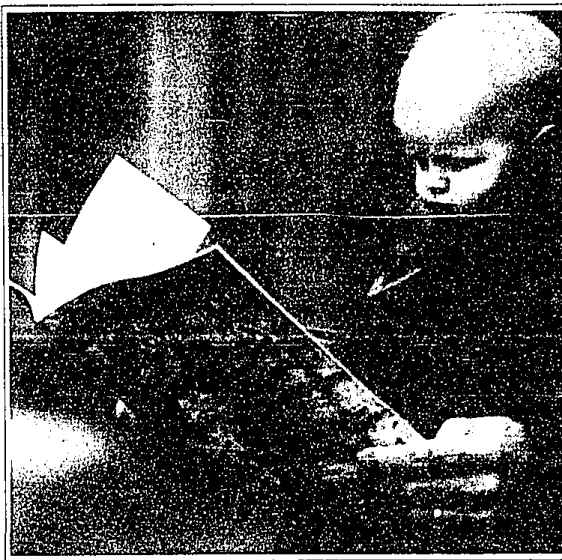


Our commitment to excellence continues to earn awards.



First Place Best Feature Picture Birmingham Eccentric
Jerry Zolynsky, Photographer

By any newspaper's standards, this list of awards is substantial. The Michigan Press Association bestowed these upon us for noteworthy work in 1998. It takes a lot of dedication to earn so much recognition: Our journalists pound the pavement of your hometown and spend hours in auditoriums, school gymnasiums, and the halls of government. To get the story. To keep you informed. Our photographers shoot miles of film to capture the ever-changing face of your community. We are there with notebooks and cameras for the big stories, the breaking news. And we are there for the triumphs and tragedies that are all part of daily life in your hometown. Our sales representatives are out in all kinds of weather supporting our advertisers' efforts to be noticed in the kaleidoscope of the commercial world. And back at the office, our creative people support both rep and client with some mighty imaginative ad layouts.

These are just some of the people who make your hometown newspaper a reality; there are many more members of our Observer & Eccentric family who share our pride when we're recognized by an important part of our industry for the outstanding work we do.

But there's another kind of pride involved here; the pride of knowing that we consistently provide you, your family, friends and neighbors with the kind of hometown coverage you deserve.

Editorial Awards

General Excellence

- Plymouth Observer.....1st Place
Livonia Observer.....2nd Place
Southfield Eccentric.....Honorable Mention

Spot News Story

- West Bloomfield Eccentric.....1st Place—"Cybertracker follows electronic trail"
Plymouth Observer.....2nd Place—"Fire destroys court house"

Local News Reporting

- Livonia Observer.....3rd Place—"Ladbrook closing: All bets are off"
Garden City Observer.....3rd Place—"Gundella's daughter opens new business"

Design

- Westland Observer.....1st Place
Birmingham Eccentric.....2nd Place
Livonia Observer.....3rd Place

Human Interest Feature

- Farmington Observer.....Honorable Mention

Enterprise Feature

- Livonia Observer.....1st Place—"It's no laughing matter"
Canion Observer.....Honorable Mention—"Emergency Care: HVA vs. paramedics"
Clarkston Eccentric.....Honorable Mention—"Society stifling girls' achievements"

Editorial Page or Pages

- Southfield Eccentric.....1st Place
Westland Observer.....2nd Place

Local Columns

- Lake Orion Eccentric.....2nd Place

Sports News Picture

- West Bloomfield Eccentric.....Honorable Mention
Clarkston Eccentric.....Honorable Mention

Feature Picture

- Birmingham Eccentric.....1st Place
Westland Observer.....1st Place
Clarkston Eccentric.....3rd Place

Sports Picture

- Birmingham Eccentric.....1st Place
West Bloomfield Eccentric.....3rd Place

Picture Story

- Plymouth Observer.....1st Place

Sports Writing

- Redford Observer.....1st Place
Plymouth Observer.....2nd Place

Sports Column

- Redford Observer.....2nd Place

Sports Feature

- Farmington Observer.....1st Place
Redford Observer.....2nd Place

Sports Coverage

- Plymouth Observer.....1st Place
Livonia Observer.....2nd Place

Lifestyle Section

- Livonia Observer.....Honorable Mention

Special Section

- Birmingham Eccentric.....1st Place—"Making Memories"
Livonia Observer.....Honorable Mention—"Plymouth Community Festival"

Classified Advertising Awards

Best Classified Automotive Idea (Color)

- 1st Place.....Jack Demmer's "Day After"
2nd Place.....Jack Demmer's "Prices Drop"

Best Classified Real Estate Idea (Color)

- Observer & Eccentric.....1st Place
Wayne County Observer.....2nd Place

Best Classified Directory Idea

- 1st Place.....New Home Directory
2nd Place.....Happy New Year

Best Classified Automotive Idea (Black and White)

- 3rd Place.....Jack Demmer Advertisement

Best Classified In House Promotion

- 1st Place.....Observer & Eccentric "3-2-1 promotion"
2nd Place.....Observer & Eccentric "We did it again!"

Best Classified Real Estate Idea (Black and White)

- 1st Place.....Timlin Location, Quality, Charm
2nd Place.....Snyder, Kinney and Bennett

Best Classified Recruitment Idea

- 2nd Place....."Temporary Help Week"

Best Overall Classified Sections

- 1st Place.....Thursday Observer & Eccentric
2nd Place.....Sunday Observer & Eccentric

THE Observer & Eccentric NEWSPAPERS

Part of HomeTown Communications Network™



First Place Best Sports Picture Birmingham Eccentric
Jerry Zolynsky, Photographer

Retail Advertising Awards

Best Retail Ad Idea (Black and White)

- 2nd Place.....Wayne Community Center

Best Multi-Color Retail Ad

- 1st Place.....Plymouth Marketplace "Vegetables"
2nd Place.....Plymouth Marketplace "Princess"

Best Newspaper Promotion

- 1st Place....."We did it again!"