



**ADVERTISING
CONTEST
WINNERS
FOR 2017**



THE NORTH CAROLINA
PRESS ASSOCIATION



2017 BEST AD CONTEST BEST IN SHOW WINNERS

Here are the entries chosen as the Best of Show in each division. All of the first-place winners are judged against each other regardless of category.

DIVISION A

HIGHLANDER

Promo - Mountain Homes

Mountain Homes
HIGHLIGHTING UNIQUE HOMES OF THE PLATEAU

Published one printed on bright white paper. 5,000 copies printed into *Coverings Chronicle*, The Highlander & distributed at free pickup locations throughout the area.

Regular Features

- Featured homes of the month
- Distinctive homes & gardens in the Highlands-Cashiers Area
- Realtor Q&A
- Tips for buyers & sellers
- Real estate sales data for Macon & Jackson Counties

ATTENTION REALTORS

COMING SOON
APRIL 2017

Showcase your listings to an affluent audience of more than 11,000 READERS MONTHLY.

Advertising Deadline: March 31

For more information on advertising opportunities call:
Cashiers: 828-743-7838 Highlands: 828-526-4114

DIVISION C

YES! WEEKLY

Health & Style Institute

HEALTH AND STYLE INSTITUTE

LOOK GOOD
FEEL GREAT
SPEND LESS

Buy a Full Size Keratin Shampoo & Conditioner, Receive your choice of a FREE Keratin Treatment or Signature Spa Facial!

1114 EASTCHESTER DR., HIGH POINT
336-885-3452
www.healthandstyle.com

MATRIX dermalogica L'ORÉAL

DIVISION D

SUN JOURNAL

Driving Hope, Collecting Donations For Hurricane Harvey Victims

Cherokee Scout

How do you know we're covering our community? There were more than 800 names in the June 21, 2017 edition.

89 Sycamore St., Murphy, NC 28906
828.837.5122 • Fax: 828.837.5832
www.cherokeescout.com

Sun Journal River Mills PROFESSIONAL STORAGE Center

DRIVING HOPE
Collecting Donations For Hurricane Harvey Victims

ITEMS NEEDED AT THIS TIME

- BOTTLED WATER
- SNACKS
- NON-PERISHABLE FOOD ITEMS
- PET FOOD CAT OR DOG (CANNED ONLY)
- BABY FOOD
- BABY WIPES / DIAPERS
- CLEANING SUPPLIES
- PAPER TOWELS
- MOPS
- FLASHLIGHTS/BATTERIES
- SMALL TABLE TOP GRILLS (NEW)

Bring your Donated items to the Sun Journal office 3200 Wellons Blvd. or River Mills Professional Storage Center 2723 Neuse Blvd.

River Mills will Drive Fully loaded U-Haul Trucks with Donated Supplies to John Hagee's Ministries a Church in San Antonio, Texas & Deliver Supplies to Hurricane Harvey Victims through their CornerstoneCares program

PLEASE HELP THOSE IN NEED ANY LITTLE BIT WILL HELP!
DONATIONS WILL BE ACCEPTED THROUGH OCTOBER 21, 2017. TRUCKS WILL LEAVE OCTOBER 22, 2017.
WWW.RMPCENTER.COM

DIVISION E

STARNEWS

Modern Legend



where bold meets minimal, where beauty and edge merge.
where music and art coexist & the little things matter.

10% OFF ENTIRE PURCHASE WITH THIS COUPON

342 NUTT STREET-WILMINGTON NC, 28401-910-399-7435 Offer valid until 02/2/18

DIVISION F

NEWS & RECORD

Grasshoppers
We're Home



BEST OVERALL NICHE PUBLICATION



HICKORY DAILY RECORD

99 Things to Do in 99 Miles
Judge's comments: Creative "contents" page. Photos capture the essence of every subject. Great design! Well done, great job!

METRO

Creative Graphics, Inc

DIVISION A
The Highlander

DIVISION D
Sun Journal

DIVISION B
The State Port Pilot

DIVISION E
Burlington Times News

DIVISION C
The Pilot

DIVISION F
Winston-Salem Journal

BEST REAL ESTATE AD

1st Place
JEFFERSON POST
 Teresa Roark-Laws Ben Haskins
 Ashe Rental Agency
Clean ad with good use of photos and color.

BEST RETAIL AD

1st Place
HIGHLANDER
 Stephanie Mason, Josh Smith
 9-Retail-Hil Hiker"

2nd Place
JEFFERSON POST
 Teresa Roark-Laws, Kyle Denny,
 Steve Baird
 Parker Tie Company

3rd Place
ASHE MOUNTAIN TIMES
 Kristin Obiso, Charlie Price
 Parsons Farm & Supply LLC

BEST USE OF COLOR

1st Place
CHEROKEE ONE FEATHER
 Scott Brings Plenty
 Christmas Caroling Contest

2nd Place
ASHE MOUNTAIN TIMES
 Brandon Carini, Ron Brown
 Jim's Corner Furniture

3rd Place
HIGHLANDER
 Stephanie Mason, Josh Smith
 10-Color-Brysons

BEST ENTERTAINMENT AD

1st Place
HIGHLANDER
 Stephanie Mason, Josh Smith
 4-Entertainment-Mozarts Mass

BEST FOOD AD

1st Place
BLOWING ROCKET
 Kristin Obiso
 Vidalia

2nd Place
PERQUIMANS WEEKLY
 Bev Alexander, Creative Staff
 Captain Bob's BBQ & Seafood
 Restaurant

BEST HOME FURNISHINGS/ APPLIANCES AD

1st Place
ASHE MOUNTAIN TIMES
 Brandon Carini, Ron Brown
 Jim's Corner Furniture

BEST MOTOR VEHICLE AD

1st Place
JEFFERSON POST
 Kyle Denny, Teresa Roark-Laws,
 Marjorie Morrison
 Ashe County Ford

BEST NEWSPAPER PROMOTION

1st Place
HIGHLANDER
 Stephanie Mason, Brad Spaulding
 13-Paper Promo-Mtn Homes

2nd Place
AVERY JOURNAL TIMES
 Meleah Bryan
 Healthy LifeTimes promotional

3rd Place
CHEROKEE ONE FEATHER
 Scott Brings Plenty
 We're slashing prices

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
HIGHLANDER
 Stephanie Mason, Josh Smith
 20-Retail-Dutchmans

BEST SPECIAL SECTION

1st Place
HIGHLANDER
 Staff
 14-Spec Sec-Calendar

BEST USE OF HUMOR

1st Place
HIGHLANDER
 Stephanie Mason, Josh Smith
 11-Humor-Hil Hiker

INSTITUTIONAL AD

1st Place
ASHE MOUNTAIN TIMES
 Meleah Bryan, Ron Brown
 Badger Funeral Home

Spring Is In Bloom
 Hanging Baskets and Bedding Plants
 Choose from Impatiens, Petunias, Ferns
 Vegetable and Flower Bedding Plants
 Seed & Fertilizers Available Too!

FARMERS FEED & SUPPLY
 100 South Main St., Rich Square, NC • 252-539-2743
 Open Mon. - Fri. 7:30 am - 5:30 pm;
 Sat. 7:30 am - 1:00 pm • Like us on Facebook

BEST USE OF COLOR / SECOND PLACE

HARVEY RECOVERY:
YOU CAN HELP.

THE NEED OF OUR NEIGHBORS IN TEXAS RUNS FAR AND WIDE.
 The Winston-Salem Journal, along with our BH Media sister properties, are doing our small part to assist. We invite the public to join our employees with donations in three areas of need: school supplies, water, and pet supplies (non-perishable). Please drop off donations to the Winston-Salem Journal front counter Mon-Fri, 8:30am-5:00pm. Journal office located at 418 N. Spruce Street. Parking available in visitor lot. Christy Trucking is also a drop off location at 2079 US Hwy 601 in Mocksville, N.C.
 Thank you for your donation!

