

MAY 1997

# Spring Advertising Contest 1996



*Special sections and TMC products from the  
Owensboro Messenger-Inquirer, Kentucky  
New Era, the Fulton Leader and the Princeton  
Times-Leader were among the first-place  
award winners*

## Kentucky Press Association

# WEEKLY CLASS 1

**Category 1 - DEPARTMENT/DISCOUNT/ JEWELRY STORES**  
 First Place - CUMBERLAND COUNTY NEWS, Bruce Henson  
 Clean, easy to read. Good border.  
 Second Place - EDMONTON HERALD NEWS, Kandis Shive  
 Third Place - BREATHITT COUNTY VOICE, Elesha Richardson

**Category 2 - AUTOMOTIVE**  
 First Place - BERE A CITIZEN, Teresa Mullins  
 Good color and layout.  
 Second Place - BERE A CITIZEN, Teresa Mullins  
 Good use of space and color.  
 Third Place - BERE A CITIZEN, Teresa Mullins  
 Good ad themes and use of color.

**Category 3 - HARDWARE/APPLIANCE/ ELECTRONICS STORES**  
 First Place - BREATHITT COUNTY VOICE, Tammy Johnson  
 Clean, clear, good use of white space.  
 Second Place - BREATHITT COUNTY VOICE, Delores Chandler  
 Good art and design.  
 Third Place - CUMBERLAND COUNTY NEWS, Claudine Davidson

**Category 4 - FINANCIAL**  
 First Place - BERE A CITIZEN, Teresa Mullins  
 Good layout and white space.  
 Second Place - BERE A CITIZEN, Teresa Mullins  
 Good layout, good art. Good simple information.  
 Third Place - BERE A CITIZEN, Teresa Mullins  
 Good layout, clean and eye catching.  
 Honorable Mention - LAKE NEWS, CALVERT CITY, Dora Lummus  
 Honorable Mention - TRI-CITY NEWS, CUMBERLAND Sandy Hodges/Delores Jackson

**Category 5 - PROFESSIONAL SERVICES**  
 First Place - BREATHITT COUNTY VOICE, Delores Chandler  
 Eye catching art.  
 Second Place - LAKE NEWS, Dora Lummus  
 Heading really jumps out.  
 Third Place - TRIMBLE BANNER, Mabel Richmond

**Category 6 - FOOD/DRUG/LIQUOR**  
 First Place - TRI-CITY NEWS, Sandy Hodges/Delores Jackson  
 Catchy heading. Good art.  
 Second Place - CUMBERLAND COUNTY NEWS, Claudine Davidson

Good use of white space.  
 Third Place - BREATHITT COUNTY VOICE, Elesha Richardson

**Category 7 - FURNITURE**  
 First Place - BREATHITT COUNTY VOICE, Tammy Johnson  
 Good layout design. Nice price points.  
 Second Place - BREATHITT COUNTY VOICE, Elesha Richardson  
 Third Place - BREATHITT COUNTY VOICE, Delores Chandler

**Category 8 - REAL ESTATE**  
 First Place - TRI-CITY NEWS, Sandy Hodges/Delores Jackson  
 Second Place - BERE A CITIZEN, Leeta Jackson

**Category 9 - CLOTHING STORES**  
 First Place - LAKE NEWS, Dora Lummus  
 Great layout! Nice bold type face and graphics.  
 Second Place - BREATHITT COUNTY VOICE, Benny Chandler/Elesha Richardson  
 Good spot color and layout.  
 Third Place - KENTON COUNTY RECORDER, Betty Stallard

**Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE**  
 First Place - TRI-CITY NEWS, Delores Jackson/Sandy Hodges  
 Good use of spot color, clean layout.  
 Second Place - BREATHITT COUNTY VOICE, Delores Chandler/Elesha Richardson  
 Third Place - HICKMAN COUNTY GAZETTE, Becky Basch

**Category 11 - CREATIVE USE OF THE NEWSPAPER**  
 First Place - TRI-CITY NEWS, Delores Jackson/Jeff Wilder  
 Excellent user manual type ad. All papers should run more ads like this!  
 Second Place - TRI-CITY NEWS, Staff  
 Third Place - FULTON LEADER, Staff  
 Honorable Mention - BREATHITT COUNTY VOICE, Delores Chandler  
 Eye catching graphics.

**Category 12 - ENTERTAINMENT/DINING**  
 First Place - LAKE NEWS, Dora Lummus  
 Good clean layout.  
 Second Place - BERE A CITIZEN, Teresa Mullins  
 Easy to read, good use of white space.  
 Third Place - CUMBERLAND COUNTY NEWS, Bruce Henson

**Category 13 - SPECIAL SECTIONS**  
 First Place - FULTON LEADER, Becky Wadlington/Leigh Ann Moore  
 Great editorial/advertising break! Interesting stories, ads are clean and easy to read.  
 Second Place - FULTON LEADER, Becky Wadlington/Leigh Ann Moore  
 Nice open pages. Ads are not stacked or jumbled. Easy reading.  
 Third Place - LAKE NEWS, Dora Lummus/Loyd Ford  
 A great sales effort.  
 Honorable Mention - CUMBERLAND COUNTY NEWS, Bruce Henson  
 Loved layout of pages! Photos of graduating students and stories looked great.

**Category 14 - GROUP PROMOTIONS**  
 First Place - TRI-CITY NEWS, Delores Jackson/Sandy Hodges  
 Good use of screens. Clean copy, easy to read.  
 Second Place - KENTON COUNTY RECORDER, Betty Stallard  
 All ads are clean and easy to read.  
 Third Place - BERE A CITIZEN, Teresa Mullins

**Category 15 - HOLIDAY GREETING ADS**  
 First Place - BREATHITT COUNTY VOICE, Staff  
 Beautiful color!  
 Second Place - TRI-CITY NEWS, Delores Jackson/Sandy Hodges  
 Love the red!! Really stands out.  
 Third Place - FULTON LEADER, Becky Wadlington

**Category 16 - AGRICULTURE/LAWN AND GARDEN/FLO RISTS**  
 First Place - TRI-CITY NEWS, Delores Jackson/Sandy Hodges  
 Second Place - FULTON LEADER, Becky Wadlington

**Category 17 - CLASSIFIED PAGE/SECTION**  
 First Place - LAKE NEWS, Dora Lummus/Loyd Ford  
 Well organized section. Good use of tan on cover!  
 Second Place - BREATHITT COUNTY VOICE, Staff

**Category 18 - SPECIAL PUBLICATION NO ENTRIES**

**Category 19 - BEST USE OF COLOR**  
 First Place - BREATHITT COUNTY VOICE, Delores Chandler  
 Nice clean colorful ad.  
 Second Place - BREATHITT COUNTY VOICE, Delores Chandler  
 Third Place - CUMBERLAND COUNTY NEWS, Bruce Henson

**Category 20 - BEST AD SERIES NO ENTRIES**

**Category 21 - GENERAL MISCELLANEOUS**  
 First Place - LAKE NEWS, Dora Lummus  
 Great ad! The eyes have it!!  
 Second Place - LAKE NEWS, Dora Lummus  
 Good clean illustration and white space.  
 Third Place - TRI-CITY NEWS, Delores Jackson/Sandy Hodges

**Category 22 - SPORTING GOODS/ ATHLETICS**  
 First Place - TRI-CITY NEWS, Delores Jackson/Sandy Hodges  
 Second Place - BREATHITT COUNTY VOICE, Delores Chandler

**Category 23 - SPECIAL EVENTS**  
 First Place - TRI-CITY NEWS, Delores Jackson/Sandy Hodges  
 Good clean copy and illustrations.  
 Second Place - FULTON LEADER, Becky Wadlington  
 Good artwork tie in, bold header.  
 Third Place - CUMBERLAND COUNTY NEWS, Claudine Davidson  
 Good use of white space. No crowded copy.



*"Eye-catching" and award-winning entries from the Weekly Class 1 division included these from The Lake News (right and below left) and from the Breathitt County Voice.*

## A Better World, For All to See!



Concerned about the environment and the safety of the community because, We Care!

# AIR PRODUCTS

Calvert City

**DRESS THEM UP!**  
**50% off**  
**Winter Stock**  
 Sizes  
 Premie - 16

**Beginning Friday, December 29**  
**10 a.m.-5 p.m.**

**Kid's Alley**  
 On the Courthouse in Benton

**Bad 'Hare' Day?**

Hop on over to  
**THE HAIR HUT**  
 for a new hairstyle  
 & your Easter makeover  
*Don't forget that summer tan!*  
 We have Wolfe tanning beds for your convenience

12-visits for \$35  
 Single visits - \$4

**We also specialize in nails!**

*We'll make bad 'hare' days a thing of the past!*

If you want a new look, you should call for an appointment today -- Ask for Brenda  
**606-666-9659** - HWY 15 South at Ned

## WEEKLY CLASS 2

### Category 1 - DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - UNION COUNTY ADVOCATE, Lisa Turner

Good graphic choice that grabs you. Nicely organized.

Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Great job of cramming a lot of info into small ad with nice illustration and head.

Third Place - ADAIR PROGRESS, COLUMBIA, Ginger Sexton/Lisa Robbins

Dramatic reverse with nice illustration. Nice solid black.

### Category 2 - AUTOMOTIVE

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox

Good use of art to avoid rectangular design. Unique car ad. Color used effectively. Good break in typical car design.

Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox

Good thematic development. A full page design wouldn't work in smaller space. Strong dealer ID.

Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox

Clever idea, breaks tradition, no car shown. Strong advertiser identification.

### Category 3 - HARDWARE/APPLIANCE/ ELECTRONIC STORES

First Place - CADIZ RECORD, Jan Witty

Nice play on words in headline. Would work as well in smaller space.

Second Place - CITIZEN VOICE & TIMES, IRVIN, Jenny Ervin/Tina McMullen

Nice theme. Liked framing. Well organized.

Third Place - CADIZ RECORD, Jan Witty

Everything says "Deck." Good use of white space. Clear message.

Honorable Mention - TOMPKINSVILLE NEWS, Sharon Fister

Headline selects audience. Well indexed safety message too.

### Category 4 - FINANCIAL

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Clever twist on adage for headline, ties in with season, illustration leads to copy.

Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox

Border is clever way to enhance message of 24 hour banking. Small illustration accents main point.

Third Place - LARUE COUNTY HERALD NEWS, Susan McCrobie/Michelle McGuffin

Leaves establish sequence that flows throughout copy. Good application of spot color.

Honorable Mention - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Dramatic use of graded screen. Ties well with regional economy.

### Category 5 - PROFESSIONAL SERVICES

First Place - CITIZEN VOICE & TIMES, Mickey Barnes/Scot Hall

Clever idea, effective use of small space. Good use of screen. Uncluttered simple message.

Second Place - OWENTON NEWS HERALD, Tracy Allnut

Worked well because of position on page. Good combination of photo and line. Illustration holds attention.

Third Place - CLAY CITY TIMES, Scot Hall

Attractive design. Good screens. Shadow type suggests "dozing."

Honorable Mention - CAMPBELL COUNTY RECORDER, Betty Stallard

Good use of horizontal space.

Category 6 - FOOD/DRUG/LIQUOR

First Place - CADIZ RECORD, Jan Witty

Love lack of borders. Nice color accents. Easy to read. Nice use of red without being gaudy.

Second Place - CADIZ RECORD, Rebecca Boggess

Very sophisticated design. Boxes draw emphasis to main points. Nice candle illustration.

Third Place - TOMPKINSVILLE NEWS, Sharon Fister

Liked the head a lot. Nicely organized. Easy to read.

Honorable Mention - CENTRAL RECORD, LANCASTER, Staff

Found variety for food layout. Compelling graphic.

### Category 7 - FURNITURE

First Place - CADIZ RECORD, Rebecca Boggess

Clean and simple. Good use of type. Large appealing illustration.

Second Place - UNION COUNTY ADVOCATE, Barbara Starkey/Lisa Turner

Illustrations used well and organized a lot of information well. Screening gives good design and variety.

Third Place - MCLEAN COUNTY NEWS, Jennifer Sutherlin/Stacy Maddox

Balloon border is nice, well organized.

Honorable Mention - CADIZ RECORD, Jan Witty

Good effective use of small space.

### Category 8 - REAL ESTATE

First Place - CADIZ RECORD, Jan Witty

Nice headline with real estate theme. Liked agents pictured with properties. Nice variation in display.

Second Place - HENRY COUNTY LOCAL, Dave Eldridge

Nice focus on single idea. Uncluttered.

Third Place - HENRY COUNTY LOCAL, Tiffany Clark

Nice added interest with theme illustration. Fairly standard, but clean and functional.

### Category 9 - CLOTHING STORES

First Place - CITIZEN VOICE & TIMES, Tina McMullen/Earline Arvin

Clean ad with one dominant piece of art that ties in with subject. Clear message.

Second Place - CENTRAL RECORD, Staff

Catches your eye and message is unmistakable. Stands out on page.

Third Place - CITIZEN VOICE & TIMES, Tina McMullen/Jenny Ervin

Children's clothing store that conveys the message quickly. Has nostalgic quality.

Honorable Mention - CLAY CITY TIMES, Jenny Ervin/Tina McMullen

Nice package tied up well.

### Category 10 - MULTIPLE ADVERTISER/'SIG' PAGE

First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Jan Young/Jeanette Sutherlin/Stacy Maddox

Extremely interesting design. Elements hold together well. Illustrations help it read well.

Second Place - CENTRAL RECORD, Staff

Good dominant graphic. Variety of small illus-

trations. Childlike quality. Commend the inclusion of public service message.

Third Place - CADIZ RECORD, Jan Witty/Rebecca Boggess

Clean organization. Background screen unifies individual elements.

Honorable Mention - CENTRAL RECORD, Staff

### Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Creative use of the umbrella design.

Second Place - UNION COUNTY ADVOCATE, Staff

Clean design. Topics well grouped. Nice use of screening.

Third Place - BIG SANDY NEWS, LOUISA, Olivia Ray/Jerry Pennington

Good use of screening. Design draws eye to copy.

Honorable Mention - LARUE COUNTY HERALD NEWS, Debbie Polly

Cute illustrations. Appropriate use of art.

### Category 12 - ENTERTAINMENT/DINING

First Place - CENTRAL RECORD, Staff

Nice illustration for a small ad simple message, interesting illustration.

Second Place - CADIZ RECORD, Jan Witty

Clean design with one dominant element. It emphasizes one item instead of a whole menu.

Third Place - SPRINGFIELD SUN, Shorty Lassiter/Gail Walker

Good illustration for small ad. Unusual the way illustration is framed. Simple message. Good use of screens.

Honorable Message - CADIZ RECORD, Jan Witty

Good use of white space and type.

### Category 13 - SPECIAL SECTIONS

First Place - CAMPBELL COUNTY RECORDER, Staff

Good for involving young people. Nice to tie advertiser ads with children's ads.

Second Place - CADIZ RECORD, Jan Witty/Rebecca Boggess

Nice concept. Good management of many small elements.

Third Place - LARUE COUNTY HERALD NEWS, Staff

Nicely laid out. Complete and informative.

Honorable Mention - UNION COUNTY ADVOCATE, Barbara Starkey/Lisa Turner

High reader interest. Nice idea, well done.

### Category 14 - GROUP PROMOTIONS

First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman

Nice border, easy to read. Good typography. Looks like a group promotion!

Second Place - CADIZ RECORD, Jan Witty/Rebecca Boggess

Interesting and appropriate illustration. Good use of white.

Third Place - CENTRAL RECORD, Staff

Nice tasteful use of color. Well organized. Takes advantage of people theme.

Honorable Mention - ADAIR PROGRESS, Rita Murrell/Lisa Robbins

Interesting head.

### Category 15 - HOLIDAY GREETING ADS

First Place - ADAIR PROGRESS, Rita Murrell/Lisa Robbins

Originality. Copy ties in with company. Clean look, bold and simple.

Second Place - HENRY COUNTY LOCAL, Tiffany Clark

Stark illustration, holiday theme comes through quickly.

