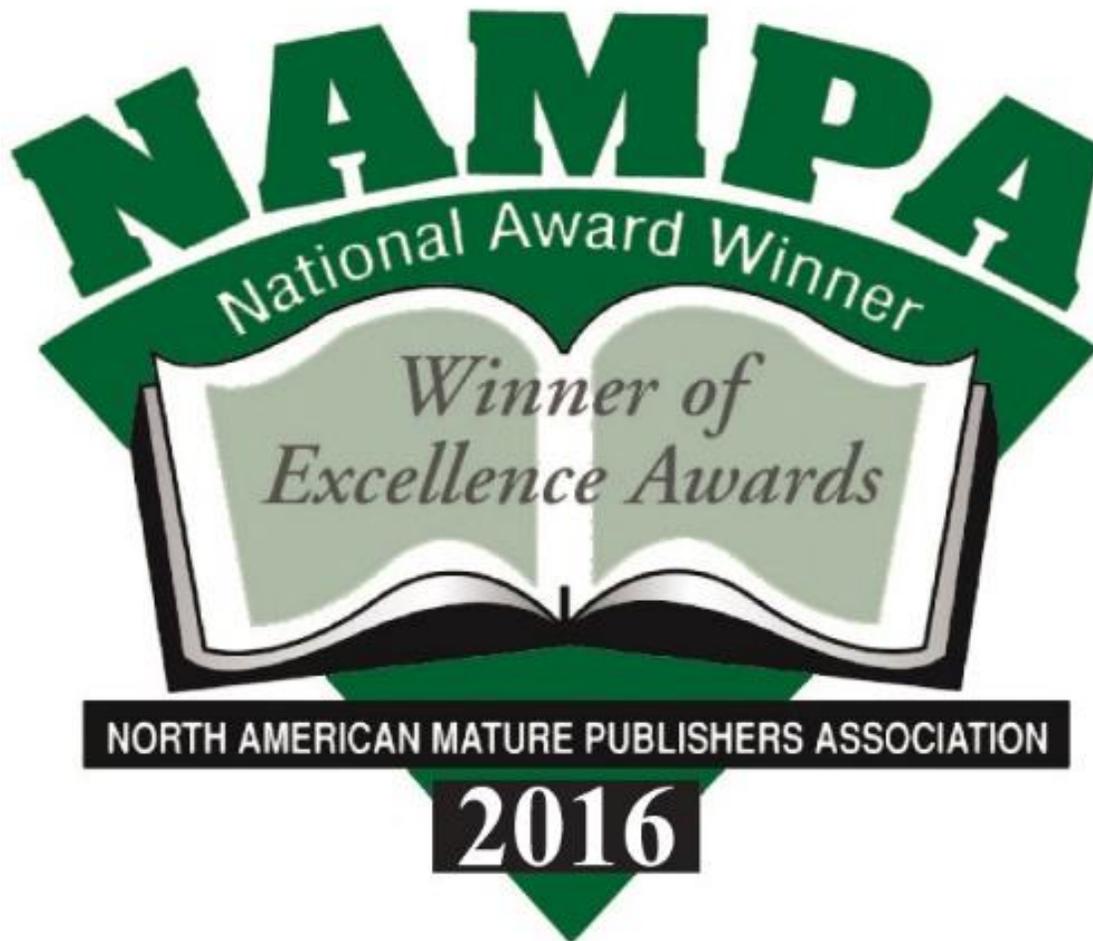
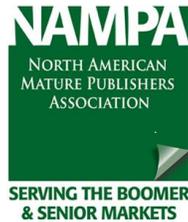


# 2016 NAMPA AWARDS

2016 NAMPA National Convention and Annual Meeting

Presented  
at the Magnolia Hotel in Denver, Colorado  
on  
Monday, September 26, 2016





# 2016 NAMPA AWARDS

2016 NAMPA National Convention and Annual Meeting

Monday, September 26, 2016

Presented at the Magnolia Hotel in Denver, Colorado

For the 2016 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 2016 NAMPA awards, there were 257 entries submitted from 24 publishers and their publications, compared to 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  
127 award winners in 2016!!!**

## **2. General Excellence**

### **A. First: M Living, Ohio**

M Living grabs its readers with excellent cover design and then follows it through the entire publication. It's design on inside pages is clean and clearly carries the ideas from the cover throughout to tie a package together. The tidbits of news on fashion, health, food are accessible for readers with their formatting, and yet the publication also covers such topics as how grandparents can help with heroin addictions. This is a well-rounded publication that knows its audience and what's happening in that community.

### **Second: Today's Transitions, KY.**

This is a sleek publication that doesn't lose its appeal once you get past the cover. It's filled with a nice flow of stories that guide you deeper inside and keep you reading. The Caregiver Circle feature is a nice one with its tidbits of news. The typography for the publication is clean and easy to read. The art isn't chosen just to be colorful or fun, but adds to the thoughtfulness and tone of the section's planning and voice.

### **Third: The Best of Times, LA.**

This magazine has a great mix of features – from how to help grandkids pay for college to finding your DNA makeup – that are sure to grab readers' attention. The news tidbits and inside packages are built with nice illustrations and clean typography, making them a delightful read.

### **B. First: Senior Life of Florida**

Senior Life has engaging cover designs that make readers eager to continue inside. There appears to be a good mix of column topics for the general audience covering veterans' issues, health and wellness and the sandwich generation. The stories are written with that audience in mind.

