

**ARKANSAS PRESS ASSOCIATION  
2001  
BETTER NEWSPAPER ADVERTISING  
CONTEST WINNERS**



**Sweepstakes Winners**

**Division 1, Smaller Dailies**

- 1st** Stuttgart Daily Leader  
**2nd** Paragould Daily Press  
**3rd** Times-Herald, Forrest City  
(10 participating newspapers, 272 entries)

**Division 3, Smaller Weeklies**

- 1st** White Hall Journal  
**2nd** Northeast Arkansas Tribune  
Paragould  
**3rd** Greenwood Democrat  
(18 participating newspapers, 307 entries)

**Division 2, Larger Dailies**

- 1st** The Courier, Russellville  
**2nd** Batesville Daily Guard  
**3rd** Jonesboro Sun  
(13 participating newspapers, 391 entries)

**Division 4, Larger Weeklies**

- 1st** Advance Monticellonian  
Monticello  
**2nd** Ashley News Observer  
Crossett  
**3rd** Sun-Times, Heber Springs  
(16 participating newspapers, 352 entries)

This year's contest was judged by members of the Mississippi Press Association.

**CATEGORY 1**

**Single ad under half page  
Sponsor, Palmer Newspapers**

**Division 1, Smaller dailies (23)**

- 1st** The Banner-News, Magnolia  
Carolyn Hight  
Ruth's, *Another "wild" year.*
- 2nd** Stuttgart Daily Leader  
Maranda Jackson  
Mack's Custom Aviation  
*Crop dusting*
- 3rd** Paragould Daily Press  
Peggy Lewallen, Libby Farrell  
Kids Kloset, *Spring apparel arriving*

**Merit**

- ✓ Stuttgart Daily Leader  
Danni Jo Bueker  
Stuttgart Dance & Gymnastics  
*You'll FLIP*

**Division 2, Larger dailies (28)**

- 1st** Harrison Daily Times  
Jason Overman  
Beverly Healthcare, *Family*
- 2nd** The Sentinel-Record, Hot Springs  
Pat Stucky, Penny Thornton  
Wisely Law Offices  
*Getting a divorce is easy.*
- 3rd** The Courier, Russellville  
Summers2,  
*River Valley's best kept secret*

**Merit**

- ✓ Northwest Arkansas Times, Fayetteville  
Keyboards Unlimited, *Pre-holiday specials*
- ✓ Southwest Times Record, Fort Smith  
Curtis Haney, Judy's Gourmet Gallery  
*If you don't have a little blue box...*
- ✓ The Sentinel-Record, Hot Springs  
Anja Dial, Greg Gismond, B. J. Smith  
*Perfect million*

**Division 3, Smaller weeklies (33)**

- 1st** White Hall Journal  
Vicki Kelly, Stereo Junction  
*Now open..new location.*
- 2nd** White Hall Journal  
Vicki Kelly, Splash Car Wash  
*Be a smash! Now open.*
- 3rd** Grand Prairie Herald, Hazen  
Bill Bradow, Agro Distribution, LLC  
*Best wishes, Minton Family*

**Merit**

- ✓ Charleston Express  
Paul Gramlich, Hug Chevrolet, *Silverado*
- ✓ DeWitt Era-Enterprise  
Christina Verderosa, Enterprise Books  
*Get skinny in 2000!*

- ✓ DeWitt Era-Enterprise  
Christina Verderosa, Gallery G  
*Beginning of your perfect love story*

**Division 4, Larger weeklies ( 32)**

- 1st** The Village Voice, Hot Springs Village  
Michelle Moore  
Good Samaritan Therapy Center  
*You'd like to brush your hair...*
- 2nd** The Herald-Leader, Siloam Springs  
Steve Peters, Sara Toombs  
Cox Communications  
*Over 210 channels*
- 3rd** The Herald-Leader, Siloam Springs  
Backstrom-Pyeatte  
*Vietnam Veterans Moving Wall*

**Merit**

- ✓ The Weekly Vista, Bella Vista  
Jennifer Forrest, Clarion Cafe  
*Menu selections*
- ✓ Advance Monticellonian, Monticello  
Wendy Tassin, James Insurance Agency  
*Stick with it*

**CATEGORY 2**

**Single ad half page & over  
Sponsor, Southwest Times Record**

**Division 1, Smaller dailies (17)**

- 1st** Daily Siftings Herald, Arkadelphia  
Ronna Ross, Elk Horn Bank  
*That's just what family does*
- 2nd** Paragould Daily Press  
Angie McIlwain, Deborah Looney  
Peoples Bank, *Banking attire*
- 3rd** Paragould Daily Press  
Deborah Looney, Debbie Robeson  
Arkansas Methodist Hospital  
*Invitation*

**Merit**

- ✓ The Daily Citizen, Searcy  
Ginger Wilson, Janice Sullins  
Kelley's Restaurant, *Steak lover's month*
- ✓ Banner-News, Magnolia  
Ruth's, *Be outstanding in your field*

**Division 2, Larger dailies (15)**

- 1st** Batesville Daily Guard  
Randy Harris, Trina Holman  
Chamber of Commerce  
*Cave City Watermelon Festival*
- 2nd** The Courier, Russellville  
Dianne Edwards  
Saint Mary's Regional Medical Center  
*Excellence*
- 3rd** Harrison Daily Times  
Jason Overman  
Windshield Doctor  
*Auto glass special*