See WEEKLY CLASS 2, page 15



# WEEKLY CLASS 3

## Category 1 - DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - JESSAMINE JOURNAL, Peggy Adkins  
Very dimensional. Nice bold face.  
Second Place - WAYNE COUNTY OUTLOOK, Melinda Jones  
Third Place - HARRODSBURG HERALD, Sharon Perkins/Bill Mudd

## Category 2 - AUTOMOTIVE

First Place - BENTON TRIBUNE COURIER, Patty Stockhaus  
Love the party part. Great color!!  
Second Place - OLDHAM ERA, Victor Giancola  
Clean layout and color.  
Third Place - JESSAMINE JOURNAL, Tony Cox

## Category 3 - HARDWARE/APPLIANCE/ ELECTRONICS STORES

First Place - WAYNE COUNTY OUTLOOK, Melinda Jones  
Excellent color and clean layout!  
Second Place - WAYNE COUNTY OUTLOOK, Melinda Jones  
Third Place - MT. STERLING ADVOCATE, Lisa McNay

## Category 4 - FINANCIAL

First Place - LEBANON ENTERPRISE, Donna Mattingly/Mary Ann Blair  
Good headline. Art ties into message.  
Second Place - JESSAMINE JOURNAL, DeAnna Works  
Excellent use of spot color! Nice clean ad.  
Third Place - HARRODSBURG HERALD, Bill Mudd/Jackie Larkins

## Category 5 - PROFESSIONAL SERVICES

First Place - MT. STERLING ADVOCATE, Lisa McNay  
Clever headline, strong art illustration. Good tie to serious subject.  
Second Place - WAYNE COUNTY OUTLOOK, Melinda Jones  
Good clean layout, nice graphic.  
Third Place - WAYNE COUNTY OUTLOOK, Melinda Jones

## Category 6 - FOOD/DRUG/LIQUOR

First Place - HARRODSBURG HERALD, Bill Mudd/Margaret Cecil  
Great spot color!! Attracts attention!  
Second Place - WAYNE COUNTY OUTLOOK, Melinda Jones  
Good art and headline tie in.  
Third Place - HARRODSBURG HERALD, Bill Mudd

## Category 7 - FURNITURE

First Place - OLDHAM ERA, Victor Giancola  
Great graphic! Attention getter.  
Second Place - JESSAMINE JOURNAL, DeAnna Works  
Nice clean layout, easy to read.  
Third Place - MT. STERLING ADVOCATE, Lisa McNay

## Category 8 - REAL ESTATE

First Place - OLDHAM ERA, Peachie Armstrong  
Excellent ad, art fantastic!!  
Second Place - JESSAMINE JOURNAL, Tony

Cox  
Third Place - MT. STERLING ADVOCATE, Lisa McNay

## Category 9 - CLOTHING STORES

First Place - MT. STERLING ADVOCATE, JoAnn Halsey  
Easy to read with good use of white space. Nice layout.  
Second Place - MEADE COUNTY MESSENGER, Charlotte Schinder/Susan Mayo  
Though small space ad, very attention getting. Big is not always best!  
Third Place - MEADE COUNTY MESSENGER, Jennie Hughes/Susan Mayo  
Love border, very clean. Easy to read. Very eye catching.

## Category 10 - MULTIPLE ADVERTISER/SIG" PAGE

First Place - LEBANON ENTERPRISE, Mary May/Eva Jo Nugent/Mary Ann Blair  
Good graphics for ad spots. Eye catching layout.  
Second Place - TRIBUNE COURIER, Martha Smith  
Great full color! Good layout.  
Third Place - MT. STERLING ADVOCATE, Lisa McNay/JoAnn Halsey  
Loved banner at top. Good color. Entire page uniform and clean!

## Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - MEADE COUNTY MESSENGER, Staff  
Great ad, excellent idea!  
Second Place - TRIBUNE COURIER, Terri Dunnigan/Patty Stockhaus  
Paper stock makes it!! Ads look great and editorial very interesting.  
Third Place - HARRODSBURG HERALD, Chris Freeman

## Category 12 - ENTERTAINMENT/DINING

First Place - HARRODSBURG HERALD, Margaret Cecil  
Loved quilt border, typeface and use of white space.  
Second Place - HARRODSBURG HERALD, Bill Randolph  
Third Place - HARRODSBURG HERALD, Jackie Larkins/Margaret Cecil

## Category 13 - SPECIAL SECTIONS

First Place - WAYNE COUNTY OUTLOOK, Staff  
Great sales effort. Hardwork is evident! Cover is well organized and editorial clean and easy to read. Way to go!!  
Second Place - MT. STERLING ADVOCATE, JoAnn Halsey/Lisa McNay  
Excellent idea for center spread. Entire section screams community spirit! Very informative.  
Third Place - HARRODSBURG HERALD, Staff  
Content excellent, each ad committed to overall theme.  
Honorable Mention - TIE - LEBANON ENTERPRISE, Staff  
Honorable Mention - TIE - MEADE COUNTY MESSENGER, Susan Mayo/Pat Shutt  
Honorable Mention - TIE - TRIBUNE COURIER, Terri Dunnigan/Patty Stockhaus/Gary Stockhaus

## Category 14 - GROUP PROMOTIONS

First Place - LEBANON ENTERPRISE, Staff  
Excellent idea, good organization.  
Second Place - HARRODSBURG HERALD, Staff

## Category 15 - HOLIDAY GREETING ADS

First Place - WAYNE COUNTY OUTLOOK,

Lois Yoakum  
Good use of spot color and white space.  
Second Place - HARRODSBURG HERALD, Sharon Perkins  
"Udderly" divine photograph.  
Third Place - HARRODSBURG HERALD, Jackie Larkins  
Category 16 - AGRICULTURE/LAWN AND GARDEN/FLORESTA  
First Place - HARRODSBURG HERALD, Bill Mudd/Jackie Larkin  
Fresh clean layout. Makes us think Spring!  
Second Place - LEBANON ENTERPRISE, Donna Mattingly/Mary Ann Blair  
Nice illustration for border.  
Third Place - WAYNE COUNTY OUTLOOK, Melinda Jones

## Category 17 - CLASSIFIED PAGE/SECTION

First Place - JESSAMINE JOURNAL, Staff  
Very well organized and categories well defined. Nice clean pages.  
Second Place - MT. STERLING ADVOCATE, Lisa Weaver  
Third Place - OLDHAM ERA, Staff

## Category 18 - SPECIAL PUBLICATIONS

First Place - HARRODSBURG HERALD, Staff  
Great sales effort! Good editorial content. Page layouts clean.  
Second Place - TRIBUNE COURIER, Terri Dunnigan/Patty Stockhaus/Gary Stockhaus

## Category 19 - BEST USE OF COLOR

First Place - WAYNE COUNTY OUTLOOK, Melinda Jones  
Great use of full color and white space combined. Warm inviting ad.  
Second Place - HARRODSBURG HERALD, Bill Mudd/Jackie Larkins  
Great illustration! Border ties in very well.  
Third Place - LEBANON ENTERPRISE, Mary May/Mary Anne Blair  
Ad jumps right off of page.

## Category 20 - BEST AD SERIES

First Place - TRIBUNE COURIER, Jerry Lyles  
Great use of teaser concept!! Color is awesome! Art is as well.  
Second Place - OLDHAM ERA, Victor Giancola/Dorothy Abernathy  
Great illustration and good clean layout.  
Third Place - HARRODSBURG HERALD, Sharon Perkins  
We had a hard time deciding between the two groups. Great idea. We think we'll steal it!  
Honorable Mention - HARRODSBURG HERALD, Sharon Perkins  
Ditto!

## Category 21 - GENERAL MISCELLANEOUS

First Place - HARRODSBURG HERALD, Sharon Perkins/Margaret Cecil  
Great layout!  
Second Place - MEADE COUNTY MESSENGER, Charlotte Schinder  
Good theme layout.  
Third Place - TRIBUNE COURIER, Terri Dunnigan  
He must be a great guy!!

## Category 22 - SPORTING GOODS/ATHLETICS

First Place - OLDHAM ERA, Peachie Armstrong  
Great illustrations.  
Second Place - MT. STERLING ADVOCATE, Lisa McNay  
Well organized layout.  
Third Place - MT. STERLING ADVOCATE, Lisa McNay

See WEEKLY CLASS 3, page 15

*Camden Manor*


Highway 146 • Crestwood

**OPEN HOUSE  
SUNDAY  
MAY 29 2-4 P.M.**

5 Models To Choose From



Country Manor      Regency




Princeton      Camden





Jamestown



*Ley Homes  
Marketed by  
Michael Logsdin  
241-8435*


*The Oldham Era (left),  
Lebanon Enterprise (bottom  
left) and the Mt. Sterling  
Advocate won awards  
for these ads in the Weekly  
Class 3 Division.*

**It's True**  
Money does grow...




**When it's carefully tended.**

At Citizens National Bank,  
going the extra mile to help our customer  
is how we've improved our business.



**Citizens National Bank**  
149 WEST MAIN STREET • LEBANON, KENTUCKY 40033


Member FDIC 

*Tell Your Mom You  
Love Her ... Give Her A  
"Momma - Gram"*

Remind her to have a mammogram  
for Mother's Day

Mammograms are recommended  
at the following times:

- Ages 35-40: Base Line Screening Mammogram
- Ages 40-49: Every one to two years
- Ages 50 or older: Yearly mammograms



**Sterling Imaging, Inc.**  
at 250 Foxglove Drive on the  
Bypass at the Mt. Sterling  
Medical Center provides low  
cost, high quality mammo-  
grams in a private setting. Call  
(606) 498-2871 for a mammo-  
gram appointment.

**Sterling Imaging, Inc.**  
is a certified mammography facility  
by the American College of Radiol-  
ogy and the federal government.

