



2012 NAMPA AWARDS

2012 NAMPA Convention and Annual Meeting
Harrah's Resort and Casino in Reno, Nevada
Saturday, September 29, 2012

For the 2012 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 2012 NAMPA awards, there were 198 entries submitted, compared to 116 entries in 2011 and 140 entries in 2010. 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, 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.

Congratulations to all of the 114 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: Today's Transitions, Ky.

Good design meets solid content in this publication. It clearly works hard to give readers a wide range of reliable information, from bargain medications to a bucket list of 14 practical to-do items. The contents page is well organized, the front of the book is full of tips and ideas, and the features are mindful of the needs of its audience. Take special note of the extensive directories in each issue that list providers — adult day care, home health programs, assisted living facilities etc. — serving an older demographic. They seem invaluable.

Second: The Best of Times, La.

Each issue of The Best of Times truly does celebrate age and maturity with a pairing of lively, stylish design and smart, authoritative content. Stories are plentiful and engaging. One issue, for example, offered reports on financial planning, Medicare, automobile insurance, newspaper history, the health benefits of chai and gambling addiction, plus a cover feature on the heart — both romantic and medical matters — and its popular two-page puzzle spread. Any concern an older population might have is likely to be addressed here.

Third: b Magazine, Pa.

This is an attractive publication with original ideas, grassroots mentality and downhome charm. It covers serious matters like caregiving, estate planning and energy audits, but it has a fun side, too. The content may include a piece on Porsche enthusiasts, baking cheesecake or the backstory of the Super Bowl. Bold covers and colors that pop make this a publication worth examining.

B. First: Fifty Plus, Va.

Fifty Plus has inspired content in every issue, from how to manage your Kindle eBooks to Politics 101, a rock 'n' roll quiz and “well-traveled cakes that travel well.” The publication pays close attention to concerns about health, financial security and caregiving, but also puts a premium on new opportunities and ideas.

Second: Forever Young, N. Y.

Forever Young has a personality that shines through its columnists and writers. Western New York readers are lucky to be able to read in one issue about the announcement of a grandchild by another grandchild; the Batavia Muckdogs minor league baseball team; nearby getaways in Canada; New York's first casino; and Liza Minnelli. The publication delivers abundant wisdom about aging, but it also knows that its readers are friends and neighbors.

C. First: The Baltimore Beacon, Md.

The Baltimore Beacon covers all the bases, from health to finance, volunteering, careers, travel, and the arts. The editors are also aware that readers are looking for ideas to enrich their lifestyles, so the publication presents plenty of vacation possibilities, entertainment options and active role models. Each page is full of fresh, valuable information for the audience.

Second: Senior News 50 & Better, Ill.

This publication hits the mark with stimulating subject matter, from senior news briefs to advice columns, safety tips, business information, community events, volunteer possibilities, history tidbits, recipes and first-person essays. Very little of interest is left out in its information-rich issues.

Third: 50plus Senior News, Pa.

This publication has a solid, friendly, welcoming sensibility that makes it fun and easy to navigate. Credit the columnists for much of its charm — they're personable and full of wisdom. Altogether, they make the reader want to come back.

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

This is an outstanding example of a publication that finds subjects with powerful connections to readers. The amount of health information is impressive, with topics that resonate with the demographic — nutrition, sleep, advances in medicine and more. Similarly, the law and money section is a great resource. The publication's design is simple and effective, ads are relevant to the audience, and the overall package is striking.

Second: Life After 50, Ca.

This publication has stunning covers, strong visuals and a mix of timely content aimed at the Los Angeles market. It hits the mark with adventure travel pieces, medical breakthroughs, celebrity profiles and informative financial advice. Life After 50 is helpful, sassy and upbeat.

Third: Lovin' Life After 50, Ariz.

Lovin' Life After 50 brings a sense of humor to much of what it offers — a lively opinion section, delightful columnists, news and advice delivered with wit and insight. It really does have an ageless attitude.

3. Most Improved

A. First: The Best of Times, La., January and February 2012

It's cleaner, it's crisper, it's content savvy. And, it's designed better, with less decorative motifs and overall improvement in readability. Nicely done.

