

# NewsWriting

## Division 2 Large Dailies

### The Paris News

1. **The Paris News** — “Will the circus come to town?” by Bill Hankins. This story presents a unique angle to the immigration issue and illustrates the complexities very well. “Uninsured overcharged by hospitals, says dermatologist” by Mary Madewell. Again, this story uses a fine illustration to point out a very important issue facing the U.S. & Texas.
2. **Lufkin Daily News** — “Dying to play: Lufkin boy first local victim to die in choking game...” by Ashley Cook. The writers do a fine job of explaining the choking game and informing parents. “Terminal condition: Jennings Station used for buses, not much else since its construction” by Ashley Cook and Jessica Savage. Nice way to show waste of federal dollars. The photo sequence of empty terminal throughout the day works well.
3. **The Galveston County Daily News** — “Get the lead out — Study: 20 percent of isle children have lead poisoning” by Leigh Jones. This piece is the stronger of the two and illustrates a huge health problem facing Galveston. “Early threat — Virus that preys on infants and elderly makes an early arrival” by Laura Elder. More could have been done with this story to explore the issue of insurance. Any way to prevent the virus? Otherwise an important, informative health piece.
4. **Lubbock Avalanche-Journal** — “It’s been a year ... Police still seek key evidence to solve Harrelson’s murder, Merimon’s disappearance” by Henri Brickey and “Fallen soldier makes journey home” by Elliott Blackburn. These are both well-written, interesting stories but the writers could have explored other avenues.

## Division 3 Small Dailies

### Waxahachie Daily Light

1. **Waxahachie Daily Light** — by JoAnn Livingston. “Humane game: County officials have no solution to rising costs of abandoned pets” Use of heartbreaking photo and emotional angle ... draws reader into the story. Writer does great job of telling complete story of issue and its ramifications. Great use of breakouts. Excellent job. “Man calls for EMS, gets police Tasers” Again, an-

other excellent piece of journalism that covers all bases. Great job.

2. **The River Cities Daily Tribune, Marble Falls** — by Chris Porter. “Tracking the ‘wolf’ — Police still trying to make sense of killing spree that claimed 6 lives” Very well told story, effective use of inside source providing readers with a different insight to suspect. Very comprehensive timeline of events. Victim breakout helps put human face on tale. Good job. “Marble Falls teacher cited for second shoplifting” Interesting read.
3. **Mineral Wells Index** — “The stadium blame game” by Libby Cluett. Great lead, headline appropriate for story. Good use of sources (smooth transitional quotes would help.) Great use of breakout quotes and online component. Main photo could be better. Nice work. “Freedom short-lived for CCA escapees” by Lacie Morrison. Good lead, concise writing.
4. **San Marcos Daily Record** — by Anita Miller. “Michael Davis remembered: San Marcos man killed in Iraq ‘was the kind of guy people looked up to’” Not your typical war fatality story. Nice use of sources to humanize fallen soldier. “Under Pressure: Highway 130 project leaves some landowners expecting worst” Writer does an excellent job of highlighting the human impact of the construction project.

## Division 4 Large Semiweeklies

### BOERNE STAR & RECORDER

1. **The Boerne Star** — “Sewer rate hike approved” by Dave Pasley. While government meetings are routine, the decisions made by a handful of people can have a big impact on many. Good detail in story. Comparison to other communities made for complete report. “Esperanza: Developer says they’re building a community” by Mark J. Armstrong. Economic development can take several directions though this package provides good detail on how a community is trying to plan for smart growth.
2. **Fayette County Record** — “Lewdness in park charged” by Larry Jackson. Interesting topic to fall into, however, story is straight-forward. Gets to the point quickly. “Robbery leaves owner shaken, 3 men sought.” By H.H. Howze. Detail was good. Catching up with the owner who had traumatic experience was good second

day story.

3. **Round Rock Leader** — by Marcial Guajardo. “Hazard scare downtown: Authorities respond to package alongside road” Great spot news example. Good detail “Georgetown man put to death for murder” Descriptive. Reader is put at the scene.
4. **Uvalde Leader-News** — “Truck mishap deals setback to startup fire, rescue department” by Margaret Palermo. Narrative form was great. The story behind the story was well done. Historical information was good to include. “Parents oppose busing students from Batesville” by Andrea Gonzalez. Important issue to follow, though some of the parental concerns should have been higher in the story.

