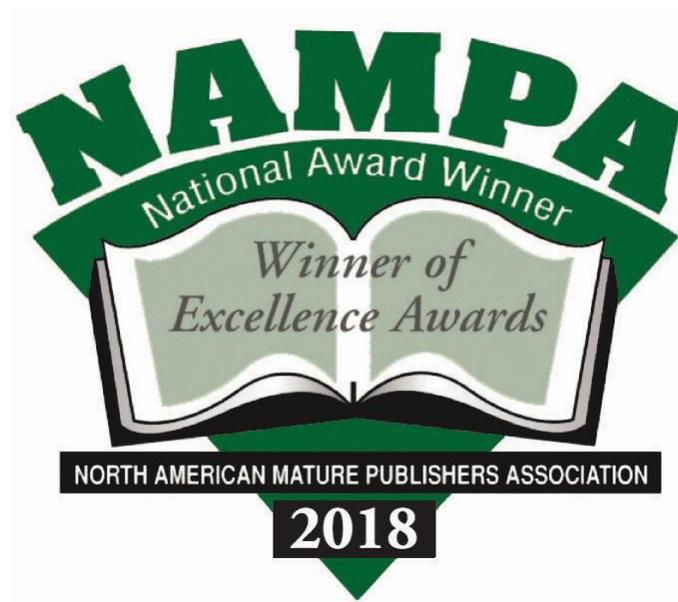
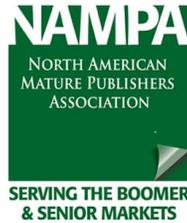


# 2018 NAMPA AWARDS

2018 NAMPA National Convention and Annual Meeting

Presented  
at the Caribe Royale All Suite Resort in Orlando, Florida  
on  
Monday, October 8, 2018





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For the 2018 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 2018 NAMPA awards, there were **293 entries** submitted from publications, compared to 235 entries in 2017; 257 entries in 2016; 204 entries in 2015; 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 awarded first, second, and third place awards.

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

**Congratulations to all of the  
176 award winners in 2018!!!**

## 2. General Excellence

### A. First: **The Best of Times, La.**

Both the design and content of the publication are outstanding from front to back. The reader has a wide variety of options, from smart columns on technology, health, nutrition and the law to the informative, well-written cover stories. One cover piece introduced a group of older women on a competitive basketball team called the Hoopaholics, for example, while another featured an energetic musician who takes children's choirs to nursing homes. Book reviews, recipes, travel tips and more round out each issue. The layout is clean and effective, and visuals give the publication a coherent look.

### Second: **PrimeLife Times, Ill.**

This magazine has a satisfying range of content that hits a lot of buttons, from news and nostalgia to advice about real estate, wellness and money matters, history lessons and personal essays. The writing has a smart sensibility, and a positive, uplifting spirit is evident throughout. The publication presents a model of continuity for readers by treasuring the past while fostering a vigorous, purposeful future.

### Third: **Boom Athens, Ga.**

A bright, welcoming cover is the first clue that reading this magazine will be an enjoyable, worthwhile journey. A particular issue, for example, may offer short takes on health, political news and upcoming events; a series called "Dare It! Do It!" with profiles of adventurous older adults; and a look back at those who served during the Vietnam War. The design is easy to navigate, visuals are lively and the overall look is clean and classy.

### B. First: **Northeast Ohio Boomer and Beyond, Ohio**

This is a solid, distinctive publication that puts a premium on excellent writing, balanced design and useful content. Each issue has a strong mix of fresh ideas and storytelling, from a piece about a sanctuary that saves farm animals to a room-by-room breakdown of decluttering plans and a no-nonsense roadmap for retirement. The magazine reaches for a high bar and succeeds.

### Second: **Montana Senior News**

The array of content here is really quite breathtaking. What reader wouldn't be pleased to find more than four dozen articles under a wide range of topics from health and money to recreation, nature, travel, photography, fitness, nutrition, caregiving, entertainment, pets, recipes, home and lifestyle, Montana history and more. Uniformity in typography helps maintain consistency, and the writing adds personality and a strong sense of life in the West.

Third: **The Vegas Voice, Nev.**

The magazine is smartly organized to deliver content that clearly fits its demographic. A collection of columnists, most from the surrounding area, offers news, advice, wisdom and commentary suitable for an audience that lives in America's bustling entertainment capital. It's a brisk, bold, upbeat and effective.

C. First: **Today's Transitions, KY.**

Today's Transitions has a distinctive look and voice that sets it apart. Design is simple, straightforward, sometimes even whimsical. Illustrations are stylish and clever, and photographs add weight and meaning. Topics are original, as well as entirely relevant, to readers. "Lunch Plus One," for example, is an inspired combination of a restaurant and a nearby attraction for an outing. At the same time, the magazine takes a serious look at dealing with memory loss in a loved one, planning a meaningful funeral and finding a way through grief. Clearly, there is a commitment to quality in every area.

Second: **The Active Age, Kans.**

The Active Age makes a wholehearted effort to provide essential material to help its readers succeed and prosper as they grow older. It makes a visible effort to encourage them to be self-reliant, adventurous and purpose-driven, as well as safe, secure and healthy. Profiles of local personalities, including an 84-year-old florist in business for 70 years, provide blueprints for living well at any age.

Third: **The Best Times, Johnson County, Kans.**

Important, significant stories are nicely told and presented in this publication, often from a genuine, personal perspective. "Granny Flats" shares the lifestyle of a mother and son who own homes on a single property, illustrating a new, multigenerational trend. A 94-year-old Korean War veteran remembers M\*A\*S\*H before it was a book, a movie and a television series. The Best Times is not only helpful, it works to make a difference.

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

A well-edited publication, The Beacon understands the value of serious reporting, as well as rich storytelling about fascinating subjects. A perfect example is the dramatic story of couriers who carry donated bone marrow around the world to patients whose need is urgent. In the same publication, the reader would find reports about depression, the current value of bonds and the risks that stem from the hack of Equifax. The variety of topics is striking and memorable.

### 3. Most Improved

#### A: First: **Senior Voice, Alaska**

Switching from a tabloid news front to a half-page magazine layout adds punch to the look of Senior Voice. It also changed its section headers by making them slightly smaller and updating the images. For example, the icon for news was changed from a folded newspaper to a media tower. Overall, the changes add a feel of strong organization to the publication.

