

MAY 2000

Saluting the Winners

2000 Advertising Contest

Sponsored by

KPA
KENTUCKY PRESS ASSOCIATION

Weekly Class 1

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES
 First Place - BERA CITIZEN, Scott Messer
 Good use of white space, good combination of events.

Category 2 - AUTOMOTIVE
 First Place - FULTON LEADER, Leigh Ann Moore/William Mitchell
 Creative for the season. Shows the customer lot filled with cars.
 Second Place - FULTON LEADER, Leigh Ann Moore/William Mitchell
 Creative for season, again shows "volume" of cars.
 Third Place - FULTON LEADER, Rita Mitchell/William Mitchell
 Like prices and car graphics.

Category 3 - HARDWARE/ APPLIANCE STORES
 NO ENTRIES

Category 4 - FINANCIAL
 First Place - BERA CITIZEN, Staff
 Distinctive ad, good use of white space.
 Second Place - FULTON LEADER, Leigh Ann Moore/Tom Sullivan
 Good idea! Use of typography could be a bit better.

Category 5 - PROFESSIONAL SERVICES
 First Place - TIE - FULTON LEADER, Leigh Ann Moore/Tom Sullivan
 Both ads excellent use of white space, appealing to potential patients.
 First Place - TIE - FULTON LEADER, Leigh Ann Moore/William Mitchell
 Ad shows good use of white space/
 Potential patient appeal

Second Place - FULTON LEADER, Leigh Ann Moore/Tom Sullivan
 Good use of photos. Attractive layout.

Category 6 - FOOD/DRUG/ LIQUOR
 First Place - BERA CITIZEN, Lea Schultz
 Good use of color. Good use of white space. Good promotion!
 Second Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Ad would have been improved with photo of new store.

Category 7 - FURNITURE
 CERTIFICATE OF MERIT - BERA CITIZEN, Scott Messer

Category 8 - REAL ESTATE
 NO ENTRIES

Category 9 - CLOTHING STORES
 NO ENTRIES

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
 First Place - BEATTYVILLE ENTERPRISE, Deborah Collins/Bobbi Lovins
 Good "redo" of tried and true idea. Color adds everything.
 Second Place - SPENCER MAGNET, Ethel McCarty
 Eye catching headline. Good use of color.
 Third Place - BERA CITIZEN, Scott Messer
 Something with each ad attracts reader's eye.

Category 11 - CREATIVE USE OF THE NEWSPAPER
 CERTIFICATE OF MERIT - BERA CITIZEN, Staff

Category 12 - ENTERTAINMENT/ DINING
 CERTIFICATE OF MERIT - BERA CITIZEN, Lea Schultz

Category 13 - SPECIAL SECTIONS
 First Place - FULTON LEADER, Rita Mitchell/Leigh Ann Moore
 Good entry. Ads followed theme. Design and balance stood out.
 Second Place - FULTON LEADER, Rita Mitchell/Leigh Ann Moore
 Ad layout and content very good.
 Third Place - FULTON LEADER, Rita Mitchell/Leigh Ann Moore
 Theme excellent with life style of today.

Category 14 - GROUP PROMOTIONS
 CERTIFICATE OF MERIT - BERA CITIZEN, Scott Messer

Category 15 - HOLIDAY GREETING ADS
 First Place - FULTON LEADER, Rita Mitchell/Al Shannon
 Nice design, crisp reproduction. Good eye flow.
 Second Place - FULTON LEADER, Leigh Ann Moore/Al Shannon
 What was open house hours? Lots of photos but easily designed.

Category 16 - AGRICULTURE/ LAWN AND GARDEN
 First Place - SPENCER MAGNET, Ethel McCarty
 Good emphasis on new hours. Artwork makes on think "garden."
 Second Place - BERA CITIZEN, Marc Reyes
 Makes one want to go buy a "chick."
 Third Place - FULTON LEADER, Rita Mitchell/William Mitchell
 Great promotion to bring folks in!

Category 17 - CLASSIFIED PAGE/SECTION
 CERTIFICATE OF MERIT - FULTON LEADER, Leigh Ann Moore

Category 18 - SPECIAL PUBLICATIONS
 First Place - CAMPBELL COUNTY RECORDER, Staff
 Super theme! Ads throughout sec-

tion were eye catching. Outstanding use of color.
 Second Place - CAMPBELL COUNTY RECORDER, Staff
 Not your typical football section. Good use of color and placement of ads.

Category 19 - BEST USE OF COLOR
 First Place - BEATTYVILLE ENTERPRISE, Deborah Collins/Bobbi Lovins
 Great ad. Super color, obviously best in the bunch.
 Second Place - FULTON LEADER, Leigh Ann Moore/Tom Sullivan
 Effective use of spot color.
 Third Place - FULTON LEADER, Rita Mitchell/William Mitchell
 Nice design, color helps set off gray.

Category 20 - BEST AD SERIES
 NO ENTRIES

Category 21 - GENERAL MISCELLANEOUS
 First Place - BERA CITIZEN, Lea Schultz
 Who, what, when, where and why! Great ad.
 Second Place - SPENCER MAGNET, Ethel McCarty
 Good ad to bring customers by!

Category 22 - SPORTING GOODS/ATHLETICS
 NO ENTRIES

Category 23 - SPECIAL EVENTS
 First Place - SPENCER MAGNET, Ethel McCarty
 Good use of white space. It was divine.
 Second Place - BERA CITIZEN, Scott Messer/Marc Reyes
 We would have been there!

Category 25 - BEST NEWSPAPER PROMOTION
 NO ENTRIES

TMC Winners

BEST TMC PRODUCT - WEEKLY DIVISION

First Place - ANDERSON NEWS, Rusty Kiser/Tina Albright
 Great looking publication. Like the use of self promotion yellow sheet, services directory.
 Second Place - LEBANON ENTERPRISE, Staff
 Good mix of advertising, spot color, nice classified grouping.
 Third Place - HENRY COUNTY LOCAL, Staff
 Like the idea of some editorial content. Good layout, design.

BEST TMC PRODUCT - DAILY DIVISION

First Place - HENDERSON GLEANER, Staff
 Nice color, great photographs, caters to everyone.
 Second Place - BOWLING GREEN DAILY NEWS, Staff
 Great photographs, good production ads, good classified section.
 Third Place - MESSENGER INQUIRER, Staff
 Youth orientated, good ad layout, lots of entertainment value.

KPA

congratulates
 the winners
 of the 2000
 Advertising
 Contest!

HEY, KIDS!

As you're heading back to school this year, check out these safety tips from a variety of sponsors. They are sure to help you and your parents have a great school year!






C **Crossing Streets**
Look both ways before crossing the street.
C. Beatty Insurance
Main Street
464-3447

D **Doors**
Don't open the door until you're home alone.
Doyle Pugh
1001 N. Main
464-8614

E **Exit Plan**
Get off the bus safely and in order.
The gas company of Jackson Energy

F **Find a Good Bookbag**
Choose one that fits close to your body.
Farm Bureau Insurance
Main Street
464-8812

G **Guard Belongings**
Take care of your books, lunch and other items.
Brew Bros. Signs, Shows, Novelties & Gift
464-2286

H **Hands & Arms**
Keep hands, arms and head inside vehicles.
Brew Bros. Signs, Shows, Novelties & Gift
464-2286

I **If you get lost...**
Find a policeman or go to a store nearby.
Beverly Federal House
1-800-442-7887
464-1144

J **Just say NO!**
Stay away from drugs and cigarettes.
This year!
Counselors of Sharon Waterman

K **Keep away from buses!**
Don't play near buses!
This year!
Counselors of Junior & Lady Elburn

L **Loose-hanging clothing**
Be careful with clothes that drag the ground.
C. & M. Adjustment Center
100 Highway 11
464-2864

M **Memorize**
Learn your phone number & address before school starts.
This year!
Counselors of Lee Park Robinson

N **Never cross**
Don't cross the street between red lights.
Newman Federal House
100 Carter St.
464-8132

O **Obey teachers & parents**
Listen to what these adults say for your safety.
Counselors of Round Springs Lee Co. Club

P **Plan a route**
With your parents, plan the safe and quickest way home.
This year!
Main Street
464-2414

Q **Quiet Time**
When on the bus, talk quietly with friends.
Counselors of Thomas F. Jones Elementary of Lee

R **Riding to/from school**
Listen to your bus driver with friends.
Brew Bros. Signs, Shows, Novelties & Gift
464-2286

S **Strangers**
Don't talk to strangers.
Chief Paul "Bud" Hoff
111 S. 12, Beattyville
464-1144

T **10 steps**
Take 10 steps away from the front of a stopped bus before crossing.
Thompson Grocery
 Hwy. 12 at Main St.
464-0776

U **Understand traffic signals**
Know what traffic signs, lights and signals mean.
Beverly Federal House
 Hwy. 12
464-8614

V **Valuable Friends**
Walking to school is safer and more fun with friends.
Wagner Hardware
Saginaw Pharmacy
464-5796

W **Walk away!**
If someone tries to start a fight, just walk away.
W.J.C. '75 & Radio
Radio Station Loop
464-3480

X **"X" marks the spot**
Stand in the right place when waiting for the bus.
C. & M. Adjustment Center
 Highway 11
464-2864



Y **Yell out!**
If a stranger bothers you, yell for help.
Beverly Federal House
 People Exchange Bank Inc.
464-2414

Z **Zero in on safety!**
Follow these tips to a safe school year!
The Beattyville Enterprise
Main Street
464-2414

HAVE A SAFE SCHOOL YEAR!

LIGHTHOUSE BAPTIST CHURCH

1st ANNUAL
Nights of Revival
November 10-13
7 p.m.

