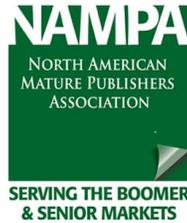


2017 NAMPA AWARDS

2017 NAMPA National Convention and Annual Meeting

Presented
at the Hyatt Lodge at McDonalds Campus in Oak Brook, Illinois
on
Monday, September 25, 2017





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For the 2017 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 2017 NAMPA awards, there were **235 entries** submitted from **18 publishers** and their publications, compared to 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
145 award winners in 2017!!!**

2. General Excellence

A. First: Today's Transitions, Fall, Winter, Spring (Kentucky)

Today's Transitions is a lively magazine, offering its readers a variety of topics. For example, one issue featured profiles of female brewers. They were well-written and interesting articles. Standing features range from medical issues to gardening. It's a treasure chest of interesting, entertaining and service journalism.

Second: Howard County Beacon, April, May, June (Maryland)

The strength of the Howard County Beacon is its cover stories that focus on real people doing real things. It also has lots of relevant topics for seniors, especially the special section, The 50+ Connection, with information from the county office on Aging and Independence. It's a great way to connect government-provided services to folks who can benefit the most.

Third: Beacon Senior News, February, March, April (Colorado)

"John Lyons: The story of America's most trusted horseman" by Melanie Wiseman was sure to delight readers of this Colorado publication. And, it's one of many such features in this strong magazine. The Home & Garden section from April was undoubtedly put to good use and much appreciated. One feature not seen in any other publication was a serenity coloring page.

B. First: Northeast Ohio Boomer and Beyond, January/February, March/April, May/June (Ohio)

Northeast Ohio Boomer and Beyond offers reader a wide variety of topics, ranging from personality profiles of a 1970s' regional musician, to glamping and social media how-to tips. It also has a raft of columnists offering both amusement and practical advice – legal, dental, fitness, health, retirement time and money, among others. Kudos also go to a feature about a special friendship between a 25-year-old college student renting a room in a senior citizen housing center and an 81-year-old resident of the center. It's a touching story.

Second: The Vegas Voice, April, May, June (Nevada)

The Vegas Voice switched from a newspaper format to a magazine format, but it didn't leave behind its investigative teeth. It's tougher style of journalism is obvious in an investigative piece on guardianship fraud that resulted in indictments of one of the most scandalous abusers. The Voice should be proud of this work.

Third: Senior Life, March, April, May (Florida)

Senior Life presents its readers with little slices of life. A feature about 90-year-old tennis player getting ready to compete in a national championship for her age group was well-written and interesting. The latest craze among the adventurous senior age women – adding zany colors to their hair – probably turned a few heads, as well. Its monthly insert, STRIPES Brevard Veterans News, is bound to be a popular feature. Another feature, the Time Machine, included photos throughout the years from the same month and likely sparked more than a few "remember when" conversations among its readers.

C. First: The Beacon, April, May, June, Baltimore (Maryland)

Every bit of this publication is well-written and interesting to read. Each issue opens with a topical cover story: Folks who just aren't ready to retire even, in one case, at age 77; how a long-running theatrical production raises money for charity; and adults taking high-tech classes, including social media skills, in an effort to stay current with technology. There are loads of columnists offering friendly and professional advice. There are travel, arts and style articles and a complete page of puzzles.

It offers many items of interest for a wide variety of readers.

Second: The Best Times, July-August, September-October, November-December (Kansas)

It's no doubt that this magazine has a long shelf life. It's strong focus on news of the day gives it immediate value, but its advice columns give it a longer life. It also has a strong sense of advocacy. Several well-written and informative articles focus strongly on a push to investigate and prosecute elder abuse. Throughout The Best Times is newsy but is still jammed with useful information about a variety of topics such as tips for preventing heat stroke, home canning, playing pickleball and lawn care tips.

Third: 50Plus Life, October, November, December (Pennsylvania)

Readers of 50Plus Life can take their pick of entertaining features, practical advice and a look at a medical field advancement. This magazine offers readers a mix of topics – a 92-year-old trombonist feature, how to plan a “great funeral day,” and a look at physiatry, a field of medicine in which doctors specialize in physical medicine and rehabilitation. It's a well-written and well-edited publication.

D. First: The Beacon, September, October, November (D.C.)

The Beacon is a solid mix of personality profiles, service articles, columnists with a variety of advice for the senior set, Leisure & Travel and Arts & Lifestyle sections, and, of course, a crossword puzzle. The articles are well-written and provide lots of detailed information for others to follow along.

3. Most Improved

B. First: Fifty Plus (Virginia)

Covers have more punch because of the bolder teaser type. Inside pages are cleaner. Cover stories get prominent display on page 3, a new approach that helps get readers into the publication.

4. Column Review

A. First: Beacon Senior News (Colorado)

It is as if a technical genius were sitting by your side when reading “Talking Digital” by Adam Cochran. Cochran can explain baffling technology with such clarity that it makes complete sense to the reader. From the reasons to back up files to tips about overcoming physical limitations, the column is a welcome guide through the often-mysterious digital world.