#### Second: **PrimeLife Times, Ill.**

A bit of tweaking and a bit of deleting and a bunch of adding in the form of a new section, Lifestyles, adds more life to the PrimeLife Times. The front page skybox was redesigned to more effectively use the space for information without crowding out the white space. That's a good thing. But the big change is the addition of the Lifestyle section, which gives readers more information that is more organized. It also allows sharing across the breakfast table. More is better.

#### Third: **South Shore Senior News, Mass.**

Wow, a new flag on page 1 greatly boosts the appearance of this publication. Another change is from a newsy front page to a magazine format with a stronger table of contents. Updated interior section headers also add to the appeal for readers.

#### B. First- TIE: **Montana Senior News**

Montana Senior News switched its cover format from a newspaper to a magazine design. It certainly adds a kick to the overall look. In addition, content is better organized and set off with attractive section headers. The content remained largely the same, but new organization makes it easier to access.

#### First - TIE: **Idaho Senior Independent, Idaho**

Idaho Senior Independent is a sister paper to the Montana Senior News, so it's no surprise that it also was redesigned. The comments for the Montana publication apply to the Idaho publication.

### 4. Column Review

#### A. First: **PrimeLifeTimes Ill.**

Mary Ann Simkins has a nice light touch and a keen sense of taste in her Delicious Destinations.

#### Second: **The Best of Times, La.**

Jessica Rinaudo's book reviews make you want to read the books.

#### Third: **Senior Perspectives, Mich.**

Diane Steggerda focuses in authors of Western Mich., a useful approach.

B. First: **Senior Life, Fla.**

Muffy Berlyn highlights local talent in a range of arts.

Second: **Montana Senior News**

Aaron Parrett's book reviews are detailed and descriptive.

Third: **The Vegas Voice, Nev.**

Yvonne Cloutier has a background in music That shows in her reviews.

C. First: **Lifestyles After 50, Fla.**

Mark Higley and Kathy Megyeri speak directly and personally to their readers.

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

Dinah Rokach, the Bibliophile, not only reviews but recommends.

## 5. Senior Issues

A. First: **Senior Voice, Alaska**

Kenneth Kirk writes about the law in language a layman can understand.

Second: **Senior Perspectives, Mich.**

Holly Lookabaugh-Duer offers easy-to-understand tips for maintaining better health.

Third: **South Shore Senior News, Mass.**

Phyllis DeLaricheliere provides clear and useful tips for caregivers.

B. First: **Montana Senior News**

Maureen McInnis writes clearly and compassionately about senior suicide.

Second: **Senior Life, Fla.**

Brenda Brader and Maria Sonnenberg cover topics ranging from grandparenting to goat raising.

C. First: **The Best Times, Kans.**

Gerald Hay argues persuasively the benefits of reading, writing and walking.

D. First: **DC Beacon, Washington, D.C.**

Alexis Bentz offers advice for bridging the gap between generations.

## 6. Editorial/Opinion

A. First: **The Best Times, Tenn.**

James Grubbs leaves no room for doubt about where he stands on the causes of our social diseases.

Second: **Beacon Senior News, Col.**

Kevin VanGundy urges seizing opportunities for pleasure that don't cost a lot.

B. First: **The Vegas Voice, Nev.**

Dan Roberts likens lawyers and bureaucrats to cockroaches.

Second: **50+ Lifestyles, N.Y.**

On Veterans' Day, Gary P. Joyce remembers Vietnam.

C. First: **Lifestyles after 50, Fla.**

Terri Bryce Reeves urges attention to the threat posed by climate change.

Second: **The Best Times, Kans.**

Gerald Hay remembers the "forgotten war," Korea, and its veterans.

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

Stuart Rosenthal reflects on the perils – and the promise – of technology.

## 7. Briefs/Shorts

A: First: **The Best of Times, La.** Stat! Medical News & Info, April and December

Strong writing about vital topics coupled with elegant design brings this section to the first-place spot. The articles are packed with useful information, tips for better living and health and products designed specifically for seniors.

Second: **The Best of Times, La.** Our Featured 5

Quick tips make for a quick read packed with solid information, whether they focus on preventing falls or a handful of Dr. Seuss quotes to lighten the day's mood. It's all helpful.

Third: **PrimeLife Times, Ill.** Money Matters, May 2018, and Lifestyles, April 2018

While the topics vary, both sections offer solid information for readers. One offers an and step-by-step guide about how to prepare to probate an estate – essential tips for most everyone, and the other offers tips on protecting birds in your yard and garden – essential to enjoying feathered friends. Additionally, both

sections offer Wordsmith's Workshop by Rob Siedenburg. It's an opportunity to broaden vocabulary and understand the history of words, a boost to cognitive thinking.

B: First: **Northeast Ohio Boomer & Beyond, Ohio**, Worth Noting, January/February 2018 and March/April 2018

Worth Noting offers a mix of events, activities and better health and living tips. How-to advice for online dating, using Pinterest, winter driving and learning the latest technology apps as well as information about sanctuary for aging farm animals, movie festivals and lodging for family members visiting hospitalized veterans are sure to capture readers' interest.

Second: **Montana Senior News, Montana**, Dr. Aaron Parrett, Nutrition and Home & Lifestyle, April/ May 2018

Parrett writes in praise of the burgers at the Great Falls Senior Center – it's enough to make you head out for your favorite diner. Jeremy Watterson's piece about collecting baseball cards – a way to recollect memories and hold on to a piece of history. Both are evocative articles and sure to appeal to others enjoying their memories.

C: First: **Today's Transitions, KY**. Yelena Sapin, It's Heck Getting Old!, summer 2018, and Carrie Vittitoe, Caregiver Circle, summer 2018

Articles about identifying hearing loss and equipment to alleviate it before graduating to full-scale hearing aids are bound to be helpful as people face bodily changes. Equipment and tips for easing the daily lives of people with Alzheimer's offer strong advice for caregivers. The articles are tightly written and packed with information.

Second: **Forever Young, N.Y.** Christopher Schobert, "What to Binge-watch this Winter," January 2018, and "Strong Females Lead, A Celebration of Women's History Month in Film," March 2018

So, you like movies and TV shows? Streaming TV? Netflix? These playful, yet informative, columns are for you. Not only does Schobert offer up listings, he also lists comparable movies as in: if you liked this, you'll like this, and a brief summary of Why You Should Watch. The articles offer clever and useful information.

## 8. Personal Essay

A: First: **Boom Athens, Ga.** Myrna Adams West, "Love that knows no boundaries, Letters from Vietnam, 1968, Part 2," Spring 2018

If you don't laugh, if you don't cry, if you don't treasure the bond between brother and sister, well, that's a shame because this column has it all. West portrays a loving family, willing to share not only their beloved red convertible but also their fears, dreams, hopes and disappointments. Well done.