# MULTI-WEEKLY

## Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES

First Place - PRINCETON TIMES LEADER, Ellen Franklin  
The artwork used, Christmas bulbs, made the ad stand out on the page.  
Second Place - PRINCETON TIMES LEADER, Vickie Hughes  
I liked the border used, it brought attention to the sale ad.  
Third Place - PRINCETON TIMES LEADER, Chip Hutcheson  
The use of the large egg-man is attention getting. Ad was not cluttered.

## Category 2 - AUTOMOTIVE

First Place - APPALACHIAN NEWS EXPRESS, PIKEVILLE, Teresa Branham  
Effective use of white space.  
Second Place - TIE - KENTUCKY STANDARD, BARDSTOWN, Rachael Downs/Donna Wilhite  
Nice clean ad, good color.  
Second Place - TIE - CENTRAL KENTUCKY NEWS JOURNAL, CAMPBELLSVILLE, Vickie Finn  
Unique artwork with effective use of color.  
Third Place - SHELBYVILLE SENTINEL NEWS, Tracy Keplinger/Patti Gaston  
Good color. Clean layout, ad is easy to read.  
Honorable Mention - SENTINEL NEWS, Victoria Schreiner  
Creative photo and headline tie in.

## Category 3 - HARDWARE/APPLIANCE/ELECTRONICS STORES

First Place - PRINCETON TIMES LEADER, Vickie Hughes  
Good use of small space. Attention getting.  
Second Place - PRINCETON TIMES LEADER, Ellen Franklin  
Good use of reverse artwork. Unique.  
Third Place - PRINCETON TIMES LEADER, Vickie Hughes  
Good use of mortise.  
Honorable Mention - SHELBYVILLE SENTINEL NEWS, Pam Payton/Mary Baxter  
Good use of artwork. Attention getting.

## Category 4 - FINANCIAL

First Place - CENTRAL KENTUCKY NEWS JOURNAL, Vickie Finn  
Effective use of negative space.  
Second Place - PRINCETON TIMES LEADER, Ellen Franklin  
Clean ad.  
Third Place - APPALACHIAN NEWS EXPRESS, Dawn E. Tucker  
Effective artwork.

## Category 5 - PROFESSIONAL SERVICES

First Place - PRINCETON TIMES LEADER, Ellen Franklin  
Clean layout, excellent color.  
Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston  
Third Place - SHELBYVILLE SENTINEL NEWS, Pam Payton/Patti Gaston  
Cute dog. Good color.  
Honorable Mention - KENTUCKY STANDARD, Karla Lanham/Debbie Hutchins  
Good use of artwork.

## Category 6 - FOOD/DRUG/LIQUOR

First Place - PRINCETON TIMES LEADER,

Ellen Franklin

Artwork and heading tie in nicely.  
Second Place - PRINCETON TIMES LEADER, Ellen Franklin  
Nice photo.  
Third Place - PRINCETON TIMES LEADER, Vickie Hughes  
Good use of color. Clean ad.

## Category 7 - FURNITURE

First Place - APPALACHIAN NEWS EXPRESS, Debi Mullins  
Clean. Good use of artwork and color.  
Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Vickie Finn  
Good use of artwork.  
Third Place - PRINCETON TIMES LEADER, Vickie Hughes  
Artwork is attention getting.  
Honorable Mention - APPALACHIAN NEWS EXPRESS, Dawn E. Tucker

## Category 8 - REAL ESTATE

First Place - KENTUCKY STANDARD, Rachael Downs/Sheila Cecil  
Clean. Good use of color.  
Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Susan Greene/Wilma Clark  
Effective, gets idea across.  
Third Place - SHELBYVILLE SENTINEL NEWS, Pam Payton/Patti Gaston  
Honorable Mention - SHELBYVILLE SENTINEL NEWS, Judy James/Patti Gaston

## Category 9 - CLOTHING STORES

First Place - APPALACHIAN NEWS EXPRESS, Debi Mullins  
Effective photo!  
Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston  
Clean. Good use of artwork  
Third Place - APPALACHIAN NEWS EXPRESS, Debi Mullins  
Clean clear copy. Good pictures.

## Category 10 - MULTIPLE ADVERTISER/SIG" PAGE

First Place - APPALACHIAN NEWS EXPRESS, Staff  
Creative way to sell small space advertising.  
Second Place - PRINCETON TIMES LEADER, Vickie Hughes/Ellen Franklin  
Excellent way to support hometown person. Good response by businesses.  
Third Place - SHELBYVILLE SENTINEL NEWS, Staff  
Good use of color in background.

## Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - APPALACHIAN NEWS EXPRESS, Emma Spears  
Good color. Clean.  
Second Place - TIE - SHELBYVILLE SENTINEL NEWS, Patti Gaston  
Good artwork and color usage.  
Second Place - TIE - SHELBYVILLE SENTINEL NEWS, Patti Gaston  
Third Place - TIE - PRINCETON TIMES LEADER, Vickie Hughes/Ellen Franklin  
Good use of picture.  
Third Place - TIE - SHELBYVILLE SENTINEL NEWS, Patti Gaston  
Good artwork and color.

## Category 12 - ENTERTAINMENT/DINING

First Place - SHELBYVILLE SENTINEL NEWS, Angela Crossan/Patti Gaston  
Attention getting photo.  
Second Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston  
Third Place - CENTRAL KENTUCKY NEWS

JOURNAL, Melinda T. Cash

## Category 13 - SPECIAL SECTIONS

First Place - PRINCETON TIMES LEADER, Vickie Hughes/Ellen Franklin  
Excellent reproduction on cover design!  
Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff  
Third Place - APPALACHIAN NEWS EXPRESS, Staff  
Honorable Mention - APPALACHIAN NEWS EXPRESS, Staff

## Category 14 - GROUP PROMOTIONS

First Place - PRINCETON TIMES LEADER, Ellen Franklin  
Good choice of color. Clean ad.  
Second Place - PRINCETON TIMES LEADER, Vickie Hughes/Ellen Franklin  
Good artwork and color.  
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff

## Category 15 - HOLIDAY GREETING ADS

First Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston  
Excellent idea!  
Second Place - SHELBYVILLE SENTINEL NEWS, Patti Gaston/Mary Baxter  
Great color usage. Cute kids.  
Third Place - PRINCETON TIMES LEADER, Ellen Franklin  
Nice photo. Good color.  
Honorable Mention - SHELBYVILLE SENTINEL NEWS, Judy James/Patti Gaston  
Excellent way to recognize employees.

## Category 16 - AGRICULTURE/LAWN AND GARDEN/FORIST

First Place - PRINCETON TIMES LEADER, Ellen Franklin/Vickie Hughes  
Clean, good use of artwork  
Second Place - PRINCETON TIMES LEADER, Ellen Franklin  
Good use of color.  
Third Place - PRINCETON TIMES LEADER, Ellen Franklin  
Good choice of color.

## Category 17 - CLASSIFIED PAGE/SECTION

First Place - SHELBYVILLE SENTINEL NEWS, Judy James/Beth Ferguson  
Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Susan Greene/Wilma Clark  
Third Place - PRINCETON TIMES LEADER, Willie McGregor

## Category 18 - SPECIAL PUBLICATIONS

First Place - KENTUCKY STANDARD, Staff  
Second Place - PRINCETON TIMES LEADER, Vickie Hughes/Ellen Franklin  
Third Place - KENTUCKY STANDARD, Staff

## Category 19 - BEST USE OF COLOR

First Place - SHELBYVILLE SENTINEL NEWS, Patti Gaston  
Good reproduction/color line.  
Second Place - PRINCETON TIMES LEADER, Ellen Franklin  
Third Place - CENTRAL KENTUCKY NEWS JOURNAL, Melinda T. Cash  
Honorable Mention - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Patti Gaston  
Good use of green on money.

## Category 20 - BEST AD SERIES

First Place - KENTUCKY STANDARD, Rachael Downs/Debbie Hutchins  
Good idea!  
Second Place - SHELBYVILLE SENTINEL NEWS, Chris Welch/Patti Gaston

See MULTI-WEEKLY, Page 15



These ads helped secure first, second and third-place finishes for the Princeton Times-Leader (right), the Shelbyville Sentinel-News (far right) and the Appalachian News-Express in the Multi-Weekly division.



## DON'T BE LEFT BEHIND

Join Your Friends at Rio's Steakhouse.

Isn't It About Time To Choose A Restaurant Based On Quality and Service?



**8 OZ. SIRLOIN**

PLEASE PREPARE COUPON

**\$1.00 OFF**

**RIBEYE DINNER**

PLEASE PREPARE COUPON

**\$1.00 OFF**

**BUFFALO BILL WINGS**

PLEASE PREPARE COUPON

**\$2.50**

**1 CHILD'S MEAL**

**FREE**

Home of the... Wild onion

HAPPY HOUR 4 to 7 PM

Special Drink Prices!