Second: The Best Times (Tennessee)

In “William’s Picks,” William Mitchum sorts through thousands of mobile apps to find a few that seem most convenient and practical. The filter has immediate value by isolating the best ones and pointing out their key features. His expertise certainly pays off for the audience.

Third: The Best of Times (Louisiana)

Jessica Rinaudo’s review of books in the column, “Page by Page,” selects worthwhile reads and captures the essence of plot without spoiling the story. Her thoughtful analysis lets readers decide what to read based on their own tastes and preferences.

B. First: Fifth Plus Lifestyles (New York)

Full of personal context and sound advice, “Grandparents and Grandkids” by Gary P. Joyce does the work of evaluating grandchild-appropriate items so others don’t have to. He finds the best (and often the least-expensive) sunglasses, headsets and more to give readers a leg-up on the vast array of stuff around them. That way, time can be spent with the grandkids instead.

Second: Northeast Ohio Boomer and Beyond (Ohio)

“Boom: Pop Culture Chronicles” by Mike Olszewski capitalizes on the memories of an older generation, when life was perhaps less complicated and more honest. He takes a nostalgic look at the loss of wholesome summer jobs, for example, and the disappearance of Christmas broadcasts on radio. It is a quite pleasant, occasionally humorous, walk through a simpler past.

C. First: Baltimore Beacon (Maryland)

In “Arts & Style,” Carol Sorgen brings careful research to bear on reviews that illuminate and personalize works of contemporary art. She introduces us to the artists, gives us meaning behind their art and teaches us to appreciate their particular interpretations of the world around them.

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

In “Arts & Style,” Michael Toscano uses the gifts of observation and insight to elevate his winning theater reviews. His considerable background is evident in the perceptive way he assesses a production, from the message in the script to the acting on the stage.

Second: Washington Beacon (D.C.)

Rebekah Alcalde’s affection for musical theater shines here as her “Arts & Style” column reflects on the offerings of local companies. She appraises the actors and their performances with an appealing, generous touch.

5. Senior Issues

A. First: Senior Voice (Alaska)

“Legal Issues” by Kenneth Kirk frames the law around easily recognizable situations, such as a famous actor who died without a living trust. This gives readers a more direct way to see how complex — and often expensive — legal advice can be more accessible and relevant.

Second: Senior Perspectives (Michigan)

The added value of “Ask the Doctor” is the sensible way it presents information through a sequential Q-A approach. Each question is a follow-up to the last one, so topics are developed in measured, careful steps. The reader reaches the end with a well-rounded understanding of a medical concern.

Third: Today’s Transitions (Kentucky)

“It’s Heck Getting Old” and “Caregiver Circle” address problems and solutions in easily digested packages, with more than one option for resolving issues such as loss of strength, risk of medication overdose or choosing a long-term care facility. Both the design and text are user-friendly and informative.

B. First: Senior Life (Florida)

Ed Baranowski’s column, “Challenges of Living to Age 100,” identifies the characteristics that govern long lives and develops his themes with wisdom, empathy and good examples. He shows how reconciliation, kindness and the current Scandinavian “hygge” movement may not only promote longer lives, but saner ones, as well.

C. First: Forever Young (New York)

Judith Rucki approaches sensitive topics such as sexless marriages and senior affairs with a delicate but no-nonsense approach. Although these subjects may seem off-limits, they are recognized here as real and solvable.

Second: The Best Times (Kansas)

Gerald Hay presents common aging questions about ill health, negativity and a frightening diagnosis in positive, helpful ways. The author doesn’t sugar-coat them, but he does find upbeat ways to keep them in perspective.

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

Alexis Bentz, a ninth-grade student, writes “Generations Together,” a delightful column about ways to connect with her grandmother and others. Start an intergenerational book club, she suggests, or reach out and engage someone with depression. The column is a refreshing take on ways to bridge the gap.

Second: Washington Beacon (D.C.)

In “How I See It,” Bob Levey uses perfectly paced delivery to describe a situation through someone else’s tale. As an example, Levey shows how exasperating it can be to share a family dinner with everyone glued to a smartphone through the lens of the frustrated member who encounters it. The technique carries the reader swiftly and eagerly to Levey’s satisfying conclusion.

6. No entries

7. Briefs/Shorts

A. First: Today's Transitions (Kentucky)

The briefs in "Wise and Well" and "Caregiver Circle" are packaged effectively by category (health, caregiving), topic (news about nutrition, fitness etc.) and design. The items are clear, precise and informative with no wasted text. Topics are fresh and authoritative and have broad application.

Second: The Best of Times (Louisiana)

The selection of items in "Stat! Medical News & Info" is diverse and seems carefully compiled to balance a variety of health, nutrition and wellness concerns. The text is approachable and well-edited, delivering a lot of information in a compact space.

Third: Senior Perspectives (Michigan)

"Things With Feathers" dives deeply into the subject of birds, and the result is a collection of fascinating information. The writer is obviously knowledgeable and passionate about the subject, which brings considerable authority and charm to her writing.

B. First: Northeast Ohio Boomer and Beyond (Ohio)

"Worth Noting" is an eclectic mix of community news that plugs readers into events, exhibits and entertainment. A typical collection of briefs included items about a Superman tribute, "bullet journals," notable books and trail cart tours. This is truly a set of items to look forward to.