**Division 3, Smaller weeklies (17)**

- 1st** Pacesetting Times, Horseshoe Bend  
Diana Dutton, Watson-Dillard GMC  
*Largest selection...*
- 2nd** White Hall Journal, Vicki Kelly,  
Fred's, *We love Benji & White Hall*
- 3rd** The Atkins Chronicle, Gail Murdoch  
Owen Hays family & friends,  
*Happy 100th!*

**Merit**

- ✓ White River Current, Calico Rock  
Margaret Waters, Cindy Stewart, Regina  
Cooper, Calico Rock Recycling Center  
*Earth Day*

**Division 4, Larger weeklies (22)**

- 1st** The Dumas Clarion  
Tammy Rice, Debra Conrad  
McGehee-Griffin Funeral Service  
*An invitation*
- 2nd** Press Argus-Courier, Van Buren  
Judy Weese  
Citizens Bank & Trust Company  
*A visit from St. Nicholas*
- 3rd** Advance Monticellonian  
Portland Bank  
*One hundred years*

**Merit**

- ✓ The Dumas Clarion  
Tammy Rice, Debra Conrad  
Merchants & Farmers Bank, *Dedicated*
- ✓ Advance Monticellonian, Wendy Tassin  
Potlatch, *Our branch campus!*

**CATEGORY 3**

**Campaign under half page  
Sponsor, CenturyTel**

**Divisions 1, Smaller dailies (8)**

- 1st** Paragould Daily Press  
Susan Lankford, Deborah Looney  
First National Bank, *Peanuts spot*
- 2nd** Daily Siftings Herald, Arkadelphia  
Tommy Summerford, Deonna Land  
The Furniture Gallery, *Next to Sears*
- 3rd** Paragould Daily Press  
Peggy Lewallen, Deborah Looney  
Carl's Furniture, *Gifts...*

**Merit**

- ✓ Daily Siftings Herald, Arkadelphia  
Tommy Summerford, Deonna Land  
Video Concepts, *Collect all 8*

**Division 2, Larger dailies (10)**

- 1st** Batesville Daily Guard  
Barbara Estes, Trina Holman  
UA Community College at Batesville  
*Meeting...challenges together*

**Campaign under 1/2-page continues****Division 2, Larger dailies**

**2nd** The Courier, Russellville  
Dianne Edwards, Simmons First Bank  
*2000 Celebration*

**3rd** Log Cabin Democrat, Conway  
Tiffany Barr, Bryce Funderburg  
John Walters Chevrolet, Inc.  
*We'll take you there.*

**Merit**

✓ The Courier, Russellville, Suzie Winn  
Cogswell Mazda, *Cogswell*

**Division 3, Smaller weeklies (6)**

**1st** Grand Prairie Herald, Hazen  
Bill Bradow, Farmers & Merchants Bank  
*Hazen, we're doing it all for you.*

**2nd** Northeast Arkansas Tribune, Paragould  
Brenda Keller, Horner Motor Company  
*Paragould rodeo daze*

**3rd** White Hall Journal  
Vicki Kelly, KeepSakes  
*They all agree.*

**Division 4, Larger weeklies (11)**

**1st** The Herald-Leader, Siloam Springs  
Steve Peters, Connie Froman  
Cherokee Casino, *Celebration*

**2nd** The Dumas Clarion  
Tammy Rice, Debra Conrad  
Keeping Company, *ABC's*

**3rd** The Village Voice, Hot Springs Village  
Michelle Moore  
Hot Springs Village Area Chamber  
*Look to the Village area first*

**Merit**

✓ The Dumas Clarion  
Tammy Rice, Debra Conrad  
The Bobcat Foundation, *Reaching our goals*

**CATEGORY 4****Campaign half page & over****Divisions 1 & 2, All dailies (6)**

**1st** Log Cabin Democrat, Conway  
Joyce Jones, Christina Cason  
National Bank of Arkansas,  
*There's a new day coming.*

**2nd** Jonesboro Sun  
Patricia Landers, Letty Thompson  
Gregory's Jewelers  
*Peridot*

**3rd** The Courier, Russellville  
Suzie Winn, Cogswell Mazda  
*Get straight shootin' deals.*

**Divisions 3 & 4, All weeklies (6)**

**1st** Ashley News Observer, Crossett

Kelly Brooks, Terry Brooks,  
Katrina Craig  
Crossett Economic Development  
*Who will build...*

**2nd** Sun-Times, Heber Springs  
Susanne Reed, Community College  
*Vote yes.*

**3rd** The Village Voice  
Hot Springs Village, Michelle Moore,  
Village Dental Group  
*Dental professionals*

**CATEGORY 5****Multiple advertiser****Sponsor, Pulaski Technical College****Division 1, Smaller dailies (19)**

**1st** Banner-News, Magnolia  
*Fashion statements*

**2nd** Times-Herald, Forrest City  
Jim Wirski, Tony Astin, Donna Sugg  
*Future lenders*

**3rd** Times-Herald, Forrest City  
Jim Wirski, Tony Astin, Donna Sugg  
*Miss America Pageant*

**Merit**

✓ Daily Siftings Herald, Arkadelphia  
Tommy Summerford & team  
*Back to school from A to Z*

✓ Courier News, Blytheville  
Charity McCall, Bess Ann Pease  
*Interior design, home & garden*

**Division 2, Larger dailies (31)**

**1st** The Courier, Russellville  
Melanie Conley, *Cupid's corner*

**2nd** News-Times, El Dorado  
Creative Services Dept  
*Oil Belt Golf Tournament*

**3rd** Harrison Daily Times  
*Welcome Parks & Tourism Commission*

**Merit**

✓ Northwest Arkansas Times, Fayetteville  
Kaye Hunton  
*Open house downtown Springdale*

