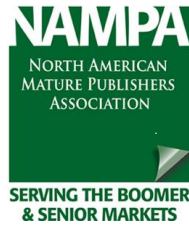


2015 NAMPA AWARDS

2015 NAMPA National Convention and Annual Meeting
Holiday Inn Hotel and Conference Center – Melbourne, Florida
Monday, September 28, 2015
Presented at the Doran Golf Club in Viera, Florida





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For the 2015 NAMPA Awards, the School of Journalism of the University of Missouri located in Columbia, Missouri performed the judging of the award entries submitted by NAMPA members.



As previously, entries were divided into four divisions depending on circulation – Division A with 25,000 or less circulation; Division B with circulation between 25,001 to 50,000; Division C with circulation 50,001 to 100,000; and Division D with circulation of 100,001 and more.

For 2015 NAMPA awards, there were 204 entries submitted from 22 publishers and their publications, compared to 177 entries in 2014, 243 entries in 2013, 198 entries in 2012, and 116 entries in 2011. Thanks to all of the NAMPA member publications who submitted entries.

This year, the judges **DID NOT** award any “third place awards”.

The decisions of the judges in any category could have resulted in a no winner(s) or only certain place winner(s), even though entries were submitted in that category by one or more member publications.

**Congratulations to all of the 94 winners
in 2015!!!**

2. General Excellence

A. Second: Mature Living, Ohio

Cover design for this publication is just the start of its strength. Inside stories are interesting reads that are thoughtful, well edited and make connections with the community of readers. This is a publication in tune with its audience and it shows.

First: Today's Transitions, Kentucky

This publication has an array of stories that can appeal to everyone — from choosing the right eyeglass frame for the shape of your face to determining when to take away driving privileges for your parents. The stories are well edited, headlines are snappy and the design is bright. This is a great read.

B. First: Senior Life, Florida

This publication is filled with conversational stories that showcase the diversity of the community it covers — news about bands, plays and profiles of local business owners and community members. The writers are taking on topics that few publications address, such as regular stories on veterans' issues and health issues like male breast cancer.

C. Second: The Baltimore Beacon, Maryland

This publication has a relevant mix of news and features that are sure to draw in readers. A profile about the relationship between friendship and good health, a technology article about apps to help people use weight and news about tax breaks for seniors show that this publication has taken the pulse of its community and knows the issues that matter. Good writing and good editing.

First: The Active Age, Kansas

Plenty of publications today are writing about transgender issues, but few are adding the layer of aging in the way that this publication did. What a surprise to read — and a good read, at that. There's some honest writing and a wealth of information in the pages of this publication; I'm guessing readers don't put it down quickly. The feature "Who We Are" really addresses the audience and engages them in current issues while offering data, too.

D. Second: The D.C. Beacon, Washington, D.C.

This entry has a good mix of news and features in its publication, with all of the topics clearly written for its intended audience. However, the variety of news makes it a publication relevant for a broader audience, as well.

3. Most Improved

A. First: The Journey of Aging (WI)

The Journey of Aging hit a high mark with its new name and new design for its resource publication. Each of the nine topics related to aging and eventual death are crisply organized and color-coded by departments. In addition to the lists of resources, the additional editorial content offers concise information in a friendly, conversational style

C. First: The Active Age (KS)

A name change – The Active Age from Active Aging – and a new masthead design adds appeal to this publication. A bolder font and a change from all -aps to lower-case headlines enhance the readability.

4. Column Review

A. Second: Beacon Senior News (Co)

This “Garden Smarts” column by writer Kathy Kimbrough is a great mix of question and answer with a few lessons in nature. The list of garden tasks by season is one that readers likely will want to clip and keep. The answers to reader questions are never too technical or complicated that even a beginning gardener couldn’t read them and follow along.

D. First: The D.C. Beacon, Washington D.C.

This Arts & Style columnist has a wonderful grasp of how to write in a conversational style and finds ways to bring readers into the theatre with him. The audience is treated to great descriptions of the action on stage and the actors to watch for in each performance.

5. Senior Issues

A. Second: The Best Times (Tennessee)

“The Best of the Pet World” by Deborah Camp seems certain to be a must-read for animal lovers. The writer offers affectionate portraits of pets to show how their endearing natures are blessings, if sometimes aggravating ones, for their owners.