BH MEDIA GROUP
 A Berkshire Hathaway Company
 WINSTON-SALEM JOURNAL
 NR NEWS & RECORD
 greensboro.com
 HDR
 History Daily Record

BEST COMMUNITY SERVICE SIGNATURE PAGE / FIRST PLACE



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of North Carolina

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THE MOUNTAIN TIMES

474 Industrial Park Dr.
Boone, NC 28607
(828) 264-3612 Fax (828) 262-0282
www.mountaintimes.com

WATAUGA DEMOCRAT

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www.wataugademocrat.com

THE BLOWING ROCKET

474 Industrial Park Dr.
Boone, NC 28607
(828) 264-3612 Fax (828) 262-0282
www.blowingrocket.com

ASHE POST & TIMES

7 E. Main St., P.O. Box 327
West Jefferson, NC 28694
(336) 246-6397 Fax (336) 246-3240
www.ashepostandtimes.com

THE AVERY JOURNAL-TIMES

335 Linville Street, P.O. Box 1330
Newland, NC 28657
(828) 733-2448
www.averyjournal.com

THE MOUNT AIRY NEWS

319 N. Renfro St.
Mount Airy, NC 27030
(336) 786-4141
www.mtairynews.com

THE STOKES NEWS

319 N. Renfro St.
Mount Airy, NC 27030
(336) 786-4141
www.thestokesnews.com

THE TRIBUNE (ELKIN)

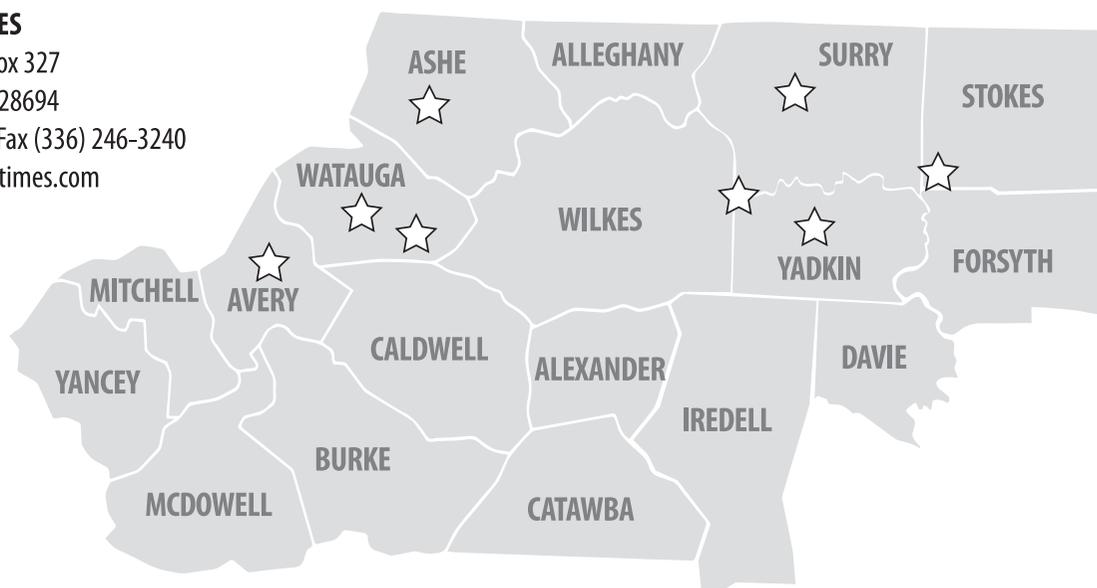
214 E. Main St.
Elkin, NC 28621
(336) 258-4035
www.elkintribune.com

THE YADKIN RIPPLE

115 Jackson St.
Yadkinsville, NC 28055
(336) 679-2341
www.yadkinripple.com

THE PILOT

319 N. Renfro St.
Mount Airy, NC 27030
(336) 786-4141
www.pilotmountainnews.com



BEST APPAREL, JEWELRY & ACCESSORIES AD

1st Place
CHEROKEE SCOUT
 Donna Cook, Ann Koles
 Paula's Jewelers

2nd Place
STATE PORT PILOT
 Donna Cook, Ann Koles
 Boo and Roos

3rd Place
STATE PORT PILOT
 Carol Magnani, Joey Robinson
 Cape Fear Jewelers

BEST HEALTHCARE/ MEDICAL AD

1st Place
CHEROKEE SCOUT
 Donna Cook, Ann Koles
 Dr. Mims

2nd Place
STATE PORT PILOT
 Carol Magnani, Joey Robinson, Linda Lash
 Doshier Memorial Hospital

3rd Place
STATE PORT PILOT
 Carol Magnani, Joey Robinson
 Doshier Memorial Hospital

BEST REAL ESTATE AD

1st Place
CLAY COUNTY PROGRESS
 Tracy Smith, Tina Sheldon
 Crystal Mountain Estate

2nd Place
CLAY COUNTY PROGRESS
 Tracy Smith, Tina Sheldon
 Sonja Silvers Realty

3rd Place
STATE PORT PILOT
 Joey Robinson
 Margaret Rudd and Associates,
 REALTORS

BEST RETAIL AD

1st Place
CHOWAN HERALD
 Bev Alexander, Creative Staff
 W. E. Nixon Welding and Hardware,
 Inc.

2nd Place
DUPLIN TIMES
 Becky Cole
 Rose Hill Trading Co. Seasonal

3rd Place
STATE PORT PILOT
 Ben Frazier, Joey Robinson
 Shop Local Open House

BEST USE OF COLOR

1st Place
CLAY COUNTY PROGRESS
 Tracy Smith, Tina Sheldon
 Jacky Jones

2nd Place
DUPLIN TIMES
 Becky Cole
 Partnership for Children

3rd Place
STATE PORT PILOT
 Carol Magnani, Joey Robinson,
 Linda Lash
 Southport Dental

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
CLAY COUNTY PROGRESS
 Tracy Smith, Tina Sheldon
 Shop Small
Great, brightly colored art! Each signature is able to stand on it's own since they are different sizes and colors.

2nd Place
STATE PORT PILOT
 Ben Frazier, Linda Lash
 Old Southport Village Shoppes
A nice way to organize stores in a single shopping center. Well done!

3rd Place
CHOWAN HERALD
 Bev Alexander, Creative Staff
 Prep Pointers For the Upcoming Hunting Season
Great concept!

BEST ENTERTAINMENT AD

1st Place
STATE PORT PILOT
 Carol Magnani, Linda Lash
 Go Chicken Coop

2nd Place
DUPLIN TIMES
 Jillian Smith
 Farm Fest

3rd Place
DUPLIN TIMES
 Alan Wells
 Sheriff's Ball

BEST FOOD AD

1st Place
DUPLIN TIMES
 Alan Wells
 The Country Barn
Great product shots to engage reader. Not too busy.

2nd Place
UP & COMING WEEKLY
 Elizabeth Long
 Little Italy

3rd Place
DUPLIN TIMES
 Alan Wells
 Billy's

BEST HOME FURNISHINGS/ APPLIANCES AD

1st Place
STATE PORT PILOT
 Carol Magnani, Joey Robinson
 Vivi's by the Sea

2nd Place
STATE PORT PILOT
 Mindy Ellinger, Linda Lash
 Beach Road Furniture

3rd Place
CHATHAM NEWS & RECORD
 Jason Justice
 Kimbrell's

BEST MOTOR VEHICLE AD

1st Place
CHOWAN HERALD
 Bev Alexander, Creative Staff
 Feyer Ford
Good mix of new and used vehicles. This ad sells the entire inventory and lets the reader know of the savings on each new vehicle.

2nd Place
CHOWAN HERALD
 Rich Houghton, Creative Staff
 Carolina Chrysler, Dodge, Jeep

3rd Place
CHEROKEE SCOUT
 Dave Stevens, Ann Koles
 Lifetime Kia

BEST NEWSPAPER PROMOTION

1st Place
CHEROKEE SCOUT
 David Brown, Ann Koles
 Cherokee Scout names
Great idea to list the names from that issue, shows community and purpose of having a local newspaper.

2nd Place
UP & COMING WEEKLY
 Elizabeth Long
 Women's View
Like the variety of types of women in the ad for a women's magazine. Great color use also.

3rd Place
CLAY COUNTY PROGRESS
 Tina Sheldon, Travis Dockery
 Clay County Progress
Fun ad for eclipse, comparing it to coverage by newspaper.

BEST NICHE PUBLICATION

1st Place
CHEROKEE SCOUT
 Staff
Peaks & Valley 2017
Great use of graphics within the stories. Learned a lot about this place.

2nd Place
WATAUGA DEMOCRAT
 All About Women Staff
All About Weddings 2017
I do wedding guides and shows yearly. Beautiful magazine, wedding highlights are outstanding.