✓ Harrison Daily Times  
*Harrison map*

✓ Texarkana Gazette, Dawn McGregor  
*Thornton Eye Institute Grand Opening*

**Division 3, Smaller weeklies (24)**

**1st** Greenwood Democrat  
Amy Lowdermilk, Susan Boulter  
*Southridge Plaza*

**2nd** Atkins Chronicle  
Gail Murdoch, Mitzi Henderson  
*Morrilton Open House*

**3rd** The News, Salem  
Joetha Broyles, Debbie Downam

*We're celebrating Christmas***Honorable mention**

✓ White Hall Journal  
Vicki Kelly, Susie James  
*Lip smackers contest*

**Division 4, Larger weeklies (30)**

**1st** Press Argus-Courier, Van Buren  
*Tackle these deals*

**2nd** Ashley News Observer, Crossett  
Kelli Brooks, Terry Brooks  
*Turkey giveaway*

**3rd** The Times Dispatch, Walnut Ridge  
Angie Skimahorn  
*Lawrence County basketball*

**Merit**

✓ The Mena Star, LeAnn Dilbeck  
*Hunter's Haven*

✓ The Times Dispatch, Walnut Ridge  
Angie Skimahorn, *St. Patrick's Day*

**CATEGORY 6****One spot color****Sponsor, Southwest Times Record****Division 1, Smaller dailies (13)**

**1st** Times-Herald, Forrest City  
Tony Astin, Subway-TCBY  
*Grand Opening*

**2nd** Stuttgart Daily Leader  
Claudia Ahrens  
Stuttgart Regional Medical Center  
*Easter egg hunt*

**3rd** Times-Herald, Forrest City  
Jim Wirski, Tony Astin  
Multiple, *Grand opening*

**Merit**

✓ Daily Siftings Herald, Arkadelphia  
Teri Hughes, Tommy Summerford,  
*IOCC.com*

**Division 2, Larger dailies (26)**

**1st** Pine Bluff Commercial  
Dianne Edwards  
Motes, *Honey -- I've shopped around...*

**2nd** The Courier, Russellville  
Steve Spencer, Outdoor Living Center  
*Customer appreciation event...*

**3rd** Batesville Daily Guard  
Barbara Estes, Trina Holman  
UA Community College at Batesville  
*Outstanding faculty and staff*

**Merit**

✓ Batesville Daily Guard  
Randy Harris, Melanie Heath,  
Charlie's Mens Wear, *Back to school jeans*

✓ Southwest Times Record, Fort Smith  
Vicki Morts, Susan Ewing, Planters  
Planters, *Congratulations to champs*

**One spot color continue****Division 2, Larger dailies****Merit**

- ✓ The Courier, Russellville  
Dianne Edwards, Simmons First Bank  
*Save for a rainy day.*

**Division 3, Smaller weeklies (20)**

- 1st** Grand Prairie Herald, Hazen  
Bill Bradow, Farm Credit Services  
*Burnell Minton Family*
- 2nd** Northeast Arkansas Tribune, Paragould  
Anita Clark  
Cavanaugh Daewoo, *Grand opening*
- 3rd** Greenwood Democrat  
Amy Lowdermilk, Susan Boulter  
Myers Mower & Tiller  
*Inventory blowout*
- Merit**  
✓ Northeast Arkansas Tribune, Paragould  
Brenda Keller, Horner Motor Company  
*Dear, Let's hurry.*

**Division 4, Larger weeklies (24)**

- 1st** The Herald-Leader, Siloam Springs  
Steve Peters, Teresa Wilkinson  
Laz-z-boy, *Wishing you and your family*
- 2nd** The Village Voice, Hot Springs Village  
Michelle Moore, Company's Comin'  
*A taste of the holidays*
- 3rd** De Queen Bee, Gail Mitchell  
First National Bank  
*Santa Claus is coming to town!*
- Merit**  
✓ Advance Monticellonian, Monticello  
Wendy Tassin, Town & Country  
*Moonlight Madness*

**CATEGORY 7**

**Two or more spot colors**  
**Sponsor, Arkansas Press Services**

**Division 1 Smaller dailies (11)**

- 1st** Times-Herald, Forrest City  
Jim Wirski, McDonald's  
*23rd Anniversary*
- 2nd** Stuttgart Daily Leader  
Danni Jo Bueker, Derden, Inc.  
*Hot! Hot! Hot!*
- 3rd** Times-Herald, Forrest City  
Tony Astin, *Flippo*
- Merit**  
✓ Times-Herald, Forrest City  
Tony Astin, *Christmas open house*

**Division 2, Larger dailies (16)**

- 1st** El Dorado News-Times  
Creative Services Dept. Dan Cook's  
*Before you compare*

- 2nd** Texarkana Gazette, Kim Gelter  
Central Mall, *Gift wrap is free!*

- 3rd** Log Cabin Democrat, Conway  
Tiffany Barr, Bryce Funderburg  
Acxiom, *Proudly salute...*

**Merit**

- ✓ The Sentinel-Record, Hot Springs  
Penny Thornton, Jennifer Allen, Mark Gregory  
Park Hotel, *The historic Park*

**Division 3, Smaller weeklies (5)**

- 1st** Villager Journal, Cherokee Village  
Ted Wiesehan, Village Market  
*Visit our video department*
- 2nd** Northeast Arkansas Tribune, Paragould  
Anita Clark, Paulettes Boutique  
*Another new shipment*
- 3rd** Villager Journal, Cherokee Village  
Ted Wiesehan, Sharron Mathis  
*Happy Birthday America*