1100 U.S. 127 SOUTH FRANKFORT, KY 40601  
502-227-1185 FAX: 502-227-8201  
Get Your Order For Pick up!

## UNIQUE BOUTIQUE SALE!

All Fall Merchandise **20% OFF**  
All Summer Merchandise **70% OFF**



Pictured, Landon Tackett, son of Barry Tackett and grandson of Jimmy and Zetta Tackett.

Hibbard Street, Downtown Pikeville

Phone 432-5008

# DAILY CLASS 1

## Category 1 - DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - HENDERSON GLEANER, Nancy Hamilton  
Eye catching, clean, not crowded.  
Second Place - WINCHESTER SUN, Bonnie Ball/Jerry Turner  
Third Place - TIE - MURRAY LEDGER & TIMES, Mary Ann Orr  
Different, makes you want to read captions.  
Third Place - TIE - WINCHESTER SUN, Tammy Hawkins  
Clean, not crowded, everything stands out.

## Category 2 - AUTOMOTIVE

First Place - MIDDLESBORO DAILY NEWS, Diana Carnes  
Very well laid out! Strong points obvious, not cluttered, classy!!  
Second Place - TIE - HENDERSON GLEANER, William C. Rice/Alan Inkenbrandt  
Second Place - TIE - HENDERSON GLEANER, Chad Williams/Alan Inkenbrandt  
Third Place - HENDERSON GLEANER, Mary June Goodley/Robin Boggeman  
Clean, classy. Know right away what they are selling.

## Category 3 - HARDWARE/APPLIANCE/ ELECTRONICS STORES

First Place - MAYSVILLE LEDGER INDEPENDENT, Angela Hughes/Dionne Laycock  
Nice, neat ad. Grabs your attention from the start. Good combination of thoughts. Overall good design.  
Second Place - HENDERSON GLEANER, Shannon Royster/Alan Inkenbrandt  
Cute use of ice cubes at bottom. Good color on penguin. Appliances separated nicely.  
Third Place - WINCHESTER SUN, Ann Laurence/Jerry Turner  
All products stand out well, easy to read. Clean.

## Category 4 - FINANCIAL

First Place - MIDDLESBORO DAILY NEWS, Pat Cheek  
Tells the point, great ad, good use of space. Could be used for any type of business which makes you read content.  
Second Place - MIDDLESBORO DAILY NEWS, Pat Cheek  
Easy to read, good concept. Clean layout.  
Third Place - MIDDLESBORO DAILY NEWS, Bill Moore  
Eye catching. Nice artwork.

## Category 5 - PROFESSIONAL SERVICES

First Place - WINCHESTER SUN, Tammy Hawkins/Jerry Turner  
Simple, clean, good concept.  
Second Place - RICHMOND REGISTER, Ruth Wolfe  
Nice wholesome picture makes the reader read the entire ad.  
Third Place - HENDERSON GLEANER, Kim Mullican/Robin Boggeman  
Comforting picture, maybe makes the reader more interested.

## Category 6 - FOOD/DRUG/LIQUOR

First Place - RICHMOND REGISTER, Perry Stocker  
Good idea, effective use of picture. Simple, easy to

read copy.

Second Place - TIE - WINCHESTER SUN, Tammy Hawkins/Jerry Turner  
Love the bags, cut art, not cluttered. Lots of info, effective use of space.  
Second Place - TIE - WINCHESTER SUN, Tammy Hawkins/Jerry Turner  
Able to get several sale items in ad space.  
Third Place - MIDDLESBORO DAILY NEWS, Pat Cheek  
Make me want to shop at Kroger's.

## Category 7 - FURNITURE

First Place - WINCHESTER SUN, Tammy Hawkins  
Good use of color. Nice border. All main points are stressed.  
Second Place - RICHMOND REGISTER, Teresa Scenters  
Cute, simple ideas, cute art. Laid out well.  
Third Place - RICHMOND REGISTER, Teresa Scenters  
A little busy, but easy to read. Attention catching.

## Category 8 - REAL ESTATE

First Place - MAYSVILLE LEDGER INDEPENDENT, Mary Ann Fay/Shelly Hargett  
Classy ad, good use of different color.  
Second Place - MAYSVILLE LEDGER INDEPENDENT, Mary Ann Fay/Mary Beth Ring  
Oval pictures better than standard blocks, warmer.  
Third Place - MIDDLESBORO DAILY NEWS, Diana Carnes  
Exceptionally wise use of space, don't have to squint to read descriptions as in most realty ads.

## Category 9 - CLOTHING STORES

First Place - MAYSVILLE LEDGER INDEPENDENT, Beverly Lykins/Mary Beth Ring  
Good use of color, not overdone, color on background nice idea. Nice art.  
Second Place - MURRAY LEDGER & TIMES, Fran Faith  
Layout draws you straight to the ad. Bold border.  
Third Place - HENDERSON GLEANER, Kim Mullican  
Like the picture of lady. Good idea to get women's attention.  
Honorable Mention - HENDERSON GLEANER, Shannon Royster  
By using firecracker theme, draws attention, even though misleading.

## Category 10 - MULTIPLE ADVERTISER/"SIG" PAGE

First Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Karen Schmidt  
Cute as can be, nice colors. Something every parent probably hung on their fridge.  
Second Place - MIDDLESBORO DAILY NEWS, Florence Sharpe  
Wow! What an impact. Gives you cold chills.  
Third Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Shelly Hargett  
Cute ad. Good color. Good use of theme to get readers to read info.

## Category 11

### CREATIVE USE OF THE NEWSPAPER

First Place - MIDDLESBORO DAILY NEWS, Pat Cheek  
Just a real good idea. Sells the concept of newspaper advertising and it's very true.  
Second Place - WINCHESTER SUN, Bob Martin  
Makes people check paper everyday for the ad. Good employee moral builder.  
Third Place - DANVILLE ADVOCATE MESSENGER, Debbie H. Morris  
Really sells the color. Tactic of black/white ad shown smaller really works.

## Category 12 - ENTERTAINMENT/DINING

First Place - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton  
Great colors! If you like Mexican food, you'd want to go there.  
Second Place - MURRAY LEDGER & TIMES, Lori Andrus  
Just says ice cream.  
Third Place - HENDERSON GLEANER, Debbie Martin  
Draws your eye. Liked bingo cards extending beyond border.  
Honorable Mention - MAYSVILLE LEDGER INDEPENDENT, Marlene Lykins/Dionne Laycock

## Category 13 - SPECIAL SECTIONS

First Place - MIDDLESBORO DAILY NEWS, Staff  
Very unique, good interaction between paper and public.  
Second Place - HENDERSON GLEANER, Staff  
Doesn't isolate the students, exceptional idea!  
Third Place - FRANKFORD STATE JOURNAL, Staff  
Real quality work, gave advertisers their money's worth.  
Honorable Mention - TIE - RICHMOND REGISTER, Staff  
Honorable Mention - TIE - HENDERSON GLEANER, Staff  
Honorable Mention - TIE - WINCHESTER SUN, Staff

## Category 14 - GROUP PROMOTIONS

First Place - RICHMOND REGISTER, Pam King  
Gives you a Christmas shopping feeling.  
Second Place - RICHMOND REGISTER, Ruth Wolfe  
Good color, clean, gives you movies, pizza, sports and coupons!  
Third Place - HENDERSON GLEANER, Shannon Royster  
Effective without color, good black/white display.

## Category 15 - HOLIDAY GREETING ADS

First Place - RICHMOND REGISTER, Perry Stocker  
Good art, effective use of black/white.  
Second Place - MIDDLESBORO DAILY NEWS, Bill Moore  
Adds a personal touch to business.  
Third Place - RICHMOND REGISTER, Pam King  
Cute ad, very warm. It's Christmas!

## Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTS

First Place - TIE - DANVILLE ADVOCATE MESSENGER, Robert Cunningham/Jenny Upton  
Unusual combination of colors.  
First Place - TIE - HENDERSON GLEANER, Debbie Martin/Kathy Martyn  
Good use of art and color.  
Second Place - HENDERSON GLEANER, Nancy Hamilton  
Nice border. Good layout, nice use of font.  
Third Place - MAYSVILLE LEDGER INDEPENDENT, Patty Moore/Mary Beth Ring

## Category 17 - CLASSIFIED PAGE/SECTION

First Place - WINCHESTER SUN, Staff  
Loved the pizza ad.  
Second Place - HENDERSON GLEANER, Staff  
Nice clean format. Separated well.  
Third Place - HENDERSON GLEANER, Staff  
Easy to follow.

