

PRESS RELEASE

From: **Louisiana Press Association**

Subject: **1998 Better Newspaper, 1998 Free Circulation and Special Interest Publication, and Better Student Newspaper Advertising Competition Results**

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Embargoed until 3 p.m., Friday, November 6, 1998

The *Caddo Citizen* (Vivian), the *Plaquemine Post/South*, the *St. Charles Herald-Guide* (Boutte), the *Minden Press-Herald*, the *Daily Star* (Hammond), the *Alexandria Daily Town Talk*, and *The Advocate* (Baton Rouge) earned Sweepstakes honors in their respective divisions at the annual Louisiana Press Association Fall Advertising Conference Awards Luncheon Friday, November 6 in New Orleans.

The designation is based on the number of points earned in the Better Newspaper Advertising Competition with awards being given for first, second, third, and honorable mention places in contests ranging from staff generated ads to general excellence. The West Virginia Press Association judged this year's contest.

Thirty-nine newspapers, four free circulation/special interest publications, and two student newspapers submitted 779 entries.

The (name of your newspaper) is a member of the Louisiana Press Association.

(Winners of the individual contests are listed on the attached sheets. Note front and back of the pages were used.)

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