## Division 5 Small Semiweeklies

### The Highlander

1. **The Highlander, Marble Falls** — “Murder suspect nabbed: Sought in six killings, manhunt ends in New York” by Fred Afflerbach. Great detail in story of cross country chase for fugitive. Writer did a great job with multiple police agencies. “Jury sends message: 50 years” by George Hatt. Great detail in trial story. Background was plentiful for anyone who may not have followed the case from the beginning.
2. **San Benito News** — by Michael Rodriguez. “Dolly Vinsant employees have a message for administrators: ‘We want our money’” Good leads. Right to the point. Good story flow with plenty of detail. “Bizarre — PD: Teen fabricated kidnapping” Unusual story for certain, but coverage was well done.
3. **Breckenridge American** — by Don Treul. “Texas Railroad Commission investing benzene spill” Good example of enterprise story. Simple incident lead to larger investigation to get to root of problem. “SMH Construction complete” Quote as a lead typically isn’t a good idea but it works with follow up graphs.
4. **The Bowie News** — by Barbara Green. “Dissent lead to VFD split” While you had to get a couple of paragraphs in to get an idea what was happening, story’s details made up for slow-move lead. “Threatening calls lead to arrest — Virginia Tech murders bring caution,

*Continued next page*

## General Excellence

Continued from previous page

## Division 9 Small Medium Weeklies

### TODAY DESOTO

1. **Desoto Today** — The stand out in the group in nearly every category. Nice job by everyone in every section.
2. **The Albany News** — Well-balanced paper with well-written stories and overall quality photos. A little too gray on some pages. Overall, an award winner.
3. **The Citizen, Clear Lake** — Different sports section heads one good and one not so good; hard to read sports stories that are three-column wide. Good overall news stories that are well-written. Could have been a top two finisher with a few changes. Nice paper overall.

4. **Van Alstyne Leader** — Above average in all categories. Nice layout with exceptional color photos. Some of the section headers could be improved. Editorial page(s) could be stronger — more hard thoughts than columnists writing fluff.

## Division 10 Small Weeklies

### Alvarado Star

1. **Alvarado Star** — Stands out as the best in this class! Attractive eye-catching front pages — cowboy kid is an excellent photo. The top banner for “inside” stories is well done. Good variety of headlines, font sizes. Excellent section heads with good stories. Very good editorial/opinion pages. The only thing lacking is a good sports section. Work on that and a grade A paper could

even receive a higher mark.

2. **Sachse News** — Not far from the top; six column headline are used too often. But overall, clean and attractive layouts. Sections are well-defined. Color adds a lot to this paper. Exceptional sports section, but “upcoming games” could be done differently. Nice job overall!
3. **Murphy Monitor** — Strong front pages, although headline size and fonts could vary a bit. Clean looking pages and easy to read. Sections contain ample number of stories. Ranks close to the top two in this category. Liked the front page photo on July 12 issue.
4. **Keene Star** — A distant fourth-place finisher from the top three. Good photos and quality of writing. Lacks the content of the top three — sports and editorial in particular. Overall well-designed and attractive paper.

# NewsWriting

First Place Division 6 Weeklies

## Body Discovered Monday As Fire Destroys House

Fredericksburg Standard Radio Post

Homicide is being considered in the death of a Fredericksburg resident whose body was found by fire fighters while battling a house fire Monday night at 506 Franklin Street in the southwest section of the city.

Linda Ann Muegge, 55, was the owner and the deceased occupant of the one-story frame house which was declared a total loss by Fredericksburg Fire Marshal Wallace Britten who said yesterday the cause of the fire is under investigation.

The preliminary results of an autopsy conducted by the Travis County Medical Examiner's Office in Austin and released this morning stated that Ms. Muegge "had sustained trauma reflective of homicide prior to the structure fire."

A positive identification of Ms. Muegge was made through dental records, Fredericksburg Police Chief Paul Oestreich said

today.

The autopsy was ordered Monday night by Precinct 1 Justice of the Peace Louis Rech after he had finished conducting an inquest at the scene.

Meanwhile, officials of the State Fire Marshal's Office in Austin arrived here this morning to conduct an investigation into circumstances surrounding the fire.

The alarm for the fire was first sounded at 7:59 p.m. Monday after passers-by noticed smoke and flames coming from the three-bedroom home.

Twenty-eight members along with five trucks of the Fredericksburg Volunteer Fire Department were dispatched to the scene where the house was virtually "fully involved" upon their arrival.