### **Second: Fifty plus lifestyles, NY.**

From financial news to health care and a calendar listing of area activities, this publication is filled with information that readers can use. The cover stories appear to be particularly suited to the local audience and their interests.

### **C. First: The Best Times, Kansas.**

The Best Times organizes its content with readers in mind. There is a variety of features that show an understanding of the magazine's audience – diet, health, daytrips, are all topics of interest. The typography is clean and helps build on the quality of the stories and overall design.

### **Second: Forever Young, NY.**

Forever Young knows its audience and interests, with features on local music and musicians, getaways and gardening. The Cocktail Garden feature is superb – what a great new take on summer gardening!

Third: 50plus Life, PA.

50Plus Life has a good mix of columns and story topics that will be of interest to a wide range of readers, particularly the feature on making friends and retiring on the river. Inside pages could benefit from some larger photo display in feature packages.

D. First: Washington Beacon, Washington, D.C. (April-June)

The variety on this publication is wonderful, from travel and leisure to the arts. Cover stories on election workers and housing make this publication stand out. Photos are played well; typography works with the packages and doesn't distract readers.

### **3. Most Improved**

A.First: Senior Perspectives, MI.

Senior Perspectives is now bigger and better! They have increased their page count from 28 to 32 pages. The presentation is also cleaner and better organized. The color tint on the contents page no longer competes with the advertisement on the facing page. Typography is cleaner and less cluttered.

Second: The Best of Times, LA.

The feature package now pops out as readers scan through the publication. Throughout, the choices for tints work better with the other page elements. White space is used to enhance the openness.

B.First: Fifty plus lifestyles, NY

With a new, more professional-looking banner (and a name change from 50+ to fifty plus), this publication's front pages offer less clutter and more focus. The newspaper used to use a variety of tints over nearly every story. This created a comic-book feel. The new version has backed off the tints. Stories are easier to read and the pages are more inviting.

C.First: 50plus LIFE, PA

The name change from 50plus Senior News has led to a better-designed banner. The front covers have a single large image, which provides more impact. Inside pages are better organized and cleaner.

### **4. Column Review**

A.First: Page by Page, Jessica Rinaudo, December and May, The Best of Times, LA.

The writer presents complicated synopsis of books in a crisp, concise recounting. There's enough information to help the reader decide if the book is to their taste, but it's not too much to give away the suspense. Definitely worth reading.

Second: Talking Digital, Adam Cochran, May and June, Beacon Senior Newspaper, CO.

No need to lament not being a digital native as Talking Digital offers solid help in making decisions about what's happening and what's new as well as an invitation to directly email the writer with questions. This column is definitely user friendly.

Third: William's Picks, William Mitchum, February and March, The Best Times, TN.

The pros and cons, as well as the costs, of digital gadgets gets a thorough review in William's Picks. It's a quick way to start making a decision about what to purchase, always a plus in a complicated field of options, and a great service to readers.

B. First: Tech Talk, Nick Radesca, SeniorNet, March and May, Fifty plus lifestyles, NY

Tech Talk takes on the tasks of explaining how to use Uber and to shop for groceries, two activities that are becoming more common in everyday life. There's no doubt of the usefulness of the information.

Second: Mary Brotherton, Senior Life of Florida

Self-published authors pour their heart and souls into writing books about topics that stir their passions, but they seldom gain much attention from reviewers. Brotherton solves that problem by reviewing books by local authors, most self-published, but with topics of interests to Senior Life of Florida readers. She's critical in her comments, acknowledging the flaws but always finding value in the content.

D. First: Arts & Style, Michael Toscano, Washington Beacon, MD

"What if Romeo and Juliet were seniors?" questions the headline for this stage review blended with the sociological background of dating in the senior years. The reviewer deftly praises the play while exploring how the dilemma of the two 14-year-old lovers can translate into the same quandary for a much older couple. It's a well-developed thesis.

## **5. Senior Issues**

A. First: Today's Transitions, KY.

Upbeat, authoritative and smartly written short pieces pack a lot of information onto the pages. "It's Heck Getting Old" and "Caregiver Circle" are two excellent examples of reaching the older population with helpful tips and solutions to universal problems. Strong visuals and design give the pages a modern, accessible feel.

Second: Senior Perspectives, MI.

A series of pieces called "Dare to be 100" condenses a book by Dr. Walter Bortz into usable, meaningful bits of advice. The author's positive personality shines through the text, and she works hard to persuade her audience that taking steps to live longer is not only wise, but worthwhile.

Third: The Best of Times, LA.

"Laws of the Land" by attorney Lee Aronson begins each legal lesson with a humorous example that illustrates a familiar problem. In every column, Aronson tackles barking dogs (nuisance laws), deals on beer (discounted drinking laws) and other topics with an endearing, common-sense approach.

B. First: Senior Life of Florida

"Senior Athletes" by Wendy Scheuring cuts right to the heart of the matter by emphasizing three areas shared by older athletes: motivation, nutrition and favorite workout activity. All of the athletes are inspiring, but their attitudes and strategies are likely to encourage almost everyone to get moving.

Second: 50+ Lifestyles, NY.

In "Grandparents & Grandkids," Gary Joyce writes clever first-person accounts of grandchildren encounters, sometimes challenging but always rewarding. The wisdom in each piece is ample, with plenty of ideas for getting through a tricky situation and preparing for the next one.