First: Today’s Transitions (KY)

Two authoritative columns — “Caregiver Circle” and “It’s Heck Getting Old” — make it easy for readers to discover helpful, contemporary resources for problems that seniors encounter. The columns are tightly written, well edited and packed with sound information.

B. Second: Senior Life (Florida)

The section is a smart selection of articles that serves the audience well by presenting a variety of health and wellness topics, all local and informative.

First: Forever Young (New York)

Thorough, careful reporting elevates the articles in “Being Well” to first-class examples of quality journalism. “Painkiller Problem” relies on research, statistical evidence and strong sourcing to outline the issue of opioid abuse. This kind of work is clearly valuable for the target audience.

D. Second: D.C. Beacon (Washington, D.C.)

Publisher Stuart Rosenthal builds a personal relationship with his readers through a set of solid, well-researched columns about the realities of aging, based on reliable figures from the U.S. Census and others. “Facing Facts” certainly gives an older demographic the tools needed to make important decisions.

First: D.C. Beacon (Washington, D.C.)

Bob Levey has a wonderful ability to tell a story that engages and inspires. His column about a pair of grandparents raising their grandchild is a rich account of their daily interruptions, challenges, adventures and rewards. This is a writer with great instinct and judgment.

7. Briefs/Shorts (editorial)

A. Second: Prime (AL)

Quick Reads lives up to its name. Its brief articles have a primary focus on health and well being. They are strong summaries of information with links and resources lists for additional researching if the topic is of interest.

First: Today’s Transitions (KY)

Both Wise & Well and Updates & Happenings feature brim with useful, well-written information for Today’s Transitions’ readers. Wise & Well topics are timely – spring issue has tips for avoiding pain while gardening and talking walks in flower-filled landscapes for a mood boost – as well as articles encouraging health and well being. Updates & Happenings’ listings reflect activities that might be of more appeal to an older audience than a younger group (not to say there aren’t hip-hop fans in the 60+ group).

8. Personal Essay

A. Second: Dick Hoffstedt, Senior Perspectives (Mi)

This is a warm and humorous recollection of the long-ago marriage of a love-struck young soldier and his sweetheart. The surprise kicker is that the clerk who signed their marriage license was one Richard J. Daley, better known as mayor of Chicago.

First: Joel Dulyea, Senior Perspectives (Michigan)

The writer reveals that you can go home again, but the changes are liable to be painful and the memories even more so. Then he encounters someone who remembers his brother who died in Vietnam. It was a good visit, after all.

9. Profile

A. Second: Melanie Wiseman, Beacon Senior News (Colo)

As a child, Barbara Bikki escaped with her family from war-torn Hungary. Seven decades later, she looks back on a full life that was almost ended before it really began.

First: Melanie Wiseman, Beacon Senior News (Colo)

This is a double profile. Two newly weds, both past 70, recount the lives they led apart and the chance that gave them a second chance at love after their spouses passed away. You read it and smile.

B. Second, Linda Wiggins, Senior Life (Fl)

This is the story of a volunteer who loves to shovel poop – elephant poop. She works at a retirement home for elephants in South Florida. Her charges may be old, but they're not slow, physically or mentally.

First: Mike Gaffey, Senior Life (Fl)

He was a professional wrestler stricken with a supposedly fatal disease. Retired to Florida, the disease mysteriously disappeared and a new life began – a life of worship and service.

C. Second, Carol Sorgen, The Beacon (Md)

It's an old-world, old-fashioned art, and Gianni Toso has mastered it. The art is glass blowing. The artist learned it in his native Venice, once its world center. Today he practices his art, and teaches it, in a Baltimore neighborhood where he also follows the rituals of being an Orthodox Jew.

First: Chelsea Peifer, 50plus Senior News, (Pa)

In her role as a deputy coroner, Janice Ballenger has seen enough horror to last a lifetime. Instead of covering her head, though, she has redirected her energy to the saving of lives as a volunteer EMT.

