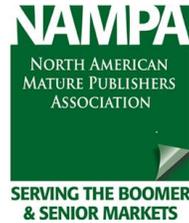


# 2013 NAMPA AWARDS

2013 NAMPA Convention and Annual Meeting  
Embassy Suites of Buffalo, New York  
Monday, September 30, 2013





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For the 2013 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 2013 NAMPA awards, there were 243 entries submitted from 25 different publications, compared to 198 entries in 2012, and 116 entries in 2011. Thanks to all of the NAMPA member publications who submitted entries.

Of the 25 publications submitting one or more entries, there was 14 from Division A of total of 17 member publications in that division, 3 from Division B from a total of 7 member publications in that division, 4 from Division C from a total of 5 member publications in that division, and 4 from Division D of a total of 8 member publications in that division.

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, as previously, 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 134 winners!!!** A special thank you to the judges for their timely decisions and their detailed comments about each award winner.

## 2. General Excellence

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

This publication offers excellent layouts and clean design, interesting story topics and great reads. The publication shows that it's in touch with readers and knows what they will find most interesting and informative.

### Second: The Best of Times (Louisiana)

The Best of Times offers a clear design and a good range of content topics to its readers. The mix of ideas and features shows that staff members know who they're writing for with each headline and feature.

### Third: Prime Montgomery (Alabama)

A clean layout and design that's carried out throughout the publication shows that readers are always at the front of mind for the staff. A good mix of content throughout, as well, shows clear planning and knowledge of the audience.

### B. First: Fifty Plus Advocate (Massachusetts)

This publication makes good use of its feature writing, columns and news articles to attract its audience. Readers are certainly well-informed on a variety of topics.

### C. First: The Baltimore Beacon (Maryland)

A nice mix of advice, news, health and features content in this publication show that the staff has a good grasp on who's reading.

### D. First: Life after 50 (California)

This publication offers its readers engaging covers with clean typography and great visual displays. The features offer content for a variety of readers. The high standards for content, editing and photography are clear.

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

Inventive topics and entertaining features throughout this publication show that the writers, editors and staff have a clear connection with their audience.

### Third: Loving Life after 50 (Arizona)

Readers of this publication certainly find interesting reads in each issue. A great mix of feature content and informative news pieces show good planning and thought about the audience's needs and wants.

## 3. Most Improved

### A. First: The Senior Reporter (Minnesota)

“Celebrate the Second Half of Life” smartly didn’t throw out the baby with the bathwater when its staff redesigned the publication. It wisely kept its regular features but gave everything an updated look, making the overall appearance more appealing to readers. The cover design is cleaner with less clutter. Using a bigger photo on the cover makes it easier to “read” and allows more space for more teasers. The design of the index was also changed to give it a more modern look. The centerpiece design also includes more photos, always a plus. Inside section headers were slightly tweaked, which gives the sections better consistency and a more inviting look. And, the most obvious change is switching from a paper stock to slick magazine stock, which gives the publication a more professional look.

## 4. Column Review

### A. First: Inside Columbia’s Prime (Missouri)

“The Tasting Room” by Kathy Casteel is an informative look at wine with a seasonal slant. The history of the grape, its prime growing region and production add a nice splash to this column.

### Second: The Best of Times (Louisiana)

“Broadway, A Personal Perspective” by Brian Bradley has a pack-your-bags-and-go to the theater tone that is just delightful. A quick roundup of Broadway productions is sure to be appreciated by anyone planning a trip to New York or who just wants to keep up on the latest shows.

### Third: Beacon’s Senior Newspaper (Colorado)

“Ask the Computer Guy” by Daniel Ashurst is a helpful and informative guide for anyone trying to wade through the myriad options available on computers and how to use them. It’s written in a straightforward manner that, unlike many computer manuals, doesn’t force the reader to research what yet another term might mean.

### B. First: Senior Life (Florida)

“Book Review” by Chiffone Sandberg offers a quick synopsis and reading recommendation for the latest books without giving away the entire plot. A paragraph or two about the author let’s the readers know quickly if there are any connections to themselves and the motivation behind the writing. It’s a concisely written column.