C. First: The Best Times, Kansas.

Editor Gerald Hay writes an uplifting column that succeeds in sharing his joy and determination with those who read it. He doesn't just promote ways to be happier and healthier; he provides concrete ways of doing so.

D. First: Lovin' Life After 50, AZ.

Writer Jimmy Magahern takes "Connecting With the Grandkids" to a new level by addressing a contemporary issue that may be uncomfortable and vexing — social media. Learning technology is critical, he says, to prevent generations from drifting apart, and he gives clear, thoughtful instructions for bridging the gap.

Second: Washington Beacon, MD

Columnist Bob Levey takes on late-life career matters, such as losing — and finding — a job, as well as being happily successful in a new career. His advice is well-placed and meaningful, and laced with charming anecdotes.

## **7. Briefs/Shorts**

A. First: Quick Reads, Prime, Montgomery, AL.

Quick Reads offers a depth of content as well as a broad mix of topics from wide-ranging sources for its readers. The latest in research, tips for recovering from pain and losing weight as well as a state government report about the top 13 health issues in the state are among the topics. Each item also includes a web address to the original source. It's a true reader service.

Second: Wise & Well and Caregiver Circle, Today's Transitions, KY.

These features keep readers up to date on both health and medicine, but they also offer reminders of community activities for enhancing wellness and senior living. It's tightly edited in a conversational tone that invites readers to learn and enjoy.

Third: Stat! Medical News & Info, The Best of Times, LA.

This column offers lots of the latest news on medical breakthroughs and general health improvements. The writing is tight and concise, and each item includes the original sourcing so readers can learn more about the topics. It's bound to make for some healthy readers.

B. First: Around the Towns ...; Fifty plus lifestyles, NY.

This roundup of news about community activities is a tightly edited glance at the coverage areas. What's happening and who did what is always of interest to reader, and this feature conveys that information in a lively fashion.

D. First: Beacon Links & Apps, Barbara Ruben, Washington Beacon, MD.

Links & Apps hits the mark by acknowledging that folks who were born before the digital era haven't adapted to its many changes and benefits. This quick look at sites and apps on topics of interest to an older generation makes it easy to navigate a flood of information. Its up-to-date content moves this to super-user-friendly status.

## **8. Personal Essay**

A. First: Senior Perspectives, MI. Janet Hasselbring, "A Good Therapy Dog"

Hasselbring informs and entertains as she shares personal experiences of bringing her dog to an assisted living facility. Her essay is full of telling anecdotes, recreated to make readers feel as if they were standing in the room watching and listening. That's the power of narrative.

Second: Prime (Montgomery), AL. Niko Corley, "A Pleasant Surprise"

This fishing tale is about a father hooking a daughter on his love of fishing. It is told with dialogue and scene recreation. The ending wraps up the story at the same time that it subtly makes the bigger point about parenting.

B. First: Senior Life of Florida. Linda Wiggins, “Battle survivor enjoying heaven on earth”

This is an unusual story about “adopting” a World War II veteran. Not only has this couple moved him into their home, their own extended family treats him like one of the family, and on the occasion of his 100<sup>th</sup> birthday, some traveled great distances to be at the party. The quotes at the end are inspiring.

C. First: Forever Young, NY. Frank Pacella, “WWII Veteran Surviving and Thriving”

A son tells the story of his father, who grew up in Italy, was taken prisoner by the Germans during World War II and withered away to 60 pounds. He survived and hitchhiked home after the war. He immigrated to Venezuela, where he worked for five years before immigrating to the U.S., where his family joined him. Despite all these hardships, the father just celebrated his 100<sup>th</sup> birthday. It’s an inspiring story of survival.

Second: Senior News 50 & Better, IL. Dawn Williams, “Autumn Begins The Season Of Balance: A Perspective”

Williams using the arrival of Autumn to talk about the cycles of our lives. Full of metaphor, this essay is well organized and makes several points about the lives we have led and the life we have left.

D. First: Washington Beacon, MD. Jill Joseph, “Moving my mother into assisted living”

This first-person story raised the curtain on the anguish—for both the mother and daughter—and allows readers to perhaps prepare themselves for a similar experience. The specifics and the narrative techniques keep you reading until the conclusion.

Second: Washington Beacon, MD., Stuart P. Rosenthal, “Healthcare headache”

Rosenthal starts from his personal experience as a person who has migraines to transition to lessons on how to balance medications and cost for drugs to treat the migraines. This becomes an advice column, but the first-person approach makes it readable and informative at the same time.

## **9. Profile**

A. First: Debbie Gardner, “Dean Cycon: Brewing Up Social Change,” Prime, The Reminder, Mass.

This profile offers an insightful look into the motivations and strategies of a businessman who created a coffee company with a social conscience. This was an inspiring read.

Second: Kathleen Ward, "Alan Arthur: Portrait of an Artist," The Best of Times, Louisiana

The writer's prose is a strong match for the imagery and detail of the work created by the artist she profiles. She paints a picture of her subject that's a pleasure for readers to take in.

Third: Bob Corley, "Back on Stage," Prime, Montgomery, AL.

Perhaps the strongest character that actor Greg Thornton portrays is himself. The writer helps that character come to life, giving us a peek into the personality of a man who makes his living by hiding it.

