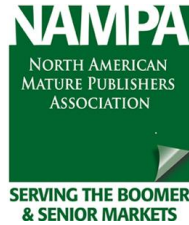


# 2014 NAMPA AWARDS

2014 NAMPA Convention and Annual Meeting  
Horseshoe Casino and Hotel – Shreveport-Bossier City, Louisiana  
Monday, September 29, 2014





# 2014 NAMPA AWARDS

2014 NAMPA Convention and Annual Meeting  
Horseshoe Casino and Hotel – Shreveport-Bossier City, Louisiana  
Monday, September 29, 2014

For the 2014 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 2014 NAMPA awards, there were 177 entries submitted from publications, compared to 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 “third place awards” in some categories, however, these awards did not receive any points toward the awarding of the “Best of Show” award in each of the four divisions. Also, the decisions of the judges in any category could have resulted in a no winner(s), even though entries were submitted in that category by a member publication.

**Congratulations to all of the 106 winners  
in 2014!!!**

## **2. General Excellence**

### **A. Third: Howard County Beacon (MD)**

News you can use dominates this nicely edited publication. Much of the content would appeal to a wider geographic audience, and the stories anchored in the readership area are relevant, thoughtful and solidly reported, written and showcased.

### **Second: Inside Columbia's Prime (MO)**

Production quality is high for this easy-to-read magazine. Features range from longer pieces with strong emotional centers to shorter bits and bites bristling with interesting and useful information, much of which specifically reflects the community of Columbia.

### **First: Today's Transitions (KY)**

Today's Transitions offers an engaging range of highly readable, nicely presented stories on diet, lifestyle, retirement, health, fashion, pets and other topics meaningful not only to the targeted audience of seniors but to people thinking down the road of life. Story lengths range from bites to meals, making this a publication easy to pick up and read at many points.

### **C. Second: 50-Plus Senior News (PA)**

The focus is decidedly on older people and their concerns; it's as if the stories are intended to answer specific questions, such as "How do I meet people and keep vital?" and "How do I make the most of this hobby I'm interested in?" A local audience is clearly in mind.

### **First: Baltimore Beacon (MD)**

Engaging local features are thoughtfully conceived, written and edited. Much of the rest of the publication is less geographically specific but no less useful, with content including leisure, travel, money and health. One can open this at any point and find something interesting to read.

### **D. Second: DC Beacon, May 2014 (Washington, D.C.)**

This publication is a well-curated and well-organized combination of well-done local stories and those of wider appeal. The range of content makes the pick up-and-read experience satisfying.

### **First: DC Beacon, September-November 2013 (Washington, D.C.)**

Readable, interesting stories are found throughout this publication; local stories are nicely showcased, and those of broader appeal are quick reads full of useful and relevant information. Overall editing and vision is strong. Although the publication wins in both the silver and gold categories, the set of local stories is slightly stronger in this series.

### **3. Most Improved**

#### **A. First: The Senior Reporter (MN)**

Overall, the publication has a cleaner, bolder look and a stronger emphasis on topics with high interest among its audience. The most noteworthy change is the enhanced use of color on the cover, as well as throughout more inside pages. Rearranging the content to place columns, such as the Medicare Q&A, closer to the front seems a clear service to readers. Greater attention to personal stories also makes the reading experience more meaningful.

### **4. Column Review**

#### **A. Third: Inside Columbia's Prime, MO**

This feature offers an introduction to Missouri wine so that readers can learn a bit about the varieties and food pairings. This is a great service/educational piece that doesn't "write over" the reader.

#### **Second: Beacon Senior Newspaper, Colorado**

This Q&A setup of this regular column makes computer and technological information easily digestible for readers. Topics appear to be chosen based on reader interest so each issue is informative and newsworthy.

#### **First: Beacon Senior Newspaper, Colorado**

The "Garden Smarts" column does a fantastic job of answering readers' questions and making connections with the audience. The setup for the text works wonderfully for pulling readers into the feature.

