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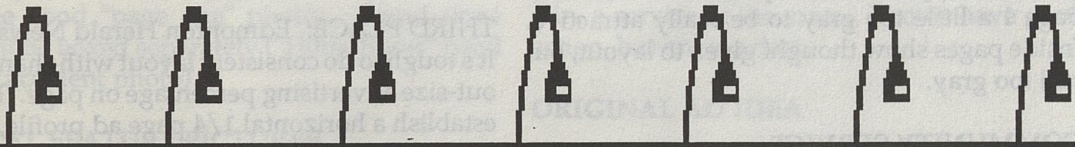
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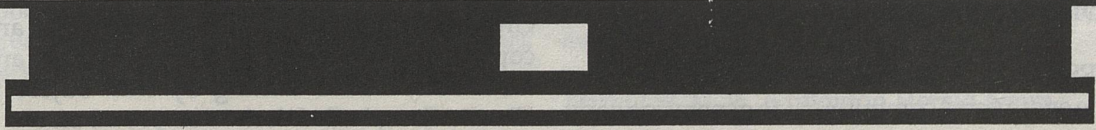
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Jul 2 - 1989  
UNIVERSITY OF KENTUCKY  
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Official Publication of the Kentucky Press Service - Volume 60, Number 7 - July, 1989



*Spotlighting the 1988  
Kentucky Press  
Association  
Better Newspaper Contest  
Award Winners*



# Weekly, Class 1

## TYPOGRAPHY

**FIRST PLACE:** Bath County News Outlook, Owingsville

Quality of type, neatness, press work excellent. Page 1 layout attractive and shows a lot of imagination. Too many pictures at top of inside pages give overbalance feeling.

**SECOND PLACE:** Bourbon Times, Paris  
Quality of type, neatness, press work excellent. Page 1 a little too gray to be really attractive. Inside pages show thought given to layout, but still too gray.

## COMMUNITY SERVICE

**HONORABLE MENTION:** Bath County News Outlook, Owingsville  
Borders on advertising, but serves to promote needs for jobs.

## FRONT PAGE

**FIRST PLACE:** Bourbon Times, Paris  
Nice clean layout, good photos (not too many and not too small). Not too many stories on front page. Good type for headlines and body copy. Should be a little inside box (index) in lower left corner.

**SECOND PLACE:** Edmonton Herald News  
Nice banner and boxes at top. Good type size in body, but I don't like the headline type. Good use of photos although the quality could be better. Writing could be a little crisper - you need to punch up your heads.

**THIRD PLACE:** Trimble Banner Democrat, Bedford  
Nice banner and I especially like the edition with the color photo. The body type is too small (think of your poor senior citizens!) I like the news briefs. Five bylines by the same person on one page is overdoing it.

## EDITORIAL PAGE

**FIRST PLACE:** Bourbon Times, Paris  
The energy and commitment to generating copy

for this page from the staff takes this first place. Try tying the cartoon to commentary/editorial for stronger statement. Also, could use standing head "opinion" across top - why two mastheads?

**SECOND PLACE:** Bath County News Outlook, Owingsville  
Thought-provoking writing; some nice graphics, such as top standing head. What detracts are "clip art" graphics best left for ads, also non-local cartoon subjects. Why only infrequent placement of masthead on page?

**THIRD PLACE:** Edmonton Herald News  
It's tough to do consistent layout with changing, out-size advertising percentage on page. Try to establish a horizontal 1/4 page ad profile, then work up from that base with editorial copy. Good commentary by editor - nice local flavor.

## NEWSPAPER PROMOTION

**FIRST PLACE:** Bath County News Outlook, Owingsville  
Very original - Good play on words.

**SECOND PLACE:** Bourbon Times, Paris  
Lack originality

## SPORTS PAGE

**FIRST PLACE:** Adair Progress, Columbia  
Sections show creative layout and interesting writing. Copy is broken up nicely with a variety of graphics. It's clear that a lot of thought goes into each section.

## AGRICULTURE PAGE

**HONORABLE MENTION:** Bath County News Outlook, Owingsville  
Only entry - a C for effort.

## LIFESTYLE PAGE

**FIRST PLACE:** Bourbon Times, Paris  
Great full-page layouts, with both pictures and copy conveying a great sense of emotion and immediacy. Fine writing by Kim Saylor & Charlie Campbell. Work to be proud of.

**SECOND PLACE:** Bath County News Outlook, Owingsville

Lots of good information with a warm, homey touch. More organized layout would help.

#### LOCAL NEWS PICTURES

**FIRST PLACE:** Edmonton Herald News

Good size photos on Page 1, which adds to graphic appearance. Candid, straight-forward approach should apply to inside photo as well.

**SECOND PLACE:** Bath County News Outlook, Owingsville

Three good "page one" photos. Stand-alone might be boxed separately ("Horse Show" head over accident photo).

#### LOCAL FEATURE PICTURES

**FIRST PLACE:** Bourbon Times, Paris

Strong character study (Oct. 26) - graduation is a news event, not a feature.

**SECOND PLACE:** Edmonton Herald News

Good expressions (Dec. 20) rather shot without strobe. Good design (May 10) but missing something. Good action (June 7) but needs to be tighter.

**THIRD PLACE:** Bath County News Outlook, Owingsville

Nice ideas with gun photo and old man cutting lawn - but both need to be shot tight, maybe a different angle.

#### LOCAL SPORTS PICTURES

**FIRST PLACE:** Adair Progress, Columbia

Subject matter especially appealing. 3rd base coach attractive handling of unusual subject; Basketball picture unusual too (I thought it was track at first); Racing picture out of ordinary but could be displayed better.

**SECOND PLACE:** Bath County News Outlook, Owingsville

Action at 3rd base needs no cutline; Kevin Roberts basketball picture has nice balance and flow; Bobby Johnson football picture catches spirit of tough line play. All appealing.

#### SPECIAL EDITION PROSECTIONS

**FIRST PLACE:** Times-Argus, Central City  
Thorough coverage of subject, lots of action photographs, good layout, quote boxes add visual interest. A first rate effort.

**SECOND PLACE:** Bourbon Times, Paris

Full of holiday warmth and community involvement. Strong editorial content, good layout. Photos are dull.

**THIRD PLACE:** Carlisle Mercury

Good punchy layout, solid treatment of a big win, a service to the town. Photos have good action, but are too dark.

#### ORIGINAL AD IDEA

**FIRST PLACE:** Bourbon Times, Paris

Staff not hesitant to use art and white space to present layouts pleasing to the reader's eye. Color is always a plus.

**SECOND PLACE:** Bath County News Outlook, Owingsville

Popular concept, packed with variety, handy for readers/shoppers alike. Very busy layout could have been supported by a bit more white space and symmetry.

**THIRD PLACE:** Edmonton Herald News

Clever idea, using cartoon strip. However, general ad layout, divided horizontally twice, fights attempt to package it all. With revised layout, would not hesitate to use cartoon again.

#### DISPLAY ADVERTISING

**FIRST PLACE:** Bourbon Times, Paris

Very good use of white space and screens, borders vary, but not too much. Ads are easy on the eyes and are well balanced. Nice use of type style.

**SECOND PLACE:** Bath County News Outlook, Owingsville

White space is nice, not too much and not overly crowded. Art and photos look good. Ads look nice, yet a little less use of screens would help overall look.

**THIRD PLACE:** Edmonton Herald News

## Weekly, Class 2

### TYPOGRAPHY

**FIRST PLACE:** Troublesome Creek Times, Hindman  
Quality of type, neatness, press work excellent. Layout best described as creatively old fashioned; very horizontal makeup unusual, but attractive.

**SECOND PLACE:** Cadiz Record  
Quality of type, neatness and press work excellent. Good use of pictures on Page 1; Headline faces a little monotonous and too many small ones at top of page.

**THIRD PLACE:** Clay City Times  
Quality of type, neatness and press work excellent. Nice mix of typeface in headline; Oct. 6 issue (required) layout most pleasing of the three. Picture layout only fair.