Second: Boomer Senior Guide, Florida, 2012

The 2012 edition of Boomer Senior Guide has a more elegant design and organized content. The visual appeal is stronger; colors reflect a stronger palette.

B. No winners

C. First: Senior News 50 & Better, Ill.

Improved photography overall lifts this publication to a higher level. In addition to the sharper and more content-rich visuals, the reproduction of the overall magazine is improved.

D. No winners

4. Column review

A: First: Inside Columbia's Prime, Mo.

A good review that offers readers some background on a product while also giving them tips on purchasing and pairing wines with meals; written in a tone that seems friendly and conversational.

Second: The Best of Times, La.

A review that builds on the reviewer's extensive subject knowledge. Feels like readers are getting a backstage pass with all the details and "insider" stories.

5. Senior Issues

A. First: Marie Bradby, "The Practical Bucket List" Today's Transitions, Ky.

Everybody probably has a "bucket list," those long-desired things we must do before we die. The value of this version is its relentlessly practical focus. These items aren't so much fun as they are essential. That's a winner.

Second: Lee Aronson, "Laws of the Land," The Best of Times, La.

There's a lot to be said for knowing what the law allows. The virtue of this column is that it offers definitive answers to important questions from a practicing attorney. That's valuable.

Third: Alan Wallace, "Moneywise," Prime Montgomery, Ala.

Here's more advice from a pro. It is clearly written and authoritative. Enough said.

B. First: Diane York, "Doctors' Choice", Fifty Plus, Va.

The Doctor's Choice column isn't actually written by a doctor, but it provides clear and helpful guidance on topics of strong interest to seniors. It's not fancy, but it's useful.

C. No winners

D. First: Gayle Lagman-Creswick, "Ask the Old Bag," Lovin' Life After 50, Ariz.

You gotta love the title of this column. The content matches that self-deprecating sense of humor while providing substantive answers to serious questions.

Second: Bob Levey, "How I See It," The Washington Beacon, D.C.

A conversational tone makes these personal reflections seem like they're coming from a trusted friend. The content varies, but the warmth is consistent.

6. Calendar of Events

A. First: TriState Senior News, Pa.

Logical chronological listing. Uses white space and boldface to differentiate items. Listings have the essential information.

B. First: Fifty Plus, Va.

Attractive design using color. Nice use of a highlight photo and copy to draw attention to a broader interest upcoming event.

No other winners

7. Briefs/Shorts:

A: First: The Best of Times, La.

This feature includes short tidbits of medical news in a reader-friendly format. Good, timely content is presented well in design.

Second: Prime Montgomery, Al.

A nice, recurring feature that shows a slice of life in the community. Good voice and connection with community in this piece.

8. Personal Essay

A. First: Inside Columbia's Prime, Mo.

Author John Littell uses the personal essay format to write extended stories about his memories growing up. He has a deft touch with anecdotes and description.

Second: Beacon Senior News, Co.

Both of these columns are well researched, clearly written and show emotion, even passion.

Third: Prime Montgomery, Al.

Sandra Polizos' editor's column is personal, conversational and engaging.

B. First: Senior Life Fla.

Ed Baranowski uses his expertise from his consulting business to offer advice in a conversational tone.

C. First: Senior News 50 & Better, Ill.

Dawn Williams tells stories and draws philosophical meanings from lived experiences. She is entertaining and educational.

Second: 50plus Senior News, Pa.

Candace O'Donnell chooses subjects on target for her audience. In these two columns, she writes about the marketing emphasis on seniors looking much younger and her experience volunteering at a shelter.

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

Terry Ratner, who is a registered nurse and a health educator, shares her experiences of losing a husband to cancer and trying to survive as a widow. Her stories are emotional and personal.

Second: The Washington Beacon, D.C.

Publisher Stuart Rosenthal shares a story that many in his audience can empathize with: moving his parents out of their family home to an assisted living quarters. His personal experiences are a mirror for us all.

9. Profile

A. First: Bob Corley, "Life Holds On," Prime Montgomery, Ala.

This profile of a successful singer/song writer leaves the reader thinking he knows the subject. There's lots of well-reported detail and plenty of personality. It's a satisfying read.