Britton said the witnesses who happened upon the burning home before emergency personnel arrived had initially tried to enter the house from different sides in hopes of

helping anyone who might be inside, but they were quickly driven back by smoke and flames.

At the time, FVFD members had been only about five blocks away from where the fire broke out along the south side of Baron's Creek, participating in a regular Monday night drill that involved a pre-planning inspection of the new Hampton Inn in the 500-block of East Main.

As a result, explained Fredericksburg Fire Chief Steve Olfers, it took firemen only about two minutes to reach the burning house once the alarm came in rather than the five-to-six minutes that would normally be required from the fire station in the 100 block of West Main.

As some firemen began fighting the fire from the outside by directing water hoses at the front of the residence, Olfers said other teams wearing protective gear and breathing packs almost immediately entered the structure from the rear — where smoke and

flames were not as great — in order to conduct an interior search for possible occupants.

"This fire burned incredibly fast," said Olfers, who reported that it took firemen almost five hours to complete their work at the scene before the last truck returned to the fire station at 12:40 a.m.

Also assisting were Fredericksburg EMS personnel who were dispatched to the location of Monday night's fire as were officers of the Fredericksburg Police Department who subsequently roped off the area after the fire was put out in anticipation of today's investigation by state fire marshals.

The last homicide death in Gillespie County was that of Yuhuai Yan, 26, of San Antonio who was discovered Feb. 2, 2000, on the side of Interstate 10 between Kerrville and Junction. No arrest has been made in that murder case which remains under investigation.

Continued from previous page

tension to college campuses" Great spot news tie-in with Virginia Tech incident. Story had good detail.

Division 6 Large Weeklies

### Fredericksburg Standard

Radio Post

1. **Fredericksburg Standard Radio Post** — by Terry Collier. "Gillespie welcomes Lady Bird home" Excellent coverage. Writing solid, use of quotes really supported and painted a vivid picture. "Body discovered Monday as fire destroys house" Lead really grabs reader. Locked-in presentation of facts was great.

2. **Nueces County Record Star** — "School officer stripped of position: District also suspends three other employees" by Jeff Tucker. Very fair showing of both sides. Had all information needed. "Faulty readings cost customers: Worker responsible for errors dismissed" by Tim Olmeda. Straight-forward explanation of mishap clear and solid writing.

3. **Azle News** — "Friends save teen after diving mishap" by Edwin Newton. Clear solid writing. Excellent use of quotes to support what happened. "From fact to fiction: Teen drinking in Azle could make 'Shattered dreams' cold reality" by Gail Gilmore. Lead draws reader in. Powerful use of statistics and pull quotes.

4. **Burleson County Tribune** — by Roy Sanders. "Edwards laid to rest with military honors — County's first Iraq war casualty brought home" Really well done. Story and use of quotes pulls at reader, keeps them locked in. "Tornado hits Snook-Tunis area, damages trees, barns" Extent of damage dragged on a bit but incorporating weather updates was great.

Division 7 Medium Large Weeklies

### THE BIG BEND Sentinel

1. **The Big Bend Sentinel** — "Questions raised after burros killed at Big Bend State Park" by Sterry Butcher and "Presidio border fence included in latest Homeland Security plans" by Megan Wilde. Both of these stories seem to uncover real surprises. Both were very interesting and the writers dug deep.

2. **The Smithville Times** — by Mark Gwin. "Sheriff, commissioner indicted: Hernandez, Goertz accused of misusing county funds and inmate labor for personal gain" Good coverage of this event. "Truck drives into La Cabana" This story stands out especially because of the interviews with the people at the Cabana. Nice on-the-scene reporting.

3. **Cleveland Advocate** — by Vanesa Brashier. "Police disappointed by verdict in Cannon case" and "Officer's call for help ignored by dispatcher: Investigation of police department reveals that fired dispatcher was negligent in her duties" This was a very revealing story and was told well, especially the detail about the dispatcher talking to her husband on the phone about their son whistling. I'll remember that detail.

4. **Medina Valley Times** — "Growth of Texas: Improvements since 1990s strengthen control on growth" by William Alonso. The writing in this story is particularly strong and pulls the reader in. "Crane flying out of Hondo" by Jesse Blanchard.