3rd Place
CHEROKEE SCOUT
 Staff
Country Roads Fall 2017
Main focus on the festival makes it interesting and the reader wants to attend.

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
DUPLIN TIMES
 Jillian Smith
Lu Mil Winery
Spectacular photo!
 2nd Place

WATAUGA DEMOCRAT
 Meleah Bryan
Things We Love page
Draws in the reader!
 3rd Place
WATAUGA DEMOCRAT
 Meleah Bryan, Mark Mitchell
 Molly Northern Interiors
Nice, balanced layout with consistent colors!

BEST SMALL AD

1st Place
STATE PORT PILOT
 Mindy Ellinger, Joey Robinson
The Geeky Merry Mermaid
Nice layout with odd shape that draws the eye. Stands out on the page!

2nd Place
CHEROKEE SCOUT
 Donna Cook, Ann Koles
Paula's Pawn and Jewelry
Great Christmas greeting!

3rd Place
STATE PORT PILOT
 Carol Magnani, Joey Robinson
The Villages Fall Market Brunswick Forest
Stands out! Nice layout.

BEST SPECIAL SECTION

1st Place
WATAUGA DEMOCRAT
 Staff
Boone My Hometown 2016-17
Consistent and clean! This section is full of beautifully designed ads and nicely organized content.

2nd Place
STATE PORT PILOT
 Staff
Cape Fear Coast Fall 2017
Great cover! Many exceptional ads!

3rd Place
STATE PORT PILOT
 Staff
Cape Fear Coast Spring 2017
Nice cover, photography and advertising!

BEST USE OF HUMOR

1st Place
STATE PORT PILOT
 Carol Magnani, Linda Lash
East Coast Moving

2nd Place
STATE PORT PILOT
 Ben Frazier, Joey Robinson
Serenity Total Skin Care

3rd Place
STATE PORT PILOT
 Carol Magnani, Joey Robinson
Oak Island VFW

INSTITUTIONAL AD

1st Place
STATE PORT PILOT
 Ben Frazier, Linda Lash
Carr Insurance

2nd Place
CHEROKEE SCOUT
 Donna Cook, Ann Koles
Randy Barnett

3rd Place
CLAY COUNTY PROGRESS
 Tracy Smith, Tina Sheldon
Shady Grove

THE CAROLINA'S ACTION TRACK
CAROLINA SPEEDWAY
FRIDAY NIGHT LIVE!
 DIRT TRACK RACING AT CAROLINA'S ACTION TRACK

6355 UNION RD · GASTONIA, NC 704.869.0313 carolinaspeedway.net Carolina Speedway @CarolinaSpeed

PIT ADMISSION \$25 · GRANDSTAND ADMISSION \$12 · 11 & UNDER FREE!

Photos by The Official Photographer of the Carolina Speedway: Randy Houser

BEST ENTERTAINMENT AD / FIRST PLACE

PRINTER FULL PAGE

Congratulations to Carolina Journal, winners of three NCPA awards!



EDITORIALS 1ST PLACE ONLINE DIVISION

RICK HENDERSON, "UNDERAPPRECIATED STORIES OF THE 2017 LEGISLATIVE SESSION"



ELECTION/POLITICAL REPORTING 1ST PLACE ONLINE DIVISION

KARI TRAVIS, "RAISING AGE WOULD GIVE JUVENILE OFFENDERS A NEW START, SUPPORTERS SAY" - EDITORIAL



NEWS ENTERPRISE REPORTING 3RD PLACE ONLINE DIVISION

KARI TRAVIS, "HUMAN TRAFFICKING GAINS LEGISLATURE'S ATTENTION"



Carolina Journal, a part of the nonprofit, nonpartisan John Locke Foundation, envisions a North Carolina of responsible citizens, strong families, and successful communities committed to individual liberty and limited, constitutional government. The John Locke Foundation employs research, journalism, and outreach programs to transform government through competition, innovation, personal freedom, and personal responsibility. JLF seeks a better balance between the public sector and private institutions of family, faith, community, and enterprise.

CJ publishes a monthly newspaper and stories online daily at carolinajournal.com



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Federally insured by NCUA

Loan Products

Mortgages – (Fixed & Adjustable Rates), Vehicle Loans – (New & Used), Visa® Credit Card, Personal Loans

Financial Advisory Services

Tax Preparation, Insurance, Investments, Retirement Planning, Education Planning, Trust Services, Financial Counseling

Convenience

24/7 Member Services via phone, Over 260 Branch Locations, nearly 1,100 No-Surcharge CashPoints® ATMs, Online Member & Mobile Access, Online BillPay



NCPA
Federal Credit Union



Visit www.ncpafcu.org for a complete listing of branch locations or call 24/7 Member Services via phone at 1-888-732-8562 for more information.

BEST APPAREL, JEWELRY & ACCESSORIES AD

1st Place
MOUNTAINEER
 Mac Heishman, Lori Gilbert
Marthaler Jewelers Peridot
Stunning! This ad stands out even on a crowded page.

2nd Place
LAKE NORMAN CITIZEN
 Renata Wesner
Salice Boutique-Apparel Jewelry Accessories Ad
Very nice layout and graphics with a solid offer. Well done!

3rd Place
YES! WEEKLY
 Alex Eldridge
 Mellie & Emilia
Nice graphics! Clean and elegant design.

BEST HEALTHCARE/ MEDICAL AD

1st Place
PILOT
 Scott Yancey, Darlene McNeil-Smith
Pinehurst Medical

2nd Place
LAKE NORMAN CITIZEN
 Renata Wesner
Carolina Oral-healthcare medical ad

3rd Place
INDEPENDENT TRIBUNE
 Crystal Doster, William Fulton
Cabarrus Eye Center

BEST REAL ESTATE AD

1st Place
LAKE NORMAN CITIZEN
 Renata Wesner
VerdictRidge-RealEstateAd
Nice, eye-catching layout! We love the organization of the individual listings!

2nd Place
PILOT
 Brad Beard, Perry Loflin
Berkshire Hathaway
Great layout and color scheme!

3rd Place
MOUNTAINEER
 Mac Heishman, Paula Lilly
Premier Sotheby's
Nice, big photos! Good use of the space!

BEST RETAIL AD

1st Place
PILOT
 Brad Beard, Deborah Fernsell
Gully's

2nd Place
PILOT
 Scotty Yancey, Terry Hartsell
Country Bookshop

3rd Place
ROANOKE-CHOWAN NEWS-HERALD
 Ryan Outlaw
Riverside Mill

BEST USE OF COLOR

1st Place
YES! WEEKLY
 Alex Eldridge
Health & Style Institute - 2

2nd Place
ROANOKE-CHOWAN NEWS-HERALD
 Ryan Outlaw
Farmer's Feed & Supply

3rd Place
PILOT
 Scott Yancey, Ginny Trigg
SpringFest

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
INDEPENDENT TRIBUNE
 Crystal Doster, Sales Staff
Summer Camp Page

2nd Place
MOORESVILLE TRIBUNE
 Kasey Wells, Casey Melton, Melissa Neiderer
Shop Local Businesses for the Holidays

3rd Place
MOUNTAINEER
 Staff
Biltmore Village Shop

BEST ENTERTAINMENT AD

1st Place
 Mountain Xpress Staff
Rezaz
Great use of graphics! Draws in the eye and stands out on the page.

2nd Place
YES! WEEKLY
 Alex Eldridge
Di'lishi
Good use of graphics, and consistent color.

3rd Place
YES! WEEKLY
 Alex Eldridge
West End Coffeehouse
We love the iconography and dominant photo. Would have placed higher with better letter spacing in the word "West".

BEST FOOD AD

1st Place
PILOT
 Brad Beard, Deborah Fernsell
Rudino's
Nice clean ad, great food pictures. Enticing ad.

2nd Place
FRANKLIN PRESS
 Liz Birolin
Somethin's Brewing
Nice clean ad, with a good message, stop/see, text and quick service is yours.

3rd Place
MOUNTAINEER
 Mac Heishman, Paula Lilly
Virgola Italian Wine Bar
Elegant look to the Italian restaurant ad. I am not one for oysters, but the presentation was very nice.

BEST HOME FURNISHINGS/ APPLIANCES AD

1st Place
PILOT
 Scott Yancey, Patty Thompson
All Fixed Up
Nice, consistent color scheme! Good heading that incorporates the company name.

2nd Place
INDEPENDENT TRIBUNE
 Crystal Doster, William Fulton
Kimbrell's
Very nice layout!