### C. First: The Baltimore Beacon (Maryland)

“Arts & Style” by Carol Sorgen is nicely tailored to the age of the reader without being condescending. A review of Anna Quindlen’s “Lots of Candles, Plenty of Cake” and a profile of a photographer working to save and record images of old movie theaters are both interesting topics regardless of age. Both articles are well written and lively.

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

“Arts and Style” by Michael Toscano offers in-depth reviews of current theatrical productions with a steady and fair tone. The writer excels at not only describing the action of the play but also in exploring the motivations behind those actions.

## 5. Senior Issues

### A. First Prime Montgomery (Alabama)

“In Every Life” columns address readers directly with specific guidance and direct questions to ask themselves around big events such as relocating and smaller ones such as wellness visits.

### Second: Prime Montgomery (Alabama)

With clarity and specificity, “Moneywi\$e” columns walk readers through questions and points of consideration about money matters.

### Third: Tri State Senior News (Pennsylvania)

The “Ask Debbie” columns about dementia and Alzheimer’s clearly lay out sometimes painful but important information aimed at families coping (or not) with their loved one’s changing abilities.

### B. First: Fifty Plus Advocate (Massachusetts)

A variety of voices on relevant topics such as health, well-being and money, as well as people-driven features, make this publication stand out.

### Second: Senior Life (Florida)

Thoughtful columns guide readers through travel, lifestyle, health and financial interests.

#### D: First: Lovin' Life After 50

The first-person accounts in “The Widow’s Corner,” about the death of a spouse and being a new widow, hit a deep and universal chord around surviving a loved one.

#### Second: Lovin' Life After 50 (Arizona)

“Ask the Old Bag” uses a light but serious hand in talking about everyday concerns such as dating in later years and communicating with adult children.

#### Third: Life After 50 (California)

“Generation Relation” meaningfully explores topics such as child-rearing and civility in society through an intergenerational framework.

## 6. Calendar of Events

#### A. First: TriState Senior News (Pennsylvania)

The March and May calendars of “places to go ... things to do” are packed with information in a reader-friendly format. It includes a wide variety of events – breakfast with the Easter Bunny and The German Cultural Society of Erie, Pa., -- for a diverse readership, without pigeonholing readers into “this is for older folks” categories.

## 7. Briefs/Shorts

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

“Stat! Medical News” presents a concisely edited package of information that is pertinent to the age of the publication’s readers. The art reflects the content of the articles. Kudos for using photos of real people and not clip art.

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

“Off the Beaten Path” by Niko Corley is a refreshing column, sure to be enjoyed by readers. Reflections on becoming the father of a girl and how to incorporate the camouflage of outdoor activities with the indoor pink hair ribbons and the antics of pets pursuing not-quite-ripe pears offer heart-warming moments.

### B. First: *Forever Young* (New York)

“Breaking Down the 1930 Census: The search for our ancestry” by Angelo Goniglio is a treasure trove of information for anyone attempting to create a family tree. It’s filled with precise information and tips for interpreting the somewhat dense material.

## 8. Personal Essay

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

Mary Alice Carlson reflects on her experiences in ways that make readers reflect on theirs. They are slight-of-life gems.

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

In a breezy, semi-confessional style, editor Sandra Polizos draws on her life to connect readers to their community and to the issue they are about to read.

### Third: *Beacon Senior Newspaper* (Colorado)

Patti Hoff directly and vigorously takes on such life intrusions as doublespeak in language and sensory assaults of sales pitches.

### B. First: *Forever Young* (New York)

“My Why Story” columns allow the authors to go past telling about their experiences or those of their subjects and explain, from the heart, the motivations and meanings behind them.

### C. First: *Senior News 50 and Better* (Illinois)

Respect for older adults and the potential of later life power these thoughtful essays. The authors speak with guiding, encouraging voices.

#### D. First: Lifestyles After 50 (Florida)

With pep and gentle humor, editor Janet Wolfe's columns embrace the upside of later life: using age and experience for good, keeping the focus on what matters and celebrating wisdom in others.

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

Publisher Stuart Rosenthal's columns about his elderly parents lay bare some of the challenges of complicated care and rehab situations as well as share his revelations about their resilience.