#### **D. Second: DC Beacon, Washington D.C.**

These columns offer readers a glimpse into some great theater reviews that showcase well-known actors. The review of "Pride in the Falls of Autrey Mill" shows the writer knows his audience and his material.

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

This writer really seems to know his audience and the entertainment that will draw people to the theater. The "Gypsy" review has elements of writing that show the connection to audience.

### **5. Senior Issues**

**A. Third: Today's Transitions (Kentucky) Yelena Sapin and Torie Temple**  
"It's Heck Getting Old!" and "Caregiver Circle" look at senior health issues, community resources and tips for day-to-day living in a lively and useful style. Both are written in lively style with concise and helpful information.

Second: Inside Columbia's Prime (Missouri)

In "Tell Me About It," Angel Donnette Robertson offers practical advice for resolving every day situations and minor conflicts. It's down-home and practical and written in a friendly tone.

First: The Best of Times (Louisiana) Lee Aronson

"Laws of the Land," a column examining legal issues that affect people of all ages, is written in an easy-to-understand language and voice. The writer doesn't offer direct legal advice but carefully describes true-life scenarios that any reader could weigh against their own situations.

**B. Third: Senior Life (Florida)**

This collection of stories pays tribute to residents who are celebrating their 100<sup>th</sup> birthday and beyond. It's a fitting recognition of neighbors and friends who have reached this milestone birthday.

Second: Senior Life (Florida) Linda Wiggins

The plus and minuses of establishing an Adult Family Home Care business are explored in detail, but this article also looks at how such a business impacts the neighbors, especially in a residential area with building use restrictions. It's a strong cautionary tale for anyone considering such a move.

First: Senior Life (Florida) Linda Wiggins

"The Sandwich Generation" column adroitly addresses the issue faced by many children of aging parents about how to care for mom and dad. Beyond the practical issue, though, she gets into the emotional upheaval and stresses that siblings face, and sometimes don't resolve, in making these decisions. It's a well-written column about her family's discovery and resolution.

**D. Second: DC Beacon (Washington, D.C.) Barbara Ruben**

Ruben's column takes a look at the latest in clinical trials. It carefully lays out the eligibility for participating in the tests, as well as the goals and limitations of the studies.

First: DC Beacon (Washington, D.C.) Stuart P. Rosenthal

Rosenthal invites his readers to think about and then question recent developments in the news. "What's private anymore?" leads readers through the government's classification of documents to the release of such documents by whistle-blowers. "The power in numbers" pulls readers into an examination of attitudes and beliefs about others and their behaviors.

## **6. Calendar of Events**

**A. Second: Prime Montgomery (Alabama)**

Festivals abound in Alabama apparently as this calendar is packed with information about such events. Each item is accompanied by appropriate artwork.

First: Inside Columbia's Prime (Missouri)

The calendar is neatly organized by dates with all the information needed to decide if you want to attend or participate. Events span the spectrum of activities. Standalone photos with extended captions add interest to the layout.

## **7. Briefs/Shorts**

**A.** Third: Prime Montgomery, AL

This feature is presented more like a feature column, but it's definitely worthy of a read in each issue. This is a lighter read that is meant to entertain and inform.

Second: Today's Transitions, KY

This feature offers a good mix of recipes, health news and living features that readers would find interesting and easy to read.

First: The Best of Times, Louisiana

This feature offers readers a wonderfully diverse set of news tidbits of medical news and studies relevant to their lives.

## **8. Personal Essay**

**A.** Third: Today's Transitions, Kentucky

Bob Mueller writes movingly of the importance of being satisfied with what you have, instead of searching fruitlessly and frustratingly for something that is always just out of reach.

Second: The Senior Reporter, Minnesota

Mary Alice Carlson's account of her discovery of and relationship with "the Traveler" is warm and personal without being overdone. She draws a broader meaning from the surprise visit of a stray cat.

First: Prime Montgomery, Alabama

Sandra Polizos puts her "editor's note" to good use. She shares scenes from her life in such a way that the reader feels a personal connection. No doubt this strengthens ties with the publication itself.