8. Personal Essay

A. First: Senior Perspectives (Michigan)

Rolina Vermeer writes movingly and lovingly of the rewards and the pain that come with caring for her mother through physical and mental decline.

Second: Beacon Senior News (Colorado)

Terri Benson reluctantly tackles spring cleaning and opens up boxes of long-forgotten memories.

Third: The Senior Reporter (Minnesota)

Mary Alice Carlson reflects on getting to know, and coming to appreciate and even love, the once-frightening figure who was her husband's grandmother.

B. No winner

C. First: the active age (Kansas)

Grayson Barnes describes with candor and heartfelt emotion his belatedly taking charge of his life as a transgender man. A testosterone shot injects emotional and mental changes along with the physical ones.

Second: The Best Times (Kansas)

Editor Gerald Hay explains calmly and clinically the impact of a cancer diagnosis and how he intends to keep on living.

Third: The Active age (Kansas)

Steve Ochsner learns as he talks with young people about his experiences in the Vietnam War.

D. No winner

9. Profile**A. First: Senior Voice (Alaska)**

Dianne Barske reviews not only a book but the life of a long-time photographer who has documented 30 years of Alaska history. This is conversational writing.

Second: Senior Voice (Alaska)

Dianne Barske dominates this category with an interesting introduction to a woman who has turned her aunt's collection of clippings and photos into a new career as historian and re-enactor.

Third: SouthShore Senior News (Massachusetts)

Patricia Abbate recounts the career of "Radio Ron," who has talked about music over the air for a half-century with the standard sign-off, "The best is yet to come."

B. First: Northeast Ohio Boomer and Beyond (Ohio)

Marie Elium tells the inspirational story of a talk-radio star whose greatest contributions come off the air, as he helps hundreds of under-privileged kids go to college.

Second: Fifty Plus (Virginia)

Martha Steger introduces an Episcopal priest and psychologist whose life provides lessons she shares through books and counseling.

Third: Boomer Guide (Florida)

Elaine Larson takes an unusual approach to telling the story of a female driver of racing cars – the perspective of the driver's pet dog. It works.

C. First: 50plus Life (Pennsylvania)

Megan Joyce profiles a woman who has loved to write since childhood but only became a published author after she "retired." After reading this, you might want to check out Sherry Knowlton's books.

Second: Baltimore Beacon (Maryland)

Jennifer Waldera introduces us to a retired cop who took up writing rather than golf and has published both crime novels and a fantasy for his grandchildren.

Third: 50plus Life (Pennsylvania)

Another warm sketch by Megan Joyce. This one shares an amateur ornithologist's fascination with bluebirds.

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

Barbara Ruben has the interesting story of another retired cop. This one has become the star of an internationally successful true-crime television series.

Second: Washington Beacon (D.C.)

Both entries in this category share the virtues of warmth and detail. In this profile, Rebekah Alcalde provides little-known bits of the widely known life of singer and song writer Smokey Robinson.

10. Annual Resource Guide or Directory

A. First: The Best Times (Tennessee)

The 55+ Resource Guide is comprehensive, readable and extremely easy to navigate. It covers more than a dozen categories, from adult day care to retirement housing, often with a table that includes cost, services and amenities. It packs a great deal of information into the available space.

Second: The Best of Times (Louisiana)

The Silver Pages guide adds fresh categories to a useful set of listings such as libraries and entertainment, as well as medical subsets that include eye care providers and dialysis services. Helpful design elements color-code the section’s advertisers, a nice touch.

Third: Beacon Senior News (Colorado)

Listings are broken down in The Beacon Guide into well-defined subject matter, encouraging an ability to search logically and efficiently. Supplemental features expand topics and provide additional news.

B. First: Senior Life (Florida)

The Boomer Guide is an outstanding example of how to put together a resource list in a smart way by dividing it into larger chapters — business, health and wellness, sports and fitness, for example — and putting a long list of topics within them. Maps, charts, features and lively illustrations make it fun, as well as informational.

C. First: Forever Young (New York)

A Guide to Senior Living 2017 is perceptively organized with design elements such as color and font size helping readers locate appropriate information quickly. Dozens of items are thus effectively presented with the reader in mind.

11. How-To Feature

A. First; Livvy LeBlanc, “25 Apps for Seniors” The Best of Times (Louisiana)

OK, limber up those fingers and start adding these apps to your smartphone. Described as “accessible, useful and intuitive technology,” these apps can boost brainpower and connectedness. It’s a valuable service article.

Second: Carrie Vittitoe, “Settle into comfort,” Today’s Transitions (Kentucky)

Relax and take care of yourself is the theme of this collection of tips for self-care and maintaining appearances with ease and grace. It’s written in a user-friendly tone that invites a sense of well-being.

Third: Judy Smith, “On a job search? How to market yourself,” Howard County Beacon (Maryland)

In today’s economy, being older than 50 and looking for a new job is well within the realm of possibilities. Judy Smith, a career coach, tackles readers’ questions about employment searches and related topics with style and expertise. Even if you’re not the one job hunting, it offers good conversational information and tips to pass along to others.