### COMMUNITY SERVICE

**FIRST PLACE:** LaRue County Herald News, Hodgenville  
Informative, well-written, good graphics and relevant.

**SECOND PLACE:** Troublesome Creek Times, Hindman  
Involving young readers creates a life-long habit. A good idea.

### FRONT PAGE

**FIRST PLACE:** Georgetown Graphic  
Nice clean design and typography; good use of graphics; good photography; may consider squaring off boxes for cleaner look; excellent blend of stories; teaser boxes add to page, but should consider page to page index.

**SECOND PLACE:** Clay City Times  
Good number and variety to Page 1 stories; good package on drought in July 14 edition; **EX-THIRD PLACE:** Troublesome Creek Times, Hindman  
Should avoid "step-type" layout as in March 9 edition; also need to border photos; headlines

are written well, but I would have avoided self-promotional postmaster story; also, a new banner would help.

### EDITORIAL PAGE

**FIRST PLACE:** LaRue County Herald News, Hodgenville  
Strong, well-written local editorials. I like the County Calendar, although events should be separated by bullets or subheads. I like the Early Files. Letters should have bolder headlines. Layout could be cleaner - think modular.

**SECOND PLACE:** Clay City Times  
Good local editorials. I like the bulletins. Cory's Comments not overly insightful but it gives kids a reason to look at the papers when little else does. Layout is a little busy.

**THIRD PLACE:** Troublesome Creek Times, Hindman

### NEWSPAPER PROMOTION

**FIRST PLACE:** Owenton News Herald  
Serves its purpose well, and will most likely up sales if packaged to advertisers.

**SECOND PLACE:** Troublesome Creek Times, Hindman  
Such issues should be produced by newspapers more because they give journalists a chance to come down off their high horses and laugh out loud.

**THIRD PLACE:** LaRue County Herald News, Hodgenville  
A cute story, but not quite fitting of category other than as a nice gift to readers.

### SPORTS PAGE

**FIRST PLACE:** Hardin County Independent, Elizabethtown  
Clean layout, easy to read. I really enjoyed reading Mike Brady and Mike Kersey. Fun section to read.  
**SECOND PLACE:** Springfield Sun  
Good photography, sharp writing. Very easy and clean section to read. P.S. Congratulations to the new father.

**THIRD PLACE:** LaRue County Herald News, Hodgenville  
Fine job with Hank's win. Strong front page. Some nice action photos inside.

**HONORABLE MENTION:** Georgetown Graphic  
Special section on Elkhorn Creek was well done - a super idea. Good photography in sections reflect action and fun of sports.

#### AGRICULTURE PAGE

**FIRST PLACE:** Springfield Sun  
Layout, writing and use of pictures all excellent. I hope it wasn't the marijuana story that caught my eye. Content covers subject thoroughly.

**SECOND PLACE:** Bourbon County Citizen, Paris  
Content excellent. Layout okay, but too blocky. Pictures good, but not particularly well used. Some of writing style could use sprucing up.

#### BUSINESS PAGE/SECTION

**FIRST PLACE:** Springfield Sun  
A staff-written feature and six anchors monthly business section. Too bad it doesn't run more often, but a good effort at something many papers don't even try.

**SECOND PLACE:** Georgetown Graphic  
Well-defined section, "Mind your own Business" logo is cute. Norrell Temporary Services should buy an ad.

#### LIFESTYLE PAGE

**FIRST PLACE:** Springfield Sun  
The Junior Miss Page had a lively feel and gives reader a definite "you are there" feeling. The "personal touch" epitomizes what lifestyle should be: warm and accessible. Good Job!

**SECOND PLACE:** LaRue County Herald News, Hodgenville  
"Wonderful Wednesday" focused nicely on an interesting program. Good information in all pages, but photos could be clearer and layouts snappier.

**THIRD PLACE:** Bourbon County Citizen, Paris  
Handicapped story is an important one. Layouts need more organization - perhaps "weddings" under one standing head, for example.

#### LOCAL NEWS PICTURES

**FIRST PLACE:** Springfield Sun  
Good display of spot news as well as general news and photos.

**SECOND PLACE:** Clay City Times  
Good manhunt photo of arrest, but is played at bottom. Good tragedy photo of accident, but loses impact played on fold.

#### LOCAL FEATURE PICTURES

**FIRST PLACE:** Clay City Times  
Color photo has nice design along with balloon photo - both have human impact (not impressed with others, need to shoot tighter).

**SECOND PLACE:** Owenton News Herald  
Sharp photo is used well but would like to see more, maybe tighter shot straight on (don't need tool box) color - okay.

**THIRD PLACE:** Springfield Sun  
Nice color, but the photos are missing candid moments.

**HONORABLE MENTION:** Citizen Voice & Times, Irvine  
Pix page on Death of a Statesman is close but a detail.

#### LOCAL SPORTS PICTURES

**FIRST PLACE:** News-Democrat, Carrollton  
The one of Jens Vanahue completing his jump was the clincher.

**SECOND PLACE:** Springfield Sun

**THIRD PLACE:** LaRue County Herald News, Hodgenville

#### SPECIAL EDITION OR SECTION

**FIRST PLACE:** LaRue County Herald News, Hodgenville

## Page 6

Section shows pride the community has in this annual event. Great pictures, related stories and historical background.

**SECOND PLACE:** News-Democrat, Carrollton  
Major news story of last summer tied together in package that started out strong with good photos and layout on Page 1. Section weakened toward the end with non-related copy.

**THIRD PLACE:** Troublesome Creek Times, Hindman

Volume of material makes this edition as complete a history on the subject as one could expect to find. Historical background fun to read.

**HONORABLE MENTION:** Troublesome Creek Times, Hindman  
Imaginative and well-written approach to Christmas story.

## ORIGINAL AD IDEA

**FIRST PLACE:** Springfield Sun

At last! Something fun, local and "exciting" about supermarket advertising! Kudos to the staffer who uses a significant splash of art (type & photo) to make readers anxious for the next Save-A-Lot ad.

**SECOND PLACE:** Georgetown Graphic

This special promotion is a definite eye-catcher, making the reader head inside. Being bold with type, logo and color always a safe bet.

**THIRD PLACE:** LaRue County Herald News, Hodgenville

Color and plenty of vertical white space make this ad as soothing and "readable" as possible - comfortable to the reader, representative of the bank. A nice understated approach to everyday advertisers.

## DISPLAY ADVERTISING

**FIRST PLACE:** Clay City Times

All around wonderful, type styles go well together, screens nice, art clear. Very nice, fun to look at.

**SECOND PLACE:** Springfield Sun

All around good, also, could only be better by using a bit more white space.

**THIRD PLACE:** Troublesome Creek Times, Hindman

Art, screens and borders-nice variety and clear. I liked the way the ads didn't need to compete for ownership of the page. All caught an eye in its own way.

# Weekly, Class 3

## TYPOGRAPHY

**FIRST PLACE:** Oldham Era, LaGrange  
Well-designed. Clean, modern layout and modular where possible. Graphic used well. Color would make a fine effort even better. Generally good press work.

**SECOND PLACE:** Lebanon Enterprise  
Clear and readable. Good use of photos. Fascinating name plate. Section fronts well-designed. Press work good. Color would make a difference.

**THIRD PLACE:** Cynthiana Democrat  
Crisp and clear modular makeup. Well-designed editorial page. Quality of some photos only fair. Color could be used better.

**HONORABLE MENTION:** Casey County News, Liberty

A good try, but not quite. One-bank heads don't work well at top of page. Why the color name plate in November 2 issue? Keep trying.

## COMMUNITY SERVICE

**FIRST PLACE:** McCreary County Record, Whitley City

Very admirable project - it's nice (and rare) to see the needs of the community outweigh financial concerns. Congratulations!