3rd Place
PILOT
 Mechelle Butler, Terry Hartsell
Sweet Dreams
Clean and consistent layout! Good use of white space!

BEST MOTOR VEHICLE AD

1st Place
PILOT
 Brad Beard, Perry Loflin
Cooper Ford
Well done! This was a great way to organize a lot of information! It's easy to follow and read.

2nd Place
COURIER-TIMES
 Carol Garrett
University Ford Just Announced

3rd Place
MOORESVILLE TRIBUNE
 Chuck Slivensky, Lisa Tarlton
 Randy Marion Lincoln
Good use of graphics with appropriate negative space.

BEST NEWSPAPER PROMOTION

1st Place
INDEPENDENT TRIBUNE
 Crystal Doster, Bruce Barker, Cynthia Halsey
The Choice is Yours

2nd Place
INDEPENDENT TRIBUNE
 Candy Shannon, Bruce Barker
Unsung Hero Promo

3rd Place
PILOT
 Scott Yancey
Best of the Pines Promo ad

BEST NICHE PUBLICATION

1st Place
MOUNTAINEER
 Staff
Veterans Day 2016

2nd Place
MOORESVILLE TRIBUNE
 Amber Griffin, Sales Staff
Tinsel

3rd Place
MOORESVILLE TRIBUNE
 Kasey Wells, Sales Staff
Welcome Back

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
MOORESVILLE TRIBUNE
 Crystal Doster, Tiffany Hovis
 GG's

2nd Place
PILOT
 Scott Yancey, Ginny Trigg
 Belli Bambini

3rd Place
MOUNTAINEER
 Tristan Collins, Lauren Wood
 The Hot Tub Store

BEST SMALL AD

1st Place
PILOT
 Brad Beard, Deborah Fernsell
 Jack Hadden

2nd Place
INDEPENDENT TRIBUNE
 Kent Boggs, William Fulton
 Chad Love Services

3rd Place
YES! WEEKLY
 Alex Eldridge
 Breathe Cocktail Lounge

BEST SPECIAL SECTION

1st Place
INDEPENDENT TRIBUNE
 Tanya White, Sales Staff
 Unsung Heroes

2nd Place
PILOT
 Staff
 Best of the Pines Section

3rd Place
PILOT
 Staff
 Farmers Day

BEST USE OF HUMOR

1st Place
PILOT
 Brad Beard, Deborah Fernsell
 Pik N Pig

2nd Place
FRANKLIN PRESS
 Liz Birolin
 Bald Head Realty

3rd Place
MOUNTAIN XPRESS
 Staff
 Hot Yoga Asheville

INSTITUTIONAL AD

1st Place
INDEPENDENT TRIBUNE
 Crystal Doster, William Fulton
 Sportscenter
Great color, testimonies and a call to action with a good offer.

2nd Place
ROANOKE-CHOWAN NEWS-HERALD
 Crystal Parker
 Community of Hope Funeral Services
Nice colors: gold and black with a family photo of those that will be helping make difficult decisions, give credibility to the ad.

3rd Place
PILOT
 Scott Yancey, Darlene McNeil-Smith
 US Kids
Good color, great kid action photos and a call to action to help these kids pursue their dream of golf.



BEST USE OF COLOR / THIRD PLACE



BEST ENTERTAINMENT AD / FIRST PLACE

BEST APPAREL, JEWELRY & ACCESSORIES AD

1st Place
SUN JOURNAL
 Tyler Beaman, Becky Wetherington
Hearne's Fine Jewelry, Estate Event

2nd Place
SANFORD HERALD
 Erin Poe
The Cute Closet

3rd Place
SANFORD HERALD
 Erin Poe
Southern Jewelers

BEST HEALTHCARE/ MEDICAL AD

1st Place
FREE PRESS (KINSTON)
 Cassie Groff
Ekra Plastic Surgery, Change The Way You See Yourself

BEST REAL ESTATE AD

1st Place
DAILY ADVANCE
 Rich Houghton, Creative Staff
Taylor Mueller Realty

2nd Place
DAILY ADVANCE
 Rachel Raduns, Creative Staff
Coastal Park Townhomes

3rd Place
STATESVILLE RECORD & LANDMARK
 Kasey Wells, Tiffany Hovis
Doug Madison Realty

BEST RETAIL AD

1st Place
SUN JOURNAL
 Tyler Beaman, Becky Wetherington
Taberna Country Club

2nd Place
SUN JOURNAL
 Becky Wetherington, Cassie Richards
Copper Ridge on the Neuse

3rd Place
SUN JOURNAL
 Tyler Beaman
Jill's Pet Resort

BEST USE OF COLOR

1st Place
SUN JOURNAL
 Karen Gardner
Centenary United Method Church, "What's Up, Zak?"
Use of color immediately took my eyes to What's Up Zak? Then I had to read the rest of the ad to see what I didn't want to miss. Simple and clean use of minimal colors to create a message.

2nd Place
STAR (SHELBY)
 Kimberly Carver, Lisa Lilly
Laughlin Furniture
Font color selection and the heading tied the ad together nicely with photos. You feel fall with this ad and want to see what Laughlin Furniture is all about.

3rd Place
NEWS HERALD
 Kent Boggs, Sales Staff
Spotlight Arts & Entertainment
The use of the gray breaks up the ad and makes the artistic hand pop. A different color where the gray is would make the ad too busy. Color was used very well in this advertisement.

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place
DAILY DISPATCH
 Stephanie Ranes
In Loving Memory Ad

2nd Place
MCDOWELL NEWS
 Kasey Wells, Sales Staff
Shop at Home for Christmas

3rd Place
MCDOWELL NEWS
 Chuck Slivensky, Candy Shannon, Sales Staff
Kids Design 2016

BEST ENTERTAINMENT AD

1st Place
DAILY DISPATCH
 Diane Robbins
Carolina BBQ & Chicken

2nd Place
DAILY DISPATCH
 Diane Robbins
IExteriors 2017 NGAA Dixie Youth Championship

3rd Place
SUN JOURNAL
 Becky Wetherington
Neuse Blvd. Cinema

BEST FOOD AD

1st Place
TRYON DAILY BULLETIN
 Magan Etheridge
Bird Mountain Wine & Spirits Glass

2nd Place
TRYON DAILY BULLETIN
 Magan Etheridge
Bird Mountain Wine & Spirits Bottle

3rd Place
FREE PRESS (KINSTON)
 Cassie Groff
Smith's Cafe, Mother's Day

BEST HOME FURNISHINGS/ APPLIANCES AD

1st Place
DAILY ADVANCE
 Bev Alexander, Creative Staff
Mill End Carpet Shops

2nd Place
MCDOWELL NEWS
 Crystal Doster, Ryan Grady
Carolina Foam, Fabric & Home Decor

3rd Place
TRYON DAILY BULLETIN
 Kevin Powell
Hoop's Antiques & Vintage Collectibles

BEST MOTOR VEHICLE AD

1st Place
STATESVILLE RECORD & LANDMARK
 Crystal Doster, Lisa Tarlton
Randy Marion Ford

2nd Place
SUN JOURNAL
 Tyler Beaman, Becky Wetherington
Craven Tire Sales

3rd Place
STATESVILLE RECORD & LANDMARK
 Kasey Wells, Lisa Tarlton
Randy Marion Ford

BEST NEWSPAPER PROMOTION

1st Place
SUN JOURNAL
 Karen Gardner
Driving Hope, Collecting Donations For Hurricane Harvey Victims
Powerful ad.

2nd Place
SUN JOURNAL
 Karen Gardner
Feed our Furry Friends, Annual Pet Supply Drive
Good promotion that could be done in any market.

3rd Place
FREE PRESS (KINSTON)
 Staff
Impact.
It's what we strive for every day. "Good photo used in this ad. I could see this being a series with other powerful photos used i.e. homeless, elderly, children, literacy, etc."