B. First: Lisa Crutchfield, March, Fifty Plus (Virginia)

“Declutter your home and organize your life (before your kids have to)

What’s the difference between a hoarder and someone who simply doesn’t get around to clearing out cabinets? This article explains it well, along with tips for how to trim down on possessions. And, if a person can’t do it and the family is left with the task after a death, there are professionals who know what to look for in terms of important documents and valuables. It makes it all seem so easy.

Second: Estelle Rodis-Brown, May-June 2017, Northeast Ohio Boomer and Beyond (Ohio)

“Recess for Grown-Ups

What’s the point of being serious all the time? Nothing, and it’s probably bad for your health, too. “Recess for Grown-ups” provides lots of tips and suggested activities for seniors to pursue, but it also talks about how to let yourself take the time to play. It’s a clever way to say, Go outside and play.

C. First: Barbara Ruben, “Wish you had a village? Do it yourself,” Baltimore Beacon (Maryland)

Something must be done, but you’re not up to doing it yourself. So, like “Ghost Busters,” who ya gonna call? Barbara Ruben solves that problem with this compilation of home help services – both paid and volunteer – with a description of each one. It’s a great service article.

Second: Carol Sorgen, “Pickleball offers fun way to fitness for all,” Baltimore Beacon (Maryland)

Even if no one knows for sure where the name originated, pickleball has proven to be a great sport for older athletes. As Sorgen explains there’s enough exercise and sociability to make it a good balance for anyone. The article does a fine job of describing the game and its history.

D. First: Barbara Ruben, “Winning big on TV’s “The Price is Right,” Washington Beacon (D.C.)

Accompanied by a feature story about a winner on “The Price is Right,” this concise compilation of game show contacts is sure to make readers dream of their big chance to win big, too.

12. Travel Column

A. First: Dimitra Lavrakas, Going Places, When Alaskans Travel, Senior Voice (Alaska)

From escaping the cold to immersing oneself in cold weather, the writer takes readers on two different types of adventures. In Hawaii, it's all lush and verdant and warm and filled with real and mythical animals (Think about "Puff, the Magic Dragon" and his home on Hanalei.) In Vermont, it's all cold and snowy and the hard work of gathering and boiling maple sap into syrup. But in either case, the writer makes both adventures sound like fun and provides details for others to follow.

Second: Jay Newmarch, January/February, Senior Perspectives (Michigan)

While the Queen Mary might be docked, its opulence and invitation to enjoy every glorious detail still prevail as this writer found on a recent visit to the ship at its berth in Long Beach, Ca. The details in the articles are almost as lavish as the ones on the ship, giving readers a splendid view of this mighty ship that once carried Allied troops across the ocean during World War II.

B. First: Paris Wolfe, March/April and September/October, Northeast Ohio, Boomer and Beyond (Ohio)

"I think I'll call my friends and see if they'll meet me in Columbus for the weekend." Truly, that was my thought after reading "A Capital Idea" because the writer captured such a wide array of interesting sites – eating, book browsing, shopping, wine tasting. Well, it just sounds like fun, reasonably priced and not too hard on the knees. The breezy and inviting tone of the article adds to the allure.

Second: John Trieste, Touring the Town, Senior Life (Florida)

John Trieste manages to capture the spirit and highlights of sites in his fact-filled columns. Bok Tower Gardens apparently deserves another visit after its restoration and expansion, and St. Augustine might indeed deserve another look – certainly seems to be a well-presented case for both trips.

C. First: Jennifer Merrick, Getaways, Forever Young (New York)

Whether you want to eat or hike, these articles can help you decide where to start. Written in conversational style, they engage readers with the adventures.

D. First: Victor Block, Leisure & Travel, Washington Beacon (Washington, D.C.)

Whether it is a tour of neighborhoods in Tokyo or a visit to St. Augustine, the writer conveys the "specialness" of each location through a raft of details and descriptive nuggets, interspersed with historic trivia. The tone invites the readers to join on a most interesting adventure.

Second: Glenda C. Booth, Leisure & Travel, Washington Beacon (Washington, D.C.)

You don't have to go to New Orleans to enjoy Mardi Gras, as the writer describes the explosion of other celebrations in Cajun County towns. Cuba, too, gets its fair share of praise as a designation spot. Both articles supply details to convey the allure of the site and to make it possible for travelers to recreate the experience.

13. Feature Writing

A. First: Senior Voice (Alaska)

“Senior league hockey players ‘skate to live, live to skate’” by Dianne Barske is a brisk, lively narrative that captures the intensity, commitment and spirit of senior hockey players. The pace, quotes and language match the speed of the game so well that the reader is almost on the edge of the ice.

Second: Beacon Senior News (Colorado)

“Good things come in tiny spaces” by Jan Weeks takes a welcome, unpredictable look the tiny-house trend by showing its upsides and downsides, as well as its various possibilities. The writer finds a couple renting a tiny house, one who downsizes to a camper and a woman who lives in a teepee. The original reporting combined with smart writing makes this a winner.