**SECOND PLACE:** Anderson News, Lawrenceburg

## FREEDOM OF INFORMATION

**FIRST PLACE:** McCreary County Record, Whitley City

Both examples show strong commitment to freedom of information. A story on county

contracts for gravel hauling, which points out neglect of low bidders, makes good Page 1 use of chart. Another story on a reporter being dismissed from a meeting got desired result.

**SECOND PLACE:** Lebanon Enterprise  
Story on water board's secret meeting, with sidebar on Page 1 had good follow-up, good explanation of complex material. Misspelled head on March 16 sidebar, Page 1, may have kept entry from 1st place.

**THIRD PLACE:** Casey County News, Liberty  
Sharp column on illegal closed meeting of fiscal court. Maleena Streeval not afraid of a confrontation.

**HONORABLE MENTION:** Anderson News, Lawrenceburg  
Good story on bridge built at taxpayer expense for county magistrate, with photos.

#### FRONT PAGE

**FIRST PLACE:** Oldham Era, LaGrange  
Easily the best of category, pages are clean, laid out well; good use of news briefs; strong photos and good use of graphics; very easy on the eye; a fine job all around.

**SECOND PLACE:** Mt. Sterling Advocate  
Drop-banner design is appealing; good variety of stories; front page ads really detract from page, however, also, in sans-serif, some headline faces appear too thick; overall, fine pages, however.

**THIRD PLACE:** Whitley Republican, Williamsburg  
Good layout and use of photos; however, color should be used more discriminately, not just for color's sake, especially yellows and pinks.

**HONORABLE MENTION:** Paintsville Herald  
Good election issue, but mention has to be given for submitting April Fool's edition (every journalist's dream); I hope Cheekie Rosetail takes note.

#### EDITORIAL PAGE

**FIRST PLACE:** Cynthia Democrat  
I like the homey, caring feeling here - "looking-

back" is interesting. Tammie Holt is an impressive writer.

**SECOND PLACE:** Anderson News, Lawrenceburg  
Good mix of photos, cartoons, copy - delivers real community feeling with mix of strong opinion, "friendly" features.

**THIRD PLACE:** Pulaski Week, Somerset  
Strong opinions here and interesting, hard-hitting ones. More photos, graphics would brighten up a very grey page.

**HONORABLE MENTION:** News-Democrat, Russellville  
Like the look of this page. Opinions interesting and outspoken. Overall comment: Quite an impressive group.

#### NEWSPAPER PROMOTION

**FIRST PLACE:** Pulaski Week, Somerset  
Good use of graphics, catches the readers eye! The red apples do the same. (I get a subscription!)

**SECOND PLACE:** Anderson News, Lawrenceburg  
Promotions look as if they would be effective but did not show a lot of originality.

#### SPORTS PAGE

**FIRST PLACE:** Whitley Republican, Williamsburg  
Decent writing, good layout, excellent photos and good headline and body type styles. Good variety of stories. I wouldn't change a thing.

**SECOND PLACE:** Anderson News, Lawrenceburg  
Good layout, good photos and good headline and body type styles. Writing could be punched up a little. It's all games. Try a feature here and there.

#### AGRICULTURE PAGE

**FIRST PLACE:** Anderson News, Lawrenceburg  
Head and shoulders above the rest. Wonderful photo essay, (Page 7, May 11) others great, too. Excellent design, good art and fine press work.

**SECOND PLACE:** Tribune-Courier, Benton  
Good use of photos, clean layout and design.

#### **BUSINESS PAGE/SECTION**

**FIRST PLACE:** Anderson News, Lawrenceburg  
Each section contains strong lead story and plenty of interesting briefs; a clear winner in this category.

**SECOND PLACE:** Mt. Sterling Advocate  
Plenty of valuable information, but the packaging is a little off; better layout would help readers follow better; good use of graph.

**THIRD PLACE:** Oldham Era, LaGrange  
More staff generated stories are needed.

#### **LIFESTYLE PAGE**

**FIRST PLACE:** Mt. Sterling Advocate  
All three editions used color, graphics and pictures wonderfully. Layout differs from week to week - good.  
Although pictures stand out the stories are also brought to the readers attention.

**SECOND PLACE:** Oldham Era, LaGrange  
Offers a great deal of variety. Was able to use graphic/type yet did not take away from story.

**THIRD PLACE:** Tribune-Courier, Benton  
Both "School Bus" and "Reunion" layouts good. "Moonshine" pictures focus too much on things (pigs) and not on people. Layouts need to differ.

#### **LOCAL NEWS PICTURES**

**FIRST PLACE:** Lebanon Enterprise  
Good selection of news photos on all 3 entries and placed well up top.

**SECOND PLACE:** Anderson News, Lawrenceburg  
Excellent packaging and shooting. Good solid overall shot of accidents.

**THIRD PLACE:** Oldham Era, LaGrange  
Three good Page 1 photos. Larger display of photos would enhance impact.

#### **LOCAL FEATURE PICTURES**

**FIRST PLACE:** Lebanon Enterprise  
Color photos on front page and back page were of exceptional quality and made this the winning entry.

**SECOND PLACE:** Cynthiana Democrat  
Good quality photos throughout

**THIRD PLACE:** McCreary County Record, Whitley City

**HONORABLE MENTION:** Pulaski Week, Somerset

#### **LOCAL SPORTS PICTURES**

**FIRST PLACE:** Cynthiana Democrat  
Exceptionally good photos, especially of Little League baseball.

**SECOND PLACE:** News-Democrat, Russellville  
Soccer photos made this one a winner.

**THIRD PLACE:** Tribune-Courier, Benton  
Good effort but skiing pictures detracted from quality and layout.

#### **SPECIAL EDITION OR SECTION**

**FIRST PLACE:** Oldham Era, LaGrange  
This is a very difficult category because there were 7 or 8 that deserved recognition. All were outstanding; the winner was just outstandingly outstanding.

**SECOND PLACE:** Anderson News, Lawrenceburg  
One of the many special sections on the community in a directory format. Bet the readers keep this one. (Same theme as first place).

**THIRD PLACE:** Tribune-Courier, Benton  
Good progress edition.

**HONORABLE MENTION:**  
Mt. Sterling Advocate  
Lebanon Enterprise  
Barren County Progress, Cave City



Casey County News, Liberty  
News-Democrat, Russellville  
McCreary County Record, Whitley City

### ORIGINAL AD IDEA

FIRST PLACE: McCreary County Record, Whitley City

Good idea that strays from the typical auto dealer ad. Idea has a lot of potential that newspapers should consider.

SECOND PLACE: Whitley Republican, Williamsburg

Very attractive ad. Color used just enough to make it effective.

THIRD PLACE: Oldham Era, LaGrange  
Might have placed higher if ad series was larger. Good idea but as a 2 by 2, it got lost among the other ads.

### DISPLAY ADVERTISING

FIRST PLACE: Cynthiana Democrat  
Ads were attractively packaged on pages with good art, layout.

SECOND PLACE: Pulaski Week, Somerset  
Lots and lots of advertising, displayed in pleasing fashion.

THIRD PLACE: Oldham Era, LaGrange

## Multi Weekly

### TYPOGRAPHY

FIRST PLACE: Sentinel News, Shelbyville  
A clear winner, this paper has a clean, easy to read style; varied type; is laid out well and extremely neat; register is way off on color ad, but other portions more than make up for it; good headings; interesting editorial page layout.

SECOND PLACE: Kentucky Standard, Bardstown  
Good use of photos; good clean type, but heads

need some work; for starters, abandon italicized heads.

THIRD PLACE: Central Kentucky News Journal, Campbellsville  
Good clean layout, but amount of white space is bothersome; especially between decks of heads; good use of photos.

### COMMUNITY SERVICE

FIRST PLACE: Sentinel News, Shelbyville  
Good community involvement.

SECOND PLACE: Kentucky Standard, Bardstown  
Good idea for underappreciated service. Should have listed all nominees?

THIRD PLACE: Central Kentucky News Journal, Campbellsville  
Solid effort. Excellent special section by intern.