Second: Lynda Hudzick, "Around the world and back again," b magazine, Pa.

The armchair traveller gets a lot to like in this conversation with a woman who has been there and seen that. Her lifetime of travel provides lots of glimpses of those faraway places most will never see. And she's far from finished.

Third: Betty Lundgren, "Dave Perry's big adventure,' Beacon Senior News, Colo.

You might think Dave Perry is crazy. You have to conclude that he's obsessed. And you can't deny that his life's plan of riding his bike across America and taking 40 years to do it is better to read about than to emulate.

B. First: Barry Muskat, "Celebrating 37,620 days of independent living," Forever Young, N.Y.

This really is a celebration. Milly Haniford is 103, and sharp as a tack. It's a pleasure to meet her, even in print. That's a triumph both for her and the writer.

Second: Alberta Lindsey, "A true leader with a vision," Fifty Plus, Va.

This "person of the year" is a woman who has overcome an abused childhood to live a privileged life. Her accomplishment is to provide guidance to other women less fortunate and less resilient. She seems to be worthy winner.

C. First: Megan Joyce, "A voice for Central Pa's pets," 50plus Senior News, Pa.

The hero of this story is a man who devotes his time and energy to the often-overlooked chore of finding homes for the pets of people who can no longer care for them. It's a worthwhile project clearly chronicled.

Second: Dawn Williams, "Safety comes first for later-life road warriors," Senior News 50 and Better, Ill.

Think motorcycling is a hobby for the young and reckless? Think again. Here's the story of a no-longer-young couple who haven't lost their love for riding or their focus on staying safe.

D. First: Jimmy Magahern, "An original nice guy," *Lovin' Life after 50, Ariz.*

He was a pro athlete who has become a professional artist — after recovering from a stroke. This is an uplifting tale nicely told.

Second: Connie George, "A life filled with shooting stars," *The Washington Beacon, D.C.*

Bill Kobrin, the subject of this piece, has led a life more interesting than those of many of the stars he has photographed. He has also covered war and riots. Who wouldn't want to read about him?

Third: Tracie Schmidt, "Workamping — a retirement adventure," *Lifestyles after 50, Fla.*

For all those who see retirement as relaxing in a lounge chair, meet Christina Hampson. She chose instead to volunteer in national parks. Her adventure entertains and inspires.

10. Community Service

A. First: "Turn branch into rescue center, coffee house," Lester Gingold, *The Best Times, Tenn.*

The writer not only highlights a need, he takes the first step toward a solution. With both logic and passion, he leads the charge to create a Center for Learning, then pledges to donate his own library. This is an uplifting example of walking the talk.

11. How-to Feature

A. First: "Making Connections," Anita Neal Harrison, *Inside Columbia Prime, Mo.*

Lessons about two useful networking sites are presented here in a relaxed, effective format. The text and design convey the message that Skype and Pinterest should be accessible, not daunting, communication tools. They can be — with these clear, painless instructions.

Second: "Unleash Your Creativity," The Best of Times, La.

This piece is a wonderful demonstration of how adults can pursue artistic talents later in life and discover deep wells of satisfaction. The stories of authors, painters, poets, musicians and artisans serve to inspire and illustrate the premise that creativity is ageless.

B. First: "Travel on a Budget," Victor Block, Fifty Plus, Va.

The author provides a fine service for travelers by collecting unexpected tips for trips by plane, car, bus and rail. He also covers travel clubs, house swapping and sharing rental costs. A companion piece addresses more specialized travel, including river cruises, golf vacations, escorted travel and heritage tours. By hitting so many buttons, the article widens its appeal.

C. First: "How to Maintain Your Independence Longer," Dawn Williams, Senior News 50 & Better, Ill.

This two-part series is nicely organized into the physical, intellectual, sexual, emotional, spiritual and psychosocial aspects of health. The approach lets the author delve deeply into each, summarizing the best research and presenting concrete ways to maximize long-term independence. For the reader, it is a wealth of information in a convenient, compact package.