Third: Howard County Beacon (Maryland)

A devastating flood inspired Robert Friedman to write “Flood doesn’t drown most dreams” and dig into the loss and recovery of Main Street businesses in Ellicott City, Maryland. The result is an inspired story that shows the heroism and grit of business owners as they confront both rebuilding and insurance challenges.

B. First: Fifty Plus (Virginia)

“This will have you climbing the walls” by Lisa Crutchfield is a thorough, engaging story that explores the benefits and enjoyment of indoor rock climbing among older adults. The writer expands on their enthusiasm for the sport by also covering the physical, social and mental aspects of climbing.

Second: Northeast Ohio Boomer and Beyond (Ohio)

“Housing for all ages” by Marie Elium, about a thriving intergenerational community, brims with personality. At the center, a friendship between Justine, 25, and Laura, 81, is beautifully described with abundant detail and endearing quotes. A companion article about grandparent-grandchildren housing complex is a nice bonus.

Third: Fifth Plus Lifestyles (New York)

“Man in Command: An interview with Roscoe C. Brown, Jr., of the Tuskegee Airmen” by Hal Drucker ably recreates dramatic moments during World War II as seen through the experience of Roscoe Brown, one of the famed Tuskegee Airmen and later a college president. The profile expertly merges Brown’s post-war career into the narrative, completing his history for the grateful reader.

C. First: The Active Age (Kansas)

“Neither snow, rain nor heat stayed man or dog,” by Glenn Stephens, is an especially appealing reminiscence about a mail carrier and a beagle, Chrissie, who accompanied him on his route for a decade. Sweet, well-placed details about the relationship move the story along, and the ending gives the 95-year-old carrier a chance to remember a “simpler, kinder” time. This is very satisfying storytelling.

Second: Baltimore Beacon (Maryland)

Not-retiring is the current lifestyle direction, and “They are hardly the retiring types” by Carol Sorgen illustrates the trend. The piece uncovers the ways, means and reasons for the decision among a number of well-chosen examples — from a Johns Hopkins professor to a law firm administrator. Their stories are bolstered by good advice and solid statistics for others considering the move.

Third: The Best Times (Kansas)

“Court changes veterans’ lives with mentor vets’ help” by Gerald Hay is a strong piece of explanatory journalism. It lays out the process and success of a program that helps returning veterans cope with the traumatic effects of war. By putting an emphasis on the experience of veterans themselves, the story becomes an successful way of bringing humanity to the criminal justice system.

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

In the hands of an accomplished, nimble writer, a business story about a start-up incubator becomes an engrossing read. “Where creative ideas can incubate” by Barbara Ruben includes a number of voices from senior entrepreneurs that give the story about a company called 1776 a vivid, personal tone.

14. Special Sections

A. First: Summer Travel & Festivals, Beacon Senior News (Colorado)

This section took a slightly different approach to helping readers plan their summer travels. Of course, there is the listing of local and regional activities. But, the section also has a variety of well-written articles to enhance the traveling experience. All are quite conversational and filled with friendly advice. Planning ahead, foreign languages, spontaneity and packing light (yes, it can be done) are just a few topics.

Second: The Perfect Ending, Today’s Transitions (Kentucky)

A four-member panel weighed in on topics of aging – taking care of your health, financial planning, traveling and will preparation – resulting in a “best practices” section to make the transition from working to retirement enjoyable and fulfilling. It has a lively and inviting tone.

Third: Planned Giving Guide, The Best Times (Tennessee)

The overarching message of this section is “don’t wait until tomorrow to plan your financial future.” This section is jam-packed with advice on how to go about doing just that, making it helpful guide for multi-generations of readers.

B. First: Senior Guardianship, The Vegas Voice (Nevada)

The Vegas Voice is on a mission, and judging by the tone and content of these articles, it means to succeed. Local government officials are in cahoots with scrupulous guardians to rip-off those in need while excluding family members from decisions and, in some cases, from even visiting their loved ones. This section drills down on the wrong-doers and champions the folks who are helping to win back independence and financial freedom. In addition, it offers free seminars for its readers to learn more about this issue and to join in efforts to achieve changes in legislation. It’s a terrific journalistic effort. Readers are well-served by this section.

Second: Give, These are the faces of champions, Your Journey – Your Life, Northeast Ohio Boomer and Beyond (Ohio)

In day-to-day acts of kindness, the volunteers of Northeast Ohio help others in need. This section recognizes these individuals while encouraging others to join in. It's a strong message delivered with gentle tone, as in "No Time, No Skills, No Matter," by Dianna M. Kall.

Third: Stripes, Brevard Veterans News, Senior Life (Florida)

Stripes maintains its focus on veterans' issues, this time with articles about getting veterans to share their previously untold stories with family members and friends. It also pays tribute in the Veterans' Advocate column to a local man who is "relentless" when seeking support for veterans.

C. no entries

D. First: Housing & Homecare Options, Washington Beacon (D.C.)

Housing & Homecare Options exhibits a wealth of pragmatic information for anyone considering moving, downsizing or opting for an alternative housing arrangement. While the practical advice dominates the content, the writing throughout acknowledges the emotional aspects of such weight decisions.

15. Topical Issue

A. First: Beacon Senior News (Colorado)

The issue examined by Bob Cox is not only topical but controversial and important. He writes clearly and warmly about the plight of over-50 workers whose jobs disappear when western coal mines close.