### FREEDOM OF INFORMATION

FIRST PLACE: Sentinel News, Shelbyville  
Worked through a difficult relationship with school board to let public know about selection-process for superintendent.

SECOND PLACE: Kentucky Standard, Bardstown  
Persistent effort paid off.

THIRD PLACE: Appalachian News Express, Pikeville

### FRONT PAGE

FIRST PLACE: TIE - Sentinel News, Shelbyville  
Kentucky Standard, Bardstown  
Both papers showed excellent variety of stories; easy to follow layout, good use of color and photos; Sentinel should maintain consistency in bordering photos, but makes up for it with good use of graphics; Standard should have used photo instead of graphic of fiddler in teaser box

SECOND PLACE: Central Kentucky News Journal, Campbellsville  
Interesting style but a little too much white space; also should maintain consistency in flushing headlines left.

### EDITORIAL PAGE

**FIRST PLACE:** Kentucky Standard, Bardstown  
Clean, consistent layout expresses organized, stable editorial policy. "Remember When" photos are nice touch. Good standing heads, masthead design. Try varying column widths across 52 pica space - 3 legs at 16.6 picas for less grey effect; also vertical rule next to editorial/letters column.

**SECOND PLACE:** Pioneer News, Shepherdsville  
Good modular layout, local cartoons. Standing head banners a bit too bold for my taste. Try 20% grey screen for a change. Also, vary those "letters" column widths to 16.6 picas and try smaller pt. size, double-deck heads.

**THIRD PLACE:** Central Kentucky News Journal, Campbellsville  
This paper is on the right track, with good standing heads for photo bylines. Eliminate multiple and/or news photos-try a feature pictorial or local cartoon. Where's the masthead? And try varying column widths (over 4 column space, use 3 at 16.6 pica).

### NEWSPAPER PROMOTION

**FIRST PLACE:** Appalachian News Express, Pikeville  
Soliciting historical photos via a contest and putting them in a bank calendar was an original, attractive idea.

**SECOND PLACE:** Kentucky Standard, Bardstown  
Promoting Crime Stoppers provides a community service and boosts crime reporting, which draws readers.

**THIRD PLACE:** Sentinel News, Shelbyville  
Good variety of projects to highlight newspaper's contribution to community.

### SPORTS PAGE

**FIRST PLACE:** Pioneer News, Shepherdsville  
Clean layout, good use of pullout stats/history and sidebars as graphics, good attempt to look ahead with same coverage. Story mix could be improved.

**SECOND PLACE:** Kentucky Standard, Bardstown  
Fairly good layout, good feature style on main stories, excellent story mix.

**THIRD PLACE:** Sentinel News, Shelbyville  
Clean layout, good use of photos and stat boxes. Story mix needs more variety.

### AGRICULTURE PAGE

**FIRST PLACE:** Sentinel News, Shelbyville  
Variety of content excellent. Well laid out. Pictures good and well used. Writing style could be a bit more sprightly.

**SECOND PLACE:** Kentucky Standard, Bardstown  
Attractively laid out but could use more illustration. Some writing style bright; others not particularly newsy. Content wide and varied.

**THIRD PLACE:** Central Kentucky News Journal, Campbellsville  
Writing, pictures and layout excellent but there is a complete absence of news stories and variety of coverage. Pages should have been in a feature category.

### BUSINESS PAGE/SECTION

**FIRST PLACE:** Pioneer News, Shepherdsville  
Good start at pulling together local business news in package.

### LIFESTYLE PAGE

**FIRST PLACE:** Sentinel News, Shelbyville  
Used a variety of shapes and sizes of pictures adding to each edition.

**SECOND PLACE:** Kentucky Standard, Bardstown

Good way of letting a picture tell a story.  
**THIRD PLACE:** Appalachian News Express, Pikeville  
Really addresses the community. Offers a good variation of community affairs.

### LOCAL NEWS PICTURES

**FIRST PLACE:** Central Kentucky News Journal, Campbellsville  
Good human interest approach to news photos as well as good display.

**SECOND PLACE:** Kentucky Standard, Bardstown  
Good mix of spot and general news. Gun photo is unique and good.

**THIRD PLACE:** Sentinel News, Shelbyville  
Good selection of flood pictures. Might be better to select one photo for Page 1.

### LOCAL FEATURE PICTURES

**FIRST PLACE:** Kentucky Standard, Bardstown  
Not a lot of photos, but what's there is well-done and well-handled.

**SECOND PLACE:** Central Kentucky News Journal, Campbellsville  
Excellent double truck in 4th of July supplement.

**THIRD PLACE:** Sentinel News, Shelbyville  
Abundant use of features could be improved with some judicious culling.

### LOCAL SPORTS PICTURES

**FIRST PLACE:** Pioneer News, Shepherdsville  
A couple of good attempts (9/5 football and 11/14 basketball) but bad reproduction took edge off both.

### SPECIAL EDITION OR SECTION

**FIRST PLACE:** Grayson County News Gazette, Leitchfield  
Superb personalization of the State dedication. Well-written, striking photos, a winner in every way.

**SECOND PLACE:** Appalachian News Express, Pikeville  
Outstanding collection of historical photos. Good picture. "Jeep Warranty" does not belong on page 5.

**THIRD PLACE:** Kentucky Standard, Bardstown  
Eye-catching front page. Good photos, appealing layouts.

### ORIGINAL AD IDEA

**FIRST PLACE:** Appalachian News Express, Pikeville  
High-impact presentation. Color a definite plus, particularly in its restrained use. Vertical color type brings attention down the page, along side sale items/specials, and right to logo. Very clean. Well done.

**SECOND PLACE:** Sentinel News, Shelbyville  
White space, angled art blocks, diagonal pointer all serve to grab the reader while choice of color and its use entertain and inform. What technically "should" be a chaotic ad comes across interesting and easy on the eye.

**THIRD PLACE:** Kentucky Standard, Bardstown  
Very clean presentation, nice use of color. Pace of ad slows toward bottom; activity with art, copy color at top right very heavy. A bit more balance at bottom (maybe color in block with logo) would have helped.

**HONORABLE MENTION:** Pioneer News, Shepherdsville  
Powerful double-truck jumps out at you. It's a shame no color used. A bit too much heavy type to read in center, but well balanced and thought out.

### DISPLAY ADVERTISING

**FIRST PLACE:** Kentucky Standard, Bardstown  
Near perfect-photos and art are clean and clear. Good use of white space and good balance.

**SECOND PLACE:** Appalachian News Express  
Clean ads-artwork is beautiful, type styles coincide well. Individual and overall layouts well done.

**THIRD PLACE:** Pioneer News, Shepherdsville  
Nice ad layout - easy to look at - ads clean and clear.

# Daily, Class 1

## TYPOGRAPHY

**FIRST PLACE:** Daily News, Middlesboro  
Lively mix of pictures and type. Good use of quote boxes and screens. Imaginative but neat layouts.

**SECOND PLACE:** Commonwealth Journal, Somerset  
Paper shows attention to detail, well-packaged. Use of spot color appears random at times.

**THIRD PLACE:** Winchester Sun  
Well packaged paper, good mix of pictures and type.

## COMMUNITY SERVICE

**FIRST PLACE:** Winchester Sun (Photo Contest)  
The public obviously loves this one. The number of photo entries indicates that the Sun is getting those creative juices flowing in photographers, possibly uncovering some previously unheralded talent. Special tabloid with winners and ads was excellent.

**SECOND PLACE:** Winchester Sun (911)  
The subject is compelling; the community benefit undisputable. Since this contest emphasizes design and creative energy, this ranks second. A suggestion - an article that could have indicated a stronger role for the paper would have been some statewide case histories of 911 in action by interviewing EMTs, maybe a photo.

**THIRD PLACE:** Harlan Daily Enterprise  
The tearsheets don't show much involvement on the paper's side in this parade. I suspect the Harlan Chamber of Commerce was the real mover and shaker. But the paper does take a visible role with its float and advertising. The size of the turnout shows the public loves this idea.