D. First: "Buying into a 2nd (or 3rd) career," Barbara Ruben, The Washington Beacon, D.C.

This discussion of second, and even third careers succeeds by concentrating on real voices to show readers a range of possibilities. The author finds a high-powered government official who has retired and now owns a health franchise; an advertising executive who became an art teacher; and an audiologist who purchased the company she worked for. The subjects were chosen well to match the author's purpose.

12. Travel Column

D. First: Victor Block, "Live like a Greek on the island of Rhodes," The Washington Beacon, D.C.

You've got to believe Victor Block would be a great traveling companion. He knows how to get the most from his destinations, and he communicates his discoveries with warmth and good humor. It's a pleasure to accompany him, even in print.

Second: David Lalmond, "Follow the Florida wine trail," Lifestyles after 50, Fla.

This is a "how to" piece that also tells the reader why. Wine hasn't been the best known of Florida's attractions, but perhaps it should be. Practical detail is combined with background and description.

13. Feature Writing

A. First: "He Bought a Town to Preserve it," R.A. Propper, The Howard County Beacon, Md.

The writer found an intriguing character with an amazing story to share and told it very well. Charles Wagandt wanted to preserve the history of a small hamlet in Maryland, so he bought it. How he did it and what happened afterward is a sublime read.

Second: "Locals Take Center Stage," Kelly Phelan Powell, The Best of Times, La.

Why do busy people like physicians and business executives join the local theater or symphony? This feature shows us by presenting their experiences with ample detail, often in their own words. An added benefit is enough explanation and contact information so others can join, too.

Third: "Granny get your gun!" Terri Benson, Beacon Senior News, Colo.

This eye-opening feature uncovers a surprising trend — many seniors and boomers are acquiring concealed handgun permits. The author looks at why this is happening among the local population, and what that means. Nearly every possible base is covered here, and the result is a fascinating article.

B. First: "Politics 101," Tyler Scott, Fifty Plus, Va.

This is a first-rate example of public-service journalism that can help readers engage in the political process. The writer spells the process of becoming a campaign volunteer with clarity, ample sourcing and plenty of role models for inspiration.

C. First: "Jim Bybee is a crappie fishing machine," Jim Reid, Active Aging, Ks.

Through the vivid words of the writer, we can see the fisherman with his two fly rods in his boat, "a puppeteer guiding tiny marionettes beneath the water's surface." The reader is engaged from beginning to end, as Jim Bybee keeps reeling in his catch. There's plenty of information, too, about crappie – but it's the writing that keeps you hooked.

Second: "Father and son get a TV show," Carol Sorgen, The Baltimore Beacon, Md.

The reaction of a local family to landing a reality TV show (selling sports memorabilia) is explored here with happy results. This is a topic that has broad appeal, and the writer does a nice job of both satisfying reader curiosity and documenting the genuine natures of the father and son.

D. First: "Catching up with Kareem," David Laurell, Life After 50, Ca.

Kareem Abdul-Jabbar is larger than life as an athlete, but David Laurell presents the man in full dimension. The NBA's all-time leading scorer, now retired from basketball, is a quiet activist, goodwill ambassador, non-fiction writer, history buff, jazz fan and cancer survivor. This was a real pleasure to read.

Second: "Joe Namath: Life Lessons from the Legendary Broadway Joe," David Laurell, Life After 50, Ca.

This profile is a study of lessons often learned the hard way by a former pro football star. Some very good reporting is evident here, as the author reveals much about Joe Namath that is candid and disarming. We learn about his alcoholism and his rocky relationships, but there is so much humanity here that we see a more complete man. Learning about the older Joe was a satisfying experience.

Third: "If it's so much fun, is it work?" Barbara Ruben, The Washington Beacon (D.C.)

Often, it seems, a career late in life turns out to be the most enjoyable one. This piece takes a look at several cases where jobs at a theme park have given older employees a renewed appreciation for the "work place." This is a clever, well-executed idea.

14. Special Section

A: First: Beacon Senior News, CO. "A Salute to Veterans"

This section includes faces from the local community with a "retro" feel to the content. A good collection of profiles and features that should resonate with readers.