**Division 4, Larger weeklies (12)**

- 1st** Sun-Times, Heber Springs  
Patty Burnel  
Greers Ferry Lake State Bank  
*A partridge in a money tree*
- 2nd** The Village Voice, Hot Springs Village  
Michelle Moore  
Re-Max, *We move houses...*
- 3rd** The Dumas Clarion  
Tammy Rice, Debra Conrad  
Merchants & Farmers Bank  
Jolly Christmas Greetings

**Merit**

- The Mena Star, Debbie Frost  
U. S. Electrical Motors, *34 years of help...*

**CATEGORY 8**

**Process color**  
**Sponsor, CenturyTel**

**Division 1, Smaller dailies (20)**

- 1st** Banner-News, Magnolia  
Susan Gill, SMI Steel  
*We're proud...*
- 2nd** Paragould Daily Press  
Peggy Lewallen, Deborah Looney  
Arkansas Methodist Hospital  
*Growing strong*
- 3rd** Daily Siftings Herald, Arkadelphia  
Tommy Summerford, Teri Hughes,  
Deonna Land, *Area map*

**Merit**

- ✓ Times-Herald, Forrest City  
Jim Wirski, *Village Shops*

**Division 2, Larger dailies (30)**

- 1st** Jonesboro Sun, Letty Thompson

Gregory's Jewelers,  
*Celebrate nature's most dazzling...*

- 2nd** The Courier, Russellville  
Suzie Winn, Randy Leavell Auto Sales  
*Number one in quality*

- 3rd** Arkansas Democrat-Gazette, Little Rock  
*Fashion statements*

**Merit**

- ✓ Log Cabin Democrat, Conway  
Tonya Hoover, Kellie Davis  
Central Arkansas Pediatrics, PA,  
*Celebrating thirty five years*
- ✓ The Sentinel-Record, Hot Springs  
Marilee Moreland, Pat Stuckey, Kay  
Ransbottom, Hot Springs Rehabilitation  
Center, *Joy to the world*
- ✓ Pine Bluff Commercial  
Sissy's Log Cabin, *Have yourself a merry*

**Division 3 Smaller weeklies (10)**

- 1st** White Hall Journal  
Vicki Kelly, Susie James  
Pine Bluff Chrysler, *What's your color?*
- 2nd** The News, Salem  
Angie Cliemie, Kay Tharp  
Crown Point Resort, *...royal treatment*  
*27th anniversary sell-ebraction*
- 3rd** Greenwood Democrat  
Amy Lowdermilk, Susan Boulter  
Farmers Bank, *At Farmers Bank...*

**Merit**

- ✓ White Hall Journal, Vicki Kelly  
George Motes, A+

**Division 4, Larger weeklies (13)**

- 1st** Advance Monticellonian, Monticello  
Wendy Tassin, Town & Country  
*Flowers for the home & garden*
- 2nd** Rogers Hometown News  
Scott Jeffus  
Kurt's Furniture, *Hey Grandpa...*
- 3rd** Press Argus-Courier, Van Buren  
Debbie Bartlett, World Wide Pets  
*We're not lion...*

**Merit**

- ✓ Rogers Hometown News,  
Scott Jeffus, Rick Mullin, Novelties Galore  
*Now open*

**CATEGORY 9**

**Special section**  
**Sponsor, Bowater Newsprint**

**Division 1, Smaller dailies (18)**

- 1st** Courier News, Blytheville  
Charity McCall, Bess Ann Pease  
*Newcomers Guide*
- 2nd** Paragould Daily Press  
*Red White Blue*

**Special Section continues****Division 1, Smaller dailies**

**3rd** Paragould Daily Press  
*Welcome Connections*

**Merit**

✓ Banner-News, Magnolia  
*Retirement*

**Division 2, Larger dailies (35)**

**1st** Benton County Daily Record  
Bentonville, *Wal-Mart*

**2nd** The Courier, Russellville  
*Arkansas River Valley Newcomers Guide*

**3rd** Log Cabin Democrat, Conway  
*...living in Faulkner County*

**Merit**

✓ News-Times, El Dorado

Students from area schools, *Student Express*

✓ Harrison Daily Times

Michelle Kennedy, Jason Overman, Jane Christenson, *Betty Lane*

*Welcome to Harrison*

✓ Arkansas Democrat-Gazette

Little Rock, *Visions 2000*

**Division 3, Smaller weeklies (33)**

**1st** The News, Salem  
*Escape 2000*

**2nd** Atkins Chronicle  
*Farm family of the year*

**3rd** Greenwood Democrat  
*Football 2000*

**Merit**

✓ Greenwood Democrat

Susan Boulter, Amy Lowdermilk --*Bride 2000*

✓ Piggott Times, Carolyn Ogden --*Cotton 2000*

**Division 4, Larger weeklies (25)**

**1st** Sun-Times, Heber Springs  
Carl Williamson, *Korea 50*

**2nd** Advance Monticellonian, Monticello  
*Class of 2012*

**3rd** Ashley News Observer, Crossett  
Staff & Anderson Elementary School  
*Kid's Edition*

**Merit**

✓ De Queen Bee

Gail Mitchell, Leoda Mitchell  
*Remembrance of Things Past*

✓ Press Argus-Courier, Van Buren  
*Crawford County 2000 & beyond*

**CATEGORY 10****Special section cover**

Sponsor, AEP (SWEPCO)