## Category 18 - SPECIAL PUBLICATIONS

Certificate Of Merit - RICHMOND REGISTER, Staff

See DAILY CLASS 1, page 15



# DAILY CLASS 2

## Category 1 - DEPARTMENT/DISCOUNT/ JEWELRY STORES

First Place - KENTUCKY NEW ERA, HOPKINSVILLE, Diane Collins  
Good use of artwork.  
Second Place - KENTUCKY NEW ERA, Diane Collins  
Nice screening.  
Third Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Bernie Hale  
Clean ad. Nice artwork.

## Category 2 - AUTOMOTIVE

First Place - KENTUCKY NEW ERA, Kari McRae  
Good use of color.  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Sandra Logsdon/Portia Oldham  
Great photo!!  
Third Place - BOWLING GREEN DAILY NEWS, Andrea Dennis  
Good use of color.  
Honorable Mention - KENTUCKY NEW ERA, Kari McRae  
Clean ad. Good color.

## Category 3 - HARDWARE/APPLIANCE/ ELECTRONICS STORES

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Lydia Leasor  
Good photo, good use of color.  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Mathers  
Nice clean ad. Good with screening.  
Third Place - KENTUCKY NEW ERA, Kari McRae  
Good use of artwork.  
Honorable Mention - ELIZABETHTOWN NEWS ENTERPRISE, Tracey Keplinger/Susan McCrobie

## Category 4 - FINANCIAL

First Place - KENTUCKY NEW ERA, Tom Sholar  
Good artwork.  
Second Place - KENTUCKY NEW ERA, Traci Rodgers  
Nice border.  
Third Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Mignon Backstrom  
Good color.

## Category 5 - PROFESSIONAL SERVICES

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Debbie Crawford/Tina Bird  
Excellent idea! Attention getter!  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Mathers  
Good use of color.  
Third Place - ASHLAND DAILY INDEPENDENT, Susie Jameson  
Good use of color, clean ad.  
Honorable Mention - PADUCAH SUN, Becky Harris  
Good use of photo.

## Category 6 - FOOD/DRUG/LIQUOR

First Place - KENTUCKY NEW ERA, Kari McRae  
Cute idea.  
Second Place - KENTUCKY NEW ERA, Kari McRae  
Good use of artwork.

Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Tracey Keplinger/Bill Mathers  
Good color.

## Category 7 - FURNITURE

First Place - KENTUCKY NEW ERA, Kari McRae  
Good mixture of artwork and color.  
Second Place - KENTUCKY NEW ERA, Richard Wimsatt  
Good artwork, eye catching.  
Third Place - KENTUCKY NEW ERA, Richard Wimsatt  
Honorable Mention - TIE - KENTUCKY NEW ERA, Kari McRae  
Honorable Mention - TIE - KENTUCKY NEW ERA, Kari McRae

## Category 8 - REAL ESTATE

First Place - PADUCAH SUN, Liz Latta  
Good use of color on artwork.  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Lydia Leasor  
Good idea.  
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Anderson/Lydia Leasor

## Category 9 - CLOTHING STORES

First Place - KENTUCKY NEW ERA, Mary Chambers  
Good idea.  
Second Place - KENTUCKY NEW ERA, Mary Chambers  
Eye catching artwork.  
Third Place - KENTUCKY NEW ERA, Mary Chambers  
Honorable Mention - OWENSBORO MESSENGER INQUIRER, L.W. Powell/Julie Smith

## Category 10 - MULTIPLE ADVERTISER/SIG' PAGE

First Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Mathers/Lisa Dickens  
Clean ad, nice color.  
Second Place - PADUCAH SUN, Judy Brooks  
Clean layout.  
Third Place - KENTUCKY NEW ERA, Staff  
Honorable Mention - KENTUCKY NEW ERA, Diane Collins

## Category 11

**CREATIVE USE OF THE NEWSPAPER ADVERTISER/SIG' PAGE**  
First Place - ELIZABETHTOWN NEWS ENTERPRISE, Bill Mathers/Richard Price  
Good use of artwork and color.  
Second Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Sue Trautwein  
Clean, good idea and color.  
Third Place - KENTUCKY NEW ERA, Willie Renshaw

## Category 12 - ENTERTAINMENT/DINING

First Place - KENTUCKY NEW ERA, Kari McRae  
Good artwork.  
Second Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson/Natalie Hayden  
Good pictures and color.  
Third Place - KENTUCKY NEW ERA, Kari McRae  
Honorable Mention - ELIZABETHTOWN NEWS ENTERPRISE, Tracey Keplinger/Patricia Griffith

## Category 13 - SPECIAL SECTIONS

First Place - KENTUCKY NEW ERA, Staff  
Good clean uniform section.  
Second Place - LEXINGTON HERALD LEADER, Staff  
Third Place - TIE - ELIZABETHTOWN NEWS ENTERPRISE, Staff  
Third Place - TIE - OWENSBORO MESSENGER INQUIRER, Staff

## Category 14 - GROUP PROMOTIONS

Honorable Mention - ELIZABETHTOWN NEWS ENTERPRISE, Staff  
First Place - KENTUCKY NEW ERA, Richard Wimsatt  
Nice layout.  
Second Place - KENTUCKY NEW ERA, Staff  
Good clean ad.  
Third Place - LEXINGTON HERALD LEADER, Staff

## Category 15 - HOLIDAY GREETING ADS

First Place - OWENSBORO MESSENGER INQUIRER, L.W. Powell/Gordon Wilkerson  
Good idea!  
Second Place - OWENSBORO MESSENGER INQUIRER, Vickie Nelson  
Good pictures.  
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Portia Oldham/Tina Bird  
Good use of color.

## Category 16 - AGRICULTURE/ LAWN AND GARDEN/FLORESTS

First Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Mignon Backstrom  
Great use of color. Great ad!!  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Tracey Keplinger/Debbie Polly  
Good idea.  
Third Place - KENTUCKY NEW ERA, Kari McRae

## Category 17 - CLASSIFIED PAGE/SECTION

First Place - BOWLING GREEN DAILY NEWS, Staff  
Second Place - OWENSBORO MESSENGER INQUIRER, Staff  
Third Place - OWENSBORO MESSENGER INQUIRER, Staff

## Category 18 - SPECIAL PUBLICATIONS

First Place - KENTUCKY NEW ERA, Staff  
Excellent!!!  
Second Place - OWENSBORO MESSENGER INQUIRER, Staff  
Nice job.  
Third Place - LEXINGTON HERALD LEADER, Creative Services Staff

## Category 19 - BEST USE OF COLOR

First Place - LEXINGTON HERALD LEADER, Camille Weber/Ami Shaw  
Excellent idea! Great color!  
Second Place - OWENSBORO MESSENGER INQUIRER, L.W. Powell/Gordon Wilkerson  
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Debbie Crawford/Tina Bird  
Honorable Mention - KENTUCKY NEW ERA, Kari McRae

## Category 20 - BEST AD SERIES

First Place - LEXINGTON HERALD LEADER, Camille Weber/Ami Shaw  
Clever series.  
Second Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Sue Trautwein  
Third Place - OWENSBORO MESSENGER INQUIRER, Enid Roach/Pam Gosnell

## Category 21 - GENERAL MISCELLANEOUS

First Place - KENTUCKY NEW ERA, Tom Sholar  
Good idea and artwork.  
Second Place - PADUCAH SUN, Nick Coltharp  
Third Place - KENTUCKY NEW ERA, Tom Sholar  
Nice idea.

See DAILY CLASS 2, page 15

**SITES JEWELERS** RETIREMENT SALE

**FINAL REDUCTION**

**4 DAYS LEFT**



**45% TO 70%**  
ON FINE JEWELRY

EVERYTHING IN THE STORE ON SALE! NOTHING HELD BACK

MasterCard VISA Discover American Express

**Sites JEWELERS**

STORE HOURS: 9 TO 5 MON THROUGH FRI  
200 FRANKLIN STREET  
CLARKSVILLE, TN 37041-0705  
615-648-0878

STORE HOURS: 10 TO 9 MON THROUGH SAT  
12 TO 5 SUNDAY  
GOVERNORS SQUARE MALL  
2801 GUTHRIE HIGHWAY  
CLARKSVILLE, TN 37040  
615-552-1112

**EIGHTH ANNUAL OWENSBORO COMMUNITY COLLEGE 5K ROAD RACE & FUN RUN**

**SAT., APRIL 8, 1995 9:00 A.M.**

**REGISTRATION**  
Registration forms are available at Owensboro Community College. Registration, check-in and late registration are scheduled from 8:00 a.m. until 8:45 a.m. in front of the Administration Building at Owensboro Community College.

**ENTRY FEE**  
(Includes Shirt)  
**\$10.00** before the day of the race  
**\$12.00** on the day of the race

**AWARDS**  
Trophies will be awarded to the first male and female finisher — overall, to the top three male and female finishers in the Wheelchair Division, and to the top three male and female finishers in each of the 12 age groups. All awards will be announced and presented at the finish of the race, approximately 10:30 a.m. Drawing for a \$250 cash prize will be included.