Second: The Best of Times, LA. "Silver Pages" resource directory.

This resource directory seems to have everything a person needs to get oriented to the community — and then some. What a great guide that readers will likely keep handy and use frequently. Good content in a clearly organized setup.

Third: The Best Times, TN. "Planned Living Guide."

This section has information readers can use and tips on how to put their plans into action. A good guide for anyone interested in estate planning and giving. Good community service section.

B: First: Senior Life, FL.

What a fun idea for the display and photography associated with this section. The content is presented in a clearly organized way that also focuses on readability.

15. Topical Issues

A. First: ***Beacon Senior News, CO.*** Granny Get your Gun!, Terry Benson

This is a strong article that combines personal stories with facts and figures, pros and cons. It is written in a well-organized fashion, leading logically through to the end. Quite informative overall. A sidebar offers go-to sites for more information and opportunities for training and adds to the strength of the main article.

Second: ***The Coachella Valley Beacon, CA,*** Love After 50 still going strong, Connie George

It makes the world go round, says the song, and so does this article about love among the older set. It's respectful and informative without pandering or false promises. The vignettes of couples starting over include a variety of couples, adding to its appeal. The writer also found strong sources to offer perspective.

Third: ***The Best of Times, LA***, Don't be a victim, when to call for help, Kelly Phelan Powell

This is a strongly written service article for anyone who finds themselves in a threatening living situation – whether from caretakers, spouses, other family members or outside scam artists. It's informative and packed with sources for help.

B. First: ***Forever Young, N.Y.***, Love over 50: Changing attitudes, new joys, Julia Burke

From the practical to the passionate, this article offers a well-written look at the change in scenery for those re-entering the dating game. It was surely read with interest.

Second: ***Senior Life, Fla.***, House calls are a daily service provided by a variety of businesses, Linda S. Humphrey

Service journalism is often overlooked in the best-of categories, but this article excelled at gathering a variety of information on service businesses that cater to those in need. It's a practical as can be. After all, whom do you call when Rover needs a bath? Or you need a notary? It seems certain that readers not only read this article, but that many of them clipped and saved it.

C. First: ***Senior News 50 & Better, Ill.***, Exercise is the antidote for aging, disease and decline; Dawn Williams

Drugs might be miracle workers, but there's no substitute yet for exercise as this well-written article illustrates. It's a thorough look at what happens as people age, and how much worse those changes are if the body is not fit and in good condition. But, it's also not heavy handed, which is a refreshing change from a do-or-die tone taken in many advice articles. The writer has found a good balance here.

Second: ***Senior News 50 & Better, Ill.***, Why stress kills, and how you can take back control, Dawn Williams

Practical advise on how to deal with stress, but better yet, how not to get stressed in the first place and have a happier life — this article nicely offers help to the reader to identify the differences. It is well organized and concise.

D. First: ***The Washington Beacon, D.C.***, No patience for Politics, Stuart P. Rosenthal

The writer is angry, but he lays out a well thought out reason for being in such a state. This is a well-written plea.

Second: ***Lifestyles after 50, Fla.***, From Leeza Gibbons to Caregivers: Take your own oxygen first, Janice Doyle

In this Question-and-Answer format, the writer shows a solid knowledge of the issues facing caregivers as well as a thorough grounding in Leeza Gibbons's work with Alzheimer's. It offers realistic and practical advise as well as explores the emotional issues.

16. Front Cover Photo

A. First: Boomer Senior Guide, Fla., 2012 Directory Retro Issue

Rosie Riveter jumps off the page and pulls in viewers. The photograph is technically superb, and the design is classy. Colors and the typography are excellent, and the model is tough, as Rosie should be.

Second: Beacon Senior News, Co., June 2012

This is a unique photographic image of a brave hiker. It's interesting and humorous. The photograph almost looks like it needs to be rotated, which keeps viewers' attention.

Third: Beacon Senior News, Co., A Salute to Veterans Issue

This cover symbolically references the famous photograph of a sailor kissing a nurse in Times Square at the end of WWII. It's clever and fun. The vintage clothes are a perfect touch.