## FREEDOM OF INFORMATION

**FIRST PLACE:** Commonwealth Journal, Somerset

Good pursuit of subtle and obvious skulduggery by public officials - interesting and amusing.

**SECOND PLACE:** Richmond Register  
Good editorial on a closed meeting.

## FRONT PAGE

**FIRST PLACE:** Daily News, Middlesboro  
Clean layout, top quality photos and good writing.

**SECOND PLACE:** Harlan Daily Enterprise  
Busy but well-organized layout, wonderful spot news photos. "Inside Today" should either be expanded to a real index or dropped. Using caps for every word in headlines a little outdated. Good Writing.

**THIRD PLACE:** Commonwealth Journal, Somerset  
Interesting features in Sunday edition. Good photos throughout.

**HONORABLE MENTION:** Richmond Register  
Spotty use of color, but timely, interesting and local features.

## EDITORIAL PAGE

**FIRST PLACE:** Daily News, Middlesboro  
A re-design is evident and a positive move. Good mix of typefaces and good standing heads. Grey screens are very effective method of adding "color" to page. It is a pleasure to see application of 1-point rules as a graphic element. Appropriate sizing of cartoons; interesting, readable column widths.

**SECOND PLACE:** Murray Ledger & Times  
It's no surprise that the best example is an open page with no ads. Strive to get that commitment of an open page. Good use of rules and standing heads. Good sizing on cartoon. Try 3 legs of copy over 4 column space for added variety.

**THIRD PLACE:** Winchester Sun  
Consistency of layout is a plus and minus here. The 6-column format leaves no room for variety. Try some rules and 1-pt boxes. Re-design of standing heads with use of reverses and screened elements would go a long way toward

making the page more appealing. Avoid dog-legged columns - stay modular.

#### NEWSPAPER PROMOTION

FIRST PLACE: Commonwealth Journal, Somerset  
"Newspaper with more than....."

SECOND PLACE: Commonwealth Journal, Somerset

Good way of dealing with problems daily newspapers face and also tell readers you care.

#### SPORTS PAGE

FIRST PLACE: Winchester Sun  
Fine job in breaking up long stories. Good use of photography.

SECOND PLACE: Harlan Daily Enterprise  
Paper has some strong photos. Scoreboard is easy to read. Section would do even better with more staff-produced stories and features.

THIRD PLACE: Commonwealth Journal, Somerset  
Nice tries at photo play. Paper is easy to read. I like Jeff Neal's work and writing, it is clear and interesting.

#### AGRICULTURE PAGE

FIRST PLACE: Commonwealth Journal, Somerset  
Noteworthy among competitors for large percentage of staff reporting, rather than boiler plate (Farm news the exception).

SECOND PLACE: Murray Ledger & Times  
A fair try. Brown Tucker's piece was interesting reading. Clean layouts.

#### BUSINESS PAGE/SECTION

FIRST PLACE: Commonwealth Journal, Somerset  
Good staff generation of stories; "Keeping Account" is a good way to package briefs; more imagination could be used with photos, however.

SECOND PLACE: Daily News, Middlesboro  
Again, good staff generation; more care should

be taken in writing headline; good, clean, basic layout; again, try better diversification of photos.

THIRD PLACE: Harlan Daily Enterprise  
Layout and photos need improvement, but graphics such as Aug. 10, Page 12 are a plus; good diversity.

#### LIFESTYLE PAGE

FIRST PLACE: Winchester Sun  
Photos well presented, varied type face and clean layout.

SECOND PLACE: Murray Ledger & Times  
Strong local coverage, "Murray Today" banner makes section easy to find.

THIRD PLACE: Richmond Register  
Good mix of social and school events. Try to keep wine copy off of these pages.

#### LOCAL NEWS PICTURES

FIRST PLACE: Winchester Sun  
Good attention to news photos on all 3 editions. Photographer getting close, adds to impact.

SECOND PLACE: Commonwealth Journal, Somerset  
Nice photo of fire aftermath and clarity of photos. Large photos would enhance display.

THIRD PLACE: Daily News, Middlesboro  
Good selection of spot news photos. Tighter photo editing would help.

#### LOCAL FEATURE PICTURES

FIRST PLACE: Harlan Daily Enterprise  
Chris Jones has a good eye for the candid moments. Pictures of subjects other than kids would add variety.

SECOND PLACE: Winchester Sun  
Good photo sequence on kids with hammock, and unusual photo of babysitter. But I had to read cutline because of confusion created with adjacent story.

THIRD PLACE: Fulton Daily Leader  
You have some nice photos. Tighter photo

## Page 14

editing and better (more selected) display would enhance the quality.

### LOCAL SPORTS PICTURES

**FIRST PLACE:** Winchester Sun  
Good quality prints, good cropping, good action and good balance.

**SECOND PLACE:** Richmond Register

**THIRD PLACE:** Murray Ledger & Times

### SPECIAL EDITION OR SECTION

**FIRST PLACE:** Murray Ledger & Times  
Outstanding job. Tremendous workload to deliver monumental amount of information and advertising to the reader. Packed clearly, delivered with good pace & perspective. Copy and ads relevant to particular topic. Well Done.

**SECOND PLACE:** Harlan Daily Enterprise  
Amount of work required in this product shows this is a nostalgic section readers should keep and pore over. Pages are very busy, as are the ads, and headline typeface too tough on the eye, but worth saving!

**THIRD PLACE:** Harlan Daily Enterprise  
Unique approach to the Valentine angle - and executed with class; the community first and last and exclusively. No display ads on editorial copy disrupt the flow. Hope you use this idea again.

### ORIGINAL AD IDEA

**FIRST PLACE:** Harlan Daily Enterprise  
Excellent handling of an advertiser, funeral home, always difficult to serve with originality, discretion and sensitivity.

**SECOND PLACE:** Richmond Register  
Clever idea for bank promotion running on consecutive days.

**THIRD PLACE:** Commonwealth Journal, Somerset  
Excellent layout tie in with Chrysler Corporation logo enlarged to full page impact.

### DISPLAY ADVERTISING

**FIRST PLACE:** Commonwealth Journal, Somerset  
Overall appeal of ads unites the reader. Good border variety.

**SECOND PLACE:** Harlan Daily Enterprise  
Good handling of white space.

**THIRD PLACE:** Winchester Sun  
Busy ads but neat and readable.

## Daily, Class 2

### TYPOGRAPHY

**FIRST PLACE:** Kentucky New Era, Hopkinsville  
Contemporary look. Sections work well. Good use of spot color. Processed color September 9 excellent. A new-look news design that works. Good press work.

**SECOND PLACE:** News-Enterprise, Elizabethtown  
Spot color would have helped front pages, which have an eye-catching contemporary look. Lots of processed color, fairly well done. Tight news hole. Attractive section fronts. Generally good press work.

**THIRD PLACE:** The Gleaner, Henderson  
Clean and readable. Good use of graphics. Fair use of spot color (get rid of the yellow).

### COMMUNITY SERVICE

**FIRST PLACE:** The Gleaner, Henderson  
The back-to-school section was more thorough than most. Bound to help parents and new students.

**SECOND PLACE:** Advocate-Messenger, Danville  
Very admirable project - shows that newspapers have a heart.

**FREEDOM OF INFORMATION**

**FIRST PLACE:** The Gleaner, Henderson  
Thorough job of getting the (important) facts from behind closed doors and onto the public record.

**SECOND PLACE:** The Messenger, Madisonville

**FRONT PAGE**

**FIRST PLACE:** News-Enterprise, Elizabethtown

Just outstanding. Thorough, well-written, moving coverage of a terrible tragedy. Beautiful photos, solid writing. A true winner in every sense.

**SECOND PLACE:** The Gleaner, Henderson  
Nice mix of solid news, good pictures. I like the large amount of local copy.

**THIRD PLACE:** Kentucky New Era, Hopkinsville

Lot of news on these front pages and it's well-covered.