Second: **Beacon Senior News, Colo.** Jennifer Jane Peterson, “My mother’s peaceful death,” March 2018

In relating the story of her mother’s planned death, the writer makes a succinct argument for individuals to be allowed to make personal medical decisions. It’s moving and loving and certainly thought-provoking.

Third: **Senior Perspectives, Mich.** Rolina Vermeer, “A Caregiver’s Perspective, Cycles of Life”

In saying good-bye to her mother, the writer recalls both “special and ordinary days” and the “beautiful cycle of life” evocative of Vincent van Gogh’s “Sunflower” and “Iris.” The column deftly compares the beauty of a woman’s life to the beauty of classic pieces of art – a well-done piece of writing.

B: First: **The Vegas Voice, Nev.,** Dan Roberts, “Uxorious in Every Way,” February 2018

Dan Roberts’ wife achieved something spectacular – changing the adult guardianship laws in Nev., rescuing thousands of people from usurious practices. In this column, he praises her ability to never give up and describes his “affectionately submissive feelings” toward her. Ah, such romantic expressions – it’s a lovely read.

Second: **Senior Life, Fla.** Ed Baronowski, Challenges of Living to 100, , “Wisdom nearly always find the right path,” March 2018

“Wisdom Circles” advocate using a collection of senior brains, experiences, challenges solved and memories as well as other experiences to help individuals move forward both for themselves and for their communities. The writing effectively could lead anyone of any age to find a “Wisdom Circle” of their own to share and learn life’s lessons.

Third: **Montana Senior News.** Ella Mae Howard, All about Montana, “Thieves,” June/July 2018

These are four-legged thieves, not the usual two-legged scalawags, in this observational column about calves and cows and feeding time. It gives cows credit for a level of sneakiness not usually known – so it’s both fun and educational.

C: First: **The Best Times, Kans.** Gerald Hay, The Editor’s View, “Life in Cancer Recovery,” July-August 2017

Hay takes readers on an in-depth look into surviving cancer treatment, becoming cancer-free and restoring your life to a “new normal.” It’s intense. It’s complex. It’s still tough. It’s a must-read.

Second: **The Active Age, Kans.**, Elvira Crocker, "A short story: Being vertically challenged," January 2018

Crocker writes a lively column about the woes of being short – too short – in a world of taller people. She cleverly lists the advantages of being short – first in line, front row of group photos, getting help from clerks, and the disadvantages – not winning races, asking clerks for help. But she takes a positive outlook along with her friends to make the most of it all, adopting the challenge: "Onward and upward!"

Third: **The Active Age, Kans.**, Joe Stumpe, "Chickens may lead to amusement, affection," April 2018

The headline for the column is spot-on as the writer presents evidence that these clucking bundles of feathers really can be amusing. Readers are introduced to Pepper, Anna American, Slim Shady and Stivey and their antics, including refusing the lay eggs until a construction project upset their living quarters. Pitfalls and pleasures also are described. It's enough to make you hope your neighbors add a chicken coop – as mine did – so you can listen to the clucking and watch their strutting without any of the responsibilities.

D: First: **The Beacon, Washington, D.C.** How I See It, Bob Levey, "Oh, the joys of grandparenting! And yet ...," March 2018

Waiting your turn to become a grandparent can seem torturous until you realize all the social etiquette required and the possible faux pas, or so Levey thinks. At the same time ... well, it all seems worth it to join the cast of friends scrolling cellphone photos to show off the newest family member. This column offers a light-hearted look at such passages.

## 9. Profile Entries

A. First Place: **Life After 50, Colo.** "Dancing Gives Senior Rhythm for Life"

A nicely written piece by Anthony Welch that helps readers understand what dancing means to John Mazzella, and why.

Second: **South Shore Senior News, Mass.** "Be Yourself: Everyone Else is Taken!"

Patricia Abate introduces us to Loretta Roche and gives us insight into her life while sharing plenty of Roche's advice.

Third: **Beacon Senior News, Colo.** "A Shelter Pet's Hero"

A nice look by Melanie Wiseman at the effort that one woman makes to help homeless animals.

B. First Place: **Fifty Plus, Va.** "Restoring Richmond's Black American History"  
Glenda Booth does a nice job of weaving her subject's story in with the history she is working so hard to preserve. She succeeds masterfully at both.

Second: **Montana Senior News** "Helena's New Mayor, Making History"  
Aaron Parrett introduces us to both Helena's new mayor and to some of the challenges he faces in his new job. A nice balancing act.

Third: **Fifty Plus, Va.** "Powerlifter Pushes Herself to New Heights"  
Catherine Brown introduces us to a 72-year-old powerlifter and gives us insight into what drives her.

C. First Place: **50 Plus Life, Pa.** "Doing the Heart's Work"  
Megan Joyce provides great insight into the work of a woman who makes memory quilts to help loved ones find ways to memorialize those they have lost.

Second: **The Active Age, Kans.** "Bob Love: Helps Students Reach Success"  
Rob Howes paints a nice picture of the impact one man can have at a high school if he cares deeply about his students. Well written and reported.

Third: **The Active Age, Kans.** "Age is Just a Number when pursuing a Dream"  
Leslie Chaffin gets strong quotes and paints a great portrait of a woman who has overcome a great deal to finally graduate.

## 10: Resource Guide

A: First: **The Senior Reporter**, Housing Issue, Minn. January 2018  
This section is jam-packed with informative articles about how, when and where to plan a move from a privately owned home to a retirement community or nursing facility. How to recognize the need to move, coping with the physical as well as mental toll of moving, health issues, downsizing, fewer responsibilities and how to create the "right-sized life." All of which are followed by an extensive listing of resources. It's a treasure trove.

Second: **Beacon Senior News, Colo.** The Beacon Guide-Mesa County 2018  
The Beacon Guide offers a wide range of articles filled with information people need as they move into their more senior years as well as a rich bouquet of resources, listed by topic. It's an informative and useful guide.

Third: **The Best Times, Tenn.**, 50+ Resource Guide, Your guide for finding senior services, 2018  
It's loaded with listings along with a sprinkling of articles, such as deciding if professional caregivers are needed and how to pick a nursing home. It's bound to be a must-read for anyone in need of senior services or anyone acting as an advocate for a senior.