Pastor & Mrs. Nix with their son, Austin

Top left: The Beattyville Enterprise captured first place in the Multiple Advertiser/"Sig" Page category with this entry in the Weekly 1 division. Above: The Spencer Magnet was the top winner in the Special Events' category. Bottom left: The Berea Citizen won the first place award in the General Miscellaneous category. The award helped the newspaper garner second place in the General Excellence competition. Below: The Spencer Magnet was the top winner in the Agriculture/Lawn/Garden category with this entry.

Holiday Show '99

December 4 & 5, 10 a.m. until 5 p.m.

Jeff Enge • Sarah Culbreth
Tater Knob Pottery & Farm
200 Wolf Gap Road • Berea




Come celebrate our 25th Seasonal Sale! Search and buy! Welcome you to our newest street market AND our previous creation, which is still the best. Don't let this year's holiday shopping slip through our 25 years. Many surprises await your holiday visit.

For more information: Web: www.taterknob.com E-mail: taterknob@com.net
Phone: (740) 990-2107

Bullfrog Nursery

Lawn and Garden Center
351 Taylorsville Road

Attention: NEW SUMMER HOURS
Tues. - Sat. 9 a.m. - 5 p.m.
Sun. 12 noon - 5 p.m. Closed on Monday
502-477-0792

Amish Made Cedar Lawn Furniture
This week \$24.95

Daylilies \$2.95

Spring Flowering Bushes 1/3 Off!
Includes:
Snowball Bushes
Weigela
Dwarf Korean Lilacs
Miss Kim Lilacs
Flowering Quince

We Have:
Butterfly Bushes
Hummingbird Bushes
Virginia Sweet Spire
Hearty Pampas
Blooming Hydrangeas
Large Collection of Perennials
Crape Myrtle
Miss Canada Lilacs
Hibiscus
Weeping Willows

FREE LANDSCAPE DESIGN!! LANDSCAPE MAINTENANCE!!

Weekly Class 2

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES
 First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good use of typography and art in unity.
 Second Place - CLAY CITY TIMES, Carrie Rigsby/Alanna Aldridge
 Like the effectiveness of gray screens and reverses.
 Third Place - CLAY CITY TIMES, Carrie Rigsby/Alanna Aldridge
 Lots of information, but it's displayed nicely. Ad is attractive and stands out.

Category 2 - AUTOMOTIVE
 First Place - HENRY COUNTY LOCAL, Tiffany Clark
 As one judge said, first new car idea in 40 years.
 Second Place - CLAY CITY TIMES, Carrie Rigsby/Alanna Aldridge
 OK so we like hunting in Louisiana. Good info about the vehicles.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Good clean copy! Attractive layout.

Category 3 - HARDWARE/ APPLIANCE STORES
 First Place - HENRY COUNTY LOCAL, Tiffany Clark
 A really great ad! Crisp, clean reproduction. Photos are wonderfully incorporated into design. Super layout.
 Second Place - HENRY COUNTY LOCAL, Tiffany Clark
 Good design and use of clip art. Typography compliments design.
 Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Ad successfully grabs your attention. White space and reverse make the ad catch your eye.

Category 4 - FINANCIAL
 First Place - LARUE COUNTY HERALD NEWS, Jennifer Cobb/Lydia Leasor
 No doubt as to the event!
 Second Place - LARUE COUNTY HERALD NEWS, Staff
 Clean! What about adding an oak tree?
 Third Place - OWENTON NEWS HERALD, Carrie Bennett
 To the point. Separate copy blocks to make more reader friendly.

Category 5 - PROFESSIONAL SERVICES
 First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Eye catching. Very imaginative. Message comes across with few words.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Nice border and ad design. Good use of photos in the ad with brief text.
 Third Place - RUSSELL SPRINGS TIMES JOURNAL, Stephanie George/Susan Holmes
 Really liked this design. Good utilization of white space.

Category 6 - FOOD/DRUG/LIQUOR
 First Place - HENRY COUNTY LOCAL, Tiffany Clark
 Tremendous ad. Good clean copy, utilization of white space and bold type.
 Second Place - MCLEAN COUNTY

NEWS, Teresa Revlett/Angie Gilbert
 Good use of white space and clip art. Spot color really brings ad out.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Super art! Great theme with pizza, really eye catching.

Category 7 - FURNITURE
 First Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Harmon
 Not too cluttered.
 Second Place - OWENTON NEWS HERALD, Carrie Bennett
 Nice layout. Try less reverse.
 Third Place - CITIZEN VOICE & TIMES, Missy Tipton/Earline Arvin
 White space is good eye catcher

Category 8 - REAL ESTATE
 First Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Nice art.
 Second Place - RUSSELL SPRINGS TIMES JOURNAL, Stephanie George/Susan Holmes
 Informative.
 Third Place - CITIZEN VOICE & TIMES, Missy Tipton/Earline Arvin
 Photos of nice size.

Category 9 - CLOTHING STORES
 First Place - RUSSELL SPRINGS TIMES JOURNAL, Stephanie George/Susan Holmes
 Nice balance.
 Second Place - OWENTON NEWS HERALD, Carrie Bennett
 Shows variety.
 Third Place - CITIZEN VOICE & TIMES, Missy Tipton/Earline Arvin
 Effective use of white space.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
 First Place - LARUE COUNTY HERALD NEWS, Staff
 Great community sponsorship and news.
 Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Idea is a good one for getting customers in the stores.
 Third Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
 Safety features of ad is great way to educate public with sponsors.

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - OWENTON NEWS HERALD, Carrie Bennett
 Simple, clean and direct.
 Second Place - SPRINGFIELD SUN, Kim Hupman
 Great idea for involvement. Graphics great.
 Third Place - HENRY COUNTY LOCAL, Tiffany Clark
 Outstanding graphic. To the point, great white space.

Category 12 - ENTERTAINMENT/ DINING
 First Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
 Art is appropriate.
 Second Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Good graphics.
 Third Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Good layout.

Category 13 - SPECIAL SECTIONS
 First Place - OWENTON NEWS HER-

ALD, Carrie Bennett/Patti Clark
 Great original idea to tap a new market. Every judge was going to give this a shot.
 Second Place - LARUE COUNTY HERALD NEWS, Staff
 Well done piece, effective ads.
 Third Place - OWENTON NEWS HERALD, Staff
 Not quite clear on the theme, chock full of effective ads.

Category 14 - GROUP PROMOTIONS
 First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Janice Stokes Miller/Angie Gilbert
 Very clever idea, good art.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Janice Stokes Miller/Angie Gilbert
 Nice community involvement.
 Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good use of color, eye catching.

Category 15 HOLIDAY GREETING ADS
 First Place - CITIZEN VOICE & TIMES, Missy Tipton/Earline Arvin
 Good seasonal feeling.
 Second Place - MCLEAN COUNTY NEWS, Janice Stokes Miller/Angie Gilbert
 Art corresponds to product.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Nice seasonal ad.

Category 16 - AGRICULTURE/ LAWN AND GARDEN
 First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good use of color, good concept.
 Second Place - CARROLLTON NEWS DEMOCRAT, Staff
 Good graphics.
 Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good artwork, good ad layout.

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - TIE - TOMPKINSVILLE NEWS, Teresa Scott/Carol Depta/Sonja Carrow
 Photos with house ads made this a winner. Judges were impressed with the excellent content.
 First Place - TIE - HENRY COUNTY LOCAL, Staff
 Healthy, healthy section.
 Second Place - CARROLLTON NEWS DEMOCRAT, Lucille Schmucker/Rebecca Reynolds
 Shows good selling "enterprise".

Category 18 - SPECIAL PUBLICATIONS
 First Place - CARROLLTON NEWS DEMOCRAT, Staff
 What a great idea for revenue producer. Shows depth selling.
 Second Place - MCLEAN COUNTY

NEWS, Staff
 Great idea for new revenue!
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Good publication. Sure your community appreciates!

Category 19 - BEST USE OF COLOR
 First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Excellent job of transmitting this much information. Color accomplished this!
 Second Place - LARUE COUNTY HERALD NEWS, Jennifer Cobb, Lydia Leasor
 Great use of color.
 Third Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
 Interesting use of color.

Category 20 - BEST AD SERIES
 CERTIFICATE OF MERIT - OWENTON NEWS HERALD, Carrie Bennett

Category 21 - GENERAL MISCELLANEOUS
 First Place - OWENTON NEWS HERALD, Carrie Bennett
 Eye catching. Good use of white space.
 Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Attention getter! Good use of type fonts and styles.
 Third Place - RUSSELL SPRINGS TIMES JOURNAL, Stephanie George/Susan Holmes
 Ad catches the eye. Lots of information in small space.

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - HENRY COUNTY LOCAL, Tiffany Clark
 Ad catches your eye...it also grabs your attention and holds it. Really, really good design.
 Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Ad has lots of text, but its not lost thanks to effective use of screens, reverses and boxes. Clip art, starbursts and reverses make this ad effective.
 Third Place - HENRY COUNTY LOCAL, Tiffany Clark
 Nice design. White space and spot color combine well to grab the reader.

Category 23 - SPECIAL EVENTS
 First Place - TIE - CITIZEN VOICE & TIMES, Staff
 Good selection of ads.
 First Place - TIE - MCLEAN COUNTY NEWS, Staff
 Nice selection promoting special event.
 Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Excellent job of overlaying type to be easily read. Good ad!

Category 25 - BEST NEWSPAPER PROMOTION
 CERTIFICATE OF MERIT - MCLEAN COUNTY NEWS, Staff

**Make plans now to join us
 for the 2000 KPA
 Summer Convention
 June 15-16 in Owensboro!**

As You Begin Your Life Together

Highlight the commitment with a symbol that grows more precious with each year.

