

Alaina Barnes - Alanna Aldridge - Andrea
Dennis - Angie Chinn - Angie Gilbert - Ann
Green - Ann

Roundtree
- Anna Nolan - Anne Baker
- Anthony Riley
- Barry Vincent
- Becky Block
- Becky Boggess
- Becky Mccorvey
- Bev Linville
- Bill Hanson - Bill Mathers - Bill Wiist
- Billy N. Guffey
- Brandi Cheatam
- Brenda Bowling - Brian Gray
- Brian Mckinley - Brook Dunn
- Bruce

K e m p f
- Bruce

Thomas
- Carla Kidwell
- Carol Moore - Carol Mudd - Carol Parker - Carol Warren - Carrie Bennett - Cathy Caton
- Cathy Tomlinson - Chip Holtzhafer - Chris Woodall - Christopher Lawrence - Christy Schlachter
- Chuck Mullins - Chuck Pearson - Cindi Ashby
- Cindy Centers - Cindy Ramey - Clarissa Williams
- Clyde Pack - Connie Holman
- Craig Richards - Cynthia Mitchell - Dan Fischer - Daniel Lewis - Danny Coleman
- Danny Duncan - Darren Hauss - Dave Elfridge - Dawn Hedrick - Deb Barnett - Debbie Hutchins - Debbie Martin
- Debbie Mccord - Debbie Stigall - Debby Mabry
- Denice Hennemann - Donna Cumbee - Donna Kissick
- Doug Eades - Earline Arvin
- Emma Burchett - Erica Chalk - Gina Griffin -

- Kelly Austin - Kendal Butler - Kim Frasure
- Kim Giffin - Kim Hupman - Kim Lawhorn

- Kris Johnson - Krista Duty - Kristi Harkins
- Kristy Kostelink - Laura Calvert-smith - Lee Ann Seitz - Leighann Whitaker - Leslie Dotson

lissa Nipper - Michelle Mcguffin - Mike Elliott
- Missy Hacker - Misty Collins - Misty Holt
- Monica Hayes - Myrna Meadows - Nancy Busath
- Nancy Hamilton - Nancy

Napier - Nathan Simpson - Neeta Keeling
Hale - Nicky Shannon - Nikki Clay - Pam Travis - Pat Cheek - Patrice Hoffman - Patti

Alvey - Sharon Bailey - Sharon Barnard - Sharon Deadwyler - Sharon Manning - Sherrie
Hawn - Shorty Lassiter - Skip Reinhard - Slone
Hutchinson - Sonja Carrow - Stephanie Flow-
ers - Stephanie Hornback - Stephanie Jeffers
- Steve Stivers - Stuart Arnold - Sue Caldwell
- Susan Anderson - Susan Mccrobie - Suzanna
Martinez - Suzanne Saunders - Suzie Fryman
- Tammie Geierman - Tammy Spurlock - Te-
resa Scott - Teresa Vandermolen - Terri Mercer
- Thomas Lafferty - Tiffany Clark - Tim Trice
- Tisha Mitchell - Tom Bell - Tom Blanton
- Tonya Head - Toss Chandler - Traci Rod-
gers - Tracie Vanderbeck - Tracy Syck
- Trang Nguyen - Vanessa Feagin - Vickie
Nelson - Victoria Schreiner - Wade Daf-
ron - Wally Jewell - Wanda Blevins
- Wanda Paul - Wayne Keith - Yvette
Nelson - Appalachian News Express
- Ashland Daily Independent
- Barbourville Mountain Ad-
vocate - Benton News Digest
- Benton Tribune Courier - Bow-
ling Green Daily News - Bracken
County News - Cadiz Record

- Carrollton News Democrat - Central Ken-
tucky News Journal - Citizen Voice & Times
- Clay City Times - College Heights Herald
- Corbin Times Tribune
- Cumberland County
News - Cynthiana Democ-
rat - Danville Advocate
Messenger - Eddyville
Herald Ledger - Eliza-
bethtown News Enterprise
- Flemingsburg Gazette
- Floyd County Times
- Frankfort State Journal
- Harrodsburg Herald - Henderson Gleaner
- Henry County Local - Jackson County Son

- Jessamine Journal - Kentucky Kernel - Ken-
tucky New Era - Kentucky
Standard - Lake News - Larue
County Herald News - Lexing-
ton Herald Leader - Louisville
Courier Journal - Madisonville
Messenger - Mccreary County
Voice - Middlesboro Daily
News - Morehead News - Mt. Sterling Advo-
cate - Murray Ledger & Times - Owensboro
Messenger Inquirer - Owenton News Herald
- Paducah Sun - Paintsville Herald - Richmond
Register - Russell Register - Russellville News
Democrat & Leader - Shelbyville Sentinel
News - Somerset Commonwealth Journal

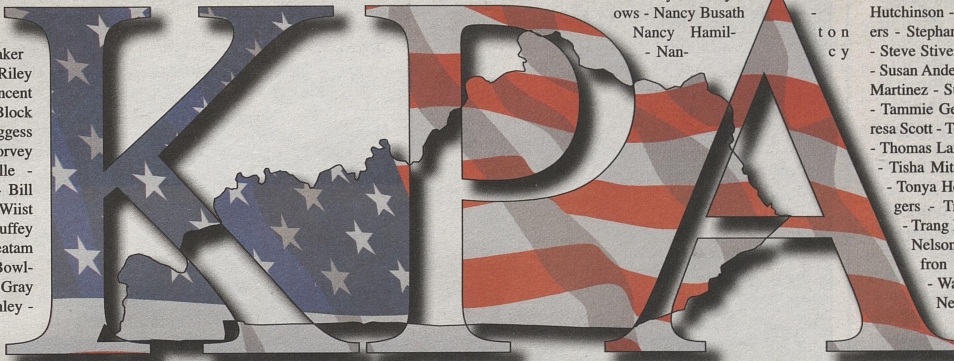
Ginger Fineseth - Ginny Tatum - Greg Travis
- Harold Ratliff - Heath Wiley - Heidi Wagner
- Holly Davis - Hope Kuegel - Jackie Larkins
- Jamie Bryan - Jamie Kelley - Jamie Reiter
- Jane Cox - Janet Hall - Janet Morgan - Janie
Gumm - Janie Moreland - Jason Dobbins - Jeff
Keithly - Jennifer Cobb - Jennifer Enoch - Jen-
nifer Wallace - Jenny Upton - Jeremy Cox - Jer-
ry Dunn - Jo Ann Halsey - Joan Hardin - Joey
Samples - John Butwell - John Shelton - Joyce
Cox - Joyce Wilson - Juanita Turpin - Judy
James - Judy Smith - Julie Lowe - Julie Roy
- Justin Holbrook - K.a. Ballen - Karen Heath
- Karen Luttrell - Karen Ross - Karen Willis
- Kathryn Knapp - Kathy Bay - Kellie Delaney

- Margaret Cecil - Margie Holbrook - Mark
Mahagan - Mark Mckee - Marla
Carroll - Marlene Keeton - Mary
Ann Orr - Mary Ann Siria - Mary
Chambers - Mary Crawford - Mary
Dye - Mary Gaines - Mary King-
wireman - Matt Roundtree - Mayme
Foland - Meghan Blocher - Melanie Heltzley
- Melinda Campbell
- Melissa Gjergerji
- Melissa Nalley
- Melissa Netherland - Melissa Newman - Me-

Kessler - Rhonda Broughton - Richard Price
- Richard Swihart - Robert Cun-
ningham - Robin Notton - Robyn
Conley - Rusty Manseau - Ruth
Ann Risley - Ruth Risley - Ryan
Wagner - Sabra Oller - Savannah
Hinds - Scott Jeffers - Scott Moore
- Scott Salchli - Scott Thacker - Selena Ward

- Shane Morgan - Shannon Royster - Sharon

- Somerset News Journal - Springfield Sun -
The Northerner - Tomp-
kinsville News - Trimble
Banner - Williamson
Daily News - Winchester
Sun - Woodford Sun



KENTUCKY PRESS ASSOCIATION

2003

ADVERTISING

EXCELLENCE

IN KENTUCKY

NEWSPAPERS

Weekly Class 1

Category 1 - DEPARTMENT / DISCOUNT / JEWELRY STORES
NO ENTRIES

Category 2 - AUTOMOTIVE
First Place - TRIMBLE BANNER, Mark McKee/Carla Kidwell
Very colorful. Clean layout. Center portion could have looked better with more creative fonts.
Second Place - FLEMINGSBURG GAZETTE, Daniel Lewis/Tisha Mitchell
Colorful. Simple not crowded.
Third Place - TRIMBLE BANNER, Mark McKee/Carla Kidwell
Good use of white space. Good graphics. Logo is too dark, should be cleaner. Two screened boxes could have been left out.

Category 3- HARDWARE / APPLIANCE STORES
NO ENTRIES

Category 4 - FINANCIAL
First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Ad is clear and clean. Good use of white space. Ad has information which is very clean. Ad easy to read! The VISA logo draws the eye to the ad.
Second Place - TRIMBLE BANNER, Mark McKee/Carla Kidwell
Good use of two locations. Artwork is a little heavy but effective.

Category 5 - PROFESSIONAL SERVICES
First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Second Place - BRACKEN COUNTY NEWS, Libby Estill/Wayne Keith
Great use of the spot red. The layout of the letters makes it easy to distinguish.
Third Place - FLEMINGSBURG GAZETTE, Tisha Mitchell
Wonderful color.

Category 6 - FOOD / DRUG / LIQUOR
First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Clean and clear. Nice graphics. Doesn't look like a grocery ad.

Debbie McCord and Tisha Mitchell of the Flemingsburg Gazette won first place in Weekly Class 1 for this Multiple Advertising/"Sig" page.

Second Place - BRACKEN COUNTY NEWS, Kathy Bay/Wayne Keith
Nice headline. Interesting background. Good use of art and graphics.
Third Place - BRACKEN COUNTY NEWS, Kathy Bay/Wayne Keith
Graphic is nice. Like the three feature items.

Category 7 - FURNITURE
First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Fall colors are nice. Great layout!
Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Good use of color. Creative head.
Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Clean and clear. Great headline.