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

Bob Levey, in Chicago on business, decided to take the slow way home. On the train, he rediscovers a lost way of life and reconnects with his country. A good read.

## **9. Profile**

**A.** Third: Howard County Beacon (MD)

This is an engaging look at a man who has developed a number of innovative, even life-saving medical devices. It is an enlightening read and one that demonstrates the power of a writer to share his vision and accomplishments.

Second: Inside Columbia's Prime (MO)

The decision to reopen a beloved pie shop after a 10-year hiatus was difficult but also exhilarating for a mother-daughter team. This story captures the ride with compassion, humor and care.

First: Beacon Senior News (CO)

"Nancy Lewis' life-changing journey" chronicles the adventurous, challenging and rewarding bicycle trip that took the subject and her husband 14,000 miles from the top of Canada to the tip of Chile. The details and reflections make this an inspiring story from beginning to end.

**B. First: Forever Young (NY)**

An uplifting story about an educator whose spiritual calling led her to service in India is enhanced with thoughtful quotes and extensive anecdotes. The piece serves as an incentive to service by showing its value through a captivating individual.

**C. Third: 50 plus Senior News (PA)**

"Dedication and Dance through the Ages" is a lively piece about dancer and artist who brings cultural performances to a woman's club. The story brims with the subject's enthusiasm and devotion to her work, which shows how much a passionate volunteer can contribute to a community.

Second: Baltimore Beacon (MD)

A cooking competition is the basis for an entertaining story about local chefs and their callings. In "Who's the area's chief chef?" the writer does a masterful job of telling the chefs' stories, often in their own voices, as well as describing favorite dishes in mouth-watering detail.

First: 50 plus Senior News (PA)

"Life's Second Draft" is a poignant account of a woman who recovered from grief by reaching out to others. The writer is adept at using the subject's quotes and reminiscences to draw meaningful lessons for the reader. The profile expertly captures both her personality and her character.

**D. Second: D.C. Beacon (DC)**

This profile of blues musician Johnny Winter shows him to be both a character and an accomplished artist. The writer ably reveals the layers of his life, from a childhood in Mississippi through recording success, substance abuse and renewed energy, until we feel as if we really know him.

First: D.C. Beacon (DC)



The subject is a fascinating man whose broad interests range from politics to philosophy. The writer makes excellent use of the material about the life of this former Foreign Service officer to generate a story that sparkles with stories about his charm and grace. It is a piece about a bold life, elegantly told.

## **10. Community Service**

### **A. Second: Inside Columbia Prime (MO)**

One woman's dedication to helping a young girl becomes the jumping-off point for a piece that demonstrates how mentoring youth can have a big impact. The piece includes specific examples of service opportunities and builds a compelling case that the Big Brothers-Big Sisters program is a powerful community investment.

### **First: The Best of Times (LA)**

This worthwhile service piece highlights the scams that unsavory telemarketers and others use to trap seniors. Local sources on the front lines provide strong examples to demonstrate the pitfalls. The advice is clear and sensible, to help potential targets identify trouble, report it and protect themselves

### **B. First: Senior Life (FL)**

This entry serves both its readers and the community by describing how a playground project came together with 200 volunteers in eight hours. Identifying worthy projects for worthwhile causes, in this case the Boys & Girls Club, seems to be an excellent way to demonstrate how collaborative work pays off.

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

### **A. Third: Beacon Senior Newspaper, Colorado**

This feature, "How to speak fly-fishing" is written in a conversational tone and sets the stage for helping readers gain the knowledge they'd need from the article. It's got an easy style that makes it interesting even if you're not a person who's apt to go fly-fishing anytime soon.

### **Second: The Best of Times, Louisiana**

This feature on coin collecting hits all the big topics an enthusiast would need to cover in a format that makes even the uninterested reader take note. The headers and Q-and-A formatting help make all this information easy to scan so readers can find a point of entry into this feature.