Division 8 Medium Weeklies

### ROCKWALL COUNTY NEWS

1. **Rockwall County News** — by Tereasa Nims. "Officials say Heath teen's death a sad wake-up call" A captivating story that really pulled the reader through. "To stop a predator: Parental awareness key to better online safety" The story did a good job of using a personal tale to tell a much wider ranging story.

2. **Refugio County Press** — by Kenda Nelson. "Good Samaritan saves man from blazing inferno" A neat story of a very brave individual. Well told. "Undercover drug operation nets 47 indictments, 28 suspects" The writer did a good job digging for this story. The perspective of the undercover officer was intriguing.

3. **Muenster Enterprise** — by Janet Felderhoff. "Hartl completes father's pilgrimage" A nice feature story, a little wordy but very nice. "Downpour deals destruction in eastern Cooke County" The writer did a nice job getting different subjects input for the story. It was much enhanced by the perspectives offered.

4. **The Springtown Epigraph** — "Firefighter dismissed: Lamb off Springtown VFD after 20 years" by Carolea Hassard. The writer did a solid job looking behind the scenes at what could have been dismissed as a normal termination. "Access denied: New SMS gym can't open as city, SISD feud over water line" by Edwin Newton. The writer did a good job fleshing out the story and making a somewhat complex issue easy to understand and follow.

Continued next page

## Will the circus come to town?

Unless Congress acts quickly, the answer is probably 'No'

By BILL HANKINS, The Paris News

Imagine a nation without circuses, carnivals and with scaled down versions of state and county fairs.

It could happen in America next year if Congress does not act on legislation tied to an appropriation bill.

It's all about immigration, a touchy subject in some circles, but it is not the immigration issue most people think of.

The dilemma facing circuses, including the four that call Hugo, Okla. home, is that they suddenly are unable to bring into this country the seasonal acts that make the circuses great.

Circuses, carnivals and other industries that hire seasonal workers have always worked under a seasonal immigration law that allows foreign workers to come into the country, work, pay their taxes and social security and then go back to their own countries after the seasonal employment is completed.

The program that allows seasonal employment is H-2B, and it provides a vital and legal source of seasonal labor for the mobile industry.

The problem is, Congress put a mandated cap of 66,000 workers per year allowed in under the program. Ski resorts, such as in Vail, Colo., and the landscaping industry, which hires most of the seasonal workers, along with the circuses across the nation, the carnivals, the hotels and others went to Congress two years ago and said the limit of 66,000 was not adequate to fill the need for seasonal workers.

Congress voted to allow workers already on the visa program exemptions from re-applying each year.

That meant they did not fall under the 66,000 cap, allowing those workers to come back each year without counting against the cap.

But the exemption was sunsetted for one year. Congress extended it until Sept. 30 of this year but failed to renew the extension, and the exemptions died on that date.

The issue has been tied this year to an appro-

priation bill, that may or may not be approved by Congress, and if it is, could become a part of a presidential veto.

The need for seasonal workers for 2008 is so great, the 66,000 available spots were filled on Sept. 27, 2007, three days before the fiscal year actually began.

The big industries such as ski resorts, landscaping and hotels grabbed off most of the spots, and even then, did not get enough workers.

Vail ski resorts, which usually hire 2,500 workers for the season, fell more than 750 short of goal before the cap was reached.

The larger circuses across the nation grabbed off those workers they could before the cap closed in, but they also did not fill their need.

That left the smaller circuses such as Carson and Barnes, Kelly Miller, Culpepper Merriweather and Circus Chimera, all of Hugo, without hope for next year unless the legislation is approved.

"I have already had to announce I will shut down," said Jim Judkins, owner of Circus Chimera. "If I am not sure I have the circus acts coming from other countries, I cannot start signing contracts for stops in cities and towns next year. If I signed the contracts and did not get the workers, I am liable. I would have to use the sites and pay the fees for them."

Christen Parra of Carson and Barnes said: "We are trying right now with lobbyists working on it in Washington, D.C. We have asked people to write letters to Congress and ask them to take action."

"Unfortunately we won't be able to take the circus on the road next year as we are now," she said. "We would have to downsize considerably. We can't function without these guys getting the visas, and as it stands, there are no more visas available. We are not willing to close our doors, but we can't plan next season without these workers."

Parra said being a small family-owned circus, Carson and Barnes comes in about sixth in line behind the larger circuses and far behind such operations as ski resorts and landscaping and hotels.

The same would apply to all four circuses in Hugo, and if the circuses closed their doors or downsized, it could put a large dent in the econ-

omy of the city as well as the circuses.