Category 8 - REAL ESTATE
First Place - TRIMBLE BANNER, Mark McKee/Carla Kidwell
Blue print!! House plan traps the eye.

Category 9 - CLOTHING STORES
NO ENTRIES

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha

Mitchell
Good color, good use of white space, good layout. Good message.
Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Good color photo. Try to be more creative with layout.
Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Nice color.
Don't stretch the graphics!

Category 11 - CREATIVE USE OF THE NEWSPAPER
Certificate of Merit - LAKE NEWS, Neeta Keeling Hale

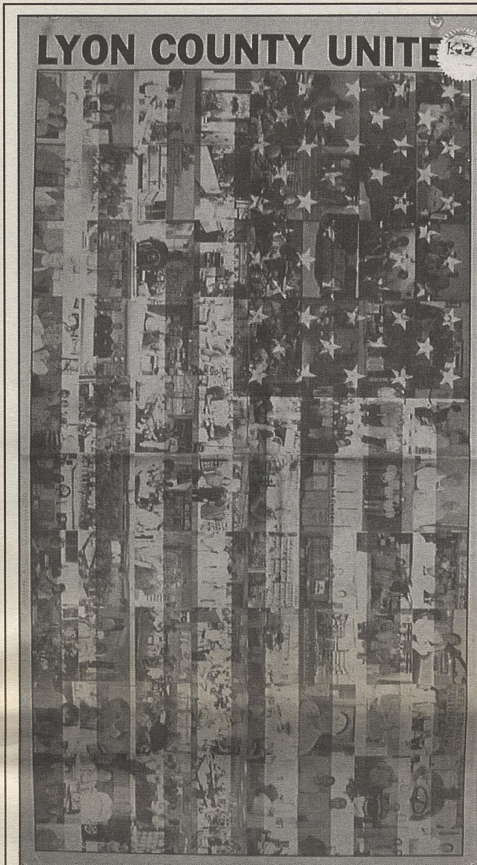
Category 12 - ENTERTAINMENT/DINING
First Place - EDDYVILLE HERALD LEDGER, Selena

Ward/Kris Johnson
It makes you thirsty!
Second Place - EDDYVILLE HERALD LEDGER, Selena Ward/Kris Johnson
Nice photo, very creative look. Could have been sharper.
Third Place - TIE - BRACKEN COUNTY NEWS, Kathy Bay/Wayne Keith
Good use of spot color. The ad makes the reader inter-act good layout.
Third Place - TIE - FLEMINGSBURG GAZETTE, Tisha Mitchell
Nice use of menu with price.

Category 13 - SPECIAL SECTIONS
First Place - EDDYVILLE HERALD LEDGER, Selena Ward/Kris Johnson
Interesting cover. Ads pertain to the theme. Good graphics. Clean ads. Creative idea. Why are classified in your section?
Second Place - BRACKEN COUNTY NEWS, Kathy Bay/Libby Estill/Wayne Keith
Nice job on making each ad vary. Nice and clean.
Third Place - TRIMBLE BANNER, Staff
Creative idea to get political ads.

Continued on Page 3

Mark McKee and Carla Kidwell of the Trimble Banner won first place in the Automotive category with this ad. "Very colorful. Clean layout," the judges said.



The Eddyville Herald Ledger picked up first place honors in the Special Sections category for Selena Ward and Kris Johnson's entry. "Interesting cover. Ads pertain to the theme," the judges said.

Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Good use of color.

Category 16 - AGRICULTURE/LAWN AND GARDEN
First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Photos grab attention. Very clean.
Second Place - BRACKEN COUNTY NEWS, Kathy Bay/Wayne Keith
Nice placement of artwork, very clean. Nice logo.
Third Place - TRIMBLE BANNER, Mark McKee/Carla Kidwell
Nice border. Good use of fonts.

Category 17 - CLASSIFIED PAGE/SECTION
NO ENTRIES

Category 18 - SPECIAL PUBLICATIONS
Certificate of Merit - LAKE NEWS, Neeta Keeling Hale/Loyd Ford

Category 19 - BEST USE OF COLOR
First Place - FLEMINGSBURG GAZETTE, Daniel Lewis/Tisha Mitchell
Theme and color are nice!
Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Nice color combination.
Third Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Good use of white space. Try to sharpen images, and watch color

marks.

Category 20 - BEST AD SERIES
First Place - EDDYVILLE HERALD LEDGER, Selena Ward/Kris Johnson
Font is very sharp and creative. Ads are eye catching.
Second Place - TRIMBLE BANNER, Mark McKee/Carla Kidwell
Good presentation of info. Try to be consistent with "series."

Category 21 - GENERAL MISCELLANEOUS
First Place - FLEMINGSBURG GAZETTE, Tisha Mitchell
Cute and colorful. Good use of white and artwork!
Second Place - BRACKEN COUNTY NEWS, Libby Estill/Wayne Keith
Good concept. Eye catching!
Third Place - TRIMBLE BANNER, Mark McKee/Carla Kidwell
Very clean.

Category 22 - SPORTING GOODS/ATHLETICS
First Place - LAKE NEWS, Neeta Keeling Hale
Neat font. Good photo.
Second Place - EDDYVILLE HERALD LEDGER, Selena Ward/Kris Johnson
Good border helps theme. Pretty boring otherwise.

Category 23 - SPECIAL EVENTS
First Place - EDDYVILLE HERALD LEDGER, Selena Ward/Melissa Gjergji
Cute, fun, eye catching. Interesting graphic. good use of fonts.
Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
You could have used more color.
Third Place - BRACKEN COUNTY NEWS, Libby Estill/Wayne Keith
Cute graphic. Good use of font. Clean.

Category 25 - BEST NEWSPAPER PROMOTION
NO ENTRIES.

Cindy Mitchell/Jennifer Wallace
Second Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace
Third Place - CUMBERLAND COUNTY NEWS, Billy N. Guffey
Honorable Mention - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Category 2 - AUTOMOTIVE
First Place - BENTON TRIBUNE COURIER, Vanessa Feagin/Randy Simmons
Second Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace
Third Place - CLAY CITY TIMES, Alanna Aldridge/Lisa Baber
Honorable Mention - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace

Category 3 - HARDWARE/APPLIANCE STORES
First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Second Place - TOMPKINSVILLE NEWS, Sonja Carrow
Third Place - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace
Honorable Mention - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace

Continued on Page 4

Continued from Page 2

Category 14 - GROUP PROMOTIONS
NO ENTRIES

Category 15 - HOLIDAY GREETING ADS
First Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Nice photo, gets attention. Would like to have seen the "DQ" logo in the ad.
Second Place - FLEMINGSBURG GAZETTE, Debbie McCord/Tisha Mitchell
Nice layout, good white space, great photo. Very warm and fuzzy.

DEFENDERS OF CREATIVE & EFFECTIVE MARKETING PLANS FOR WASHINGTON COUNTY

The Springfield Sun

This entry from the Springfield Sun won the Creative Use of the Newspaper category.

Weekly Class 2

Category 1 - DEPARTMENT/DEPARTMENT/JEWELRY STORES
First Place - CADIZ RECORD,

Heston 3717 Tractor (4 Basket) \$2,875	
New Idea 4845 Round Baler \$5,950	
MF 165 Tractor - New Paint \$5,995	
A-C 7000 Tractor w/ Sprayer 50 H. boom \$9,500	
Heston 3717 Tractor (2 Basket) \$1,320	New Idea 5407 Disc Mower 7 ft. \$5,200
New Idea 5406 Disc Mower 8 ft. \$6,750	Massey-Ferguson 2013 42 H.P. \$13,250
Massey-Ferguson 4225 54 H.P. \$22,500	2 New Idea 484 Round Baler \$5,000
Rhino 15 ft. Wing Fold Rotary Cutter \$5,950	Agco-Allis 8675 AWD 178 P.T.O. \$59,500
32 ft. Disc Mower \$4,950	N.H. 462 Disc Mower 8 ft. \$3,250

See Larry Remison or Hugh David from for all your farm equipment needs

B&G Equipment
1469 E. 90th Street • Indianapolis, IN 47514-885-7333

The Cadiz Record won first place honors in the Agriculture/Lawn & Garden category with this entry by Rebecca Boggess and Jennifer Wallace.

Continued from Page 3

Category 4 - FINANCIAL
First Place - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace
Good use of white space.
Second Place - CARROLLTON NEWS DEMOCRAT, Mark

McKee/Carla Kidwell
Copy works well with illustration.
Third Place - LARUE COUNTY HERALD NEWS, Melissa Nalley/Monica Hayes
Copy is strong and so is illustration.

Category 5 - PROFESSIONAL SERVICES
First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Third Place - CARROLLTON NEWS DEMOCRAT, Mark McKee/Carla Kidwell

Category 6 - FOOD/DRUG/LIQUOR
First Place - CLAY CITY TIMES, Alanna Aldridge/Lisa Baber
Second Place - BENTON TRIBUNE COURIER, Chris Woodall/Phil Jaeger
Third Place - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace
Honorable Mention - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace

Category 7 - FURNITURE
First Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace
Second Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace
Third Place - LARUE COUNTY HERALD NEWS, Melissa Nalley/Stephanie Hornback

Category 8 - REAL ESTATE
First Place - CADIZ RECORD, Cindy Mitchell/Jennifer Wallace
Second Place - SPRINGFIELD SUN,

Kim Hupman
Third Place - TOMPKINSVILLE NEWS, Sharon Barnard

Category 9 - CLOTHING STORES
First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good illustration. Lots of product promotion. You could work a series with all the info.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good product info, a little too much reverse copy.
Third Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace
This is good use of reverse. Not too much copy. Good clean message.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
First Place - TOMPKINSVILLE NEWS, Sonja Carrow/Teresa Scott/Sharon Barnard
Good layout and theme.
Second Place - CARROLLTON NEWS DEMOCRAT, Mark McKee/Carla Kidwell
Third Place - CADIZ RECORD, Cindy Mitchell/Becky Boggess/Jennifer Wallace

Category 11 - CREATIVE USE OF THE NEWSPAPER
First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Headline and artwork compliment the ad very well.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Third Place - CUMBERLAND COUNTY NEWS, Billy N. Guffey