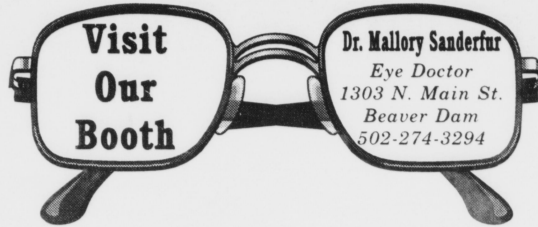
- Engagement Rings
- Wedding Rings
- Bridal Gifts
- Attendant Gifts
- Anniversary Jewelry



Remember...
Diamonds Are Forever!

HARDIN'S JEWELRY

114 W. Main (686) 336-9425 Springfield, Ky.

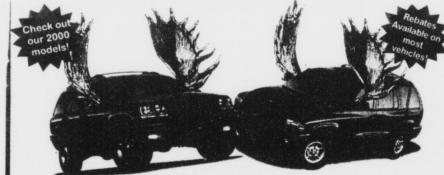


BEST

CHRYSLER PLYMOUTH DODGE JEEP
EMINENCE, KY

HUNTING for a deal?

Don't Go Anywhere Else Without Seeing Us First!



See your friendly salespeople for your BEST deal today!



Open: Mon. - Fri. • 8 - 8 and Sat. • 8 - 5 • 502-845-5625
Located on Hwy. 22, Eminence (across from Theiss Furniture)

Above: In the Weekly 2 division, The Springfield Sun was the top prize winner in the Department / Discount / Jewelry Stores' category. Top right: The McLean County News won first place in the Professional Services' category - an award that helped them capture first place in the General Excellence competition. Right: The Henry County Local's entry in the Automotive category was the judges' favorite. Below: The judges went 'hog wild' over this ad from the Carrollton News Democrat. The entry won first place in the Entertainment / Dining category.

BACK-WOODS BAR-B-QUE

Quality...is all...we have to offer

513 Main Cross • Ghent, Ky. • 502-347-5313

Dine In / Carry Out

Hours: Monday - Thursday: 11 am - 8 pm

Friday & Saturday: 11 am - 9 pm • Sunday: 10 am - 5 pm

Ribs • Tenderloin • Hot Dogs • Chicken Breast

Opening Soon!



Weekly Class 3

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - WAYNE COUNTY OUTLOOK, Staff
Clean, crisp all store info on ad, straight to the point.

Second Place - WAYNE COUNTY OUTLOOK, Staff

Good balance, to the point. Probably would not have used all caps on copy however.

Third Place - JESSAMINE JOURNAL, Peggy Adkins
Store info complete, info included with most items. Ad was a little busy.

Category 2 - AUTOMOTIVE

First Place - JESSAMINE JOURNAL, DeAnna Works

Good use of color, clean, crisp and to the point, excellent layout, descriptions of vehicles a major plus.

Second Place - CADIZ RECORD, Staff
Catchy layout with store info included. Good use of white space.

Third Place - UNION COUNTY ADVOCATE, Lisa Turner

Catchy headline. Nice layout, needs more white space between pics, need to add hours.

Honorable Mention - BENTON TRIBUNE COURIER, Tim Hurst/Twila Hurst

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - BENTON TRIBUNE COURIER, Joyce Schoening/Twila Hurst
This insert a show stopper. Good idea. Good ad info.

Second Place - UNION COUNTY ADVOCATE, Barbara Starkey

Third Place - UNION COUNTY ADVOCATE, Barbara Starkey

Good open ad, slant gives interest; ad peaks interest, gives info to build deal. Add city to ad.

Honorable Mention - UNION COUNTY ADVOCATE, Lisa Turner

Category 4 - FINANCIAL

First Place - PULASKI NEWS JOURNAL, Brenda Sexton

Great reader appeal and good layout. I would have moved logo and address to bottom right corner of ad.

Second Place - CYNTHIANA DEMOCRAT, Beverly Linville

Ad directly addresses a need. Good flow throughout. Artwork a little "old" fashioned.

Third Place - BENTON TRIBUNE COURIER, Terri Noles/Vicky Penney

Effective use of white space. Good follow thru.

Honorable Mention - TIE - ANDERSON NEWS, Rusty Kiser

Good photos.

Honorable Mention - TIE - BUTLER COUNTY BANNER, Amanda Vincent

Good use of white space.

Category 5 - PROFESSIONAL SERVICES

First Place - MT. STERLING ADVOCATE, Lisa McNay

Good small ad.

Second Place - JESSAMINE JOURNAL, Peggy Adkins/DeAnna Works

Third Place - BENTON TRIBUNE COURIER, Joyce Schoening/Vicky Penney

Category 6 - FOOD/DRUG/LIQUOR

First Place - JESSAMINE JOURNAL, DeAnna Works

Well rounded design, not cluttered.

Second Place - ANDERSON NEWS, Rita Adams

Great graphics. Jumps out at reader. Appealing to the eye.

Third Place - BENTON TRIBUNE COURIER, Gary Stockhaus/Twila Hurst

Good use of graphics.

Category 7 - FURNITURE

First Place - MT. STERLING ADVOCATE, Lisa McNay

Clean, bright ad. Good use of clip art and white space.

Second Place - BENTON TRIBUNE COURIER, Terri Noles/Vicky Penney

Good use of red color with black outline. Good bold graphic. Suggest interesting headline not name of business.

Third Place - WAYNE COUNTY OUTLOOK, Staff

Could use more white space and benefit headline. Store hours? Days?

Category 8 - REAL ESTATE

First Place - WAYNE COUNTY OUTLOOK, Staff

Second Place - MT. STERLING ADVOCATE, JoAnn Halsey

Third Place - JESSAMINE JOURNAL, Peggy Adkins

Ad clean, no abbreviations, leading not too tight. Good!! Could use good benefit headline, repeat name of realtors at bottom.

Honorable Mention - WAYNE COUNTY OUTLOOK, Staff

Good job.

Category 9 - CLOTHING STORES

First Place - JESSAMINE JOURNAL, DeAnna Works

Bold graphics, shouldn't mix line art and photos though.

Second Place - MT. STERLING ADVOCATE, Ann Roundtree

Good small ad. Complete info.

Third Place - MT. STERLING ADVOCATE, JoAnn Halsey

Photos and headline garner attention. But, fall fashions and holiday fashions too large and bold for location in ad. Could use more copy about merchandise. Use store hours and days.

Category 10 - MULTIPLE ADVERTISER/SIG PAGE

First Place - BENTON TRIBUNE COURIER, Vicky Penney/Terri Noles/Joyce Schoening

Good layout, balance, editorial content, ad count and ad frames.

Second Place - CYNTHIANA DEMOCRAT, Staff/Suzie Fryman

My choice! Unique ad design, good service to parents.

Third Place - PULASKI NEWS JOURNAL, Staff

Clean layout, uncluttered, good use of color. Great service to basketball fans.

Honorable Mention - MT. STERLING ADVOCATE, JoAnn Halsey/Ann Roundtree/Lisa McNay

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - BENTON TRIBUNE COURIER, Twila Hurst/Trish Thrush

Obvious effort, obvious winner!

Second Place - PULASKI NEWS JOURNAL, Brenda Sexton

High reader interest, why not continue selling yourself with address, phone number, etc. Never miss an opportunity to promote paper.

Third Place - JESSAMINE JOURNAL, Dave Eldridge

Good ad. Establishes your paper as a pro!

Honorable Mention - BENTON TRIBUNE COURIER, Jason Dick

Good ad, but typeface and size too much alike throughout ad.

Category 12 - ENTERTAINMENT/ DINING

First Place - UNION COUNTY ADVOCATE, Lisa Turner

Aaaaaa-cest bon!! Good use of art elements, good balance between copy and white space, needs hours.

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

Nice layout containing great info and store hours.

Third Place - JESSAMINE JOURNAL, Peggy Adkins

Nice layout, store info included, nice to see people in pics.

Honorable Mention - MEADE COUNTY MESSENGER, Anne Mullenix

Category 13 - SPECIAL SECTIONS

First Place - JESSAMINE JOURNAL, Staff

Ads clean, good use of white space, good photo on Bluegrass Energy ad. Copy idea for local ads.

Second Place - CADIZ RECORD, Staff

Super editorial and advertising effort.

Ads clean, complete. Watch headline fonts in ads (Bank of Cadiz) should have bold "interest" headlines.

Third Place - FRANKLIN FAVORITE, Staff

Great ad count. Ads need bold interest headlines, more white space. Ads full of info about business, this is very good. You can tell this ad staff cares about clients.

Honorable Mention - BENTON TRIBUNE COURIER, Terri Noles/Joyce Schoening/Twila Hurst/Vicky Penney

Great theme.

Category 14 - GROUP PROMOTIONS

First Place - PULASKI NEWS JOURNAL, Brenda Sexton

Ad just jumps off of page and sticks to you! Great use of graphics and color!

Second Place - MT. STERLING ADVOCATE, JoAnn Halsey/Lisa McNay/Ann Roundtree

Great graphics, clean uncluttered and easy to read. (Traditional bank ad is great!!)

Third Place - WOODFORD SUN, Margie Holbrook/Ann Routh

Good clean use of color and graphics. Not hard to read.

Honorable Mention - JESSAMINE JOURNAL, DeAnna Works/Patrick Scott

Attractive and informative.

Category 15 - HOLIDAY GREETING ADS

First Place - WAYNE COUNTY OUTLOOK, Staff

Good design and use of white space, easy to read and appealing to the eye.

Second Place - WAYNE COUNTY OUTLOOK, Staff

Love the holly border! Great use of photo.

Third Place - JESSAMINE JOURNAL, Peggy Adkins

Great graphics, good use of spot color. White dots in "Christmas Delivery" good eye catcher. Blends ad together from top down to white dots at bottom of ad. Good design!!