"If nothing is done, I have no doubt we are going to be left out entirely," Parra said. "We only have about 120 days to get the circus acts and set up our schedule for next year. What we are afraid of is Congress will not act in time for us."

U.S. Ralph Hall, Rockwall, said he understands the problem and is pushing for the bill and the seasonal worker industry, but added that he has little say if it will come up for a vote or when.

"I am backing the extension of the H-2B exemptions, but we (the Republicans) are no longer in control of when the legislation will come down," Texas' Fourth District congressman said.

Christopher Shel, with Hall's office, said the quota fix is tied up in the appropriations bill and the minority does not dictate that schedule, "but we are pushing for passage of that immigration issue."

Judkins said he and others will travel to Washington, D.C., Tuesday and will stay the remainder of the week pushing congressmen and senators to take action on SB900 and HR1843, which contain the needed legislation.

"We are facing the problem of all this rhetoric about illegals and amnesty, and Congress is reluctant to pass anything about immigration," Judkins said. "Those who depend on the law are out of luck."

"These people come into the country, pay their taxes, pay their Social Security and live by the law, then they go home when the seasonal work is over," Judkins said. "They do not have an opportunity to draw Social Security or get the benefits from the taxes they pay."

Judkins said immigration opponents have wrongfully looked at workers in the H-2B program as cheap foreign labor, and that employers pay them next to nothing.

"We have to pay the workers the highest of the prevailing wages for any place on the entire route, and we have to provide living quarters and meals at no charge," he said.

Judkins said almost every carnival in the country uses H-2B workers, gets reliable help, provides drug tests and has the highest safety record.

"These workers have to be incredibly good," he said. "Can you imagine putting together those

carnival rides if you had to use unskilled workers?"

If carnivals are forced to shut down because of a lack of traveling workers, that also would affect such organizations as the Red River Valley Fair and even smaller carnivals might not be able to make the stops in Mirabeau Square or other places in Paris.

Judkins said Americans do not want to leave home and travel for 10 months of the year, so there are no American acts or workers available to the circuses.

"We really have to do something with this problem and do it fast," he said.

"These H-2B visas are really non-immigrant visas and should not be considered in the regular immigration laws," Judkins said.

Judkins handles immigration work for all the circuses in Hugo and said all of them face a dilemma if this legislation is not passed.

Jim Royal with Kelly Miller Circus said: "At this point, we are not sure of what we will do. The worst case scenario is it will put us out of business."

Royal said Kelly Miller did well this year despite high gasoline prices, "but next year could be a whole new story. We may have to go on a massive recruiting drive."

"Our local circuses are desperately asking people to contact their congressmen and senators and urge them to extend the H-2B by returning worker exemption," Royal said. "These shows provide jobs, revenue and a sense of pride in calling Hugo 'Circus City U.S.A.' The fact that four circuses call Hugo home is a distinction that no other city can claim. It would be a crime to allow this rich American tradition to be lost forever."

Judkins said he has just returned from one fact finding mission to Washington, D.C.

"What I found out gave me hope," he said. "Not a single senator or congressman's office I visited was against the H-2B program or to the fix."

Other congressmen and senators said the appropriations bill is a hard-fought bill, and it and the H-2B extension are a wait-see issue.

For the circuses, the carnivals and others on the bottom looking for seasonal workers, the wait may take too long to salvage next year.

Continued from previous page

Division 9 Small Medium Weeklies

### The Gladewater Mirror

- The Gladewater Mirror** — by Brenda Brown. "Be-ware of owner: DA sending puppy mill operator to mental hospital" Good documentation of the latest rash of abuse. "Mayor ticketed for fire" Great job. You went to great lengths to document this story. Great courage, too.
- The Clarendon Enterprise** — by Roger Estlack. "Local pumpkins going to market" Good feature/news focus on a local market. "Student recants rape story" Super news story, good research.
- Desoto Today** — by Daphne Brown. "Gunfire prompts Lions to change rental policy" Good look at a troubling — and dangerous — problem. "Frances case to proceed in juvenile court: Judge rules; police disap-

pointed" Good work looking at reaction to a judicial decision.

4. **West Kerr Current** — by Clint Schroeder. "Hunt ISD to build high school" Good local angle and value. "Skateboard 'speed wobble' played role in son's death, dad says" Good in depth look at an unknown problem.