Category 12 - ENTERTAINMENT/DINING
First Place - CITIZEN VOICE & TIMES, Karen Willis/Earline Arvin
Graphic clearly pulls reader into the ad.
Second Place - TOMPKINSVILLE NEWS, Sonja Carrow
Third Place - CARROLLTON NEWS DEMOCRAT, Mark McKee/Carla Kidwell

Category 13 - SPECIAL SECTIONS
First Place - TIE - LARUE COUNTY

HERALD NEWS, Melissa Nalley/Monica Hayes
Creative use of section. Ads stick around for a full year. high quality paper makes piece look better. Very innovative.
First Place - TIE - CADIZ RECORD, Rebecca Boggess/Cynthia Mitchell
Consistent look throughout. Very clean.
Second Place - CADIZ RECORD, Rebecca Boggess/Cynthia Mitchell
Ads are very clean. Ads will related to the theme. Good press work. Good variety of advertisers.
Third Place - HENRY COUNTY LOCAL, Tiffany Clark

Category 14 - GROUP PROMOTIONS
First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Excellent use of process color, good promotion.
Second Place - LARUE COUNTY HERALD NEWS, Melissa Nalley/Monica Hayes
Third Place - OWENTON NEWS HERALD, Missy Hacker/Carrie Bennett

Shell Food Mart
Open 24 Hours Breakfast 5:30 am
Your one stop location, Peoples Exchange Bank, Subway & Hotstuff Pizza

Specials Thursday, October 24 thru Sunday October 27

9 pk. mini Ale-8 \$1.39	Breakfast Sausage Biscuits 2/\$1.29	5 Oz. Frito-Lay Buy 1 Get 1 FREE	Your Choice Knepp Knepp Doughnuts 39¢
12 Pack Coke 245	44 Oz. Nascar Collectors Cup 79¢ filled with fountain coke	Kit-Kat, Reese's Hershey's w/Almond. Candy Bars 4/\$1	Drawing for Color TV & Letterbox

Listen to WSKV for Gas Promotions!
Visit Subway for Daily Specials
9 am to 1 am Mon.-Sat. & 10 am-11 pm Sunday

Cigarette Specials
Marlboro \$20.69 ... Wave \$12.99 ... Ridgeway \$9.90 ...
Virginia Slims, Winston & Camel \$21.99 ...

This ad took home first place honors for Alanna Aldridge and Lisa Baber of the the Clay City Times in the Food/Drug/Liquor category.

Season's Greetings

from the Management, Staff, Employees & Contractors at

NAS North American Stainless

This was the winning entry in the Holiday Greeting Ad category submitted by Carrollton News Democrat's Mark McKee and Carla Kidwell.

Continued on Page 5

Continued from Page 4

Category 15 - HOLIDAY GREETING ADS

This Special Events ad captured the first place prize for the Benton Tribune Courier. "Good use of color. Pleasing to the eye," the judges said.

First Place - CARROLLTON NEWS DEMOCRAT, Mark McKee/Carla Kidwell
 Art fit well with theme, color reproduced well.
 Second Place - CLAY CITY TIMES, Alanna Aldridge/Lisa Baber
 Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Category 16 - AGRICULTURE/LAWN AND GARDEN
 First Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace
 Very clean ad, easy to read.
 Second Place - CLAY CITY TIMES, Lisa Baber/Alanna Aldridge
 Super eye-appeal, catchy oval

photo. Logo could have been a bit larger and darker.
 Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good simple ad, graphics go well with ad content.
 Honorable Mention - SPRINGFIELD SUN, Shorty Lassiter
 Good use of color. bullets good. Good headline.

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Second Place - TOMPKINSVILLE NEWS, Staff
 Third Place - HENRY COUNTY LOCAL, Staff

Category 18 - SPECIAL PUBLICATIONS
 First Place - CADIZ RECORD, Cindy Mitchell/Becky Boggess
 Good cover attracts. Well thought out and good use of color. Ads are not all boiler plate.
 Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Ads compliment

product. Nice player lists.
 Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Ads clean. Layout needs to be thought out more. Cluttered.

Category 19 - BEST USE OF COLOR
 First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Use of elements excellent.
 Second Place - CLAY CITY TIMES, Alanna Aldridge/Lisa Baber
 Separations or reds and yellows is excellent.
 Third Place - CARROLLTON NEWS DEMOCRAT, Mark McKee/Carla Kidwell

Category 20 - BEST AD SERIES
 First Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Third Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace

Category 21 - GENERAL MISCELLANEOUS
 First Place - CUMBERLAND COUNTY NEWS, Billy N. Guffey
 Good layout, gray scale works.
 Second Place - CARROLLTON NEWS DEMOCRAT, Mark McKee/Carla Kidwell
 Good community outreach.
 Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Very eye catching. Great concept.

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Sharp, eye catching and clean.
 Second Place - HENRY COUNTY LOCAL, Tiffany Clark
 Good space.
 Third Place - CLAY CITY TIMES, Alanna Aldridge/Lisa Baber
 Good concept.

Category 23 - SPECIAL EVENTS
 First Place - BENTON TRIBUNE COURIER, Vanessa Feagin/Melissa Gjergji
 Good use of color. Pleasing to the eye.
 Second Place - CADIZ RECORD, Rebecca Boggess/Jennifer Wallace
 Third Place - HENRY COUNTY LOCAL, Tiffany Clark
 Honorable Mention - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Category 25 - BEST NEWSPAPER PROMOTION
 First Place - SPRINGFIELD SUN, Shorty Lassiter
 Informative and entertaining. Good use of color.
 Second Place - LARUE COUNTY HERALD NEWS, Staff
 Good theme.
 Third Place - OWENTON NEWS HERALD, Carrie Bennett
 Nice look.

Weekly Class 3

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES
 First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
 Second Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
 They make a good team!
 Third Place - JACKSON COUNTY SUN, John Butwell/Tammy Spurlock
 Honorable Mention - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman

Category 2 - AUTOMOTIVE
 First Place - SOMERSET NEWS JOURNAL, K.A. Ballew/Lisa Rowell
 Second Place - SOMERSET NEWS JOURNAL, K.A. Ballew/Lisa Rowell
 Third Place - SOMERSET NEWS JOURNAL, K.A. Ballew/Lisa Rowell

Continued on Page 6

This ad won first place in the Weekly Class 3 General Miscellaneous category for the Jessamine Journal's Peggy Adkins/Sharon Bailey

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Continued from Page 5

Honorable Mention - TIE - CYNTHIANA DEMOCRAT, Sabra Oller/Joyce Wilson
 Honorable Mention - TIE - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman

Category 3 - HARDWARE/APPLIANCE STORES
 First Place - CYNTHIANA DEMOCRAT, Sabra Oller/Suzie Fryman
 Second Place - JACKSON COUNTY SUN, Renee Hudson/Tammy Spurlock
 Third Place - CYNTHIANA DEMOCRAT, Sabra Oller/Suzie Fryman

Category 4 - FINANCIAL
 First Place - SOMERSET NEWS JOURNAL, Stuart Arnold/Lisa Rowell
 Second Place - JESSAMINE JOURNAL, Dawn Hedrick/Linda Wiley
 Third Place - TIE - CYNTHIANA DEMOCRAT, Bev Lynville/Deb Barnett
 Third Place - TIE - HARRODSBURG

HERALD, Cathy Caton
 Honorable Mention - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman

Category 5 - PROFESSIONAL SERVICES
 First Place - SOMERSET NEWS JOURNAL, Janie Gumm/Lisa Rowell
 Second Place - BARBOURVILLE MOUNTAIN ADVOCATE, Staff/Melissa Newman
 Third Place - SOMERSET NEWS JOURNAL, Janie Gumm/Lisa Rowell

Category 6 - FOOD/DRUG/LIQUOR
 First Place - HARRODSBURG HERALD, Cathy Caton/Margaret Cecil
 Second Place - SOMERSET NEWS JOURNAL, Janie Gumm/Lisa Rowell
 Third Place - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman

Category 7 - FURNITURE
 First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
 Second Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
 The top photo really complimented the ad.
 Third Place - BARBOURVILLE MOUNTAIN ADVOCATE, Nancy Napier/Melissa Newman

Category 8 - REAL ESTATE
 First Place - BARBOURVILLE MOUNTAIN ADVOCATE, Nancy Napier/Melissa Newman
 Second Place - BARBOURVILLE MOUNTAIN ADVOCATE, Melissa Newman
 Third Place - TIE - MT. STERLING ADVOCATE, Sharon Manning
 Third Place - TIE - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Category 9 - CLOTHING STORES
 First Place - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman
 Second Place - JACKSON COUNTY SUN, Sue

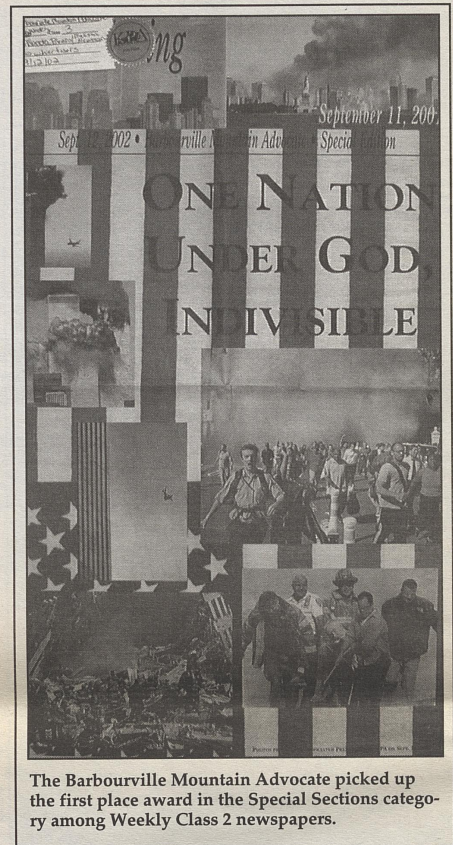
Caldwell/Tammy Spurlock
 Third Place - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
 First Place - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman
 Second Place - MT. STERLING ADVOCATE, Ann Rountree/Sharon Manning/Jo Ann Halsey
 Third Place - MT. STERLING ADVOCATE, Ann Rountree/Sharon Manning/Jo Ann Halsey
 Honorable Mention - JESSAMINE JOURNAL, Peggy Adkins/Dawn Hedrick/Sharon Bailey/Linda Bailey

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - JESSAMINE JOURNAL/Staff
 Second Place - JESSAMINE JOURNAL, Dave Eldridge
 Third Place - JESSAMINE JOURNAL, Dave Eldridge

Category 12 - ENTERTAINMENT/DINING
 First Place - JESSAMINE JOURNAL, Peggy Adkins/Dawn Hedrick/Sharon Bailey
 Second Place - MT. STERLING ADVOCATE, Jo Ann Halsey
 Third Place - BARBOURVILLE MOUNTAIN ADVOCATE, Nancy Napier/Melissa Newman

Category 13 - SPECIAL SECTIONS
 First Place - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman
 Second Place - WOODFORD SUN, Margie Holbrook/Cindy Centers/Mary King-Wireman/Marcia Carpo



The Barbourville Mountain Advocate picked up the first place award in the Special Sections category among Weekly Class 2 newspapers.