B: First: **Senior Life, Fla.**, Boomer Guide, 2018

“Comprehensive” is the word used in the front cover’s sell line to describe Boomer Guide, and judging by sheer heft, that’s correct. But it goes beyond being just informational. It’s also encouraging. Throughout the booklet are profiles of folks in their senior years alongside action photos of them at work, at play or volunteering. It’s a grand effort to break the stereotypes of aging. It’s a keeper.

C: First: **Forever Young, N.Y.** Guide to senior living in 2018

A hearty listing of resources for senior living is accompanied by a variety of articles about healthy living. It’s always the right time to quit smoking, says one such article, with a range of tips to achieve that goal. Getting a good night’s sleep while traveling will make the trip more enjoyable, but maybe what you need is a visit to a salt cave. The article is inviting and informative.

## 11. How-To Guide

A: First: **The Best of Times, La.** Jessica Rinaudo, “Audiobooks, Listen to your next Great Adventure,” January 2018

No need to carry around a heavy book if you want re-read “Gone with the Wind.” Instead, you can use one of many library services to either read an electronic version of the book or listen to it on one of many audio formats. Rinaudo writes concise instructions for using the various types as well as tips for getting the best buy.

Second: **Senior Voice, Alaska**, Leslie Shallcross, “Preserving summer’s bounty: Make your own jerky,” October 2017

Making jerky might not appeal to everyone, but if you live in Alaska, it’s likely you might have an abundance of game meats in your freezer. And, if you enjoy the outdoors, well, jerky is excellent as a trail snack. Shallcross’ writing makes it seem like fun to attempt this process of food preservation, with special attention to food safety. It’s a fun and interesting read.

Third: **Howard County Beacon, Md.** Robert Friedman, “Libraries branch out with ukulele lessons,” August 2017

The library is keeping up with current trends as the ukulele is making a comeback as a fun instrument to play. Sure, why not? Friedman tells all about the program and the library’s effort to create “intergenerational classes” in this informative article.

B: First: **Montana Senior News**, Steve Keikkila, “Fermented Dill Pickles vs. Vinegar Dill Pickles,” October/November 2017

Heikkila’s article about the two pickling techniques covers the topic thoroughly, from the how-to to the historic whys. Even if you never intend to practice pickling, this article is worth a read.

Second: **Senior Life, Fla.**, Katie Parsons, “Local boomers use gardening to stay social, healthy,” April 2018

Gardening produces more than vegetables to eat and flowers to sniff. It also improves hand functions such as flexibility and stronger grips. In addition, at a community garden there is also the opportunity for interactions between people of all ages. This article includes a list of opportunities and how to get started.

Third: **50+ Lifestyles, N.Y.** Gary P. Joyce, “Playing your first tournament,” August 2017

Playing in a golf tournament can be markedly different than playing with your pals, writes Joyce, who then proceeds to offer sound tips for making the transition including a senior friendly tournament to start out in. His article makes it seem easy.

C: First: **Baltimore Beacon, Md.** Carol Sorgen, “A way to pick up a few bucks,” November 2017

Sorgen brings the phenomenon of a “gig economy” to life with real people interviews about the way many senior citizens make a few extra dollars to enjoy extra activities not covered by their retirement funds. Some drive for Uber or Lyft, others walk dogs, do home repairs, or rent rooms in their homes. Sorgen explores the how and why this movement came to be, as well as the advantages such as you just do the actual work and the company tends to the paperwork. Finding real people involved in the process makes it a more relatable article.

Second: **Today’s Transitions, Ky.** Megan S. Willman, “How to make a visit meaningful,” Summer 2017

Sometimes visiting sick, elderly or confined family members or friends can prove to be quite awkward. Willman’s article can help alleviate those feelings with excellent tips to make the visit go smoother and be meaningful. It offers compassion and empathy.

## 12. Travel Column

A: First: **Senior Perspectives, Mich.** Jay Newmarch, Traveler Tales, “Emerald City, Here I Come (Again)” and “These boots were made for walking”

It’s obvious that Jay Newmarch loves Seattle as he describes his third trip to the city, this time concentrating on the downtown proper. His enthusiasm takes you along on a merry trip to see both new and historic sites. He’s a good tour guide. And, in “These Boots were made for walking,” he offers excellent advice

that function over fashion should always be your motto when buying shoes for vacation travel, really.

Second: **Senior Perspectives, Mich.** Jackie Lindrup, “Hiking with Friends” in St. John’s, Newfoundland, and “Throw Me Something, Mister!” Mardi Gras in New Orleans

Newfoundland is a rugged country with many opportunities for hiking, but it’s best to know your limits before setting off on a strenuous path. Lindrup offers up advice on how to split into two groups to match skills, as well as sites to see and why while in St. John’s.

In New Orleans during Mardi Gras as an adult after a childhood spent in the city – from walking in parades to watching parades from a hotel balcony, Lindrup reflects how the celebration has changed. It’s still a family event in some areas, but definitely it’s more risqué in others. Either option offers the opportunity to make your own memories.

Third: **Senior Perspectives, Mich.** Jay Newmarch, Traveler Tales, “Is Getting There Really Half the Fun?” and “North to Alaska”

In “Is Getting There Really Half the Fun?” Newmarch gives a scathing review of traveling on big ocean liners and their “relentless sales pitches.” Even if you’ve purchased packages before setting sale, the sales crew barrage passengers with opportunities to upgrade, while those asking for services including with the cruise were often ignored by “downright surly” crew members. He makes it quite clear that this is no way to travel.

B: First: **Senior Life, Fla.,** John Trieste, “Historic Fla. hotels,” July 2017, and “Kingsley Plantation offers unique perspective on troubled time,” April 2018

Kingsley Plantation in Jacksonville is an opportunity for a quick daytrip from the city and a chance to learn about the horrors of slavery in Florida.. The article thoroughly lays out the living conditions. In sharp contrast, nearby to the slave quarters stands the majestic plantation house, the oldest still standing in Florida Trieste also offers up all the needed information for touring the site.

D: First: **DC Beacon, Washington, D.C.,** Victor Block, “Queens is king of Big Apple’s Diversity,” August 2017, and “Caribbean sugar, sand and sightseeing,” November 2017

Queens and its rise in status as one of the “hottest” cities in America gets a thorough inspection by Block, as he says from its food, museums, art scene and seaside attractions. The article makes you want to quickly pack and head out for Queens to enjoy it in the same warm and friendly way that Block reports.