Division 10 Small Weeklies



- East Bernard Express** — by Benjamin C. Sharp. "Good Samaritans: Hlavinka employees rescue motorists from burning truck" Great lead, good story. Really expanded this news story into something neater! Well done. "Subway robber left empty-handed: Clerk locks self in back office, calls 9-1-1" Again, strong lead and well-written. I only wish the author could have secured some comments from the employee.

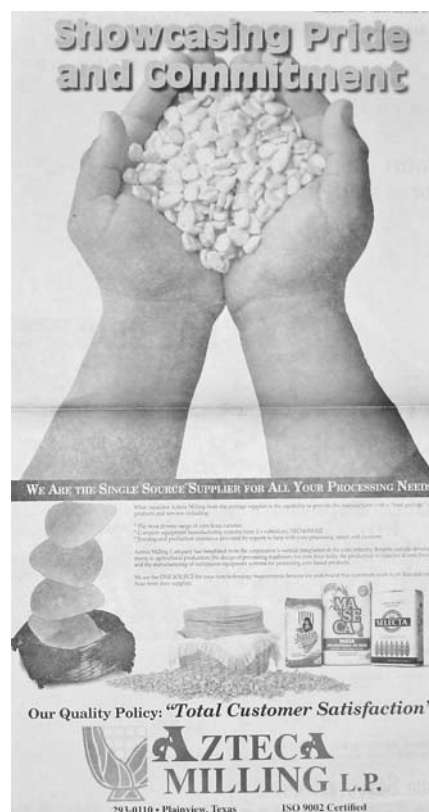
- The International, Presidio** — by Megan Wilde. "Border fence could be built near Presidio port of entry" Obviously a big deal in your part of the country — something that could affect the entire U.S. Good story, well-written. "Texas-Mexico border residents say no to barrier" I like the follow-up a little better because you get a personal sense of the barrier's affect. Good job.
- Century News, Dripping Springs** — by Murlin Evans. "Coyotes, feral hogs and wild dogs, oh my" Good story; well organized. The lead could be stronger though. "County responders get a little help from above" Well-written. Lots of detail. Nice job.
- Anna-Melissa Tribune** — by Jeremy A. Corley. "Anna to vote on alcohol again" Needs a stronger lead. The subject is good; story well organized but the story could use some tweaking. Nice overall. "Anna stays wet: Continued liquor sales win in landslide" Nice follow-up to original story. Again, could have used a better, tighter lead.

# Advertising

First Place Division 2 Dailies



First Place Division 3 Dailies



First Place Division 4 Semiweeklies



Division 2 Large Dailies

## VICTORIA ADVOCATE

- 1. Victoria Advocate** — "Giant lizard" Great idea. I loved it. Perfect!! Nice job. "Exciting" Nice job! But I have seen this before in other papers in the USA. "Spiderman" I think this is the weakest one of the three. It would have been nice to have maybe a spider web background.
- 2. Odessa American** — "ORMC" Very cute. I like how you made the team come first and ad second. The cheerleaders image made me laugh. "Wal-Mart" The print press line up is a little off. But overall nice design. "Golf tournament" Nice idea to cut out the face. Lets the reader imagine themselves there.
- 3. The Paris News** — "Kimberly Clark" The originality is excellent. I love the translation part. I would have liked the background to be a little bolder. "Campbells" I liked that you used faces of workers. Nice touch. The fonts could have been a little more exciting. "Turner Industries Group" Great ad. It's not everyday that a help wanted ad gets color. I love the large photo.
- 4. The Facts, Clute** — "Saluting seniors" Nice work on getting the feeling across about seniors. I also like that you didn't put the ad into a border. It makes it pop out more. "Damian Paint and Body" Nice balance on the spot color. Many other people use spot too much. I know when to say enough. "Snooty Poodle" Love the pictures! It would have been nice to have a different font. Three other ads on the pages used the same fonts.

