

Per. Dept.
FN
4700
J. K. H. G.
v. 69
no. 5
2000
11/2

UNBOUND
PERIODICALS
COLLECTION

MAY 1998

*Recognizing the best
advertising in Kentucky's
newspapers*

1998

Advertising Contest

Sponsored by



Kentucky **P**ress **A**ssociation



Weekly 1

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - BEREA CITIZEN, Teresa Mullins
Nice and different approach to opening of a new store; photo is nice and clean. Eye is drawn to ad.
Second Place - CAMPBELL COUNTY RECORDER, Dan Hager
Different approach to a small ad. "Great" stands out to bring attention to quality.

Category 2 - AUTOMOTIVE

First Place - KENTON COUNTY RECORDER, Kelly Robinson
Good management of large amount of info. Good color balance. Type flows and art pops. Best is balance of color.
Second Place - MCLEAN COUNTY NEWS, Shelby Rice/Stacy Maddox
Strong ad, good use of clip art. Good info flow.
Third Place - BEREA CITIZEN, Teresa Mullins
Cute design, cheerful idea.
Honorable Mention - BEREA CITIZEN, Scott Powell

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - MCLEAN COUNTY NEWS, Janice Stokes/Stacy Maddox
Very attractive ad, clean, stands out on page. Graphics add to layout.
Second Place - BREATHITT COUNTY VOICE, Elesha Richardson
Jackson True Value has to be proud of this ad. Clean, organized, displays items well.
Third Place - EDDYVILLE HERALD LEDGER, Shirley Greene
Nice, clean, small ad. Well organized, a lot of copy in a small space.

Category 4 - FINANCIAL

First Place - FULTON LEADER, Leigh Ann Moore
Clean ad, traditional and rich looking.
Second Place - BREATHITT COUNTY VOICE, Delores Chandler
Good use of clip art. Fresh look for bank ad.
Third Place - MCLEAN COUNTY NEWS, Stacy Maddox
Great creativity.
Honorable Mention - TIE - MCLEAN COUNTY NEWS, Stacy Maddox
Honorable Mention - TIE - BREATHITT COUNTY VOICE, Delores Chandler

Category 5 - PROFESSIONAL SERVICES

First Place - CAMPBELL COUNTY RECORDER, Dan Hager
Great design for a small ad. Art works hard for client, really "pops" off the page.
Second Place - FULTON LEADER, Leigh Ann Moore
Nice balance, lots of faces for reader to identify with.
Third Place - MCLEAN COUNTY NEWS, Shelby Rice/Stacy Maddox
Good use of color.
Honorable Mention - EDDYVILLE HERALD LEDGER, Shirley Greene

Category 6 - FOOD/DRUG/LIQUOR

First Place - MCLEAN COUNTY

NEWS, Teresa Revlett/Stacy Maddox
Great ad!! Very clean, easy to read, great use of color!!
Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
Again, great ad. Gives a lot of information without overpowering the reader.
Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
Great use of color, definitely catches the eye, but again not too overpowering!
Honorable Mention - EDDYVILLE HERALD LEDGER, Shirley Greene

Category 7 - FURNITURE

First Place - BREATHITT COUNTY VOICE, Elesha Richardson
Nice ad, good use of graphics.
Second Place - BEREA CITIZEN, Scott Powell
Nice, clean ad. A lot of info without overpowering the reader. Good use of graphics.
Third Place - KENTON COUNTY RECORDER, Caroline Duke
Nice, bold border which is eye-catching.

Category 8 - REAL ESTATE

CERTIFICATE OF MERIT - CAMPBELL COUNTY RECORDER, Kelly Robinson

Category 9 - CLOTHING STORES

First Place - BREATHITT COUNTY VOICE, Elesha Richardson
Strong ad, good balance.
Second Place - BREATHITT COUNTY VOICE, Elesha Richardson
Good use of art
Third Place - BREATHITT COUNTY VOICE, Elesha Richardson
Honorable Mention - HICKMAN COURIER, Barbara Atwill

Category 10 - MULTIPLE ADVERTISERS, "SIG" PAGE

First Place - MCLEAN COUNTY NEWS, Staff
Very effective "Sig" page. Color photo stands out with color on each ad effective.
Second Place - BRACKEN COUNTY NEWS, Kathy L. Bay/Libby Estill
Nice way to display schedules of events. Big enough to read with advertisers well placed.
Third Place - KENTON COUNTY RECORDER, Brenda Mathis/Kevin Chamberlin
Different and effective way to congratulate football team. Class AAA champs are grateful.
Honorable Mention - KENTON COUNTY RECORDER, Staff
Halloween Harvest is a nice clean looking page. Color is effective, good idea.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - FULTON LEADER, Ad Department
Great graphic, very original with strong message.
Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
Nice ad, color balances well, catches the reader's attention.
Third Place - FULTON LEADER, Becky Wadlington
Great creativity, strong ad for classified department.

Category 12 - ENTERTAINMENT/ DINING

First Place - CAMPBELL COUNTY RECORDER, Caroline Duke
Good use of screen balances logo art type leads the reader through copy nicely.
Second Place - BEREA CITIZEN, Teresa Mullins
Reverses and screens well done, nice art.
Third Place - BEREA CITIZEN, Scott Powell
Great art. Type works well with art. Ad works hard for client.

Category 13 - SPECIAL SECTIONS

First Place - MCLEAN COUNTY NEWS, Staff
What a sweet idea! Great tribute/ Good color. Time line ads dimension.
Second Place - CAMPBELL COUNTY RECORDER, Staff
Great design, strong cover, good management of information.
Third Place - KENTON COUNTY RECORDER, Staff
Nice grad tab. Great collection of local information. Good job.

Category 14 - GROUP PROMOTIONS

First Place - CAMPBELL COUNTY RECORDER, Dan Hager
Great small ad. Attracted attention immediately. Creative use of space.
Second Place - CAMPBELL COUNTY RECORDER, Dan Hager
Very clean, nice use of color.
Third Place - FULTON LEADER, Leigh Ann Moore

Category 15 - HOLIDAY GREETING ADS

First Place - BEREA CITIZEN, Marc Reyes
Different approach to greeting. Nice family touch. Gives personal meaning to holidays.
Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
Color is great. Nice effective ad. Clean, good.
Third Place - BREATHITT COUNTY VOICE, Delores Chandler
Nice full page, color is good. Gives true learning to the holiday season.

Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTS

First Place - BEREA CITIZEN, Scott Powell
Good clean ad. Nice use of art.
Second Place - BEREA CITIZEN, Teresa Mullins
Nice ad, very original.
Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
Great ad, gives all info you need without clutter.
Honorable Mention - KENTON COUNTY RECORDER, Caroline Duke

Category 17 - CLASSIFIED PAGE/SECTION

First Place - BREATHITT COUNTY VOICE, Delores Chandler
Clean page.
Second Place - MCLEAN COUNTY NEWS, Staff
Need to rework pages, clean up heads.
Third Place - BEREA CITIZEN, Staff
Need to offer free classified ads to build reader participation.

Category 18 - SPECIAL PUBLICATIONS

First Place - CAMPBELL COUNTY RECORDER, Nancy Gaston
White wove nice, easy to read, great color.
Second Place - MCLEAN COUNTY NEWS, Staff
Great idea!

Category 19 - BEST USE OF COLOR

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox
Beautiful!! Very eye-catching. Great use of red without scaring the reader!
Second Place - FULTON LEADER, Becky Wadlington/Leigh Ann Moore
Beautiful cover, crisp and clean.
Third Place - BREATHITT COUNTY VOICE, Delores Chandler
A lot of great colors, just enough.
Honorable Mention - BREATHITT COUNTY VOICE, Delores Chandler

Category 20 - BEST AD SERIES

First Place - KENTON COUNTY RECORDER, Betty Stallard
Cute idea.
Second Place - EDDYVILLE HERALD LEDGER, Shirley Greene
First ad is real strong.

Category 21 - GENERAL MISCELLANEOUS

First Place - CAMPBELL COUNTY RECORDER, Caroline Duke
Clever, able to identify ad content at glance.
Second Place - MCLEAN COUNTY NEWS, Stacy Maddox
Personal message effective.
Third Place - BREATHITT COUNTY VOICE, Elesha Richardson
Balance of space and font style.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - CAMPBELL COUNTY RECORDER, Betty Stallard
Nice clean ad.
Second Place - KENTON COUNTY RECORDER, Betty Stallard
Good use of art and text together.
Third Place - EDDYVILLE HERALD LEDGER, Shirley Greene
Great use of space.

Category 23 - SPECIAL EVENTS

First Place - CAMPBELL COUNTY RECORDER, Staff
Very nice!! Great color, tie-in ads are good, clean newspaper.
Second Place - KENTON COUNTY RECORDER, Staff
Nice section, good clean copy, very readable. Good staff effort.
Third Place - EDDYVILLE HERALD LEDGER, Shirley Greene
Nice ad, "all roads lead to" effect draws your eye to copy.
Honorable Mention - BRACKEN COUNTY NEWS, Kathy L. Bay/Libby Estill
Nice way to present Heritage Days copy.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - MCLEAN COUNTY NEWS, Stacy Maddox/Teresa Revlett
Clean, concise good use of color. Great creativity.
Second Place - KENTON COUNTY RECORDER, John Cobb
Great information, strong graphic sends a strong message.

Cultivate A Great Deal

Swan Fairtown Reinforced Garden Hose
2 1/2" x 50' long. Search for the Swan logo on the hose. (488) 1371-5177. 5/8" x 75' Hose. (488) 1371-5177.

7.47

Stanley 6-Pc. Thrifty Screwdriver Set
Six popular standard and Phillips screwdrivers. (64-457) (5103-429)

2.97

We've got everything you need to clean up on Summer Savings

All Fans 20% OFF Any Style

See us for your Summertime gardening needs

AAF Furnace Filters
For heating, ventilating or air conditioning systems in eight sizes. (7381)

Value Price Reg. 69 **.59**

Ruffles Heavy-Duty Clean-Up Bags
Great heavy duty for the toughest jobs. (247 33) Use 45 gal size. (368-1767)

4.44

Landscape Timbers
Easy to use and position. Create a landscaping statement.