C. First: Gerald Hay, "Iron Man at 82: Herb Strange Holds World, U.S. Weight-Lifting Records," The Best Times, Kansas.

The writer tells the remarkable story of an octogenarian who refuses to believe that age can stop him from achieving remarkable feats. The story not only profiles the man but provides important tips for those who might want to follow his lead.

Second: Carol Sorgen, "Composer 'Paints' with Music," The Baltimore Beacon, MD.

The evolution of Vivian Adelberg Rudow's career, marked by a passion for experimenting with sound to create innovation compositions, has all the ingredients of a compelling piece that's music to the reader's ear.

Third: Chelsie Peifer, "Reap More than What You Sew," 50-Plus Senior News, PA.

This story stitches together the story of a woman dedicated to using her sewing skills and those of others to change the lives of their less fortunate neighbors. It's a delightful and comforting read.

D. First: Barbara Ruben, "Gail Sheehy's Latest Passages," The Washington Beacon

Profiling an accomplished writer is an intimidating prospect, but excellent reporting brings this subject's adventurous lifestyle and storied career into clear focus.

Second: Barbara Ruben, "Mastering Mid-Life Career Change," The Washington Beacon

Forced out of the family business where she had worked for 30 years, Tammy Darvish made a 180-degree career turn without flinching. Her story is a model for those facing similar challenges, and the writer captures it perfectly.

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

A. First: 2016 55+ Resource Guide, The Best of Times, TN.

Ease of use and strong organization moved this publication to the top of the list in its first foray into preparing a resource guide. It offers a wide variety of topics, including that ever-so desirable listing of businesses that offer a senior discount. Topics are color-coded to make it easier to find. Throughout the listings are articles of interest, as well. Charts offering a quick comparison of services by providers to make it easier to pick and choose offer tremendous value to this publication.

Second: Boomer Guide, Young at Heart Issue, FL.

This 10<sup>th</sup> annual directory of services and activities for senior citizens features a lively layout with a bright color palette, imbuing the publication with a zesty flair. The content matches with variety of articles focusing on active lifestyles, including a feature about four female pilots, an interview with Barbara Eden (yes, of “I dream of Jeannie” fame) and how to prevent identity theft. It’s likely to be saved for handy reference from year to year.

Third: Silver Pages, The Best of Times, LA.

More than 45 categories of interest to senior citizens are jammed with information ranging from government agencies to home health providers to organizations and clubs to help lines. It’s intense, and it is sure to be a much used publication.

**B. First: The Long Island Resource Guide, NY**

“New Resources for Successful Aging” is the headline on one article, but it could easily be the name of this publication. It’s written in a direct yet conversation tone, and the topics are down-to-earth and useful. How to simplify a move, spotting scams, how to decide on long-term care as just a smattering of the topics. It’s bound to be read and reread cover to cover and referred to often.

**C. First: A Guide to Senior Living in 2016, Forever Young, NY.**

Caregivers and senior living options receive special attention in the publication, which also includes broad listings of services and activities for older individuals. It’s concisely organized and tightly edited. Several articles focus on the art of living, whether it be fashionable dressing, entertainment options and volunteering opportunities, give this publication a unique value.

## **11. How-To Feature**

A. First: “Picture perfect: 12 tips for better photos,” Melanie Wiseman, Beacon Senior Newspaper, CO.

Ready, set, shoot – and great photos should result. Right? Well, as this article lets readers know, the answer is not always positive. But, in clear, concise writing in an inviting conversational style, this article gives amateur photographers a better chance at those great photos.

Second: “Get Ready — The Orioles Are Coming,” Louise Matz, Senior Perspectives, MI.

Louise Matz doesn’t mess around – this concisely written article gives precise how-to tips, without sounding bossy. Interspersed are paragraphs describing the joys of seeing this “delights” in your yard. The article is a welcomed blend of advice and impressions.

Third: “Pruning Trees & Shrubs,” Bob Olen, The Senior Reporter, MN.

It’s really simple. That’s the message this article conveys to folks hoping to spruce up the trees and shrubs in their yards. Make a plan – and here’s how to make that plan. It’s straightforward – “Be certain that you know why you are pruning before you start.” It’s easy to follow and incredibly practical. And, that’s what beginner pruners need to know most.

C. First: “What to do when the nest is empty,” Dawn Williams, Senior News & Better, IL.

Now what? asks parents when the last child leaves to start their own adventures in “adulthood.” The writer goes beyond offering advice to reclaim a bedroom for your personal space. The article acknowledges the psychological effects, but it also offers encouragement to change and rediscover. It offers insight and depth with anecdotes to illustrate the suggestions. A smooth read.

Second: “Life on Fire: How to Zest Up Your Days,” Alaina Stratton, Senior News & Better, IL.

“Life on Fire” offers a match to stir up the kindling of lives that have grown flat with routine and responsibilities. It’s filled with encouragement and suggestions, from the dream stage to reality. It’s a kindly written invitation filled with easy to follow directions.

Third: “Glittering Gems in the Darkest Night,” Dawn Williams, Senior News & Better, IL.

The keys to developing and deepening resiliency are explored in this well-written article. It outlines the attributes needed, how to identify them and create them to build the strength to move on from adversities. It helps readers name their emotions and responses that keep them spinning and “put their energy into figuring out what might yet be.” It’s written in an encouraging tone with practical steps for healing.