**EDITORIAL PAGE**

**FIRST PLACE:** The Messenger, Madisonville  
Consistency of layout takes this award. Good standing heads; nice use of rules and attributions in italics. Good sizing of cartoon. Drop caps are a bit overdone - would be more effective, less distracting, only on first graph of each piece.

**SECOND PLACE:** News-Enterprise, Elizabethtown

This is a tough call. The pages lack consistency of layout. Best is 12/5 issue. Others would have been better without so many 25 pica-wide columns. Try lefthand column 25 picas, others 16.6 pica or 12 pica. Raise pt. size on lefthand column when possible. Try some grey screens (10 - 20%) and 1 pt. boxes selectively applied.

**NEWSPAPER PROMOTION**

**FIRST PLACE:** News-Enterprise, Elizabethtown

Full page ads on a consistent basis promote the paper. Consistency is the key.

**SECOND PLACE:** The Gleaner, Henderson  
Well-written, easy to read stories explain the newspaper's function, operation and position.

**THIRD PLACE:** The Messenger, Madisonville  
Well presented stories explaining the newspaper's "new look" provided an opportunity for the newspaper's history.

**SPORTS PAGE**

**FIRST PLACE:** News-Enterprise, Elizabethtown

Excellent layout, photography and use of photography.

**SECOND PLACE:** The Gleaner, Henderson  
Clean layout, excellent use of strong local photo on B1, May 29.

**THIRD PLACE:** Advocate-Messenger, Danville

Strong local stories and photos, good mix of stories. Color boxes on front diminish impact of photo features.

**AGRICULTURE PAGE**

**FIRST PLACE:** News-Enterprise, Elizabethtown

The 1/26 tearsheet was very catchy. Layout overall is clean, modern and readable. Good standing heads. Excellent packaging of "Farm News" briefs. Staff writing effort is strong.

**SECOND PLACE:** The Gleaner, Henderson  
Attractive, modular layout. Effective use of graphic elements. Nice mix of features and syndicated pieces.

**BUSINESS PAGE/SECTION**

**FIRST PLACE:** The Gleaner, Henderson  
Good use of art work. I like the way "briefs" are split up. The stories are clear enough for the average person to understand. A nice touch in a traditionally dry part of the paper.

### LIFESTYLE PAGE

**FIRST PLACE:** The Gleaner, Henderson  
Very strong and clever graphics. Good writing and eye-catching layouts. Top notch.

**SECOND PLACE:** Advocate-Messenger, Danville

Very tough to not give this 1st prize; attractive layouts. Tornado page is especially attractive, and provides a good community service.

**THIRD PLACE:** News-Enterprise, Elizabethtown

Interesting, thorough stories and appealing layouts.

### LOCAL NEWS PICTURES

**FIRST PLACE:** News-Enterprise, Elizabethtown

Good use of strong photos on Page 1 - Pix page in May 20 issue is very well done - good writing.

**SECOND PLACE:** The Gleaner, Henderson  
The spot news is good, but would like to see tighter photos.

**THIRD PLACE:** The Messenger, Madisonville  
Funeral photos are good. I would like to see more consistency with emotion and expression.

**HONORABLE MENTION:** Kentucky New Era, Hopkinsville  
Good scene-setters--need close-ups and mediums to tell the story.

### LOCAL FEATURE PICTURES

**FIRST PLACE:** Kentucky New Era  
Photos reflect action and personality in a winning way. Impressive variety and creativity.

**SECOND PLACE:** The Gleaner, Henderson  
The 100+ degree photos are extremely eye-catching and clever. Color photos should be crisper.

**THIRD PLACE:** Advocate-Messenger, Danville

Loved the sheep photo; with one glance, you got the story it's hot.

### LOCAL SPORTS PICTURES

**FIRST PLACE:** TIE

News Enterprise, Elizabethtown  
First mostly because of picture of ref class. Basketball bench picture lifts content out of trite class. Baseball picture is unusual for that sport. All are played well.

Advocate-Messenger, Danville

Very appealing of 5K runners, particularly laughing faces. Soccer pix are exceptional action shots. Basketball picture good but not extraordinary.

**SECOND PLACE:** The Gleaner, Henderson

No one trainer picture catches eye but as a page it conveys feeling park, stable and life. Same can be said of coaching pix. Track action excellent, particularly unusual shotput angle.

### SPECIAL EDITION OR SECTION

**FIRST PLACE:** TIE

News-Enterprise, Elizabethtown  
The Messenger, Madisonville  
A bus accident that took the lives of 27 local people, mostly youngsters on Saturday night was covered with a Special Edition on Monday. A terrible community loss was thoroughly, graphically and appropriately covered. Nothing else in the world mattered to this community and this News-Enterprise Special Edition. Must have been like a catalytic force drawing the community together. Hats off, Kudos, etc.

The only thing missing from the Progress Edition of the Madisonville Messenger was the identification "Progress Edition" on the front page of the section. The overall front page of the paper said "Progress Edition" but not on the edition itself. An exceptional job; advertising to warm the cockles of a publisher's heart. I hope the ad staff received proper recognition. A great gamut of "progress" subjects well handled with stories and pix. These editions don't happen by themselves and this shows a well planned, coordinated and implemented team effort.

**SECOND PLACE:** The Gleaner, Henderson  
"To health..." Good stories, short and succinct. Good pix. Well rounded editorial content.



**THIRD PLACE:** Kentucky New Era, Hopkinsville  
Spring Fashion 1988, excellent photos and lines with local models of people and merchandise from local stores.

**HONORABLE MENTION:** Advocate-Messenger, Danville  
"The Farmer" Good stories and pix on a broad base. Ads very appropriate.

#### ORIGINAL AD IDEA

**FIRST PLACE:** News-Enterprise, Elizabethtown  
Excellent attention compeller and good, straight forward copy. Headline too long but still a great ad.

**SECOND PLACE:** The Gleaner, Henderson  
Good idea for automotive. Showed restraint on specific merchandise by featuring only two items.

**THIRD PLACE:** Kentucky New Era, Hopkinsville  
Attractive ad for downtown merchants group.

#### DISPLAY ADVERTISING

**FIRST PLACE:** The Gleaner, Henderson  
An overall advertising powerhouse. Strong, attractive classified and automotive. Ads fit the stores's image. Excellent small space ads and lots of them.

**SECOND PLACE:** News-Enterprise, Elizabethtown  
Ads are a little on the black or heavy side but not overbearing.

## Daily, Class 3

#### TYPOGRAPHY

**FIRST PLACE:** Herald-Leader, Lexington  
Good effective, consistent approach to typo-

graphic design; body copy easy to read; page toppers are a good design; light face heads look clean, but might not offer enough contrast with deck heads.

**SECOND PLACE:** Kentucky Post, Covington  
Good, clean overall look; black and white issue looks good as a stand-alone, but weaker next to your color issues. Effective use of main/deck heads and reverse bars.

**THIRD PLACE:** Messenger-Inquirer, Owensboro  
You have a very attractive product. The depth of your section heads, however, are causing some excellent photos to fall on the fold. Nice graphic touches.

#### COMMUNITY SERVICE

**FIRST PLACE:** Herald-Leader, Lexington  
Nearly perfect! Compelling writing, excellent research and graphics, penetrating and relevant. A delight.

**SECOND PLACE:** Kentucky Post, Covington  
Comprehensive and well-intended.

**THIRD PLACE:** Daily Independent, Ashland  
Few would realize the plight of the less fortunate because much is taken for granted. Your efforts bring these problems to the front.

**HONORABLE MENTION:** Daily Independent, Ashland  
Congratulations on honoring the student/athlete. Quite often we recognized athletes for their on-court or on-field efforts and forget they can excel in the classroom as well.