2.49

Rubbermaid Roughneck Trash Can

\$8.97

Miller Building Supply

Hwy. 81, Sacramento Phone 736-2678
 Store Hours: Mon.-Fri., 7-5, Sat. 7-12

Enforcer Weed & Hornet Killer
Quick knockdown! Let back! 27.16 oz. spray. (727-262)

2.77

Thrifty Garden Tools
Includes: 12" x 24" rake, 12" x 18" shovel, 12" x 18" trowel, 12" x 18" weeder, 12" x 18" edger, 12" x 18" trimmer, 12" x 18" pruner, 12" x 18" shears, 12" x 18" saw, 12" x 18" ax, 12" x 18" pickaxe, 12" x 18" shovel, 12" x 18" trowel, 12" x 18" weeder, 12" x 18" edger, 12" x 18" trimmer, 12" x 18" pruner, 12" x 18" shears, 12" x 18" saw, 12" x 18" ax, 12" x 18" pickaxe.

3.97

THE 1997 ALEXANDRIA FAIR & HORSE SHOW

Come join us in honoring
L.M. McBride
at a Retirement Reception
 On January 12, 1997
 from 2 to 4 p.m.
 at
 City National Bank

Mr. McBride vacated his office December 31, 1996. He will continue to serve as Chairman of the Board, but his daily activities will now include more golf and family time.

CITY NATIONAL BANK
 MEMBER OLD NATIONAL BANCORP
 Fulton, Kentucky 472-3300

A RESOURCE FOR THE FUTURE

Above: The Campbell County Recorder was the winner for best Special Events ad. The paper produced a special section for the Alexandria Fair & Horse Show. At left: The Fulton Leader captured a first place for best financial ad.

Weekly 2

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - WEEKLY PROGRESS, PAINTSVILLE, Lisa Burke/Robin Castle
Clean dominant artwork, fuzzy feel-good.
Second Place - UNION COUNTY ADVOCATE, Lisa Turner
Good use of reverse, dominant headline, but perhaps too much copy.
Third Place - WEEKLY PROGRESS, Lisa Burke/Mike Belcher
Lots of white space, clean and easy to read. Strong headline.

Category 2 - AUTOMOTIVE

First Place - CLAY CITY TIMES, G. Scot Hall
Great use of color, clarity, artwork.
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Clean layout.
Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good contrast and artwork.
Honorable Mention - UNION COUNTY ADVOCATE, Lisa Turner
Design and creativity.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - GREENSBURG RECORD HERALD, Walt Gorin
Clear offer, cold idea.
Second Place - CADIZ RECORD, Jan Witty/Betty Green
Clean layout, dominant art.
Third Place - GREENSBURG RECORD HERALD, Walt Gorin
Photo, offer, FREE.

Category 4 - FINANCIAL

First Place - CADIZ RECORD, Becky Boggess/Betty Green
Real attention grabber, nice use of color, warm fuzzy feeling. Pictures of people always good. Maybe better arrangement of photos.
Second Place - LARUE COUNTY HERALD NEWS, Lydia Leasor
Great use of photo to convey the message. Gets your attention.
Third Place - UNION COUNTY ADVOCATE, Lisa Turner
Excellent use of photo, clean, attractive layout. Strong image ad.

Category 5 - PROFESSIONAL SERVICES

First Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
Good use of artwork. Clean layout and design.
Second Place - TOMPKINSVILLE NEWS, Sharon Fister
Clean and creative layout. Simple and effective.
Third Place - LARUE COUNTY HERALD NEWS, Bill Mathers/Bill Anderson
Effective use of artwork along with a remnant headline.

Category 6 - FOOD/DRUG/LIQUOR

First Place - TOMPKINSVILLE NEWS, Sonja Carrow
Good use of screens and reverse. Clean and elegant.
Second Place - RUSSELL SPRINGS TIMES JOURNAL, Jay Albrecht
Well balanced ad, good use of color.

Third Place - CADIZ RECORD, Jan Witty/Betty Green
Spot color, good promotional ad.

Category 7 - FURNITURE

First Place - WEEKLY PROGRESS, Sheila Whitt/Robin Castle
Dominant headline, good use of layout, art elements are nice and connect with headline.
Second Place - CADIZ RECORD, Jan Witty/Betty Green
Very witty! Humor is good. Good original artwork.
Third Place - SPRINGFIELD SUN, Shorty Lassiter
Attention grabber. Elegant. Nice use of white space without border.

Category 8 - REAL ESTATE

First Place - RUSSELL SPRINGS TIMES JOURNAL, Ron Beaty/Susan Holmes
Clean photographs with use of mapping.
Second Place - TOMPKINSVILLE NEWS, Sonja Carrow
Good use of bordering to separate photos. Photos clean.
Third Place - CITIZEN VOICE & TIMES, Jenny Ervin
Good illustration of property. Dominant headline. Photo production is too dark though.

Category 9 - CLOTHING STORES

First Place - CADIZ RECORD, Becky Boggess/Betty Green
Great picture, clear, cute headline, good clean layout.
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Bold headline, good use of spot color.
Third Place - CADIZ RECORD, Becky Boggess/Betty Green
Nice looking local ad.

Category 10 - MULTIPLE ADVERTISERS/'SIG' PAGE

First Place - UNION COUNTY ADVOCATE, Staff
Community spirit and support shown. Ad sparks emotion. Simple design, incredible picture.
Second Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
Nice use of artwork and type. Interesting layout and use of different shapes. Nice placement of reverses.
Third Place - CADIZ RECORD, Jan Witty/Becky Boggess/Betty Green
Illustrations drew attention to the ad. Great use of different artwork. Nice use of space.
Honorable Mention - RUSSELL SPRINGS TIMES JOURNAL, Jay Albrecht
Nice community support. Nice balance and layout.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - HENRY COUNTY LOCAL, Tiffany Clark
Beautiful ad! Nice use of pages on ad, really shows your substance. Can see why you won awards! Great designers.
Second Place - CITIZEN VOICE & TIMES, Jenny Ervin
Great and effective ad. Color would have been nice. Great graphics tie-in with message.
Third Place - SPRINGFIELD SUN, Kim Hupman

Graphic related to headline. Very clever. Creates a sense of urgency. Makes you hunger to subscribe.

Category 12 - ENTERTAINMENT/ DINING

First Place - GREENSBURG RECORD HERALD, Walt Gorin
Good use of color, clever copy, effective for holiday, easy to read, nice artwork.
Second Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
Illustration draws reader into the ad. Clean layout and design.
Third Place - CADIZ RECORD, Becky Boggess/Betty Green
Simple and clean, effective use of space.

Category 13 - SPECIAL SECTIONS

First Place - HENRY COUNTY LOCAL, Tiffany Clark/Staff
Front cover design unique. Great name of product. Nice photos and layout within product. Useful info and graphics.
Second Place - CADIZ RECORD, Jan Witty/Becky Boggess/Betty Green
Effective use of photo and type style. Pullout calendar enhances readership. Good use of ad space and layout.
Third Place - CADIZ RECORD, Ad Staff/Composition Staff
Unique concept. Strong editorial support and history of festival. Strong ad support.
Honorable Mention - SPRINGFIELD SUN, Staff
Nice twist to Christmas tab. Local input from kids. Emotional type of readership. Not enough ad support. Good use of layout.

Category 14 - GROUP PROMOTIONS

First Place - CADIZ RECORD, Jan Witty/Becky Boggess/Betty Green
It works photo is unique concept we were impressed by the Cadiz Whiz Kids.
Second Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
Good art, bold headline, clever way to tie ads together, kids draw emotion.
Third Place - UNION COUNTY ADVOCATE, Lisa Turner
Attention getter, good use of screens.

Category 15 - HOLIDAY GREETING ADS

First Place - CITIZEN VOICE & TIMES, Traci Cahal/Jenny Ervin
Border is nice. Clarity, nice use of color. Dramatic ad.
Second Place - CADIZ RECORD, Jan Witty/Betty Green
Heartfelt. Very dramatic and effective. Terrific use of dominant art.
Third Place - WEEKLY PROGRESS, Lisa Burke/Robin Castle
Warm Christmas colors, gets the holiday spirit across.

Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTA

First Place - TOMPKINSVILLE NEWS, Sharon Fister
Good design.
Second Place - UNION COUNTY ADVOCATE, Lisa Turner
Good headline idea.
Third Place - TOMPKINSVILLE NEWS, Sonja Carrow

Category 17 - CLASSIFIED PAGE/SECTION

First Place - HENRY COUNTY

LOCAL, Staff
Best heading design.
Second Place - UNION COUNTY ADVOCATE, Staff
Third Place - SPRINGFIELD SUN, Kim Hupman/Shorty Lassiter

Category 18 - SPECIAL PUBLICATIONS

First Place - FALMOUTH OUT-LOOK, Staff
Photography of event, good. Emotional piece that will be a keepsake.
Second Place - CADIZ RECORD, Staff
Great looking section loaded with information.

Category 19 - BEST USE OF COLOR

First Place - CADIZ RECORD, Becky Boggess/Betty Green
Best color!
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Not overdone.
Third Place - LARUE COUNTY HERALD NEWS, Lydia Leasor

Category 20 - BEST AD SERIES

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Graphically unique, interesting use of section, front advertising.
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Clearer headline and copy. Consistency. Good use of dominant photos.
Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Bright colors! Community spirit.

Category 21 - GENERAL MISCELLANEOUS

First Place - WEEKLY PROGRESS, Sheila Whitt/Robin Castle
Great design.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Good art use.
Third Place - WEEKLY PROGRESS, Lisa Burke/Robin Castle

Category 22 - SPORTING FOODS/ATHLETICS

First Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
Effective use of art, ad lured us in.
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman
Headline fits artwork, clean layout.
Third Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
Strong graphic border, clean effective layout.

Category 23 - SPECIAL EVENTS

First Place - CARROLLTON NEWS DEMOCRAT, Rebecca Reynolds
Attention getting.
Second Place - GREENSBURG RECORD HERALD, Walt Gorin
Third Place - WEEKLY PROGRESS, Robin Castle

Category 25 - BEST NEWSPAPER PROMOTION

First Place - WEEKLY PROGRESS, Sheila Whitt/Robin Castle
Second Place - KENTON COUNTY RECORDER, John Cobb
Third Place - GREENSBURG RECORD HERALD, Walt Gorin

Are you thinking about quality jewelry at affordable prices?