D. Second: Rebekah Sewell, Washington Beacon (D.C.)

Namu Cho grew up in Korea just after the war. He saw death and destruction everywhere. Somehow, he made it to the United States to college and then returned to make a career as crafter of fine jewelry. He pursues his art to international acclaim today in the suburbs of Washington, D.C.

First: Barbara Ruben, D.C. Beacon

Joseph Allen was 30 years old and a PhD physicist when the space age began. Against the wishes of his wife, he wanted in – into space, that is. He made it, and his life was never the same.

10. Annual Resources Guide/Directory

A. Second: Journey of Aging (WI)

This publication has great “expert advice” columns and news tucked into its directory. The color from the cover design helps guide the reader through the directory’s categories and divisions in a smart, clear path, making sure that this valuable information isn’t lost or glossed over.

First: Senior Life of Florida; Boomer Guide

This publication offers readers a mix of listings and source information along with stories and articles tucked inside like “100 ways to feel younger” or other fun reads. There’s a great mix of clubs, libraries support groups and services in this directory. It’s chock full of detail and description

B. First: 50+ Lifestyles, New York

This guide offers clear guides to help the reader navigate the abundance of information. The information is organized and readable, in addition to being highly practical and useful for readers of this publication.

11. How-to Feature

A. Second: Judy Stone Weaver, Prime (AI)

Thinking about that trip of a lifetime? Uncertain how to start the planning or even what must be done before you take off? Here are some answers, in a clear and straightforward format. Good service.

First: Kelly Phelan Powell, The Best of Times (LA)

Few applications are as tragic as Alzheimer’s disease, which steals the memory and then the personality of its victims. This story offers guidance for caregivers and even some promising suggestions that just might help reduce the chances of becoming one of those victims.

C. Second: Dawn Williams, Senior News (IL)

This one is a bit more elaborate, but it is still a compilation of useful suggestions for improving one's fitness, physical and mental. From balance training to diet, the basics are all here in an easy-to-read format.

First: Carol Sorgen, Baltimore Beacon (MD)

Enlivened with real-life examples, this how-to explains the benefits, the possible drawbacks and the mechanics of taking out a reverse mortgage. Those who have done so have added retirement income without the fuss and bother of selling a home, moving, etc. This is truly news one can use.

12. Travel Column (editorial)

A. Second: Prime (AL)

“College and Culture in Oxford, England” and “Blood of Heroes”
Well, who knew that you could graduate from Oxford in one week? The writer found an interesting niche activity and brought it to life and within the realm of possibility for readers with an active description of the study program and nearby attractions. It seems like an entirely repeatable experience, and a fun one, to boot. “Blood of Heroes” certainly reflects the patriotism and sacrifice personified in the National World War II Museum in New Orleans. From the overview perspective to the deeply personal profile of “history makers,” the writer captures the spirit of the museum.

First: Senior Voice (AK)

Dimitra Lavrakas has such an inviting style of writing that her readers must feel they are traveling right alongside her – it's quite conversational while filled with information. She gives fair warning about drunken fellow passengers on the cruise and exposes herself as a babe in the great big woods of Chicago. Totally fun to read.

B. First: Senior Life (FL)

Many folks move to Florida in their retirement years, but that doesn't mean they know the attractions of the state beyond their immediate new surroundings. And, so these columns fill the bill to a T. Both locations are within a relative quick driving distance of the circulation area. They are packed with descriptions of activities and sites to enjoy and explore. And, they have lots of if-you-go information. Sure to be appreciated by readers.

D. Second: The D.C. Beacon (D.C.)

In addition to an article filled with vivid descriptions, history and cultural explanations, both of these articles include “If you Go” sections that are jam-packed with information for would-be travelers. Just read, click and book your trip – great service to readers.

First: The D.C. Beacon (D.C.)

How refreshing to read about the Lake District of England and not immediately see the name Beatrice Potter. Not that the deservedly famous author/illustrator should not be mentioned, but the Lake District has much more to offer, and those offerings often get short-shrift in travel coverage. The writer covers a wide variety of attractions and distractions for travelers to consider. In the QM2 article, the writer wisely focuses on the attractions for an older set, but recognizes the multi-generational mix of passengers that add to the pleasure of a cruise. And, both articles contain that needed “If You Go” information.