**ROUTE**  
The race route is from Legion Park to OCC's campus. Parking is available at the campus. Free transportation will be provided to the starting line.

**NEW! Wheelchair Division**

**For More Information Call Reggie Tolbert 686-4419**

**OWENSBORO COMMUNITY COLLEGE**  
University of Kentucky Community College System

**SPONSORED BY**  
**National City Bank** **Kroger**

If You  
Pop, Twist  
Tap, Jerk  
or  
Shoot, Stick Down,  
Swig, Park, Pound,  
Toast, Tank,  
Belt, Tie One On,  
Kick, Hammer,  
Bottom Up,  
Polish Off,  
Guzzle,  
Down,  
Gulp  
or  
Drink

**Don't Drive!**

Stay safe on prom night!  
Don't Drink and Drive.

**Lakeview Rehabilitation Hospital**  
134 Heartland Drive, Elizabethtown  
769-3100

The division for the state's largest newspapers, *Daily Class* 2, featured first place ads from the *Kentucky New Era*, (top left and bottom right), the *Owensboro Messenger-Inquirer* (top right), and the *Elizabethtown News-Enterprise*, left.

**Tuesday Night is Kids Night!**  
**Kids Eat FREE!**  
From the children's menu  
\$1 child per paying adult



**BARTHOLOMEW'S**  
Fine Food & Spirits  
112 S. Main St., Hopkinsville • 885-5783

MAY 1997

Page 14 - KPA Spring Ad Contest, 1996

## Associate Newspapers

### Category 1 - DEPARTMENT/DISCOUNT/JEWELRY STORES NO ENTRIES

#### Category 2 - AUTOMOTIVE

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
Good clean looking ad. Headline ties in with cuts, background balloons with copy in top balloons tie in whole concept.  
Second Place - INSIDE THE TURRET, Jenny Brown/Debbie Polly  
Cuts lend to the celebration theme. Clean, easy to read.  
Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
Cuts and artwork carry out the sales idea.

#### Category 3 - HARDWARE/APPLIANCE/ELECTRONICS STORES

First Place - WILLIAMSON DAILY NEWS, Lisa Cundiff  
Color makes the difference. Nearly perfect reproduction with attractive layout.  
Second Place - WILLIAMSON DAILY NEWS, Lisa Cundiff  
Nice effect offsetting product blocks with artwork.

#### Category 4 - FINANCIAL

First Place - INSIDE THE TURRET, Debbie Crawford/Tina Bird  
Superb color quality with nice tie-in between artwork and headline.

#### Category 5 - PROFESSIONAL SERVICES

First Place - WILLIAMSON DAILY NEWS, Patti Lawson  
Effective layout, quality color with ingredients to make this eye-appealing.  
Second Place - WILLIAMSON DAILY NEWS, Patti Lawson  
Gets the message out that ARH is more than just a hospital and does it quite effectively.

#### Category 6 - FOOD/DRUG/LIQUOR

NO ENTRIES

#### Category 7 - FURNITURE

First Place - WILLIAMSON DAILY NEWS, Lisa Cundiff  
Artwork and theme bring this together nicely. Might like to have seen larger furniture artwork with smaller copy.

#### Category 8 - REAL ESTATE

NO ENTRIES

#### Category 9 - CLOTHING STORES

First Place - WILLIAMSON DAILY NEWS, Lisa Cundiff  
Clever small space ad. The cut makes you want to stop and read.  
Second Place - WILLIAMSON DAILY NEWS, Lisa Cundiff  
Cute ad.  
Third Place - WILLIAMSON DAILY NEWS, Lisa Cundiff

#### Category 10 - MULTIPLE ADVERTISER/SIG PAGE

First Place - WILLIAMSON DAILY NEWS,

Renee Copley

Important message that through artwork makes the reader want to cover the A through Z.  
Second Place - WILLIAMSON DAILY NEWS, Staff  
Color might have made this a first place.

#### Category 11 - CREATIVE USE OF THE NEWSPAPER

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
This is definitely a catchy ad. Makes you want to stop and read just by glancing.  
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
Lots of information, but did it in a clean, effective manner.  
Third Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
Cute ad. Need to check spelling more thoroughly.

#### Category 12 - ENTERTAINMENT/DINING

First Place - WILLIAMSON DAILY NEWS, Staff  
Slightly cluttered but effective. Gives readers plenty of options.

#### Category 13 - SPECIAL SECTIONS

First Place - INSIDE THE TURRET, Staff  
Good idea to involve a Baby Contest through Special Section. Gets both the advertiser and reader involved.  
Second Place - INSIDE THE TURRET, Staff  
Lots of good information on everything about car care. Pertinent ads, too.

#### Category 14 - GROUP PROMOTIONS

NO ENTRIES

#### Category 15 - HOLIDAY GREETING ADS

First Place - WILLIAMSON DAILY NEWS, Staff  
Cuts and message make this an effective ad. Unusual for this type of message.  
Second Place - WILLIAMSON DAILY NEWS, Lisa Cundiff  
Cuts and message tie together.  
Third Place - WILLIAMSON DAILY NEWS, Lisa Cundiff  
This could have been first place except the photo is out of focus.

#### Category 16 - AGRICULTURE/LAWN AND GARDEN/FORISTIS

NO ENTRIES

#### Category 17 - CLASSIFIED PAGE/SECTION CERTIFICATE OF MERIT - INSIDE THE TURRET

#### Category 18 - SPECIAL PUBLICATIONS

First Place - INSIDE THE TURRET, Staff  
Second Place - WILLIAMSON DAILY NEWS, Staff

#### Category 19 - BEST USE OF COLOR

First Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
Draws attention immediately to this ad when looking at page. Good clean color. Good job.  
Second Place - WILLIAMSON DAILY NEWS, Lisa Marcum  
This whole ad being in color is great. The colors blend well together. Good print job helped this ad.  
Third Place - WILLIAMSON DAILY NEWS, Patti Lawson  
Effective use of color, good printing.

#### Category 20 - BEST AD SERIES

First Place - WILLIAMSON DAILY NEWS,

Patti Lawson

Catchy headlines with eye-catching artwork throughout the series and message well written.  
Second Place - WILLIAMSON DAILY NEWS, Cindy Mounts

#### Category 21 - GENERAL MISCELLANEOUS

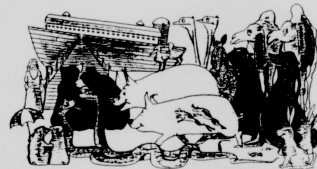
First Place - WILLIAMSON DAILY NEWS, Patti Lawson  
Beautiful color work with well deserved recognition in effective package.  
Second Place - INSIDE THE TURRET, Susan McCrobie/Gloria Sykes  
Small but attractive artwork with a simple message.  
Third Place - WILLIAMSON DAILY NEWS, Michelle Allen  
Great idea!

#### Category 22 - SPORTING GOODS/ATHLETICS

First Place - WILLIAMSON DAILY NEWS, Lisa Cundiff

#### Category 23 - SPECIAL EVENTS CERTIFICATE OF MERIT, WILLIAMSON DAILY NEWS, Lisa Cundiff

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## Weekly 2

Continued from page 4

Third Place - CADIZ RECORD, Jan Witty  
Clear holiday theme, interesting way to show holiday theme.

**Category 16 AGRICULTURE/LAWN AND GARDEN/FLORESTIS**  
First Place - LARUE COUNTY HERALD NEWS, Susan McCrobie/Michelle McGuffin

Well designed ad. Nice use of color.  
Second Place - LARUE COUNTY HERALD NEWS, Debbie Polly/Michelle McGuffin  
Excellent use of color. Appropriate! Nice delicate art work.  
Third Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox  
Unusual approach is very interesting. Good use of screen tones.

**Category 17 - CLASSIFIED PAGE/SECTION**

First Place - UNION COUNTY ADVOCATE, Staff  
Unusual but readable heading. The headings stand out at top of each column. Type style is cleaner.  
Second Place - LARUE COUNTY HERALD NEWS, Staff  
Sections are easy to read, balanced type weight.  
Third Place - TOMPKINSVILLE NEWS, Teresa Scott  
Different but readable heads. Nice column width. Unique look.  
Honorable Mention - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Nice headings with illustrations.

**Category 18 SPECIAL PUBLICATIONS**  
Certificate of Merit - CADIZ RECORD, Jan Witty/Rebecca Boggess

**Category 19 - BEST USE OF COLOR**  
First Place - CRITTENDEN PRESS, Marty Kares  
Good subtle color. Appropriate and eye catching.  
Second Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox  
Creative use of color. Enhances message.  
Third Place - ADAIR PROGRESS, Rita Murrell/Lisa Robbins  
Nice, stark use of spot color.  
Honorable Mention - HENRY COUNTY LOCAL, Dave Eldridge  
Good bold grabbing use of spot color. Bold but not gaudy.