Castle's Jewelry & Co.

has been serving eastern Kentucky for 60 years.

Ladies Kentucky Cluster
Your choice

\$149⁹⁵

Antique Style Birthstone & Diamond Ring
All 12 months available

\$99⁹⁵

Hoop Earrings

10K - \$99⁹⁵
14K - \$139⁹⁵

10K - \$79⁹⁵
14K - \$99⁹⁵

10K - \$59⁹⁵
14K - \$79⁹⁵

10K - \$49⁹⁵
14K - \$69⁹⁵

10K - \$29⁹⁵
14K - \$49⁹⁵

Mens \$249⁹⁵

Ladies \$199⁹⁵

Diamond Cluster Bracelet Only \$299

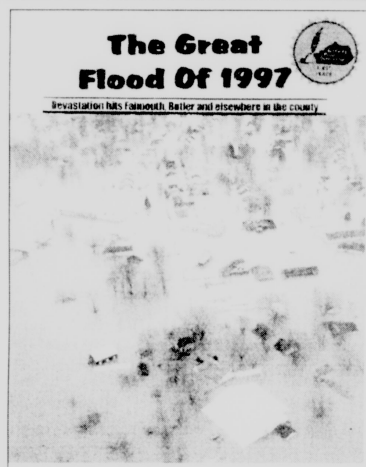
Diamond Cross Pendant 1.4 ct. T.W. \$199⁹⁵

PRISONSBURG
Prisonburg Village
Mon. - Sat. 9:30 a.m. - 9 p.m.
Sun. 1 p.m. - 6 p.m.

PAINTSVILLE Metro Plaza
Mon. - Sat. 8:30 a.m. - 9 p.m.
Sun. 1 p.m. - 6 p.m.

PIKEVILLE
Weddington Square
Mon. - Sat. 9:30 a.m. - 9 p.m.
Sun. 1 p.m. - 6 p.m.

We size our new ring purchases FREE!



The Great Flood Of 1997

Devastation hits Falmouth, Baker and elsewhere in the county.

Above: The Falmouth Outlook won a first place for this special section devoted to coverage of the devastating 1997 flood. Top left: The Weekly Progress, Paintsville, got the judges' attention with this jewelry store ad that received the top award in Category 1 of the Weekly 2 competition.

Where else can you find award-winning news and sports coverage of Henry County, KY? **Nowhere!**

Take advantage of this terrific special and subscribe to the Henry County Local today!

December 29 - January 9
PAY ONLY \$19⁹⁸
For 1 Full Year!
(In-county NEW subscribers only - must not have subscribed to this address within the last 12 months)

Bring in or Mail this coupon in by Friday, January 9th to take advantage of this special offer.

Henry County LOCAL

The Voice of Henry County Since 1876
P.O. Box 209 New Castle, Kentucky 40050

Left: The Henry County Local received a first place award for best Creative Use of the Newspaper. The judges wrote, "Beautiful ad! Nice use of pages on ad, really shows your substance. Can see why you won awards! Great designers." Right: The Clay City Times captured a first place for best Automotive ad.

Happy Holidays from the staff of

Jack Burford Chevrolet

Jack Burford Chevrolet wants this to be your Best Holiday Ever!!

*Big Money for your trade
*Friendly & professional sales staff
*Large new car selection
*Giant Savings on all used vehicles in stock

JACK BURFORD 819 EASTERN
629-3350
CHEVROLET/OLDSMOBILE TOLL FREE 1-800-332-6583

Weekly 3

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - WAYNE COUNTY OUTLOOK, Melinda Jones
Clean, well-organized.
Second Place - CYNTHIANA DEMOCRAT, Beverly Linville/Steve Mangold
Good focal point (Gold Rush).
Third Place - JESSAMINE JOURNAL, Peggy Adkins
Easy, organized reading.

Category 2 - AUTOMOTIVE

First Place - WAYNE COUNTY OUTLOOK, Melinda Jones
Great art usage.
Second Place - BENTON TRIBUNE COURIER, Terri Noles/Twila Hurst
Great art usage.
Third Place - SOMERSET NEWS JOURNAL, Stuart Simpson
Well organized.
Honorable Mention - LEBANON ENTERPRISE, Mary Ann Blair/Mary May
Good tent art usage.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - WAYNE COUNTY OUTLOOK, Melinda Jones
Good home repair idea.
Second Place - WAYNE COUNTY OUTLOOK, Melinda Jones
Good color idea.
Third Place - BENTON TRIBUNE COURIER, Terri Noles/Vicky Penny
Well organized.

Category 4 - FINANCIAL

First Place - CYNTHIANA DEMOCRAT, Beverly Linville/Deborah Hignite
Good IRS-IRA switch.
Second Place - ANDERSON NEWS, Rita Adams
Good Little League tie-in.
Third Place - ANDERSON NEWS, Dwain Harris
Good back to school tie-in.
Honorable Mention - FRANKLIN FAVORITE, Betty Gentry
Judge likes bubble person.

Category 5 - PROFESSIONAL SERVICES

First Place - OLDFHAM ERA, Barbara Duncan
Good headline twist.
Second Place - FRANKLIN FAVORITE, Linda Spencer
Like the Einstein tie-in.
Third Place - MT. STERLING ADVOCATE, Jo Ann Halsey
Good headline.
Honorable Mention - MT. STERLING ADVOCATE, Jo Ann Halsey

Category 6 - FOOD/DRUG/ LIQUOR

First Place - WAYNE COUNTY OUTLOOK, Denniese Gillespie
Good headline idea.
Second Place - ANDERSON NEWS, Rita Adams
Good theme tie-in.
Third Place - ANDERSON NEWS, Jamie Buntain
Good theme tie-in.

Category 7 - FURNITURE

First Place - WAYNE COUNTY OUTLOOK, Denniese Gillespie
Nice art and gift box execution.
Second Place - CYNTHIANA DEMOCRAT, Beverly Linville/Deborah Hignite
Deal pops!
Third Place - JESSAMINE JOURNAL, Peggy Adkins
Good organization.

Category 8 - REAL ESTATE

First Place - BENTON TRIBUNE COURIER, Terri Noles/Twila Hurst
Nice photos. Organized.
Second Place - JESSAMINE JOURNAL, DeAnna Works
Background photo/color.
Third Place - ANDERSON NEWS, Rita Adams
Down home appeal
Honorable Mention - LEBANON ENTERPRISE, Mary May
Thanksgiving tie-in.

Category 9 - CLOTHING STORES

First Place - MT. STERLING ADVOCATE, JoAnn Halsey
Good layout/art.
Second Place - MEADE COUNTY MESSENGER, Moni Watkins
Good Easter theme.
Third Place - WAYNE COUNTY OUTLOOK, Denniese Gillespie
Organized.

Category 10 - MULTIPLE ADVERTISERS/"SIG" PAGE

First Place - CYNTHIANA DEMOCRAT, Donald Richie/Staff
Great layout.
Second Place - FRANKLIN FAVORITE, Betty Gentry
Good idea.
Third Place - CYNTHIANA DEMOCRAT, Staff
Judge likes shapes.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - PAINTSVILLE HERALD, Kathleen Hall
Good idea.
Second Place - BENTON TRIBUNE COURIER, Terri Noles/Twila Hurst
Well designed.
Third Place - BRECKINRIDGE COUNTY HERALD NEWS, Marilyn Bond
Good marketing tool!
Honorable Mention - PAINTSVILLE HERALD, Kathleen Hall

Category 12 - ENTERTAINMENT/ DINING

First Place - MEADE COUNTY MESSENGER, Moni Watkins
Good idea/art.
Second Place - MT. STERLING ADVOCATE, Lisa McNay
Good idea.
Third Place - FRANKLIN FAVORITE, Betty Gentry
Good art idea.

Category 13 - SPECIAL SECTIONS

First Place - BOONE COUNTY RECORDER, Staff
Best designed section.
Second Place - TIE - PAINTSVILLE HERALD, Brian Sumpter/Kathleen Hall
Good cover design.
Second Place - TIE - PAINTSVILLE HERALD, Brian Sumpter/Kathleen

Hall

Complete and organized.
Third Place - JESSAMINE JOURNAL, Staff
Good section titles/breakdown.

Category 14 - GROUP PROMOTIONS

First Place - FRANKLIN FAVORITE, Sales Department
Nice and clean.
Second Place - OLDFHAM ERA, Barbara Duncan
Great design.
Third Place - BRECKINRIDGE COUNTY HERALD NEWS, Marilyn Bond
Organized.

Category 15 - HOLIDAY GREETING ADS

First Place - ANDERSON NEWS, Staff
Good idea.
Second Place - MEADE COUNTY MESSENGER, Jennie Hughes
Good idea.
Third Place - JESSAMINE JOURNAL, Peggy Adkins
Great design.

Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTS

First Place - ANDERSON NEWS, Jamie Buntain
Good heading and organization.
Second Place - OLDFHAM ERA, Barbara Duncan
Good heading design.
Third Place - GRAYSON JOURNAL ENQUIRER, Bonnie Pence

Category 17 - CLASSIFIED PAGE/SECTION

First Place - CYNTHIANA DEMOCRAT, Staff/Deborah Hignite
Best layout and heading design.
Second Place - ANDERSON NEWS, Bud Garrison
Good design.
Third Place - PAINTSVILLE HERALD, Brian Sumpter/Kathleen Hall
Well organized.