#### Third: The Washington Beacon (Washington, D.C.)

Bob Levey's well-told "How I See It" columns make thorny topics such as grandparents raising grandchildren and losing a longtime primary doctor over Medicare challenges personal and relatable.

## 9. Profile

#### A. First: Anne Ball, "Dentist is astronomy rock star" The Howard County Beacon (Maryland)

The county's Volunteer of the Year wins not for his dexterity at filling teeth but for sharing his passion for studying the stars. For 15 years, the dentist has been teaching kids (and some grown-ups) about the wonders of the heavens.

#### Second: Carla Johnson, "Tillie Bishop's legacy of service" Beacon Senior News, Colorado

Tilman Bishop has crowded more than a half-dozen careers into his 80 years, and he has no intention of slowing down now. In an increasingly partisan age, he gets things done in the state Senate by working both sides of the aisle.

#### Third: Connie George, "Born to be a lifelong showgirl" The Coachella Valley Beacon, California

This is the story of an 89-year-old dancer. Yes, she's still dancing, and she's in the Guinness book of world records as, not surprisingly, the world's oldest working showgirl. Amazing.

#### B. First: Jeff Navin, "Scouting through the ages" Senior Life (Florida)

When his son joined Cub Scouts, Bud Smith joined too. At age 92, he's still helping boys become Eagle Scouts. That's 1,200 boys over 53 years. He's a believer.

C. First: Carol Sorgen, "A refugee's artistic journey" The Baltimore Beacon (Maryland)

He came to the United States from the Ukraine at age 15, a mother-less boy with nothing but talent. He became a teacher and a sculptor whose work is in more than 500 collections. It's a story Horatio Alger would have loved.

D. First: Barbara Ruben, "Her homes change boys' lives" The Washington Beacon (D.C.)

It began when Hattie Washington took one troubled boy home for what she thought was a one-night stay. Fifteen years later, she has founded three group homes for teenaged boys in Baltimore and Montgomery County, Md. This is the story of a true heroine of our times.

Second: Jimmy Magahern, "Behind a new mike" Lovin' Life After 50, Arizona

After 40 years as a television sportscaster and news anchor, Mike Chamberlin has found a second act as an unlikely folk singer. He plays clubs, RV parks and even the Arizona Senior Olympics. Music is the love of his life.

## 10. Community Service Editorial

A. First: The Howard County Beacon (Maryland)

"Muslim community reaches out" by Robert Friedman is a compelling look at the outreach efforts of members of the Muslim members of the community to help others and themselves understand the relationship each has to the other. Even though it was written 12 years after the 9/11 attacks, it delicately explores the nuances of the reactions and responses both immediately after the attacks and what has happened since. It's a fine piece of journalism.

Second: Beacon Senior Newspaper (Colorado)

"Burkey Park's broken promise" by Kevin K. VanGundy outlines the reasons – some not very justifiable – for the community not following through on a promise to develop donated land into park space. Broken into short blocks of copy, this writer does an excellent job of describing the situation, what happened and why, frustrating efforts, the problem of money, solutions and a request for reader feedback to move the discussion forward.

Third: Beacon Senior Newspaper (Colorado)

"Project CURE: Delivering health and hope to the world" by Karen Jones quickly tells readers about the important work being done by the organization without falling into the all-too-common trap of becoming a cheerleader. Instead, the writer skillfully lets the facts and direct quotes from the founder of the organization show the readers the organization's value.

### B. First: Senior Life (Florida)

“Army brat makes mats so vets get rest” by Linda Wiggins adroitly tells the story of a project to make sleeping mats for homeless veterans. Wiggins conveys the emotional and physical need and benefit of these mats and the impetus of the people involved in making the mats. It’s a well-told story.

### Second: Forever Young (New York)

“Ask the Expert” with Dr. Bruce J. Naughton and written by Christopher Schobert explores the ever-increasing use of technology in treating senior patients and the ethical issues that are involved. It’s a delicate topic – is a longer life of pain and financial hardship with a modest impact better than a shorter but quality life especially for older patients? The writer exhibits sensitivity to the topic and concisely lays out the issues.