Second: Howard County Beacon (Maryland)

Few topics stir raw emotion as much as the issue of immigration. Robert Friedman examines dispassionately the passions raised on both sides.

Third: Today's Transitions (Kentucky)

How to connect with a friend afflicted with a disabling disease can be a real challenge. Megan Willman shows how such a simple act as sharing a laugh brightens the day and the life.

B. First: Senior Life (Florida)

Carl Kotala found a teenager with a warning many seniors wish they had heard earlier: Be careful how long and how loudly you play your music. Useful information.

Second: The Vegas Voice (Nevada)

Dan Roberts doesn't hold back. His state's attorney general is "Mr. Irrelevant." The local district attorney is "Mr. Incompetent." There's no missing his meaning.

C. First: Baltimore Beacon (Maryland)

Carol Sorgen examines the increasingly important role of social media, especially blogging, in connecting strangers with shared interests and problems.

Second: The Active Age (Kansas)

Hoarding can be a symptom of mental illness as well as a hazard. Debbi Elmore uses a case study to explain causes and possible solutions.

Third: The Best Times (Kansas)

Elder abuse is a growing problem and not only in Kansas. Gerald Hay reports on how one jurisdiction is trying to cope.

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

Barbara Ruben examines the special health problems afflicting African American women and new efforts to publicize and provide treatment. It's hard to imagine an issue more relevant to the audience

16. Front Cover (Photo)**A. First: Laurie Galvan, Beacon Senior News (Colorado)**

The image of a senior 'mudder' in what appears to be a spontaneous moment during an extreme mud sport event shows health, happiness and success. The image celebrates the person. The image is technically correct. The moment makes it.

Second: Melanie Wiseman, Beacon Senior News (Colorado)

The scene along the river is a wise choice for this portrait of a man who is the profile about the fight for water rights. Great pose. His boot is just in the water, he is cupping the water while the water flows through his hand. So, the portrait becomes an action/portrait of sorts. And this is all done in good light with an abundance of natural blue tones.

Third: The Senior Reporter (Minnesota)

Warm and tan tones are in abundance and the photographer was wise to recognized this wonderful setting. The setting, combined with the character of the beard and outfit of the subject, creates an action photo that could make the viewer think they are peering into the past.

B: First: Boomer Guide (Florida)

The cover image is technically excellent with great lighting. The bonus is in the poses and interaction between the subjects. There is quite a bit of love and life represented on the cover.

Second: Northeast Ohio Boomer and Beyond (Ohio)

This dark, urban image is full of swagger. The reader gets to enjoy a well-executed portrait that conveys a mood. Good use of light and lens in an on-location photo shoot.

C: First: K.C. Kratt, Forever Young (New York)

With the extreme side light coming in from the left, the photographer decided to make an image from a farmer's market that brings the colors and shapes to life.

Second: The Best Times (Kansas)

The photo is choreographed in a way that shows how imposing barriers can be for someone in a wheelchair. The mood created is daunting.

17. Front Cover (Illustration)

A. First: Today's Transitions (Kentucky)

The cover illustration is as fresh and lively as a spring edition should be. The colors are bright but gentle. There is a well-designed movement to the dog and its human as the two play during what one might assume is a beautiful day. The light and dark areas of the green are nice as it gives some depth to the base of the illustration. Excellent use of little flowers in different levels of transparency.

Second: The Best Times (Tennessee)

For an illustration to go with American Heart Month, this concept includes several layers of how cardiovascular care is perceived. There's the idea that goals are possibly difficult to attain or are out of reach. The goals are represented as floating balloon hearts which is uplifting, youthful and potentially dream-like. The human figure could be any age, color or sex. The design elements themselves are simple, which is important when so many ideas are present.

B. First: The Vegas Voice (Nevada)

Peter Pan is such an imaginary tale. This cover illustration captures the mystique of several elements. Flight, darkness, sea and exploration come through for an event telling readers to bring their family and learn to fly.

18. No entries

19. Briefs/Shorts

A. First: Caregiver Circle, Winter 2016-2017, and Wise & Well, Summer 2017, Today's Transitions (Kentucky)

With its focus of helping caregivers, this tidy package offers lots of tips and details for both caregiver and patient and others involved in the process. One unusual breakout was "Go ahead and vent," which gave frustrated writers a chance to express dismay. It was followed by an encouraging answer from a senior blogger.

Second: Our Featured 5, July and August, The Best of Times (Louisiana)

A lively layout and quick facts and quotes about varied topics – Fourth of July and Dog Days Summer – makes this section enjoyable. The following pages are filled with brief updates on the latest in medical news – sure to of value to senior readers.

B. First: Worth Noting, Northeast Ohio Boomer and Beyond (Ohio)

Worth Noting offers a strong service to readers with its fill of tightly written news items about health, recreational and educational activities and local attractions. It also offers a shelf of reading recommendations. Pretty handy, indeed.

20. Annual Resource Guide or Directory

A. First: "The Beacon Guide," Beacon Senior News (Colorado)

It's easy to find what you are looking for in this guide. It offers an excellent table of contents. Each section opens with a helpful article and phone numbers. The high-quality printing and ample use of white space provide an attractive setting.