Third Place - JACKSON COUNTY SUN, John Butwell/Chuck Pearson/Tammy Spurlock

Category 14 - GROUP PROMOTIONS
 First Place - WOODFORD SUN, Margie Holbrook/Mary King-Wireman/Cindy Centers/Marla Carroll
 Second Place - MT. STERLING ADVOCATE, Ann Rountree/Jo Ann Halsey/Sharon Manning
 Third Place - TIE - CYNTHIANA DEMOCRAT, Sabra Oller/Joyce Wilson
 Third Place - TIE - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman

Category 15 - HOLIDAY GREETING ADS
 First Place - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman



The Woodford Sun won first place for this ad in the Group Promotions category of Weekly Class 3 newspapers.

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Second Place - HARRODSBURG HERALD, Jackie Larkins
 Third Place - JESSAMINE JOURNAL, Staff/Linda Wiley

Category 16 - AGRICULTURE/LAWN AND GARDEN
 First Place - JESSAMINE JOURNAL, Peggy Adkins/Linda Wiley
 Second Place - TIE - BARBOURVILLE MOUNTAIN ADVOCATE, Wanda Blevins/Melissa Newman
 Second Place - TIE - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
 Third Place - JESSAMINE JOURNAL, Dawn Hedrick/Sharon Bailey

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - BARBOURVILLE MOUNTAIN ADVOCATE, Suzanne Saunders
 Second Place - JESSAMINE JOURNAL, Peggy Adkins/Dawn Hedrick/Linda Wiley
 Third Place - SOMERSET NEWS JOURNAL, Staff/Marlene Keeton

Category 18 - SPECIAL PUBLICATIONS
 First Place - HARRODSBURG HERALD, Staff
 Second Place - SOMERSET NEWS JOURNAL, Lisa Rowell/Shane Morgan

Category 19 - BEST USE OF COLOR
 First Place - JESSAMINE JOURNAL, Peggy Adkins/Dawn Hedrick/Linda Wiley
 Second Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Third Place - BARBOURVILLE MOUNTAIN ADVOCATE, Staff/Melissa Newman
 Honorable Mention - SOMERSET NEWS JOURNAL, Janie Gumm/Lisa Rowell

Category 20 - BEST AD SERIES
 First Place - BARBOURVILLE MOUNTAIN ADVOCATE, Staff/Melissa Newman
 Second Place - SOMERSET NEWS JOURNAL, Staff
 Third Place - SOMERSET NEWS JOURNAL, Staff

Category 21 - GENERAL MISCELLANEOUS
 First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey
 Second Place - CYNTHIANA DEMOCRAT, Sabra Oller/Suzie Fryman
 Third Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - JESSAMINE JOURNAL, Dawn Hedrick/Linda Wiley
 Second Place - SOMERSET NEWS JOURNAL, Doug Eades/Lisa Rowell
 Third Place - MT. STERLING ADVOCATE, Ann Rountree

Category 23 - SPECIAL EVENTS
 First Place - JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey/Dawn Hedrick/Linda Wiley
 Second Place - MT. STERLING ADVOCATE, Jo Ann Halsey
 Third Place - WOODFORD SUN, Toss Chandler

Category 25 - BEST NEWSPAPER PROMOTION

Certificate of Merit - CYNTHIANA DEMOCRAT, Suzie Fryman

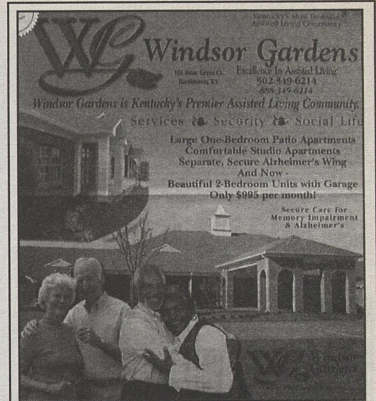
Multi-Weekly

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES
 First Place - KENTUCKY STANDARD, Debbie Hutchins/Madeline Downs
 Nice use of color and graphics, very eye-catching.
 Second Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head
 Nice large artwork, very eye-catching.
 Third Place - APPALACHIAN NEWS EXPRESS, Tracy Syck
 Nice clean ad, good color. Logo fades.

Category 2 - AUTOMOTIVE
 First Place - APPALACHIAN NEWS EXPRESS, Tracy Syck
 Excellent graphics and use of color.
 Second Place - FLOYD COUNTY TIMES, Kim Frasure/Heath Wiley/Cindy Ramey
 Third Place - APPALACHIAN NEWS EXPRESS, Wally Jewell/Jeff Keithly

Category 3 - HARDWARE/APPLIANCE STORES
 First Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Emma Burchett
 Good clean reproduction.
 Second Place - KENTUCKY STANDARD, Debbie Hutchins/Madeline Downs
 Good ad campaign.
 Third Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Emma Burchett

Category 4 - FINANCIAL
 First Place - KENTUCKY STANDARD, Debbie Hutchins/Madeline Downs
 A clear winner.
 Second Place - KENTUCKY STANDARD, Melinda Campbell/Laura Calvert-Smith



Debbie Hutchins and Melinda Campbell won first place for the Kentucky Standard in the Professional Services category.

Third Place - KENTUCKY STANDARD, Debbie Hutchins/Madeline Downs

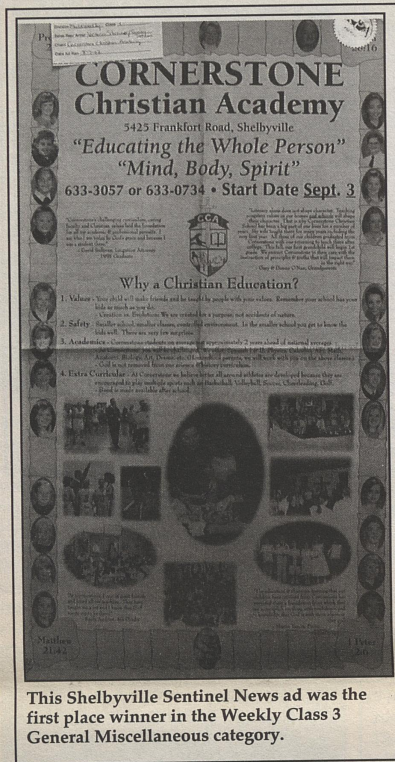
Category 5 - PROFESSIONAL SERVICES
 First Place - KENTUCKY STANDARD, Debbie Hutchins/Melinda Campbell
 Clean and informative.
 Second Place - APPALACHIAN NEWS EXPRESS, Tracy Syck/Mary Dye
 Third Place - NEWS DEMOCRAT & LEADER, Tonya Head

Category 6 - FOOD/DRUG/LIQUOR
 First Place - KENTUCKY STANDARD, Madeline Downs/Nathan Simpson
 Interesting logo, artwork is eye-catching.
 Second Place - KENTUCKY STANDARD, Debbie Hutchins/Madeline Downs
 Third Place - PAINTSVILLE HERALD, Scott Thacker/Clyde Pack

Category 7 - FURNITURE
 First Place - KENTUCKY STANDARD, Joan Hardin/Laura Calvert-Smith
 Great color, good photos and elements.
 Second Place - KENTUCKY STANDARD, Melinda Campbell/Nathan Simpson
 Good use of spot color.
 Third Place - APPALACHIAN NEWS EXPRESS, Tracy Syck/Mary Dye
 Good images.

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This Multiple Advertiser/"Sig" Page was a winning entry for the Floyd County Times. "Great idea and theme, nice crisp artwork, not cluttered," the judges said.



This Shelbyville Sentinel News ad was the first place winner in the Weekly Class 3 General Miscellaneous category.

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Category 8 - REAL ESTATE
 First Place - SHELBYVILLE SENTINEL NEWS, Lora North/Patti Gaston
 Clearly the best entry.
 Second Place - MOREHEAD NEWS, Jeremy Cox
 Third Place - SHELBYVILLE SENTINEL NEWS, Lora North/Ginny Tatum

Category 9 - CLOTHING STORES
 First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Ginny Tatum
 Good use of photos.
 Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Melissa Netherland/Becky McCorvey
 Third Place - KENTUCKY STANDARD, Debbie Hutchins/Joan Hardin

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
 First Place - FLOYD COUNTY TIMES, Justin Holbrook/Heath

Wiley
 Great idea and theme, nice crisp artwork, not cluttered. Overall excellent job.
 Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff
 Third Place - FLOYD COUNTY TIMES, Staff

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - FLOYD COUNTY TIMES, Heath Wiley
 Good original concept for a promo.
 Second Place - APPALACHIAN NEWS EXPRESS, Emma Burchett
 Third Place - APPALACHIAN NEWS EXPRESS, Emma Burchett

Category 12 - ENTERTAINMENT/DINING
 First Place - APPALACHIAN NEWS EXPRESS, Danny Coleman
 Nice lifelike logo, very eye-catching.
 Second Place - KENTUCKY STANDARD, Debbie Hutchins/Melinda Campbell
 Third Place - APPALACHIAN NEWS EXPRESS, Tracy Syck

Category 13 - SPECIAL SECTIONS
 First Place - KENTUCKY STANDARD, Staff
 Clean informative, nice cover.
 Second Place - FLOYD COUNTY TIMES, Staff/Cindy Ramey
 Third Place - SHELBYVILLE SENTINEL NEWS, Staff