BEST NICHE PUBLICATION

1st Place
MCDOWELL NEWS
 Kent Boggs, Sales Staff
On the Lake

2nd Place
STATESVILLE RECORD & LANDMARK
 Kasey Wells, Sales Staff
Hitched

3rd Place
ROCKY MOUNT TELEGRAM
 Staff
Telegram Football Insider Twin Counties Football Mill

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place
COURIER-TRIBUNE
 Jana Steed
 Heaven Sent

2nd Place
SUN JOURNAL
 Becky Wetherington, Cassie Richards
 Poor Charlie's Flea Market and Antiques

3rd Place
NEWS HERALD
 Kasey Wells, Wanda Yount
 Burke Bedding

BEST SMALL AD

1st Place
MCDOWELL NEWS
 Xeng Lee, Susan Gossett
 Circle N Rodeo Production

2nd Place
SUN JOURNAL
 Becky Wetherington, Tyler Beaman
 Parker Farm Strawberries

3rd Place
SANFORD HERALD
 Laura Powers
 Unlimited Hair & Spa

BEST SPECIAL SECTION

1st Place
STATESVILLE RECORD & LANDMARK
 Kasey Wells, Sales Staff
 Summer Fun
Like the way that the listings are done which could easily blend paid and non-paid content.

2nd Place
ROCKY MOUNT TELEGRAM

Bryan Wilson, Lewis Smith & Beck Wetherington
 Carolina Brew Scene Summer 2017

3rd Place
NEWS HERALD
 Crystal Doster, Sales Staff
 A Salute to Veterans
 Does a nice job featuring the veterans.

BEST USE OF HUMOR

1st Place
SANFORD HERALD
 Erin Poe
 Southern Carpet and Interiors

2nd Place
TRYON DAILY BULLETIN
 Magan Etheridge
 City of Landrum Horse Face

3rd Place
COURIER-TRIBUNE
 Rebecca Craven, Samantha Fields
 WZOO4
Cassette tape did make me laugh so it fits the category.

INSTITUTIONAL AD

1st Place
SUN JOURNAL
 Karen Gardner, Becky Wetherington
 Craven Smart Start, Holiday Hustle

2nd Place
SUN JOURNAL
 Karen Gardner
 Craven County Recreation & Parks, Upcoming Programs

3rd Place
SUN JOURNAL
 Karen Gardner
 Craven Smart Start, Reading Fun Day

Heaven Sent
 DESIGNS, CRAFTS AND GIFTS

HANDCRAFTED CREATIONS FOR EVERYONE AND EVERY OCCASION

120 N. CHURCH STREET
 DOWNTOWN ASHEBORO
 336-963-1297
 M-F 10-5:30
 SAT. 9-2

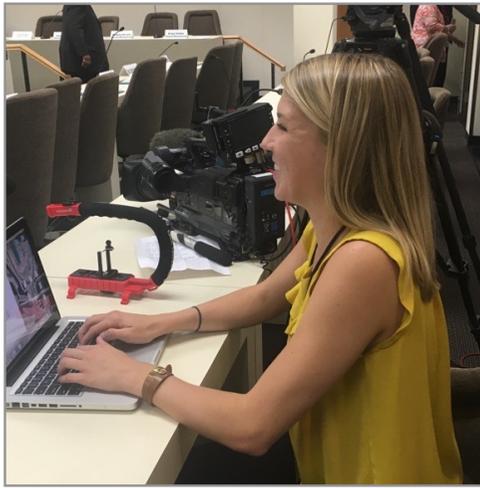
DEBBIE & THOMAS SLACK, OWNERS

BEST RETAIL AD IN A NICHE PUBLICATION

Congratulations to Alex, Liz, and Adam on their NCPA Recognition



Alex Granados



Liz Bell



Adam Rhew

www.EdNC.org

Congratulations to the entire Wilson Times newsroom on



North Carolina Press Association Editorial Contest Awards

The Wilson Times

WILSON'S LOCAL PRINT AND DIGITAL COMMUNITY INSTITUTION SINCE 1896

First Place

Lisa Boykin Batts – Arts and Entertainment Reporting
 Lisa Boykin Batts and Olivia Neeley – Online Breaking News Coverage
 Paul Durham – Sports Enterprise Writing
 Allison Moore Pridden and Paul Durham – Appearance and Design
 Drew C. Wilson – Best Multimedia Project
 Corey Friedman – Election/Political Reporting
 Olivia Neeley – Profile Feature
 Brie Handgraaf – Religion and Faith Reporting
 Corey Friedman – Serious Columns
 Jimmy Lewis – Sports Columns
 Jimmy Lewis – Sports News Reporting
 Staff – General Excellence for Newspaper Websites

Second Place

Olivia Neeley – Beat Feature Reporting
 Corey Friedman – City/County Government Reporting
 Corey Friedman – Election/Political Reporting
 Brie Handgraaf – Investigative Reporting
 Drew C. Wilson – Feature Photography
 Drew C. Wilson – Spot Photography

Third Place

Olivia Neeley – Beat Feature Reporting
 Drew C. Wilson – Beat News Reporting
 Drew C. Wilson – Deadline News Reporting
 Corey Friedman – Online Breaking News Coverage
 Paul Durham – Sports Enterprise Writing
 Brie Handgraaf – Best Lede
 Corey Friedman – Editorials
 Joe Weaver – Lighter Columns
 Staff – General News Reporting
 Staff – Editorial Page
 Staff – Special Section

CONGRATULATIONS

All GateHouse Media Ad Designers of North Carolina



The Star (Shelby)

Best Service Ad in a Niche Publication	1st Place	Kimberly Carver, DJ Short	Nissan of Shelby	Advertising
Best Use of Color	2nd Place	Kimberly Carver, Lisa Lilly	Laughlin Furniture	Advertising

StarNews (Wilmington)

Best Advertising Campaign	3rd Place	Staff	Defined Branding Campaign	Advertising
Best Healthcare/Medical Ad	2nd Place	Danielle Tridico	Phelps Family Dentistry	Advertising
Best Real Estate Ad	1st Place	Clay Gruber	Vance Young	Advertising
Best Retail Ad	1st Place	Danielle Tridico	Modern Legend	Advertising
Best Use of Color	3rd Place	Clay Gruber	Ashley Homestore Color Pop	Advertising
Best Entertainment Ad	3rd Place	Danielle Tridico	Literacy Council Harry Potter Gala	Advertising
Best Food Ad	1st Place	Clay Gruber	Best Burger	Advertising
Best Home Furnishings/Appliances Ad	1st Place	Danielle Tridico	Gallery of Oriental Rugs	Advertising
Best Use of Humor	1st Place	Leslie Samet	Gallery of Oriental Rugs Polo the Dog	Advertising
Best Use of Humor	2nd Place	Jeff Hidek	Dirt	Advertising

The Fayetteville Observer

Best Advertising Campaign	1st Place	Staff	Kidtopia	Advertising
Best Advertising Campaign	2nd Place	Eddie Harris	Bingo	Advertising
Best Newspaper Promotion	3rd Place	Staff	FO 200th	Advertising
Best Niche Publication	2nd Place	Eddie Harris	Cumberland County Public Library Annual Report	Advertising

Gaston Gazette

Best Healthcare/Medical Ad	1st Place	Wanda Haskin, Shannon Jones	Gaston Eye	Advertising
Best Retail Ad	2nd Place	Wanda Haskin, Shannon Jones	Gaston Pet Solutions	Advertising
Best Retail Ad	3rd Place	Cindy Nardozi, Shannon Jones	Young Living Essential Oils	Advertising
Best Entertainment Ad	1st Place	Cindy Nardozi, Shannon Jones	Carolina Motor Speedway	Advertising
Best Entertainment Ad	2nd Place	Robin Isehour, Lisa Zyble, DJ Short	Sip & Savor Gaston	Advertising
Best Special Section	1st Place	Robin Isehour, DJ Short	Choice Anniversary	Advertising
Institutional Ad	3rd Place	Eric Carpenter, Shannon Jones	West Franklin Baptist Church	Advertising

The Courier-Tribune (Ashboro)

Best Retail Ad in a Niche Publication	1st Place	Jana Steed	Heaven Sent	Advertising
Best Use of Humor	3rd Place	Rebecca Craven, Samantha Fields	WZOO4	Advertising

The Daily News (Jacksonville)

Best Apparel, Jewelry & Accessories Ad	1st Place	Katrina Lewis	Bryndy Marr Jewelers	Advertising
Best Newspaper Promotion	2nd Place	Staff	Your Weekend Just Got LIVELIER!	Advertising
Best Niche Publication	3rd Place	Staff	Oh Baby!	Advertising

Free Press (Kinston)