**Division 1, Smaller dailies (16)**

**1st** Stuttgart Daily Leader  
Lori Wilson, *Farm Family 2000*

**2nd** Paragould Daily Press

Ben Mooneyham, *Welcome connections*

**3rd** Stuttgart Daily Leader

Lori Wilson, *Prairie Harvest 2000*

**Merit**

✓ Paragould Daily Press, Ben Mooneyham  
*AMH Grand Re-opening*

**Division 2, Larger dailies (32)**

**1st** Batesville Daily Guard  
Staff plus designer Matt Baker  
*Graduation 2000*

**2nd** Batesville Daily Guard  
Matt Baker, *Tax Help*

**3rd** Harrison Daily Times, Bennett Horn  
*Football '00*

**Merit**

✓ Batesville Daily Guard

J. Ross Jones, Trina Holman

*Basketball 1999-2000*

✓ Southwest Times Record, Fort Smith

Chad Gay, Kevin Coney, Amy Hope  
Planters Company, *Outdoors 2000*

**Division 3, Smaller weeklies (18)**

**1st** Northeast Arkansas Tribune, Paragould  
Anita Clark, Nicole Wright  
*Loose Cab Festival XI*

**2nd** Villager Journal, Cherokee Village  
David & Heidi Cox  
*Health & Medicine 2000*

**3rd** Dover Times  
Elizabeth Brown, Gail Murdoch,  
Margie Huckabay, *Welcome home*

**Merit**

✓ Atkins Chronicle

Beverly Davis, Gail Murdoch, *Picklefest*

**Division 4, Larger weeklies (27)**

**1st** Press Argus-Courier, Van Buren  
*Crawford County 2000 & beyond*

**2nd** The Herald-Leader, Siloam Springs  
Shelly Moran, *Dogwood Festival*

**3rd** Sun-Times, Heber Springs  
Patty Burnell, *Panther Football*

**Merit**

✓ Rogers Hometown News

Mike Jones, Scott Jeffus, Rick Mullen  
*1999 Winter Sports Preview*

**CATEGORY 11****Special issue**

Sponsor, Arkansas Tourism Development  
Foundation

**Division 1 Smaller dailies (11)**

**1st** Stuttgart Daily Leader  
*Visions of progress*

**2nd** Stuttgart Daily Leader

*Farm family*

**3rd** Hope Star, *Profiles & Pride*

**Merit**

✓ Stuttgart Daily Leader, *Duck Festival*

**Division 2, Larger dailies (5)**

**1st** The Sentinel-Record, Hot Springs  
*66th Annual Mail-Away*

**2nd** Harrison Daily Times  
Michelle Kennedy, Jason Overman,  
Betty Lane, Jane Christenson  
*Progress 2000*

**3rd** Batesville Daily Guard  
*Progress 2000*

**Division 3, Smaller weeklies (14)**

**1st** White Hall Journal  
Vicki Kelly & staff  
*Letters to Santa issue*

**2nd** Pacesetting Times, Horseshoe Bend  
*Christmas 1999*

**3rd** Phillips County Progress, W. Helena  
D. L. Bailey, Andrew Bagley  
*Women in Business*

**Merit**

✓ White Hall Journal, *Founders Day*

**Division 4, Larger Weeklies (9)**

**1st** Ashley News Observer, Crossett  
*Year in Review*

**2nd** Advance Monticellonian, Monticello  
*Pride and Progress*

**3rd** Sun-Times, Heber Springs  
Patty Burnell, *Profile 2000*

**Merit**

✓ The Weekly Vista, Bella Vista

Jennifer Forrest, Mark Elwood, Teri Reynolds,  
Glenda Locke, *35th Anniversary*

**CATEGORY 12****Original illustration**

Sponsor, CenturyTel

**Division 1, Smaller dailies (16)**

**1st** Stuttgart Daily Leader  
Maranda Jackson, Lori Wilson  
Dean Henderson Equipment  
*Come see us. (Oh my gosh.)*

**2nd** Times-Herald, Forrest City  
Tony Astin, Flippo  
*Always a classic*

**3rd** Stuttgart Daily Leader  
Lori Wilson, *4th of July*

**Merit**

✓ Paragould Daily Press

Debbie Robeson, Deborah Looney  
Ron Kingston, *...for school board*

**Original illustration continues****Division 2, Larger dailies (19)**

- 1st** Jonesboro Sun  
Rodney Freeman & graphics staff  
Gregory's Jewelers  
*Distinctively different*
- 2nd** The Sentinel-Record, Hot Springs  
Merry Lee Meeker, Marilee Moreland  
Brick House Grill  
*Discover dining downtown*
- 3rd** Batesville Daily Guard  
Mike Smith, Trina Holman, J. Ross Jones  
KFFB, *On the move*
- Merit**  
✓ Texarkana Gazette  
Cindy Wade, Skibell's --*Open July 4th*

**Division 3, Smaller weeklies (21)**

- 1st** Greenwood Democrat  
Susan Boulter, Farmers Bank  
*Great relationships*
- 2nd** White Hall Journal  
Vicki Kelly  
Pine Bluff Dance Academy  
*Please, Mom*
- 3rd** Northeast Arkansas Tribune, Paragould  
Brenda Keller, First National Bank  
*Where you need us*
- Merit**  
✓ White Hall Journal, Vicki Kelly  
Burger King, *Where kids are still kings*

**Division 4, Larger weeklies (17)**

- 1st** The Weekly Vista, Bella Vista  
Jennifer Forrest, Vicenza's  
*Italian Restaurant*
- 2nd** Sun-Times, Heber Springs  
Patty Burnell, Dreyer-Davis  
*Look what's new*
- 3rd** Ashley News Observer, Crossett  
Terry Brooks, ALLTEL  
*Graduation day wishes*
- Merit**  
✓ Ashley News Observer, Crossett  
Katrina Craig, Delta Trust, *Congratulations*