Category 14 - GROUP PROMOTIONS
 First Place - APPALACHIAN NEWS EXPRESS, Tom Blanton/Emma Burchett
 Good clean layout. Excellent concept.
 Second Place - KENTUCKY STANDARD, Madeline Downs/Laura Calvert-Smith
 Third Place - APPALACHIAN NEWS EXPRESS, Wally Jewell/Mary Dye

Category 15 - HOLIDAY GREETING ADS
 First Place - KENTUCKY STANDARD, Staff

DARD, Debbie Hutchins/Rachael Downs
 Clean layout, good photos.
 Second Place - KENTUCKY STANDARD, Debbie Hutchins/Rachael Downs
 Third Place - APPALACHIAN NEWS EXPRESS, Tracy Syck

Category 16 - AGRICULTURE/LAWN AND GARDEN
 First Place - NEWS DEMOCRAT & LEADER, Tonya Head
 Good symmetry.
 Second Place - NEWS DEMOCRAT & LEADER, Lola Nash
 Third Place - KENTUCKY STANDARD, Melinda Campbell/Laura Calvert-Smith

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - SHELBYVILLE SENTINEL NEWS, Judy James/Becky Block
 Good header, comprehensive.
 Second Place - APPALACHIAN NEWS EXPRESS, Staff
 Third Place - KENTUCKY STANDARD, Carol Mudd

Category 18 - SPECIAL PUBLICATIONS
 First Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff
 Great cover and color. Clean.
 Second Place - KENTUCKY STANDARD, Staff
 Third Place - APPALACHIAN NEWS EXPRESS, Staff

Category 19 - BEST USE OF COLOR
 First Place - APPALACHIAN NEWS EXPRESS, Tracy Syck
 Color in photograph sticks out as going along with concept.
 Second Place - PAINTSVILLE HERALD, Paula Hahn/Harold Ratliff
 Third Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Emma Burchett

Category 20 - BEST AD SERIES
 First Place - PAINTSVILLE HERALD, Scott Thacker/Clyde Pack
 Good theme, oriental ad campaign, good use of art.
 Second Place - APPALACHIAN NEWS EXPRESS, Danny Coleman
 Third Place - APPALACHIAN NEWS EXPRESS, Tom Blanton/Mary Dye

Category 21 - GENERAL MISCELLANEOUS
 First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Ginny Tatum

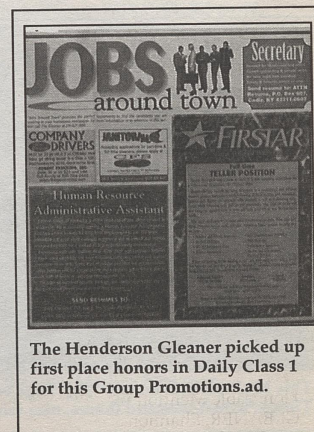
TINEL NEWS, Victoria Schreiner/Ginny Tatum
 Effective use of photography, feathered effect.
 Second Place - PAINTSVILLE HERALD, Robin Notton
 Third Place - PAINTSVILLE HERALD, Paula Hahn/Robin Notton

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - APPALACHIAN NEWS EXPRESS, Tracy Syck/Tracie Vanderbeck
 Headline tie in well with graphic element.
 Second Place - NEWS DEMOCRAT & LEADER, Tonya Head
 Third Place - APPALACHIAN NEWS EXPRESS, Tracy Syck

Category 23 - SPECIAL EVENTS
 First Place - MOREHEAD NEWS, Jeremy Cox
 Strong central image with good use of complimentary colors.
 Second Place - APPALACHIAN NEWS EXPRESS, Danny Coleman/Emma Burchett
 Third Place - KENTUCKY STANDARD, Staff

Category 25 - BEST NEWSPAPER PROMOTION
 First Place - KENTUCKY STANDARD, Laura Calvert-Smith/Brandi Cheatom
 Grabbed attention with front page banner. Educational.
 Second Place - PAINTSVILLE HERALD, Paula Hahn/Robin Notton
 Third Place - APPALACHIAN NEWS EXPRESS, Staff

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The Henderson Gleaner picked up first place honors in Daily Class 1 for this Group Promotions ad.

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Daily Class 1

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - KENTUCKY NEW ERA, Lee Ann Sietz/Kelly Austin
Great headline! Says it all. Nice color.

Second Place - DANVILLE ADVOCATE MESSENGER, Lou

Wilkerson/Jenny Upton
Nice use of color. Black background makes elements flow nice.

Third Place - FRANKFORT STATE JOURNAL, Anne Baker
Good use of art. Stands out of the page.
Honorable Mention - MIDDLESBORO DAILY NEWS, Wanda Paul/Rhonda Broughton
Caught my eye.

Category 2 - AUTOMOTIVE

First Place - HENDERSON GLEANER, Robyn Conley/Lori Zint
Bold color, eye stopping ad.

Second Place - SOMERSET COMMONWEALTH JOURNAL, Debbie Stigall
Classic, clean type.

Third Place - MURRAY LEDGER & TIMES, Slone Hutchison
Clean.

Honorable Mention - HENDERSON GLEANER, Heidi Wagner/Dan Fischer
Sharp color. Very readable.

Category 3 - HARDWARE/APPLIANCE STORES

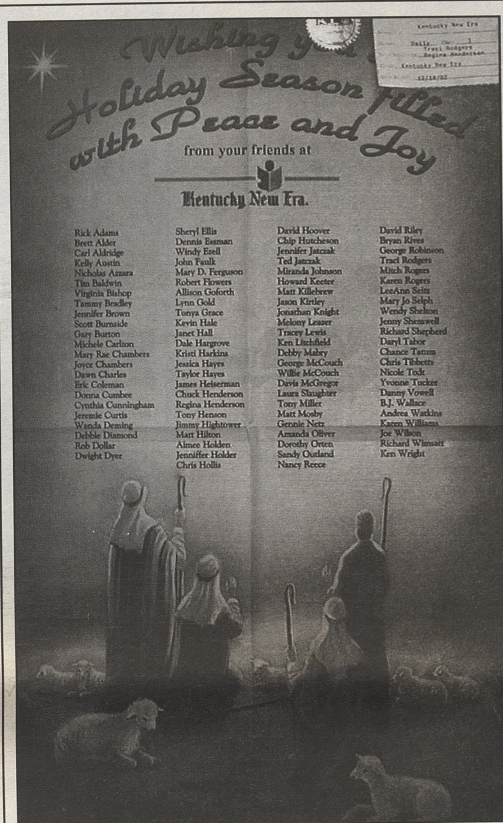
First Place - KENTUCKY NEW ERA, Lee Ann Seitz/Kelly Austin
Great colors! Good theme.

Second Place - HENDERSON GLEANER, Shannon

Royster/Christy Schlachter
Clean. Hard work to make art clean.

Third Place - KENTUCKY NEW ERA, Lee Ann Seitz/Kelly Austin
Like the color.

Honorable Mention - HENDERSON GLEANER, Shannon



The Kentucky New Era's Traci Rodgers and Regina Henderson picked up first place honors in Daily Class 1 for this Holiday Greeting ad.

Royster/Christy Schlachter
Great layout, clean, no clutter. Easy to read.

Category 4 - FINANCIAL
First Place - MIDDLESBORO DAILY NEWS, Pat Cheek/Rhonda Broughton
Eye catching. Bold, clean.

Second Place - DANVILLE ADVOCATE MESSENGER, Jerry Dunn/Jenny Upton
Great graphic. Use of curve and slide pulls your eye in. Kids always a winner.

Third Place - MADISONVILLE MESSENGER, Cindi Ashby/Mary Anne Siria
Like picture fade and color.

Honorable Mention - TIE - MADISONVILLE MESSENGER, Cindi Ashby/Mary Anne Siria
Great headline and use of art. Very

clean and sharp.
Honorable Mention - TIE - MIDDLESBORO DAILY NEWS, Wanda Paul/Rhonda Broughton
Bold!

Category 5 - PROFESSIONAL SERVICES

First Place - KENTUCKY NEW ERA, Mary Chambers/Kelly Austin
Good use of space.

Second Place - TIE - KENTUCKY NEW ERA, Mary Chambers/Kelly Austin

Second Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
Third Place - MURRAY LEDGER & TIMES, Mary Ann Orr
Like colors and sharpness.

Honorable Mention - HENDERSON GLEANER, Janet Morgan/Tom Bell
Nice concept. Good use of type.

Category 6 - FOOD/DRUG/LIQUOR
First Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
Great color! Cute graphic, nice tie in with product.

Second Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
Great color. Great headline.

Third Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jane Cox
Great color! Classic grocery. Easy to read.

Category 7 - FURNITURE
First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick
Clean.

Second Place - HENDERSON GLEANER, Nancy Hamilton/Ruth Ann Risley
Great color, sharp!

Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
Good photography. Good placement.

Honorable Mention - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick
Art pulls eye to ad.

Category 8 - REAL ESTATE
First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Doesn't look like an everyday ad. good use of white space.

Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Third Place - HENDERSON GLEANER, Jamie Reiter/Ryan Wagner

Category 9 - CLOTHING STORES
First Place - MURRAY LEDGER & TIMES, Staff
Awesome!! Great nostalgic ad. We love it!!

Second Place - MURRAY LEDGER & TIMES, Staff
Looks like it should be in a magazine.
Third Place - TIE - MURRAY LEDGER & TIMES, Staff
Good space!
Honorable Mention - TIE - KENTUCKY NEW ERA, Kristi Harkins/Regina Henderson
Classy!



The Madisonville Messenger staff picked up first place honors with this special section in the Daily Class 1 category.

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Page 10 - 2003 Advertising Excellence In Kentucky Newspapers

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Honorable Mention - TIE - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
Artwork goes well with logo.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
First Place - HENDERSON GLEANER, Staff
Excellent color, clarity.
Second Place - HENDERSON GLEANER, Staff
Clear, nice to be able to use small advertisers as well as color ads.
Third Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jane Cox
Excellent color, Neat layout.



The Corbin Times Tribune was the winner of Daily Class 1 newspapers in the General Miscellaneous category "Excellent use of graphics," the judges said.