### **First: The Senior Reporter, MN**

This how-to feature is both aesthetically pleasing for readers and informative as well. It's a wonderful example of how to show readers what information they need to take great photos on their next trip. This article is a prime example of a service piece for the audience.

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

This how-to feature showcases the issue of conservation and preservation without seeming like an academic science journal. The breakdown of day-to-day journal-type entries makes this an accessible piece for readers, too.

**C. First: The Baltimore Beacon, MD**

This feature on contemporary grandparenting makes a strong connection with the publication's audience and does a fabulous job of weaving together personal stories and statistics about today's families.

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

The list aspect of this feature makes it a great service journalism piece. This feature on getting your car to distant destinations offers a great breakdown of all the considerations and issues a traveler must face.

**12. Travel Column**

**A. First: Inside Columbia's Prime (Missouri)**

"On the Road With Ray" provides honest travelogues about hidden destinations. Readers learn what to avoid and what to embrace in these locations. Rock Hall is a hidden gem, while Mackinac Island is to be avoided.

**D. Second: DC Beacon (DC), April and May 2014**

The Vieques Island article combines humor and solid information to give everything readers need to plan a perfect trip. Booth's delightful writing about Yellowstone elicits giggles and smiles. It's a joy to read and provides helpful information on traveling to and staying in the park.

**First: DC Beacon (DC), November 2013 and January 2014**

Booth's article on "voluntourism" begins with a delightful list of crazy adventures she has taken in the name of volunteering and ends with a helpful list of resources. How can readers not want to become a citizen scientist and on an eco-immersion trip? Block's article on winter destinations provides plentiful tips on warm locales in the United States.

**13. Feature Writing**

**A. Third: b magazine (PA)**

This look at local craft breweries smartly reaches beyond the normal terrain of such stories by raising a new angle: how these businesses put the spent grain used in the brewing process to new use. The writing is straightforward and authoritative.

**Second: Beacon Senior Newspaper (CO)**

Almost 70 years ago, Al Inglis was a smoke jumper who parachuted into areas affected by wild land fires. Decades later, to celebrate his 90th birthday, Inglis

went skydiving. Clear storytelling makes his experiences, as well as those of other skydivers, sound thrilling and accessible.

First: Inside Columbia's Prime (MO)

A medical diagnosis spurs a husband and wife to travel the world; a craving for outdoor adventure propels a woman on a solo kayak trip on the Missouri. Each story mixes the details of their experiences with larger reflections on them, and their pairing makes for an engaging, inspiring way to think about one's bucket list.

**B. Second: Senior Life (FL)**

This is a series of quick-hit histories of the little houses of worship that went up as Florida's Space Coast was settled. The brightly written segments combined with the easy-to-scan style make the article useful for armchair travelers as well as people in a position to tour these places.

First: Forever Young (NY)

This charming story of the Adam Mickiewicz Polish Library comes to life through the eyes of the people who value it and cherish their heritage. The story's strength is in its easy sharing of history, quotations and observations.

**C. Second: 50-Plus Senior News (PA)**

Mike Clark gives gentle, true voice to the experiences of so many at the Christmas and New Year holidays: the return to routine; the ways in which some gifts are quickly absorbed into our day-to-day lives and others, not so much; and our start-stop-start again attempts to be better human beings.

First: Baltimore Beacon (MD)

A diversity of perspectives gives this advance on a series of oral history performances heft. The overall voice of the story flows and unifies, underscoring the way in which the American flag, about which the oral histories are being presented, represents many voices in one nation.

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

From the opening scenes, this was an absorbing look at two playwrights drawing on grief to create works that tap into the human condition. Their interweaving perspectives made the overarching story more powerful. Nicely written and nicely edited.

## **14. Special Section**

**A. Third: Beacon Senior Newspaper (Colorado) Senior Summer Traveler & Festivals**

Pack your bags and get ready to go. This handy guide has plenty of suggestions for a variety of outings – an afternoon or a week or more – with an equal variety of opportunities – sightseeing, learning, hands-on experiences.