13. Feature Writing

A. Second: PRIME (Massachusetts)

“Running for their lives,” about the growing popularity of running among women over 40, is amply illustrated with the stories of four who took the sport up later in life and, literally, ran with it. Their interviews are honest assessments of the challenges of running, as well as testaments to the newfound confidence, improved health and impressive accomplishments that running has brought them.

First: Beacon Senior News (CO)

“Boomers get pierced, seniors get inked” is a thoroughly reported, brightly written piece about the tattoo trend among those over 50. Lively interviews with sassy, articulate subjects give this entry a delightful edge.

B. Second: 50+ Lifestyles (New York)

“A Reluctant Traveler’s Dream Vacation” is an enthusiastic tribute to an anniversary trip from a writer with long-standing reservations about vacations. His observations are witty, winning and wise.

First: 50+ Lifestyles (New York)

“A Guide for First-Time Grandparents” is anything but predictable, and that is its strength. Yes, the writer is enchanted with his grandchildren, but his advice is practical, sage and helpful: Pack a “bailout bag” for the wait at the hospital, for example; let other grandparents have the stage, too; and prepare a lot of food in advance. His words are sensible, and also sweet.

C. Second: Senior News 50 and Better (Illinois)

In “Expand Your Horizons, Because Anything is Possible,” the writer’s warm, gentle voice makes it easier to reflect on a difficult question: How do old myths and expectations affect outcomes? With insight and skill, she lets us see new paths and possibilities.

First: Senior News 50 and Better (Illinois)

“Ten Ways to Thank Those Who Served Their Country” revisits familiar territory with a set of fresh, welcome ideas. Along with attending a Veterans Day parade and sending packages to service members, the writer advises mailing thoughtful notes to the families of veterans who have passed away. All 10 ideas are worthy of adoption.

D. Second: Lovin’ Life After 50 (Arizona)

“Garden of Good Decisions” is a lively, upbeat piece about a couple who found joy in transforming an eyesore into a garden. Describing the way their joy has spread to others so winningly is a credit to the wise and discerning author.

First: Lovin’ Life After 50 (Arizona)

“Apps for Seniors” ventures into a technical world with wisdom and care. This may be unfamiliar territory for an older age group, but the writer makes the information meaningful, manageable and worthwhile.

14. Special Section (editorial)

A. Second: Today’s Transitions (KY)

Exactly how would you know what to expect and how to prepare for changing in living arrangements after surgery? This handy guide covers the bases about how to prepare whether that is at home by yourself or with a caregiver or at a recovery/rehab center. Useful and well-written information.

First: Transitions in Aging, Beacon Senior Newspaper (CO)

“5 things you might not know about Medicare,” “Age gracefully at home?” and “Three myths of senior living communities” are just a few of the headlines for a batch of articles for these readers – all filled with important and timely information for senior citizens making transitions in their lives. Of special interest is “Fashionable even while rolling around.” It takes a look at clothing designed and customized for easy wear and maneuvering in a wheelchair. Kudos for finding an unusual but useful topic.

B. First: Striped, Brevard Veterans News, Senior Life (FL)

This compact section is packed with news of interest to veterans and their families and friends. There’s a fascinating feature about Operation Surf, a rehabilitation program that helps injured veterans recoup their abilities to surf.

D. Second: The Finish Line, Lovin’ Life after 50 (AZ)

Arizona Senior Olympics gets a close-up examination and explanation in this section. It’s a pretty sure bet that this section had an extended shelf life.

First: Housing & Homecare, Options Magazine, The D.C.Beacon

The striking range of topics covered in this special section elevates it to the first-place spot. It's loaded with timely, well-written and need-to-know articles: How to evaluate a retirement community; some high-tech ways to sell your home; where's the best place to retire, tax-wise?

15. Topical Issue

A. Second: The Howard County Beacon (Md.)

Reporter Robert Friedman took the numbers establishing the hunger problem among those over 60 and put a human face to make the story readable. In introducing customers of the Food on the 15th program, he gave readers a way to connect to this issue.

First: Prime Montgomery (AL.)

On the 50th anniversary of the Selma-to-Montgomery March, Prime Montgomery solicited short, first person stories from people who were marching or on the periphery of the march. The stories are compelling. Looking back through the eyes of some of the participants is informative and entertaining.