### C. First: The Baltimore Beacon (Maryland)

“Retirees happy to serve again” by Carol Sorgen deftly takes a look at ReServe – a work program that offers retirees a chance to be involved in the community for a modest stipend and enormous personal satisfaction. The article is complete, concise and quite an interesting read.

## 11. How-To Feature

### A. First: The Howard County Beacon (Maryland)

“Launching others into cyberspace” acknowledges the fear some older people feel around using computers. But by sharing people’s stories, it helps readers see they can push past their worries and take advantage of online tools such as Skype.

### Second: The Senior Reporter (Minnesota)

Tree-planting seems daunting, but this step-by-step primer takes readers easily from picking a spot to protecting it from deer.

### Third: Prime Montgomery (Alabama)

This cheerful how-to on making seedling planters is framed as something grandparents can do with their grandchildren. It is presented as doable and entertaining.

### C. First: Senior News 50 and Better (Illinois)

One doesn’t necessarily think of improving memory as fitting the how-to framework. However, this article delivers with specific tips on nutrition, fitness, social habits and others.

#### D. First: *The Washington Beacon* (Washington, D.C.)

“Communities designed for military vets” serves an important audience with straightforward, detailed information. It does not fit the stereotype of a how-to story, but through the information it presents, a how-to — or a what-I-should-look-for — emerges.

## 12. Travel Column

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

Smoothly written, detailed stories help readers imagine amazing adventures and the possibility of actually pursuing them.

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

Through first-person accounts, the “Touring the Town” columns give readers a snapshot of accessible trips closer to home. The author’s pleasure is contagious.

#### D. First: *The Washington Beacon* (Washington, D.C.)

Detailed, painter-like descriptions take readers on armchair journeys to Key West and Uganda. Advice, down to how much dinner costs, is helpful in deciding whether this is affordable and accessible.

#### Second: *50-Plus Senior News* (Pennsylvania)

Travelogues give readers cheerful pictures of trips to China and Maui and highlight the pleasure of meeting strangers.

#### Third: *Lifestyles After 50* (Florida)

Easy-to-read snapshots of San Diego and Beau Rivage give readers the information they need to get started on their own planning.

## 13. Feature Writing

#### A. First: Debbie Gardner, "These two men believe 'human potential' is too precious to waste" *Prime*, Massachusetts

This heart-warming story is told as straight-forwardly as the speech of its two heroes — men who've changed lives for the better by investing time as well as their money.

Second: Martha Kearns, "The band that changed everything" Beacon Senior Newspaper, Colorado

The writer and Beatles devotee literally put herself into this story. It's an unusual mix of an interview with an even-more-devoted fan and a first-person account. The passion, and the nostalgia, come through clearly.

Third: Brenda Evers and Melanie Wiseman, "Boomers on bikes" Beacon Senior Newspaper, Colorado

No Hell's Angels, these. These Harley riders are graying, but they're rocking down the road instead of in their family rooms. Lots of leather but not so many tattoos.

B. First: Brian Goslow, "Today's kids sharing everything parents" Fifty Plus Advocate, Massachusetts

It's described as a new "cultural phase." The Millennial generation, AARP discovers, shares more than DNA with parents. In fact, everything from sex to economics is now open to cross-generation discussion, a survey reveals.

C. First: Dawn Williams, "Growing the garden, along with the girth" The Senior News (Illinois)

A first-person feature, this one uses humor to get at some realities of aging. In this case, the deep fryer and the garden provide competing lures as the writer weighs healthier eating against, well, weight.

Second: Carol Sorgen, "When heartburn leads to heartache," The Baltimore Beacon (Maryland)

The tragedy of a rare form of cancer led a television reporter to change the direction of her life and lead a new foundation devoted to finding a cure for the disease that killed her husband.

D. First: Barbara Ruben, "Recalling the real-life Argo" The Washington Beacon (D.C.)

Before the Ben Affleck film, there were real diplomats caught up in a real Iranian revolution. They were shielded by a real Canadian diplomat and rescued by a real CIA agent. One of them recounts his experience, in life and on film.

Second: David Laurell, "the Yin and Yang of Joe and Renee" Life after 50 (California)

Joe Bologna and Renee Taylor share their secrets of a happy 48—year marriage and dual careers in the movies. They're warm and funny, and both qualities come through clearly.

