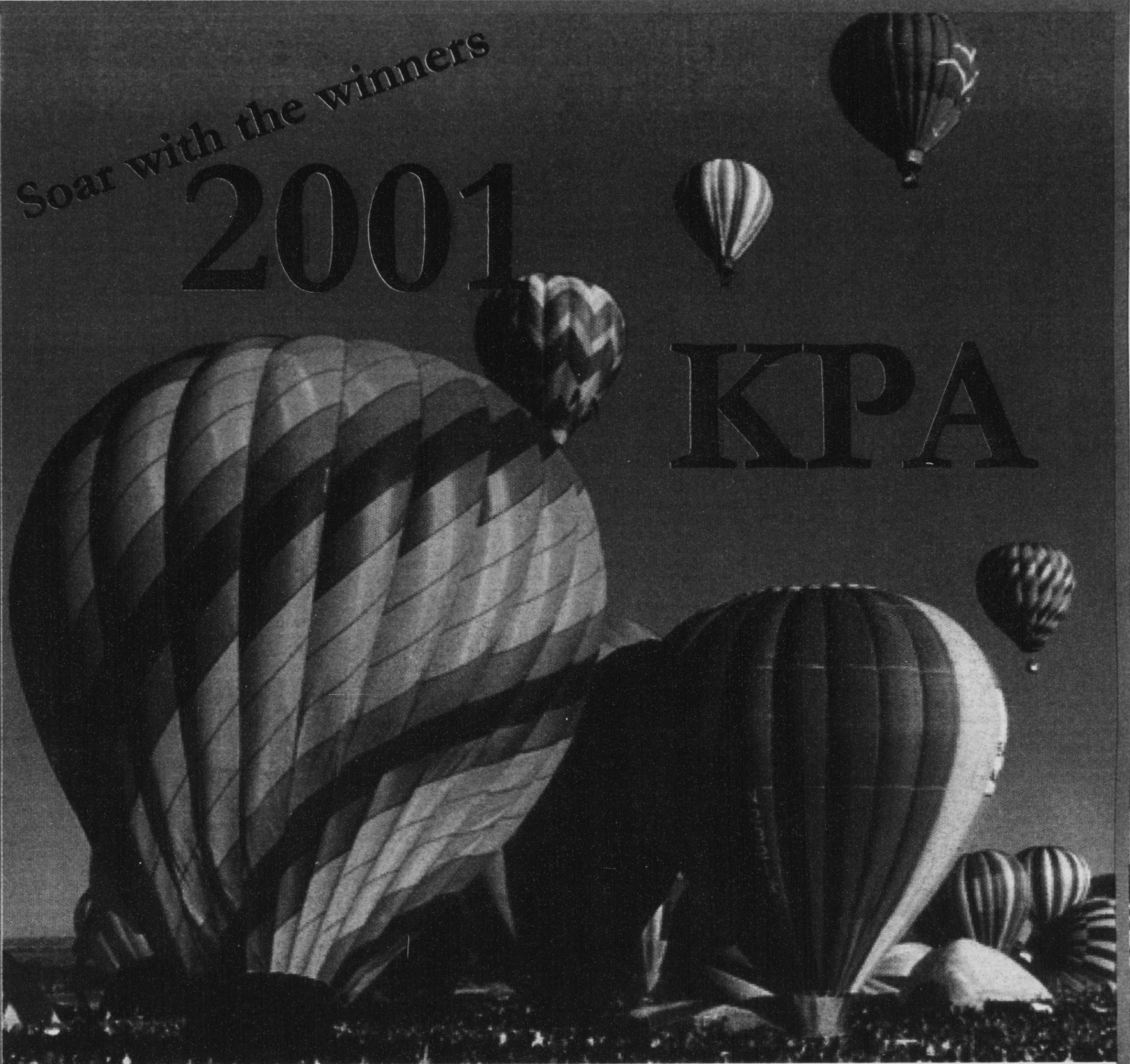


MAY 2001

Soar with the winners

2001

KPA



Advertising

Sponsored by

KPA
KENTUCKY PRESS ASSOCIATION

Contest

Weekly Class 1

Category 1 - DEPARTMENT/ DISCOUNT/ JEWELRY STORES
 First Place - LYON COUNTY HERALD-LEDGER, Selena Ward/Twila Hurst
 Good use of color, very clean.
 Second Place - MCLEAN COUNTY NEWS, Janice Miller/Angie Gilbert
 The finger artwork is very effective.

Category 2 - AUTOMOTIVE
 First Place - MCLEAN COUNTY NEWS, Janice Miller/Teresa Revlett/Angie Gilbert
 Strong border. Lots of well-organized information. Did not overdo color.
 Second Place - THE SPENCER MAGNET, Pat Dean/Ethel McCarty
 Great way to shop for cars. Nice sized photos. Good use of color helps organize an otherwise busy ad.
 Third Place - THE FULTON LEADER, Rita Mitchell/Al Shannon
 Interesting shape helps small space ad get noticed. Easily read information.

Category 3 - HARDWARE/ APPLIANCE STORES
 First Place - MCLEAN COUNTY NEWS, Janice Miller/Angie Gilbert
 Great art. Easy to read message.
 Second Place - TIE - LYON COUNTY HERALD-LEDGER, Selena Ward/Brandi Peal
 A lot of information, well organized. Border does not detract.
 Second Place - TIE - MCLEAN COUNTY NEWS, Janice Miller/Patricia Hamilton
 Good art. A lot of information that is laid out well.
 Third Place - MCLEAN COUNTY NEWS, Janice Miller/Angie Gilbert
 Everybody looks at photos! Inviting approach to bringing in customers.

Category 4 - FINANCIAL
 First Place - MCLEAN COUNTY NEWS, Staff
 Superb ad!! Good, clean photo looks good.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Nice color, good use of space and border.
 Third Place - THE FULTON LEADER, Rita Mitchell/Al Shannon
 Clean ad, to the point.

Category 5 - PROFESSIONAL SERVICES
 First Place - TIE - MCLEAN COUNTY NEWS, Teresa Revlett
 Clean, good use of photo.
 First Place - TIE - MCLEAN COUNTY NEWS, Teresa Revlett
 Great art work, lots of white space and a good clean copy.
 Second Place - MCLEAN COUNTY NEWS, Janice Miller/Angie Gilbert
 Nice photos and copy box arrangements. Background would have been more effective if it had been lighter.
 Third Place - TIE - LYON COUNTY HERALD-LEDGER, Selena Ward/Vicky Penney
 Great border, nice clean copy.
 Third Place - TIE - THE BRACKEN COUNTY NEWS, Libby Estill/Wayne Keith

Nice use of advertorial copy and artwork.

Category 6 - FOOD/DRUG/ LIQUOR
 First Place - THE BRACKEN COUNTY NEWS, Kathy Bay/Wayne Keith
 Super use of art, looks just like a farmer's market.
 Second Place - TIE - THE BRACKEN COUNTY NEWS, Kathy Bay/Wayne Keith
 Simple, bold, easy way to shop. Nice fine-line art in three boxes at right.
 Second Place - TIE - THE FULTON LEADER, Rita Mitchell/Al Shannon
 Great art! So appropriate for "Bucks!" Makes you want to read the messages.
 Third Place - LYON COUNTY HERALD-LEDGER, Selena Ward/Twila Hurst
 Easy to read copy blocks. Nice big prices. Some art should be refreshed, like the Prairie Farms ice cream.

Category 7 - FURNITURE
 First Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Unanimous decision for a great ad. Even if you're not in the market, you would read this. Good sized photos. Full color. Lots of prices. Sure to draw readers to the store.
 Second Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 "Pretty" ad. Nice photos. Good price points.
 Third Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Good information arranged well. Art could be more dynamic.

Category 8 - REAL ESTATE
 First Place - FLEMINGSBURG GAZETTE, Tisha Thomas
 Good size of photos and copy, nice reversal in right hand corner.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Nice header and footer, looks like a series.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Nice header and footer. Good separation with reversed banners.

Category 9 - CLOTHING STORES
 First Place - MCLEAN COUNTY NEWS, Janice Miller/Patricia Hamilton
 Good description of what store sells.
 Second Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Nice use of art work.
 Third Place - THE FULTON LEADER, Rita Mitchell/Al Shannon
 Too many fonts, nice border.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE
 First Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Clean use of color. By not using logos, it is not too busy. Fun reading.
 Second place - LYON COUNTY HERALD-LEDGER, Staff
 Effective, made you want to read the alphabet.
 Third Place - THE FULTON LEADER, Rita Mitchell/Leigh Ann Moore/Al Shannon
 Very clean and easy to read.

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - MCLEAN COUNTY NEWS, Staff
 Wonderful ad with pictures through time. Interesting copy. Very cute.
 Second Place - MCLEAN COUNTY NEWS, Patricia Hamilton
 Good use of art and advertorial copy.
 Third Place - THE FULTON LEADER, Rita Mitchell/Al Shannon
 Good use of artwork, clean and informative.

Category 12 - ENTERTAINMENT/ DINNING
 First Place - LYON COUNTY HERALD-LEDGER, Selena Ward/Vicky Penney
 Nice border and good use of color. Maybe a real photo of restaurant would be good.
 Second Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Good layout.
 Third Place - FLEMINGSBURG GAZETTE, Jinny Fille/Tisha Thomas
 Nice border.

Category 13 - SPECIAL SECTIONS
 First Place - THE CAMPBELL COUNTY RECORDER, Staff
 A fun, well-coordinated section, filled with great art and copy. A must read.
 Second Place - LYON COUNTY HERALD-LEDGER, Staff
 Well supported by the appropriate advertisers for the section. Nice cover. Variety of local articles.
 Third Place - MCLEAN COUNTY NEWS, Staff
 Useful, well organized.

Category 14 - GROUP PROMOTIONS
 First Place - LYON COUNTY HERALD-LEDGER, Staff
 Nice color, clean copy, very eye catching.
 Second Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Nice and clean layout.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Janice Miller/Angie Gilbert
 Nice color and artwork.

Category 15 - HOLIDAY GREETING ADS
 First Place - THE CAMPBELL COUNTY RECORDER, Staff
 Nice idea, good graphics.
 Second Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Good layout. Photo works well in this ad.
 Third Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas
 Good use of color, graphics and font. Whole ad ties together.

Category 16 - AGRICULTURE/ LAWN AND GARDEN
 First Place - MCLEAN COUNTY NEWS, Janice Miller/Patricia Hamilton
 Good layout. Fun to read.
 Second Place - TIE - THE FULTON LEADER, Rita Mitchell/Al Shannon
 Nice use of graphics, appropriate for category.
 Second Place - TIE - THE FULTON LEADER, Rita Mitchell/Al Shannon

Nice use of appropriate graphics for category.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett
 Good photo, but too much copy.

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - THE SPENCER MAGNET, Susan Collins/Pat Dean
 Flows with consistency.
 Second Place - THE FULTON LEADER, Leigh Ann Moore
 Nice balance of line ads and display.

Category 18 - SPECIAL PUBLICATIONS
 First Place - MCLEAN COUNTY NEWS, Staff
 Thirty-six pages, lots of ads! Good cover, highly detailed info. Topical.
 Second Place - MCLEAN COUNTY NEWS, Staff
 Nice partnership with the chamber!

Category 19 - BEST USE OF COLOR
 First Place - THE FULTON LEADER, William Mitchell
 Great looking color. In registration.
 Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Border compliments ad.
 Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Janice Miller/Angie Gilbert
 Good color in ads and design.