Category 16 - AGRICULTURE/ LAWN AND GARDEN

First Place - JESSAMINE JOURNAL,

Peggy Adkins

Heart to heart reader appeal. Headline compels you to take action. Ad copy tells you how and where.

Second Place - BENTON TRIBUNE COURIER, Joyce Schoening/Vicky Penney

Store hours clearly defined. Sale items easy to read. Perhaps a large clock face art at top would have broken monotony.

Third Place - ANDERSON NEWS, Rusty Kiser

Ad white space is good. Nice border.

Honorable Mention - MEADE COUNTY MESSENGER, Staff

Try not to use same typeface on ad copy and name of business.

Category 17 - CLASSIFIED PAGE/ SECTION

First Place - JESSAMINE JOURNAL, Linda Wiley

Informative class header. Nice grouping. Clean reader type a little small and light. good dining guide, generally easy to find my way around. Categorize service directory, good headlines.

Second Place - CADIZ RECORD, Staff

Good header.

Third Place - ANDERSON NEWS, Staff

Great yard sale directory. Good service directory, but needs grouping under categories. Try grouping like ads for reader convenience.

Honorable Mention - BENTON TRIBUNE COURIER, Staff

Category 18 - SPECIAL PUBLICATIONS

First Place - CADIZ RECORD, Staff

Most ads have good use of white space. Watch "all caps" in ad copy, not best for reader. Clean publication overall.

Second Place - CYNTHIANA DEMOCRAT, Jennie Derrick/Suzie Fryman

Every ad person's dream.

Third Place - UNION COUNTY ADVOCATE, Staff

Unique publication. Bold photos. Page three should be lead in editorial not ad. All caps not good in ads. Most ads need benefit headline. Watch screens and reverses.

Category 19 - BEST USE OF COLOR

First Place - BUTLER COUNTY BANNER, Amanda Vincent

Great use of subtle color!

Second Place - WAYNE COUNTY OUTLOOK, Staff

Good balance of color and good use of unusual colors, not seen a lot in paper.

Third Place - CYNTHIANA DEMOCRAT, Jennie Derrick/Suzie Fryman

Very effective use of spot color. Eye catching. Not overkill with color.

Category 20 - BEST AD SERIES

First Place - CYNTHIANA DEMOCRAT, Jennie Derrick/Suzie Fryman

Design consistent, next time try for consistent placement.

Second Place - BENTON TRIBUNE COURIER, Joyce Schoening/Vicky Penney

Typeface and style should remain constant. Outline type over photos impossible to read.

Third Place - CADIZ RECORD, Staff

Fonts, art and layout should be more consistent.

Honorable Mention - ANDERSON NEWS, Rusty Kiser

Last ad changed in series. Why? Other than that everything is fine.

Nicholasville DISCOUNT SHOES



Athletic Shoes
25% OFF
white sticker
price
THIS WEEK
ONLY!

our regular price is

**10% to
60% off**

SUGGESTED RETAIL PRICE

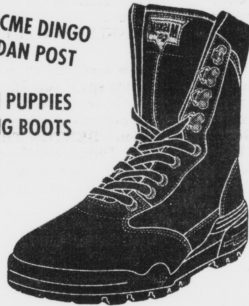
CONVERSE

WOLVERINE

ACME DINGO
DAN POST

HUSH PUPPIES
HIKING BOOTS

HITEC



We carry
all major
athletic
brands

209 East Oak St. • 885-2826

SAVE BUCK-BUCK-BUCKS
WHEN IT COMES TO DIRTY CARPETS,
WE'RE NOT CHICKEN!
WALL TO WALL CARPET FACTS
CARPET UPHOLSTERY

2 areas.....	49.00	Sofa (Up to 7 Ft.).....	58.00
3 areas.....	69.00	2 Chairs.....	52.00
5 areas.....	99.00	Sofa (Up to 7 Ft.)	
7 areas.....	128.95	& Living Room.....	82.00
		Protect Any Room.....	20.00

We also clean cars, mobile homes, boats and campers.
We Do Carpet Repairs!

(Single purpose rooms 300 sq. ft. considered one room)

745-2608 **STANLEY STEEMER** 745-2608
Tough On Dirt. Gentle On Carpet.

**EAT Tuesday
Celebration**
Tuesday, February 16

- Boiled Craw Fish
- Grilled Shrimp on a Stick or
- All-You-Can Eat Cajun

Plus with each meal purchased receive a **FREE PIECE OF KING CAKE**

Mardi Gras Favors will also be given away

Valentine Special Saturday, February 13
All-You-Can-Eat Crab Legs or Prime Rib Dinner

The FEED MILL RESTAURANT
Hwy. 60 Between Waverly & Morganfield
(502) 389-0047

Top left: The Jessamine Journal was the first place finisher in the Clothing Stores' category with this ad. The win helped the newspaper secure a first place win in the General Excellence competition. Bottom left: The Mt. Sterling Advocate won first place in the Professional Services' category. Above: The Union County Advocate garnered a first place award in the Entertainment/Dining category.

Multi-Weekly

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

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

Photos show merchandise.
Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Brett Hurst

Urgency.
Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham Variety.

Category 2 - AUTOMOTIVE

First Place - BARDSTOWN KENTUCKY STANDARD, Debbie Hutchins/Madeline Downs

Good information. Good use of spot color.

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

Beautiful color. Specific information.
Third Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Randy Fuqua
Strong color.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head

Great seasonal ad.
Second Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head

Great use of ad size to capture attention

Third Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head
We like the money floating in the foreground.

Category 4 - FINANCIAL

First Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head

Compelling copy, interesting size.
Second Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head

Strong copy and graphics.
Third Place - KENTUCKY STANDARD, Rachael Downs
Powerful color combination.

Category 5 - PROFESSIONAL SERVICES

First Place - KENTUCKY STANDARD, Rachael Downs/Laura Smith
I like the flight path of the bee. Strong use of spot color.

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

The huge eye makes a strong graphic, too bad the eye care personnel look so grim.

Third Place - PRINCETON TIMES LEADER, Charity Alexander
Cute graphic.

Category 6 - FOOD/DRUG/ LIQUOR

First Place - KENTUCKY STANDARD, Madeline Downs/Laura Smith

Headline was catchy.
Second Place - PRINCETON TIMES LEADER, Ellen Franklin

Nice use of color, good human interest.

Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham/Terry May
Color stood out.

Honorable Mention - TIE - APPALACHIAN NEWS EXPRESS, Teresa Branham

Honorable Mention - TIE - APPALACHIAN NEWS EXPRESS, Teresa Branham

Category 7 - FURNITURE

First Place - APPALACHIAN NEWS EXPRESS, Janie Karr/Terry May

Starring black and white, warm feel.
Second Place - KENTUCKY STANDARD, Madeline Downs/Laura Smith

Good price points.

Third Place - APPALACHIAN NEWS EXPRESS, Janie Karr
Good use of white space.

Honorable Mention - KENTUCKY STANDARD, Debbie Hutchins/Madeline Downs

Category 8 - REAL ESTATE

First Place - KENTUCKY STANDARD, Debbie Hutchins/Rachael Downs

Good photos, shows space around homes, not just homes.

Second Place - SHELBYVILLE SENTINEL NEWS, Laura North/Brett Hurst

Good seasonal feel to ad.
Third Place - SHELBYVILLE SENTINEL NEWS, Laura North/Jenny Tatum

We like the script you used in the ad.

Category 9 - CLOTHING STORES

First Place - PRINCETON TIMES LEADER, Ellen Franklin

Cute artwork.
Second Place - APPALACHIAN NEWS EXPRESS, Teresa Branham

Bold, eye catching.
Third Place - PRINCETON TIMES LEADER, Charity Alexander

Perfect art for a prom.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - APPALACHIAN NEWS EXPRESS, Staff

Very original, creative.
Second Place - NEWS DEMOCRAT & LEADER, Tonya Head/Melissa Cundiff/Nancy Allen

Great yellow paper.
Third Place - KENTUCKY STANDARD, Staff/Laura Smith

Good layout with color.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - APPALACHIAN NEWS EXPRESS, Terry May

Great art and headline.
Second Place - APPALACHIAN NEWS EXPRESS, Terry May

Good color! Directional message!
Third Place - APPALACHIAN NEWS EXPRESS, Terry May
Very eye catching.

Honorable Mention - TIE - APPALACHIAN NEWS EXPRESS, Terry May

Honorable Mention - TIE - APPALACHIAN NEWS EXPRESS, Terry May

Category 12 - ENTERTAINMENT/ DINING

First Place - PRINCETON TIMES LEADER, Ellen Franklin

Artwork!
Second Place - KENTUCKY STANDARD, Debbie Hutchins/Rachael Downs

Good use of color, creative.
Third Place - APPALACHIAN NEWS EXPRESS, Diana Meade

Makes you hungry.

Category 13 - SPECIAL SECTIONS

First Place - APPALACHIAN NEWS EXPRESS, Susan Staton

The section was designed very well. Editorial corresponded well with tourism theme. Great use of old photos. Great stories on history.

Second Place - KENTUCKY STANDARD, Staff

Nice production quality. Nice selection of ads.

Third Place - APPALACHIAN NEWS EXPRESS, Terry May/Deborah Chambers

Very original idea, great ads.
Honorable Mention - TIE - NEWS DEMOCRAT & LEADER, Tonya Head/Lola Nash/Nancy Allen/Melissa Cundiff

Honorable Mention - TIE - SHELBYVILLE SENTINEL NEWS, Staff

Category 14 - GROUP PROMOTIONS

First Place - APPALACHIAN NEWS EXPRESS, Staff

Unusual promotion.
Second Place - APPALACHIAN NEWS EXPRESS, Sarah George

Hard sell.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff

Good revenue producer.