B. Second: Forever Young (NY)

In "A guide to fiving back," Brittany Perry offers advice to retired about filling their time with worthwhile volunteer activities. This is full of useful and usable information.

First: Senior Life (FL)

Linda Wiggins examined the benefits of connecting older and younger generations. Among the examples were a youth choir visiting an assisted living home, partnering residents with an elementary school and providing play opportunities for old and young. The story brings in research that shows the benefits of such programs.

C. Second: Senior News 50 and Better (Il)

This story about depression is told through the eyes of a person who was always laughing and then stopped. What makes this a winner is the way it is organized. By learning how she was treated—from diet to medication to exercise to psychotherapy—we learn the options. By the end of the story, we learn the outcome. The structure keeps us reading.

First: The Baltimore Beacon (Md)

The Beacon looked at the issue of "Being gay and gray in Baltimore" by finding two men and two women who married soon after it become legal. This is an informative account, and the example of the two couples makes it all the more interesting. Terrific job of finding good subjects to make it work.

D. First: The D.C. Beacon

Reporter Barbara Ruben combined anecdotes of victims with data to define the extent of elder abuse in this interesting and informative story. This formula of putting a human face on topical issues turns dry textbook material into stories.

16. Front Cover Photo

A. Second: Senior Life Florida; Boomer Guide (Florida), 2015 Edition

The women on the cover look happy, healthy and young. This supports the lead tease, “100 Ways to Feel Young.” The cool colors complement the sand and skin tone. Excellent reproduction makes the makes a sharp cover that jumps off the page.

First: The Best of Times (LA), September 2014

This cover gets right to the point, “Boomers on Bikes.” The simplicity and directness work to draw attention to the bike and riders. No additional teases steal attention from the subject. The composition leads eyes from the tires to the faces and down the road toward the masthead.

B. Second: 50+ Lifestyles (New York), April 2015

The photograph is clean and direct, and his expression is attractive. Attention was paid to typography, and the teases are well placed around the subject. The lead tease works well with the photograph.

First: Forever Young (New York), February 2015

This delightful photograph pops off the cover with the blue background, red lips and green uniforms. The simplicity helps make the story idea clear and doesn't distract from the teases. The two headlines work with the photograph, instead of competing. When you look at this cover you can almost hear the voices.

D. First: Lovin' Life After 50 (Arizona), May 2015

The subject's direct gaze and the soft pastel background draw attention. The minimal use of leads allows viewers to concentrate on Ms. Arizona. The colors are in harmony.

17. Front Cover Illustrations

A. Second: Beacon Senior Newspaper (Colorado), 2014

This delightful illustration demands time and attention. As viewers “walk” along the yellow path of aging, they encounter life transitions. Each scenario is tells a different story. This cover is a fun little journey.

First: Today's Transitions (Kentucky), Fall 2014

The color palette and design bring this cover to the top of the entries. The green, orange and various shades are beautifully used. The typography is slick and balanced around the artwork. The illustration is fun and easy to read.

19. Briefs/Shorts (design)

A. Second: The Best of Times (LA)

Whether it's clip art or a photograph, the designer has chosen well for the content of Stat! Medical News & Info. The spacing, grid and style are consistent throughout the two pages. Overall, it's an inviting package.

First: Today's Transitions (KY)

Both Wise & Well and Caregiver Circle reflect a strong sense of playfulness without cheesiness in their inviting designs. Cutouts are crisp and precise; photo quality and color are spot on; the spacing and color choices shine.

B. First: Senior Life (FL)

Space Coast Boomers has a good mix of headline sizes, plenty of white space and consistency in design, as well as an organized package of content to allow readers to find their way through the section.

20. Annual Senior Resource Guide or Directory (design)

A. Second: Forever Young Issue, Boomer Guide (FL)

"Done working, but not done" could well be the motto for this publication. Encouraging and upbeat photos and articles offer readers suggestions and ideas for pursuing leisure as well as education opportunities. Its colorful photography, palette and presentation probably pushes readers into "what's next?" mode. Have fun, it says, and does.