Category 18 - SPECIAL PUBLICATIONS

First Place - SOMERSET NEWS JOURNAL, Staff
Good layout.
Second Place - BENTON TRIBUNE COURIER, Terri Noles/Fran Faith/Twila Hurst/Vicky Penny
Complete
Third Place - WAYNE COUNTY OUTLOOK, Melinda Jones/Denniese Gillespie

Category 19 - BEST USE OF COLOR

First Place - WAYNE COUNTY OUTLOOK, Melinda Jones
Great color use.
Second Place - BENTON TRIBUNE COURIER, Terri Noles/Twila Hurst
Best design!
Third Place - BENTON TRIBUNE COURIER, Terri Noles/Twila Hurst

Category 20 - BEST AD SERIES

First Place - CYNTHIANA DEMOCRAT, Steve Mangold
Good vendor series.
Second Place - MEADE COUNTY MESSENGER, Moni Watkins
Good consistent theme.
Third Place - JESSAMINE JOURNAL, DeAnna Works

Category 21 - GENERAL MISCELLANEOUS

First Place - CYNTHIANA DEMOCRAT, Evelyn Morris/Donald Richie
Down home flavor.
Second Place - MEADE COUNTY MESSENGER, Jennie Hughes
Good idea.
Third Place - CYNTHIANA DEMOCRAT, Beverly Linville/Steve Mangold

Category 22 - SPORTING GOODS/ATHLETICS

First Place - BOONE COUNTY RECORDER, Betty Stallard
Nice layout.
Second Place - BOONE COUNTY RECORDER, Pat Cole
Good illustration.
Third Place - MT. STERLING ADVOCATE, Lisa McNay

Category 23 - SPECIAL EVENTS

First Place - WAYNE COUNTY OUTLOOK, Melinda Jones/Denniese Gillespie
Good idea.
Second Place - BOONE COUNTY RECORDER, Staff
Great cover.
Third Place - BOONE COUNTY RECORDER, Staff
I love Jim Beam!

Category 25 - BEST NEWSPAPER PROMOTION

First Place - ANDERSON NEWS, Don White/Jamie Buntain
Good history piece.
Second Place - ANDERSON NEWS, Don White
Great public service.
Third Place - ANDERSON NEWS, Staff

Watch for information
about the 1998 joint
KPA-TPA Summer
Convention
June 18-20
in Gatlinburg



**Bright.
Bold
Summer
Fashions!!**
Sizes Petite 14
Girls & Boys
SALE
**30% to
50% off**
Spring & Summer
Merchandise

The Nanny Shop

606-498-5713

1334 Maysville Rd. Mt. Sterling

Top: The Mt. Sterling Advocate took top honors in Category 9 (best Clothing Store ad) for the Weekly 3 papers with this entry. Right: The Cynthiaia Democrat's financial ad entry was judged a winner. Bottom left: The Paintsville Herald's eye-catching entry captured first in the Creative Use of the Newspaper category. Bottom right: The Wayne County Outlook beat the competitors for best Automotive ad.

Go ahead...

Give it to Uncle Sam for the I.R.S...



... Or, Give it to your I.R.A...

So you can enjoy a more comfortable retirement. Hurry!
You must open or contribute to your I.R.A. by April 15th in order to reduce your tax liability for 1996.

First Federal
SAVINGS BANK OF CYNTHIANA



MAIN OFFICE 306 NORTH MAIN STREET • 234-1440
BRANCH OFFICE 100 LADISH RD. • 234-0880



The Paintsville Herald

Presents



Winner will receive two complimentary dinners for Brass Fettle Restaurant in the Carriage House.

**DEADLINE IS NOON WEDNESDAY,
FEBRUARY 5, 1997**

All entries must reach our office no later than noon, Friday, Feb. 5th. Entries will be judged and the winner will be notified by The Paintsville Herald. The winner will be announced in the Monday Shopper, Feb. 10th and the Wednesday Herald, Feb. 12th edition.
You may enter as often as you like, but all entries must be submitted on the original Paintsville Herald Pucker Card.
Use the card below and mail or bring your best entry to:

The Paintsville Herald

604 West Third Street, Paintsville, KY 41240

The contest is open to anyone over age 18 with the exception of Herald employees and their immediate family.

PUCKER CARD

These Lips Belong To: _____
Address: _____ State: _____ Zip: _____
City: _____ Phone: _____

All entries become the property of The Paintsville Herald and are non-refundable.

FALL IS IN THE AIR

At Drake Chevrolet

 1997 Dodge Ram 1500 4x4 4.0L I-4 16V, 130HP, 4SP, 4WD, 16" wheels, AM/FM, cruise, air, 100,000 miles, excellent condition. \$26,418⁵⁰ <small>Plus tax & fees</small>	 1996 Chevrolet 4-Door Crew Cab 4.3L V6, 160HP, 4SP, 4WD, 16" wheels, AM/FM, cruise, air, 100,000 miles, excellent condition. Save Today!
 1997 Chevrolet Suburban 1500 4.8L V8, 240HP, 4SP, 4WD, 16" wheels, AM/FM, cruise, air, 100,000 miles, excellent condition. Only 1 Left!	 1996 Chevrolet 2-Door Coupe 4.3L V6, 160HP, 4SP, 4WD, 16" wheels, AM/FM, cruise, air, 100,000 miles, excellent condition. \$24,458

Come by today and see David Bowie in Bobby Guiley, Kerry Pyles, Jerry Sexton, Perry Elam, Gene Davis, Jonathan Roberts, Hill Frye, Rick Drake

DRAKE CHEVROLET-CHRYSLER
Oldsmobile-Pontiac-Plymouth-Dodge-Geo
Of Monticello • (606) 348-3343 or 1-800-442-8303

Multi-Weekly

Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES
 First Place - SHELBYVILLE SENTINEL NEWS, Chris Welch/Aynsley Tungate
 Nice graphics, heading stands out.
 Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Aynsley Tungate

Category 2 - AUTOMOTIVE
 First Place - KENTUCKY STANDARD, Rachael Downs/Laura Calvert Smith
 Ad and copy jumps out from center of ad.
 Second Place - APPALACHIAN NEWS EXPRESS, Teresa Branham/Terry L. May
 Good use of color and photographs.
 Third Place - RUSSELLVILLE NEWS DEMOCRAT & LEADER, Tonya Head
 Graphics and heading work well.

Category 3 - HARDWARE/APPLIANCE STORES
 First Place - PRINCETON TIMES LEADER, Chip Hutcheson
 Graphics tells exactly what ad is about. Copy simple and stands out.
 Second Place - SHELBYVILLE SENTINEL NEWS, Chris Welch
 Third Place - APPALACHIAN NEWS EXPRESS, Tammy Jo Hatfield

Category 4 - FINANCIAL
 First Place - PRINCETON TIMES LEADER, Ellen Franklin
 Second Place - PRINCETON TIMES LEADER, Vickie Hughes
 Third Place - PRINCETON TIMES LEADER, Rhonda Burns

Category 5 - PROFESSIONAL SERVICES
 First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham
 Explains what company does and quality of business.
 Second Place - APPALACHIAN NEWS EXPRESS, Teresa Branham
 Type of business stands out as well as what is being offered by way of graphics.
 Third Place - APPALACHIAN NEWS EXPRESS, Gwen Mullins

Category 6 - FOOD/DRUG/LIQUOR
 First Place - KENTUCKY STANDARD, Joan Hardin/Laura Calvert Smith
 Clean, name prominent, items stand out.
 Second Place - PRINCETON TIMES LEADER, Ellen Franklin
 Nice graphics.
 Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham

Category 7 - FURNITURE
 First Place - PRINCETON TIMES LEADER, Vickie Hughes
 Heading shows exactly what items are with just two words. Special stands out.

Second Place - APPALACHIAN NEWS EXPRESS, Toby Miller
 Third Place - APPALACHIAN NEWS EXPRESS, Melynei Mullins

Category 8 - REAL ESTATE
 First Place - SHELBYVILLE SENTINEL NEWS, Chris Welch
 Nice use of color, good balance of graphics and copy.
 Second Place - SHELBYVILLE SENTINEL NEWS, Judy James/Aynsley Tungate
 Third Place - APPALACHIAN NEWS EXPRESS, Tammy Jo Hatfield

Category 9 - CLOTHING STORES
 First Place - APPALACHIAN NEWS EXPRESS, Teresa Branham
 Name and special stands out! Graphics show what shop is with one look.
 Second Place - APPALACHIAN NEWS EXPRESS, Teresa Branham/Terry L. May
 Third Place - PRINCETON TIMES LEADER, Ellen Franklin

Category 10 - MULTIPLE ADVERTISERS/SIG' PAGE
 First Place - PRINCETON TIMES LEADER, Ellen Franklin/Vickie Hughes
 Very creative, great use of color.
 Second Place - PRINCETON TIMES LEADER, Ellen Franklin
 Third Place - APPALACHIAN NEWS EXPRESS, Sales Department
 Very dramatic page with graphic.

Category 11 - CREATIVE USE OF THE NEWSPAPER
 First Place - APPALACHIAN NEWS EXPRESS, Terry L. May
 Good graphics, informative.
 Second Place - APPALACHIAN NEWS EXPRESS, Terry L. May
 Third Place - PRINCETON TIMES LEADER, Ellen Franklin

Category 12 - ENTERTAINMENT/DINING
 First Place - NEWS DEMOCRAT & LEADER, Tonya Head
 Jumps out with what it is and what's offered.
 Second Place - PRINCETON TIMES LEADER, Vickie Hughes
 Clean, neat and to the point.
 Third Place - PRINCETON TIMES LEADER, Vickie Hughes

Category 13 - SPECIAL SECTIONS
 First Place - SHELBYVILLE SENTINEL NEWS, Staff
 Second Place - SHELBYVILLE SENTINEL NEWS, Staff
 Third Place - APPALACHIAN NEWS EXPRESS, Ad Staff

Category 14 - GROUP PROMOTIONS
 First Place - PRINCETON TIMES LEADER, Staff
 Nice amount of advertising.
 Second Place - APPALACHIAN NEWS EXPRESS, Staff
 Third Place - SHELBYVILLE SENTINEL NEWS, Staff

Category 15 - HOLIDAY GREETING ADS
 First Place - SHELBYVILLE SENTINEL NEWS, Judy James/Brett Hurst

Different approach. Creative, good use of color. Has a personal touch.
 Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Cheryl Caulk/Suzy Houk
 Third Place - PRINCETON TIMES LEADER, Ellen Franklin

Category 16 - AGRICULTURE/LAWN AND GARDEN/FORLISTS
 First Place - PRINCETON TIMES LEADER, Vickie Hughes
 Second Place - SHELBYVILLE SENTINEL NEWS, Judy James/Brett Hurst
 Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham

Category 17 - CLASSIFIED PAGE/SECTION
 First Place - CENTRAL KENTUCKY NEWS JOURNAL, Susan Greene/Wilma Clark
 Nice format, clean.
 Second Place - SHELBYVILLE SENTINEL NEWS, Judy James/Beth Ferguson
 Third Place - KENTUCKY STANDARD, Carol Mudd

Category 18 - SPECIAL PUBLICATIONS
 First Place - CENTRAL KENTUCKY NEWS JOURNAL, Sales and Promotion Staff
 Clean look, nice amount of advertising. Nice format, very informative.
 Second Place - KENTUCKY STANDARD, Guide Staff
 Third Place - KENTUCKY STANDARD, Guide Staff

Category 19 - BEST USE OF COLOR
 First Place - PRINCETON TIMES LEADER, Ellen Franklin/Vickie Hughes
 Color choices are great, especially the way shading of different colors is used.
 Second Place - APPALACHIAN NEWS EXPRESS, Terry L. May

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

Category 20 - BEST AD SERIES
 First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Aynsley Tungate
 Creative, invokes reader participation.
 Second Place - APPALACHIAN NEWS EXPRESS, Terry L. May
 Second ad continues very nice from the first. Set-up like a teaser ad, has potential to keep continuing.
 Third Place - APPALACHIAN NEWS EXPRESS, Terry L. May/Emma Spears

Category 21 - GENERAL MISCELLANEOUS
 First Place - PRINCETON TIMES LEADER, Vickie Hughes
 Good graphics, clean ad.
 Second Place - APPALACHIAN NEWS EXPRESS, Toby Miller/Terry L. May
 Third Place - PRINCETON TIMES LEADER, Chip Hutcheson

Category 22 - SPORTING GOODS/ATHLETICS
 First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner
 Second Place - PRINCETON TIMES LEADER, Vickie Hughes
 Third Place - PRINCETON TIMES LEADER, Ellen Franklin

Category 23 - SPECIAL EVENTS
 First Place - APPALACHIAN NEWS EXPRESS, Tammy Jo Hatfield
 Second Place - APPALACHIAN NEWS EXPRESS, Teresa Branham
 Third Place - APPALACHIAN NEWS EXPRESS, Teresa Branham

Category 25 - BEST NEWSPAPER PROMOTION
 Certificate of Merit - SHELBYVILLE SENTINEL NEWS, Staff

TMC Winners

Category 24 - BEST TMC PRODUCT

WEEKLY CLASS

First Place - BENTON TRIBUNE COURIER
 Terri Nols/Fran Faith/Twila Hurst/
 Vickey Penny/Tim Hurst
 Good complete guide.

Second Place - WEEKLY PROGRESS
 Lisa Burke/Sheila Whitt/Robin Castle/Mike Belcher
 Third Place - SHELBYVILLE SENTINEL NEWS
 Staff

Category 24 - BEST TMC PRODUCT

DAILY CLASS

First Place - OWENSBORO MESSENGER INQUIRER
 Staff/Enid Roach
 Second Place - BOWLING GREEN DAILY NEWS
 Ad Staff
 Third Place - CORBIN TIMES TRIBUNE
 Staff

**12 HOUR
EXTRAVAGANZA
One Day Only!**
Friday, August 1 • 8 AM - 8 PM

DOOR BUSTER SPECIAL
14 Karat Diamond Earrings
29%
Huge Selection of Gold Earrings
25% OFF
DIAMOND, GOLD & COLORED STONE BRACELETS
10% TO 15% OFF
Super Selection of RINGS
1/2 Price
Chains - **10% OFF**

FREE
Pearl Bracelet
to first 25 Customers with
Purchase!!!
Door Prizes every Hour -
Mystery gift ??? -
could be anything from Rings, Watches,
chains, bracelets etc.
Must be present to win
We will be closed Thursday, July 31 in preparation for sale.
We will reopen Friday, August 1st at 8 AM.

Where Quality Counts
Carol & Co. Fine Jewelry
• CASH • FINANCING AVAILABLE
15A VILLAGE PLAZA • 633-0076

Above: The Sentinel-News, Shelbyville, received a first place in the Department/Discount/Jewelry Store ad category for this entry. Below: The Princeton Times-Leader won a first place in the Hardware/Appliance Store category, which helped secure their second place finish in the General Excellence competition.

GRAY SEAL
All Paint
1/2 Price

Let James Nelson, Ratliff's Paint Expert, Help You.
Great Selection Available.
Hurry In Today To Take Advantage Of This
Tremendous Bargain On All Paint!

RATLIFF HARDWARE
100 East Main Street • Princeton, Ky. • 365-6151



Above: The Central Kentucky News-Journal, Campbellsville, captured the top spot in the Special Publications' category with this vacation guide. Below: This entry in the Clothing Store category was just one of the many first place awards for the Appalachian News-Express, Pikeville, in the Multi-Weekly division.

Come in and register for
the National Bride
Service's National
Bride Sweepstakes!

Register at our store and
receive a Savings
Certificate for \$300 off
the purchase of your
next home and you may
win a Motel for a year or
Ciboney Resort vacation
in Jamaica!

20% OFF Our Entire Bridal Stock!

Unique Boutique

414th Street, Pineville
HOURS: 10-8 Mon-Sat
(606) 432-5008

Daily 1

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - MURRAY LEDGER & TIMES, Mary Ann Orr
Clean, easy to read, it's super!
Second Place - HENDERSON GLEANER, Nancy Hamilton/Kevin Walker
Nice use of graphics.
Third Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
Nice design.

Category 2 - AUTOMOTIVE

First Place - RICHMOND REGISTER, Carol Banks
Clean attractive ad, offering the reader a special promotion.
Second Place - HENDERSON GLEANER, Lee Ann Oliver/Alan Inkenbrandt
Comical use of graphics spurs readers interest.
Third Place - HENDERSON GLEANER, Mary June Goodley/Alan Inkenbrandt
Nice layout for a Christmas ad. Good image ad.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - HENDERSON GLEANER, Shannon Royster/Kevin Walker
Good tie-in with graphics.
Second Place - MADISONVILLE MESSENGER, Debbie Littlepage/Ritz Chapman
Clean easy to read.
Third Place - HENDERSON GLEANER, Shannon Royster/Kevin Walker
Good graphics, enough white space to be easy to read.

Category 4 - FINANCIAL

First Place - HENDERSON GLEANER, Shannon Royster/Kevin Walker
The graphic complimented the theme of the ad without being too cute.
Second Place - MADISONVILLE MESSENGER, Leslie Fella
Professional looking ad for a financial business.
Third Place - MIDDLESBORO DAILY NEWS, Wanda Paul
Sharp, clean, easy to read.

Category 5 - PROFESSIONAL SERVICES

First Place - HENDERSON GLEANER, Janet Morgan/Alan Inkenbrandt
Classy wonderful use of photos. Easy read.
Second Place - RICHMOND REGISTER, Pam King
Easy read, clean.
Third Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny Upton
Nice layout, easy read.

Category 6 - FOOD/DRUG/ LIQUOR

First Place - MADISONVILLE MESSENGER, Steve Shepard/Mary Anne Rice
Good use of space to sell products, more value for the advertiser.
Second Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jane Cox
Third Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox

Category 7 - FURNITURE

First Place - MADISONVILLE MESSENGER, Debbie Littlepage/Ritz Chapman
Nice layout, good use of graphics and fonts.
Second Place - DANVILLE ADVOCATE MESSENGER, Jenny Upton/Robert Cunningham
Interesting design, good use of white space.
Third Place - HENDERSON GLEANER, Janet Morgan/Joey Minton
Good clean looking ad, to the point.

Category 8 - REAL ESTATE

First Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny Upton
Good design with nice use of photos and illustrations.
Second Place - WINCHESTER SUN, Eric Pasley/Robert Triplett
Clean layout, informative.
Third Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Michelle Barnes
Creative use of graphics for selling real estate.

Category 9 - CLOTHING STORES

First Place - HENDERSON GLEANER, Nancy Hamilton
Second Place - HENDERSON GLEANER, Nancy Hamilton
Third Place - HENDERSON GLEANER, Nancy Hamilton

Category 10 - MULTIPLE ADVERTISERS/'SIG' PAGE

First Place - HENDERSON GLEANER, Staff
Powerful use of graphics, nice looking layout.
Second Place - RICHMOND REGISTER, Mayme Foland/Frances Oliver
Nice theme. Great revenue producer.
Third Place - DANVILLE ADVOCATE MESSENGER, Mike Elliott/Jenny Upton
Good looking layout, clean easy to read.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - HENDERSON GLEANER, Staff/Alan Inkenbrandt
Great design using illustrations. Attention getter.
Second Place - DANVILLE ADVOCATE MESSENGER, Stuart Arnold
Nice promo piece. Down home feel.
Third Place - MIDDLESBORO DAILY NEWS, Pat Cheek
The use of the stop watch creates urgency. Good graphic.

Category 12 - ENTERTAINMENT/ DINING

First Place - HENDERSON GLEANER, Janet Morgan/Alan Inkenbrandt
Unique design, nice style. Easy to read.
Second Place - MAYSVILLE LEDGER INDEPENDENT, Beth Hall/Shelly Hargett
Good design featuring graphic.
Third Place - MIDDLESBORO DAILY NEWS, Pat Cheek
Good use of illustrating the featured product.

Category 13 - SPECIAL SECTIONS

First Place - HARLAN DAILY ENTERPRISE, Wylene Miniard
Keepsake! Good piece, great effort if all

photos were sold.

Second Place - HENDERSON GLEANER, Staff
Good history book for community, well done.
Third Place - CORBIN TIMES TRIBUNE, Staff
Good leadership sections and community needs.

Category 14 - GROUP PROMOTIONS

First Place - RICHMOND REGISTER, Pam King
Good use of space, easy to read, nice layout, to the point.
Second Place - RICHMOND REGISTER, Staff
Clean easy to read.
Third Place - CORBIN TIMES TRIBUNE, Carla Robinson
Nice layout.

Category 15 - HOLIDAY GREETING ADS

First Place - WINCHESTER SUN, Eric Pasley/Robert Triplett
Has warmth and personality.
Second Place - WINCHESTER SUN, Eric Pasley/Robert Triplett
Clean ad, nice friendly look.
Third Place - DANVILLE ADVOCATE MESSENGER, Karen Luttrell/Carol Warren/Jane Cox
Excellent job of layout and sales.

Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTS

First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Great layout, visual use good.
Second Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton
Good background skill, easy to read.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Shelly Hargett
Visual attraction.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - HENDERSON GLEANER, Staff
Good looking section content and design.
Second Place - WINCHESTER SUN, Staff
Nice front page which compliments the following section.
Third Place - CORBIN TIMES TRIBUNE, Jodie Perkins
Interesting concept to be sold for classifieds.

Category 18 - SPECIAL PUBLICATIONS

First Place - WINCHESTER SUN, Staff
Excellent product. Beautiful cover and content.
Second Place - MURRAY LEDGER & TIMES, Mary Ann Orr/Lori Andrus/Kim Hurt/Janet Walker/Angie Goode
Nice sales piece with informative content.
Third Place - MADISONVILLE MESSENGER, Steve Shepard/Debbie Littlepage/Lisa Adams/Leslie Fella/Mary Anne Rice/Ritz Chapman
Quality sales product, nice design.

Category 19 - BEST USE OF COLOR

First Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny

Upton

Color enhances concept and composition. Good combination of color.
Second Place - HENDERSON GLEANER, Nancy Hamilton/Kevin Walker
Color enhances theme.
Third Place - HENDERSON GLEANER, Staff
Color enhances emotional action contest.

Category 20 - BEST AD SERIES

First Place - HENDERSON GLEANER, Janet Morgan
Nice clean campaign. The photos were a nice touch.
Second Place - WINCHESTER SUN, Eric Pasley/Robert Triplett
The cartoon theme really sets off the series of ads.
Third Place - RICHMOND REGISTER, Carol Banks
Competitive advertising works well with the automotive dealers featured in the series.

Category 21 - GENERAL MISCELLANEOUS

First Place - HENDERSON GLEANER, Nancy Hamilton/Alan Inkenbrandt
The graphics work for the advertising. Nice layout.
Second Place - MADISONVILLE MESSENGER, Steve Shepard/Mary Anne Rice
Unique approach for an image ad. Great design.
Third Place - MADISONVILLE MESSENGER, Steve Shepard/Mary Anne Rice
Good looking image ad. Nice use of white space.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - DANVILLE ADVOCATE MESSENGER, Karen Ross/Jane Cox
Nice theme follow through.
Second Place - WINCHESTER SUN, Bonnie Ball
Cute.
Third Place - MAYSVILLE LEDGER INDEPENDENT, Marlene Lykins/Ross Newton

Category 23 - SPECIAL EVENTS

First Place - DANVILLE ADVOCATE MESSENGER, Lou Wilkerson/Jenny Upton
Attractive easy to read.
Second Place - MADISONVILLE MESSENGER, Debbie Littlepage/Steve Shepard/Lisa Weir/Leslie Fella
Big, bold, clean.
Third Place - WINCHESTER SUN, Ann Laurence
Creative, fun.
Honorable Mention - WINCHESTER SUN, Sheila Johnson
Creative, fun.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - HENDERSON GLEANER, Staff
Great information, clear concise.
Second Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Karen Schmidt
Nice idea and headline.
Third Place - DANVILLE ADVOCATE MESSENGER, Stuart Arnold
Informative media kit.

Williamsburg Green

Come see what's happening in Williamsburg Village...
Exciting new concept in relaxed living in Danville

...this 12 bedroom estate remains completely unaltered.
Exterior maintenance provided monthly by
Typical 18th century architecture, retains both inside and out
Four floor plans to choose from
Extraneous details
18th Century style street lights and wall scones
Common areas with granite, park benches and landscaping opportunities

Williamsburg Green
...this 12 bedroom estate remains completely unaltered.
Exterior maintenance provided monthly by
Typical 18th century architecture, retains both inside and out
Four floor plans to choose from
Extraneous details
18th Century style street lights and wall scones
Common areas with granite, park benches and landscaping opportunities

Above: The Danville Advocate-Messenger captured a first place in the Real Estate Ad category with this entry. The judges wrote, "Good design with nice use of photos and illustrations." Below: The Winchester Sun was the first place finisher in the Special Publications' category with this collection of local favorite recipes.

A World of T in our Hometown

A collection of local favorite recipes from
Winchester, Kentucky

Wall-to-Wall CLEARANCE

Wall to wall savings in both our Henderson and Morganfield stores on many one of a kind, hotstock, discontinued and overstock items

FREE RCA Digital Satellite System
 • Free Receiver
 • Free Installation
 • Free Activation
 • Free 1 Year Service Contract
 • Free 1 Year Parts & Labor
 • Free 1 Year On-Site Support

UP TO 10% OFF
SELECTED ITEMS
PAY NO INTEREST
FOR ONE FULL YEAR**
 Minimum number of payments required

RCA Home Theatre™ Projection Stereo Monitor Receiver
 \$1999.97

LAUNDRY PAIR
 WASHER \$499.97
 DRYER \$499.97
 Save Up To 10%
\$879.97

ROOM AIR CONDITIONERS
 Save Up To 10%

DIXON'S
 APPLIANCES • ELECTRONICS

HENDERSON 80 N. Garden Mile Rd. 502-878-1988
 MORGANFIELD 308 E. Waverly St. 502-698-9472

The Henderson Gleaner was the first place General Excellence winner in the Daily 1 division with entries like these, (top) best Hardware/Appliance Store ad, and (below) best Multiple Advertisers/Sig Page.

COLONEL PRIDE, COUNTY WIDE!

The Colonels Are Ready To Rock!

SUPPORT THE COLONELS!
AT THE BIG GAMES!
 Marshall County High School
 Community Football Schedule

DATE	OPPONENT	TIME
Sept. 5	Franklin	7:00pm
Sept. 12	Cherryvale	7:00pm
Sept. 19	Lebanon	7:00pm
Sept. 26	Madisonville	7:00pm
Oct. 3	Union County	7:00pm
Oct. 10	Marshall County	7:00pm
Oct. 17	Barlow	7:00pm
Oct. 24	Marshall County	7:00pm
Oct. 31	Barlow	7:00pm

ARC
 830-2622
 1000 N. Main St.
 Winchester, KY

Good Luck, Colonels!
GREEN

Riverbend
 1507 S. 25th St.
 Winchester, KY 40391
 (502) 876-7000

GO COLONELS!

Good Luck, Colonels!
Carroll
 837-1178

Daily 2

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - LOUISVILLE COURIER JOURNAL, Joy Thomas/Robert Grubbs
Clean design, nice use of type.
Second Place - LOUISVILLE COURIER JOURNAL, Karen Westmeier/Mary Herb
Good headline, nice layout.
Third Place - LOUISVILLE COURIER JOURNAL, Jeff Gilkey/Robert Grubbs
Nice design, nice color, easy to read.

Category 2 - AUTOMOTIVE

First Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin
Cars at bottom stand out, good use of white space, nice overall design.
Second Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin
Great headline idea, nice clean design.
Third Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - LOUISVILLE COURIER JOURNAL, Shelly Moranville/Chris Johnson
Good incorporation of art with copy. Good headline, clean design, easy to read. Try leaving more space around the edges.
Second Place - LOUISVILLE COURIER JOURNAL, Donna Holeman/Darren Hauss
Clean design, nice type treatment. Good use of dominant headline and art in small ad.
Third Place - LOUISVILLE COURIER JOURNAL, Lisa Smith/Marty Rice
Good use of color, clean layout, good use of type.

Category 4 - FINANCIAL

First Place - OWENSBORO MESSENGER INQUIRER, Julia Bailey/Vickie Nelson
Nice design, eye-catching, nice use of color.
Second Place - KENTUCKY NEW ERA, HOPKINSVILLE, Teresa Tarbox
Eye catching, good headline, good copy, unusual design works well.
Third Place - OWENSBORO MESSENGER INQUIRER, Bernadette Hale/Enid Roach
Nice use of color, good headline.

Category 5 - PROFESSIONAL SERVICES

First Place - LOUISVILLE COURIER JOURNAL, Mark Henderson/Juanita Turpin
Headline and telephone work well together, good use of color.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Bill Mathers
Looks refreshing, nice photograph, logo on top of photo is a bit confusing.
Third Place - OWENSBORO MESSENGER INQUIRER, Natalie Hayden/Vickie Nelson
The art says it all, don't need any copy. Headline type could be better.

Category 6 - FOOD/DRUG/LIQUOR

First Place - LOUISVILLE COURIER JOURNAL, Victoria Hesen/Marty Rice
Catchy headline, nice clean design.
Second Place - LOUISVILLE COURIER JOURNAL, Victoria Hesen/Marty Rice

Catchy headline, great use of color to show product.

Third Place - LOUISVILLE COURIER JOURNAL, Nancy Busath/Juanita Turpin
Catchy headline, nice use of color, good use of type.

Category 7 - FURNITURE

First Place - LOUISVILLE COURIER JOURNAL, Mark Henderson/Juanita Turpin
Nice upscale design, simple and clean. Good color.
Second Place - LOUISVILLE COURIER JOURNAL, Mark Henderson/Juanita Turpin/Chris Johnson
Nice concept incorporating derby, good color.
Third Place - LOUISVILLE COURIER JOURNAL, Mark Henderson/Juanita Turpin
Cute concept, great art, simple and easy to read.

Category 8 - REAL ESTATE

First Place - OWENSBORO MESSENGER INQUIRER, Shelley Davis/Enid Roach
Clean design, good use of color.
Second Place - OWENSBORO MESSENGER INQUIRER, Bill Walker/Vickie Nelson
Nice incorporating photos into logo, clean and simple to read for real estate.
Third Place - TIE - LOUISVILLE COURIER JOURNAL, Mike Peak/Juanita Turpin
Easy to read.
Third Place - TIE - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Lydia Leasor
Clean design, nice color.

Category 9 - CLOTHING STORES

First Place - LOUISVILLE COURIER JOURNAL, Kim Meyer/Marty Rice
Great illustration and color, nice layout.
Second Place - BOWLING GREEN DAILY NEWS, Mark Mahagan
Good use of dominant photo, good use of white space, try leaving more room above headline.
Third Place - PADUCAH SUN, Jason Young/Rhoda Ash
Nice art, good use of type, works well in black and white.