**CATEGORY 13****Use of clip art****Sponsor, Metro Creative Graphics****Division 1, Smaller dailies (19)**

- 1st** Times-Herald, Forrest City  
Jim Wirski, Machen  
*40th anniversary*
- 2nd** Daily Siftings Herald, Arkadelphia  
Teri Hughes, Tommy Summerford  
HSU Planetarium, *Search new worlds*

- 3rd** Hope Star  
Stacy Worthey, Martins, *Check out...*
- Merit**  
✓ The Daily Citizen, Searcy  
Shianna Dickerson, Andrea McNally  
Premiere Video, *Sidewalk sale*

**Division 2, Larger dailies (25)**

- 1st** The Sentinel-Record, Hot Springs  
Chris Meek, Jennifer Allen  
Bedding Gallery, *Are you expecting...*
- 2nd** The Courier, Russellville  
Steve Spencer, Fleet Time  
*Thank heaven for big mudders*
- 3rd** Batesville Daily Guard  
Mike Smith, Trina Holman  
First Community Bank, *No strings...*
- Merit**  
✓ Batesville Daily Guard, Mike Smith, Trina Holman --Nu-Way Cleaners, *Ribbon cutting*

**Division 3, Smaller weeklies (31)**

- 1st** White River Current, Calico Rock  
Margaret Waters  
First National Bank of IZARD County  
*Invisible banker?*
- 2nd** Northeast Arkansas Tribune, Paragould  
Brenda Keller, The Ivy House  
*Doggone deals*
- 3rd** White Hall Journal, Vicki Kelly  
The Country Butcher, *A cut above...*
- Merit**  
✓ Greenwood Democrat, Amy Lowdermilk  
Farmers Bank, *Wishing you...*  
✓ White Hall Journal, Vicki Kelly  
Tyson, *Feeding you like family...*

**Division 4, Larger weeklies (27)**

- 1st** Press Argus-Courier, Van Buren  
Linda Seratt, Alma Karate Academy  
*Sign up for 3 months*
- 2nd** Press Argus-Courier, Van Buren  
Debbie Bartlett, Rex Yancy's RV Sales  
*If you think the temperature is hot...*
- 3rd** Johnson County Graphic, Clarksville  
Jim Einert --Clarksville Light & Water  
*Open house*
- Merit**  
Ashley News Observer, Crossett  
Terry Brooks, Crossett Chamber of Commerce  
*Stick horse rodeo*

**CATEGORY 14****Newspaper promotion, single ad  
Sponsor, Bowater Newsprint****Division 1, Smaller dailies (17)**

- 1st** Paragould Daily Press  
Donna Estes, Peggy Lewallen  
*Winning combination, road to success*

- 2nd** Stuttgart Daily Leader, Lori Wilson  
*We salute...*
- 3rd** Paragould Daily Press  
Donna Estes, Peggy Lewallen  
*NNA's Best of states*
- Merit**  
✓ Hope Star, Richard Haycox --*On target*

**Division 2, Larger dailies (23)**

- 1st** Jonesboro Sun  
Letty Thompson, Jerry Donohue  
*It's about you.*
- 2nd** Pine Bluff Commercial  
Aaron Bowen, Jean Maxwell  
*Hey you -- get into the game.*
- 3rd** The Courier, Russellville  
Michelle Harris, Janell Collins  
*The fine art of winning*
- Merit**  
✓ Batesville Daily Guard  
Trina Holman, Matt Baker --*Schools out...*  
✓ Southwest Times Record, Fort Smith  
Sue White, *Tomorrow morning...*

**Division 3, Smaller weeklies (22)**

- 1st** White Hall Journal  
Susie James  
*You won't catch this hound dog cryin'!*
- 2nd** White Hall Journal  
Susie James, *Teka*
- 3rd** Villager Journal, Cherokee Village  
Heidi Cox  
*Contains absolutely NO sugar...*
- Merit**  
✓ Villager Journal, Cherokee Village  
Ted Wiesehan, *Local events...*

**Division 4, Larger weeklies (20)**

- 1st** The Herald Leader, Siloam Springs  
Shelly Moran, Teresa Wilkinson  
*Happy news year.*
- 2nd** Rogers Hometown News  
Jeff Thacker, Mike Jones  
*News quizz*
- 3rd** The Times Dispatch, Walnut Ridge  
Angie Skimahorn, *Get to know us.*
- Merit**  
✓ The Herald-Leader, Siloam Springs  
Steve Peters, Teresa Wilkinson  
*Consistent advertising*

**CATEGORY 15****Newspaper promotion, campaign  
Sponsor, Southwest Times Record****Divisions 1 & 2, All dailies (8)**

- 1st** Pine Bluff Commercial  
*Reflections...Newspaper News*

Newspaper promotion campaign continues

**Divisions 1 & 2, All dailies**

**2nd** The Daily Citizen, Searcy

Kaye Chambers, *Coming soon*

**3rd** Southwest Times Record, Fort Smith

Kevin Coney, *Bridal Fest*

**Merit**

The Sentinel-Record, Hot Springs

*Testimonials*

**Divisions 3 & 4, All weeklies (7)**

**1st** Advance Monticellonian, Monticello

Pam Glen, Tom White & staff

*Who's behind your Advance?*

**2nd** Greenwood Democrat

Rick Taber, *Proud to be a part...*

**3rd** Press Argus-Courier, Van Buren

*Celebrating the holidays*

**CATEGORY 16**

**Classified display**

**Sponsor, Arkansas Press Services**

**Division 1, Smaller dailies (15)**

**1st** Paragould Daily Press

Chadisty Jackson, Deborah Looney

Brooksie Felty, *Open house*

**2nd** Times-Herald, Forrest City

Donna Sugg, Tittle Peaches

*Now ready*

**3rd** Courier News, Blytheville

Patricia Battles, Logan Finance Corp.