Second: Beacon Senior Newspaper (Colorado) Happy Holidays

The holiday special section offers up suggestions for gifts large and small and for gifts that don't take up any room at all but convey feelings the holiday spirits. Where to find these items is included in arts and craft fair listings, and there is help for those who don't really have a gift idea.

First: Beacon Senior Newspaper (Colorado) Create a Legacy

This Special Section invites readers to step outside their own concerns to reach out to others. It offers practical advice on how to select an organization to support, but it also explores the emotional level of involvement. It has a clean and organized layout.

**B.** Third: Senior Life (Florida) Backstage Pass, guide to Boomer Bash & Senior Expo

The section serves as both a source of information about the daylong entertainment and informational expo, but it also serves as a schedule of events. It would be hard to be lost or not arrive on time with this handy guide.

Second: Forever Young (New York) Let's Talk About ...

Two special features about dating – between people with disabilities and where to find dates among the older set – take a look at the pitfalls and triumphs of being away from the youthful mainstream. They are topics not often addressed.

First: Forever Young (New York) Forever Young Directory, A guide to senior living in 2014

The tone of the lead article in this special section “Shall We Dance?” sets the tone for the rest of the magazine. It's lively and inviting all the way through the publication, including the listings of available resources in the community.

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

Housing & Homecare Options contains a strong mix of content of people who are making life decisions about where to live with considerations for safety, comfort and convenience as well as quality of life issues. The section is clearly organized and loaded with information.

## **15. Topical Issue**

A. Third: Today's Transitions, Kentucky

Yelena Sapin provides an interesting and valuable variety of perspectives on spirituality by posing the same set of questions to an avowed atheist, a Buddhist and a Baptist chaplain. There's more agreement than you might expect.

Second: b magazine, Pennsylvania

Gina Napoli tackles an always challenging issue — how long can a senior remain at home. She provides concrete examples of the service providers who lengthen that time span. Valuable stuff.

First: b magazine, Pennsylvania

Stephanie Metzger performs a real public service for a growing segment of senior society — those in second marriages. Here are useful tips for handling some of the trickiest issues of finances.

B. First: Forever Young, New York

Parents of disabled children share a great fear — the fear of getting too old to care for those children. Donna Evans-Deyermond explores the realities behind that fear and offers some useful suggestions for making the essential preparations.

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

Barbara Rubin examines the changing status of gay marriage, with a close look at a set of lovers who are typically overlooked. The headline says it all: “Age no bar to same-sex marriage.” A nice mix of personality and valuable information.

## **16. Front Cover Photo**

A. Third: Beacon Senior Newspaper (Colorado), September 2013

He’s 90, skydiving, and looks incredibly happy. His expression demands attention. He fills the frame, with the small head of his instructor peeking over his back. Although the photograph is not large, his face size is perfectly large.

Second: Boomer Guide (Florida), 2014 Edition

The photograph is beautifully lit, pulling attention to the subjects. The Indiana Jones theme is humorous and immediately recognizable. Elegant typography rounds out the entry.

First: The Best of Times (Louisiana), June 2014

The photograph feels real and gritty, like a farmer’s market. The texture is lovely, allowing viewers to nearly feel and smell the corn he carries. Sparse, but strong, typography keeps attention on the subjects. Gorgeous reproduction also helps.

B. First: Forever Young (New York), March 2014

A simple color palette and background make the subjects pop. We look at the truck and the women, and we understand the story. The tease is well placed and supports the photograph.

## **17. Front Cover Illustrations**

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

This Valentine’s illustration of a heart is clear and easy to understand. The colors are appropriate, and the typography fits the theme of love.

First: Today’s Transitions (Kentucky), Fall 2013

How do you creatively illustrate an article about veterans' stories? Today's Transitions did this wonderfully with the Fall 2013 illustration, using a sweet image of an attentive child hearing a story. The colors in the illustration are nicely carried into the elegant typography.

