Williamson Daily News, Krista Duty
 Nice layout, clean. White space.
 Second Place - Williamson Daily News, Leslie Dotson
 Nice layout.
 Third Place - Ft. Campbell Courier, Mary Reid
 Nice layout.

Category 16 - AGRICULTURE/LAWN AND GARDEN
 First Place - Ft. Campbell Courier, Virginia Bishop/Nicole Todt
 Clean continuous color, good spacing.
 Second Place - Ft. Campbell Courier, Virginia Bishop/Donna Cumbee
 Colorful simple ad. Eye catching.
 Third Place - Williamson Daily News, Leslie Dotson
 Colorful.

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - Ft. Campbell Courier, Classified Department
 Nice clean layout.
 Second Place - College Heights Herald, Amelia Farmer
 Category 18 - SPECIAL PUBLICATIONS Certificate of Merit - Ft. Campbell Courier, Staff

Category 19 - BEST USE OF COLOR
 First Place - College Heights Herald, Matt Roundtree
 This ad shows what white space does for color! Wow!!
 Second Place - Ft. Campbell Courier, Staff
 Talk about solid color, the reader has no choice but enter the ad.
 Third Place - Williamson Daily News, Leslie Dotson
 Great color, fun content, good press work.

Category 20 - BEST AD SERIES
 First Place - Murray State News, Robert Pieroni
 Great series!
 Second Place - College Heights Herald, Michael Reuter/Katie Hollenkamp
 Third Place - Kentucky Kernel, Thomas Lafferty

Category 21 - GENERAL MISCELLANEOUS
 First Place - Kentucky Kernel, Anna Nolan
 Different look. Unique. Layout and design matches concept of ad. Plus good use of color.

Second Place - Ft. Campbell Courier, Janae Johnson/Nicole Todt
 Excellent graphic. Not crowded. Good color.
 Third Place - Murray State News, Areia Hathcock/Tom Bell
 Eye catching graphic. Good use of fonts.
 Honorable Mention - Ft. Campbell Courier, Janae Johnson/Nicole Todt
 Good use of color. Good spacing.

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - Williamson Daily News, Staff
 Good way to generate team spirit. Simple piece. Good to get paper to stick around the home.
 Second Place - Kentucky Kernel, Kathryn Knapp
 Love the Heart-Basketball graphic.
 Third Place - Ft. Campbell Courier, Richard Wimsatt/Nicole Todt
 Fun, dimensional look. Good colors.

Category 23 - SPECIAL EVENTS
 First Place - Kentucky Kernel, Anna Nolan
 Great graphic. Holds you throughout the ad.
 Second Place - Williamson Daily News, Staff
 Solid topic that pleases readers, makes ads positive.
 Third Place - Murray State News, Areia Hathcock
 Simple and clear, it works.
 Category 25 - BEST NEWSPAPER PROMOTION
 First Place - Williamson Daily News, Renee Kessler
 Second Place - Williamson Daily News, Renee Kessler
 Third Place - College Heights Herald, Staff

Weekly - TMC

Category 24 - BEST TMC PRODUCT
 First Place - TMC - Cynthia
 Democrat, Staff
 Great shopper!
 Second Place - TMC - Cynthia
 Democrat, Staff
 Great product!
 Third Place - TMC - Appalachian News-Express, Staff
 Great broadsheet TMC!!

Daily - TMC

Category 24 - BEST TMC PRODUCT
 First Place - TMC - Paducah Sun, Christopher Lawrence
 Great cover! Total package coverage, great content!
 Second Place - TMC - Owensboro Messenger Inquirer, Stephanie Flowers
 Nice page layout, good content.
 Third Place - TMC - Corbin Times Tribune, Staff
 A true shopper.

Right: The Cynthiana Democrat staff won first place for the Best TMC Product with this entry. The judge called it a "great shopper." The Cynthiana Democrat won third place General Excellence in Weekly Class 3.

It's easy to turn your everyday grocery purchases into gold with your Ken's Gold Points card. Every dollar you spend at Ken's NewMarket is magically transformed into Gold Points, which you can hoard up and then redeem just like money at Ken's NewMarket OR Ken's Exxon! Just 750 points earns you \$1.20 off your gas or groceries, so don't delay - start saving your Gold Points today!

get the midas touch!



REGISTER to win 10,000 gold points!

We're giving away 10,000 Gold Points to two lucky winners in honor of our Anniversary Celebration. Register today at Ken's NewMarket or Ken's Exxon.

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Ken's NEW MARKET
— where saving money comes easy!
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The Paducah Sun
October 15-21, 2003 Vol. 18, No. 42 • Entertaining western Kentucky

2004 EPA Advertising Contest
Category 24 - Best TMC Product
Newspaper: The Paducah Sun
Division: Daily
Sales rep./title: Christopher Lawrence
Client: The Paducah Sun
Phone: 502-538-1100

It's like 'Romeo and Juliet' with just a touch of porn ...

... but when it comes to the new Fox drama 'Skin,' nobody wants to talk about the love story, especially not around its star

George Clooney and Catherine Zeta-Jones become 'Intolerable'

The wit and wisdom of Jessica Simpson

The rise and fall of TV theme songs

Meet the founders of 'Scream'

Whatever happened to Sir Mix-A-Lot?



Christopher Lawrence, of the Paducah Sun, won first place for this entry in the Best TMC Product category in the Daily Division. The judge called the cover and content "great."

GENERAL EXCELLENCE

Weekly Class 1

First Place
Leitchfield Record
McLean County News
Second Place
Tri-City News
Third Place
Fulton Leader

Weekly Class 2

First Place
Springfield Sun
Second Place
Cadiz Record
Third Place
Laurel News Journal
Tompkinsville News

Weekly Class 3

First Place
Jessamine Journal
Second Place
Pulaski News Journal
Third Place
Cynthiana Democrat

Multi-Weekly

First Place
Appalachian News Express
Second Place
Kentucky Standard
Third Place
Morehead News

Daily Class 1

First Place
Madisonville Messenger
Second Place
Corbin Times Tribune
Third Place
Murray Ledger & Times

Daily Class 2

First Place
Henderson Gleaner
Second Place
Danville Advocate Messenger
Third Place
Kentucky New Era

Daily Class 3

First Place
Owensboro Messenger Inquirer
Second Place
Lexington Herald Leader
Third Place
Louisville Courier Journal

Associate Newspapers

First Place
Williamson Daily News
Second Place
Fort Campbell Courier
Third Place
Kentucky Kernel