Second: **DC Beacon, Washington, D.C.,** Victor Block, New Orleans: music, museums and meals, January 2018, and “Exploring Sicily’s wide range of pleasures,” May 2018

Sicily is so filled with history and historic sites, it's a wonder there's still room for olives, grape and wheat. But there is and much more as Block presents a lively tour of the island. He manages to blend history with today's enjoyments, painting a vision of warm days filled with the bounty of agriculture and the allure of "archaeological riches."

### 13. Feature Writing

#### A. First: Robert Friedman, "A touching new profession," **Howard County Beacon, Md.**

The trend of professional cuddling as therapy is the subject of this well-reported piece. The reader is, by turns, intrigued with the idea of cuddling, then surprised by its success and finally gratified when all the questions have been answered. The author does an outstanding job of covering an odd but fast-growing discipline with exactly the right examples and tone.

Second: Melinda Mawdsley, "Donating is in their blood: Family honors one man's legacy by 'paying it forward,'" **Beacon Senior News, Colo.**

One couple's global adventures were prompted by the husband's health and desire to travel while he could. The story is nicely woven together by linking the blood donations that once saved his life to his family's determination to pay it forward with their own donations now that he is gone. What motivates this family may inform others, an example of public service that bolsters the value of this kind of journalism.

Third: Doug Peterson, "A Desolation for Wandering Cattle and Pigs," **PrimeLife Times, Ill.**

History comes alive in a witty piece about the first building on the University of Ill. campus, a dormitory on the prairie built in 1868 called "the Elephant." Fascinating information (it cost just \$4 each semester to live there) plus the vantage point of 150 years give the story its charm.

#### B. First: Marie Elium, "The Spice Lamb Farm," **Northeast Ohio Boomer and Beyond, Ohio**

This is a wonderful story about a farm within the boundaries of the Cuyahoga Valley National Park. The author understands the power of showing over telling, with carefully crafted descriptions of the charismatic owners and the land they oversee. It's all about making the subjects come to life people you'd want to meet and a place you'd want to visit.

Second: Pat Nowak, "The Many Faces of Feminism," **M Living, Ohio**

Background on women's empowerment is paired with statements from contemporary women to great effect here. It is a successful mix of first-person and research-based information, proof that good reporting and well-chosen examples deliver a strong package.

Third: Maria Sonnenberg, “Former weather girl still wants to wander around the world,” **Senior Life, Fla.**

This is simply a happy, fun tale about a woman who reported the weather for soldiers during the Vietnam War. The writing throughout is clear, precise, authentic and hugely entertaining.

C. First: Megan M. Seckman, “The Joy of Working Again,” **Today’s Transitions, Ky.**

A collection of accounts by older adults who find new purpose in rejoining the work force after retirement is both candid and compelling. The accomplished writer knows that sharing small details about their personal lives and new careers will satisfy a reader’s curiosity. The approach works well, educating and inspiring the rest of us.

Second: Terri Bryce Reeves, “Lady Gator Trapper,” **Lifestyles After 50, Fla.**

Finding a quirky, thrilling subject was the first achievement here, and telling the story well was the second. This is a fine example where matching character with great detail pays off.

Third: Jeff Guy, “League 42: An urban baseball resurgence,” **The Active Age, Kans.**

This entry demonstrates how bringing back a beloved sport can uplift a community. The process, growth and mission of baseball in Wichita is covered with style and authority.

D. First: Rebekah Alcalde, “Startups focus on better aging,” **The Beacon, Washington, D.C.**

The value and purpose of startups that bring their innovations to older adults is well-documented here. A set of projects and services — from glasses that magnify via voice commands to a phone app that summons transportation — are explained to illustrate the progress being made so aging can become more manageable.

## **14. Special Sections**

A. First: **Senior Voice, Alaska.** Health & Fitness, January 2018

This section is filled with articles about nutrition, fitness and health treatments available to seniors as well as encouraging participating in ways to improve their overall lives. Dianne Barske’s article about the Senior Center Without Walls lets folks know about a program that could easily be created in other communities.

Second: **The Best Times, Tenn.**, Planned Giving Guide, September 2017

Leaving a legacy behind after you've gone is covered in great detail in this section. The articles emphasize how such giving is "an important part of American fabric." The section's articles explore all aspects of giving, including how to be a savvy donor. Well-done.

B: First: **The Vegas Voice, Nev.**, Dan Roberts and staff, "The Good Guys Won," July 2017

The collection of articles/columns written by Roberts and other staff members celebrate the publication's victory in changing state law regarding guardianships. It's been a multi-year campaign by the journalists ending with the "good guys" winning. Kudos to the staff for their stellar efforts.

Second: **Senior Life, Fla.**, "STRIPES, Brevard Veterans News," May 2018

This four-page section is a moving tribute to people who served the United States in various ways in various wars. There's a profile of a Rosie the Riveter – who as a 17-year-old girl was pulled from school to work building ammunition boxes and then on warbirds. It's as riveting story. The power of the Vietnam Traveling Memorial Wall is examined as is the career of a pilot who flew in World War II, Korea and Vietnam. At 95, he volunteers as a machinist in a local museum and has written a book focusing on his experience as a prisoner-of-war in WW II. It's quite a story, and well-told by Maria Sonnenberg.

Third: **50+ Lifestyles, N.Y.** "Staying Healthy," August 2017

Health professionals write about their specialties to help seniors live better lives. The topics are diverse, and the content is informative.

C: First: **Today's Transitions, KY.** "Surgery & Recovery 2018"

While it's not inevitable that you'll need surgery in your senior years, it's more likely to be a necessity. This section gives lots of information and advice on how to decide what to do, recovery times and expectations and how to pick a rehab center if needed. It's packed with lists of resources for all these situations. It's a lively and informative section.

Second: **Forever Young, N.Y.** "2017 Forever Young Faves," December 2017

This section recognizes that while its readers might be retired, it doesn't mean they are finished enjoying life. The listings of favorite activities, places to see, people to meet and eat describe a variety of opportunities. It's a user-friendly guide to keep going and keep growing. Well done.

## 15. Topical Issues

- A. First Place: **Beacon Senior News COLO.** "Gray Gourmet in a Pickle: County can't stomach meal service"

Jan Weeks uncovers a serious problem in her community - a potential financial crisis for a service that provides meals to seniors. Well reported and great watchdog journalism.

Second: **Howard County Beacon MD.** "Reducing Opioids' heavy toll"

Robert Friedman takes the opportunity to write about a new council dealing with the drug problem and expands it into a thoughtful look at what needs to be done, and the impact that opioid abuse can have on a family.