## **18. Table of Contents**

### **A. Second: Boomer Guide (Florida)**

Colors and columns are used to organize this two-page table of contents. Readers can quickly find each section. Photographs are relevant and displayed well. Large print will help the target population.

### **First: The Best of Times (Louisiana), June 2014**

The photographs are clear and simple, guiding the reader through the table of contents. The varied font size and colors separate sections from articles. Emphasis is placed on important articles with large page numbers and photographs.

## **19. Briefs/Shorts**

### **A. Third: Today's Transitions (Kentucky)**

Wise & Well and Updates & Happenings offer a grab bag of articles about health, recipes, modern technology and other useful tips and information. There's no doubt that readers will find it to be useful.

### **Second: Prime Montgomery (Alabama)**

"Quick Reads" nicely packages the latest news about food, exercise, medical studies and general health and safety tips. It is nicely packaged with a clearly organized presentation.

### **First: The Best of Times (Louisiana)**

Stat! Medical News & Info is a well-organized collection of medical information and health tips. The design is easy to navigate, and the artwork is appropriate to the topics.

## **21. Feature Layout**

### **A. Third: Boomer Guide, Florida**

This layout is packed with information and faces that could make it quite a challenge. This feature does well at conveying who these people are and making them seen as part of the package, not an addition or sidebar. Kudos for putting all these pieces together in a cohesive package that invites readers to peruse the page.

### **Second: The Senior Reporter, Minnesota**

A wonderfully inviting layout and article about woodturning integrates photography and text well. Nothing feels overpowering, but also, photos are given good play in the feature layout.

First: Today's Transitions, KY

The simple but powerful design of this Veterans Day feature gives it great impact. The personal stories of the veterans are matched wonderfully with the vintage and current photography. The display type on the opening page makes a huge impact.

B. First: Forever Young, N.Y.

The approach to this "Get Outdoors" feature combines the look of a scrapbook or field album and the rustic features of nature in an inviting way for readers. The information is nicely organized and easily integrated into the design.

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

A. Third: The Senior Reporter (Minnesota)

The Senior Reporter includes a large number of photographs, and almost every feature uses multiple images. A strength is the use of documentary, real moments, such as with the "Woodturning Starts Later in Life" article. Many close, detail shots are used.

Second: Prime Montgomery (Alabama)

The strongest photographs are prominently displayed and used for both information and decoration. Archive images are used judiciously and provide content. Wonderful reproduction makes photographs pop.

First: The Best of Times (Louisiana)

The covers display consistent, relevant photographs. Photographic illustrations and portraits are used with features and are sized to attract attention. Photo editing is strong. The number of photographs is excellent, not too many or too few.

## **23. Best Use Of Color**

A. First: The Best of Times (Louisiana)

A thoughtful color palette and beautiful color reproduction help make the covers successful. The tables of contents use color to organize sections. There is also a subtle and reserved use of color in typography.

## **24. Overall Design**

A. Third: Prime Montgomery (Alabama)

Prime Montgomery works with each article to create a unique feel. Illustrations and small, detail photographs are used to add interest and color.

Consistently designed sections, such as Short Takes and Quick Reads, let readers know what to expect.

Second: Today's Transitions (Kentucky)

Today's Transitions excels at designing bite-sized nuggets of information that are easy to digest. Each page contains a lot of information, but it is made clear by design, attention to detail and sophisticated color choices. Finally, the covers are wonderful for both the illustration and design.

First: Inside Columbia's Prime (Missouri)

Bold, elegant covers set the tone for what is to come inside. Consistent, creative typography and excellent color choices help readers move smoothly through the magazines. Good use of white space balances the pages. Strong photography is a strength of this publication.

B. First: Forever Young (New York)

Excellent, easy to read calendars and listings are particularly strong for this entry. The cover feature, with its numerous photographs, is given special attention. Simple typography and good use of space allow for ease of reading.