B. First: Fifty Plus, Va., July 2011

Gene Cox confronts the viewer as he signs off and says goodbye. You cannot ignore his gaze. Technically, the image is well executed.

Second: Forever Young, N.Y., July 2011

The "cute factor" makes this a difficult cover to ignore. The ice cream, charming expression and gummy worms all say summer. The vivid colors work with the theme.

Third: Senior Life, Fla., October 2011

The expression on Carolyn Workman's face after her tandem skydive is priceless. It is commendable that Senior Life chose to use a documentary photograph instead of a portrait or photographic illustration. It is also sized well for a front cover.

C. First: Active Aging, Ks., September 2011

The use of an overall and medium photograph for the cover shows two facets of the spelling bee. This was an excellent edit. Viewers feel the tension and see the winner. The choice of dominant and secondary on the page helped the editorial content.

D. No winners

17. Front Cover Illustration

A. First: Today's Transitions, Ky., Winter 2011/2012

This cover is charming, warm and cuddly. The colors tie the illustration to the headline. The layout allows viewers to sink into the couch with the caregiver. Wonderful illustration!

Second: Inside Columbia's Prime, Mo., January 2012

The illustration fits the storyline perfectly. Connections are being made all over the page. It's simple, but it's interesting and too the point. The bold colors and contrast draw attention.

Third: Beacon Senior News, Co., April 2012

The Titanic artifacts add a personal touch and bring reality to the photograph. The image tells the story, even without viewing the headline.

B. First: Fifty Plus, Va., April 2012

The big hand and finger are pointing directly into the viewer's face. He needs "you" so badly that he is poking you with his finger. It works, and it catches attention without being silly. The colors are harmonious.

18. Table of Contents

A. First: The Best of Times, La., November 2011

Color is used to separate and designate sections, making it possible to immediately see how the magazine is organized. Photographs with page numbers allow for quick reference to articles.

Second: Prime Montgomery, Al., December 2011/January 2012

Prime Montgomery has an easy-to-navigate table of contents and strong photographs to anchor the page. Contrast is used for emphasis, making it easy to know how to move through the contents and through the magazine.

Third: Boomer Senior Guide, Florida, 2012 Annual Resource Directory

The table of contents is designed over a spread. A photograph anchors the page and grabs attention. Subtle use of typography makes this classy.

B. First: Fifty Plus, Va., March 2012

Simplicity works for Fifty Plus. It's clear where to look for articles, and there isn't extra embellishment or distractions. The skyline and rainbow photograph is beautiful.

19. Briefs/Shorts

A. First: The Best of Times, La., "Stat!"

Colorful design and photos make "STAT!" a lively package. The section pulls together useful information and makes it enjoyable to read as well as easy to browse.

B. First: Forever Young, N.Y., "Noteworthy"

"Noteworthy" collects important events and makes them fun to read. The photographs brighten the page and create a lively design. The use of bold makes it easy to find where and when events occur.

20. Calendar of Events

B. First: Fifty Plus, Va., "Around Town," April/May/June 2012

Fifty Plus has created a handy listing of events called "Around Town." The listings are extensive and well organized. The paragraphs are full of helpful details, and the typography makes for easy reading.

21. Feature Layout

A. First: b magazine, Pa., "Healing foods for a healthy life"

Beautiful design and strong images make this entry a winner. The photographs make the food look absolutely yummy, and they are used to balance the white space. The colors in the photographs are carried into the typography to create a cohesive and thoughtful package.

Second: Boomer Senior Guide, Fla., “Embracing the Big 6-0”

Wow, this is a 60-year-old pinup with class and style. The article is cleverly designed as an old-fashioned calendar, which draws attention immediately. The article is contained to one spread, which truly makes this a calendar pinup.

Third: Prime Montgomery, Al., “First Lady of the Revolution”

The mix of vintage and new photographs helps weave a picture of a fascinating woman with tales to tell. The typography reflects the mood of revolution. The modern day portrait allows viewers to confront the present life of the First Lady of the Revolution.

B. First: Fifty Plus, Va., “The Proof is in the Pit”

The pink and red palette adds to the theme of barbeque. One large portrait anchors each page and introduces viewers to the chef.