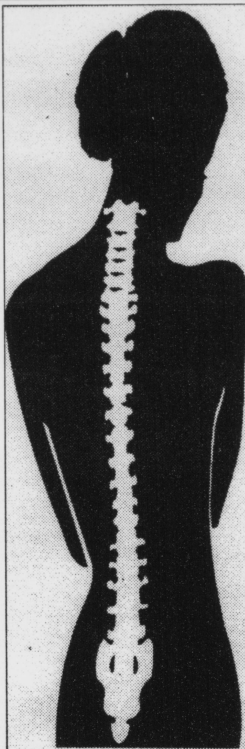
Category 20 - BEST AD SERIES
 Certificate of Merit - MCLEAN COUNTY NEWS, Staff

Category 21 - GENERAL MISCELLANEOUS
 First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Slone Hutchison
 Extremely interesting. Great photos!! We read it all.
 Second Place - MCLEAN COUNTY NEWS, Janice Miller/Patricia Hamilton
 Great color, a lot of information. Looks festive.
 Third Place - TIE - MCLEAN COUNTY NEWS, Teresa Revlett/Angie Gilbert
 Very interesting. Could've been better as a double truck as some info is very small. Nice layout.
 Third Place - TIE - MCLEAN COUNTY NEWS, Janice Miller/Patricia Hamilton
 Informative.

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - MCLEAN COUNTY NEWS, Janice Miller/Patricia Hamilton
 Great photos for a targeted interest. Good follow-up on a contest.
 Second Place - FLEMINGSBURG GAZETTE, Tisha Thomas
 Well-detailed. Lots of information. Art could be updated.

CATEGORY 23 - SPECIAL EVENTS
 First Place - THE BRACKEN COUNTY NEWS, Kathy Bay/Libby Estill
 Easy to read, not too much information. Nice graphics.
 Second Place - FLEMINGSBURG GAZETTE, Debbie Fitch/Tisha Thomas

See WEEKLY 1, page 4



**Your Spine:
The backbone of
good health**

Our holistic, hands-on approach to healing can put an end to chronic pain forever.

QUALITY CHIROPRACTIC CARE FOR ALL AGES
Personal Injury • Sports Medicine
Auto Accidents • Wellness Programs • Workman's Compensation
Call Today!

273-5122

Dr. John D. Strange
**Calhoun
Chiropractic
Center**

Hwy. 81, Calhoun

**School Band Specials
Attention:
All Band Students!**

Specializing in:
Sales and Installation
of P.A. Systems

25% Off
All School Band
Supplies and
Accessories



• New & Used
Instruments
• Rentals
• Financing Available

Music Unlimited

205 E. Broad St. • Central City • 757-0100
"Your One-Stop LOCAL Music Store!"

Top left and above: The McLean County News took first place in the Professional Services' category and the Hardware/Appliance Stores' category with these entries in the Weekly 1 division. Bottom left: The McLean County News scored another first place in the Clothing Stores' category. All those points helped the newspaper secure a first place in the General Excellence competition. Below: The Bracken County News was the winner in the Food/Drug/Liquor category with this entry.

Check Out Our Fall Selection
of:

Shoes, Purses, Jewelry &
Women's Clothing (X-Small to 3X)

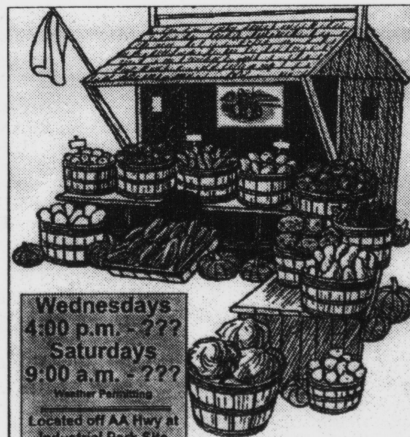
Still Accepting Consignments
for Fall & Winter!

New customers who bring in this
ad receive 10% off



**THE
MONA LISA**

A Consignment Boutique
517 West Main Street
Powderly, Ky 42367
270-338-0902



Wednesdays
4:00 p.m. - ???
Saturdays
9:00 a.m. - ???
Weather Permitting

Located off AA Hwy at
Industrial Park Site
(East Gillespie Road)

**OPEN SATURDAY, JULY 15
9:00 a.m.**

Weekly Class 2

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES
 First Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Reverse makes ring stand out.
 Second Place - THE LARUE COUNTY HERALD-NEWS, Melissa Nalley/Melinda Brown
 Head and art work well together.

Category 2 - AUTOMOTIVE
 First Place - THE SPRINGFIELD SUN, Kim Hupman
 Great color! The theme of ad of Olympics, great.
 Second Place - THE CLAY CITY TIMES, Alanna Aldridge/Earline Arvin
 The turkey is cool, good color, great heading. Ad idea matches season of year.
 Third Place - THE CLAY CITY TIMES, Alanna Aldridge/Earline Arvin
 Great color. The deer, artwork looks great.

Category 3 - HARDWARE/ APPLIANCE STORES
 First Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Great artwork and border. Dominate use of photo.
 Second Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good combination of promoting business and merchandise offered.
 Third Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Nice layout and border.

Category 4 - FINANCIAL
 First Place - THE NEWS-HERALD, OWENTON, Lisa Hensley/Carrie Bennett
 Strong graphic and headline make you read this ad.
 Second Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good use of local photo, clean layout.
 Third Place - THE LARUE COUNTY HERALD-NEWS, Melissa Nalley/Susan McCrobie
 Tasteful use of color. Clean.

Category 5 - PROFESSIONAL SERVICES
 First Place - THE LARUE COUNTY HERALD-NEWS, Portia Oldham/Susan McCrobie
 Good, crisp picture. Lots of white space.
 Second Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Great ad.
 Third Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Love the artwork.

Category 6 - FOOD/ DRUG/ LIQUOR
 First Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good color. Like employees being in ad. Good idea and use of balloons and borders. We like it!!
 Second Place - THE CLAY CITY TIMES, Earline Arvin/Alanna Aldridge
 Like graphics and color. Good use of

white space.
 Third Place - THE NEWS-HERALD, OWENTON, Patti Clark/Carrie Bennett
 Good double truck!! Clean and crisp.

Category 7 - FURNITURE
 First Place - THE BEREA CITIZEN, Teresa Scenters
 Classic style sets tone, dominating border.
 Second Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Strong art and color.
 Third Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Hometown art and clean layout.

Category 8 - REAL ESTATE
 First Place - THE BEREA CITIZEN, Rhonda McIntyre
 Bold message told simply and directly. Good use of art.
 Second Place - THE SPRINGFIELD SUN, Kim Hupman
 Well-organized. Good use of color.
 Third Place - TIE - HENRY COUNTY LOCAL, Tiffany Clark
 Simple, good use of spot color
 Third Place - TIE - HENRY COUNTY LOCAL, Tiffany Clark
 Clean, orderly and reader friendly. Well-organized.

Category 9 - CLOTHING STORES
 First Place - CITIZEN VOICE & TIMES, IRVINE, Missy Tipton/Earline Arvin
 Stands out, good art.
 Second Place - TOMPKINSVILLE NEWS, Sonja Carrow
 Creative frame, clean layout.
 Third Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Cute use of blackboard art for kids clothes.

Category 10 - MULTIPLE ADVERTISER/SIG" PAGE
 First Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Like the bold color and idea!
 Second Place - HENRY COUNTY LOCAL, Tiffany Clark
 Like the theme and pictures. Very neat!
 Third Place - THE CRITTENDEN PRESS, Brian Hunt
 We like the way you laid out the pictures!

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - THE SPRINGFIELD SUN, Renee Webb/Kim Hupman
 Great use of art and color. You have to read this ad!
 Second Place - THE LARUE COUNTY HERALD-NEWS, Melissa Nalley/Melinda Brown
 Can't lose with cute kid. Creative!
 Third Place - THE NEWS-HERALD, OWENTON, Carrie Bennett
 Tastefully done, recognizes excellence.

Category 12 - ENTERTAINMENT/ DINING
 First Place - THE BEREA CITIZEN, Rhonda McIntyre
 Elegant cut makes you want to eat out.
 Second Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Great use of pots as border, makes ad stand out.
 Third Place - CITIZEN VOICE & TIMES, IRVINE, Missy Tipton/Earline Arvin
 Artwork makes it go!

Category 13 - SPECIAL SECTIONS
 First Place - THE SPRINGFIELD SUN, Staff
 Good cover with color!! Lots of pictures, good ads. Very, very good.
 Second Place - THE SPRINGFIELD SUN, Staff
 Good ideas, cover is attractive! We can see the hard work involved. Great publication!!
 Third Place - BOONE COUNTY RECORDER, Staff
 Beautiful color! Unique ads.

Category 14 - GROUP PROMOTIONS
 First Place - THE CLAY CITY TIMES, Alanna Aldridge/Earline Arvin
 Great color, dynamic art. Must read page.
 Second Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Strong, clean layout. Good clip art frame.
 Third Place - THE BEREA CITIZEN, Rhonda McIntyre
 Kids art catches eye.

Category 15 HOLIDAY GREETING ADS
 First Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Great use of color, pretty and bright. Good use of white space.
 Second Place - THE CLAY CITY TIMES, Alanna Aldridge/Earline Arvin
 Color photos of home-town folks make this ad.
 Third Place - THE BEREA CITIZEN, Teresa Scenters
 Nice color.

Category 16 - AGRICULTURE/ LAWN AND GARDEN
 First Place - THE NEWS-HERALD, OWENTON, Lisa Hensley/Carrie Bennett
 Good use of art. Basic, but stands out.
 Second Place - THE NEWS-HERALD, OWENTON, Lisa Hensley/Carrie Bennett
 Great headline and art.
 Third Place - THE NEWS-HERALD, OWENTON, Lisa Hensley/Carrie Bennett
 Unique use of flowers as border.

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Great color, hard work involved.
 Second Place - TOMPKINSVILLE NEWS, Carol Depta/Teresa Scott/Sonja Carrow
 Third Place - HENRY COUNTY LOCAL, Staff

Category 18 - SPECIAL PUBLICATIONS
 First Place - THE NEWS-HERALD, OWENTON, Lisa Hensley/Carrie Bennett
 Great cover, good information.
 Second Place - CITIZEN VOICE & TIMES, IRVINE, Missy Tipton/Earline Arvin
 Like the pictures of the team and names.
 Third Place - GRANT COUNTY NEWS, Ken Stone/Janet McKee

Category 19 - BEST USE OF COLOR
 First Place - THE SPRINGFIELD SUN, Kim Hupman
 Bold, vibrant colors. Great use of the

"gold medal" theme!
 Second Place - CITIZEN VOICE & TIMES, IRVINE, Missy Tipton/Earline Arvin
 Bright colors of cars, sized to catch your attention and hold it.
 Third Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Great graphics, basic color and white space that works very well.

Category 20 - BEST AD SERIES
 First Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Good color, nice graphics.
 Second Place - HENRY COUNTY LOCAL, Tiffany Clark
 She will be blessed.
 Third Place - TOMPKINSVILLE NEWS, Sonja Carrow

Category 21 - GENERAL MISCELLANEOUS
 First Place - TOMPKINSVILLE NEWS, James Spear
 Creative concept. Builds team spirit. Catches eye.
 Second Place - THE BEREA CITIZEN, Teresa Scenters
 Great headline, type and layout appropriate to subject.
 Third Place - GRANT COUNTY NEWS, Ken Stone/Janet McKee
 Clean layout, good use of art.

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - HENRY COUNTY LOCAL, Tiffany Clark
 Good use of art, color and white space.
 Second Place - HENRY COUNTY LOCAL, Tiffany Clark
 Good working ads. Prices, artwork and headlines work together.
 Third Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Eye-catching art makes it stand out.