- B. First: **Senior Life, Fla.** "Patients Rest in Peace with Hospice of St. Francis' Pet Pledge Program"

Jeff Navin explores a creative solution for a program that plagues some hospice patients: what happens to their pets when they enter the program? Well-sourced and informative.

- C. First: 1st place: **The Active Age, Kans.** "Mobile Farmer's Market Bridges Food Deserts"

A well-written story by Debbi Elmore on a creative solution to a serious problem that often gets overlooked.

- D. **The Beacon Washington, D.C.** "Raising Awareness of Dementia"

An important topic covered with sensitivity and important context. Barbara Ruben found a strong example to illustrate the importance of the program.

## 16. Front Cover (Photo)

- A. First: **Boomer Guide**, Edition 2018 No. 12, Fla.

The technical execution of this cover is superb, with excellent lighting and detail. The pose reinforces the subject of the story, "Power of Age." Typography is well-balanced around the subject.

Second: **Beacon Senior News**, "Western Colo. Senior Games" cover, Colo.

This quirky cover will surely elicit laughs. The expressions are endearing, and these golfers seem to be having a great time. The placement of the flag and the subject on the left being half out off the cover adds complexity to the composition.

Third: **The Best of Times**, May 2018, La.

The vibrant colors of clothing, typography and background immediately attract attention, but the subject's expression will hold viewers' interest. She certainly appears to enjoy sharing her music, which fits the tease. The instruments behind her add interest.

B. First: **Northeast Ohio Boomer and Beyond**, Nov/Dec 2017, Ohio

Northeast Ohio Boomer and Beyond created a sleek, balanced cover. The subtle reference to the Beatles and Abbey Road works, and each subject is a unique character. The tease explains the story and the photograph.

Second: **Fifty Plus Richmond**, February 2018, Va.

The artist "Sir" James Thornhill with his mural in the background make an enticing cover. His smile draws attentions, and the text describes the story. The mural is visible, but softly-focused enough to not overwhelm the subject.

Third: **MLiving**, February 2018, Ohio

The eyes tell the story. She's looking for love and peeking over a bouquet of flowers. Selective focus helps lead the viewer through the page, from the typography to the subject.

C. First: **Forever Young**, January 2018, N.Y.

Forever Young's cover has four photographs yet still maintains focus and simplicity. The small images at the bottom are clean and tight, while the complex, dominant image is large enough to view all details. Typography treatment is appropriately toned down.

Second: **The Best Times**, November-December 2017, Kans.

The red, white and blue color palette fits the topic of Veterans Day. The photograph is sharp, and the subject pops from the soft background.

## 17. Front Cover (Illustration)

A. First: **The Best Times**, February 2018, Tenn.

A heart with a missing puzzle piece is a clever illustration for this American Heart Month cover. Each tease, balanced around the heart, relates to the cover illustration. Colors are harmonious.

B. First: **The Vegas Voice**, October 2017, Nev.

What a spooky, creative cover! The child is well-placed in relation to the huge moon and glowing, monstrous pumpkin. She stands on her toes and turns her fingertips up behind her back, creating a decisive moment. This is an excellent editorial illustration.

Second: **MLiving**, November 2017, Ohio

The illustration subtly fades, but doesn't disappear, behind the strong lead tease. The four images have slightly different tones, which allows them to stand out separately.

C. First: **Today's Transitions**, Summer 2017, Ky.

This is an elegant illustration, with a coordinated color palette. The emotion and editorial content are easy to read, and the typographic treatment is gorgeous. Every part of this cover is beautifully designed.

## 18. Table of Contents

A. First: **Boomer Guide, 2018, Fla.**

Boomer Guide's table of contents is designed for simple navigation through the publication. Typographic hierarchy places emphasis on the page number, story title and section names. The jazzy photograph frames the text while not distracting. Design is classic and interesting.

Second: **The Best of Times**, October 2017, La.

The Best of Times uses small photographs to anchor the page and illustrate each section. The listings are thorough, giving a roadmap of what will be found inside. Type size is appropriate for the audience.

Third: **Senior Perspectives**, May/June 2018, Mich.

Three small photographs, which are simple enough to read well, lead viewers to a comprehensive list of contents. The list is organized and helpful, with typographic contrast to add interest.

## 19. Briefs/Short

A. First: "Our Featured 5 Tips," **The Best of Times, La.**

"Our Featured 5 Tips" offers handy information at a quick glance. Font size and design make it easy to read, and photographs add information and interest to each of the tips. Helpful information is packaged in an interesting, readable fashion.

Second: "Letters from the Editor," **Senior Perspectives, Mich.**

In "Letters from the Editor," Michelle Fields tackles important topics of interest to readers and discusses ways to help. Pages are lively and colorful, with numerous photographs of locals attending events. Contrast and variety in typography adds helps with readability.

Third: "Around Town," **The Best Times, Tenn.**

This smart section, "Around Town," allows readers to find themselves and their friends in the publication. This page consists of multiple small portraits with names and event listed in a side column. This is easy to read and well-designed.

C. First: "Caregiver Circle," **Today's Transitions, Ky.**

These briefs offer nuggets of information for caregivers in sleek packages. One brief deals with vision worries and uses an effective illustration, while the other page uses photographs to show readers simple ways to help loved ones. Elegant typography makes this a joy to read.

## **20. Annual Resource Guide or Directory**

A. First: "The Beacon Guide," **Beacon Senior News, Colo.**

The Beacon Guide offers countless tips to aging well in Mesa County in a neat package. Large font takes the readership into account, while the contents page and color coding allow for easy navigation. The combination of lists, stories and photographs add contrast and variety to the design.

Second: "Silver Pages," **The Best of Times, La.**

This resource guide is full of helpful information and services for seniors. A lively cover opens to an organized contents page. Colored subheads, bold and graphics help break up text and guide viewers through lists.

Third: "Options for Long Term Care," **Senior Perspectives, Mich.**

This handy resource guide contains bold subhead, charts, lists and photographs, which breaks up large amounts of type. Balanced white space helps with readability.

B. First: "Boomer Guide," **Senior Life, Fla.**

An elegant cover and helpful, humorous contents page immediately grab attention. This guide is not simply a list of resources. It also offers profiles and features for variety. Each section is color coded and has its own internal contents page. This is an enjoyable, navigable, helpful resource guide.

C. First: "55+ Resource Guide," **The Active Age, Kans.**

The small size and organization make this guide a keeper. Color coded sections and large font help with navigation. The Active Age designs advertisements in a way that doesn't compete with content.