**Category 20 - BEST AD SERIES**  
First Place - MCLEAN COUNTY NEWS, Teresa Revlett/Stacy Maddox

Consistency of concept, good job of building identity.  
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Lighter approach to an uneasy subject. Quirky interesting twist on themes, spring cleaning, etc.  
Third Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
A similar look, but with enough variety to maintain interest.  
Honorable Mention - MCLEAN COUNTY NEWS, Teresa Revlett/Jan Young/Jeanette Sutherlin/Stacy Maddox  
Interesting way to encourage advertisers.

**Category 21 GENERAL MISCELLANEOUS**  
First Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Absolutely clever idea!! Much lighter than average church approach. Interesting design, eye catching.  
Second Place - SPRINGFIELD SUN, Shorty Lassiter/Kim Hupman  
Nice placement and use of illustration. Nice flow and sequence. Just enough black to catch attention.  
Third Place - OWENTON NEWS HERALD, Carrie Bennett  
Good headline, jumps out at you.  
Honorable Mention - UNION COUNTY ADVOCATE, Lisa Turner  
Quickly and clearly communicates message.

**Category 22 SPORTING GOODS/ATHLETICS**  
First Place - SPRINGFIELD SUN, Kim Hupman  
Clever event. Good use of dominant graphic. Eye flow gets reader into copy.  
Second Place - SPRINGFIELD SUN, Shorty Lassiter  
Eye catching.  
Third Place - ADAIR PROGRESS, Rita Murrell/Lisa Robbins  
Dominant visual quickly communicates idea. Strong full page appearance.

**Category 23 SPECIAL EVENTS**  
First Place - CENTRAL RECORD, Staff  
Good use of reverse illustration.  
Second Place - CAMPBELL COUNTY RECORDER, Pat Cole  
Good use of horizontal space. Very appropriate for the event.  
Third Place - UNION COUNTY ADVOCATE, Barbara Starkey/Lisa Turner  
Good way to advertise one event but allows different advertisers, different messages.

Second Place - JESSAMINE JOURNAL, Peggy Adkins/Tony Cox  
Good use of color. Clean layout.  
Third Place - MT. STERLING ADVOCATE, JoAnn Halsey  
Good use of white space. Great illustration!  
Honorable Mention - HARRODSBURG HERALD, Sharon Perkins  
Great design, good clean layout.

## Weekly 3

Continued from page 6

**Category 23 - SPECIAL EVENTS**  
First Place - HARRODSBURG HERALD, Bill Mudd  
Good organization of schedule. Attention grabbing heading.

## Daily 2

Continued from page 12

**Category 22 - SPORTING GOODS/ATHLETICS**  
First Place - OWENSBORO MESSENGER INQUIRER, L.W. Powell/Gordon Wilkerson  
Second Place - KENTUCKY NEW ERA, Richard Wimsatt  
Good use of color.  
Third Place - KENTUCKY NEW ERA, Staff  
Clean ads and layout.

**Category 23 - SPECIAL EVENTS**  
First Place - TIE - LEXINGTON HERALD LEADER, Camille Weber  
First Place - TIE - KENTUCKY NEW ERA, Staff  
Second Place - ELIZABETHTOWN NEWS ENTERPRISE, Staff  
Third Place - ELIZABETHTOWN NEWS ENTERPRISE, Staff  
**Category 24 - BEST TMC PRODUCT-DAILY CLASS**  
First Place - OWENSBORO MESSENGER INQUIRER, Staff  
Second Place - PADUCAH SUN, Staff  
Third Place - BOWLING GREEN DAILY NEWS, Staff

## Multi-Weekly

Continued from page 8

Third Place - SHELBYVILLE SENTINEL NEWS, Tracy Keplinger/Patti Gaston

**Category 21 - GENERAL MISCELLANEOUS**  
First Place - PRINCETON TIMES LEADER, Staff  
Second Place - PRINCETON TIMES LEADER, Chip Hutcheson  
Third Place - KENTUCKY STANDARD, Madeline Downs/Sheila Cecil

**Category 22 - SPORTING GOODS/ATHLETICS**  
First Place - PRINCETON TIMES LEADER, Ellen Franklin  
Good picture, idea and color.  
Second Place - PRINCETON TIMES LEADER, Vickie Hughes  
Third Place - SHELBYVILLE SENTINEL NEWS, Pam Payton/Mary Baxter

**Category 23 - SPECIAL EVENTS**  
First Place - APPALACHIAN NEWS EXPRESS, Dawn E. Tucker  
The child's photo along with border draws your eye.  
Second Place - PRINCETON TIMES LEADER, Ellen Franklin  
The artwork and bold type on the heading stands out.  
Third Place - SHELBYVILLE SENTINEL NEWS, Victoria Schreiner/Mary Baxter  
Creative design with use of overlay looks nice and clean.  
Honorable Mention - PRINCETON TIMES LEADER, Vickie Hughes/Allen Franklin  
For a multi listing ad it was done nice, readable and clean.

**Category 24 - BEST TMC PRODUCT WEEKLY CLASS**  
First Place - LEBANON ENTERPRISE, Staff  
Second Place - CENTRAL KENTUCKY NEWS JOURNAL, Staff  
Third Place - OLDHAM ERA, Staff

## Daily 1

Continued from page 10

**Category 19 - BEST USE OF COLOR**  
First Place - DANVILLE ADVOCATE MESSENGER, Debbie H. Morris  
Most effective, sells itself.  
Second Place - MIDDLESBORO DAILY NEWS, Florence Sharpe  
Very dramatic.  
Third Place - HENDERSON GLEANER, Kathy Martyn  
Very vivid and appropriate.

**Category 20 - BEST AD SERIES**  
First Place - HENDERSON GLEANER, William Rice/Chad Williams/Alan Inkerbrandt  
Fun and unique. Outrageous and effective.  
Second Place - WINCHESTER SUN, Bob Martin  
Boosts employee moral.  
Third Place - HENDERSON GLEANER, Shannon Royster  
Nice and simple. Good use of color.

**Category 21 - GENERAL MISCELLANEOUS**  
First Place - DANVILLE ADVOCATE MESSENGER, Robert

Cunningham/Debbie H. Morris  
Unique and clever.  
Second Place - HENDERSON GLEANER, Kim Mullican  
Different. Unusual.  
Third Place - TIE - MAYSVILLE LEDGER INDEPENDENT, Marlene Lykins/Dionne Laycock  
Good use of color.  
Third Place - TIE - WINCHESTER SUN, Bonnie Ball/Jerry Turner  
Nice picture.

**Category 22 - SPORTING GOODS/ATHLETICS**  
First Place - MIDDLESBORO DAILY NEWS, Pat Cheek  
Sold us with the "First Place" headline.  
Second Place - WINCHESTER SUN, Bonnie Ball  
Third Place - RICHMOND REGISTER, Ruth Wolfe

**Category 23 - SPECIAL EVENTS**  
First Place - DANVILLE ADVOCATE MESSENGER, Jenny Upton  
So well put together, coordinated. Extraordinary ad!  
Second Place - WINCHESTER SUN, Tammy Hawkins  
Great art! Good representation.  
Third Place - WINCHESTER SUN, Carol S. Parker  
Good ad.

# **THE CHAMPIONS**

## **UK WILDCATS**



**&**



### **Weekly Class 1**

First Place - BREATHITT COUNTY VOICE  
Second Place - TRI-CITY NEWS  
Third Place - TIE - BEREA CITIZEN AND THE LAKE NEWS

### **Weekly Class 2**

First Place - TIE - CADIZ RECORD AND SPRINGFIELD SUN  
Second Place - MCLEAN COUNTY NEWS  
Third Place - TIE - CENTRAL RECORD AND UNION COUNTY ADVOCATE

### **Weekly Class 3**

First Place - HARRODSBURG HERALD  
Second Place - WAYNE COUNTY OUTLOOK  
Third Place - MT. STERLING ADVOCATE

### **Multi-Weekly**

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

### **Daily Class 1**

First Place - HENDERSON GLEANER  
Second Place - WINCHESTER SUN  
Third Place - MIDDLESBORO DAILY NEWS

### **Daily Class 2**

First Place - KENTUCKY NEW ERA  
Second Place - OWENSBORO MESSENGER INQUIRER  
Third Place - ELIZABETHTOWN NEWS ENTERPRISE

### **Associate Newspapers**

First Place - WILLIAMSON DAILY NEWS  
Second Place - INSIDE THE TURRET