Best Healthcare/Medical Ad	1st Place	Cassie Groff	Eskra Plastic Surgery, Change The Way You See Yourself	Advertising
Best Food Ad	3rd Place	Cassie Groff	Smith's Cafe, Mother's Day Advertising	Advertising
Best Newspaper Promotion	3rd Place	Staff	Impact. It's what we strive for everyday	Advertising

The Times News (Burlington)

Best Apparel, Jewelry & Accessories Ad	3rd Place	Regenia Bowman	Ashley & Co. Jewelers	Advertising
Best Real Estate Ad	3rd Place	Serena Bowman	Cindy Dudley Real Estate	Advertising
Best Service Ad in a Niche Publication	2nd Place	Judi Baker & Jennifer Hensley	The Courtyard at Ashley Woods	Advertising
Best Use of Color	1st Place	Andrea Cephus & Debbie Shue	Wade's Jewelers	Advertising
Best Community Service Signature Page or Best Shared Page	1st Place	Paula Avery & Linda Bowden	Active City Streets Shared Page	Advertising
Best Community Service Signature Page or Best Shared Page	3rd Place	Paula Avery, Kathy Swaney & Suzanna Chriscoe	Downtown Burlington Holiday Page	Advertising
Best Home Furnishings/Appliances Ad	2nd Place	Andrea Cephus & Debbie Shue	Green & McClure Furniture	Advertising
Best Motor Vehicle Ad	3rd Place	Regenia Bowman	Ivey Motorcars	Advertising
Best Retail Ad in a Niche Publication	1st Place	Regenia Bowman	Ashley & Co. Jewelers	Advertising
Best Retail Ad in a Niche Publication	2nd Place	Paula Avery & Kathy Swaney	Mary Katherine's	Advertising
Best Retail Ad in a Niche Publication	3rd Place	Andrea Cephus & Debbie Shue	Discount Furniture Connection	Advertising
Best Small Ad	1st Place	PJ Richards	Hawaiian Tan	Advertising
Best Special Section	3rd Place	Kathy Swaney, Doreen Alston & Linda Bowden	Pastor Appreciation	Advertising
Best Use of Humor	3rd Place	Kathy Swaney & Doreen Alston	Pet Contest	Advertising
Institutional Ad	1st Place	Gregg Dickson & Doreen Alston	The Addison Farm Event Center	Advertising

Sun Journal (New Bern)

Best Apparel, Jewelry & Accessories Ad	1st Place	Tyler Beaman, Becky Wetherington	Hearne's Fine Jewelry, Estate Event	Advertising
Best Retail Ad	1st Place	Tyler Beaman, Becky Wetherington	Taberna Country Club	Advertising
Best Retail Ad	2nd Place	Becky Wetherington, Cassie Richards	Copper Ridge on the Neuse	Advertising
Best Retail Ad	3rd Place	Tyler Beaman	Jill's Pet Resort	Advertising
Best Service Ad in a Niche Publication	3rd Place	Tyler Beaman, Becky Wetherington	Village Travel Shop	Advertising
Best Use of Color	1st Place	Karen Gardner	Centenary United Method Church, "What's Up, Zak?"	Advertising
Best Entertainment Ad	3rd Place	Becky Wetherington	Neuse Blvd. Cinema	Advertising
Best Motor Vehicle Ad	2nd Place	Tyler Beaman, Becky Wetherington	Craven Tire Sales	Advertising
Best Newspaper Promotion	1st Place	Karen Gardner	Driving Hope, Collecting Donations For Hurricane Harvey Victims	Advertising
Best Newspaper Promotion	2nd Place	Karen Gardner	Feed our Furry Friends, Annual Pet Supply Drive	Advertising
Best Retail Ad in a Niche Publication	2nd Place	Becky Wetherington, Cassie Richards	Poor Charlie's Flea Market and Antiques	Advertising
Best Small Ad	2nd Place	Becky Wetherington, Tyler Beaman	Parker Farm Strawberries	Advertising
Institutional Ad	1st Place	Karen Gardner, Becky Wetherington	Craven Smart Start, Holiday Hustle	Advertising
Institutional Ad	2nd Place	Karen Gardner	Craven County Recreation & Parks, Upcoming Programs	Advertising
Institutional Ad	3rd Place	Karen Gardner	Craven Smart Start, Reading Fun Day	Advertising



Supporting newspapers takes a village...

Like NCPA, our partners are making a difference for North Carolina's newspapers all year long.

Please join us in thanking our sponsors





Software Consulting Services, LLC
SCS builds trusted newspaper systems



"SCS has been the reason we were able to move all our 3rd shift graphic personnel to 1st and 2nd shifts; they love sleeping when it's dark and we love having all the work done by 11:00 pm! We look forward to more SCS benefits as we develop our skills with their products."

- Jane Means
CEO / General Manager
Kapp Advertising Service, Inc

newspapersystems.com - 800.568.8006

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First in General Excellence Online



Talk to us about
syndication.

editor@northcarolinahealthnews.org

"On My Page"

"No way would I ever think to ask for extra time to cover something like Hurricane Irene. But everybody at Lane went the extra mile so we could hit our newsstand date despite submitting files a week late."

Elizabeth Folwell, Creative Director,
Adirondack Life

800.733.3740

www.lanepress.com

The North Carolina Bar Association
Congratulates the 2017 Recipients of the
NCBA Media and the Law Awards

Best Daily Article
Michael Hewlett
Winston-Salem Journal

Best Nondaily Article
Renee Spencer
The State Port Pilot

NORTH CAROLINA
BAR ASSOCIATION
seeking liberty + justice

BEST APPAREL, JEWELRY & ACCESSORIES AD

1st Place

DAILY NEWS (JACKSONVILLE)

Katrina Lewis

Brynn Marr Jewelers

2nd Place

DAILY REFLECTOR

Christina Ruotolo, Jasmine Blount

Elizabeth Richards

Collections

3rd Place

TIMES NEWS (BURLINGTON)

Regenia Bowman

Ashley & Co. Jewelers

BEST HEALTHCARE/ MEDICAL AD

1st Place

GASTON GAZETTE

Wanda Haskin, Shannon Jones

Gaston Eye

Unique look that caught my eye.

2nd Place

STARNEWS

Danielle Tridico

Helps Family Teeth

3rd Place

HICKORY DAILY RECORD

Xeng Lee, Kent Boggs, Jenifer Carroll

Carolina Surgery & Cancer Center

BEST REAL ESTATE AD

1st Place

STARNEWS

Clay Gruber

Vance Young

2nd Place

DAILY REFLECTOR

Christina Ruotolo, Rick Glosson

Century 21 Elite Properties, Ida Lynn

Stox

3rd Place

TIMES NEWS (BURLINGTON)

Serena Bowman

Cindy Dudley Real Estate

BEST RETAIL AD

1st Place

STARNEWS

Danielle Tridico

Modern Legend

2nd Place

GASTON GAZETTE

Wanda Haskin, Shannon Jones

Gaston Pet Solutions

3rd Place

GASTON GAZETTE

Cindy Nardozi, Shannon Jones

Young Living Essential Oils

BEST USE OF COLOR

1st Place

TIMES NEWS (BURLINGTON)

Andrea Cephus & Debbie

Shue

Wade's Jewelers

2nd Place

DAILY REFLECTOR

Kevin Gallagher, Rick Glosson

East Carolina Auto

3rd Place

STARNEWS

Clay Gruber

Ashley Homestore Color Pop

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place

TIMES NEWS (BURLINGTON)

Paula Avery & Linda

Bowden

Active City Streets Shared

Page

2nd Place

HIGH POINT ENTERPRISE

Christian Grimes

Pink Cares Piedmont

3rd Place

TIMES NEWS (BURLINGTON)

Paula Avery, Kathy Swaney &

Suzanna Chriscoe

Downtown Burlington Holiday

Page

BEST ENTERTAINMENT AD

1st Place

GASTON GAZETTE

Cindy Nardozi, Shannon Jones

Carolina Motor Speedway

2nd Place

GASTON GAZETTE

Robin Isenhour, Lisa Zyble,

DJ Short

Sip & Savor Gaston

3rd Place

STARNEWS

Danielle Tridico

Literacy Council Harry Potter

Gala

BEST FOOD AD

1st Place

STARNEWS

Clay Gruber

Best Burger

Outstanding photo made me hungry.