Second: **50plus Living, Pa.**

This guide is focused, specifically listing options for care and living facilities. A handy map shows locations of apartments and facilities. A thoughtful "how to use this guide" article is also included.

## 21. Feature Layout

### A. First: "Ray Naddy Overcoming with Art," **The Senior Reporter, Minn.**

Ray Naddy's character shines in this feature spread. There is a mix of photographs, with portraits and details of Naddy's art. Images are sized well, and captions are placed in a way that does not compete with content. The final page is a beautiful treatment of Naddy's poetry.

### Second: "Boomer Bash," **Boomer Guide, Fla.**

The portraits of seniors in Roaring 20s costumes are fun and quirky. Photographs are placed on the spread, overlapping each other, in a way that moves attention easily from person to person. The costume winner gets appropriate, prominent display. Font selection fits the theme.

### Third: "Time to Scratch Things off the Itch List," **Beacon Senior News, Colo.**

Mike Perry lives an adventurous life as he checks items off his bucket list. Large, animated photographs that wrap around text show Perry in action. Numbered snapshots along the bottom show Perry in various exciting locations. There is also a handy, bulleted advice list about how to get started on a bucket list.

### B. First: "Cape Canaveral Lighthouse," **Senior Life, Fla.**

Kudos to Senior Life for publishing a full spread photographic essay. A strong, dominant photo of the lighthouse anchors the spread, while secondary and smaller photographs provide detail views of stairs and windows. An informative archival photograph provides information. Finally, a beautiful silhouette photographs wraps up the package.

### Second: "What a Show!" **The Vegas Voice, Nev.**

An entire story is told in a spread of photographs, with little text needed. There is one dominant photograph of the audience and multiple photos of performers. Colorful, outdoor photographs on the bottom corners balance the spread.

### C. First: "Walk This Way," **Today's Transitions, Ky.**

This gorgeous spread combines multiple elements in a graceful way. Readers start with the large tennis shoes in the corner, move to the headline, and then follow the graphic footprints through the text. Small photographs and captions provide excellent information about helpful walking tools.

### Second: "The Allure of Portugal," **Forever Young, N.Y.**

The designer uses a dominant photograph to anchor the opening page and attract attention. The next spread uses large photographs to illustrate tourist attractions and small insets of food photographs. Subheads break up text and provide organization.

## 22. Best Overall Use of Photography

### A. First: **Senior Perspectives, Mich.**

Large, beautiful nature photographs adorn each cover. Nearly every article uses a photograph, a good mix of portraits, illustrative photographs and documentary moments. Dominance is established with at least one large photograph per article. Photographs are treated with respect, with captions beneath the images and appropriate crops.

### Second: **The Best of Times, La.**

Cover photographs are energetic, colorful and represent the lead story. The Best of Times uses particularly strong illustrative photos that are technically sound and have a clear editorial message. Of note is “The Joy of Music,” which uses several real, documentary photographic moments.

### Third: **The Senior Reporter, Minn.**

The Senior Reporter uses a tremendous number of photographs, many of them large and dominant. Each issue has a least one feature with multiple photographs. Strong tight, detail photographs are found throughout the magazine.

## 23. Best Use of Color

### A. First: April/May/June 2018, **The Best of Times, La.**

A restrained use of color allows readers to concentrate on content, rather than color for color’s sake. Regular sections are color coded, using the same color for each issue. Beautiful reproduction makes the color pop.

### Second: January-June 2018, **Senior Perspectives, Mich.**

Covers use subtle, restrained colors, each with a consistent palette. Heavy use of color inside is saved for feature spreads, when color is used in type and graphic elements. Senior Perspectives does a great job of using color to enhance content.

### Third: February-July 2018, **The Senior Reporter, Minn.**

Thoughtful use of color on covers begins this entry. Issues are full of large, colorful photographs. Background colors are pulled from dominant art on the page.

### C. First: Summer/Spring/Winter 2018, **Today’s Transitions, Ky.**

Covers are handled elegantly, with colors picked from illustrations to create the nameplate and teases. Inside, color is used in typography to draw attention to articles and move readers through content. Back of the issue lists use color to differentiate sections.

## 24. Overall Design

### A. First: March/April/May 2018, **The Best of Times, La.**

Clean design and consistent sections make each issue feel familiar. Each section. The many feature headlines show that designers pay attention to details. Of note are regular food spreads and “Our Favorite 5,” a monthly brief that relies on strong design and graphics.

### Second: April/May/June 2018, **Life After 50, Colo.**

Large photographs anchor each spread, and many feature stories are designed with multiple images. Life After 50 does a good job of using both posed portraits and real, documentary photographs. Lists are easy to read and helpful. Pull quotes and subheads break up all the grey.

### Third: April/May/June 2018, **Beacon Senior News, Colo.**

Designers do a good job of breaking up text with contrast in typography and the use of graphics. Subtle colored backgrounds make the pages pop without distracting. Good use of white space helps guide readers through the publication.

### B. First: July-December 2017, **Northeast Ohio Boomer and Beyond, Ohio**

Northeast Ohio Boomer and Beyond starts with strong, sophisticated covers with a variety of photographs and thoughtful typography. The “Get on the Volunteer Road” cover is particularly humorous and creative. Inside, photo illustrations are strong, and every article is uniquely designed, with its own special treatment. Design is consistent, helping readers become familiar with the publication and know what to expect.

### Second: February/March/April 2018, **The Vegas Voice, Nev.**

The Vegas Voice runs primarily columns, and they maintain consistency through design. Each column has a photo of the writer. Column and article length are consistent, red type is used at the beginning and end of most columns, and each column follows a modular grid design.

### Third: September/October/November 2017, **50+ Lifestyle, N.Y.**

This publication neatly and efficiently fits many stories into a small space. Contrast in type adds interest to text. Color is used appropriately and sparingly, adding to editorial content. Body copy and headlines are sized with readers in mind.

### C. First: Winter/Spring/Summer, **Today’s Transitions, Ky.**

Covers are whimsical, each using an art illustration with gorgeous typography and teases. Front of the book sections like “It’s Heck Getting Old” are designed for quick reads, with consistent design and graphics. Each issue has strong photographs and features packages with unique designs. This sophisticated entry is a treat to read and view.

Second: July- December 2017, **The Best Times, Kans.**

Clean, readable covers provide details about inside contents. Cover stories receive feature treatment, with dominant and secondary photos and large headlines. There is a mix of portraiture and real photographic moments. Calendars and classifieds are organized and easy to navigate.