Category 23 - SPECIAL EVENTS
 First Place - THE NEWS DEMOCRAT, CARROLLTON, Rebecca Reynolds
 Great use of historic photos, good design. Screen in background is effective.
 Second Place - THE SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
 Type inside ice cream cone makes ad stand out.
 Third Place - HENRY COUNTY LOCAL, Tiffany Clark
 Artwork, head and photos work together well.

Category 25 - BEST NEWSPAPER PROMOTION
 NO ENTRIES

Weekly 1

Continued from page 2

Good use of sponsorship for this page.
 Third Place - MCLEAN COUNTY NEWS, Staff
 Nice booklet for event. Good community involvement.

Category 25 - BEST NEWSPAPER PROMOTION
 Certificate of Merit - LYON COUNTY HERALD-LEDGER, Twila Hurs

This little house went to market...



Susan Thomason
 Realty Resources
 986-2665



To sell your home fast, send it to market. List it with a broker who is working for you full-time! It's easy to say "For Sale," but it takes a lot of hard work to say SOLD! Susan has sold most of her listings. Let her sell for you today!

This little house stayed home.

www.realtyresourcesky.com

Above: In the Weekly 2 division, The Berea Citizen was the top prize winner in the Real Estate category. Top right: The Owenton News-Herald won first place in the Financial category - an award that helped them capture second place in the General Excellence competition. Bottom Right: The Berea Citizen won another first place in the Entertainment/Dining category. Below: This ad from the Citizen Voice & Times, Irvine, won first place in the Clothing Stores' category.



STRESS

YOU DON'T NEED IT. LET US HELP.

Now is the time to prepare quarterly tax returns.

Don't get caught at the last minute.

Let us help you prepare your return now.

THOMAS QUEEN & ASSOC.

Income Tax & Accounting • Bookkeeping • Payroll

Hwy. 127 South, Owenton

484-5933

HATCHING A Great Deal

Arrow Sport Shirts (Reg. \$28.00) SALE \$19.99	Haggar Belted Dress Slacks (Reg. \$36.95) SALE \$29.99
Hardwick & Sewell Blazers (Navy, Oatmeal, Burgundy, Teal) (Reg. \$135.00) SALE \$99.00	Hardwick & Sewell Suits (Reg. \$225.00) SALE \$179-\$189
Sieffield Solid Polo Shirts (Reg. \$24.95) SALE \$17.99	Hushpuppy Dress Shoes (Slip-on & Lace Up) 20% OFF

Free Tie With Each Suit

From Gift Wrapping!

Honchell's

West Irvine Plaza - 606-723-7316

You're Cordially Invited to **SUNDAY BRUNCH**

Our Brunch features:

- Carved Meats
- Selection of Fresh Baked Breads
- Extended Dessert Table
- Omelette & Belgian Waffles

Brunch Hours: 11:30 a.m. - 2:00 p.m.
 Located in the College Square, Berea

For Reservations call: (859) 985-3700

BOONE TAVERN
Food & Entertainment

Buy one regularly priced Sunday Brunch, receive 1/2 off a second brunch.

(Offer expires 12/30/00)



Weekly Class 3

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - THE JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Great use of color, not overdone. Clean layout.

Second Place - THE WOODFORD SUN, Margie Holbrook/Ann Routh/Cindy Centers

Unique idea to group ads into one. Clean, informative layout. Color not overbearing.

Third Place - MT. STERLING ADVOCATE, Ann Roundtree
Excellent use of jewelry as a border. Product used as a design element.

Category 2 - AUTOMOTIVE

First Place - CYNTHIANA DEMOCRAT, Sabra Oller/Joyce Wilson

Tasteful use of color, ad packs a lot of information. Attractive use of feathering in photos. Would recommend taking advantage of double truck layout and spread headline return then repeating it.

Second Place - TIE - THE WAYNE COUNTY OUTLOOK, Staff

Great blend of historical interest cars and today's deals. Clean, easy to read with prices.

Second Place - TIE - CYNTHIANA DEMOCRAT, Sabra Oller/Joyce Wilson

Dominant consumer benefit with coupon. Effective way to communicate a lot of info without overwhelming. Effective use of white space.

Third Place - THE JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Good use of color, clean layout.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - THE WAYNE COUNTY OUTLOOK, Staff

Strong graphics and color. Simple message.

Second Place - THE CADIZ RECORD, Vyron Mitchell/Jennifer Wallace

Good local art shows product effectively, good spacing.

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

Items and prices give incentive to shop today.

Third Place - TIE - THE LEBANON ENTERPRISE, Mary Ann Blair/Mary May

Good use of illustration.

Category 4 - FINANCIAL

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

Clever idea, good use of spot color. Eye-catching illustration. Excellent theme.

Second Place - THE ANDERSON NEWS, Staff

Good eye on a nostalgia page. Good targeting of message.

Third Place - THE JESSAMINE JOURNAL, Peggy Adkins/Linda Wiley

Like head. Good use of community service support.

Category 5 - PROFESSIONAL SERVICES

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

Great tie-in with artwork and copy. Not cluttered!

Second Place - THE JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Great tie-in with World War II campaign honoring veterans.

Third Place - MT. STERLING ADVOCATE, Lisa McNay

Good use of spot color, good toe with artwork and headline. Clean ad.

Category 6 - FOOD/DRUG/LIQUOR

First Place - MT. STERLING ADVOCATE, Jo Ann Halsey

Clean layout, good use of white space. Jumps off page. Crisp, concise. Says it and gets out of there. Simple.

Second Place - THE ANDERSON NEWS, Staff

Attractive, good use of color. Tells a success story.

Third Place - MT. STERLING ADVOCATE, Lisa McNay

Clever way to show products. Not cluttered

Category 7 - FURNITURE

First Place - THE JESSAMINE JOURNAL, DeAnna Works/Sharon Bailey

Impressed with clean ad layout. Use of color enhanced design.

Second Place - THE JESSAMINE JOURNAL, Peggy Adkins/Dave Eldridge

Artwork reproduction excellent. Easy to read ad!

Third Place - MT. STERLING ADVOCATE, Glen Greene/Lisa McNay

Good use of pictures/illustrations.

Category 8 - REAL ESTATE

First Place - THE JESSAMINE JOURNAL, DeAnna Works/Sharon Bailey

Effective branding ad. Good use of color. Not cluttered, a lot of eye appeal.

Second Place - TIE - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman

Good reader ad. Blended art, looks like it belongs. Effective to show what's available for auction.

Second Place - TIE - THE JESSAMINE JOURNAL, DeAnna Works/Linda Wiley

Attractive layout. Self contained on page. Good use of color.

Third Place - THE WAYNE COUNTY OUTLOOK, Staff

Good contrast of color. Yellow is inclusive. Good eye appeal.

Category 9 - CLOTHING STORES

First Place - TIE - THE JESSAMINE JOURNAL, DeAnna Works

Good use of background color and photo to tie in the ad message.

First Place - TIE - THE CADIZ RECORD, Becky Boggess/Jennifer Wallace

Very good use of ad space/white space.

Second Place - TIE - THE JESSAMINE JOURNAL, DeAnna Works

Copy and artwork flowed well in unique shape of ad.

Second Place - TIE - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman

Good use of photo and space. Clean.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - THE JESSAMINE JOURNAL, Peggy Adkins/DeAnna Works/Linda Wiley

Great promotional idea. Gave advertisers a lot of readership with art from/by children. Good use of full color in ads.

Second Place - TIE - HARRODSBURG HERALD, Cathy Caton

Good way to bring advertisers into store via coupons

Second Place - TIE - CYNTHIANA DEMOCRAT, Suzie Fryman/Staff

Good customer service ad.

Third Place - THE TRIBUNE-COURIER, BENTON, Valera Gore/Krystal Stevenson/Twila Hurst

Packed with information to attract readers. Effective use of full color.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - TIE - THE CADIZ RECORD, Christy Whiting

Great readership building idea. Pays for itself and you can sell advertising too.

First Place - TIE - THE JESSAMINE JOURNAL, Dave Eldridge

Good message connecting publication to the community.

Second Place - THE CADIZ RECORD, Christy Whiting

Subtle, but effective. Clean layout. Good use of white space.

Third Place - CYNTHIANA DEMOCRAT, Linda Wright/Suzie Fryman

Beautiful ad, good color and innovative idea.

Category 12 - ENTERTAINMENT/ DINING

First Place - MT. STERLING ADVOCATE, Jo Ann Halsey

Personal, appealing. Strong prize message.

Second Place - THE JESSAMINE JOURNAL, Peggy Adkins

Eye goes to ad, lots of color. Busy, but catching.

Third Place - TIE - THE JESSAMINE JOURNAL, Peggy Adkins

Jumps off page.

Third Place - TIE - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman

Targets matched advertisers intended.

Category 13 - SPECIAL SECTIONS

First Place - THE CADIZ RECORD, Vyron Mitchell/Becky Boggess

Outstanding sales effort. Good use of theme advertising.

Second Place - TIE - THE ANDERSON NEWS, Staff

Thorough theme, great sales effort. Good theme relationship ads/point of pride for community.

Second Place - TIE - THE JESSAMINE JOURNAL, Staff

Great idea of including class pictures. Good sales effort.

Third Place - THE CADIZ RECORD, Vyron Mitchell/Becky Boggess

Excellent angles of material, strong theme tie-ins for ads.

Category 14 - GROUP PROMOTIONS

First Place - TIE - CYNTHIANA DEMOCRAT, Sabra Oller/Suzie Fryman

Attractive, shows products. Good use of pictures. Innovative border.

First Place - TIE - THE OLDHAM ERA, Staff

Effective, tasteful use of spot color.

Second Place - THE WAYNE COUNTY OUTLOOK, Staff

Category 15 - HOLIDAY GREETING ADS

First Place - TIE - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman

Nice use of color, nice seasonal message.

First Place - TIE - THE HARRODSBURG HERALD, Jackie Larkins

Unique art treatment. Simple design makes it stand out from clutter of rest.

Second Place - THE JESSAMINE JOURNAL, Peggy Adkins

Effective tie-in of product to season. Good use of spot color and white space.

Third Place - THE OLDHAM ERA, Staff

Nice color reproduction.

Category 16 - AGRICULTURE/ LAWN AND GARDEN

First Place - THE JESSAMINE JOURNAL, Peggy Adkins

Nice headline! Clean layout.

Second Place - TIE - THE TRIBUNE-COURIER, BENTON, Joyce Schoening/Brandi Peal

Headline is attention-getting, as are spots.

Third Place - MT. STERLING ADVOCATE, Lisa McNay

Good use of spot color for gardening ad.

Category 17 - CLASSIFIED PAGE/ SECTION

First Place - THE JESSAMINE JOURNAL, Linda Wiley

Clean, functional, well-ordered, light.

Second Place - THE ANDERSON NEWS, Staff

Readable, reader-friendly, well used.

Third Place - THE CADIZ RECORD, Staff

User-friendly, light, readable.

Category 18 - SPECIAL PUBLICATIONS

First Place - THE CADIZ RECORD, Becky Boggess/Vyron Mitchell/Staff

Very nice looking and a handy size. Good work on the ad sales for this project. Everything is clean.

Second Place - THE TRIBUNE-COURIER, BENTON, Staff

Good ad sales project providing useful information in the community. Cover photos are "fun."

Third Place - THE TRIBUNE-COURIER, BENTON, Staff

Category 19 - BEST USE OF COLOR

First Place - THE JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Very nice color. Readable.