2nd Place

DAILY REFLECTOR

Christina Ruotolo, Jasmine Blount

Patty Cakes Cupcake

Boutique

3rd Place

DAILY REFLECTOR

Christina Ruotolo, Jasmine Blount

Jefferson's

BEST HOME FURNISHINGS/ APPLIANCES AD

1st Place

STARNEWS

Danielle Tridico

Gallery of Oriental Rugs

2nd Place

TIMES NEWS (BURLINGTON)

Andrea Cephus & Debbie Shue

Green & McClure Furniture

3rd Place

HICKORY DAILY RECORD

Xeng Lee, Misty Crawford

Bernhardt Furniture

BEST MOTOR VEHICLE AD

1st Place

DAILY REFLECTOR

Kevin Gallagher, Jasmine Blount

Pecheles Ford

2nd Place

DAILY REFLECTOR

Kevin Gallagher, Rick Glosson

East Carolina Auto

3rd Place

TIMES NEWS (BURLINGTON)

Regenia Bowman

Ivey Motorcars

BEST NEWSPAPER PROMOTION

1st Place

DAILY REFLECTOR

Kathryn Manning

Best Of Greenville 2017

2nd Place

DAILY NEWS (JACKSONVILLE)

Staff

Your Weekend Just Got

LIVELIER!

3rd Place

FAYETTEVILLE OBSERVER

Staff

FO 200th

BEST NICHE PUBLICATION

1st Place

HICKORY DAILY RECORD

Crystal Doster, Jon LaFontaine, Sales

Staff

99 Things to Do in 99 Miles

2nd Place

FAYETTEVILLE OBSERVER

Eddie Harris

Cumberland County Public Library

Annual Report

3rd Place

DAILY NEWS (JACKSONVILLE)

Staff

Oh Baby!

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place

TIMES NEWS (BURLINGTON)

Regenia Bowman

Ashley & Co. Jewelers

2nd Place

TIMES NEWS (BURLINGTON)

Paula Avery & Kathy Swaney

Mary Katherine's

3rd Place

TIMES NEWS (BURLINGTON)

Andrea Cephus & Debbie Shue

Discount Furniture

Connection

BEST SMALL AD

1st Place
TIMES NEWS (BURLINGTON)

PJ Richards
Hawaiian Tan

2nd Place
HICKORY DAILY RECORD
Chuck Slivensky, Jenifer Carroll
Kingston Residence of Hickory

3rd Place
HICKORY DAILY RECORD
Kent Boggs, Jenifer Carroll
Hickory Choral Society

BEST SPECIAL SECTION

1st Place
GASTON GAZETTE
Robin Isenhour, DJ Short
Choice Anniversary

2nd Place
HICKORY DAILY RECORD
Crystal Doster, Randy Knauf, Sales Staff
Spotlight on Health + Healthcare Provider Directory

3rd Place
TIMES NEWS (BURLINGTON)
Kathy Swaney, Doreen Alston & Linda Bowden
Pastor Appreciation

BEST USE OF HUMOR

1st Place
STARNEWS
Leslie Samet
Gallery of Oriental Rugs Polo the Dog

2nd Place
STARNEWS
Jeff Hidek
Dirt

3rd Place
TIMES NEWS (BURLINGTON)
Kathy Swaney & Doreen Alston
Pet Contest

INSTITUTIONAL AD

1st Place
HICKORY DAILY RECORD
Crystal Doster, Jenifer Carroll
Rock Barn Golf & Spa

1st Place
TIMES NEWS (BURLINGTON)

Gregg Dickson & Doreen Alston
The Addison Farm Event Center

2nd Place
HIGH POINT ENTERPRISE
Jack Moriarity
Time To Act

3rd Place
GASTON GAZETTE
Eric Carpenter, Shannon Jones
West Franklin Baptist Church

CONGRATULATIONS *to Our* STAFF

**TWENTY SEVENTEEN
NC PRESS ASSOCIATION
NEWS, EDITORIAL AND PHOTOJOURNALISM
AWARDS**

Smoky Mountain **news**

COVERING
HAYWOOD, JACKSON,
MACON & SWAIN COUNTIES

CORY VAILLANCOURT

- 1ST PLACE Election/Political Reporting
- 1ST PLACE News Feature Writing
- 2ND PLACE Education Reporting
- 2ND PLACE News Feature Writing
- 2ND PLACE Beat News Reporting
- 3RD PLACE City County Government Reporting

JESSI STONE

- 1ST PLACE Beat Feature Reporting
- 3RD PLACE Election/Political Reporting
- 3RD PLACE General News Reporting

HOLLY KAYS

- 1ST PLACE Sports Enterprise Writing
- 2ND PLACE Education Reporting
- 3RD PLACE Education Reporting

GARRET WOODWARD

- 1ST PLACE Lighter Columns

TRAVIS J. BUMGARDNER

- 3RD PLACE General Excellence for Newspaper Websites

STAFF

- 1ST PLACE News Coverage
- 1ST PLACE News Enterprise Reporting

BEST APPAREL, JEWELRY & ACCESSORIES AD

1st Place

NEWS & RECORD

Tanya Roberts and NR Marketing Dept.
Rock the Runway Goodwill Industries Fashion Show

BEST RETAIL AD

1st Place

WINSTON-SALEM JOURNAL

Lisa Kennedy
National Sports Media Association

BEST USE OF COLOR

1st Place

NEWS & RECORD

Greg Sikora and NR Marketing Dept
Battle for Guilford's Best Bash

2nd Place

NEWS & RECORD

Latisha Coleman and NR Marketing Dept
Code Like A Pro

BEST COMMUNITY SERVICE SIGNATURE PAGE OR BEST SHARED PAGE

1st Place

WINSTON-SALEM JOURNAL

Richard Boyd
Hurricane Harvey relief ad

BEST ENTERTAINMENT AD

1st Place

NEWS & RECORD

Latisha Coleman and Angie Deal

Grasshoppers We're Home

Excellent ad -- jumps right off the page. This ad is an excellent example of how to use white space to gain attention.

BEST FOOD AD

1st Place

WINSTON-SALEM JOURNAL

Lisa Kennedy

Cities Bar & Grill

I like the use of color at the top and bottom with white in between to help the ad stand out on the page.

BEST MOTOR VEHICLE AD

1st Place

WINSTON-SALEM JOURNAL

Latisha Coleman

Jones Auto Sales

Cute idea for an ad. Good headline.

BEST NEWSPAPER PROMOTION

1st Place

WINSTON-SALEM JOURNAL

Richard Boyd

2017 NCPA congratulations ad

I like how the megaphone brings your eye back to the word Winners. Nicely done.

2nd Place

WINSTON-SALEM JOURNAL

Richard Boyd

Old Crow ticket contest

I like the Old Style art in the ad. The "WIN" grabs your attention and I believe that readers that are fans of the groups will respond to the ad. Nice Job.

3rd Place

NEWS & RECORD

Tanya Roberts and Nicole Murn

Small Business Marketing Workshop

I like the overall theme of the ad and the use of color is well done. It is clearly a small business workshop and has a lot of detail that is easy to read in the ad.

BEST NICHE PUBLICATION

1st Place

WINSTON-SALEM JOURNAL

Art Director Richard Boyd II

Winston-Salem Monthly magazine June 2017

Terrific blend of content and ads. I don't live in North Carolina, but I found myself looking at every page!

2nd Place

NEWS & OBSERVER

Laura Pittman

Parade book

I was able to enjoy the parade of homes without actually visiting any of them.

3rd Place

WINSTON-SALEM JOURNAL

Creative Director M. Hannah Fish

Spark magazine October

2017

Nicely done.

BEST RETAIL AD IN A NICHE PUBLICATION

1st Place

NEWS & OBSERVER

Denise Ferguson

Dixon Kirby in Walter

magazine

Fantastic use of photography. Clean layout - ad welcomes you in to home which is what client wanted.

2nd Place

NEWS & OBSERVER

David Baucom

CT Weekends in Walter

Great photos - trendy layout and message.

3rd Place

NEWS & OBSERVER

David Baucom

Green Front 1 in Walter

Love simplicity of the layout - great photo draws attention to the advertising message.

BEST SMALL AD

1st Place

NEWS & RECORD

Latisha Coleman and Ray Causey

Scott's Antique & Classic

Cars

BEST SPECIAL SECTION

1st Place

WINSTON-SALEM JOURNAL

Creative Director M. Hannah Fish

Cap N Gown 2017

2nd Place

WINSTON-SALEM JOURNAL

Creative Director M. Hannah Fish

Enjoy the Holidays 2016

3rd Place

NEWS & OBSERVER

Laura Pittman

Parade Preview mag

CONGRATULATIONS!