Category 10 - MULTIPLE ADVERTISERS/SIG PAGE

First Place - BOWLING GREEN DAILY NEWS, Roger Jones/Jodi Keiffer/Cindy Sabens
Clean, easy to read, good concept, good design.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Martha Farmer/Graphic Staff
Good use of color, large number of participants, eye-catching.
Third Place - LOUISVILLE COURIER JOURNAL, Bob Block/Mary Herb
Clean, nice type style, good ad for black and white.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - LEXINGTON HERALD LEADER, Creative Services Division
Great design, easy to read, good use of art, great color!
Second Place - LEXINGTON HERALD LEADER, Dave Wilkinson/Chris Canfield
Great type header incorporating background into type. Good use of art. Easy to

read.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Mathers
Nice art and good use of color, no overkill.

Category 12 - ENTERTAINMENT/ DINING

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Michelle McGuffin/Bill Mathers
Very creative, great headline! Good clean design.
Second Place - OWENSBORO MESSENGER INQUIRER, Bernadette Hale/Enid Roach
Nice use of color, easy to identify, nice logo use.
Third Place - OWENSBORO MESSENGER INQUIRER, Julia Bailey/Vickie Nelson
Large illustration says it all.

Category 13 - SPECIAL SECTIONS

First Place - LOUISVILLE COURIER JOURNAL, Donna Holehan
The cover compliments the content and style of the entire magazine. Sharp looking, stylish.
Second Place - LEXINGTON HERALD LEADER, Promotion Department
Excellent cover design using graphics and font styles. Nice layout throughout.
Third Place - BOWLING GREEN DAILY NEWS, Cindy Sabens
Informative bridal tab. Type styles used for cover and photograph well planned out.
Honorable Mention - ASHLAND DAILY INDEPENDENT, Staff
Nice photos on cover. Advertorial content could be increased. Good effort.

Category 14 - GROUP PROMOTIONS

First Place - LOUISVILLE COURIER JOURNAL, Bob Brock/Mary Herb
Beautiful piece, good photography presentation is great. Number of participants, format is good.
Second Place - LEXINGTON HERALD LEADER, Rose Newman
Nice layout and color. Nice variety of items. Good use of type.
Third Place - KENTUCKY ENQUIRER, COVINGTON, Kristi Robertson
Unusual layout works well, good color use, nice ad for small space.

Category 15 - HOLIDAY GREETING ADS

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Bill Mathers
Good use of color, nice unusual artwork, nice type usage. Partridge and type look 3-dimensional.
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Gloria Sykes/Susan McCrobie
Eye catching, nice color, type face could be improved.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Bill Mathers
Nice use of color and dominant artwork, nice type, white dove draws your eye in.

Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTA

First Place - OWENSBORO MESSENGER INQUIRER, Mignon Backstrom/Enid Roach
Good use of type on curve. Color and variety of plants work well, catchy headline.
Second Place - PADUCAH SUN, Myrna Meadows

Good headline, good use of color.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Michelle McGuffin/Bill Mathers
Artwork and headline draw you into the ad. Dominant illustration good, could have been sharper.

Category 17 - CLASSIFIED PAGE/SECTION

First Place - LOUISVILLE COURIER JOURNAL, Wayne Snow/Juanita Turpin/Chris Johnson
Friendly reader index, good use of color. Name of section is nice design, consistent look.
Second Place - BOWLING GREEN DAILY NEWS, Staff
Nice size section, good use of color and fonts.
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Inside Sales Staff
Nice index, easy to read.

Category 18 - SPECIAL PUBLICATIONS

First Place - LEXINGTON HERALD LEADER, Staff
Beautiful! Nice layout and design.
Second Place - OWENSBORO MESSENGER INQUIRER, Staff/Enid Roach
Beautiful cover, nice design, typefaces could be better, nice photos, easy to read.
Third Place - OWENSBORO MESSENGER INQUIRER, Bernadette Hale/Shelly Goodrich
Cover is hilarious, good use of color on inside. Kept the alien theme throughout.

Category 19 - BEST USE OF COLOR

First Place - LEXINGTON HERALD LEADER, Tammi Geierman
Great design! Photos work and come together well. Nice typeface for headline.
Second Place - LOUISVILLE COURIER JOURNAL, Bruce Kempf/Juanita Turpin
Car at bottom pops off the page! Nice design, good use of white space. Good design overall.
Third Place - LOUISVILLE COURIER JOURNAL, Kim Meyer/Marty Rice
Nice color balance between hats and type. Good dimension and balance.

Category 20 - BEST AD SERIES

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Lisa Nugent/Bill Mathers
Good use of color. Tells a story. Great concept, showing daily improvements. Nice layout idea.
Second Place - LOUISVILLE COURIER JOURNAL, Donna Holehan/Robert Grubbs
Good clean design, complicity, nice use of dominant art element in small ad. Consistent. Sticks with the theme.
Third Place - OWENSBORO MESSENGER INQUIRER, Natalie Hayden/Vickie Nelson
Good concept, good use of headline with artwork throughout, consistent.

Category 21 - GENERAL MISCELLANEOUS

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Michelle McGuffin/Monica Ruehling/Bill Mathers
Good use of color, nice design.
Second Place - PADUCAH SUN, Julie Scott/Rhonda Ash
Good design with unusual layout, easy to read, clean.
Third Place - TIE - OWENSBORO MES-

See DAILY 2, page 14

You Are Invited To Attend the
OPEN HOUSE
 WEDNESDAY, MARCH 19, 9:00 A.M.



**BOWLING GREEN
 POLICE DEPARTMENT**
 911 Kentucky St., Bowling Green, KY



We congratulate the City of Bowling Green on the open house of their new police headquarters.

Chrysler Trucks	Continental Tire	Hill Country International	Eastman & Son Mechanical	Kennedy Construction
McIntosh Sales	Stambaugh Electric Company	Walters Electric Company	Central Stationery Bowling Green	Eastern Green Pack
Johnson Williams	Thompson Sales Company	Priddy & Associates Architect & Engineer	Wilson Hardware Company	East City Construction
Johnson Kemp	West Twp. Construction Co.	Beaman Construction Co.	Walters Electric	B. S. Construction
Commercial Sign	Depp's Hardware & More	Smith's Construction & Solar Co.	Walters Electric	Walters Electric

Above: In the Daily 2 Division, the Bowling Green Daily News took first place in the Multiple Advertisers/Sig Page category with this ad announcing a ribbon-cutting and open house for the town's new police station. Below: The Elizabethtown News-Enterprise was the judge's favorite in the Holiday Greeting Ads' category with this entry.

Have A
**Joyous & Safe
 Holiday Season.**

HARDIN MEMORIAL HOSPITAL
 A Division of HealthCare Partners
 512 N. Dixie Avenue
 Elizabethtown, KY 42701-3399

Blue Crit
 BEST PLACE
 A REVIEW OF KENTUCKY'S
 COURTESY 1996-97
 BASKETBALL SEASON

Above: The Lexington Herald-Leader finished first in the Special Publications' category with this review of the 1996-97 Wildcat basketball season. Below: This first place finisher in the Automotive Ad category helped The Courier-Journal take top honors in the General Excellence competition.

**A
 Midsummer-Night's
 Dream.**

"Mimics the RAV4's health insurance, price is every season. To brighten
 your fall fantasies, to capture a greater spirit, and to awaken the senses
 to spring."

Bill Shakespeare
 After a Test Drive

OXMOOR TOYOTA
 1998 TOYOTA

Associate Newspapers

Category 1 - DEPARTMENT/ DISCOUNT/JEWELRY STORES

First Place - RUSSELL REGISTER, Jim Marshall/Pamela Roy
Nice composition. Good use of art.
Second Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Ad shape draws attention. I like the bull's eye.
Third Place - WILLIAMSON DAILY NEWS, Susan Staton
Nice creative, theme follow through.

Category 2 - AUTOMOTIVE

First Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Good theme follow through. Good composition.
Second Place - WILLIAMSON DAILY NEWS, Patti Lawson
Creative solution. Good follow through.
Third Place - INSIDE THE TURRET, Bill Anderson/Tina Bird
Easy to read. Good use of space.
Honorable Mention - WILLIAMSON DAILY NEWS, Patti Lawson
Creative, good use of dimension, not flat.

Category 3 - HARDWARE/ APPLIANCE STORES

First Place - INSIDE THE TURRET, Bill Anderson/Patricia Griffith
Well organized, easy to read.
Second Place - TIE - WILLIAMSON DAILY NEWS, Cindy Mounts
Nice composition, good idea.
Second Place - TIE - WILLIAMSON DAILY NEWS, Katrina Lloyd
Bold, attention getting.
Third Place - WILLIAMSON DAILY NEWS, Patti Lawson
Attention getting. Easy to read.

Category 4 - FINANCIAL

First Place - INSIDE THE TURRET, Portia Oldham/Bill Mathers
Great use of illustration, very compelling.
Second Place - RUSSELL REGISTER, Wade Daffron/Pamela Roy
Eye catching. Good leading visual.
Third Place - RUSSELL REGISTER, Jim Marshall/Pamela Roy
Nice illustration and theme.

Category 5 - PROFESSIONAL SERVICES

First Place - WILLIAMSON DAILY NEWS, Patti Lawson
Sophisticated, great use of space.
Second Place - COLLEGE HEIGHTS HERALD, Staff
Compelling! Good idea.

Category 6 - FOOD/DRUG/ LIQUOR

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum/Katrina Lloyd
Very compelling, good impact.
Second Place - WILLIAMSON DAILY NEWS, Katrina Lloyd
Good theme follow through.
Third Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Nice price points. Though ad is very visually broken

Category 7 - FURNITURE

First Place - WILLIAMSON DAILY

NEWS, Katrina Lloyd
Great composition, good use of illustration.
Second Place - WILLIAMSON DAILY NEWS, Patti Lawson
Eye catching, good balance.
Third Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Good use of repetitive elements, nice theme follow through.

Category 8 - REAL ESTATE

First Place - KENTUCKY KERNEL, Jackie Sue Wright
Excellent typography, great composition and sophisticated.
Second Place - KENTUCKY KERNEL, Chris Rosenthal
Slick, easy to read. Inviting.
Third Place - WILLIAMSON DAILY NEWS, Patti Lawson
Nice theme.