#### FREEDOM OF INFORMATION

**FIRST PLACE:** Kentucky Post, Covington

**SECOND PLACE:** Daily Independent, Ashland

#### FRONT PAGE

**FIRST PLACE:** Herald-Leader, Lexington  
A tough call over second place; while the Post was more appealing aesthetically, the Herald-Leader had a far more varied blend of local,

## Page 18

regional, national and international news; need to be more careful with color, and need more distinguishing banner.

**SECOND PLACE:** Kentucky Post, Covington  
Good job with color, graphics, and layout; clear, clean design; headline writing could use some work in getting clearer message out without forcing reader into lead to get the gist of some stories; a very attractive paper.

**THIRD PLACE:** Messenger Inquirer, Owensboro

Excellent job with special reports, but more total news on Page 1 is needed; efforts seem to be shot on special articles, with other news seemingly an afterthought.

## EDITORIAL PAGE

**FIRST PLACE:** Herald-Leader, Lexington  
Consistency of layout is a big plus, but I would have liked to see a sample of a page not part of 3-part series. Great use of graphic elements, choice of point size and boldness in heads. Page falls down below fold. Could use a 1-pt. box or two. Also, try 1-pt vertical rule between left two columns and other three.

**SECOND PLACE:** Messenger-Inquirer  
Good standing heads. Try the 1-pt vertical rule to divide lefthand columns from remainder. Try double-deck heads on letters to avoid greyness. Add grey screen to "Readers Write" logo for a "colorful" change.

**THIRD PLACE:** Kentucky Post, Covington  
Perspective Extra is very good. Other samples need some consistency, i.e. don't move "Sniglet" and masthead off bottom line - work around them. Try a grey screen on "letters" standing head to add "color." Good use of boxes for variety.

## NEWSPAPER PROMOTION

**HONORABLE MENTION:** Daily Independent, Ashland

## SPORTS PAGE

**FIRST PLACE:** Messenger-Inquirer  
Clear, sharp color. Strong photography. Easy to

read score board page. Sections are attractive, clear and a delight to read as well as look at.

**SECOND PLACE:** Herald-Leader, Lexington  
Special section on Breeders' Cup was outstanding. Overall, photography is superb, though hurt at times by poor reproduction. Content in sections ranks with any in the country. Excellent writing by staff. Paper could use a few new graphics.

**THIRD PLACE:** Daily Independent, Ashland

## BUSINESS PAGE/SECTION

**FIRST PLACE:** Herald-Leader, Lexington  
Excellent local business section. Simple, easy to follow layout, strong packages of for-the-record material mixed with features.

**SECOND PLACE:** Daily Independent, Ashland

## LIFESTYLE PAGE

**FIRST PLACE:** Kentucky Post, Covington  
Warm, well-written stories, well-illustrated, that give one a good feeling for the people and places of Kentucky. The clear first choice.

**SECOND PLACE:** Herald-Leader, Lexington  
Not quite as local as the first choice. Some interesting stories - watch the typos.

**THIRD PLACE:** Messenger-Inquirer, Owensboro  
I like the color and the ghost stories. The Christmas in the kitchen story was a bit gooey. You should have more of a local focus.

## LOCAL NEWS PICTURES

**FIRST PLACE:** Messenger-Inquirer, Owensboro  
George Bush photo (Page 1) is a wonderful moment, strong in both spot and general news.

**SECOND PLACE:** Kentucky Post, Covington  
Lead fire photo (8-3-88) strong overall with human impact in foreground, great story teller.

**THIRD PLACE:** Herald-Leader, Lexington  
Strong news photos/spot news (June 24, 1988) good photos - missing one to pull them together.

**LOCAL FEATURE PICTURES**

**FIRST PLACE:** Herald-Leader, Lexington  
Strong use of color - photo stories include overalls, mediums and close-ups. Enjoyed looking at this paper.

**SECOND PLACE:** Messenger-Inquirer  
Good use of color. Features show strong eye for design, composition. Lead photos for special sections well done.

**THIRD PLACE:** Kentucky Post, Covington  
Page on Postmaster was very nice - (includes overalls/ mediums/close-ups) but, I would rather see another shot instead of portrait outside - other features are consistent, but not outstanding.

**LOCAL SPORTS PICTURES**

**FIRST PLACE:** Messenger-Inquirer  
Gorgeous photos - good composition; vibrant color, well separated; good variety and action.

**SECOND PLACE:** Herald-Leader, Lexington  
Nice variety and texture, but composition could be better as could color and separation.

**THIRD PLACE:** Daily Independent, Ashland

**SPECIAL EDITION OR SECTION**

**FIRST PLACE:** Messenger-Inquirer  
Striking photos, page design, well-written, good use of spot color. A winner in every way.

**SECOND PLACE:** Kentucky Post, Covington  
A graphic look at the people who benefit from the annual Christmas fund-raising drives. Strong photos, layout good.

**THIRD PLACE:** Herald-Leader, Lexington  
Complete, well-presented coverage of annual event. Great color pics.

**ORIGINAL AD IDEA**

**FIRST PLACE:** Kentucky Post, Covington  
**SECOND PLACE:** Daily Independent, Ashland

**DISPLAY ADVERTISING**

**FIRST PLACE:** Kentucky Post, Covington

Ads easy to read but very ordinary. Better work on ads in special sections. 10 columns of classified is great for the P & L, but a disservice to readers and advertisers.

**SECOND PLACE:** Daily Independent, Ashland

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*General Excellence*

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**Weekly, Class 1**

**First Place - Bourbon Times**  
**Second Place - Bath County News Outlook**  
**Third Place - Edmonton Herald News**

**Weekly, Class 2**

**First Place - Springfield Sun**  
**Second Place - LaRue County Herald News**  
**Third Place - Clay City Times**

**Weekly, Class 3**

**First Place - Anderson News**  
**Second Place - Oldham Era**  
**Third Place - Cynthiana Democrat**

**Multi Weekly**

**First Place - Kentucky Standard**  
**Second Place - Shelbyville Sentinel News**  
**Third Place - Shepherdsville Pioneer News**

**Daily, Class 1**

**First Place - Somerset Commonwealth Journal**  
**Second Place - Winchester Sun**  
**Third Place - Harlan Daily Enterprise**

**Daily, Class 2**

**First Place - TIE - Elizabethtown News Enterprise and The Henderson Gleaner**  
**Second Place - Kentucky New Era**  
**Third Place - Madisonville Messenger**

**Daily, Class 3**

**First Place - Lexington Herald Leader**  
**Second Place - Kentucky Post**  
**Third Place - Owensboro Messenger Inquirer**

# Across Kentucky

**Frank Batten Jr.**, publisher of the Elizabethtown News Enterprise, will be leaving this year to become associate publisher/marketing director of the Virginian-Pilot and Ledger Star in Norfolk, Va. The two Virginia newspapers are the flagship operations for Landmark Communications in Norfolk.

**Lewis Owens**, president and publisher of the Lexington Herald-Leader and a past president of the Kentucky Press Association, has been named to the Midway College Board of Trustees. He is one of three new board members at Midway and has been recognized for his work with community activities, including the United Way of the Bluegrass and the Greater Lexington Chamber of Commerce.

**Jim Griesch**, who has worked for several Kentucky weekly and daily newspapers, has been named sports editor of the Mt. Vernon Signal. He previously worked with the Garrard County News, Corbin Times-Tribune, Madisonville Messenger and Glasgow Daily Times.

**Michelle Howard** has joined the Campbell County Recorder as associate editor. Michelle is a 1988 journalism graduate from Murray State University and previously served as a reporter and photographer for the McLean County News in Calhoun.

When **Bill Vaught**

started his job as a handyman at the Danville Advocate Messenger in 1949, he did little more than sweep the floor, picking up the metal (type) and putting it in the melting pot. On the side, Vaught would help with sports stories and on May 30, the present-day sports editor of the Boyle County daily celebrated his 40th year with the newspaper.

**Jesse Duvall**, who joined the Danville Advocate Messenger in 1986 after serving 18 years as circulation manager of the Richmond Register, has been named distribution foreman for the Advocate Messenger.