D. First: “Share Your Home like the Golden Girls Did,” Carol Sorgen, Washington Beacon, MD

Even the real “Golden Girls” of TV fame had conflicts, so people planning on communal living shouldn’t expect non-stop smooth sailing. But, this practical article is filled with advice on how to proceed and where to get help and find like-minded possible roommates. Following these tips might just help put the shine on those golden years.

Second: “How to obtain ‘special accommodations,’ Rebekah Sewell, Washington Beacon, MD

The key advice in this column is that it’s perfectly OK, even desirable, to ask for so-called “special accommodations.” Many agencies exist specifically to help folks in these situations, yet many don’t ask for the help. Using an anecdote of a housing accessibility, the writer illustrates how easy it is to gain what’s available and not solely “special.” There’s an inviting tone to the writing, which should make it more likely to be useful.

## **12. Travel Column**

D. First: Glenda C. Booth, Washington Beacon, MD.

“Branson, Mo. — Family fun on grand scale,” and “Exploring Key West’s wildlife and wild life”

Branson and Key West are two American communities that have automatic associations with tourism. In using a conversational tone, the writer invites readers to tag along on a tour of the highlights. But, the articles also go beyond the usual with suggestions for the often overlooked off-the-beaten path attractions. And, it captures the spirit of people watching, a must for any great tourism town: “At all hours, there’s a parade of eccentrics – from the well off to the struggling, including hippies, oddballs, wayward youth and vacationers.”

## **13. Feature writing**

A. First: Robert Friedman, “Will items collect dust or money?” The Howard County Beacon, MD.

This piece on “Chesapeake Collectibles,” a local version of PBS’ “Antiques Roadshow, is smoothly and engagingly told and rich in people’s stories about their family heirlooms and behind the scenes of a TV show.

Second: Kathleen Ward, “Chimps find forever home,” The Best of Times, LA.

It’s a treat to learn about something new — in this case Chimp Haven, a park in northwestern Louisiana for chimps rescued from neglect or formerly used in research. The article offers plenty of anecdotes and facts that show how closely chimps behave like humans.

Third: Lucy Pritchett, “Connecting with history,” Today’s Transitions, KY.

An interest in Kentucky folk art led Allan Weiss to discover the Depression-era Federal Art Project’s Index of American Design. This succinctly written article tells how Weiss’ sleuthing eventually resulted in an exhibit of Kentucky artifacts listed on the index.

B. First: Mike Gaffey, "As 'Jeannie' turns 50, star Eden recalls magical days in Cocoa Beach," Senior Life of Florida.

This cheerfully told interview with Barbara Eden, 84, connects it to Cocoa Beach, the community where the TV show that began 50 years ago was set. The article explains some of the show's references to places in the town. It brings up memories not only about "I Dream of Jeannie" but also about a different time in the space program.

Second: Tara Martinez, "Keeping those new year resolutions," 50+ Lifestyles, NY.

This take on the annual New Year's story recommends identifying goals through careful self-evaluation rather than creating a dream list of resolutions.

C. First: Carol Sorgen, "Growing older without children," The Baltimore Beacon, MD.

For some people, thinking about who will take care of them if they don't have children is hard. This article looks at the topic with clarity and a cool hand and draws from relevant data and a range of people in that situation.

Second: Gerald Hay, "Boehm family enjoys ag roots," The Best Times, Kansas.

The story of a family farm facing the encroachment of urban sprawl can be told in most states in this country. This one is rich in data that supports the premise, but its emotional center is the Boehm family of Kansas. In the background is the uncertainty about whether younger generations will stick with farming.

Third: Alaina Williams, "Set the stage for your next starring role," Senior News 50 & Better, IL.

This practical look at how to set up for success in fulfilling a dream or realizing a goal distills best practices and tips.

D. First: Barbara Ruben, "At Genesis, a new beginning," The Washington Beacon, MD.

Rich in interviews and data, the story of intergenerational housing is touching in showing how it affects the people who live there.

Second: Barbara Ruben, "A way to pick up a few bucks," The Washington Beacon, MD.

Informative and clearly written, this article looks at the growing number of Uber freelance drivers who are 50 and older. People interviewed share their personal stories about why they're drawn to the work.

Third: Jimmy Magahern, "Serious silliness," Lovin' Life after 50, AZ.

This profile of psychiatrist-and-clown Carl Hammerschlag connects the therapeutic affects of humor and play on chronic pain. The article's strength is in

raising possible alternatives to pharmaceutical intervention for an aging audience.

#### **14. Special Section**

A. First: Surgery + Recovery, Today's Transitions, KY.

For the originality alone, this section deserves its high ranking, but the articles are well-written and interesting and the overall design is lively and inviting. After all, who wouldn't want to read: "Get Better Faster: What to do before and after surgery"? Feature articles are balanced with selection of pertinent quick tips: Yes, it's OK to tell well-meaning visitors to go home.

Second: Summer Traveler & Festivals, Beacon Senior Newspaper, CO.

If you're living in the land of the Rocky Mountains, of course, you want information about enjoying the national parks in your backyard. And this section does a great job of letting its readers know the details for getting the most enjoyment from the location. And, when not on the trail, readers can find in-depth information about the many fairs and festivals. This is a section packed with user-friendly information.

Third: Health & Wellness, Beacon Senior Newspaper, CO.

Lively topics such as learning how to rock climb, tips on buying active footwear and enhancing your smile create a sensibility of "you're not finished yet" for readers to enjoy.

B. First: 70<sup>th</sup> anniversary, 8.14.45 They were there ... here is what they told us, Linda Wiggins, Senior Life of Florida.