We're proud of the journalists at The Charlotte Observer and the McClatchy Newsdesk East in Charlotte, who won 25 awards this year from the North Carolina Press Association. It's the 21st consecutive year in which we've won at least 20 awards from the NCPA. More importantly, it continues a tradition of journalism that not only distinguishes The Charlotte Observer and charlotteobserver.com, but also connects day after day with our communities and readers.



First Place:

Ann Doss Helms: *Education Reporting,*
Diversity push brings hope, fear and national attention

Staff: *News Enterprise Reporting,*
Permission to hate

Scott Fowler: *Sports Feature Writing,*
Rae Carruth's son will be at prison gates when father who wanted him dead goes free

Fred Clasen-Kelly: *City/County Government Reporting,*
Will city demolish hotel for squalor?

Peter St. Onge: *Editorials*

Staff: *General Excellence for Newspaper Websites,*
CharlotteObserver.com

Staff: *General News Reporting,*
Citizens Review Board splits 4-4 on police shooting

Ames Alexander, Gavin Off, Elizabeth Leland:
Investigative Reporting,
Wrong side of the bars?

Staff: *News Section Design*

Davie Hinshaw: *Photography, Feature,*
Fog hangs over Charlotte

Staff: *Special Section,*
Living Here

Staff: *Sports Coverage*

Second Place:

Kathleen Purvis: *Beat Feature Reporting,*
Where are Charlotte's black chefs?

Ann Doss Helms: *Education Reporting,*
New CMS chief brings passion, controversy

Tim Funk: *Election/Political Reporting,*
How Trump resonates in a town called Faith

Mark Washburn: *General News Reporting,*
Wildfires ravage NC highlands below eerie glow

Tim Funk: *Religion & Faith Reporting,*
Bible answer man finds peace, loses listeners

Staff: *Special Section,*
Panthers Preview

Scott Fowler: *Sports Columns*

Joseph Person: *Sports News Reporting*
Amid growing frustration, some Panthers meet with team owner Richardson

Third Place:

Kathleen Purvis: *News Feature Writing,*
Can BBQ dynasty rise above father's racism?

Adam Bell, Katherine Peralta, Cristina Bolling:
Online Breaking News Coverage,
Thousands march in uptown Charlotte in support of immigrants

Staff: *Appearance and Design*

Staff: *Editorial Page*

Theoden Janes: *Lighter Columns*



EARN REVENUE THROUGH NCPS AD NETWORKS

How you can earn revenue? By upselling current customers into regional and statewide network buys. It is a great way for advertisers to increase their reach on a budget.

It's Simple Really!

Here are answers to FAQs. Have more questions? Contact us: ads@ncpress.com or 919-516-8000

How To Sell NC Newspaper Networks

1) Who can I sell these network ads to? We've had success selling these networks to many different types of advertisers: tourist events, festivals, auctions, vacation rentals, employment, education, law firms and non-profits. Network options are affordable and can be a great "add-on" to an advertisers' current campaign.

2) I have someone interested in advertising in one of the networks. What do I do next? Check out the sales fliers for more details. Don't have one? Contact NCPS.

1. Advertisers choose the market.(statewide or region)
2. Advertisers choose the week. (Ad runs 1x in each newspaper based on a Monday-Sunday schedule.)
3. Bill your customer as you normally would - for the full cost of the ad.
4. Send NCPS the ad order along with the ad copy. We will confirm the order and send you an invoice.

3) How does my newspaper benefit from selling one of these network ads? You make money!

Your paper keeps 50% of the cost of a 2X2, 2X4 or Classified ad, or 15% of the cost of a 1/4 Page Display

\$187.50 for every line ad sold
\$747.50 for every 2x2 sold
\$1,487.00 for every 2x4 sold
\$4,500 for every 1/4 page sold
It adds up quickly

Are you part of the network? If not, call NCPS today and start earning more revenue. 919-516-8000

HARD WORK, DETERMINATION EXCELLENCE

DEFINE BH MEDIA EMPLOYEES

42

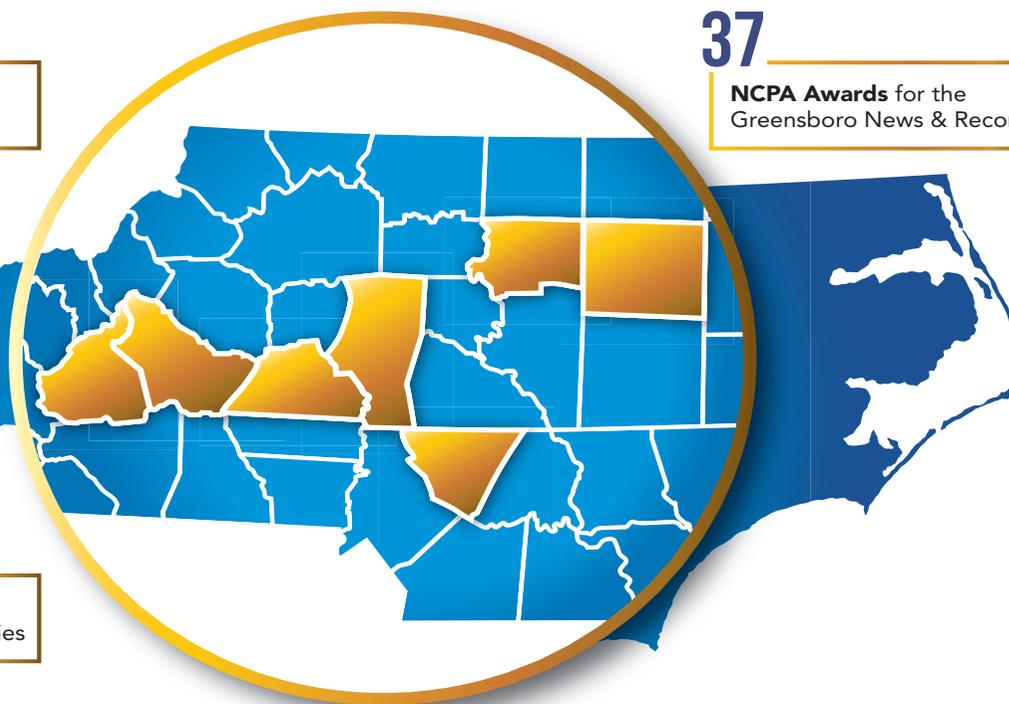
NCPA Awards for the
Winston-Salem Journal

37

NCPA Awards for the
Greensboro News & Record

72

NCPA Awards for the
N.C. Community properties



BH MEDIA GROUP

A Berkshire Hathaway Company

BH Media congratulates all of the North Carolina newspapers on their latest NCPA awards! These awards are the most recent in a long line of accolades that exemplify the hard work and dedication of our employees. A special thank you to all of our team who work tirelessly to bring relevant local journalism to their communities, day in and day out.

WINSTON-SALEM
JOURNAL

NR NEWS & RECORD
greensboro.com

HDR
Hickory Daily Record

Independent Tribune

The McDowell News

Mooreville Tribune

THE NEWS-HERALD

RECORD & LANDMARK

See the latest career opportunities at this award winning company: bhmginc.com

Committed to excellence

The News & Observer Publishing Company is proud to salute the journalists and creative services artists recognized by the NCPA for their excellent work.

1st Place

Best Video
"100 chicken nuggets
in one sitting"
Julia Wall

1st Place

News Feature Writing
feature stories from
NC wildfires
Martha Quillin

1st Place

Lighter Columns
"He's flushed his friend
down 16 ballpark
toilets"
Josh Shaffer

1st Place

Business Writing
"Got Health
Insurance?"
John Murawski

1st Place

Deadline News Reporting -
"Hurricane Matthew
hits Eastern
North Carolina"
Staff

1st Place

Serious Columns
"Finding strength in a
building, and then
seeing it burn"
Sarah Nagem

1st Place

Arts and Entertainment
Reporting
"Not just another
princess face"
David Menconi

1st Place

Online Breaking News Coverage
"Massive fire destroys
unfinished apartment
building in downtown
Raleigh"
Staff

1st Place

Sports Columns
Barry Jacobs

1st Place

Best Retail Ad
in a Niche Publication
Dixon Kirby in
Walter magazine
Denise Ferguson