

NAMPA 2011 Awards Winners

- DIVISION A 25,000 or less
- DIVISION B 25,001 - 50,000
- DIVISION C 50,001- 100,000
- DIVISION D 100,001 and more

Best of Show



President - **Donna Anderson**
50+ Senior News, Lancaster PA

President Elect - **Kevin Ferris**
Mature Focus, Moline, IL

Treasurer - **Steve Fish**
Arizona Lovin' Life, Gilbert, AZ

Vice-President - **Jill Blue-Gaines**
Senior Life of Florida, Daytona, FL

Board Members
Maria Elena Alvarez
Prime Time, Albuquerque, NM

Gary Calligas
The Best of Times, Shreveport, LA

Kevin Van Gundy
Senior Beacon, CO

Past Presidents
Tom O'Gara
Mature Lifestyles - Madison, WI

Dennis Simonini
Snior News - Chicago, IL

Karen Zarky
Senior Circuit, St. Louis, MO

Maureen Slattery
50 Plus, Hartland, WI

Frank Trotta
50 PlusLifestyles, Bellport, NY

Stuart Rosenthal
The Beacon - Washington, DC
The Beacon - Baltimore, MD

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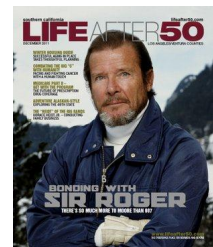
A: The Best of Times, Louisiana

B: Forever Young, New York

C: Baltimore Beacon, Maryland

D: Senior Life Newspaper, Indiana

2. General Excellence



A. First: Beacon Colorado
Second: Prime Magazine, Missouri

B. First: Forever Young, New York
Second: Mature Living, Florida

C. First: Baltimore Beacon, Maryland
Second: Chicagoland Senior News/50& Better, Illinois

D. First: Southern California Life After 50, California
Second: Washington Beacon, Maryland

3. Most Improved

First: The Best of Times, Louisiana

Second Chicagoland Senior News/50 & Better

4. Column Review

A. First: The Best of Times, Louisiana

Second Place Prime Montgomery, Alabama



5. Senior Issues

A. First: Lee Aronson, "Laws of the Land," The Best of Times Louisiana

Second: Lester Gingold, "Prime Time from the Publisher," The Best Times W. Tennessee and N. Mississippi

6. Calendar of Events

A. First: Prime Magazine, Missouri

7. Briefs/Shorts

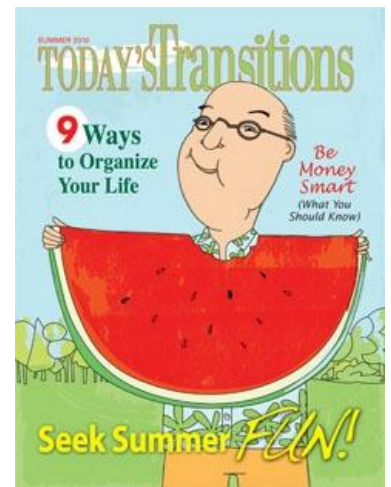
A. First: The Best of Times, Louisiana

8. Personal Essay

A. First: Prime Magazine, Missouri, "Thin Ice," by John Littell.

Second: Today's Transitions, Kentucky, "A Horse, Of Course," by Connie Meyer.

C. First: 50 Plus Senior News, Pennsylvania, "The Cat Who Taught Me Chutzpah," by Saralee Perel.



9. Profile

A. First: Rebecca LeFever, "Seed of an idea sprouts a new business," b magazine, Pennsylvania

A. Second: Terri Benson, "Giving to the Community: It's in his Genes," Beacon, Colorado

B. First: Bruce Adams, "A mother's story," Forever Young, New York

C. First: Tracie Schmidt "Elie Wiesel connects cultures, generations through his work," Senior Connection, Florida

Second: Megan Joyce, "The colors of history," 50plus Senior News, Pennsylvania

D. First: David Laurell, "A life of drummin' and dreamin'," Southern California Life After 50, California

Second: Jimmy Magahern, "Voice of the Suns still shazam-in'," Lovin' life after 50, Arizona



10. Community Service Editorial

A. First: Anita Neal Harrison, %Literacy Action Corps of Columbia,+Prime Magazine, Missouri.

D: First: Stuart P. Rosenthal, %Time to Advocate,+Washington Beacon, Maryland.