**Rick Bentley**, who has been a free-lance sports reporter for the Appalachian News Express in Pikeville for the past two years has been named sports editor of the tri-weekly. Bentley replaces **David Deskins**.

**Dr. Bob McGaughey**, chairman of the Department of Journalism and Radio/TV at Murray State University, and the Kentucky journalism educator representative on the KPA/KPS Board of Directors, was one of 20 department/school directors invited to attend a special conference for publishers and educators in New Orleans. The conference, sponsored by the Southern Newspaper Publishers Association, was held June 9-10. McGaughey has been a member of the Murray State faculty since 1969.

**Kevin Patton**, former editor-in-chief of the Murray State News, has been named sports editor of the Fulton Daily Leader. Patton recently graduated from Murray State and was named outstanding journalist from among the major colleges in Kentucky. Patton replaces **Richard Todd** who has been named sports editor of the Madisonville Messenger.

**Barry Reeves**, a journalism student at the University of Kentucky, has joined the Madisonville Messenger as a summer intern. Editor **Mike Turley** said Reeves, sports editor of UK's student newspaper, The Kentucky Kernel, will work as a reporter and photographer this summer.

**Jill Jones**, an Eastern Kentucky University senior, and **Jennifer Feldman**, a senior at Western, are interning this summer with five Landmark newspapers.



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# Newspapers in the News

## Adair Progress takes over Columbia News-Statesman

The Adair Progress has taken over operation of a competing weekly and renamed the publication to Columbia Newsweek.

The former Columbia News-Statesman ceased operation in mid-May, according to publisher David Specht, and announced that the Adair Progress, and its publisher Donna Crowe had agreed to honor all subscriptions and would publish a twice-a-week newspaper in order to accomplish this.

Crowe said the Newsweek would be published on Monday and the Progress on Thursday. The Progress will also publish its regional shopper for Adair, Russell and Casey counties.

Paul Hayes, editor of the Progress, will also serve in the same capacity for the Newsweek.

## Jackson Times begins weekly 'kid's korner'

The Jackson Times has begun a special section entitled "kid's korner" with weekly puzzles, games and interesting facts for youngsters.

Times publisher Louise Hatmaker said, "We want to give area children sometime especially for them. We want everybody in the family to look forward to reading our paper."

"Kid's korner" is being

written by Tammy Howard, the newest member of the Times staff. She recently graduated from Eastern Kentucky University with a degree in journalism.

## The Lake News begins sixth year of operation

The Lake News in Calvert City recently began the sixth year of operation.

Publisher Loyd Ford said the newspaper began operation on May 29, 1984, with the first issue published on June 6 of that year.

## Standard to honor emergency personnel

The Kentucky Standard in Bardstown is sponsoring the Emergency Service Volunteer/Professional of the Year for Bardstown and Nelson County.

The honoree, to be named later this year, will receive a plaque, and the Standard will donate \$250 to the Nelson County emergency service selected by the winner.

"We want to provide recognition and support to the people who give so much during emergencies so that Nelson County is a better place for all to live," said Standard general manager Steve Lowery.

## WKU among top 10

The journalism program at Western Kentucky

University recently received one of the William Randolph Hearst Foundation awards.

Schools of journalism accumulating the highest number of points in the foundation's intercollegiate competition were recognized in writing, photojournalism and broadcast news competitions. There were 661 students from 398 colleges and universities entered this year.

The 10 winning schools included Western Kentucky University, the universities of Nebraska, Illinois, Florida and Missouri, Iowa State, Northwestern, Louisiana State, Indiana and Howard.

## Fulton student wins Westpheling award

Fulton County High School valedictorian Cindy Harris has been awarded the 1989 Jo Westpheling Memorial scholarship of \$400 in cash.

The scholarship is given annually by Paul Westpheling, publisher of the Hickman Courier and past president of KPA. The award is in memory of his wife, Jo, who was active in state and local politics.

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## From here and there

### Paintsville Herald, shopper sold

The Paintsville Herald and its companion free-circulation publication, the Eastern Kentucky Shopper, were purchased in early June by Johnson County Newspapers, Inc., a newly formed company.

Principals in Johnson County Newspapers are associated with Smith Newspapers, of Fort Payne, Ala., and also with the Appalachian News-Express in Pikeville, the Martin Countian and Mercury in Inez and the Floyd County Times at Prestonsburg.

Scott Perry, who has served as advertising manager, general reporter, assistant editor, managing editor and editor of The Herald during the past 15 years, has been named editor and publisher of the Herald.

Allan Perry, editor and publisher for nearly a quarter of a century, no longer will be directly involved in the Paintsville operations, but will serve as a consultant on an interim basis. Allan Perry purchased The Herald in 1964 and for the past 15 years focused on the business operations while giving the editorial direction to Scott.

Allan Perry said The Herald was among the first in Eastern Kentucky to switch from hot-metal production to photo-typesetting, to computers and laser printing.

The Herald is among the largest weekly newspapers in the eastern part of the state

with a paid circulation of about 6,000.

Scott Perry, who also is president of Project 2000, a development organization focusing on opportunities for Johnson County said the sale "gives us the double advantage of a strong local operation coupled with access to new resources for growth, at a time

when Paintsville and Johnson County are gaining new industry and new business.

Scott also said the staff would remain intact. "We have a team that has worked together for quite a few years, with practically no turnover and I believe we will continue to function that same way."

### Photo of President Bush included in CNKJ time capsule project

Baby teeth, a pony tail and an autographed photograph of George Bush were among the items buried in a time capsule for the Class of 2001 on May 25 in Taylor County.

The time capsule burial was coordinated by the Central Kentucky News Journal in Campbellsville.

Stan McKinney, news editor of the News Journal, said his idea for the time capsule was based on a similar project conducted by Duanne Puckett, news editor of the Shelbyville Sentinel News.

Both newspapers are owned by Landmark Community Newspapers, Inc., of Shelbyville.

The Class of 2001 was chosen because those youngsters, who were in kindergarten during 1989, will be the first class to graduate from high school in the 21st century. McKinney said some question arose as to whether the year 2000 or 2001 will actually be the first year of the 21st century.

A check of reference books at the public library confirmed that 2001 will mark

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### Is it safe to print?

When you have a news story or ad that might be questionable, find out if it's safe to print it.

Call the KPA FOI Hotline  
(502) 589-5235

Jon Fleischaker or Kim Greene



Workers assist with the burial of a time capsule in Taylor County

## CKNJ coordinates capsule to be opened in 2001

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the first year of a new century as did a history professor at Campbellsville and the University of Louisville Research Center.

Each kindergarten class in the Taylor County and Campbellsville school systems as well as two private classes in the county were asked to submit items for the capsule. Letters from each student were also obtained.

McKinney visited each kindergarten class to explain the time capsule project and to take photos of each class. Allison Tutt, a summer intern with several LCNI newspapers, also visited each class and interviewed two students from each for a story.

The Central Kentucky News Journal will be following the youngsters Tutt interviewed through their school years with follow-up stories every few years so readers can watch while they grow.

Those photos and story plus information on the time capsule appeared in a special section published May 25. The section featured a drawing of a kindergarten student in an over-sized graduation gown. It was done by an art professor at Campbellsville College.

Sealed letters to the Class of 2001 were obtained from local government leaders as well as U.S. Congressman Hal Rogers, U.S. Senator Wendell Ford and Mitch McConnell.

President Bush is also sending a letter to the class but the letter was not received in time for inclusion in the capsule.

The Central Kentucky News Journal was also able to obtain sponsors for the time capsule who donated such items as a \$100 savings bond, a weekend trip to Nashville, coupons from Campbellsville College good for \$100 off tuition for any high school graduate in the year 2001, T-shirts, mugs, caps, etc.

The vault for the time capsule was obtained from a local funeral home with labor for the project done by the city of Campbellsville and a marker was given by a local monument company.



# THE KENTUCKY PRESS

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