Category 15 - HOLIDAY GREETING ADS

First Place - PRINCETON TIMES LEADER, Staff

Horizontal ad, border, typeface all good.

Second Place - KENTUCKY STANDARD, Rachael Downs/Laura Smith

Headline, cartoon, good copy.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Melinda Cox/Becky McCovey

Seasonal clothing in photo, original signatures. Smiling people.

Category 16 - AGRICULTURE/ LAWN AND GARDEN

First Place - KENTUCKY STANDARD, Melinda Campbell/Laura Smith

Good photos, nice layout.
Second Place - NEWS DEMOCRAT & LEADER, Tonya Head

Use of humor, eye catching.
Third Place - NEWS DEMOCRAT & LEADER, Tonya Head

Nice photo.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - KENTUCKY STANDARD, Carol Mudd

Great headings!
Second Place - APPALACHIAN

NEWS EXPRESS, Staff
Easy to read, larger type.
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Tracy Perkins/Wilma Abell
Organized, easy to search.

Category 18 - SPECIAL PUBLICATIONS

First Place - KENTUCKY STANDARD, Staff

Nice format, high quality printing, good typesetting, good articles.

Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff

Good editorial content, good use of color, map is great!
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff

Category 19 - BEST USE OF COLOR

First Place - APPALACHIAN NEWS EXPRESS, Terry May

Contrast of roses on white background was great!

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

Love the eye, really stood out, but, employees should smile in their pictures.

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

Limited palette, great, sharp lines and angles look great with white and blue.

Honorable Mention - TIE - APPALACHIAN NEWS EXPRESS, Staff

Honorable Mention - TIE - APPALACHIAN NEWS EXPRESS, Teresa Branham/Emma Salsbury

Category 20 - BEST AD SERIES NO ENTRIES

Category 21 - GENERAL MISCELLANEOUS

First Place - APPALACHIAN NEWS EXPRESS, Diana Meade/Mary Dye

Original use of full page, good layout of photos.

Second Place - KENTUCKY STANDARD, Melinda Campbell
Loved the graphics! Good layout.

Third Place - APPALACHIAN NEWS EXPRESS, Leslie Dotson
Great photo, good use of map.

Category 22 - SPORTING GOODS/ATHLETICS NO ENTRIES

Category 23 - SPECIAL EVENTS
First Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Staff

Nice cover, lots of ads, good use of color.

Second Place - APPALACHIAN NEWS EXPRESS, Staff
Good graphic on ad.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - KENTUCKY STANDARD, Laura Smith

Color and photos are excellent.
Second Place - APPALACHIAN NEWS EXPRESS, Lola Weddington

Great story, sweet idea!

Now Serving Bardstown & Nelson County

MAKE A BELIEVE TO A HEALTHIER LAWN




BARDSTOWN LAWN & CHEMICAL & SERVICE

• WEED CONTROL • FERTILIZATION •
INSECT CONTROL
• LIQUID & GRANULAR
Locally Owned & Operated
FREE ESTIMATES!

Licensed & Certified
331-0528

In the Multi-Weekly Division, The Kentucky Standard (above) won first place in the Professional Services' category. Below: The Princeton Times-Leader took first place honors in the Clothing Stores' category. Top left: The Russellville News Democrat & Leader won first place in the Financial category. Bottom left: The Princeton Times-Leader won first place in the Entertainment / Dining category.

40% OFF ALL WINTER FASHIONS



GIGGLES and GRINS
Infant and Children's Wear
OPEN Monday-Saturday 9-5
105 West Main Street
Princeton, KY
(270) 365-3973

How is Southern Deposit Bank Like A Stalk of Corn?

- 1. We Grow For You!**
If you're starting out small or have a large farm operation, we want to be your bank — every step of the way.
- 2. Knowledge and Assistance together can Produce A High Yield**
Let us guide you through the process of investing in your future. We can help you determine what is right for you:
• CDs
• Bonds
• IRAs
• Mutual Funds
• Roth IRA
- 3. Our Ears Are Important**
We listen to our customers and pay close attention to your needs. You are our friend, we call you by name and give you personalized service. Yet we offer you all the services that fit your busy lifestyle.
• CD Line Banking
• ATM's
• HomeLine
- 4. We're Outstanding In Our Field**
Our Team of Professionals and here for you when you need us. We offer the best in customer service. And we're dedicated to being the very best in every way.
- 5. Our Roots Make Us Strong**
We have been in Hazardville for over 100 years. We have seen many changes and still we grow stronger. And we look forward to serving you for many years to come.

The Right Relationship is Everything.

Southern Deposit Bank
An ABC Bank
726-2451
www.sdb.abcbank.com


Stop by Druther's For:
Free Coffee

Wednesday, Dec. 22
Courtesy of Trice Hughes

Thursday, Dec. 23
Courtesy of Farmers Bank

Friday, Dec. 24
Courtesy of Druther's

I'd rather go to



1038 W. Main St. Princeton, KY Locally Owned & Operated

Due to the Power Outage Druther's will open 7 a.m. on Fri., Dec. 24.
Close at 6 p.m., Dec. 24
Closed: Sat., Sun., Dec. 25 & 26

Daily 1

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
Simple, but eye catching.
Second Place - DANVILLE ADVOCATE MESSENGER, Susan Greene/Jenny Upton
Nice item display.
Third Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny Upton
Nice layout, original.
Honorable Mention - MADISONVILLE MESSENGER, Debbie Littlepage/Ritz Chapman
Great ad idea. A solid background for pictures, would have been more appealing.

Category 2 - AUTOMOTIVE

First Place - MURRAY LEDGER & TIMES, Jim Green
Classy! Lots of great reasons to check out this car.
Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jane Cox
Cute idea. Great use of white space.
Third Place - HENDERSON GLEANER, Mary June Goodley/T. J. Pfingston
Great blend of old and new.
Honorable Mention - HENDERSON GLEANER, Mary June Goodley/T. J. Pfingston
Nice layout.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - DANVILLE ADVOCATE MESSENGER, Jerry Dunn/Donna Kissick
Very clean, very classy.
Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Donna Kissick
Eye catching.
Third Place - HENDERSON GLEANER, Shannon Royster/Alan Inkenbrandt
Crisp, clean, cute artwork.
Honorable Mention - HENDERSON GLEANER, Shannon Royster/Alan Inkenbrandt
Cute, eye catching.

Category 4 - FINANCIAL

First Place - MIDDLESBORO DAILY NEWS, Wanda Paul/Rhonda Broughton
Original idea.
Second Place - MADISONVILLE MESSENGER, Leslie Fella/Ritz Chapman
Community orientation idea is fabulous.
Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton
Employee recognition, great.
Honorable Mention - HENDERSON GLEANER, Janet Morgan/T. J. Pfingston
A community bank for the community.
A real selling point.

Category 5 - PROFESSIONAL SERVICES

First Place - HENDERSON GLEANER, Janet Morgan/T. J. Pfingston
Classy. No phone?
Second Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
Cute.
Third Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny Upton
Nice. We liked the AAA Travel ad beside it also.

Category 6 - FOOD/DRUG/ LIQUOR

First Place - MADISONVILLE MESSENGER, Debbie Littlepage/Mary Ann Rice
Clean, clean, clean.
Second Place - HENDERSON GLEANER, Janet Morgan/Alan Inkenbrandt
Good ad idea.
Third Place - MADISONVILLE MESSENGER, Debbie Littlepage/Ritz Chapman
Different.

Category 7 - FURNITURE

First Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
Sharp idea. Then and now.
Second Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
Wonderful! You had to look!!
Third Place - MADISONVILLE MESSENGER, Cindi Ashby/Ritz Chapman
Effective use of white space.
Honorable Mention - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
Great idea.

Category 8 - REAL ESTATE

First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Innovative idea.
Second Place - WINCHESTER SUN, Deanne Shick/Robert Triplett
Catchy and fun.
Third Place - HENDERSON GLEANER, Dawn Steward/T. J. Pfingston
Simple and cute.

Category 9 - CLOTHING STORES

First Place - MURRAY LEDGER & TIMES, Lori Andrus
You can't miss this one! Unique idea and art.
Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jane Cox
Excellent use of photos in ad.
Third Place - HENDERSON GLEANER, Billy Rice/Alan Inkenbrandt
Appealing in its simplicity.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - GLASGOW DAILY TIMES, Staff
Sharp, clean to the point ad.
Second Place - HENDERSON GLEANER, Staff
Draws customers to restaurants by locating them easily.
Third Place - WINCHESTER SUN, Deanne Shick/Staff
Great idea to have reader participation.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - HENDERSON GLEANER, Nancy Pippin/Alan Inkenbrandt
Terrific ad to say thanks in an original

way.
Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jane Cox
Great slogan to motivate clients to call.
Third Place - HENDERSON GLEANER, Kim Wolf/Alan Inkenbrandt
One of the best teaser ad series we've ever seen to grab readers attention!

Category 12 - ENTERTAINMENT/ DINING

First Place - HENDERSON GLEANER, Janet Morgan/T. J. Pfingston
Wonderful way to list upcoming events.
Second Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jenny Upton
Very eye appealing ad.
Third Place - MURRAY LEDGER & TIMES, Lori Andrus
Great use of white space to get message across clearly and pointedly.

Category 13 - SPECIAL SECTIONS

First Place - HENDERSON GLEANER, Staff
Phenomenal!!
Second Place - HENDERSON GLEANER, Staff
A beautiful labor intensive piece!
Third Place - DANVILLE ADVOCATE MESSENGER, Staff
Ad count was great! Impressive ads. Children's art wonderful!
Honorable Mention - MADISONVILLE MESSENGER, Staff
Good job!