Category 9 - CLOTHING STORES

First Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Whimsical, unique, compelling, nice art.
Second Place - RUSSELL REGISTER, Jim Marshall/Pamela Roy
Good idea, use of art.
Third Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Nice theme.

Category 10 - MULTIPLE ADVERTISERS/SIG PAGE

First Place - WILLIAMSON DAILY NEWS, Staff
Bold compelling, good theme.
Second Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Nice use of art and type.
Third Place - COLLEGE HEIGHTS HERALD, Staff
Nice typography, unique look.
Honorable Mention - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Good idea.

Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - KENTUCKY KERNEL, Jason Kaufman
Great idea, visually compelling!
Second Place - COLLEGE HEIGHTS HERALD, Staff
Great idea and follow through.
Third Place - KENTUCKY KERNEL, Jason Kaufman
Well balanced, easy to read.

Category 12 - ENTERTAINMENT/ DINING

First Place - COLLEGE HEIGHTS HERALD, Staff
Attention getting.
Second Place - COLLEGE HEIGHTS HERALD, Staff
One theme with good use of space and color.
Third Place - WILLIAMSON DAILY NEWS, Lisa Marcum
To the point.

Category 13 - SPECIAL SECTIONS

First Place - KENTUCKY KERNEL, Staff
Very classy front cover. Informative.
Second Place - KENTUCKY KERNEL, Staff
Interesting to see a special section covering basketball.
Third Place - COLLEGE HEIGHTS HERALD, Staff
Great concept and articles.

Category 14 - GROUP PROMOTIONS

First Place - INSIDE THE TURRET,

Gloria Sykes/Susan McCrobie
Great composition, good use of color and typography.
Second Place - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie
Good theme ad, bold graphics.
Third Place - WILLIAMSON DAILY NEWS, Patti Lawson
Clever idea, easy to read.
Honorable Mention - WILLIAMSON DAILY NEWS, Patti Lawson

Category 15 - HOLIDAY GREETING ADS

First Place - INSIDE THE TURRET, Bill Anderson/Bill Mathers
Excellent! Creative and innovative.
Second Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Simple, clean, nice theme.
Third Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Colorful and inviting.

Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLOWERS

Certificate of Merit - WILLIAMSON DAILY NEWS, Cindy Mounts

Category 17 - CLASSIFIED PAGE/SECTION

First Place - COLLEGE HEIGHTS HERALD, Staff
Clean layout, easy to read.
Second Place - INSIDE THE TURRET, Staff

Category 18 - SPECIAL PUBLICATIONS

First Place - KENTUCKY KERNEL, Jennifer Smith
Good idea, visually compelling.
Second Place - KENTUCKY KERNEL, Chris Rosenthal
Very creative.
Third Place - COLLEGE HEIGHTS HERALD, Staff
Clean, nice composition, well organized.

Category 19 - BEST USE OF COLOR

First Place - WILLIAMSON DAILY NEWS, Patti Lawson
Layout flows and color accents.
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Very festive and colorful.
Third Place - COLLEGE HEIGHTS

HERALD, Kristin McDonald
Simple use of color.
Honorable Mention - INSIDE THE TURRET, Gloria Sykes/Susan McCrobie

Category 20 - BEST AD SERIES

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum

Category 21 - GENERAL MISCELLANEOUS

First Place - KENTUCKY KERNEL, Cathy Jones
Creative, good use of space.
Second Place - COLLEGE HEIGHTS HERALD, Staff
Very creative, though somewhat difficult to read.
Third Place - WILLIAMSON DAILY NEWS, Carrie Patrick
Creative, cute.

Category 22 - SPORTING GOOD/ATHLETICS

First Place - WILLIAMSON DAILY NEWS, Patti Lawson
Nice art and good font size on spiral offer.
Second Place - KENTUCKY KERNEL, Chris Rosenthal
Good use of space.
Third Place - WILLIAMSON DAILY NEWS, Katrina Lloyd

Category 23 - SPECIAL EVENTS

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum
Nice shadowing gives information a focus point.
Second Place - COLLEGE HEIGHTS HERALD, Staff
Simple and easy to read.
Third Place - WILLIAMSON DAILY NEWS, Cindy Mounts
Nice idea with community support.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - WILLIAMSON DAILY NEWS, Cindy Crigger
Great idea, builds readership.
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum/Staff
Good consistency, compelling.
Third Place - WILLIAMSON DAILY NEWS, Staff
Good idea/promotion.

Category 23 - SPECIAL EVENTS

First Place - OWENSBORO MESSENGER INQUIRER, Staff
Great cover, clean layout, good use of photo and good map in center spread. Clean look throughout. Good story and ad mix.
Second Place - KENTUCKY NEW ERA, Staff
Nice cover and type use on cover.
Third Place - ASHLAND DAILY INDEPENDENT, Phil Benton
Good art use, nice section, needs more stories.

Category 25 - BEST NEWSPAPER PROMOTION

First Place - OWENSBORO MESSENGER INQUIRER, Landa Bebrovsky/Enid Roach
Good consistency, clean design, good use of photos and quotes of reporters, humanizing.
Second Place - BOWLING GREEN DAILY NEWS, Mary Gaines/Mark Van Patten
Serving platter is good idea, maybe a bit too loud.
Third Place - BOWLING GREEN DAILY NEWS, Mary Gaines
Design is fairly clean, could have used photos of previous winners to make more appealing. Headline type could be better.

Daily 2

Continued from page 12

SENGER INQUIRER, Landa Hagen/Vickie Nelson
Good clean design, nice type treatment and use of artwork.
Third Place - TIE - OWENSBORO MESSENGER INQUIRER, Frank Leto/Enid Roach
Eye-catching. Draws the eye in. Clean, simple design.

Category 22 - SPORTING GOODS/ATHLETICS

First Place - LOUISVILLE COURIER JOURNAL, Kristi Robertson
Clean design, great use of color photo.
Second Place - ELIZABETH TOWN NEWS ENTERPRISE, Sylvia DeVeta/Bill Mathers
Good header, clean ad. Would be good ad for color.
Third Place - LOUISVILLE COURIER JOURNAL, Dave Hedge/Juanita Turpin/Chris Johnson
Good clean look, great headline, logo is club is good idea.

First Federal Savings Bank

DERBY CELEBRATION

Friday, May 2nd, 1997



WIN

for the Rates

Effective Friday, May 2nd, 1997

Our certificate of deposit rates are the "PICK OF THE DAY" and always a "SAFE BET."

20 month

6.50% APY

Add 1/4% to above rates with \$100,000 or greater deposit.
Minimum deposit \$1,000. Interest forfeiture required for early withdrawal.

At our Derby Party in the lobby this Friday, May 2nd only, we will feature Mint Julep Tea, Country Ham and Biscuits, Derby Pie and more. We'll see you in the Winner's Circle. Friday, May 2nd at First Federal where we "Show" our customers we're the "Place" they are always "Winners."

Post Time 9 A.M.
Windows Close at 6 p.m.

The family bank with heart.

First Federal Savings Bank

CENTRAL KY. OWNED SINCE 1923 FDIC

2323 Ring Road 765-2131 325 W. Dixie Avenue 765-2311 475 W. Lincoln Trail Blvd. 351-4436 Wal-Mart SuperCenter 763-0444

Above: Inside the Turret won for best Financial Ad in the Associate Newspapers' Division. Below: This entry of the Kentucky Kemel's was judged tops in the Creative Use of the Newspaper category.

FILL THIS SPACE

Be a Kernel Advertising Representative
Get Real Life Experience and Make Real Life Money
Apply in person Room 26 Graham Journalism Bldg.
Must be a Full-Time UK or LCC Student
Application Deadline: April 18
Positions begin August 1997

GO CREEK
Spatakopita • Gyros • Hummus • Falafel • Tzatziki • And Much, Much More • Greek Salad • Chicken Shish Kabob • Falafel

HETTIN'S
Great Taste! Great Value!
Mediterranean Deli & Restaurant
Fairview Plaza Shopping Center
600 31st W. By-Pass Suite 2
(In Whole Earth Grocery) Dine-in, Carry-out, & Delivery!
842-1640

Above: The College Heights Herald won a first place in the Entertainment/Dining category. Below: The Williamson Daily News was the first place winner in the Clothing Store Ad category and the General Excellence competition.

VERA & BRADLEY
20% OFF
Nov. 7th-Nov. 15th
Layaway For Christmas

Extended Hours Tuesday November 11th
9:00-7:00 PM

Vicky's 3 1/2 E. Second Avenue
Downtown Williamson
(304) 235-2400
MC • Visa • AE • Discover • Vicky's Charge



Congratulations!



1998 KPA Spring Ad Contest General Excellence Winners

Weekly Class 1

First Place - MCLEAN COUNTY NEWS
Second Place - CAMPBELL COUNTY RECORDER
Third Place - BREATHITT COUNTY VOICE

Weekly Class 2

First Place - CADIZ RECORD
Second Place - GREENSBURG RECORD-HERALD
Third Place - CARROLLTON NEWS-DEMOCRAT

Weekly Class 3

First Place - WAYNE COUNTY OUTLOOK
Second Place - TIE - CYNTHIANA DEMOCRAT
Second Place - TIE - ANDERSON NEWS
Third Place - BENTON TRIBUNE-COURIER

Multi-Weekly

First Place - APPALACHIAN NEWS-EXPRESS
Second Place - PRINCETON TIMES-LEADER
Third Place - SHELBYVILLE SENTINEL NEWS

Daily Class 1

First Place - HENDERSON GLEANER
Second Place - DANVILLE ADVOCATE-MESSENGER
Third Place - WINCHESTER SUN

Daily Class 2

First Place - LOUISVILLE COURIER-JOURNAL
Second Place - TIE - OWENSBORO MESSENGER-INQUIRER
Second Place - TIE - ELIZABETHTOWN NEWS-ENTERPRISE
Third Place - LEXINGTON HERALD-LEADER

Associate Newspaper

First Place - WILLIAMSON DAILY NEWS
Second Place - KENTUCKY KERNEL
Third Place - INSIDE THE TURRET