Category 11 - CREATIVE USE OF THE NEWSPAPER
First Place - HENDERSON GLEANER, Marketing Department
This blows me away! Great print job, good fonts, good color depth. You feel like you could touch the sled!!
Second Place - CORBIN TIMES TRIBUNE, Bill Hanson
Great headline, nice graphic. Will use it in our paper.
Third Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Donna Kissick
Great color. Nice concept.
Honorable Mention - TIE - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jane Cox
Great graphics. Good idea.
Honorable Mention - TIE -

DANVILLE ADVOCATE MESSENGER, Mike Elliott/Holly Davis
Nice content, great testimonial feature.

Category 12 - ENTERTAINMENT/DINING
First Place - KENTUCKY NEW ERA, Debby Mabry/Donna Cumbee
Just plain cute. Font fits business. Burger looks great!
Second Place - KENTUCKY NEW ERA, Lee Ann Seitz/Kelly Austin
Very eye-catching. Sometimes simplicity is best. Clean, crisp ad.
Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick
Good sub-heads and balance. Good photos. Lots of info in ad. Good border.
Honorable Mention - DANVILLE

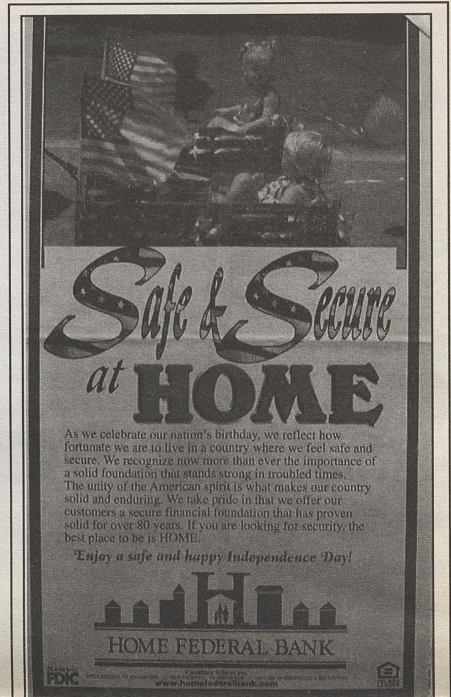
ADVOCATE MESSENGER, Karen Ross/Jane Cox
Pretty and elegant ad, compliments business.

Category 13 - SPECIAL SECTIONS
First Place - MADISONVILLE MESSENGER, Staff
Second Place - KENTUCKY NEW ERA, Ad & Graphic staff
Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Donna Kissick

Category 14 - GROUP PROMOTIONS
First Place - HENDERSON GLEANER, Sharon Alvey/Joey Samples
Great color. The title and ads fit.
Second Place - RICHMOND REGISTER, Sherrie Hawn/Perry Stocker
Well balanced. Great background.
Third Place - MADISONVILLE MESSENGER, Cindi Ashby/Tim Trice
Color looks good. Nice border with mall layout. Need mall logo somewhere on ad.

Category 15 - HOLIDAY GREETING ADS
First Place - KENTUCKY NEW ERA, Traci Rodgers/Regina Henderson
Great color. clean style.
Second Place - DANVILLE ADVOCATE MESSENGER, Jenny Upton
Clean. blue color stands out.
Third Place - HENDERSON GLEANER, Nancy Hamilton/Ruth Risley
Color great.
Honorable Mention - HENDERSON GLEANER, Janet Morgan/Brian McKinley
Sharp color. Love the fade.

Category 16 - AGRICULTURE/LAWN AND GARDEN
First Place - DANVILLE ADVOCATE MESSENGER, Robert



The Middlesboro Daily News picked up first place honors in the Financial category for Daily Class 1 newspapers.

Cunningham/Jenny Upton
Headline great. Color is amazing!!
Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Third Place - SOMERSET COMMONWEALTH JOURNAL, Brenda Bowling
Honorable Mention - TIE - MADISONVILLE MESSENGER, Mary Crawford/Mary Ann Siria
Honorable Mention - TIE - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox

Category 17 - CLASSIFIED PAGE/SECTION
First Place - WINCHESTER SUN, Classified Staff
Nice layout.
Second Place - TIE - WINCHESTER SUN, Classified Staff
Nice section.
Second Place - TIE - KENTUCKY NEW ERA, Classified Staff
Third Place - TIE - DANVILLE ADVOCATE MESSENGER, Karen Luttrell/Carol Warren/Jane Cox
Nice.

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Continued from Page 10

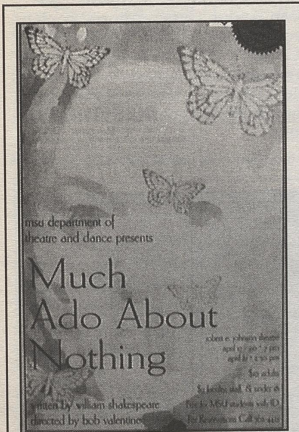
Third Place - TIE - RICHMOND REGISTER, Mayme Foland Nice.

Category 18 - SPECIAL PUBLICATIONS
 First Place - MADISONVILLE MESSENGER, Ad Staff
 Great theme from front to back.
 Second Place - MURRAY LEDGER & TIMES, Staff
 Nice concept. Great local input.
 Third Place - RICHMOND REGISTER, Staff

Nice clean clear publication. Great.
 Honorable Mention - TIE - MURRAY LEDGER & TIMES, Staff
 Nice. Great cover.
 Honorable Mention - TIE - KENTUCKY NEW ERA, Janet Hall Clean.

Category 19 - BEST USE OF COLOR
 First Place - MADISONVILLE MESSENGER, Mary Crawford/Mary Anne Siria
 Second Place - HENDERSON GLEANER, Robyn Conley/Lori Zint
 Third Place - RICHMOND REGISTER, Karen Heath

Category 20 - BEST AD SERIES
 First Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Holly Davis
 Second Place - HENDERSON GLEANER, Janet Morgan
 Third Place - WINCHESTER SUN,



Slone Hutchison picked up first place honors for the Murray Ledger & Times in Daily Class 1 in the Special Events category.

Carol Parker

Category 21 - GENERAL MISCELLANEOUS
 First Place - CORBIN TIMES TRIBUNE, Cathy Tomlinson/Craig Richards
 Excellent use of graphics. Good print job.
 Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
 Third Place - MURRAY LEDGER & TIMES, Slone Hutchison/Brooke Dunn

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - TIE - HENDERSON GLEANER, Staff
 Clean, hits the target with hunters.
 First Place - TIE - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton/Staff
 Great for the big game. Great color and great idea.
 Second Place - KENTUCKY NEW ERA, Lee Ann Sietz/Kelly Austin
 Great color, great graphic. Best of all you got a bowling alley to advertise.

Category 23 - SPECIAL EVENTS
 First Place - MURRAY LEDGER & TIMES, Slone Hutchison
 Love choice of font and placement of head. Like the simplicity and white space. Elegant ad.
 Second Place - HENDERSON GLEANER, Debbie Martin/Joey Samples
 Like use of art and color although copy not easy to read in reverse.
 Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Holly Davis
 Like small graphics and boxed info with enough white space in between.
 Honorable Mention - RICHMOND REGISTER, Clarissa Williams
 Like bold large art and simplicity of ad.

Category 25 - BEST NEWSPAPER PROMOTION
 First Place - HENDERSON GLEANER, Marketing Department
 Simple, but very effective display. Nice job.
 Second Place - KENTUCKY NEW ERA, Kelly Austin
 Vibrant and fun, but maybe a little too vibrant on some pages. Great idea and layout.
 Third Place - MADISONVILLE MESSENGER, Cindi Ashby/Mary Ann Siria

Good color selection and eye-catching. Effective.

Daily Class 2

Category 1 - DEPARTMENT/COUNT/JEWELRY STORES
 First Place - BOWLING GREEN DAILY NEWS, Andrea Dennis
 Good use of white space, simple design.
 Second Place - LEXINGTON HERALD LEADER, Savannah Hinds
 Clean, good design. Good use of space and proportion.
 Third Place - ASHLAND DAILY INDEPENDENT, Nikki Clay
 Good design of product. Eye-catching geometric design.
 Honorable Mention - ELIZABETH-TOWN NEWS ENTERPRISE, Jennifer Cobb/Jamie Bryan
 Good idea.

Category 2 - AUTOMOTIVE
 First Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin/Bill Wiist
 Very creative, well executed idea. Stands out from average car ads.



The Messenger Inquirer's Jamie Kelley and Angie Chinn picked up the first place prize in the Food/Drug/Liquor category in Daily Class 2.

Very well-laid out.
 Second Place - LOUISVILLE COURIER JOURNAL, Stephanie Jeffers/Sharon Deadwyler
 Good headline. Nice contrast between vehicle and home.
 Third Place - LOUISVILLE COURIER JOURNAL, Stephanie Jeffers/Steve Stivers
 Creative design for an unusual topic.

Continued on Page 12

This Financial ad won Leighann Whitaker and Terri Mercer of the Daily News in Bowling Green first place honors in the Daily Class 2 division "Message instills trust and name recognition. Good, sharp photo. Good headline placement," the judges said.

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Honorable Mention - LEXINGTON HERALD LEADER, Julie Lowe
Good theme. Good layout. Not cluttered.

Category 3 - HARDWARE/APPLIANCE STORES

First Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson
Attention grabbing.
Second Place - LOUISVILLE COURIER JOURNAL, Denise Hennemann/Juanita Turpin
Gorgeous ad. Like the way you placed the headline in relation to art. Type at bottom a little hard to read.

Third Place - OWENSBORO MESSENGER INQUIRER, Angie Gilbert/Richard Swihart
Good display of product, good use of color.

Category 4 - FINANCIAL

First Place - BOWLING GREEN DAILY NEWS, Leighann Whitaker/Terri Mercer
Message instills trust and name recognition. Good, sharp photo. Good headline placement.
Second Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson
Good headline, good font choice. Solid.
Third Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson
Good headline, good target market-

ing.
Honorable Mention - TIE - LEXINGTON HERALD LEADER, Chip Holtzhaver
Like the idea. Needs more contrast.

Honorable Mention - TIE - LEXINGTON HERALD LEADER, Chuck Mullins
Liked the flowchart concept and shadows.