Category 14 - GROUP PROMOTIONS

First Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Staff
Precious art on this ad.
Second Place - MADISONVILLE MESSENGER, Cindi Ashby/Ritz Chapman
Idea is very original, using store fronts.
Third Place - WINCHESTER SUN, Staff
Art on ad is terrific and original.

Category 15 - HOLIDAY GREETING ADS

First Place - MURRAY LEDGER & TIMES, Bernard Kane
Fabulous idea for a greeting.
Second Place - MADISONVILLE MESSENGER, Cindi Ashby/Mary Ann Rice
Clever greeting idea.
Third Place - DANVILLE ADVOCATE MESSENGER, Jenny Upton
Sweet idea and entertaining for the reader.

Category 16 - AGRICULTURE/ LAWN AND GARDEN

First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Great use of graphic, yet simple theme.
Second Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
Simple, eye appeal.
Third Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Everyone notices bloomers!

Category 17 - CLASSIFIED PAGE/SECTION

First Place - WINCHESTER SUN, Staff
Clean, informative, to the point.
Second Place - HENDERSON GLEANER, Staff

ER, Staff
Good looking, great job!
Third Place - MIDDLESBORO DAILY NEWS, Staff
Great copy layout, clean, attractive.

Category 18 - SPECIAL PUBLICATIONS

First Place - MADISONVILLE MESSENGER, Staff
Unanimous decision!
Second Place - DANVILLE ADVOCATE MESSENGER, Staff
Layout, color, 21 Century, outstanding!
Third Place - DANVILLE ADVOCATE MESSENGER, Staff
Diddo... from second place.

Category 19 - BEST USE OF COLOR

First Place - HENDERSON GLEANER, Nancy Pippin/T. J. Pfingston
Sharp looking ad and truly portrays what color can do for an ad!!
Second Place - HENDERSON GLEANER, Staff
Not too much color, just right, not over powering.
Third Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
Loved old and new look with use of color to bring out idea.

Category 20 - BEST AD SERIES

First Place - HENDERSON GLEANER, Staff
Paper quality and ideas are fabulous!
Second Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
Interesting section series.
Third Place - WINCHESTER SUN, Carol S. Parker
Well presented page, very neat.

Category 21 - GENERAL MISCELLANEOUS

First Place - MADISONVILLE MESSENGER, Debbie Littlepage/Mary Ann Rice
Unusual way to present idea in small ad space.
Second Place - WINCHESTER SUN, Bonnie Ball
Slick looking ad, great presentation.
Third Place - MURRAY LEDGER & TIMES, Jim Green
Excellent looking ad. Image ad.

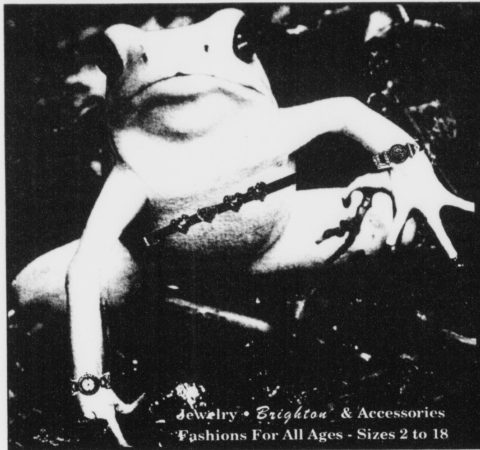
Category 22 - SPORTING GOODS/ATHLETICS

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
Simple...to the point ad with message.
Second Place - HENDERSON GLEANER, Staff
Great presentation of schedule/ads to sponsor. Clean and clear, crisp!
Third Place - DANVILLE ADVOCATE MESSENGER, Susan Greene/Jenny Upton
Excellent presentation of facts. Ad says it all!

Category 23 - SPECIAL EVENTS

First Place - MADISONVILLE MESSENGER, Cindi Ashby/Mary Ann Rice
Great way to promote all people involved in church. Classy looking ad!
Second Place - HENDERSON GLEANER, Debbie Martin/T. J. Pfingston
Simplicity of ad draws the attention!

See DAILY 1, page 14



HEY YOU!!!

Do you know your best colors?
Your perfect fit?...
The Do's & Don'ts of fashion???

DON'T ASK ME...

I'm just a color-coordinated frog with a perfect figure.

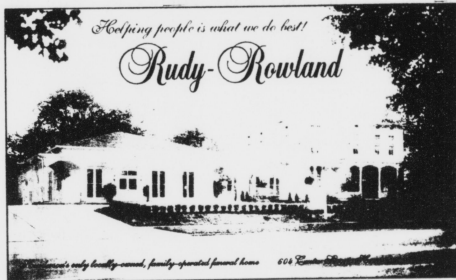
See the professionals at...

D·K·KELLEY

305 So. 12th St. • Murray • 733-7141

Jewelry • Brighton • Accessories
Fashions For All Ages - Sizes 2 to 18

Above: The Murray Ledger & Times was the first place winner in the Clothing Stores' category for Daily 1 newspapers. Left: The Henderson Gleaner captured a first place award in the Professional Services' category with this entry. The newspaper was also the top winner in the General Excellence competition. Below: The Danville Advocate-Messenger won first place in the Hardware/Appliance Store category.



Kitchen & Bath CABINETS

SURFACES:

- Solid Surface Surrell
- Formica Laminate
- Wilson Art Laminate
- Wilson Art SSV
- Avonite
- Granite

CABINETS:

- Quality Woodstar
- Kitchen Kompact
- Homecrest
- Merillat
- Amera

Show Room Hours: Tuesday-Friday 9-5; Saturday 9-2; Closed Sunday-Monday

- Residential
- Commercial
- Industrial

- Kitchen & Bath
- Accessories
- Plumbing Fixtures

David Feeback, Jr.
Commercial/Contractor Sales
Phone (606) 734-7982
Fax (606) 734-7942

SOUTHERN ACCENTS

Sandi Parkey
Residential Sales
404 Beaumont Ave.
Harrodsburg, KY

Daily 2

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES
 First Place - LOUISVILLE COURIER JOURNAL, Amy Burns/Brian Gray
 Feels like money!
 Second Place - KENTUCKY NEW ERA, HOPKINSVILLE, Crystal Jones/Regina Henderson
 Eye Catching.
 Third Place - COURIER JOURNAL, Amy Burns/Brian Gray
 Emphasizes product on seasonal background.

Category 2 - AUTOMOTIVE
 First Place - PADUCAH SUN, Teresa Doom/Le Parker
 Promotes the product. Informational.
 Second Place - ASHLAND DAILY INDEPENDENT, Staff
 Slick good money maker.
 Third Place - KENTUCKY NEW ERA, Crystal Jones/Regina Henderson
 Cute rodeo theme.

Category 3 - HARDWARE/ APPLIANCE STORES
 First Place - OWENSBORO MESSENGER INQUIRER, Faye Murry/Denise Kreisle
 Immediate product recognition.
 Second Place - MESSENGER INQUIRER, Hope Young/Denise Young
 Good use of spot color.
 Third Place - KENTUCKY NEW ERA, Crystal Jones/Regina Henderson
 Good border.

Category 4 - FINANCIAL
 First Place - LOUISVILLE COURIER JOURNAL, Chad Holder/Bill Wiist
 Great graphic, good headline.
 Second Place - PADUCAH SUN, Chris Thompson/Cindy Smith/LeAnne Thomas
 Good human interest.
 Third Place - KENTUCKY NEW ERA, Crystal Jones/Regina Henderson
 Handsome layout, looks trustworthy.

Category 5 - PROFESSIONAL SERVICES
 First Place - PADUCAH SUN, Wilma Snow/Le Parker
 Has a sense of traditional values and personal warmth.
 Second Place - KENTUCKY NEW ERA, Crystal Jones/Regina Henderson
 Interesting perspective, humorous approach to delicate subject.
 Third Place - KENTUCKY NEW ERA, Richard Wimsatt/Justin Mason
 Patriotic message type is hard to read in bottom block.
 Honorable Mention - ELIZABETH-TOWN NEWS ENTERPRISE, Lorraine Saunderson/Lydia Leasor

Category 6 - FOOD/DRUG/ LIQUOR
 First Place - LOUISVILLE COURIER JOURNAL, Nancy Busath/Juanita Turpin
 Second Place - COURIER JOURNAL, Nelda Marks/Juanita Turpin
 Third Place - COURIER JOURNAL, Nancy Busath/Juanita Turpin
 Category 7 - FURNITURE
 First Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson

Second Place - MESSENGER INQUIRER, Vickie Nelson
 Third Place - MESSENGER INQUIRER, Hope Young/Denise Kreisle
 Honorable Mention - BOWLING GREEN DAILY NEWS, Linda Painter

Category 8 - REAL ESTATE
 First Place - BOWLING GREEN DAILY NEWS, Julie Dickens
 Unique idea!
 Second Place - MESSENGER INQUIRER, Bill Walker/Tina Roy/Jean Clarke
 Third Place - COURIER JOURNAL, Janie Moreland/Juanita Turpin/Bill Wiist
 Great idea!

Category 9 - CLOTHING STORES
 First Place - MESSENGER INQUIRER, Vickie Nelson/Susan Anderson
 Second Place - COURIER JOURNAL, Sam Ward/Darren Hauss
 Third Place - KENTUCKY NEW ERA, Crystal Jones/Regina Henderson

Category 10 - MULTIPLE ADVERTISER/SIG PAGE
 First Place - ASHLAND DAILY INDEPENDENT, Connie Minor
 Colorful and creative.
 Second Place - NEWS ENTERPRISE, Staff/Bill Mathers
 Great composition.
 Third Place - MESSENGER INQUIRER, Joy Hinton

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - LEXINGTON HERALD LEADER, Minna Jenkins/Julie Smead
 Great! Liked everything.
 Second Place - COURIER JOURNAL, Staff
 Great message.
 Third Place - KENTUCKY NEW ERA, Ted Jatezak/Kelly Martin

Category 12 - ENTERTAINMENT/ DINING
 First Place - PADUCAH SUN, LeAnne Thomas
 Colorful, great composition.
 Second Place - KENTUCKY NEW ERA, Crystal Jones/Vicki Latham
 Colorful, very nice.
 Third Place - BOWLING GREEN DAILY NEWS, Terri Mercer
 Clean, crisp, play on words.