Second Place - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman

Color well used to demonstrate products

Third Place - THE TRIBUNE-COURIER, BENTON, Krystal Stevenson/Vicky Penney

Effective tie-in between color and message.

Category 20 - BEST AD SERIES

First Place - CYNTHIANA DEMOCRAT, Beverly Linville/Suzie Fryman

Kids and puppies always work. Effective continuity between ads.

Second Place - THE JESSAMINE JOURNAL, Peggy Adkins/Sharon Bailey

Tasteful and effective way for a difficult-to-reach business to get message out.

Third Place - MT. STERLING ADVOCATE, Jo Ann Halsey

Kids work. Effective theme tie-in.

See WEEKLY 3, page 15


Choose Your Gown For the
Holiday Season From...

Whitney's

Bridal & Formal Wear

804 S. Main St.
Hopkinsville, KY
270 • 889 • 0330
Owned by Kent and Karen Boyd

**Bridal, Prom,
Pageantry, Tuxedos**



FIVE LUNCHES UNDER \$4⁰⁰

AND I
GUARANTEE
YOUR FOOD
WITHIN
10 MINUTES*



Carter Cornett, Manager

Spicy Chicken Sandwich Served With Fries &
Reuben Ham Sandwich Coleslaw
Pork Tenderloin Sandwich Only
J-Boy Sandwich **\$3⁹⁹**
Champ Sandwich

*Ten minutes from the time your order is taken. Specials only.
* Monday thru Friday 11 a.m. - 4 p.m. ONLY

Substitute Onion Rings for Fries - only 50¢ More
Substitute Salad for Cole Slaw - only 70¢ More

---FREE COFFEE---

Monday thru Friday 6 a.m. - 10 a.m.
With any Breakfast Meal Purchase.
"No Side Items."

Jerry's

Family Restaurant
498-1944
Maysville Rd., Mt. Sterling
Eat in or Carry Out

DROP IN ON US
SEPTEMBER 27th, 2000
1:00 - 5:30 P.M.

REFRESHMENTS

FOR A

TRUNK SHOW

DOOR PRIZES

Featuring Latest Fashions In
Donna Karon & Calvin Klein Eyewear!

Styles for the entire family!

NEW DIGITAL IMAGING SYSTEM
Now you can see yourself without
your glasses on!

EYE CARE ASSOCIATES
IN KENTUCKY

Dr. Joe E. Ellis
Dr. Laurel Van Horn
109 West 5th St.
Benton, Kentucky 42025
(270) 527-7421 • 1-800-371-5580



Top left: The Cadiz Record won a first place in the Clothing Stores' category with this ad. Bottom left: The Benton Tribune-Courier won first place in the Professional Services' category. Above: The Mt. Sterling Advocate garnered a first place award in the Entertainment/Dining category. Below: The Cadiz Record was also the judges' favorite in the Creative Use of the Newspaper category. The newspaper finished third in the General Excellence competition.

Show off your little darlings 'Hamming it up'!

Parents, grandparents, uncles, aunts, cousins...
enter your child's photo in the first

HAMMIEST KIDS CONTEST

sponsored by The Cadiz Record.

Each photograph entry will cost \$10.00 and will be published in the September 27th and October 4th issues of The Cadiz Record along with ballots. Winners will be selected by ballot from three age categories as well as the two over all categories of 'Little Miss Piglet' and 'Little Mister Piglet'. Each winner will be awarded a \$50 savings bond. Winners will be announced in the October 11th edition of The Cadiz Record.

Pictures are in three age groups.
Group A: Ages 0-2
Group B: Ages 3-5
Group C: Ages 6-9

Photos and entry fee must be received in our office at 58 Nunn, Cadiz, no later than 4:30 p.m., Friday, September 22nd.

HAMMIEST KIDS CONTEST ENTRY FORM

Entry Number _____
Child's Name _____ Parent's Name _____
Address _____

Phone Number _____
Photos may be picked up at The Cadiz Record office or include a self-addressed, stamped envelope for return by mail.




Multi-Weekly

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - THE SENTINEL-NEWS, SHELBYVILLE, Victoria Schreiner
Clean, attractive, good use of art.
Second Place - TIE - THE SENTINEL-NEWS, SHELBYVILLE, Victoria Schreiner/Ginny Tatum
Clean. Good use of white space. Elegant choice of type.
Second Place - TIE - THE SENTINEL-NEWS, SHELBYVILLE, Victoria Schreiner/Ginny Tatum
Clean. Good border.
Third Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Danny Coleman

Category 2 - AUTOMOTIVE

First Place - THE FLOYD COUNTY TIMES, Becky Crum
Clean. Good use of color and white space, not too many photos or words.
Second Place - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Madeline Downs
Excellent color and design. Classy looking.
Third Place - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Madeline Downs
Unique design promoting ownership as well as products.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - NEWS-DEMOCRAT & LEADER, RUSSELLVILLE, Tonya Head
Really sells the product.
Second Place - THE KENTUCKY STANDARD, BARDSTOWN, Madeline Downs/Laura Calvert-Smith
Great color. Sells a lot of product without looking cluttered.
Third Place - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Madeline Downs
Colorful design. Inviting to look at.

Category 4 - FINANCIAL

First Place - THE SENTINEL-NEWS, SHELBYVILLE, Victoria Schreiner
Clever idea. Great use of small space. Good design.
Second Place - CENTRAL KENTUCKY NEWS-JOURNAL, CAMPBELLSVILLE, Vicki Money/Becky McCorvey
Clever idea. Promotes staff. Simple and clean.
Third Place - THE KENTUCKY STANDARD, BARDSTOWN, Rachael Downs/Laura Calvert-Smith
Eye-catching. Good use of color.

Category 5 - PROFESSIONAL SERVICES

First Place - THE SENTINEL-NEWS, SHELBYVILLE, Victoria Schreiner
Simple. Great headline, great artwork.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Teresa Branham/Terry L. May
Good headline, color, photos of staff.
Third Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Terry L. May/Enga Mounts

Simple, clean. Without a lot of words, plays on emotions.

Category 6 - FOOD/DRUG/ LIQUOR

First Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Teresa Branham/Terry L. May
Good headline. Clever use of color. Personalizes the staff.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Diana Meade
Good white space. Good pictures. Good size.
Third Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Diana Meade
Good use of spot color. Copy suggests options for shopper.

Category 7 - FURNITURE

First Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Diana Meade
Simple and clean. Headline works with overall design.
Second Place - TIE - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Madeline Downs
Beautiful design. Doesn't look too busy. Good color.
Second Place - TIE - NEWS-DEMOCRAT & LEADER, RUSSELLVILLE, Tonya Head
Bold ad. Jumps off the page.
Third Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Diana Meade/Terry L. May
Good black and white ad. Clean. Good pictures.

Category 8 - REAL ESTATE

First Place - THE SENTINEL-NEWS, SHELBYVILLE, Lora North/Brett Hurst
Good layout, personalizes the agents.
Second Place - THE NEWS-DEMOCRAT & LEADER, RUSSELLVILLE, Tonya Head
Unique and humorous.
Third Place - TIE - NEWS-DEMOCRAT & LEADER, RUSSELLVILLE, Sharon Meacham
Good concept. Different. Sharp color.
Third Place - TIE - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Madeline Downs
Dynamic design. Sells the product. Good color.

Category 9 - CLOTHING STORES

First Place - THE SENTINEL-NEWS, SHELBYVILLE, Carlene Miller/Ginny Tatum
So cute!
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Teresa Branham
Eye-catching. Simple layout.
Third Place - THE SENTINEL-NEWS, SHELBYVILLE, Carlene Miller
Good headline and art selection.

Category 10 - MULTIPLE ADVERTISER/SIG PAGE

First Place - CENTRAL KENTUCKY NEWS-JOURNAL, CAMPBELLSVILLE, Staff/Becky McCorvey
Clever idea. Makes you want to read it! Double the revenue with two pages.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Staff/Terry L. May
Great use of color. Ties advertisers directly to the promotion.

Third Place - PULASKI NEWS JOURNAL, Staff
Great idea for sports fan. Page should have good shelf life during tournament.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - PULASKI NEWS JOURNAL, Shannon Shepherd
Great!! Great color, few words, good layout.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Terry L. May
Good color. Good headline. Nice!
Third Place - GEORGETOWN NEWS GRAPHIC, Paula Willis
Good promotion of website.

Category 12 - ENTERTAINMENT/ DINING

First Place - THE KENTUCKY STANDARD, BARDSTOWN, Rachael Downs/Laura Calvert-Smith
Good concept and use of spot color. Good headline.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Diana Meade
Good use of color.
Third Place - THE SENTINEL-NEWS, SHELBYVILLE, Lora North/Ginny Tatum
Classy!

Category 13 - SPECIAL SECTIONS

First Place - THE KENTUCKY STANDARD, BARDSTOWN, Staff
Great idea for a leading local industry. Everything was tied into the distillery. Beautifully designed with strong color. Creative advertising.
Second Place - THE KENTUCKY STANDARD, BARDSTOWN, Staff
Great community service book, well conceived and executed. Long shelf life a boon to advertisers.
Third Place - TIE - THE SENTINEL-NEWS, SHELBYVILLE, Staff
A 164-page guide mine, which also provides great service to the community and long shelf life for those who paid for it.
Third Place - TIE - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Staff
Great idea to kick off the season with strong reader incentive to shop with advertisers.

Category 14 - GROUP PROMOTIONS

First Place - NEWS-DEMOCRAT & LEADER, RUSSELLVILLE, Tonya Head/Lola Nash/Sharon Meacham
Eye-catching coupon page on color stock.
Second Place - CENTRAL KENTUCKY NEWS-JOURNAL, CAMPBELLSVILLE, Cheryl Magers/Suzy Houk
Good way to promote three clusters of local businesses.
Third Place - THE FLOYD COUNTY TIMES, Tina Amos
Good choice of borders

Category 15 - HOLIDAY GREETING ADS

First Place - CENTRAL KENTUCKY NEWS-JOURNAL, CAMPBELLSVILLE, Melinda Cox/Marie Cox
Creative concept!
Second Place - CENTRAL KENTUCKY NEWS-JOURNAL, CAMPBELLSVILLE, Vicki Money/Becky McCorvey

Dominating photo.

Third Place - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Madeline Downs
Clean and easy to read.

Category 16 - AGRICULTURE/ LAWN AND GARDEN

First Place - CENTRAL KENTUCKY NEWS-JOURNAL, CAMPBELLSVILLE, Vicki Money/Becky McCorvey
Dominate photo balances ad.
Second Place - THE KENTUCKY STANDARD, BARDSTOWN, Deborah Hutchins/Melinda Campbell
Good artwork of merchandise offered.
Third Place - THE KENTUCKY STANDARD, BARDSTOWN, Melinda Campbell/Laura Calvert-Smith
Good layout for a lot of information.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - PULASKI NEWS JOURNAL, Staff
Placing TV grids helps build readership of classifieds. Good classified display ads catch the eye, even without art work.
Second Place - THE KENTUCKY STANDARD, Carol Mudd
Clean looking pages, no easy trick in classified. Good "Home Improvement HQ" ad display idea.
Third Place - CENTRAL KENTUCKY NEWS-JOURNAL, CAMPBELLSVILLE, Tracy Perkins/Wilma Abell
Good real estate ads with well displayed photos of homes.