Category 5 - PROFESSIONAL SERVICES

First Place - LOUISVILLE COURIER JOURNAL, Kim Giffin/Steve Stivers
Great idea, great design, nice choice of fonts.

Second Place - LEXINGTON HERALD LEADER, Rebecca Dixon
Graphic and headline works well together. Eye catching.
Third Place - BOWLING GREEN DAILY NEWS, Linda Painter

Attention grabbing. Good use of photo.
Honorable Mention - OWENSBORO MESSENGER INQUIRER, Yvette Nelson/Vickie Nelson
Good choice of font to go with image.

Category 6 - FOOD/DRUG/LIQUOR

First Place - OWENSBORO MESSENGER INQUIRER, Jamie Kelley/Angie Chinn
Items and prices dominate.
Second Place - ASHLAND DAILY INDEPENDENT, Skip Reinhard
Like the shadow and graphic behind type and place of logo.
Third Place - PADUCAH SUN, Jennifer Enoch/Scott Salchi
Grabbed our attention.
Honorable Mention - OWENSBORO MESSENGER INQUIRER, Jamie Kelley/Angie Chinn
Good balance and color. Well done.

Category 7 - FURNITURE

First Place - LOUISVILLE COURIER JOURNAL, Bruce Thomas/Brian Gray
What can you say? It has pizzazz!! Colorful and catchy.
Second Place - LEXINGTON HERALD LEADER, Tammi Geierman
Theme carried out well through out ad.
Third Place - LEXINGTON HER-

The Lexington Herald Leader picked up first place honors in the Daily Class 2 Group Promotions category.

ALD LEADER, Rebecca Dixon
Choice of font perfect for style of furniture. Like the use of extra leading in body copy. Good white space.
Honorable Mention - LOUISVILLE COURIER JOURNAL, Bruce Thomas/Brian Gray
Good color, graphics and movement. Head expressed quality of product.

Category 8 - REAL ESTATE

First Place - LOUISVILLE COURIER JOURNAL, Janie Moreland/Sharon Deadwyler
Good clarity of photos, well balanced ad. Font and layout express elegance.
Second Place - LEXINGTON HERALD LEADER, Savannah Hinds
Like the way you incorporated invitation into ad. Almost like two-in-one.
Third Place - LOUISVILLE COURIER JOURNAL, Real Estate Department/Darren Hauss
Good graphic and tie-in with head.
Honorable Mention - BOWLING GREEN DAILY NEWS, Kristy Kostelink
Busy, but cute, like the way you made boxes 3D.

Category 9 - CLOTHING STORES
First Place - BOWLING GREEN DAILY NEWS, Andrea Dennis

Second Place - LOUISVILLE COURIER JOURNAL, Ginger Finneseth/Juanita Turpin
Third Place - OWENSBORO MESSENGER INQUIRER, Susan Anderson/John Shelton

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - LOUISVILLE COURIER JOURNAL, Anthony Riley/Sharon Deadwyler
Second Place - LEXINGTON HERALD LEADER, Trang Nguyen
Third Place - ASHLAND DAILY INDEPENDENT, Kellie Delaney

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Richard Price/Susan McCrobie
Second Place - BOWLING GREEN DAILY NEWS, Terri Mercer
Third Place - LOUISVILLE COURIER JOURNAL, Steve Stivers

Category 12 - ENTERTAINMENT/DINING

First Place - PADUCAH SUN, Gina Griffin/Kim Lawhorn
Second Place - LEXINGTON HERALD LEADER, Teresa VanderMolen
Third Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson

Category 13 - SPECIAL SECTIONS

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Advertising/Editorial/Graphics Departments
Personal cover, large effective are, clean layout. Good editorial content.
Second Place - LOUISVILLE COURIER JOURNAL, Creative Services
Slick, smooth, great art! Loved the photos. Makes you want to read the story.

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This entry in the Entertainment/Dining category picked up first place honors for the Paducah Sun.

The Elizabethtown News Enterprise won first place for Creative Use of the Newspaper.

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Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Advertising/ Graphic Design Overall photos really great! Clean looking section, consistent layout.

Category 14 - GROUP PROMOTIONS
 First Place - LEXINGTON HERALD LEADER, Trang Nguyen
 Second Place - PADUCAH SUN, Patrice Hoffman/Melanie Heltsley
 Third Place - ASHLAND DAILY INDEPENDENT, Danny Duncan

Category 15 - HOLIDAY GREETING ADS
 First Place - BOWLING GREEN DAILY NEWS, Misty Holt
 Second Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson
 Third Place - LOUISVILLE COURIER JOURNAL, Nancy Busath/Juanita Turpin

Category 16 - AGRICULTURE/LAWN AND GARDEN
 First Place - BOWLING GREEN DAILY NEWS, Misty Holt/Terr Mercer
 Second Place - LEXINGTON HERALD LEADER, Julie Lowe
 Third Place - LEXINGTON HERALD LEADER, Savannah Hinds

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - LOUISVILLE COURIER JOURNAL, Juanita Turpin/Steve Stivers
 Good overall design. Creative use of photos and color.
 Second Place - LEXINGTON HERALD LEADER, Connie Holman/Rusty Manseau/Melissa Nipper
 Clear, easy to read.
 Third Place - ASHLAND DAILY INDEPENDENT, Ad Services
 Great idea.
 Honorable Mention - ELIZABETHTOWN NEWS ENTERPRISE, Classified Staff
 Clean, easy to read. Good use of 2-colors.

Category 18 - SPECIAL PUBLICATIONS
 First Place - OWENSBORO MESSENGER INQUIRER, Special Publications

Congratulations Valley Sports!
 To The World's #1 Little League Team
 From The World's Leading Restaurant Company.

Yum!

Louisville, The Proud Home of the Little League World Champions and Yum! Brands, Inc.

AWA All American Food WFC John Simard Pledge

The Louisville Courier-Journal picked up first place in the Sporting Goods/ Athletics category in the Daily Class 2 category with this entry.

Second Place - OWENSBORO MESSENGER INQUIRER, Special Publications
 Third Place - ASHLAND DAILY INDEPENDENT, Kellie Delaney

Category 19 - BEST USE OF COLOR
 First Place - LOUISVILLE COURIER JOURNAL, Scott Jeffers/Juanita Turpin
 Second Place - LOUISVILLE COURIER JOURNAL, Carol Moore/Juanita Turpin/Steve Stivers
 Third Place - LOUISVILLE COURIER JOURNAL, Nancy Busath/Juanita Turpin/Steve Stivers

Category 20 - BEST AD SERIES
 First Place - LOUISVILLE COURIER JOURNAL, Ginger Finneseth/Juanita Turpin
 Crisp, clean. Good follow-up sequence. Good use of small space. Creative head and excellent color.
 Second Place - LEXINGTON HER-

ald Leader, Kendal Butler
 Liked font choice for head. Colorful and catchy for small space ad.

Category 22 - SPORTING GOODS/ ATHLETICS
 First Place - LOUISVILLE COURIER JOURNAL, Scott Moore/Sharon Deadwyler
 Second Place - LEXINGTON HERALD LEADER, Chuck Mullins
 Third Place - BOWLING GREEN DAILY NEWS, Mark Mahagan

Category 23 - SPECIAL EVENTS
 First Place - BOWLING GREEN DAILY NEWS, Barry Vincent
 Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Michelle McGuffin/Bill Mathers
 Third Place - PADUCAH SUN, Myrna Meadows/Alaina Barnes
 Honorable Mention - BOWLING GREEN DAILY NEWS, Ad Services

Category 25 - BEST NEWSPAPER

ALD LEADER, Kendal Butler
 Creative idea. Good font choice.
 Third Place - OWENSBORO MESSENGER INQUIRER, Hope Kuegel/Vickie Nelson
 Good way of introducing bank personnel.

Category 21 - GENERAL MISCELLANEOUS
 First Place - OWENSBORO MESSENGER INQUIRER, Angie Gilbert/John Shelton
 Very eye-catching. Liked the check mark for "v", like combining idea of expressing yourself with voting. Liked the artistry.
 Second Place - PADUCAH SUN, Myrna Meadows/Alaina Barnes
 Good copy and design of ad. Very moving.
 Third Place - LOUISVILLE COURIER JOURNAL, Denice Hennemann/Steve

PROMOTION
 First Place - OWENSBORO MESSENGER INQUIRER, Stephanie Flowers
 Very attractive ads. Nice way to recognize unsung heroes and personalize your paper.
 Second Place - BOWLING GREEN DAILY NEWS, Mary Gaines
 Good dominant image, good layout and use of spot color.
 Third Place - ASHLAND DAILY INDEPENDENT, Kellie Delaney
 Creative idea to promote community involvement.

Category 24 - BEST TMC PRODUCT

Weekly Division
 First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Layout great!!
 Second Place - CYNTHIANA DEMOCRAT, Staff
 Color, style and layout great.
 Third Place - LAKE NEWS, Neeta Keeling Hale
 Layout good, very informative.

Daily Division
 First Place - PADUCAH SUN, Christopher Lawrence
 Good editorial content in addition to listings and ads. Good balance and consistency.

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Guardian

Do you think that you have the best interest rate? Let's Compare!

Rates as low as 5.5%

- 100% Financing
- 100% Refinance
- 100% Cash-out
- Payoff Last Contract
- Consideration of your title, and OREI
- No Income Verification
- No Application Fee
- Just need some extra CASH
- 24 Hour Preapproval

Call Me Today!

It's Your Home. It's Your Money. You Decide!

Guardian Mortgage

The McCreary County Voice took home first place honors in the Financial category with this entry in the Associate's Division

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Second Place - OWENSBORO MESSENGER INQUIRER, Stephanie Flowers
Great cover. Good layout throughout.
Third Place - BOWLING GREEN DAILY NEWS, Sales Staff
Good balance of editorial and advertising.

Associate Newspapers

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES
First Place - RUSSELL REGISTER, Judy Smith/Julie Roy

Good use of color. Easy to read. Good copy flow.
Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
Very good use of reverse and screen. Easy to read, eye catching, clean looking ad.
Third Place - KENTUCKY KERNEL, Anna Nolan
Excellent choice of illustration. Simple elegance in design. Reverse below logo too small. Ad placement needs to be at top.