This section deserves a medal. It's a wonderful package of vignettes culled from interviews with people who served in the military or at home or were affiliated with those who did. Almost all include a photo of the subject. The writer did a splendid job of connecting to the interviewees to elicit heart-felt memories. It's truly a treasure.

Second: Financial & Preplanning, Alzheimer's Legal and Financial Planning Seminar, fifty plus lifestyles, NY.

Alzheimer's and how to prepare for its possibility is the focus of this special section filled with substantial information on the topic. It hits on those tough topics such as talking about money and estate planning. It's well-written and presented.

Third: Summer Entertainment, Your Guide to Summer Family Fun, Fifty plus Lifestyles, NY.

Readers won't miss a bit of the summer fun to be had thanks to this pull-out section. Of special interest to lifestyles' readers is the "Summer Events for Grandparents and Grandkids." And, when the kiddos have gone home, readers

can use “The Classic Martini” recipe to help them unwind. It’s a fun and lively section with a broad appeal.

## **15. Topical Issues**

A. First: “Animal Therapy Promotes Hope, Healing & Happiness,” by Kathleen Ward; The Best of Times, LA

The blessings of pet companionship are brought to life here with charming examples. The dogs — and horses — are stars of the show and demonstrate the premise of the piece in story after story. The evidence that animal-assisted therapy is successful is ably presented here.

Second: “Dealing With Grief,” by Carrie Vittitoe, Today’s Transitions; KY.

The writer handles a sensitive topic with skill, using real situations to bring legal, financial, medical and psychological advice to the table as elements of preparation. The piece adds wisdom and experience to a heartbreaking issue.

Third: “Remembering WWII 70 Years Later,” by Robert Friedman; Howard County Beacon, MD.

The 70<sup>th</sup> anniversary of VJ Day is the launching point for an engaging set of stories about men and women who remember it well. The details in their memories are poignant and remarkable, which makes for a fascinating read.

B. First: “8.14.45: They were there ... here is what they told us,” by Linda Wiggins, Senior Life of Florida.

A package of 16 profiles commemorating the 70<sup>th</sup> anniversary of the end of WWII captures the moment each learned about the Japanese surrender. Their short, simple stories — from watching a victory parade to standing in line for a newspaper — encompass a breathtaking view of history. It is a fine example of how quality journalism can enrich our knowledge of the past.

Second: “Suffolk Follows Nassau With Security Alarm Registration Law,” by Barbara LaMonica; Fifty Plus Lifestyles, NY.

This piece on a new law explains the origins of the legislation (managing an increase in false security alarms) and explains the impact on consumers. It represents excellent, straightforward service journalism that identifies a significant topic for its audience and covers it thoroughly.

C. First: “Brightening Ill Children’s Days,” by Carol Sorgen; Baltimore Beacon, MD.

The origin of organizations that begin in grief and end in a caring mission for children is well-chronicled here. The heart and humanity of the women who collect and distribute pajamas to sick children are evident here, as are those who celebrate birthdays with critically ill children.

Second: "Gadgets and Gizmos to Enhance Your Lifestyle," by Alaina Williams; Senior News 50 & Better, IL.

This article introduces a variety of technical tools that can improve the lives of seniors who embrace them. The breakdown includes computers and apps for augmenting health and safety, recreation, independence, connection and learning. Overall, it is quite helpful and smart.

D. First: "What could we have done?" by Stuart Rosenthal; Washington Beacon, MD.

An essay about a murder on a commuter train becomes a rich point of self-reflection by the writer who wonders how he would have behaved as a witness. It is a worthwhile call for contemplation, not only of ethics and values, but also of physical preparation (CPR, first aid) when facing fear and uncertainty.

## **16. Front Cover Photo**

A. First: Prime Montgomery, AL, - February 2016,

Subtle, elegant typography allows viewers to concentrate on the subject. Excellent low-key lighting highlights his face and body language. The warm colors match his expression.

Second: Boomer Guide 2016, Florida.

The low angle, clean background and joyous expression draw immediate attention to the active subject. The photograph does a good job of illustrating the lead story.

Third: The Best of Times, LA - February 2016.

This clever cover blends past and present. Combining an old black and white photograph with a current color photograph adds interest and draws attention.

B. First: Senior Life of Florida, - August 2015

Senior Life highlights numerous chefs on their cover, while still telling the story. The boxing gloves and "BBQ Battle" tease make this easy to understand. Coverage is balanced, and no chef is given prominent display.

C. First: Forever Young, NY - March 2016

This lovely cover has it all. The colors are harmonious, the photographic quality is high, and the subject looks beautiful. Most importantly, the photograph and text combine to tell the story.

Second: The Best Times, Kansas.

The red, gray and black tones blend well and draw attention to the subject. The soft focus on the background tells the story while not detracting from the main subject.

## **17. Front Cover Illustration**

A. First: Today's Transitions, KY, Fall 2015,.

This cover holds together in every way. The warm colors evoke the feeling of love. The elegant type leads viewers around the page and to the subjects. The subjects' faces and the trees in the background perfectly illustrate "Fall in Love."

Second: M Living, OHIO - June 2016

What a fun and creative cover. It captures and keeps your attention. The humorous silhouettes illustrate each generation, and the text below the silhouettes demonstrates the generational gap.