Category 18 - SPECIAL PUBLICATIONS

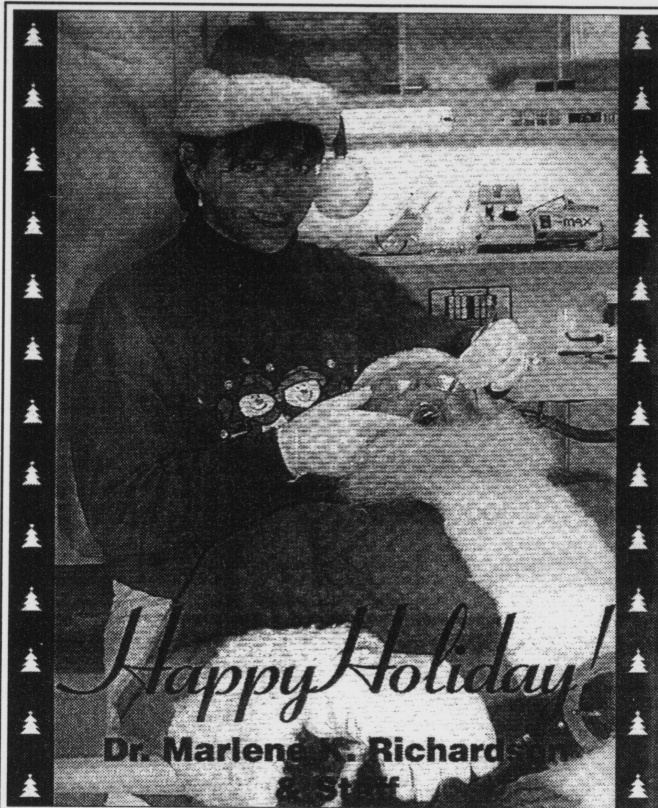
First Place - NEWS-DEMOCRAT & LEADER, RUSSELLVILLE, Lola Nash/Tonya Head/Sharon Meacham
Handsome publication. Well organized.
Second Place - THE KENTUCKY STANDARD, BARDSTOWN, Staff
Reader friendly. Good color. Well organized.
Third Place - PULASKI NEWS JOURNAL, Staff
Good use of school colors. Attractive.

Category 19 - BEST USE OF COLOR

First Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Enga Mounts/Terry L. May
Good color. So much detail. Truly suggests the benefits of travel.
Second Place - TIE - THE SENTINEL-NEWS, SHELBYVILLE, Lora North/Brett Hurst
Shows restraint on use of color. Clean.
Second Place - TIE - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Diane Meade/Terry L. May
Clean and well designed.
Second Place - TIE - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Terry L. May
Good display of products with color.

Category 20 - BEST AD SERIES

First Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Terry L. May
Great concept. Well thought out. Graceful way to apologize in four pages!



In the Multi-Weekly Division, The Central Kentucky News-Journal, Campbellsville, (above) won first place in the Holiday Greeting Ads' category. Right: The Shelbyville Sentinel News took first place honors in the Financial and Professional Services' categories. The awards helped the newspaper finish third in the General Excellence competition.

**You've been borrowing from your neighbor for years...
Why Stop Now!!**

As your Shelby County neighbors, Bill & Sue will be happy to help you with any credit needs.

- Personal Loans
- Mortgage Loans
- Bill Consolidation
- Auto Loans
- Home Equity Loans

Fast Approval - Friendly Service
Loans for any reason during any season

PIONEER CREDIT COMPANY

502-647-5404

Bill Bohanon, Manager
Sue Cox, Adm. Asst.

Ever Had A Hole In One?

NO, Because I visit

Family Dental Care P.S.C.
on a regular basis!

Family Dental Care P.S.C.
Dr. Kevin Thompson & Dr. Christopher Corder

SHELBYVILLE 633-1538 PLEASUREVILLE 878-2831

Multi-Weekly

Continued from page 8

Second Place - THE SENTINEL-NEWS, SHELBYVILLE, Victoria Schreiner/Ginny Tatum
We're suckers for humor!
Third Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Danny Coleman/Terry L. May
Good hook! Smart use of print to promote broadcast.

Category 21 - GENERAL MISCELLANEOUS
First Place - THE KENTUCKY

STANDARD, BARDSTOWN, Deborah Hutchins/Madeline Downs
Great concept and layout design. Good use of color.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Diane Meade/Terry L. May
Good use of art, color and photos.
Third Place - THE SENTINEL-NEWS, SHELBYVILLE, Lora North/Ginny Tatum
Dominate photo makes the ad!

Category 22 - SPORTING GOODS/ATHLETICS
First Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Danny Coleman/Michelle Goff
Nice use of color. Clean photos. Very effective.

Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Danny Coleman
Nice use of photos and color. Clean layout.
Third Place - THE KENTUCKY STANDARD, BARDSTOWN, Chris Cullen/Rachael Downs
Nice use of art work and effective border.

Category 23 - SPECIAL EVENTS
First Place - PULASKI NEWS JOURNAL, Brenda Sexton
Clever idea with great color concept.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Terry L. May
Well-designed. Clean. Good color.
Third Place - PULASKI NEWS

JOURNAL, Brenda Sexton
Great sports promotion!

Category 25 - BEST NEWSPAPER PROMOTION
First Place - NEWS-DEMOCRAT & LEADER, RUSSELLVILLE, Tonya Head/Lola Nash/Sharon Meacham
Fantastic concept leading to special promotion.
Second Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Terry L. May
Clean ad. Recognizes staff.
Third Place - APPALACHIAN NEWS-EXPRESS, PIKEVILLE, Terry L. May
Ad describes in detail the calendar promotion.

Daily 1

Good theme, color.

Category 7 - FURNITURE

First Place - TIE - THE MESSENGER, MADISONVILLE, Jamie Patterson/Mary Anne Rice
 Good use of dominant artwork, good color and layout.
 First Place - TIE - THE MESSENGER, MADISONVILLE, Jamie Patterson/Mary Anne Rice
 Great use of dominant artwork to tie in theme.
 Second Place - THE MESSENGER, MADISONVILLE, Jamie Patterson/Mary Anne Rice
 Great use of dominant artwork and color.
 Third Place - THE MESSENGER, MADISONVILLE, Jamie Patterson/Mary Anne Rice
 Good use of color and photos.

Category 8 - REAL ESTATE

First Place - THE MESSENGER, MADISONVILLE, Debbie Littlepage/Robin Vaughn
 Strong editorial content on cover enhances section.
 Second Place - THE WINCHESTER SUN, Delores Wills
 Quality photo on front. Clean.
 Third Place - THE WINCHESTER SUN, Delores Wills
 Quality photo on front.

Category 9 - CLOTHING STORES

First Place - THE MESSENGER, MADISONVILLE, Cindi Ashby/Tim Trice
 Clean and easy to read. Good use of color photo.
 Second Place - THE MESSENGER, MADISONVILLE, Cindi Ashby
 Good tie with artwork and sale name. Clean.
 Third Place - THE MURRAY LEDGER & TIMES, Rita Boggess
 Well balanced.

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - THE DAILY NEWS, MIDDLESBORO, Staff
 Good concept for high readership. Unique approach.
 Second Place - THE MESSENGER, MADISONVILLE, Kristy Patterson/Marlene Moreland/Tim Trice
 Good use of color, clean layout.
 Third Place - TIE - THE WINCHESTER SUN, Carol S. Parker
 Strong graphic makes you read the ad.
 Third Place - TIE - THE MURRAY LEDGER & TIMES, Staff
 Good color and graphic idea.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - THE MURRAY LEDGER & TIMES, Staff
 Great use of photos and artwork to convey message.
 Second Place - TIMES-TRIBUNE, CORBIN, Cathy Tomlinson
 Strong concept bringing community, advertisers and newspaper together.
 Third Place - TIMES-TRIBUNE, CORBIN, Kellee Edwards
 Cute! Local photos and contest are terrific idea.

Category 12 - ENTERTAINMENT/DINING

First Place - THE MESSENGER, MADISONVILLE, Debbie Littlepage/Mary Anne Rice
 Background artwork enhanced the ad.
 Second Place - THE MURRAY

LEDGER & TIMES, Lori Andrus
 Tied in education and children with restaurant.
 Third Place - THE WINCHESTER SUN, Bonnie Ball
 Photos stress the 30th Anniversary.

Category 13 - SPECIAL SECTIONS

First Place - THE MESSENGER, MADISONVILLE, Mary Crawford
 Different from traditional special sections. Good information, local news stories, excellent advertising support.
 Second Place - TIE - THE DAILY NEWS, MIDDLESBORO, Staff
 Advertorial support super!! Very informative for the hunters!
 Second Place - TIE - THE WINCHESTER SUN, Staff
 Layout design, color reproduction are excellent.
 Third Place - THE WINCHESTER SUN, Staff
 Paper quality excellent, good keepsake.

Category 14 - GROUP PROMOTIONS

First Place - TIE - THE MESSENGER, MADISONVILLE, Cindi Ashby/Tim Trice
 Good photography! Says it all with photos!
 First Place - TIE - THE MESSENGER, MADISONVILLE, Cindi Ashby/Tim Trice
 Photography excellent!
 Second Place - THE WINCHESTER SUN, Lisa Ferrell
 Seasonal graphics enhanced the ad.
 Third Place - THE WINCHESTER SUN, Teresa Mobley
 Clean, easy to read ad featuring multiple advertisers.

Category 15 - HOLIDAY GREETING ADS

First Place - THE MURRAY LEDGER & TIMES, Vanessa Feagin
 Dominate artwork and full color. Clean and festive.
 Second Place - THE DAILY NEWS, MIDDLESBORO, Pat Cheek/Rhonda Broughton
 Great tie-in with advertisers business!
 Third Place - TIMES-TRIBUNE, CORBIN, Cathy Tomlinson
 Unique concept.

Category 16 - AGRICULTURE/LAWN AND GARDEN

First Place - THE MESSENGER, MADISONVILLE, Cindi Ashby/Mary Anne Rice
 Great concept. Good color.
 Second Place - THE MESSENGER, MADISONVILLE, Kristy Patterson/Marlene Moreland
 Nice design, informative for multiple advertisers.
 Third Place - THE WINCHESTER SUN, Carol S. Parker
 Good use of photos.

Category 17 - CLASSIFIED PAGE/SECTION

Certificate of Merit - THE WINCHESTER SUN, Staff

Category 18 - SPECIAL PUBLICATIONS

First Place - THE MESSENGER, MADISONVILLE, Staff/Mary Anne Rice
 High quality publication. Informative. Impressive ads.
 Second Place - THE DAILY NEWS, MIDDLESBORO, Staff
 Quality publication! Ad content and design great.

Third Place - THE MURRAY LEDGER & TIMES, Staff
 Targeted. Informative. Strong cover.

Category 19 - BEST USE OF COLOR

First Place - THE WINCHESTER SUN, Staff
 Subtle color matches tone of ad. Gets attention, but doesn't overpower.
 Second Place - THE MURRAY LEDGER & TIMES, Vanessa Feagin/Tammy Hobbs
 Quality color draws attention, speaks to theme.
 Third Place - THE MESSENGER, MADISONVILLE, Cindi Ashby/Tim Trice
 Nice blend of colors. Unique layout for border.

Category 20 - BEST AD SERIES

First Place - THE WINCHESTER SUN, Staff
 Color grabs you. Unity in borders, good use of art and headlines. Clear winner!!
 Second Place - TIE - THE WINCHESTER SUN, Carol S. Parker
 Great concept to bring new advertisers in.
 Second Place - TIE - THE WINCHESTER SUN, Staff
 Clean layout.