Third: David Laurell, "Reddy to roar again" Life after 50 (California)

Remember Helen Reddy? Well, after retiring to her native Australia, at age 70-plus, she's back and as opinionated as ever. She hasn't lost her voice or her zest for life and for music. In both these pieces, the writer gets out of the way and lets the star perform.

## 14. Special Section

A. First: Beacon Senior Newspaper (Colorado)

"A Salute to Veterans" is packed with stories, as the cover says, with "Stories that honor America's Heroes." The staff certainly found an interesting variety of people and honored them by writing such compelling stories. The layout and design, especially the use of historic photos of the people during their time in service, raised this section to the winner's circle.

Second: The Best Times (Tennessee)

"Planned Giving Guide" gets to the heart of the reasons why people set up charitable giving by exploring those closely held emotions that inspire such feelings. One headline, "Seeds planted, peace of mind harvested," pretty much sums up the tone of the content. And, it provides the facts and figures, as well, explaining how one would set up such a bequest and the way the money might be used. This section provides comprehensive information for anyone, and it quite possibly would be a section that many would hold on to for use when planning their financial future.

Third: Beacon Senior Newspapers (Colorado)

"Create a Legacy," a local guide to giving your time and money, is a well-organized and well-written section. "Tillie Bishop's legacy of service," a profile of a local volunteer and giver, should inspire readers.

B. First: Senior Life (Florida)

"Boomer Guide" is, by far, a lively and informative publication. Thanks to the organized and in-depth listings, bright design and well-written interviews, it's sure to be appreciated by readers and be a publication that's kept for reference throughout the year.

### Second: [Fifty Plus Advocate \(Massachusetts\)](#)

The 14<sup>th</sup> annual edition of “Elder Care Resource Guide” provides readers with thorough listings of services for senior residents, but more importantly, its articles explore topics of high interest to older readers and their family members — selecting a nursing home, managing care from afar, veteran benefits for funeral costs and downsizing homes — and add considerable value for readers.

### D. First: [Senior Life of Indiana, Ohio and Kentucky](#)

“Leave A Legacy” highlights Write a Will Week and resources available in the communities for completing such a task as well as information on charitable donations. It’s nicely organized and comprehensive.

## 15. Topical Issue

### A. First: [Mary Flanders, "Every Vote Counts" The Best of Times \(Louisiana\)](#)

This explains what goes on behind the scenes on Election Day. It's a guide every citizen could benefit from reading.

### Second: [Megan Joyce, "The surge in social media addiction ... and the consequences" b magazine \(Pennsylvania\)](#)

Of course we spend too much time on Facebook. This article reveals the social costs, in broken marriages and failed in-person relationships.

### 3. [Civia Katz, "Retirement planning with a reverse mortgage" b magazine \(Pennsylvania\)](#)

Another in a helpful series. This article explains the benefits and possible drawbacks of a method of adding income by using your home as a kind of checking account.

### B. First: [Jeff Navin, "Safety concerns trigger senior gun boom" Senior Life \(Florida\)](#)

They're not your stereotypical NRA members, but senior citizens are flocking to gun stores and shooting ranges in search of more security than an emergency call button can provide.

### Second: [Christine Smyczynski, "What to do before turning back your clocks" Forever Young, New York](#)

Sure, you know all this, but did you really remember to clean the lint out of your dryer vent? Read this and you will.

D. First: Barbara Ruben, "The secrets of healthy aging" The Washington Beacon (D.C.)

By focusing on the life and work of one scientist, this article reveals results of a longitudinal study that sheds light on aspects of aging that may affect the way we live and the treatments we receive. The findings are complicated, but the language is clear.

## 16. Front Cover Photo

A. First: Boomer Guide (Florida), 2013 Edition

The Marilyn Monroe reference grabs viewers' attention, but the entire cover will keep them interested. The typography is balanced and varied, and the color palette serves as the perfect background for Marilyn. She pops off the page.