*Home financing*

**Merit**

✓ Camden News, Dan Cook's

*Working arrangements...*

**Division 2, Larger dailies (24)**

**1st** Pine Bluff Commercial

Family Realty

*Feature homes*

**2nd** The Courier, Russellville

Suzie Winn, Cogswell Motors

*Clearance*

**3rd** The Courier, Russellville

Ann Plummer, The Car Store

*Memorial DAE-WOO sales event*

**Merit**

✓ The Courier, Russellville

Diane Edwards, Cliff Goodin Real Estate

*A home for the holidays*

✓ Texarkana Gazette, Judy Robinson

Champion, World's Largest Homebuilder

*Stop dreaming...*

**Division 3, Smaller weeklies (18)**

**1st** The News, Salem

Joyce Minor

Highland Furniture, *We don't have...*

**2nd** Paris Express

Darleen Reed, Cloyes Gear Company

*Machine operators*

**3rd** White Hall Journal, Vicki Kelly

Shell Git-N-Go, *Help wanted*

**Merit**

✓ Northeast Arkansas Tribune, Paragould

*Huge yard sale*

**Division 4, Larger weeklies (14)**

**1st** The Village Voice, Hot Springs Village

Michelle Moore, Sandy Murphy

*Moving stories...*

**2nd** Rogers Hometown News

Scott Jeffus, Christy Groves

7 Valleys Chrysler-Dodge-Jeep

*Introducing*

**3rd** The Times Dispatch, Walnut Ridge

Angie Skimahorn, *Dog grooming*

**Merit**

✓ The Dumas Clarion, Tammy Rice, Debra

Conrad --Bottoms Farm-Home Realty

*Homes you can afford*

**CATEGORY 17**

**Success story**

**Sponsor, CJRW!Outmarketing**

**Divisions 1, 2, 3, 4 --All papers (11)**

**1st** Sun-Times, Heber Springs

Patty Burnell, Luigi's

*We apologize..*

**2nd** Batesville Daily Guard

Rick Candler, Trina Holman

*Stout's Taxidermy*

**3rd** Northeast Arkansas Tribune, Paragould

Frank Lee, Mad Dogs

*Deals to howl about*

**Merit**

✓ Phillips County Progress, Helena-W Helena

D. L. Bailey, Andrew Bagley

*Progress Sports*

**CATEGORY 18**

**Most original idea**

**Sponsor, AEP (SWEPCO)**

**Division 1, Smaller dailies (13)**

**1st** The Daily Citizen, Searcy

Shianna Dickerson, Judsonia Fire Dept.

*We appreciate y'all*

**2nd** Times-Herald, Forrest City

Donna Sugg, McDonald's

*Congratulations*

**3rd** Daily Siftings Herald, Arkadelphia

Teri Hughes, Tommy Summerford

Scroll Technologies, *Congratulations*

**Merit**

✓ Paragould Daily Press, Donna Estes

Susan Lankford --First National Bank

*Peanuts/millennium countdown*

**Division 2, Larger dailies (21)**

**1st** Jonesboro Sun

Letty Thompson, Gregory's Jewelers

*Kirium*

**2nd** Jonesboro Sun

Patricia Landers, Letty Thompson,

Gregory's Jewelers, *Something blue*

**3rd** Batesville Daily Guard

Barbara Estes, Trina Holman

Lindsey's parents, *Happy 16th birthday*

**Merit**

✓ Batesville Daily Guard, Barbara Estes,

Trina Holman --Loud & Clear Productions

*Thank you*

**Division 3, Smaller weeklies (20)**

**1st** Greenwood Democrat

Amy Lowdermilk, Farmers Bank

*Free checking*

**2nd** White Hall Journal, Vicki Kelly

First Realty, *Its tax time again.*

**3rd** Atkins Chronicle

Ginnie Tyson, Mitzi Henderson

Multiple advertiser

*Grandchild of the week*

**Merit**

✓ Northeast Arkansas Tribune, Paragould

Anita Clark, R. Hoskins Interiors

*Interior design services*

**Division 4, Larger weeklies (15)**

**1st** Advance Monticellonian, Monticello

Wendy Tassin, Ryburn Toyota

*We'll fill in the blank.*

**2nd** Sun-Times, Heber Springs

Susanne Reed

*Chronological millennium editions*

**3rd** Ashley News Observer, Crossett

Terry Brooks

First National Bank of Crossett

*Election results*

**CATEGORY 19**

**Political, single ad**

**Sponsor, Jerry Russell,  
Political Campaign Consultant**

**Division 1, Smaller dailies (9)**

**1st** Stuttgart Daily Leader

Jamey Honeycutt

Jerry Lee Bueker, *...Ditch the Ditch*

**2nd** Paragould Daily Press

Chad Jackson, Deborah Looney

Ron Kingston, *Vote Ron Kingston*

Political ad continues

**Division 1, Smaller dailies**

- 3rd** Paragould Daily Press  
Phyllis Liversiedge, Debbie Robeson  
Jerry Shipman, *If I don't bump into you*