Category 13 - SPECIAL SECTIONS
 First Place - LEXINGTON HERALD LEADER, Creative Services
 Great color, variety and presentation.
 Second Place - LEXINGTON HERALD LEADER, Creative Services
 Great variety, layout, design, informative and editorial content.
 Third Place - COURIER JOURNAL, Staff
 Great style, clear, nice color, ads stand out.
 Honorable Mention - PADUCAH SUN, Chris Thompson/Staff
 Good production, layout and local editorial comment.

Category 14 - GROUP PROMOTIONS
 First Place - PADUCAH SUN, Chris Thompson/Staff
 Great layout.
 Second Place - NEWS ENTERPRISE, Tom Jackson/Melinda Brown
 Great color, presentation.
 Third Place - PADUCAH SUN, Myrna

Meadows/LeAnne Thomas
 Creative.

Category 15 - HOLIDAY GREETING ADS
 First Place - NEWS ENTERPRISE, Lorraine Saunders/Lydia Leasor
 Second Place - KENTUCKY NEW ERA, Jimmy Hart/Donna Cumbee
 Spiritual.
 Third Place - BOWLING GREEN DAILY NEWS, Cindy Sabens
 Creative idea.

Category 16 - AGRICULTURE/ LAWN AND GARDEN
 First Place - PADUCAH SUN, Chris Thompson/Myrna Meadows
 Second Place - KENTUCKY NEW ERA, Crystal Jones/Regina Henderson
 Third Place - KENTUCKY NEW ERA, Crystal Jones, Regina Henderson
 Honorable Mention - BOWLING GREEN DAILY NEWS, Evelyn Hendricks

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - NEWS ENTERPRISE, Staff
 Easy to read. Color holds interest.
 Second Place - COURIER JOURNAL, Wayne Snow/Juanita Turpin
 Creative.
 Third Place - KENTUCKY NEW ERA, Staff
 Easy to read.
 Honorable Mention - KENTUCKY NEW ERA, Staff

Category 18 - SPECIAL PUBLICATIONS
 First Place - KENTUCKY NEW ERA, Janet Hall
 Great presentation.
 Second Place - NEWS ENTERPRISE, Tom Jackson/Melinda Brown

Category 19 - BEST USE OF COLOR
 First Place - KENTUCKY NEW ERA, Jimmy Hart/Donna Cumbee
 Very colorful.
 Second Place - KENTUCKY NEW ERA, Jimmy Hart/Donna Cumbee
 Great use of color.
 Third Place - MESSENGER INQUIRER, Tina Roy/Jean Clarke

Category 20 - BEST AD SERIES
 First Place - NEWS ENTERPRISE, Lorraine Saunders/Bill Mathers

Weekly 3

Continued from page 6

Category 21 - GENERAL MISCELLANEOUS
 First Place - JESSAMINE JOURNAL, Peggy Adkins
 Excellent ad!
 Second Place - BUTLER COUNTY BANNER, Amanda Vincent/Lisa Young
 Third Place - BENTON TRIBUNE COURIER, Joyce Schoening
 Honorable Mention - JESSAMINE JOURNAL, Peggy Adkins

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - MT. STERLING ADVOCATE, Lisa McNay
 Nice bold graphic and headline. If screens don't reproduce well in your paper, delete and see if you still like ad.
 Second Place - MT. STERLING ADVOCATE, Ann Roundtree
 Nice white space usage. Football stars of

Sends a strong message.
 Second Place - MESSENGER INQUIRER, Susan Anderson/Vickie Nelson
 Colorful, nice variety.
 Third Place - NEWS ENTERPRISE, Mike Anders/Bill Mathers
 Promotes unity and the newspaper.

Category 21 - GENERAL MISCELLANEOUS
 First Place - NEWS ENTERPRISE, Cris Thomas/Bill Mathers
 Festive, paper ad along with sales ad.
 Second Place - PADUCAH SUN, Kathy Johnson
 Eye catching colors, great production, good composition.
 Third Place - PADUCAH SUN, Chris Thompson/Myrna Meadows
 Speaks for itself. eye catching, pertains to everyone.

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - COURIER JOURNAL, Bill Sabo/Juanita Turpin/Bill Wiist
 Creativity, nice colors.
 Second Place - NEWS ENTERPRISE, Bill Mathers/Staff
 Clear, crisp, great color, well built, good placement.
 Third Place - COURIER JOURNAL, Jason Johnson/Christy Stith
 Creative, great color, eye catching.

Category 23 - SPECIAL EVENTS
 First Place - NEWS ENTERPRISE, Cris Thomas/Melinda Brown
 Good layout, ad design.
 Second Place - BOWLING GREEN DAILY NEWS, Linda Painter
 Good ad design.
 Third Place - ASHLAND DAILY INDEPENDENT, Skip Reinhard
 Good editorial content, ads.

Category 25 - BEST NEWSPAPER PROMOTION
 First Place - ASHLAND DAILY INDEPENDENT, Staff
 Great promotion, good layout, eye catching, involved the public.
 Second Place - BOWLING GREEN DAILY NEWS, Mary Gaines
 Public service, prestigious.
 Third Place - NEWS ENTERPRISE, Bill Mathers/Jennifer Patterson
 Great house ad for selling its circulation.

the future could have been much larger.
 Third Place - MT. STERLING ADVOCATE, Lisa McNay
 Great graphic and white space. Event hard to decipher though. Should have been dominant.
 Honorable Mention - MT. STERLING ADVOCATE, JoAnn Halsey
 Super ad! Could have been clearer on location of event.

Category 23 - SPECIAL EVENTS
 First Place - JESSAMINE JOURNAL, Peggy Adkins
 Second Place - BENTON TRIBUNE COURIER, Terri Noles/Vicky Penney
 Third Place - ANDERSON NEWS, Rusty Kiser

Category 25 - BEST NEWSPAPER PROMOTION
 First Place - ANDERSON NEWS, Rusty Kiser
 Second Place - OLDHAM ERA, Mary Johnson
 Third Place - ANDERSON NEWS, Rita Adams

Alcohol or drug dependency problems can be truly devastating

for women who are pregnant or have dependent children.

We are Communicare, Inc. We recognize that there may be specific barriers that prevent women from seeking, receiving, or completing treatment services.

Communicare wants to help you or someone you love to reclaim the control over their life. Referrals can be made by family members, clergy, friends, health department personnel, school personnel, nurses, physicians, employers, social workers, therapists, the legal sector, or by the individual.

We are Communicare
A Promise of HOPE...

For more information on admissions call
(270) 765-5145 • TDD# (270) 765-3345
All admissions are voluntary.

Communicare strongly respects all confidentiality rights of individuals. Communications of race, creed, color, sex, age, national origin, handicap, or sexual orientation.

The Elizabethtown News-Enterprise captured first place honors in the Best Ad Series' category (above) and the Holiday Greeting Ads' category (below) in the Daily 2 Division. The awards helped them win second place in the General Excellence competition.

Hardin Memorial Hospital
Wishes you
and Your Family
Happy Holidays and a Wonderful
New Year.

HMH HARDIN MEMORIAL HOSPITAL
A Regional HealthCare Center
813 North Dixie Avenue • Elizabethtown, KY • 42701
"At The Center Of Your Healthy Community"

Historic Downtown Paducah
Come home to Downtown Paducah...
Shop Downtown Paducah First!

November - December 1999 - Volume 1 - No. 4

On the Inside...
Coming to Downtown...
"SANTA HOUSE"
November 20 through December 18.

...plus much more!

Above: The Paducah Sun was the judges' pick in the Group Promotions' category. Below: The Kentucky New Era won first place in the Special Publications' category with this Membership Directory and Buyers' Guide.

1999-2000 MEMBERSHIP DIRECTORY & BUYERS GUIDE

The Chamber

So Much To Offer!

THE HOPKINSVILLE-CHRISTIAN COUNTY CHAMBER OF COMMERCE
1209 S. Virginia St. ■ Hopkinsville, KY 42240 ■ (270) 885-9096
www.commercecenter.org

Associate Newspapers

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - WILLIAMSON DAILY NEWS, April Caines
Attractive layout, offers good variety of merchandise.
Second Place - WILLIAMSON DAILY NEWS, Carrie Patrick
Good use of white space.
Third Place - MURRAY STATE NEWS, Ryan Wagner
Eye catching ad.

Category 2 - AUTOMOTIVE

First Place - WILLIAMSON DAILY NEWS, Renee Copley
Crisp, clear and great job with process color. A super ad!
Second Place - WILLIAMSON DAILY NEWS, Renee Copley
Clip art goes well with this theme. Process color and white space used very effectively.
Third Place - WILLIAMSON DAILY NEWS, April Caines
Good mix of reverse type and color. A little too busy.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - WILLIAMSON DAILY NEWS, April Caines
This is a really neat ad. Very eye catching and clear.
Second Place - MEADE COUNTY NEWS LEADER, Melinda Page
Nice artwork and text accompanying.
Third Place - WILLIAMSON DAILY NEWS, Melissa Trout
Very appealing ad. Good mixture of reverses and text.