Third: The Best Times, TN - February 2016

The headline and art work together to illustrate Heart Month. The colors in the illustration are used well throughout the page, and the art is sized appropriately.

## **19. Briefs/Shorts**

A. First: Today's Transitions, KY.

Consistency and lively design create engaging pages. Each brief is designed to draw attention to itself, but the page holds together through color and typography. Clever art adds information.

Second: The Best of Times, LA.

Our Featured Five collects interesting nuggets of information and packages them for easy reading. Art circles the text, and numbers direct readers to relevant information. This creates fun and attractive pages.

Third: The Best Times, TN.

The Best Times creates a handy list of events with a clean design. Photographs enhance the pages and illustrate the events. Bold subheads make it easy to scan the page.

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

A. First: The Beacon Guide, Beacon Senior Newspaper, CO.

The Beacon Guide is a marvel of organization with 10 super-categories, each with a number of subcategories of topics for senior living, care and adventures. In addition to the wealth of listings, each category starts with an introductory article about one of the topic, adding a layer of interest in the design

to draw in the readers. As an added attraction, the pages in each super-category are color coded for easy use. It's a true user-friendly guide.

Second: Silver Pages, The Best of Times, LA.

This special section is jammed with extensive listings of services for retirees and senior citizens, as well as their caretakers. It is extremely well organized and presented. The editors are to be applauded for the attention to details.

## **21. Feature layout**

A. First: Prime Magazine, Missouri.

This feature layout on a motorcycling couple makes wonderful use of their photos and the magazine's own portraits. The design is clean. Type and other visual elements build on each other to complement the whole package.

Second: The Best of Times, LA.

The feature on animal therapy builds on the color palette from a photo and carries it through the package. The selection of display type and pullout quotes complement the story well.

Third: Today's Transitions, KY.

This "What's in your cart?" entry was clean and simple in its design, but conveys a wealth of information. The format makes it easy for readers to jump into the story.

B. First: Senior Life of Florida.

This package of 16 Cool Places to visit uses a selection of typefaces within the same font family to offset a variety of information and make it accessible to readers. Good way to share information with readers without making the text inaccessible to them.

C. First: Forever Young, NY

The feature on the churches of Buffalo uses great overall photographs and detail shots to help convey the imagery of the story. The format is divided in such a way that it is accessible to readers and offers a guide to taking their own tour of churches, should they desire.

## **22. Best Overall Use of Photography**

A. First: The Best of Times, LA.

The Best of Times put thoughtful consideration into the use of photographs with nearly every article. There is a mix of portraiture and

photographic illustration, and images are sized well, establishing dominance on each spread. The use of photographs with Briefs is particularly strong.

Second: The Senior Reporter, MN.

Covers are designed with colorful photographs that fit the lead article. Designers pay attention to the interplay of text and photographs, and images are often quite large. Of note are the food illustrations, photographs of flowers, and the use of archival photographs.

## **23. Best Use of Color**

A. First: Best of Times, LA.

Color is used to inform. The choices match the palette on the page, and they are light enough to allow type to be read. Spot color is also used to highlight information and break up columns of type.

## **24. Overall Design**

A. First: Today's Transitions, KY.

This publication begins with beautifully designed covers using whimsical illustrations and elegant typography. Overall design is consistent, allowing readers to quickly find regular features. Briefs are strong, notably "Caregiver Circle" and "It's Heck Getting Old." White space is used to show off their strong illustrations and photographs.

Second: Prime Magazine, Missouri.

Content drives Prime Magazine's clean design. While multiple photographs are used for each article, one large photograph anchors the story. Overall, design is clean and subdued. Particularly strong opening spreads are "Plants, People and Places" and "Success and Strawberries."

Third: Prime Montgomery, AL.

Prime Montgomery seamlessly mixes illustrations and photographs throughout the magazine, and good use of white space helps guide readers. Clean covers illustrate feature articles well. Opening feature spreads are particularly strong.

B. First: Senior Life of Florida.

Senior Life designers use multiple photographs for each section and article. Covers are consistent, with a regular design that readers will expect. Calendars are designed for readability.

C. First: Forever Young, NY.

Each cover is unique and fits the particular story. Body copy and headlines are sized with readers in mind. Sections are labeled for easy navigation.

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

A. First: Red Bird Times, VA.

This advertisement is small but designed well. The illustration of a red-caped senior citizen plays off the red in the banner. The person's eyes direct scanners to the copy.

Second: Beacon Senior Newspaper, CO.

The use of the newspaper's signature blue banner color unifies all the elements on the page. The main promotion point is in larger type at the top of the page. The details are organized neatly down the page.

## **26. Self Promotion (Outside Source) No circulation divisions**

First: The Best of Times, LA.

The art is eye-catching. The varying weight of the type provides emphasis and color contrast. The promotions pack plenty of punch for their size.

## **27. Self Promotion/Awards**

A. First: The Best of Times, LA.

Good combination of illustration and type. Both are sized appropriately for the full page. Type is handled neatly with a fixed-left starting point.

## **30. Best Single Ad—Color**

A.First: Prime Montgomery, AL.

A stunning page sure to stop all scanners. It's a testament to use white or black space to frame the message. The symmetrical presentation adds to the simplicity and its power.

Second: Red Bird Times, VA

Even though this advertisement is small, the white space within it sets off the type and illustrations beautifully. The key point is made in the biggest type.

B.First: Senior Life of Florida.