## **25. Self Promotion (In House)**

### **A. First: The Best of Times, La.**

This promotion uses large type in black and a visual to provide the reader eye flow. The content goes from the large type in stair-step fashion to the visual.

### **B. First: The Best Times, Kans.**

Confetti and bright colors set off the message of the publication's winners in the NAMPA contest.

## **26. Self Promotion (Outside Source)**

Open category

### **First: The Best of Times, La.**

The hand pulls back to the curtain to reveal the promotional message for the Best of Times. The visual and use of red makes this a winner.

## **27. Self Promotion (Awards)**

### **A. First: The Best of Times, La.**

The theme (We're Creating Quite a Stir) is carried out with the photo of a cook stirring in a bowl, the table cloth border and the words. The list of awards is handled neatly in a vertical column.

### **B. First: The Vegas Voice, Nev.**

There's a lot of information, but it is organized in such a way to make it all accessible. The photos help bring attention to the page. The tan background accentuates the red in two of the photos.

### **C. First: Forever Young, N.Y.**

The outstanding visual and its sizing is an excellent entry to the message of the awards. The NAMPA logo is sized appropriately in the corner of the photo. The list of awards in white against black boxes works with the horizontal flow.

Second: **The Best Times, Kans.**

The visual showing the confetti flowing over the awards of excellence is a great entry point to the text in this promotion ad.

## 29. Best Single Ad-Black & White

A. First: **Senior Perspectives, Mich.**

Excellent use of humor (9 out of 10 seniors prefer Senior Perspectives Over Brussel Sprouts) makes this promo ad stand out. Good choice of visual to work with the words.

## 30. Best Single Ad-Color

A. First: **Beacon Senior News, Colo.**

If this visual doesn't stop you while scanning a page, nothing will. The visual and the words—Simply EAR-resistible lead you to the hearing aid advertiser's name. The ad would have been even better had there been no spelling error!

Second: **Beacon Senior News, Colo.**

Small ads can have big impact, and this advertisement with the learning tree growing out of the head of the young reader does the job.

Third: **Senior Perspectives, Mich.**

Words and pictures package make this ad a strong reader item. Real photos are used to tell the story of the medical care facility.

B. First: **Senior Life, Fla.**

Readers can't miss this double-truck advertisement for the senior expo. Lots of material, but the organization presents the information clearly.

Second: **Montana Senior News**

This advertisement, for an independent living business, is presented in a cool blue to reflect the name (The Peaks) and the location. The information is presented vertically, and the size of the elements takes us down the page.

C. First: **The Best Times, Kans.**

Good use of basic colors attracts attention to this quarter-page advertisement. Good organization and use of white space.

### 31. Best Banner

A. First: **The Best of Times, La.**

This banner combines excellent type with excellent type design. It works in different colors. Its unique design makes the publication easily recognizable.

Second: **South Shore Senior News, Mass.**

This banner presents itself simply and cleanly. The white space around it helps the presentation.

C. First: **The Best Times, Kans.**

The Best Times Banner is clean and easily readable. The square-serif font communicates stability and consistency.

### 33. Website (Self Promotion)

Open division

First: **The Best of Times, La.**

The Best of Times offers a “Then & Now” photo series. They print one example and send readers to the website. They also detail the advantages of reading the paper on the website.

### 34. Website General Excellence

Open division

First: **The Beacon, D.C., Md. and Va.**

This website is a gathering place for four senior publications published under one roof. As such, it not only is full of a range of content, but it also makes it easy for visitors to go to the specific print content of their geographic area. They offer everything from a searchable community calendar to a searchable database of service for seniors.

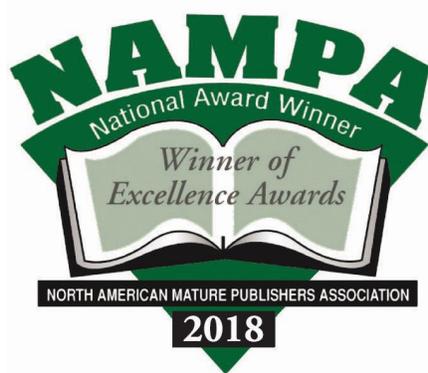
Second: **Beacon Senior News, Colo.**

This website has a rolling photo display to promote its top stories. The site is brimming with news, features and photos. The design is open and inviting. Blue is used consistently for branding.

Third: **Idaho Senior Independent and Montana Senior News** (Same site; different names)

The rolling photos show off the broad array of content. The photo cropping captures your eye immediately. The page is clean, branded and organized. The categories of news are easily accessible from the strip across the top. The story promos are well written to tease readers.

## 2018 Best of Show

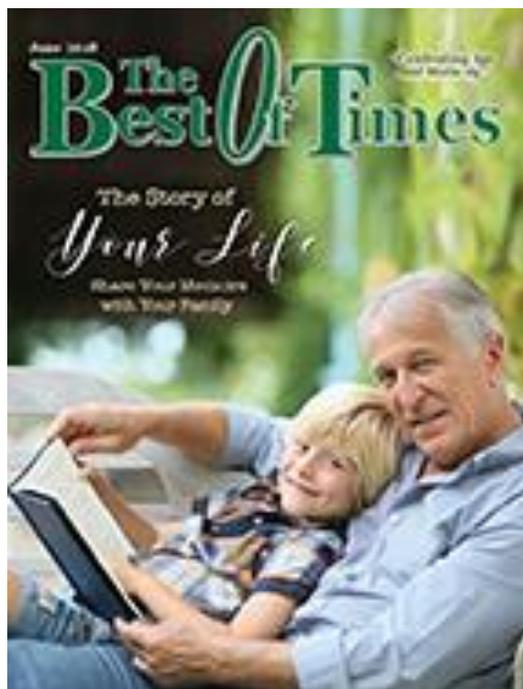


After the individual award decisions were made by the judges, points were given for awards which result in the “Best of Show” decisions in each of the four divisions for NAMPA publications.

“The Best of Show” award winners for the 2018 NAMPA awards competition are:

**2018 THE BEST OF SHOW**  
**for**  
**Division A with circulation**  
**under 25,000:**

**The Best of Times**  
**(Louisiana)**



2018 THE BEST OF SHOW  
for  
**Division B** with circulation  
between 25,001 to 50,000:

Senior Life of Florida



**2018 THE BEST OF SHOW**  
**for**  
**Division C with circulation**  
**between 50,001 to 100,000:**

**Today's Transitions**  
**(Kentucky)**