Division 3 Small Dailies

## Plainview Daily Herald

- 1. Plainview Daily Herald** — "Rodeo bar-none" Love

- it! Great border The printing plant press is a little off. Made the (five guy) photo fuzzy. "Cargill Meat" This is the weakest of the three, but still nice. It like the use of the worker photos. "Azteca Milling" Love the hand photo. The logo image is very fuzzy. I also liked that you didn't put the ad in a box.
- 2. Terrell Tribune** — "House ad" Like the use of the grayed out front page paper. Type is plain. Have some fun with type and placement of type. "Bargain hunter" Look out for using yellow type. Love the photos, the apple looks so good to eat, not quite sure about the knife on counter. "Pool" Liked the play on words with the header and nice border. I would have had a little more fun with the type.
- 3. Taylor Daily Press** — "Johns Community Hospital" Logo is fuzzy. I liked how you showcased the doctors, but I would have used the same border around the photos. "Wrap n ship" Cute idea with the Santa letter. I like how you flipped the letter around to make it look like a child wrote it. Maybe should have spelled a few words wrong too. "Franklin Bank" Funny ad. Love the type choice. It screams old west.
- 4. Brownwood Bulletin** — "Funeral home" Very nice. It really pops with the four-color. Love the font choices. "Harris Broadband" Nice way to spice up a somewhat boring ad with the stop sign. Play with fonts a bit. "Sliger's Produce" Love the idea. It would have been nice to have an image of a Sliger holding a pecan. Love the header text.

Division 4 Large Semiweeklies

## ROUND ROCK Leader

- 1. Round Rock Leader** — "Tilted Kilt" Love the images that you used. I also like how the fonts mesh well to-

gether. "RR Express" Nice photo. Like how you used the colors from the uniform for the font/type. "Sky Ridge Plaza" Love the screen back image of candy corn. Also like the font choice.

- 2. Wise County Messenger** — "Radio Shack" Nice way to bring everything that Radio Shack has to offer. I also like how it is an ad, and a graphic for the story. "Best Donuts" I like how you didn't put the border on the top of the ad. "White space is our friend." Donut photo looks very good.
- 3. Hood County News** — "Inside & Out" Nice four-color! I would play around a little more with type and fonts. This is the weakest out of the three ads. "Wagon Yard" Like the font choice, it's got that old west feel, which helps drive home the company name "Wagon Yard." I like how the background is not overpowering and it helps showcase the fans. "Blue Rapid Car Wash" Love it! The bubble background is awesome! It's a throw back to the 50s. Nice job on font choices.
- 4. Williamson County Sun** — "Mother's Day" Nice spot color, but the press printing was a little off. Maybe make the word specials in black to help balance the ad a bit. It is a little top heavy. "Crestview Baptist" Very nice job on this ad, way to break up al the info. A lot of times these kinds of ads with a lot of text copy can be hard to read. Nice job! "Happy birthday" This is the best out of the three ads. It made me stop and read the copy. Nice job on making a sig page look different.

Division 5 Small Semiweeklies

## The Highlander

- 1. The Highlander, Marble Falls** — "River City Grill" I love the look of this ad. It reminds me of an old post card.

Continued next page

# Advertising

First Place Division 5 Semiweeklies

**The Hills**  
Of SHADY GROVE

K Bar T Homes (512) 756-4000  
WWW.THEHILLSOFSHADYGROVE.COM

Heritage Valley (512) 756-4000

K Bar T Homes 512.585.6256  
Landley Homes, Inc. 512.556.2940

First Place Division 6 Weeklies

**GOING MY WAY, COWBOY**  
...and lookin' good on the way.

IMAGE  
EYE  
WEAR

214.521.6763  
4268 Oak Lawn Avenue  
www.imageeyewear.com

First Place Division 7 Weeklies

**Memorial Day Tent Sale**

26 Doors Shopping Center  
Saturday May 26 and Monday May 28  
10 a.m. - 5:30 p.m.

Participating Local Businesses

Adelante Boutique Duncan & Boyd Jewelers  
Rustin Ridge Toy Makers  
Santa Rita Tex Mex Cantina  
Teo - expresso & gelato Urban Betty Salon

**Great discounts, treats and music**  
For information contact 452.5322  
1206 West 38th Street  
(across from Seton Medical Center)

Continued from previous page

Nice job. "Llano Chamber" Very cute idea. I love when old '50s and '60s images are being used in ads. Well done! "Hills of Shady Grove" Makes me want to buy a house here! Nice bright photos and the blue banner helps your eyes flow!

2. **The Jack County Herald** — "State jail" Cute photo of a tiger. Liked the font. "First National Bank heart" I love the use of photos and the way you laid them out like a heart. Very eye-catching. "First National Bank good" Nice photo. Love the textured background.