Second: “Options for Long Term Care,” Senior Perspectives (Michigan)

This guide is beautifully designed. Using white space, photos and varieties of weights in the type, it presents the information clearly. Everything is easy to find.

Third: “Silver Pages,” The Best of Times (Louisiana)

An eye-catching cover photo of grandparents and grandchildren introduce you to this guide. Easy to navigate the small blurbs that combine with contact information.

B. First: “Boomer Guide,” Senior Life (Florida)

The Boomer Guide is more like a high-end catalog. The glossy publication’s design is open but organized. It’s colorful but useful. It even features 20 local “models.” This guide is both entertaining and useful.

C. First: 50 Plus Living (Pennsylvania)

In a handy 8 ¼ x 5 ½ size, this publication has to cover a wide geographic territory. It solves the problem by running a map of the area with clear instructions on how to locate the assisted living locations and how to use the guide.

Second: “55+ Resource Guide,” the active age (Kansas)

Also in a smaller size, this guide packs a lot of information into a small space. Yet, the material is arranged for easy navigation.

21. Feature Layout

A: First: Today’s Transitions (Kentucky)

The pages feature large, dominant images that are supported by secondary images, which creates a nice contrast in size and movement through the pages. There are several well-designed visual entry points beyond in the images. Different typography weights, subtle icons and airy leading give the pages space to breath.

Second: Beacon Senior News (Colorado)

For a trend story about coloring, the designer decided to create a page that begs the reader to begin coloring. The feature head plays right along with the theme. There’s even quite a bit of creative text-wrapping.

Third: Beacon Senior News (Colorado)

The lures throughout the text are a fun solution to breaking up all the grey. The series of photographs showing happy anglers, and their catches are displayed in a snapshot style so the reader has an expectation of quality and style of images.

B: No winners

C: First: Forever Young (New York), May 2017

The design presents quite a bit of information over several pages. Typography keeps the organization flowing and several photos help show some of the landmarks while breaking up the text.

D: No winners

22. Best Overall Use of Photography

A. First: M Living (Ohio)

The cover photography is clear and focuses on the faces of the region. There are many, many portraits throughout the entry, which again gets many people in the publication. The most exciting section is the M Home page, which is a full page of images telling the story of a selected home for that edition.

Second: The Senior Reporter (Minnesota)

The consistency of the strong cover photography shows great attention to detail and story. Inside there is quite a bit of photography well organized around the stories. Each issue has several dominant images on inside pages.

Third: Senior Perspectives (Michigan)

Impressive cover photography starts each issue. Then photography is sprinkled throughout. Another highlight is a page about nature, which displays a set of square photos.

23. Best Use of Color

A. First: The Senior Reporter (Minnesota)

The pallet from which the designer works is dark, rich and vibrant. There is quite a bit of color in headlines, boxes and pull quotes. The tone is usually 50% or darker, so the reversed text is provided a good amount of contrast for legibility.

Second: Senior Perspectives (Michigan)

The use of subtle color in headlines is a consistent style element throughout the publication. Aside from a few color text boxes, the designer uses color in typography, keeping the overall appearance clean.

24. Overall Design

A. First: Today's Transitions (Kentucky)

Today's Transitions starts with strong covers that feature artwork. The tease lines are cleverly places to work with the art. Inside, type, white space and a consistent grid make it easy for readers to concentrate on the content. This is design is professional.

Second: The Senior Reporter (Minnesota)

Strong photography combined with the right words create strong cover packages that invite readers inside. Cover stories get special feature display and strong support from photography. Nearly each page in the magazine gets special treatment.

Third: Beacon Senior News (Colorado)

The Senior News is a large tabloid full of content. The consistency of the design helps readers navigate. For instance, almost all of the pages are labeled according to content. Clean, module layout featured on the pages.

B. First: Northeast Ohio Boomer and Beyond (Ohio)

This professionally designed magazine could compete among many national publications. It’s typography, use of white space and color palettes and photography combine to present readers with a publication that is beautiful and usable.

Second: Vegas Voice (Nevada)

Vegas Voice is primarily a compilation of columns. Each is in a module, which keeps the pages uncluttered. Each is treated the same with the name and with red and black type at the top. This magazine is an easy scan.

C. First: the Best Times (Kansas)

This glossy publication uses ample white space, legible type with good color contrast in the weights. The glossy pages show off the full color. Pages are labeled according to category, which helps navigation.

Second: Forever Young (New York)

This is a high-activity publication. Both the text type and headlines are large. Every page has movement because of the elements. White space is used to relieve the grayness.

25. Self Promotion (In house)

A. First: The Best of Times (Louisiana)

What’s the Buzz? Pick us up, log on, tap and go, list in. This promo is on target and concise. Vertical organization helps lead the reader down the list to the photo.

26. Self Promotion (Outside Source)

Open category

First: The Best of Times (Louisiana)

The Best of Times compact ad celebrating the paper’s support of the community’s performing artists is notable for its concise use of space, excellent arrangement of elements and a main photo that will assuredly attract attention. The message is clearly stated.