Second: Beacon Senior Newspaper (Colorado), August 27-August 31

This is a unique and humorous way to showcase the Senior Games on a cover. The Flying man is falling across the page, which fits with the very slight camera tilt. The light poles and horizon seem to be flying with him. The placement of the small images at the bottom works because the woman is staring directly up at the main subject.

Third: Prime Montgomery (Alabama), May 2013

The cover comes right to the point, and it is obvious what the story is about. The blurred background works with the text, and the statue faces the words. The sharp focus on the eye guides us to his face.

B. First: Senior Life (Florida), January 2013

A lot of effort went into staging the scene in this cover photograph. The costumes, background, set and props fit the story perfectly. The attention to detail and placement is excellent.

#### D. First: Senior Life of Indiana, Ohio/Kentucky, May 2013

The girls' eyes, smiles, clothes and body language demand attention and should make viewers want to read the article. The large image size is an excellent choice, making viewers confront the girls. Every detail, from the Band-Aid to the hair ties, is interesting to view.

#### Second: Lifestyles After 50 (Florida), November 2012

The arms in the air and open road in front of the car are delightful. It feels like a "welcome back" to Florida. The warm tones evoke the feeling of sunrise. This shows a nice use of emotion, which is particularly difficult when a photograph is shot from behind the subject.

#### Third: Loving Life After 50 (Arizona), May 2013

This is a flattering photograph of Ms. Arizona. The light, angle and colors combine to complement her.

## 17. Front Cover Illustrations

#### A. First: Today's Transitions (Kentucky), Summer 2013

The complementary color palette and creative use of typography help make this cover a winner. It is joyous, with the two women jumping into the pool and into summer. The poses and colors create striking figures.

#### Second: Beacon Senior Newspaper (Colorado), March 2013

The large amount of Beatles paraphernalia surrounding the women supports the lead story. The single headline and subhead help keep the cover simple.

# 18. Table of Contents

## A. First: Boomer Guide (Florida)

This table of contents has a great mix of photos and text teasing readers to its variety of content.

## Second: Prime Montgomery (Alabama)

A very clean design for a table of contents. Good use of concise writing in the text teases.

## B. First: Fifty Plus Advocate (Massachusetts)

Good use of concise writing for the story listings in the table of contents.

# 19. Briefs/Shorts

## A. First: Prime Montgomery (Alabama)

“Quick Reads...” and “Shorttakes” are both lively and informational sections. The design is inviting and uses an easy-to-read format. It’s likely they are both the most-read sections in publication.

## Second: The Best of Times (Louisiana)

“Stat! Medical News” is a compact and well-edited section. The design is easy to follow and invites readers into each item in the package. All the items clearly are related to medical news, adding to the overall organization.

## Third: Today’s Transitions (Kentucky)

“Updates & Happenings” promises readers “news you can use + events not to miss,” and it delivers on that promise. It’s design leads readers to the information they need for each item. Especially helpful are the bold-faced all-cap when, where, tickets and contact information as well as the same treatment for websites.

## 21. Feature layout

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

Clean typography and layout. Great use of photography. Designers really thought about visual impact of the piece and how readers would see the content.

### Second: Best of Times (Louisiana)

The layout made clever use of historic images, drawings, type and color to bring the feature together.

### Third: Boomer Guide (Florida)

A design with a clarity in its typography and overall layout structure. The interesting feature story benefits from this design so readers have the full impact of the work.

## 22. Best Overall Use of Photography

### A. First: Boomer Guide (Florida)

This entry grabs attention with strong covers, including the Rosie Riveter and Marilyn Monroe photographs. The feature story is differentiated with full-page photographs and smaller details photos. Portraits are a strength, particularly the “Getting Inked” photograph of Dianne Gant,

### Second: The Senior Reporter (Minnesota)

Senior Reporter uses multiple, documentary images for most feature articles. They work hard to show reality instead of posed portraits. Ample space is devoted to photographs, and they are sized appropriately.

### Third: Beacon Senior Newspaper (Colorado)

Beacon Senior Newspaper works to illustrate articles with as many photographs as possible, and they show a number of faces. The consistent cover photographs and good reproduction give unity to the publication.

### D. First: Senior Life of Indiana, Ohio and Kentucky

This publication’s strength is its portraiture photography. There is one dominant portrait for most articles. Photographs in the Travel section stand out for their documentary, non-posed nature.