**Division 2, Larger dailies (11)**

- 1st** Log Cabin Democrat, Conway  
Matt Ferguson, Elaine Baldwin  
Billy Paul Baker, *Wanted*
- 2nd** News-Times, El Dorado  
Creative Services Dept  
Mike Meeks, *Mike Meeks...cares*
- 3rd** Pine Bluff Commercial  
Dutch King  
*Join the war of the yard signs!*

**Merit**

- ✓ Harrison Daily Times, Jason Overman  
Danny Hickman, *Re-elect sheriff*

**Division 3, Smaller weeklies (17)**

- 1st** Northeast Arkansas Tribune  
Paragould, Anita Clark  
Dan Stidham, *Thank you!*
- 2nd** White Hall Journal, Vicki Kelly  
Alan Garner, *Re-elect Alan*
- 3rd** White Hall Journal, Vicki Kelly  
Dean Dancer, *Vote*

**Merit**

- ✓ Villager Journal, Cherokee Village  
Susan Shinkle, T. J. "Sonny" Powell  
*Local experience*

**Division 4, Larger weeklies (12)**

- 1st** Advance Monticellonian, Monticello  
Wendy Tassin  
Drew County administration  
*Thank you*
- 2nd** Ashley News Observer, Crossett  
Terry Brooks, Danny Sanders  
*Sanders for sheriff*
- 3rd** Ashley News Observer, Crossett  
Katrina Craig, Jimmy Jeffress  
*Congratulations*

**CATEGORY 20**

**Use of humor**  
Sponsor, CenturyTel

**Division 1, Smaller dailies (12)**

- 1st** Stuttgart Daily Leader  
Mark Duke, Danni Jo Bueker  
Ludwig Distributing  
*Budweiser - Bud Light*
- 2nd** Daily Siftings Herald, Arkadelphia  
Tommy Summerford, Deonna Land  
Jess's Corner Bait & Tackle  
*Let's go fishin'!*

- 3rd** Stuttgart Daily Leader  
Claudia Ahrens, Lori Wilson  
K-9 Kennel Grooming & Boarding  
*Great style*

**Merit**

- ✓ Paragould Daily Press, Chadisty  
Jackson, Gina Slagley --ABC Plumbing &  
Electric, *Let us help you...*

**Division 2, Larger dailies (17)**

- 1st** The Sentinel-Record, Hot Springs  
Penny Thornton, Jerry Manley  
Don Bates, *We build just for you!*
- 2nd** Log Cabin Democrat, Conway  
Rebecca McGraw, Jay Prince  
Cellular Depot  
*Family ties unlimited talk time*
- 3rd** News-Times, El Dorado  
Creative Services Dept  
Murphy Oil, *Change your oil*

**Merit**

- ✓ Batesville Daily Guard, Shelly Garth  
Personal/Randy Harris, *Gettin a kick...*
- ✓ Batesville Daily Guard, Shelly Garth  
Guard advertisers, *Attention*

**Division 3, Smaller weeklies (13)**

- 1st** White Hall Journal, Vicki Kelly  
Red Lobster, *In a crabby mood?*
- 2nd** White Hall Journal, Vicki Kelly  
Chapel Hardware  
*Things are really laid back...*
- 3rd** Grand Prairie Herald, Hazen  
Bill Bradow, Bill's Custom Jewelry  
*Since the beginning...*

**Merit**

- ✓ Northeast Arkansas Tribune, Paragould  
Anita Clark, Back Pain Chiropractic Clinic  
*Knot been your day?*

**Division 4, Larger weeklies (15)**

- 1st** Ashley News Observer, Crossett  
Terry Brooks, Advantage Windshield  
*I bet...*
- 2nd** Advance Monticellonian, Monticello  
Wendy Tassin, Greenscape Nursery  
*If Mama's not happy...*
- 3rd** The Weekly Vista, Bella Vista  
Jennifer Forrest, Zoe's  
*Annoy your neighbors!*

**Merit**

- ✓ Ashley News Observer, Crossett  
Wendy Tassin, The Nook -- ... *gone crazy*

**BEST OF DIVISION  
& SHOW**

Sponsor, Palmer Newspapers

**Division 1, Smaller dailies**

**Banner-News, Magnolia**

Category 5, Multiple advertiser &  
*Fashion statements*

**Division 2, Larger dailies**

**Jonesboro Sun**

...Letty Thompson

Category 8, Process color  
Gregory's Jewelers  
*Celebrate nature's most dazzling*

**Division 3, Smaller weeklies**

**White Hall Journal**

...Vicki Kelly, Susie James

Category 8, Process color  
Pine Bluff Chrysler  
*What's your color?*

**Division 4, Larger weeklies**

**Ashley News Observer, Crossett**

...Terry Brooks

Category 20, Use of humor  
Advantage Windshield  
*I bet...*

**BEST OF SHOW**

**Jonesboro Sun**

...Letty Thompson

Category 8, Process color  
Gregory's Jewelers  
*Celebrate nature's most dazzling*

**Congratulations  
to the year's winners  
from APA  
& these sponsoring companies:**

*Arkansas Press Services*  
*Arkansas Tourism Development Foundation*  
*Bowater Newsprint*  
*CenturyTel*  
*CJRW!Outmarketing*  
*Metro Creative Graphics*  
*Palmer Newspapers*  
*Pulaski Technical College*  
*Jerry Russell,*  
*Political Campaign Consultant*  
*Southwest Times Record, Fort Smith*  
*AEP (SWEPCO)*