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

A. First: The Best of Times, Louisiana

The words and visual work in tandem to present a strong message backing the newspaper. Good use of color and arrangement of the elements.

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

Open category

Second: Prime Montgomery, Alabama

This promotion, which aligns the publication with the Montgomery Symphony Orchestra, communicates quality and seriousness because of the use of black and the appropriate typography.

First: The Best of Times, Louisiana

This promotional ad, printed on excellent slick paper, is beautifully arranged. With the covers as examples of the content, it communicates that this publication is an important part of the community.

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

A. First: The Best of Times, Louisiana

The deep purple background complements the use of red and white to provide a striking promotional ad. The arrangement of the elements and the words sell the publication to its audience.



## **28. Best Ad Series**

A. First: Prime Montgomery, Alabama

This series from the all EARS Hearing Centers connects one ad to the next by duplicating the layout, including the color and color placement. What changes is the benefit statement. The use of the old drawings in black and white is a great way to draw attention.

B. First: Senior Life, Florida

By using the giraffe on all three advertisements for the senior outing at the zoo, the designers established continuity and grabbed attention. “Free” is the strongest word in the advertiser’s vocabulary, and these ads use it well.

## **30. Best Single Ad**

A. First: The Best of Times, Louisiana

This real estate ad is directed at a niche that would find boating and fishing a reason to buy lakefront property. The ad is clean, easy-to-read and emphasizes the benefits.

## **31. Best Banner**

A. First: The Best of Times, Louisiana

The banner communicates informality. Typographically, it was created by stacking and oversizing the italic “O.” The result: a terrific banner that is used well with cover art.

## **34. Website General Excellence**

Third: The Best of Times (Louisiana), [www.thebestoftimesnews.com](http://www.thebestoftimesnews.com)

This website offers multiple viewing platforms, allowing a PDF download, website viewing or issue viewing. They also offer tabs for magazine, radio and community. These choices make for easy navigation.

Second: Prime Montgomery (Alabama), [www.primemontgomery.com](http://www.primemontgomery.com)

Prime Montgomery offers handy links to highlighted articles above the banner. Each article contains numerous photographs to hold readers’ attention. Each department is clearly displayed at the top, and there are plenty of articles to browse through.

First: Beacon Senior Newspaper (Colorado), [www.beaconseniornews.com](http://www.beaconseniornews.com)

Beacon Senior Newspaper’s website offers multiple points of entry, making for easy navigation. The homepage has a wonderful gallery of images at the top, each with a link to the article. Below the gallery is a list of departments with articles in order of publication. The articles are relevant, easy to read and enjoyable. The website is organized, helpful and interesting. Excellent work!

## 2014 Best of Show



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

“The Best of Show” award winners for the 2014 NAMPA awards competition are:

**2014 THE BEST OF SHOW**  
**for**  
**Division A with circulation**  
**under 25,000:**

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



**2014 THE BEST OF SHOW**

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

**Forever Young  
(New York)**



# 2014 THE BEST OF SHOW for Division C with circulation between 50,001 to 100,000:

## The Baltimore Beacon (Maryland)

**The Beacon** Our 10th Year!

IN FOCUS FOR PEOPLE OVER 60

More than 120,000 readers throughout Greater Baltimore

**So many ways to keep learning**  
By Carol Steger

**INSIDE**

**LEISURE & TRAVEL**  
Taking a multi-generational vacation in Colorado offers what to watch out for with unforgettable food, drink, and fun.

**ARTS & STYLE**  
Dance Baltimore features the area's "best dancers," plus, remembering Baltimore's forgotten dance hall stories.

**FITNESS & HEALTH**  
• Reasons to avoid growth hormone  
• Best CBD oil for pain

**LAW & FINANCE**  
• A first-time homebuyer's guide  
• "Vintage homes" software

**HOUSING & CAREERS**  
• Finding a rental home

**PLUS ENJOYING BEACHS, BIKES, CLASSIC CARS & MORE**

# 2014 THE BEST OF SHOW for Division D with circulation above 100,001:

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