First: The Journey of Aging (WI)

Spacious, thoughtful, comprehensive, complete, readable, inviting -- pick them all to describe this directory. It's backed with valuable articles about the issues facing people as they age, and it doesn't a grand job of recognizing how interlinked these issues are.

The packaging and organization is superb.

B. First: The Long Island Resource Guide 2015, First: 50+ LifeStyles (NY)

It advertises itself as a comprehensive guide for seniors, boomers and caregivers – and it certainly lives up to its billing. A wide range of "senior issues" topics is examined, and each article is surrounded by the resource list. "Top 10 Ways People Go Broke," for example, is a great cautionary article about the fallacy of magical financial thinking. It's one of several spot-on reads.

21. Feature Layout

A. Second: The Senior Reporter (Minnesota)

“Building History in Retirement” takes readers on a visual journey through the renovation of the Pudas historical house. While the story is layered with information about the development of the Oulu Cultural and Heritage Center, the design of the story helps to explain the renovation from disrepair to construction to finished product. The detail photographs are particularly striking.

First: Today’s Transitions (Kentucky)

This slick design packages numerous “things to do indoors this winter” into a tempting story. Subheads and consistent use of color organize the information and help guide viewers through the list. Relevant images add interest and color. This difficult package was beautifully handled.

B. First: Forever Young (New York)

Thoughtful food photographs anchor this feature package. Each page has a colorful photograph to break up the text. A “What You Need” sidebar with an illustration gives additional information.

22. Best Overall Use Of Photography

A. Second: The Senior Reporter (Minnesota)

Each issue includes at least one feature story with multiple photographs. “Building History in Retirement” is an excellent example of a mix of photographs, including details, documentary and portraits. Historical photographs give context to many articles. The table of contents consistently features informative images.

First: The Best of Times (Louisiana)

Striking cover photographs, such as the Little Bit of Magic illustration, are the first hint of the strong photography found inside The Best of Times. Photographic use is varied, whether it is documentary, illustration, cutouts or portraits. Images are sized appropriately and given space when needed. Food photographs are particularly strong.

23. Best Use Of Color

A. First: The Best of Times (Louisiana)

Color in The Best of Times is subdued, appropriate and thoughtful. A consistent use of color in the running heads simplifies navigation. Excellent reproduction draws attention to the color photographs. Color drop caps and subheads are well used when necessary.

24. Overall Design

A. Second: The Best of Times (Louisiana)

The Best of Times breaks up text with subheads, rules and small photographs. There is a balance of archival art, documentary photographs and photographic illustrations. White space is used to guide readers through the magazine. Covers and recipe pages are particularly strong.

First: Today's Transitions (Kentucky)

Design consistency gives Today's Transitions a strong identity, including the cover illustrations and table of contents. Readers know what to expect and where to find it. Body copy is readable and visually interesting. Feature stories are treated differently to stand out. "Tech Talk," "Wise and Well" and "Book Club" sections pack loads of information into a small and appealing space.

B. First: Forever Young (New York)

Forever Young is easy to follow with a consistent table of contents and clear section labels. Calendars are clean and organized. Large photographs anchor each story.

25. Self Promotion

A. First: The Best of Times (La)

This house advertisement combines type, a visual and color to communicate the three ways you can access material from The Best of Times. The material is arranged logically and the message is clear.

B. First: Senior Life (Fl)

In this full-page promotion, the paper advertises its model search for the upcoming Boomer Guide. The paper used examples from previous guides with amateurs modeling. It's an effective pitch.

26. Self Promotion (Outside source)

First: The Best of Times (La)

In a compact format, this promotional ad packs a punch. The magician presents the covers of the publication. The type and color finish off an excellent creative job.

27. Self Promotion (Awards)

A. First: The Best of Times (La)

The title (We're feeling SUPER) and the photo of a caped crusader work together to present the lists of NAMPA awards. The copy is organized cleanly and logically.

B. First: Senior Life (FI)

Senior Life created an advertorial to celebrate its NAMPA awards. Surrounded by headshots of staff members and reproductions of some covers, the copy is a straightforward account of winning entries.