When the ad consists of several elements, the first task is to provide the selling point(s), then organize so you don't have clutter. The designers of this senior expo page did both successfully.

### **31. Best Banner**

A. First: Red Bird Times, VA.

The Red Bird Times integrates the bird into the banner smoothly. The shadow on the type helps individualize and personalize this banner.

Second: The Best of Times, LA.

Four words is always hard to build into a banner, yet The Best of Times does it successfully by stacking some words. The color and sizing are just right.

B. First: Senior Life of Florida.

This banner pops off the off-white page because of the red-black combination. The white type against the red gives a dimensional effect.

### **33. Website (Self Promotion)**

First: The Best of Times, LA.

The promotional material is simple but bold and eye-catching. Links to issues and articles are technically smooth and efficient. Well done.

### **34. Website General Excellence**

First: Prime Montgomery, AL.

Prime Montgomery's website, [www.primemontgomery.com](http://www.primemontgomery.com), is polished, professional and visually appealing. Text is elegant and easy to read, photographs and illustrations are strong and colorful, tabs are plentiful and content is well organized and labeled. The site functions smoothly with a satisfying emphasis on related content. An excellent combination of design and function.

Second: Beacon Senior Newspaper, CO.

[www.beaconseniornews.com](http://www.beaconseniornews.com) categorizes its content well, with multiple entry points to topics of value to the audience. The visual elements are striking, from landscapes to animals. The design is attractive, navigation is seamless and the content is varied and engaging. Overall, the site hits all the right notes.

Third: The Best of Times, LA.

The website, [www.thebestoftimesnews.com](http://www.thebestoftimesnews.com), has a clarity and consistency that make it easy to navigate and consume. The design is clean, and access to magazine content is straightforward and chronological.

## 2016 Best of Show

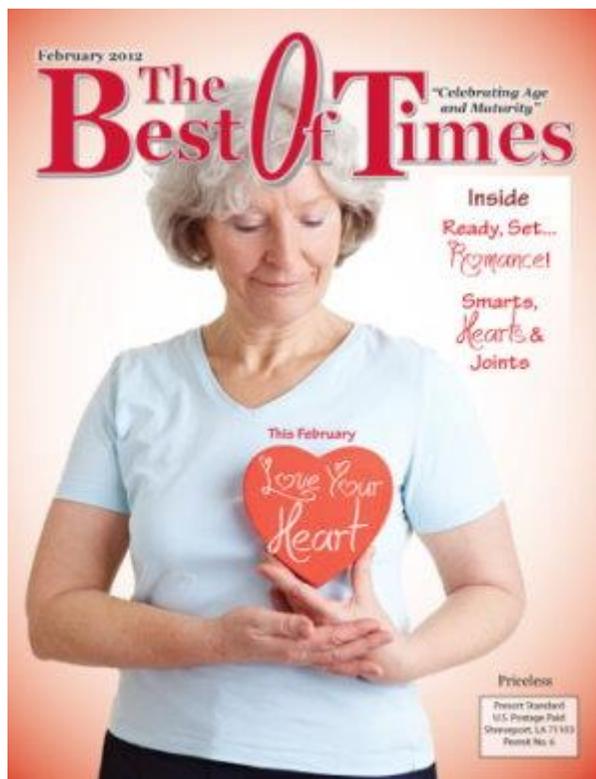


After the individual award decisions were made by the judges, points were given for awards which result in the “Best of Show” decisions in each of the four divisions for NAMPA publications.

“The Best of Show” award winners for the 2016 NAMPA awards competition are:

**2016 THE BEST OF SHOW  
for  
Division A with circulation  
under 25,000:**

**The Best of Times  
(Louisiana)**



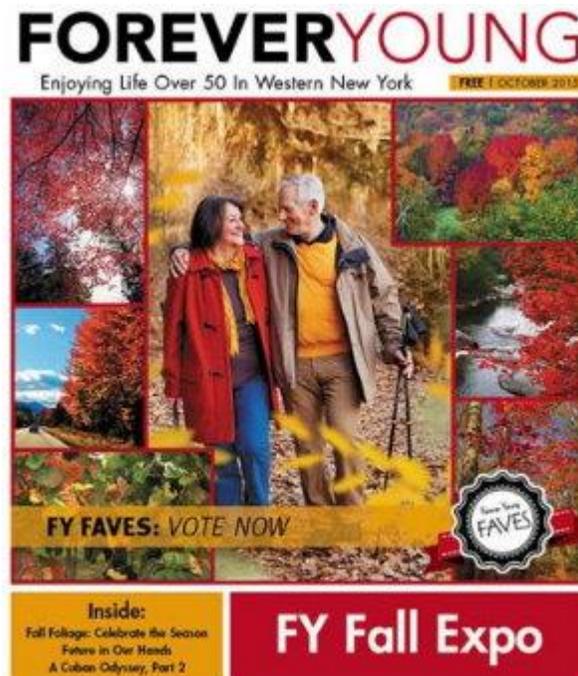
# 2016 THE BEST OF SHOW for Division B with circulation between 25,001 to 50,000:

## Senior Life of Florida (Florida)



**2016 THE BEST OF SHOW**  
**for**  
**Division C with circulation**  
**between 50,001 to 100,000:**

**Forever Young**  
**(New York)**



# 2016 THE BEST OF SHOW for Division D with circulation above 100,001:

## The Washington, DC Beacon (Washington, District of Columbia)