Category 21 - GENERAL MISCELLANEOUS

First Place - TIE - THE MESSENGER, MADISONVILLE, Melanie Reynolds/Mary Anne Rice
 Design worked well with advertisers
 First Place - TIE - THE MESSENGER, MADISONVILLE, Jamie Patterson/Mary Anne Rice
 Great utilization of photos and color.
 Second Place - THE MURRAY LEDGER & TIMES, Vanessa Feagin
 Graphics worked well with theme.
 Third Place - THE MESSENGER, MADISONVILLE, Melanie Reynolds/Mary Anne Rice
 Elongated shape ad dominated page.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - THE MESSENGER, MADISONVILLE, Staff
 Strong special section! Great ad participation and editorial content.
 Second Place - THE MESSENGER, MADISONVILLE, Mary Crawford/Mary Anne Rice
 Clean, balanced. Multiple participation.

Category 23 - SPECIAL EVENTS

First Place - THE MESSENGER, MADISONVILLE, Staff
 Good local advertising support, good photos.
 Second Place - TIMES-TRIBUNE, CORBIN, Staff
 Good paper quality. Great local content and advertising support.
 Third Place - TIMES-TRIBUNE, CORBIN
 Creative layout for promotion.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - THE MESSENGER, MADISONVILLE, Kristy Patterson/Marlene Moreland
 Original concept.
 Second Place - TIMES-TRIBUNE, CORBIN, Staff
 Great combination of community, paper and advertising support.
 Third Place - THE MESSENGER, MADISONVILLE, Kristy Patterson/Marlene Moreland
 Good combination of paper and internet.

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES
 First Place - THE MURRAY LEDGER & TIMES, Mary Ann Orr
 Easy to read sale items.
 Second Place - THE MESSENGER, MADISONVILLE, Cindi Ashby/Mary Anne Rice
 Graphics clean and dominant in ad.
 Third Place - THE MESSENGER, MADISONVILLE, Melanie Reynolds/Mary Anne Rice
 Concept strong. Utilizes photos of employees. Localized Wal-Mart.

Category 2 - AUTOMOTIVE

First Place - THE WINCHESTER SUN, Deanne Shick
 Bright. Good theme and good color.
 Second Place - THE MESSENGER, MADISONVILLE, Jamie Patterson/Mary Anne Rice
 Great theme.
 Third Place - THE WINCHESTER SUN, Deanne Shick
 Good tie-in with artwork and items.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - THE MESSENGER, MADISONVILLE, Mary Crawford
 Clean and easy to read design.
 Second Place - THE MURRAY LEDGER & TIMES, Vanessa Feagin
 Good use of spot color.
 Third Place - THE MESSENGER, MADISONVILLE, Melanie Reynolds/Mary Anne Rice
 Festive art.

Category 4 - FINANCIAL

First Place - THE MESSENGER, MADISONVILLE, Mary Crawford/Mary Anne Rice
 Clean, simple and to the point. Great photo.
 Second Place - THE DAILY NEWS, MIDDLESBORO, Pat Cheek/Rhonda Broughton
 Great photo, to the point.
 Third Place - THE MESSENGER, MADISONVILLE, Cindi Ashby/Mary Anne Rice
 Good dominant photo, simple, eye catching.

Category 5 - PROFESSIONAL SERVICES

First Place - THE WINCHESTER SUN, Carol S. Parker
 Informative, good use of color.
 Second Place - THE WINCHESTER SUN, Staff
 Informative, supportive, clean and good color.
 Third Place - THE MESSENGER, MADISONVILLE, Jamie Patterson/Mary Anne Rice
 Good artwork background, clean.

Category 6 - FOOD/DRUG/LIQUOR

First Place - THE MESSENGER, MADISONVILLE, Mary Crawford/Mary Anne Rice
 Clean presentation of featured items.
 Second Place - THE MESSENGER, MADISONVILLE, Melanie Reynolds/Mary Anne Rice
 Clean, good color.
 Third Place - THE MESSENGER, MADISONVILLE, Melanie Reynolds/Mary Anne Rice

"Highest Rated Public Golf Course in Central Kentucky by Golf Digest"

Enjoy the simplicity at the
PENINSULA
Peninsula



"Strictly a Club for the Golfer!"

New Golfing Merchandise arriving daily

MEMBERSHIPS NOW OPEN

BANQUET FACILITIES

Business & Conference Rooms Available

Call 1-877-249-4PGR (4747) for Tee Times



PETE DYE'S KY. GOLF MASTERPIECE

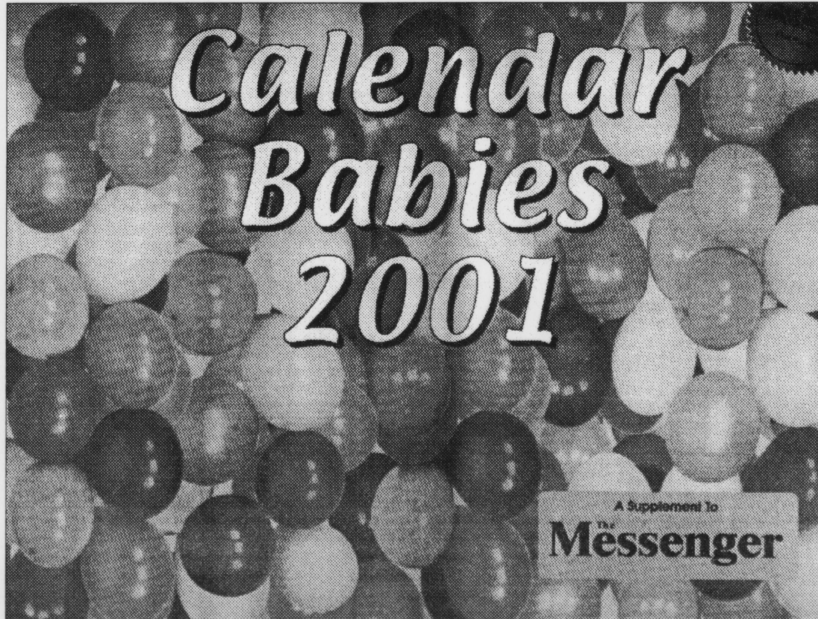
**Call for tee times
Toll-Free 877-249-4PGR**



*Centrally located on Harrington Lake
Greg Johnson, P.G.A. Professional*

*Weekday and weekend memberships available.
200 Clubhouse Drive • Lancaster, KY*

Calendar Babies 2001



A Supplement to
The Messenger

Above and left: The Madisonville Messenger was the big winner in the Daily 1 division. The newspaper won first in the General Excellence competition with the help of top finishers like these ads in the Sporting Goods/Athletics' category and Best Newspaper Promotion category.

Daily 2

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - THE DAILY INDEPENDENT, ASHLAND, Tony Adkins
Absolutely elegant!! Simple message. Strong impact.
Second Place - KENTUCKY NEW ERA, HOPKINSVILLE, Jimmy Hart/Donna Cumbee
Graphics pretty. Good tie-in with pattern of china.
Third Place - THE DAILY INDEPENDENT, ASHLAND, Mary Goldy
Cute small space ad. Gets message across.

Category 2 - AUTOMOTIVE

First Place - THE NEWS ENTERPRISE, ELIZABETHTOWN, Sarah Lanz/Bill Mathers
Simple, strong graphics. Engaging. Effective way to market a product in a season when people are not buying cars. Dynamic use of color, positioning of cars, plus prices. Catchy headline.
Second Place - THE ADVOCATE MESSENGER, DANVILLE, Susan Green/Donna Kissick
Third Place - TIE - THE NEWS ENTERPRISE, ELIZABETHTOWN, Portia Oldham/Bill Mathers
Shows emotion, which is appropriate for product. Strong headline.
Third Place - TIE - LEXINGTON HERALD-LEADER, Kendall Butler
Strong headline, emotional appeal. Effective black and white treatment. Simple and clean.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - THE COURIER-JOURNAL, LOUISVILLE, Nelda Marks/Darren Hauss
Good color photography. Sharp color.
Second Place - DAILY NEWS, BOWLING GREEN, Linda Painter
Eye-catching. Specific pricing in ad.
Third Place - THE COURIER-JOURNAL, LOUISVILLE, Nelda Marks/Darren Hauss
Beautiful ad. Great photography. Good use of white space.

Category 4 - FINANCIAL

First Place - MESSENGER-INQUIRER, OWENSBORO, Russell Jones/Angie Chinn
Great headline, good use of color and local art. Strong sales message.
Second Place - THE GLEANER, HENDERSON, Nancy Hamilton/Alan Inkenbrandt
You have to smile and look at this ad. Great art and headline.
Third Place - THE GLEANER, HENDERSON, Nancy Hamilton/Alan Inkenbrandt
Art and headline work together well. Nice background.

Category 5 - PROFESSIONAL SERVICES

First Place - LEXINGTON HERALD-LEADER, Tammi Geiermen
Very eye-catching. Clean. Really great!
Second Place - THE ADVOCATE MESSENGER, DANVILLE, Karen Ross/Jane Cox

Love the ad size! Great color. Inviting!
Third Place - THE GLEANER, HENDERSON, Janet Morgan/T.J. Pffingston
It just works. It's the whole package. Good use of color and white space.

Category 6 - FOOD/DRUG/ LIQUOR

First Place - MESSENGER-INQUIRER, OWENSBORO, Mike DeMarsh/Denise Shelton
Good ad design and use of color make this ad outstanding. It doesn't seem as busy as it really is because the prices and products are easy to read.
Second Place - TIE - THE DAILY INDEPENDENT, ASHLAND, Nikki Clay
Simplicity and good use of white space make this ad stand out.
Second Place - TIE - THE COURIER-JOURNAL, LOUISVILLE, Bruce Thomas/Creative Services
Great ad design.
Third Place - MESSENGER-INQUIRER, OWENSBORO, Mike DeMarsh/Denise Shelton
Nice branding statement tying the past to the present. Good choice of products to feature because prices of today's products aren't outlandish compared to yesterday's prices.

Category 7 - FURNITURE

First Place - MESSENGER-INQUIRER, OWENSBORO, Hope Huegel/Vickie Nelson
Nice use of art and color. The photo looks dreamy. Clean copy.
Second Place - TIE - LEXINGTON HERALD-LEADER, Savannah Hinds
Nice use of art and color. Loved the tree and association of a beautiful home.
Second Place - TIE - MESSENGER-INQUIRER, OWENSBORO, Hope Huegel/Vickie Nelson
Great use of photos and color. Nice layout. Nice use of textured background.
Third Place - THE GLEANER, HENDERSON, Janet Morgan/T.J. Pffingston
Nice use of art. Clean layout, nice background.

Category 8 - REAL ESTATE

First Place - MESSENGER-INQUIRER, OWENSBORO, Staff
Impressive in ad content, nice handy size.
Second Place - THE ADVOCATE MESSENGER, DANVILLE, Karen Ross/Donna Kissick
Good use of color and dominate artwork.
Third Place - LEXINGTON HERALD-LEADER, Kendall Butler
Great concept. Ties in home sales and family.

Category 9 - CLOTHING STORES

First Place - THE DAILY INDEPENDENT, ASHLAND, Kellie Gussler
Ingenious way to "sneak" an ad onto the section cover! Great color, lively, breaks the "rectangle/box" look you expect for an ad.
Second Place - MESSENGER-INQUIRER, OWENSBORO, Hope Huegel/Vickie Nelson
Classic elegance on a small space ad. Like the differentiation of black and white type.

Third Place - THE DAILY INDEPENDENT, ASHLAND, Kellie Gussler
Graphics support the name of advertiser!

Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - THE NEWS ENTERPRISE, ELIZABETHTOWN, Michelle McGuffin/Bill Mathers
So creative!!! We've never seen this done before. Great, great, great!!!
Second Place - THE GLEANER, HENDERSON, Staff
Eye-catching. Color is great. Individual ads stand out on own. Bus ties it in. Good job!
Third Place - THE ADVOCATE MESSENGER, DANVILLE, Mike Elliott/Jenny Upton
Great border!! A lot of face, but not cluttered. Breaks away from typical head shot.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - THE GLEANER, HENDERSON, Staff
Strong graphic. Nice way to give recognition to people who don't normally get it.
Second Place - MESSENGER-INQUIRER, OWENSBORO, John Shelton
Literally jumps off the page.
Third Place - THE GLEANER, HENDERSON, Staff
Love the headline. Appropriate for the product.

Category 12 - ENTERTAINMENT/ DINING

First Place - THE ADVOCATE MESSENGER, DANVILLE, Susan Greene/Donna Kissick
In-your-face, eye-stopping presentation. Beautiful use of color.
Second Place - THE ADVOCATE MESSENGER, DANVILLE, Susan Greene/Donna Kissick
Love the "neon" looks. Also liked the idea that the ad looks neon. The advertisers sign age is neon.
Third Place - TIE - LEXINGTON HERALD-LEADER, Chuck Mullins
Very creative concept.
Third Place - TIE - THE ADVOCATE MESSENGER, DANVILLE, Susan Greene/Donna Kissick
Another bold and beautiful execution of the theme. Great color.

Category 13 - SPECIAL SECTIONS

First Place - THE COURIER-JOURNAL, LOUISVILLE, Bill Sabo/Creative Services
Beautiful, creative ad that carried the theme. Consistent quality throughout. Good color reproduction. Inviting to the reader.
Second Place - THE GLEANER, HENDERSON, Staff
Outstanding sales effort!! Clean layout!
Third Place - KENTUCKY NEW ERA, HOPKINSVILLE, Ad/Graphics Staff
Good, cute ads that reflect the sports theme. Higher reader interest through effective use of team photos!

Category 14 - GROUP PROMOTIONS

First Place - DAILY NEWS, BOWLING GREEN, Misty Johnson/Terri

Mercer

Great use of color, clean layout, informative. Easy to read.
Second Place - THE PADUCAH SUN, Group Promo/Le Parker
Colorful, good participation, neat idea.
Third Place - THE NEWS ENTERPRISE, ELIZABETHTOWN, Martha L. Farmer/Lydia Leasor
Strong cover design, useful insert with uncluttered design.

Category 15 - HOLIDAY GREETING ADS

First Place - THE PADUCAH SUN, Teresa Cope/Le Parker
Unique, reader-stopping headline. Very clean layout!
Second Place - TIE - THE NEWS ENTERPRISE, ELIZABETHTOWN, Portia Oldham/Susan McCrobie
Great use of spot color!
Second Place - TIE - DAILY NEWS, BOWLING GREEN, Andrea Dennis
Great tie-in with advertisers business!
Third Place - TIE - THE NEWS ENTERPRISE, ELIZABETHTOWN, Lydia Leasor/Leslie Norris
Great way to put faces with the names to introduce employees to the readers.
Third Place - TIE - THE GLEANER, HENDERSON, Nancy Hamilton/Alan Inkenbrandt
Beautiful color. Sweet picture!!

Category 16 - AGRICULTURE/ LAWN AND GARDEN

First Place - MESSENGER-INQUIRER, OWENSBORO, Susan Anderson/Angie Chinn
Beautiful, unusual color, great graphics. Nice layout, very clean and eye-catching.
Second Place - THE ADVOCATE MESSENGER, DANVILLE, Lou Wilkerson/Jenny Upton
Simple, clean layout, yet extremely effective in drawing reader to ad. Evokes curiosity.
Third Place - THE ADVOCATE MESSENGER, DANVILLE, Karen Ross/Jane Cox
Unique shape appeals to readers. Cute graphics, unique type, great color. Very season appropriate.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - KENTUCKY NEW ERA, HOPKINSVILLE, Staff
Attractive, inviting to reader. Effective design. In-line photos in real estate effective for advertiser.
Second Place - MESSENGER-INQUIRER, OWENSBORO, Staff
Informative, orderly, colorful and inviting.
Third Place - THE GLEANER, HENDERSON, T.J. Pffingston
Clean, crisp, inviting.

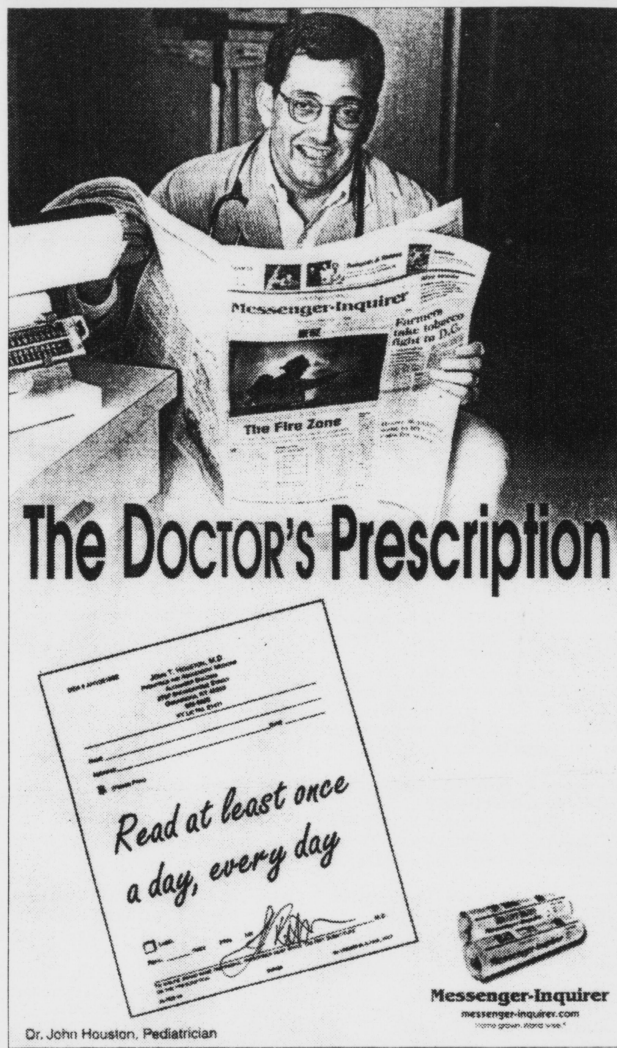
Category 18 - SPECIAL PUBLICATIONS

First Place - MESSENGER-INQUIRER, OWENSBORO, Staff
Haven't seen this section done better anywhere! Superb quality, informative. A must read.
Second Place - KENTUCKY NEW ERA, HOPKINSVILLE, Janet Hall
Wonderful chamber partnership. No corners cut.

See DAILY 2, page 13



In the Daily 2 Division, The Ashland Daily Independent (above) won first place in the Department/Discount/Jewelry Stores' category with this ad. Right: The Owensboro Messenger-Inquirer captured first place in the Best Newspaper Promotion category with this clever ad.



Dr. John Houston, Pediatrician

Daily 2

Continued from page 12

Third Place - KENTUCKY NEW ERA, HOPKINSVILLE, Janet Hall
A "keeper" for years. Top quality!

Category 19 - BEST USE OF COLOR

First Place - LEXINGTON HERALD-LEADER, Chuck Mullins
Powerful pucker! Outstanding use of color!

Second Place - KENTUCKY NEW ERA, HOPKINSVILLE, Jimmy Hart/Donna Cumbee
Lots of movement, makes us want to go to the fair!

Third Place - TIE - KENTUCKY NEW ERA, HOPKINSVILLE, Jimmy Hart/Donna Cumbee
Looks like it's right out of a notebook, almost 3-D.

Third Place - TIE - THE NEWS ENTERPRISE, ELIZABETHTOWN, Sara Lanz/Melinda Brown
Effective use of color. Very simple,

yet effective!!

Category 20 - BEST AD SERIES

First Place - THE NEWS ENTERPRISE, ELIZABETHTOWN, Bill Mathers

Fantastic color! Use of children photos great. Good size variation of ads.

Second Place - THE ADVOCATE MESSENGER, DANVILLE, Robert Cunningham/Donna Kissick

Great use of different photos throughout ad campaign.

Third Place - THE DAILY INDEPENDENT, ASHLAND, Nikki Clay
Nice size and consistency of placement. Same basic ad with different message each time, terrific.

Category 21 - GENERAL MISCELLANEOUS

First Place - KENTUCKY NEW ERA, HOPKINSVILLE, Jimmy Hart/Donna Cumbee

Great color photograph. Bold use of white space.

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

Good layout. Interesting.

Third Place - KENTUCKY NEW ERA, HOPKINSVILLE, Mary Chambers/Justin Mason
Great use of color and white space. Eye-catching photograph.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - THE ADVOCATE MESSENGER, DANVILLE, Susan Greene/Jenny Upton

Bold! Great use of silhouette.

Second Place - TIE - THE DAILY INDEPENDENT, ASHLAND, Kellie Gussler

Great photo to illustrate golfing. Clean layout.

Second Place - TIE - THE GLEANER, HENDERSON, Staff/Alan Inkenbrandt

Very outdoorsy, you don't have to hunt for advertiser.

Third Place - KENTUCKY NEW ERA, HOPKINSVILLE, Jimmy Hart/Donna Cumbee

Creative use of type.

Category 23 - SPECIAL EVENTS

First Place - KENTUCKY NEW

ERA, HOPKINSVILLE, Richard Wimsatt/Justin Mason
Tasteful, goes with event. Strong photo and use of color. Pow Wow!!

Second Place - MESSENGER-INQUIRER, OWENSBORO, Terry Person/Vickie Nelson

Great graphic ties in with event. Good color.

Third Place - THE PADUCAH SUN, Le Parker

Lots of detail and color well used in insert.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - MESSENGER-INQUIRER, OWENSBORO, John Shelton
Great series promoting the paper. Neat idea. Great copy. Understood category!! Terrific!

Second Place - KENTUCKY NEW ERA, HOPKINSVILLE, Kelly Austin

Creative layout. Great promo to attract teens.

Third Place - DAILY NEWS, BOWLING GREEN, Mary Gaines

Good, clean layout of individual ads.

Associate Newspapers

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Good use of color, easy to read, sizable art.

Second Place - TIE - COLLEGE HEIGHTS HERALD, WKU, Scarlet Blandford
Nice use of white space, clever art.

Second Place - TIE - THE RUSSELL REGISTER, Jim Marshall/Teresa Kraner
Good art in keeping with the season. Easily identifiable bargains.

Third Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Nice art. Good "open" layout. Well sized copy.

Category 2 - AUTOMOTIVE

First Place - DAILY NEWS, WILLIAMSON, W.V., Renee Kessler
Good use of color, easy to read.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Renee Kessler
Love the white space/background. Makes ad stand out.

Third Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Lots of cars and trucks advertised! Could have made a banner header to tie both pages together.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Good use of artwork, copy and white space.

Second Place - KENTUCKY KERNEL, UK, Gretchen Campbell
Very clean and simple, yet very effective.
Third Place - THE RUSSELL REGISTER, Jim Marshall/Teresa Kraner
Good color, clean copy.

Category 4 - FINANCIAL

First Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Good use of photos and clean informative copy.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Great photo and clean copy.

Category 5 - PROFESSIONAL SERVICES

First Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Nice use of art work along with examples of food problems. Clean and effective.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Great border with the artwork. Clean and balanced.