3. **Wimberley View** — "J&R Gymnastics" Best ad out of the three. Love all the children shots. Many parents probably cut this ad out and put it in a scrapbook. "House ad" Nice filler ad. Might want to make the Web page look a little more real looking. You got to love Photoshop. "HEB" This is the weakest of the three ads. Bursts are very busy. The type and photo are very fuzzy.

4. **The Bowie News** — "Hip Chic" Like the four-color. Not a great idea to put snow on their heads, it looks like they have a bad case of flakes or head lice. "Decatur Powersports" Nice image. Not bad font choice, logos a little fuzzy. "CA Longhorn Cattle" Picture is very nice and clear. Logos not bad. Type is very fuzzy.

Division 6 Large Weeklies

## Park Cities People

1. **Park Cities People** — "Image Eye" Love the 'going my way cowboy?' font. Nice photo along with the swirls, nice touch. Makes it not look like the old ad. Also like how you used the blue from the photo into the bottom bar. "Milyn Realty" Awesome photos! Would love to move into any of them. Nice choice of type. "Epiphany" Very nice! Like that is not just black and white. Very soft looking!

2. **Rockdale Reporter** — "Credit union" Like the mule-headed bit. Very creative. Photos are very clear and also the logos. "House ad" Very cute ad. Nice way to promote

Web site. I might have played around with fonts a little more! Maybe comic book looking fonts! Not comic sans but something a little more fun. "Remax" Love the "River Ridge Ranch" font. The Remax logo is very fuzzy. Printing plant color is a little off. Makes the Suzie Bush photo fuzzy.

3. **Mansfield News Mirror** — "Ray's Pharmacy" Very nice ad. Nice way to get all that information into that ad. The type isn't that small either. Like the use of the photo and the headers. "Twigs" Love that you used the brown from the logo. It helps bring everything together. Like the font choices too. "Cricket Alley" This is the weakest of the three ads. The image in the background isn't really working. It would have been nice to have the photos bigger and the type smaller.

4. **Cherokee Herald, Rusk** — "State championship" Strongest ad out of the three ads. Nice photos and type choices. The printing press is a little off, some color bleeding going on. The border on the right side and the bottom you can really notice it with the photo Leland Acker area. "PAACO" Like the type and tie-in the grad section. What's going on with the border on the left side. Do you want people to clip it out? If so it should run all around the ad. "Airtel" Nice idea to use a child in the ad. The photo clipping path is very rough. The logo is very fuzzy. It would have been nice to use the blue in the logo for the border of the ad and not cyan. This is the weakest of the three ads.

Division 7 Medium Large Weeklies

## West Austin News

1. **West Austin News** — "Martha Banister" Love the Christmas tree image. Nice font choices. "Million dollar view" Very nice, love the font that you used but I would have placed the ad on the bottom of the page and put the Heritage co. ad on top. It would help with keeping my eyes from leaving the ad. Because the ad is so colorful and the Heritage ad has a lot of white in it. It's almost

like placing text under an ad. It's not right. The photos in this ad are so awesome! Nice job! "26 Doors" Love the border. The color font gets a little hard to read. I would have used a bolder font.

2. **The Community News, Aledo** — "House Paris Hilton" Very cool idea series. I might have played around with type more! "House Tivo" Very cool idea series. Like how the type is bigger than the Paris Hilton ad. "Tennis team" I would have cropped the photo to not show the underwear. Fonts aren't that bad. Tennis ball you can tell that you Photoshopped that. It's edges should be a lot smoother.

3. **The Progress, Three Rivers** — "Vote" Nice way to spice up a political ad. The fonts are a little boring. "Merry Christmas" Nice border. Like how you used color in the text too. This is the weakest of the three ads. "Handi Stop" Love it! Love the photos and the type. It's nice to see someone use Photoshop the right way, "portfolio" work.

4. **Goldthwaite Eagle** — "Kids day" Like the clown image that you used. Printing plant's colors are a little off. It makes the photos fuzzy. Also like the bold font that you used. Here's a tip. It's First Kid's Day or just Kid's Day. You shouldn't use the word annual in the ad. You can use it for second and so on but not the first because they might not have it again. Just makes you sound dumb. "Mills General" Love the camo background. Some photos are very fuzzy. I might have used color in the prices. "MC State Bank" Awesome photo. The type is a little boring.

Division 8 Medium Weeklies

## THE CLIFTON RECORD

1. **The Clifton Record** — "Johnny's Place" Like that you have all the info on the apron and that you didn't put a border around the apron. "White space is our friend."

Continued on next page