Second: Boomer Guide (Florida)

This promotion is widely focused on several attributes of the paper, including its award-winning content, and events and expos it sponsors. Good use of color, picked up for familiarity from its banner, and contrasting white space.

27. Self Promotion (Awards)

A. First: Senior Perspectives (Michigan)

This award promotion is a delightful first-person account of attending NAMPA’s award banquet. After the editor returned, she presented the winners with their certificates. This promotion includes pictures of the winners and the judges’ blurbs. This warm, conversational approach is a winner.

Second: The Best of Times (Louisiana)

The Times’ add uses strong clip art that works with the words in the headline. Strong use of color to attract attention. The material is organized for a quick read.

B. No winners

C. First: Forever Young (New York)

Forever Young's promotion works off appropriate clip art. The six awards are arranged neatly across the top just under the Best of Show award. White space is used to isolate the awards. Strong design and content.

Second: The Best Times (Kansas)

This small promo uses spot color on balloons that support the congratulations theme that is the promotion headline. It's easy to scan over the awards. Good use of white space to provide relief to an otherwise text-heavy promo.

28. No entries

29. No entries

30. Best single Ad-Color

A. First: Senior Perspectives (Michigan)

The sell theme: A Picture is Worth a Thousand Memories! Is supported by pictures from the medical care facility that is advertising. It's message that this is a people-oriented place comes through in the photos. All the elements are arranged in modules, which is a great organizational tool.

Second: The Best of Times (Louisiana)

What this ad does best is identify the benefits of the wrist wearable. The benefits are ticked off in list fashion. The color is used to highlight key points.

C. First: The Best Times (Kansas)

The color palette provides a mood and contrast to highlight key points. The benefits are clearly stated, and the ad is organized well.

31. Best Banner

A. First: Life after 50 (Colorado)

The bright blue gradated screen is attention grabbing, especially when paired with the contrasting warm tone typography. Very bold.

Second: The Best of Times (Louisiana)

The distinctive treatment of the capital letters in each word reinforces the marketing use of the banner while still providing good readability.

B. No winners

C. First: the Best Times (Kansas)

The geographic location is well represented alongside the title of the publication. The contrasting typefaces are divided into nice neutral-colored boxes for sharp readability.

32. No entries

33. Website (Self Promotion)

Open competition

First: The Best of Times (Louisiana)

This promotion uses humor to urge grandparents to teach their grandchildren how to use the computer to read the Best of Times online. The benefits are identified and highlighted: No downloading, no printing, no registering, no subscription, no messin' 'round. Compact ad is organized well.

34. Website General Excellence

Open category

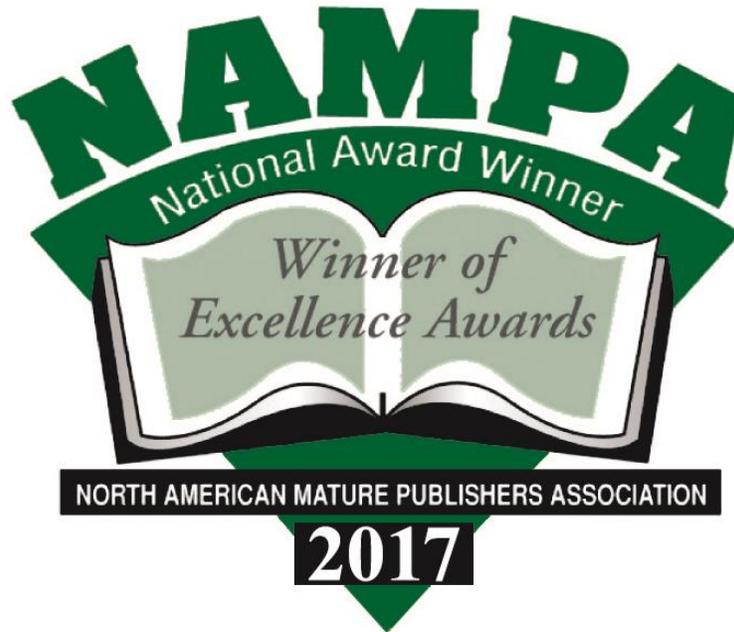
First: Beacon Senior News (Colorado)

This website is in a class by itself. It is chock full of content. Navigation is easy. The home page has rotating photos to go with stories. The newspaper's banner is the banner for the home page, which strengthens branding. The search function is upper right, which is where users are used to finding it. The calendar is also upper right. Stories are promoted. This site is easy to scan—or read.

Second: The Best of Times (Louisiana)

The Best of Times offers its printed product and back issues on its website. These are supplemented with additional news stories offered by clicking on a headline, and a calendar. The website and the paper share the same branding.

2017 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 2017 NAMPA awards competition are:

2017 THE BEST OF SHOW
for
Division A with circulation
under 25,000:

Beacon Senior News
(Colorado)



2017 THE BEST OF SHOW
for

Division B with circulation
between 25,001 to 50,000:

**Northeast Ohio Boomer and
Beyond
(Ohio)**



2017 THE BEST OF SHOW for Division C with circulation between 50,001 to 100,000:

The Best Times (Kansas)