22. Best Overall Use of Photography

B. First: Senior Life, Fla.

Photographs are sized well, and dominance is achieved on each spread. Whenever possible, documentary moments are used instead of staged portraits. Senior Life strives to find photographic opportunities in a multitude of situations.

23. Best Use of Color

A. First: The Best of Times, La.

Thoughtful use of color on covers begins this entry. Color is used in recurring section headers for consistency and ease of viewing. When headlines and font are in color, they take samples from surrounding areas and do it with subtlety. The reproduction is lovely, showing off the classy use of color.

24. Best Overall Design

A. First: Inside Columbia's Prime, Mo.

The magazines start with strong, bold covers that are well designed and photographed. Consistent inside design and color choices make each section easy to find and read and enjoyable to view. Photograph sizes vary, and they are used for information rather than window dressing.

Second: The Best of Times, La.

A consistent table of contents lets viewers know what to expect each month. Thought and planning go into photographic display and editing for each article, and nearly every article has a photograph. Recurring logos allow ease of movement through each issue.

Third: Prime Montgomery, Ala.

Well-designed covers, particularly the one with Beth Nielsen Chapman, make this entry stand out. Each issue is anchored by one strong cover article. Intelligent use of white space balances the typography.

B. First: Fifty Plus, Va.

Fifty Plus does a good job of blending photographic illustration and portraiture in its visual storytelling. Large, readable text blocks are broken by thoughtful use of hierarchy, bold and contrast. Lists are clean and easy to read.

26. Self Promotion Awards

A. First: The Best of Times, La.

This promotion is vibrant and organized. In promoting the NAMPA awards they received, they are promoting the quality of their brand.

29. Best Single Ad in Color

A. First: The Best of Times, La.

This double-truck reflects a serious subject—a law firm—through its use of a toned-down colors and modest type sizes. The information is organized nicely. Photos are used to encourage eye movement.

Second: Prime Montgomery, Al.

The color photos stand out. The benefits are highlighted with two easy-to-read, white-background copy blocks. It's a nice contrast with the color.

B. First: Senior Life Florida

The advertisement for the nature festival virtually jumps off the page. The color photos are organized. The muted background color allows use to easily read the message.

30. Best Banner

A. First: The Best Of Times, La.

This banner shows off type stacking and a single use of italic to provide emphasis. A professional banner.

31. Media Kit

C. Senior News 50 & Better, Il.

This is a professional media kit. It anticipates and answers potential advertisers' questions. The design attracts attention.

34. Website General Excellence

A. First: Prime Montgomery, Ala.,

www.primemontgomery.com

This website has an inviting design and is easy to navigate. And it is packed with a strong variety of topics. It's a place you could return to over and over and find something of interest each time.

Second: The Best of Times, La.,

www.thebestoftimesnews.com

The "issue viewer" is a strong feature for this site. Readers can view the online version of the publication, or if they choose, can read the articles individually from the content-rich listings. It makes for a user-friendly experience.

B. First: Fifty Plus, Va.,

www.fiftyplusrichmond.com

Fifty Plus has jam-packed its website with strong topics of interest to its readership target. Profiles and features abound, but service journalism is also abundant. The Q-and-A column for computer users is a strong asset.

D. First: Life After 50, Ca., www.lifeafter50.com

This lively and informative website offers variety and interesting topics to its viewers. The design is inviting and easy to navigate, making it a site that is easy to visit on a regular basis and know that you'll find something of interest.

Second: The Beacon Newspapers, D.C.,

Maryland, California

www.thebeaconnewspapers.com

The variety and richness of the topics on this site make it inviting. The leisure side of life issues – recipes, puzzles, comics and event listings — complements news and current issues. It's a strong resource for the community.

1. Best of Show

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

“The Best of Show” award winners for the 2012 NAMPA awards competition are:

Division A for circulation under 25,000:

The Best of Times, Louisiana

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

Fifty Plus, Virginia

Division C for circulation between 50,001 to 100,000:

Senior News 50 & Better, Illinois

Division D for circulation above 100,001:

The Washington Beacon, D.C.