Third Place - TIE - KENTUCKY KERNEL, UK, Erin Cunningham
Good use of reverse. Copy is large enough to be effective along with art work.

Third Place - TIE - KENTUCKY KERNEL, UK, Erin Cunningham
Great ad with copy very clean.

Category 6 - FOOD/DRUG/LIQUOR

First Place - KENTUCKY KERNEL, UK, Kati Holloway
Good art, good use of fonts, easy to read.

Second Place - TIE - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Good use of dominant art for a single message.

Second Place - TIE - KENTUCKY KERNEL, UK, Kati Holloway
Good art and use of white space.

Simple message cleverly done.
Third Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Economical use of color. Good photo.

Category 7 - FURNITURE

First Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Clean artwork and copy. Prices large enough to be very effective.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Nice use of artwork in headline. Photos are large enough to be very effective.

Third Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Nice headline. Signature floated at bottom of ad is effective. Nice artwork.

Category 8 - REAL ESTATE

First Place - THE FARMER'S PRIDE, COLUMBIA, Kent Sparks/Susan Holmes
Clean easy to read, nice use of photos.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Nice size, broken up so it's easy to read.

Category 9 - CLOTHING STORES

First Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Great ad. Good use of color, photos and copy. The art is consistent through out and is very effective.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Renee Kessler
Creative use of artwork. Copy is clean and informative.
Third Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Very nice back to school art with the bus. Clean copy with white space.

Category 10 - MULTIPLE ADVERTISER/SIG PAGE

First Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Strong way to organize an otherwise busy page. Reversing every other block! Good info in center box.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Good message at top.

Third Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Good photo makes this page work. A little busy, but the boxes are big enough to carry it off OK.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Great for self promotion. Good layout.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Renee Kessler
Good use of art, photography and layout.

Third Place - KENTUCKY KERNEL, UK, Drew Purcell
Stands out! Cute idea.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Renee Kessler
Good use of art, photography and layout.

Third Place - KENTUCKY KERNEL, UK, Drew Purcell
Stands out! Cute idea.

Category 12 - ENTERTAINMENT/ DINING

First Place - DAILY NEWS, WILLIAMSON, W.V., Machele Owens
Classy ad, good photos, well-organized.

Second Place - KENTUCKY KERNEL, UK, Leslie Kinsolving
Artsy, lots of info. Good font selection.

Third Place - COLLEGE HEIGHTS HERALD, WKU, Heather Hardesty
Wonderful patriotic borders carry the theme.

Category 13 - SPECIAL SECTIONS

First Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Very good use of history, interesting photos. Series?

Second Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Clever idea. Hard to sell, but always well received by readers.

Third Place - TIE - KENTUCKY KERNEL, UK, Staff
Third Place - TIE - DAILY NEWS, WILLIAMSON, W.V., Staff

First Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Nice layout, although copy could be larger or less wordy on top of ad.

Category 14 - GROUP PROMOTIONS

First Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Nice layout, although copy could be larger or less wordy on top of ad.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Cute artwork, pops right out with no border.

Third Place - THE FARMER'S PRIDE, COLUMBIA, Kent Sparks/Clara Maggard
Nice artwork, border very effective.

Category 15 - HOLIDAY GREETING ADS

First Place - DAILY NEWS, WILLIAMSON, W.V., Renee Kessler
Great art work and color.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Melissa Trout
Cute artwork, pops right out with no border.

Third Place - THE FARMER'S PRIDE, COLUMBIA, Kent Sparks/Clara Maggard
Nice artwork, border very effective.

Category 16 - AGRICULTURE/ LAWN AND GARDEN

First Place - THE FARMER'S PRIDE, COLUMBIA, Kent Sparks/Clara Maggard
A lot of information organized well. Good photo. Easy to read dealer listing.

Second Place - KENTUCKY KERNEL, UK, Leslie Kinsolving
Good art. Copy is "just the facts."

Third Place - THE FARMER'S PRIDE, COLUMBIA, Kent Sparks/Susan Holmes
Copy well-arranged. Good art. Hopefully it's a color ad!!

Category 17 - CLASSIFIED PAGE/SECTION

First Place - COLLEGE HEIGHTS HERALD, WKU, Chad McCombs/Tina Ashford
Clean, easy to read, good classification headings. Minimal reverses.

Second Place - THE FARMER'S PRIDE, COLUMBIA, Kent Sparks/Clara Maggard
Good classification leadings. Small space display ads have sizable white space between them.

Category 18 - SPECIAL PUBLICATIONS

First Place - COLLEGE HEIGHTS HERALD, WKU, Staff
Great cover. Complete contents. This is something that will be kept and referred back to over and over again.

Second Place - KENTUCKY KERNEL, UK, Staff
Great use of color throughout the publication. Very good information throughout.

Category 19 - BEST USE OF COLOR

First Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Good use of color with bright, unbusy layout. Wonderful to include six art entries.

Second Place - KENTUCKY KERNEL, UK, Leslie Kinsolving
Good enough to eat!

Third Place - DAILY NEWS, WILLIAMSON, W.V., Staff
Wonderful patriotic borders carry the theme.

Category 20 - BEST AD SERIES

First Place - KENTUCKY KERNEL, UK, Deanna Masden
Nice simple art to keep curiosity high. Simple text.

Second Place - KENTUCKY KERNEL, UK, Drew Purcell
Ad anchored in same position on page. Action photo, easy message to read.

Category 21 - GENERAL MISCELLANEOUS

First Place - DAILY NEWS, WILLIAMSON, W.V., Jacquetta McCown
Nice clean layout, good use of color. Very easy to read.

Second Place - COLLEGE HEIGHTS HERALD, WKU, Keith Hetzer
Clean copy and nice artwork.

Third Place - THE FARMER'S PRIDE, COLUMBIA, Kent Sparks/Clara Maggard
Nice artwork, headline and copy.

Category 22 - SPORTING GOODS/ATHLETICS

Certificate of Merit - DAILY NEWS, WILLIAMSON, W.V., Staff

Category 23 - SPECIAL EVENTS

First Place - TIE - KENTUCKY KERNEL, UK, Rachel Martin
Small ad, but very effective.

First Place - TIE - THE RUSSELL REGISTER, Teresa Kraner
Good use of artwork. Ad looks like there is a party going on.

Second Place - COLLEGE HEIGHTS HERALD, WKU, Heather Hardesty
Very clean, good use of border.

Third Place - DAILY NEWS, WILLIAMSON, W.V., Machele Owens
Cute artwork, clean layout.

Category 24 - BEST NEWSPAPER PROMOTION

First Place - DAILY NEWS, WILLIAMSON, W.V., Sandy Criddle
Nice use of art work, lots of action in the ad. Makes you want to go bowling.

Second Place - DAILY NEWS, WILLIAMSON, W.V., Renee Kessler
Cute campaign. Great partnership with hospital.

Third Place - DAILY NEWS, WILLIAMSON, W.V., Sandy Criddle
Nice community partnership.

DELTA GAMMA/KAPPA SIGMA
ANCHOR SPLASH 
 Thursday, February 24 Lancaster Aquatic Center
Sponsored by Creek 101 Warm-ups: 5 p.m.
Event Start: 6 p.m. **Tickets are \$2**

Love is an heirloom.

Prices Starting at \$119



This is its symbol.
 Personalized Family Jewelry from Celebrations of Life™

Castle's Jewelry & Gifts

Wilmington Square, Pikeville
606-437-5694

Prestonsburg Village Shopping Ctr., Prestonsburg
606-886-0804

Maya Shopping Plaza, Paintsville
606-789-7572

South Side Mall, Goody
606-237-6020

Above: In the Associate Newspaper Division, the Kentucky Kernel won first place for this entry in the Special Events' category. Left: The Williamson Daily News was the judges' pick in the Department/Discount/Jewelry Stores' category.

TMC Winners

BEST TMC PRODUCT - WEEKLY DIVISION

First Place - CYNTHIANA DEMOCRAT, Staff
 I'd look forward to reading this. Packed with lots of information in an easy to read format.
 Second Place - OLDHAM ERA, Staff
 Well laid out format. Interesting.
 Third Place - THE TRIBUNE-COURIER, BENTON, Staff
 Newsy, local info.

BEST TMC PRODUCT - DAILY DIVISION

First Place - THE PADUCAH SUN, Staff/Randy Simmons
 High impact covers. Easy to read interior, some use of strong graphics.
 Second Place - THE DAILY INDEPENDENT, ASHLAND, Staff
 Cover page could be stronger, but made up for it on the inside. Good content, easy to read.
 Third Place - MESSENGER-INQUIRER, OWENSBORO, Rita Webster
 Super front, love the colors! Hard to read, though, in the interior.
 Honorable Mention - TIMES-TRIBUNE, CORBIN

Weekly 3

Continued from page 9

Category 21 - GENERAL MISCELLANEOUS

First Place - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman

Very tasteful! Effective use of white space and simple, uncluttered design. Also, credible tie-in of national brand names. Very clean layout. White space helped.

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

Nice use of white space. Ad dominates the page without being overwhelming. Simple, but effective message.

Third Place - THE CADIZ RECORD, Becky Boggess/Christy Whiting

Reverse color treatment draws eye to ad. Extremely effective way for a small ad to dominate the page. Very elegant, which is appropriate for product.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - CYNTHIANA DEMOCRAT, Trish Jenkins/Suzie Fryman
 Attention grabbing. Effective use of art. Strong message.

Second Place - MT. STERLING ADVOCATE, Jo Ann Halsey

Great use of clip art. Simple and effective.

Third Place - THE CADIZ RECORD, Becky Boggess/Christy Whiting
 Excellent sports theme for gift suggestion.

Category 23 - SPECIAL EVENTS

First Place - MT. STERLING ADVOCATE, Lisa McNay/Jo Ann Halsey/Ann Roundtree

Eye-catching color choice to promote Halloween event.

Second Place - MT. STERLING ADVOCATE, Ann Roundtree

Nice layout and choice of artwork. You can't miss this ad on the page.

Third Place - TIE - THE JESSAMINE JOURNAL, Peggy Adkins

Good artwork and layout.

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

Tasteful, simple, good color.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - THE ANDERSON NEWS, Rusty Kiser

Good use of full color. Simple, effective and reader friendly.

Second Place - THE TRIBUNE-COURIER, BENTON, Twila Hurst
 Attractive, colorful.

Third Place - THE ANDERSON NEWS, Rusty Kiser

Simple, spot color. Direct.

General Excellence Winners

Weekly Class 1

- First Place - MCLEAN COUNTY NEWS
- Second Place - FLEMINGSBURG GAZETTE
- Third Place - LYON COUNTY HERALD LEDGER

Weekly Class 2

- First Place - THE SPRINGFILED SUN
- Second Place - OWENTON NEWS HERALD
- Third Place - TIE - BERA CITIZEN
- Third Place - TIE - HENRY COUNTY LOCAL

Weekly Class 3

- First Place - THE JESSAMINE JOURNAL
- Second Place - CYNTHIANA DEMOCRAT
- Third Place - CADIZ RECORD

Multi-Weekly

- First Place - APPALACHIAN NEWS-EXPRESS
- Second Place - THE KENTUCKY STANDARD
- Third Place - THE SENTINEL NEWS

Daily Class 1

- First Place - THE MADISONVILLE MESSENGER
- Second Place - THE WINCHESTER SUN
- Third Place - MURRAY LEDGER & TIMES

Daily Class 2

- First Place - OWENSBORO MESSENGER INQUIRER
- Second Place - KENTUCKY NEW ERA
- Third Place - ADVOCATE MESSENGER

Associate Newspapers

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