Category 2 - AUTOMOTIVE
First Place - WILLIAMSON DAILY NEWS, Leslie Dotson
Print quality and color very good. Easy to read. Great layout. Not cluttered.
Second Place - WILLIAMSON DAILY NEWS, Leslie Dotson
Great use of graphics and color. Variety of colors excellent. Nice

theme.
Third Place - MCCREARY COUNTY VOICE, Suzanna Martinez
Clever use of employees. Good layout.
Honorable Mention - MCCREARY COUNTY VOICE, Suzanne Martinez
Clean and bright color. Excellent print job. Very nice ad.

Category 3 - HARDWARE/APPLIANCE STORES
First Place - MCCREARY COUNTY VOICE, Suzanna Martinez
Excellent layout, graphics. Easy flow to get message.
Second Place - WILLIAMSON DAILY NEWS, Misty Collins
Headline and graphics tell what ad is about. Typefaces well selected and copy not cluttered. Ad needs address.
Third Place - MCCREARY COUNTY VOICE, Suzanna Martinez
Color attracts attention, yet looks a little faded.

Category 4 - FINANCIAL
First Place - MCCREARY COUNTY VOICE, Suzanna Martinez
Instant eye appeal Super layout, simple and easy to read. Clean ad. Great job.
Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
Great use of color in layout. Appealing. Ad needs address. Yellow helps bring ad out.
Third Place - BENTON NEWS DIGEST, Pam Travis/Greg Travis
Good use of photos. Good layout. Photos are crisp and clear.
Honorable Mention - MCCREARY COUNTY VOICE, Suzanna Martinez
Good headline, layout and graphics. Font selection good.

Category 5 - PROFESSIONAL SERVICES
First Place - WILLIAMSON DAILY NEWS, Leslie Dotson
Clever, simple pointed message.

Excellent layout and presentation. Good color choice.
Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
Well balanced full page ad. Good use of process color.
Third Place - RUSSELL REGISTER, Julie Roy
Great presentation. Great use of white space. Good layout.
Honorable Mention - KENTUCKY KERNEL, Thomas Lafferty
Great layout and excellent color.

Category 6 - FOOD/DRUG/LIQUOR
First Place - WILLIAMSON DAILY NEWS, Misty Collins
Good looking ad, not too busy. Appealing.
Second Place - THE NORTHERNER, Jason Dobbins
Creative copy and eye-catching.
Third Place - RUSSELL REGISTER, Wade Daffron/Julie Roy

Ann Green with Western Kentucky University's College Heights Herald picked up first place honors among Associate Members with this Classified Page/Section entry.

The Williamson Daily News picked up first place for this Multiple Advertiser/"Sig" page entry in the Associate's Division.

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Category 7 - FURNITURE
 First Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Great looking ad.
 Second Place - WILLIAMSON DAILY NEWS, Misty Collins
 Creative idea. Speaks well to audience.
 Third Place - WILLIAMSON DAILY NEWS, Leslie Dotson

Category 8 - REAL ESTATE
 First Place - RUSSELL REGISTER, Julie Roy
 Excellent ad. Jumps off page.
 Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Theme is great. Photos are very good. Great layout. Easy to read. Maybe should have used black copy instead of red. Needs address.
 Third Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Nice theme and good color and layout.

Category 9 - CLOTHING STORES
 First Place - WILLIAMSON DAILY NEWS, Misty Collins
 Good clean ad. Very eye-catching.
 Second Place - WILLIAMSON DAILY NEWS, Misty Collins
 Third Place - KENTUCKY KERNEL, Meghan Blocher
 Honorable Mention - WILLIAMSON DAILY NEWS, Krista Duty

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
 First Place - WILLIAMSON DAILY NEWS, Staff
 Great concept and executed well.
 Second Place - WILLIAMSON DAILY NEWS, Staff
 Third Place - WILLIAMSON DAILY NEWS, Staff
 Honorable Mention - KENTUCKY KERNEL, Staff

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - COLLEGE HEIGHTS HERALD, Staff
 A great campaign! Great use of color, white space and theme!
 Outstanding work.
 Second Place - COLLEGE HEIGHTS HERALD, Staff
 Third Place - COLLEGE HEIGHTS HERALD, Staff
 Honorable mention - MCCREARY COUNTY VOICE, Suzanna Martinez

Category 12 - ENTERTAINMENT/DINING
 First Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Nice use of color, clear images.
 Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Good color, great concept. Try using a more "childlike" font.
 Third Place - KENTUCKY KERNEL, Anna Nolan
 Love the retro look.

Category 13 - SPECIAL SECTIONS
 First Place - WILLIAMSON DAILY NEWS, Staff
 Great idea and theme. Ads designed to blend with theme.
 Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez/Nicky Shannon
 Beautiful cover. Excellent ads to blend with editorial.
 Third Place - WILLIAMSON DAILY NEWS, Staff
 Nice ads to blend with theme.
 Honorable Mention - KENTUCKY KERNEL, Staff
 Excellent idea for special section!
 Nice ads.

Category 14 - GROUP PROMOTIONS
 First Place - WILLIAMSON DAILY NEWS, Staff
 Nice fall colors, good use of graphics, would have added a purple or blue.
 Second Place - WILLIAMSON DAILY NEWS, Misty Collins
 Very festive, but a little blurry. Used a great pallet of color.
 Third Place - TIE - WILLIAMSON DAILY NEWS, Staff
 Nice concept, good layout. Try using a little more color in boxes.
 Third Place - TIE - MCCREARY COUNTY VOICE, Suzanna Martinez
 Green color is becoming. Good artwork. Good use of "business card".

Category 15 - HOLIDAY GREETING ADS
 First Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Great graphics and color. Very eye catching.
 Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Nice color. Like the variety.
 Third Place - WILLIAMSON DAILY NEWS, Leslie Dotson
 Very clean looking. Nice use of combo. Try to make graphic and photo sharper.

Category 16 - AGRICULTURE/LAWN AND GARDEN
 First Place - RUSSELL REGISTER, Judy Smith/Julie Roy
 Nice layout.
 Second Place - RUSSELL REGISTER, Julie Roy
 Good headline. Nice ads.

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - COLLEGE HEIGHTS HERALD, Ann Green
 Very readable. Don't use footed fonts on reverse type. Clean.

Category 18 - SPECIAL PUBLICATIONS
 First Place - COLLEGE HEIGHTS HERALD, Staff
 Cover is eye-catching and appealing. Ads support theme and editorial content.
 Second Place - KENTUCKY KERNEL, Ad Staff
 Great idea and sold well.

Category 19 - BEST USE OF COLOR
 First Place - KENTUCKY KERNEL, Erica Chalk
 Great ad layout and design. Color is excellent.
 Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Third Place - WILLIAMSON DAILY NEWS, Misty Collins

Category 20 - BEST AD SERIES
 First Place - KENTUCKY KERNEL, Erica Chalk
 Good thinking. Great color. Very eye-catching. Watch dark font on dark background.
 Second Place - KENTUCKY KERNEL, Kathryn Knapp
 Eye catching, consistent concept.
 Third Place - KENTUCKY KERNEL, Meghan Blocher
 Innovative, good use of fonts. Great ideas.

Category 21 - GENERAL MISCELLANEOUS
 First Place - COLLEGE HEIGHTS HERALD, Matt Roundtree
 Very nice and clear. Great way to talk about tough subject.
 Second Place - WILLIAMSON DAILY NEWS, Misty Collins
 Great concept. Watch the blurry photos and graphics.
 Third Place - WILLIAMSON DAILY NEWS, Misty Collins
 Nice choice of color, a little blurry.

Category 22 - SPORTING

JUST ARRIVED!!!
 Lake Cumberland PROPERTIES LTD. CO. REAL ESTATE
 Lake Cumberland PROPERTIES LTD. CO. REAL ESTATE
 270-343-5700

The Russell Register picked up first place in the Associate Member's Division for this Real Estate Ad.

GOODS/ATHLETICS
 First Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Good ad. Great color. Pictures tell the story!
 Second Place - MCCREARY COUNTY VOICE, Suzanna Martinez
 Good use of photos. Attractive ad.
 Third Place - KENTUCKY KERNEL, Kathryn Knapp
 Good layout. Design tells what topic is about. Good color use.
 Honorable Mention - MCCREARY COUNTY VOICE, Suzanna Martinez
 Good simple message. Good graphics with photo to fit theme.

Category 23 - SPECIAL EVENTS
 First Place - KENTUCKY KERNEL, Anna Nolan
 Very nice graphic design. Attractive ad. Good use of fonts.
 Second Place - BENTON NEWS DIGEST, Pam Travis/Greg Travis
 Classy, and appropriate design for subject. Could have left the box off.
 Third Place - WILLIAMSON DAILY NEWS, Renee Kessler
 Very sharp and clean. Maybe vary the font.

Category - 25 - BEST NEWSPAPER PROMOTION
 First Place - WILLIAMSON DAILY NEWS, Renee Kessler
 Good design and layout.
 Second Place - WILLIAMSON DAILY NEWS, Renee Kessler
 Good design and layout.
 Third Place - WILLIAMSON DAILY NEWS, Renee Kessler.

GENERAL EXCELLENCE WINNERS



FLEMINGSBURG
Gazette

Weekly Class 1
First: Flemingsburg Gazette
Second: Trimble Banner
Third: Bracken County News



The **Springfield Sun**

Weekly Class 2
First: Springfield Sun
Second: Cadiz Record
Third: Tompkinsville News



THE JESSAMINE JOURNAL
Serving Jessamine County Since 1873

Weekly Class 3
First: Jessamine Journal
Second: Barbourville Mountain Advocate
Third: Somerset News Journal



The Kentucky Standard

Multi-Weekly
First: Kentucky Standard
Second: Appalachian News Express
Third: Shelbyville Sentinel News



The **Advocate**
Messenger

Daily Class 1
First: Danville Advocate Messenger
Second: Henderson Gleaner
Third: Kentucky New Era



The Courier-Journal

Daily Class 2
First: Louisville Courier Journal
Second: Owensboro Messenger Inquirer
Third: Lexington Herald Leader



Williamson Daily News
Established 1911

Associate Newspapers
First: Williamson Daily News
Second: McCreary County Voice
Third: Kentucky Kernel