## 23. Best Use of Color

### A. First: The Best of Times (Louisiana)

The color reproduction is beautiful, making it easier to appreciate its thoughtful use throughout. Headline colors match the photograph in nearly all cases, and consistent symbol colors help guide readers through the magazine. The use of color is perfectly subtle.

### B. First: Senior Life (Florida)

Senior Life Florida is reserved with color, using only when important and necessary. It aids in communication and isn't used just for decoration. Color photograph reproduction is excellent.

### D. First: Senior Life of Indiana, Ohio/Kentucky

Senior Life (Indiana, Ohio/Kentucky) livens grey pages with small pops of color. Overall, consistent use of color keeps your eye moving from page to page. Color is used to add contrast to charts and make them easier to read.

## 24. Best Overall Design

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

Beautiful covers draw in readers, and clean, simple table of contents tell them where to go. Regular sections are clearly delineated. A strong photographic presence anchors this entry, with dominant photographs starting each article. The feature story is given a unique design, letting readers know its importance.

### Second: The Best of Times (Louisiana)

The Best of Times uses a consistent design that makes the magazine easy to navigate. Logos mark regular sections in each issue. Covers are fun and clever, and body type is easy to read.

### Third: Beacon Senior Newspaper (Colorado)

Traditional design makes Beacon Senior Newspaper easy to navigate. Larger than average body type makes stories accessible. The large number of photographs adds interest and illustrates stories well.

### B. First: Fifty Plus Advocate (Massachusetts)

Consistent covers with photographic illustrations create a recognizable product. Fifty Plus Advocate endeavors to use photographs with most articles, which, along with pull quotes, help break up large blocks of copy. They also pay attention to hierarchy on the page.

### Second: Mature Focus (Illinois)

Clean, old-fashioned covers provide a unique feel to this publication. The illustrations are particularly strong. Large body type fits the target audience.

## 25. Self Promotion

A. No winners

### B. First: Fifty Plus Advocate (Massachusetts)

This series of ads is colorful and attractive. They each have a clear headline, a visual and a copy block with the sales pitch. The name of the product—the newspaper or a special within the newspaper—is displayed prominently.

C. No entries

### D. First: Senior Life, Indiana, Ohio and Kentucky

Type and color attract in these ads, even in the smaller sizes. One features a strong visual with words that tie the two together. The Senior Life logo is featured in all of the ads.

## 26. Self Promotion/Awards

### A. First: The Best of Times (Louisiana)

Here we complete the circle. Last year, The Best of Times won 18 awards in NAMPA. This year, they win for the promotional advertisement they designed to celebrate the awards and increase their brand awareness and credibility. Good use of the logo as double duty. It is the headline and a branding tool. Material is organized well.

### B. First: Senior Life (Florida)

Senior Life of Florida promoted its NAMPA awards through a staff photo and a news story. This approach splits the difference between an advertorial and sponsored content.

## 27. Best Ad Series

### A. First: Prime Montgomery

Three visually striking ads from The Pub are built around a consistent color and tone, consistent typography and consistent use of a large visual. All three ads communicate quality.

### B. First: Senior Life (Florida)

These three advertisements promote an exposition that is part of the publication's Boomer Guide. The ads communicate activity and excitement through the use of large space and graphics..

## 28. Best Single Ad—Black and White

### B. First: Fifty Plus Advocate (Massachusetts)

This advertisement for dentures features the benefit in the main headline and supports that benefit with the copy in the subheads. The visual shows two attractive people. The layout of the ad is top to bottom, where the name of the company, its address and telephone number is located. Effective design and content.

### D. First: Senior Life of Indiana, Ohio and Kentucky

The photograph of the speedboat attracts the eye. The identification and contact information for the advertiser is clearly displayed in this symmetrical layout that is simple and effective.

## 29. Best Single Ad—Color

### A. First: Boomer Guide (Florida)

The sales line on this full-page ad is “Joe’s Club is Cool—Give It A Spin!” Joe’s Club is an adult day care. This advertisement communicates a club that is fun and safe through its color, art and typography.