11. How-To-Feature

A. First: Bob Olen, %Growing Blue: Blueberries for Northern Gardens+The Senior Reporter, Minnesota.

Second Place: Bob Corley, %From Shoe Box to Book+Prime Montgomery, Alabama

C. First: Carol Sorgen, %Do-It-Yourself Publishing Arrives,+Baltimore Beacon, Maryland.

Second %How to get Started,+Chicagoland Senior News/50 & Better

D. First: %Good Neighbors,+Senior Newspapers, Indiana.

12. Travel Column

A. First: Jessica Rinaudo, "Finding peace in Hiroshima," The Best of Times, Louisiana

Second: Sylvia Forbes, "Eco-Cruise: The high seas," Prime Magazine, Missouri

C. First: Kathy Beck, "Belfast's iconic Titanic comes to life," Senior Connection, Florida

D. First: Rod King, "Howlin' with wolves, fun, educational," Senior Life Newspapers, Indiana

13. Feature Writing

A. First: Carol Sorgen, %When Grown Kids Move Back In,+The Howard County Beacon, Maryland.

Second: Betty Lundgren, %Sled Dogs Are Not Just for Alaska,+Beacon, Colorado.

C. First: Carol Sorgen, %Finding Freedom on Two Wheels,+Baltimore Beacon, Maryland.

Second Place: Dawn Williams, %Boomers Vs. Teens,+Chicagoland Senior News/50 & Better, Illinois

D. First: Todd Aaron Jensen, %Checking Off Your Bucket List,+Southern California Life after 50, California.

Second: Jimmy Magahern, %Modern Day Grandparents,+LovinqLife After 50, Arizona.

14. Special Section

A. First: Senior Summer Traveler and Festivals, Beacon, Colorado.

Second: Health and Wellness, Beacon, Colorado.

15. Urgent Senior Issues

A. First Place: Prime Magazine, Missouri, "Matters of the Heart," by Diane La Mar.

Second: The Best of Times, Louisiana, "Is It An Emergency?" by Lizzie Lyles

C. First Place: Chicagoland Senior News/50 & Better, "Strength Training for Seniors: The Fountain of Youth," by Dawn Williams

D. First: The Beacon, Washington, " Sex, Drugs and HIV After 50," by Barbara Ruben

Second: Senior Life Newspapers, Indiana, "Slaying the Dragons," by Lori La Bundy



16. Front Cover Photo

A. First: The Best of Times, Louisiana, April 2011

Second: Beacon, Colorado, July 2010

B. First: Forever Young, New York, May 2011

D. First, LovingLife After 50, Arizona, June 2011

Second: LovingLife After 50, Arizona, October 2010

17. Front Cover Illustration

A. First: Today's Transitions, Kentucky, Fall 2010

Second: b magazine, Pennsylvania, Spring 2011

18. Table of Contents

A. First: The Best of Times, Louisiana

Second: Prime Montgomery, Alabama

19. Shorts/Briefs

A. First: The Best of Times, Louisiana

B. First: Forever Young, New York

21. Feature layout

A. First: Today's Transitions, Kentucky

Second: The Best of Times, Louisiana

D. First: Senior Life Newspapers, Indiana

22. Best Overall Use of Photography

A. First: Prime Magazine, Missouri

Second Place: Prime Montgomery, Alabama

D. First: Senior Life Newspapers, Indiana

23. Best Use of Color

D. First: Senior Life Newspapers, Indiana

24. Best Overall Design

A. First: Prime Magazine, Missouri

Second: The Best of Times, Louisiana

D. Senior Life Newspapers, Indiana

25. Self Promotion

D. First: Senior Life Newspapers, Indiana

Senior Life's "Take Us Along Contest" is a great reader involvement activity. The paper asked readers to have their picture taken on trips while holding copies of Senior Life. A winner was announced each month with the winners competing for the grand prizes.

26. Self Promotion/Awards

A. First: The Best of Times, Louisiana

The Best of Times created an attractive display of covers along with copy announcing their awards from NAM-PA. The ad is in full color. Nicely organized.

27. Best Ad Series

D. First: Senior Life Newspapers, Indiana

The paper created a series of ads for seminars sponsored by The Waterford, an independent living facility. Even though the ads are different sizes, they are recognizable as one in a series. The events are highlighted, and the ads, full of copy, are organized.

28. Best Single Ad Black and White

D. First: Senior Life Newspapers, Indiana

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D. Fir

30. B

D. Fir

31. M

A. Fir

31. W

A. Fir

32. O

33. W

www

29. Best Single Ad Color

A. First: The Best of Times, Louisiana

D. First: Senior Newspapers, Indiana

30. Best Banner

D. First: Senior Life Newspapers, Indiana

31. Media Kit

A. First: Today's Transitions, Kentucky

32. Web Self Promotion

A. First: The Best of Times, Louisiana

33. Website General

www.primemotgomery.com