30. Best Single Ad-Color

A. Second: The Best of Times (La)

The Lex Plant Farm ad has visuals to bracket the copy in the middle. The designer used white space to buffer the type from the visuals. Effective use of color.

First: Prime Montgomery (AI)

This uncluttered presentation for a hearing aid center uses a colored visual to catch the reader's attention. The symmetry works the message from top to bottom. White space is used to isolate and feature the drawing.

B. First: Senior Life (FI)

The design in the Boomer Bash advertisement moves readers from large to small, from dark to light. White space highlights the copy.

31. Best Banner

A. First: The Best of Times (La)

Four words—normally long for a banner—but by manipulating the word and letter size, the designer has created a unique brand for the magazine.

33. Website (Self Promotion)

Second: The Best of Times (La)

The photograph of the couple at the computer sets the stage for the promotional text advertising the publication's website.

34. Website General Excellence

Second: Prime (AI) www.primemontgomery.com

Prime Montgomery appears to be a calm, quiet place, much like a library. The key stories are promoted against a calming blue and white background. Click on them and instead of taking you to another page, the story appears lower on the homepage. This site is organized well with everything from the calendar to the archived stories easily accessible.

First: Beacon Senior News (Co) www.beaconseniornews.com

Visitors to the Beacon website are greeted with a rolling photo gallery, which immediately communicates activity and local angles. Stories are presented in section, such as Local, Health & Wellness and Financial. The design is clean and uncluttered at the same time that it communicates lots of content.

2015 Best of Show



After the individual award decisions were made by the judges, points were given for “first” and “second” places, which result in the “Best of Show” decisions in each of the four divisions for NAMPA publications.

“The Best of Show” award winners for the 2015 NAMPA awards competition are:

2015 THE BEST OF SHOW
for
Division A with circulation
under 25,000:

The Best of Times
(Louisiana)



2015 THE BEST OF SHOW for Division B with circulation between 25,001 to 50,000:

Senior Life of Florida (Florida)



2015 THE BEST OF SHOW for

Division C with circulation between 50,001 to 100,000:

The Baltimore Beacon (Maryland)

The Beacon
Our 10th Year!
IN FOCUS FOR PEOPLE OVER 60
MARCH 2013
More than 127,000 readers @ English/Croatian Edition

So many ways to keep learning

By David Shapiro

When Anne Sullivan left her position at Braille Institute's Center for Adult Literacy last summer, she decided to make "Braille the show" — not from being passionate.

"I didn't really want to retire," said Sullivan, 76, a resident of northern Baltimore County. "I just didn't want to be doing the same old thing over and over again."

Sullivan gave a lot of thought to what she did want to do with her time, and eventually decided she still wanted to be involved in education, but now on her own terms. A nearby village told her about a new York-based youth center, Braille Institute, which is "a place where you can teach and everything in 2013."

Sullivan contacted the group, searching about teacher opportunities, but when the Institute asked if Sullivan had a teaching background, she said no. She had a teaching background, but she had never taught in a classroom. The result? Much Braille Institute (www.brailleinstitute.org), a thriving learning center that doesn't require a teaching background.

The original idea of Braille Institute was Sullivan's interest in both learning and community-building. "I wanted to offer something to people who were learning to read with Braille," she explained. "Sullivan said, 'I'm not a teacher, but I can help you get to the point where you can teach others.'"

"I have no interest in being paid for it," she said. "I'm interested in the fact that I can help you get to the point where you can teach others."

As such, she has a different curriculum. She offers a variety of courses, including a water garden, a reading program and a variety of activities. In addition, she offers a variety of reading and writing programs. In the last 10 years, she has helped many people learn to read.

Flinding fellow travelers
The 12 Regional Society meets in... (page 10)

LEISURE & TRAVEL
Dance Braille Institute's new "Braille Institute" class, what to watch out for with new educational tools (page 10)

ARTS & STYLE
Dance Braille Institute's new "Braille Institute" class, what to watch out for with new educational tools (page 10)

FITNESS & HEALTH
A new way to learn Braille (page 10)

LAW & MONEY
The new way to learn Braille (page 10)

VOLUNTEERS & CAREERS
The new way to learn Braille (page 10)

PLUS CROSSWORD, BEACON BITS, CLASSIFIEDS & MORE