Category 4 - FINANCIAL

First Place - WILLIAMSON DAILY NEWS, Carrie Patrick
Tremendous ad. Super use of artwork, photography and reverse type. An easy to read ad with a great big punch.
Second Place - WILLIAMSON DAILY NEWS, Cindy Kiger
We really liked this design. Typography, reverse and screens make this ad a winner.
Third Place - WILLIAMSON DAILY NEWS, Cindy Kiger
Spot and process color really compliment text in this ad. Reproduction could be a little better. Text a little hard to follow.

Category 5 - PROFESSIONAL SERVICES

First Place - WILLIAMSON DAILY NEWS, April Caines
Eye catching photograph. Good design.
Second Place - INSIDE THE TURRET, Richard Price/Bill Mathers
Eye catching ad.
Third Place - WILLIAMSON DAILY NEWS, Cindy Kiger
Effective ad. Good use of typography.

Category 6 - FOOD/DRUG/ LIQUOR

First Place - WILLIAMSON DAILY NEWS, April Caines

Great job with ad design. Color and white space grabs your attention. Type selection is big compliment.
Second Place - WILLIAMSON DAILY NEWS, April Caines
Big, bold border and spot color really make this ad a must read.
Third Place - KENTUCKY KERNEL, Amy Groghamer
Nice attractive border. Clip art and text highlight ads.

Category 7 - FURNITURE

First Place - WILLIAMSON DAILY NEWS, April Caines
Clean ad combining photography, good graphics and effective presentation.
Second Place - WILLIAMSON DAILY NEWS, April Caines
Attractive. Use of reverse and white space really makes this ad stand out.
Third Place - WILLIAMSON DAILY NEWS, April Caines
Screens, reverse, boxes and white space packs a punch for this ad. Clear, crisp reproduction.

Category 8 - REAL ESTATE

First Place - WILLIAMSON DAILY NEWS, April Caines
Simple, to the point, ad.
Second Place - WILLIAMSON DAILY NEWS, Cindy Kiger
Precious way to present price of property.

Category 9 - CLOTHING STORES

First Place - WILLIAMSON DAILY NEWS, April Caines
Simply wonderful! Good white space.
Second Place - WILLIAMSON DAILY NEWS, Melissa Trout
Great Graphics.
Third Place - COLLEGE HEIGHTS HERALD, Staff
Eye catching. Where do I find the client? Makes me want to go there.

Category 10 - MULTIPLE ADVERTISER/SIG" PAGE

First Place - WILLIAMSON DAILY NEWS, Staff
Clean, professional looking, layout.
Second Place - WILLIAMSON DAILY NEWS, Staff
Angles and white space terrific.
Third Place - WILLIAMSON DAILY NEWS, Staff
Great uses of graphics.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - WILLIAMSON DAILY NEWS, Staff
Clever message. Clean ad.
Second Place - KENTUCKY KERNEL, Chris Rosenthal
Good use of small ad space.
Third Place - KENTUCKY KERNEL, Deanna Masden
Catchy employment ad. Fun and light.

Category 12 - ENTERTAINMENT/ DINING

First Place - INSIDE THE TURRET, Bill Anderson/Bill Mathers
Good balanced design. Clean reproduction. Lots of information without clutter.
Second Place - WILLIAMSON DAILY NEWS, Carrie Patrick
Good use of white space. Headline "flows" with the purpose of the ad.
Third Place - WILLIAMSON DAILY NEWS, Carrie Patrick
Eye catching use of reverse. Good typography. Clean look.

Category 13 - SPECIAL SECTIONS

First Place - COLLEGE HEIGHTS HERALD, Staff
Good variety, good placement, good creativity. No blah ads!!! This is why you were first place.
Second Place - KENTUCKY KERNEL, Staff
Good graphics, good variety and good mix of local and national.
Third Place - KENTUCKY KERNEL, Staff
Well done. Ads show creativity.

Category 14 - GROUP PROMOTIONS

First Place - WILLIAMSON DAILY NEWS, Cindy Kiger
Process color and white space make this ad a real attention getter. Great quality.
Second Place - WILLIAMSON DAILY NEWS, April Caines
Color makes this ad! Super design.
Third Place - WILLIAMSON DAILY NEWS, Staff
Unique idea that works, Good use of process and spot color.

Category 15 - HOLIDAY GREETING ADS

First Place - COLLEGE HEIGHTS HERALD, Keith Hetzer
Good idea, effectively presented.
Second Place - WILLIAMSON DAILY NEWS, April Caines
Nice ad, attractively done.
Third Place - WILLIAMSON DAILY NEWS, April Caines
Nice ad, creatively done.

Category 16 - AGRICULTURE/ LAWN AND GARDEN

NO ENTRIES

Category 17 - CLASSIFIED PAGE/SECTION

First Place - INSIDE THE TURRET, Staff
Well presented classifieds, good variety, lots of shopping information.
Second Place - COLLEGE HEIGHTS HERALD, Megan Holsapple
Nice selection of ads. Very legible headers.
Third Place - KENTUCKY KERNEL, Chris Rosenthal
Nice selection of ads.

Category 18 - SPECIAL PUBLICATIONS

CERTIFICATE OF MERIT - KENTUCKY KERNEL, Staff

Category 19 - BEST USE OF COLOR

First Place - WILLIAMSON DAILY NEWS, April Caines
Makes you want to go to the prom. Know it sold some dresses and brought folks to the show.
Second Place - TIE - WILLIAMSON

DAILY NEWS, Cindy Kiger
Very attractive ad.
Second Place - TIE - WILLIAMSON DAILY NEWS, Cindy Kiger
Good use of color to spice up legal ad.

Category 20 - BEST AD SERIES

First Place - WILLIAMSON DAILY NEWS, April Caines
Good series, snappy attention getting head.
Second Place - WILLIAMSON DAILY NEWS, April Caines
Attention getting.

Category 21 - GENERAL MISCELLANEOUS

First Place - COLLEGE HEIGHTS HERALD, Sean Carney
Excellent creativity. Great content that makes "the point". Good use of white space.
Second Place - WILLIAMSON DAILY NEWS, Staff
What a wonderful, sensitive memorial ad.
Third Place - KENTUCKY KERNEL, Chris Rosenthal
Good creativity, eye catching.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - WILLIAMSON DAILY NEWS, Staff
Seven weeks of income!
Second Place - COLLEGE HEIGHTS HERALD, Staff
Good idea to talk them into an ad for the team entries.
Third Place - WILLIAMSON DAILY NEWS, Staff
Great revenue producer. Liked the way you kept selling when the page was full!

Category 23 - SPECIAL EVENTS

First Place - COLLEGE HEIGHTS HERALD, Sean Carney
Real attention getter. Good graphics.
Second Place - MURRAY STATE NEWS, Ryan Wagner
Excellent layout. Attention getting headline.
Third Place - COLLEGE HEIGHTS HERALD, Staff
Nice layout, good use of white space.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - WILLIAMSON DAILY NEWS, Staff
Creative, excellent opportunity for self promotion and money maker.
Second Place - WILLIAMSON DAILY NEWS, Staff
Good city wide participation and good use of color.
Third Place - WILLIAMSON DAILY NEWS, Staff
Interesting promotion to promote single copy sales.
Honorable Mention - WILLIAMSON DAILY NEWS, Staff

Daily 1

Continued from page 10

Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick - Easy to read break down of fair events.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - HENDERSON GLEAN-

ER, Staff/Alan Inkenbrandt
One of the best self promotion ads ever!! Clean and crisp!
Second Place - DANVILLE ADVOCATE MESSENGER, Stuart Arnold/Staff
Wonderful promotion to increase readership.
Third Place - HENDERSON GLEANER, Nancy Pippin/Stephanie Maddox
Excellent presentation of history.



The Department of Sociology & University Center Board present

"An Evening With Victoria Gotti"

Wednesday, September 15
7 p.m. Grise Hall Auditorium

1999 ELIZABETHTOWN COUNTRY CONCERT IN THE PARK

featuring
Bryan White

with Special Guest
The Kinleys

FRIDAY, JUNE 18, 1999
AT 8:00 P.M.

Admission: \$14.00
or \$15.00 at the gate
(children 6 & under free)

Charge by phone 1-800-566-1063
Gates open at 6:00 p.m.

Tickets available at McDonald's in E-town, Scotty's Contracting in E-town and The Pitchard Community Center

FREEMAN LAKE PARK • ELIZABETHTOWN, KENTUCKY

Top left: In the Associate Newspaper Division, the College Heights Herald won first place for this entry in the Special Events' category. Above: Inside the Turret took the first place award in the Entertainment/Dining category. The judges wrote: "Good balanced design. Clean reproduction. Lots of information without clutter." Below: The Williamson Daily News was the judges' pick in the Financial category.

Home Improvement Loans from Community Trust Bank...

Making life a little easier.



Community Trust Bank
building communities...built on trust

FDIC Insured



General Excellence Winners

Weekly Class 1

First Place - FULTON LEADER
Second Place - BEREA CITIZEN
Third Place - SPENCER MAGNET

Weekly Class 2

First Place - MCLEAN COUNTY NEWS
Second Place - SPRINGFIELD SUN
Third Place - HENRY COUNTY LOCAL

Weekly Class 3

First Place - JESSAMINE JOURNAL
Second Place - BENTON TRIBUNE-COURIER
Third Place - MT. STERLING ADVOCATE

Multi-Weekly

First Place - APPALACHIAN NEWS-EXPRESS
Second Place - KENTUCKY STANDARD
Third Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER

Daily Class 1

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

Daily Class 2

First Place - KENTUCKY NEW ERA
Second Place - TIE - THE COURIER-JOURNAL
Second Place - TIE - ELIZABETHTOWN NEWS-ENTERPRISE
Third Place - PADUCAH SUN

Associate Newspapers

First Place - WILLIAMSON DAILY NEWS
Second Place - COLLEGE HEIGHTS HERALD
Third Place - KENTUCKY KERNEL