### Second: The Best of Times (Louisiana)

The advertising staff managed to arrange a significant amount of copy in such a way as to make the double-truck inviting. The organization of the many items is the key to this ad’s success.

### B. First: Fifty Plus Advocate (Massachusetts)

This nursing home advertisement uses white space to help communicate the idea of inviting spaciousness. The visuals are nicely woven together. The contact information for the advertiser is clearly available.

### D. First: Senior Life of Indiana, Ohio and Kentucky

Designers pulled together both the message from the assisted living home with those of others participating in the 90-year anniversary celebration. The material is well organized by the use of modules.

## 30. Best Banner

### A. First: The Best of Times, Louisiana

Four words is a lot to try to work into a banner, but by varying the size and placement of the words, the designers of The Best of Times have created a compact, attractive banner. In addition, the words communicated an attitude as well as a name.

### D. First: Senior Life of Indiana, Ohio and Kentucky

The large italic presentation of Senior Life gives the image of a forward-leaning publication that is active.

## 31. Media Kit

### A. First: Beacon Senior Newspaper (Colorado)

The media kit, featuring four color pages, contains reader data, advertisement costs, special advertising possibilities and testimonials. It is designed for easy scanning. This kit sells itself and the paper.

## 32. Web Self Promotion

### D. First: Senior Life of Indiana, Ohio and Kentucky

Senior Life promotes a variety of its website content through its in-house ads. They come in different sizes and shapes, but they all sell a benefit of going to the website.

# 34. Website General Excellence

## A. First: Beacon Senior Newspaper (Colorado)

<http://beaconseniornews.com>

Beacon Senior Newspaper's website provides easy navigation at the top of the site, and they scroll photographs to promote feature articles. There are multiple entry points, yet it is still a simple, clean and elegant design. They provide a mix of features, news, and lists and help articles. There is always something new to discover when you visit this site.

## Second: Prime Montgomery (Alabama)

<http://primemontgomery.com>

With its many sections, Prime Montgomery's website has an article for everyone. The highlighted features are clearly displayed above the banner. The website is full of information, lists and events. There is a heavy use of photographs within each article.

## Third: The Best of Times (Louisiana)

<http://thebestoftimesnews.com>

The Best of Times offers multiple ways to view articles by providing a PDF download, the online version of the magazine, or links to articles. Tabs at the top help readers navigate the various ways to find the content. Easy search tools can also take you directly to the article.

## B. First: Fifty Plus Advocate (Massachusetts)

<http://www.fiftyplusadvocate.com>

Fifty Plus Advocate's website is full of articles and helpful tips. The homepage design displays feature articles with a scrolling slideshow and links. The tab links above provide drop down menus for quick and easy access to other useful stories. This design produces a useable website, while the plentiful content will keep readers returning for more.

## D. First: Life After 50 (California)

<http://lifeafter50.com>

Life After 50 provides articles for everyone, with a large number of engaging features in all categories. The easy menu provides instant access. Large, interesting photographs give information rather than window dressing. This is an engaging site.

## 2013 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 2013 NAMPA awards competition are:

**2013 THE BEST OF SHOW**  
**for**  
**Division A with circulation**  
**under 25,000:**

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

**THE**  
**Best of Times**  
Celebrating Age & Maturity

**2013 THE BEST OF SHOW**  
**for**  
**Division B with circulation**  
**between 25,001 to 50,000:**

**Fifty Plus Advocate**  
**(Massachusetts)**

***fiftyplus***  
advocate.com

# 2013 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 local finds.

**ARTS & STYLE**  
Diverse Baltimoreans feature their "Best Practices" plus, remembering Baltimore's biggest design event.

**FITNESS & HEALTH**  
• Reasons to avoid growth hormone  
• Best CBD-rich foods

**LAW & FINANCE**  
• A first-time homebuyer's checklist  
• "Success Stories" featured

**HOUSING & CAREERS**  
• Renting a vacation home

**PLUS ENJOYING BEACHS, CLASSIC TV & MORE**

**2013 THE BEST OF SHOW**  
**for**  
**Division D with circulation**  
**above 100,001:**

**Senior Life of Indiana, Ohio, and  
Kentucky**

