

NAMPA 2010 Award Winners.

Four major circulation divisions.

DIVISION A 25,000 or less

DIVISION B 25,001 - 50,000

DIVISION C 50,001- 100,000

DIVISION D 100,001 and more

1. Best of Show

A.

First: The Best of Times, Louisiana

Second: Prime Montgomery, Alabama

B.

First: Forever Young, New York

Second: Senior Life, Florida

C.

First: Baltimore Beacon, Maryland

Second: Active Aging, Kansas

D.

First: Washington Beacon

Second: Lovin' Life After 50, Arizona

2. General Excellence

A. First: b magazine, Pennsylvania

It's fun. It's stylish. And it's at the top of its field because of its high quality of writing, photography, design and printing. b magazine is a visual delight with content-driven photo choices that accompany well-written articles. Color is used effectively to organize and communicate, not to decorate. The type choices are sensible and restrained so as not to overshadow or make unreadable. Overall, it's a finely edited, finely produced publication.

Second: Today's Transitions, Kentucky

Delightful cover illustrations make Today's Transitions stand out as a publication that likes to offer its readers a little something different. After the smile-inducing, heart-warming cover illustrations, the designers show they can do much more than pair stock photos with a story – they conquer non-narrative story forms with ease and show how typography can be used effectively and with purpose as the dominant art element. The body type is large and easy to read, and the writing is kept crisp and tight. Overall, a very strong entry among a very strong field.

B. First: Forever Young, New York

The strength of this publication is its hyperlocal content. Features, advice columns and special topics are all written and designed for a local audience. The covers are engaging, the writing is lively and personable, and the overall editing is well done. The end result is a publication that reflects its name while serving its target audience well.

C. First: Baltimore Beacon, Maryland

Engaging feature stories on interesting people grace each cover of the Baltimore Beacon, along with a flattering portrait that puts the subjects of the stories up close and personal with the reader. The publication is easy to navigate thanks to good sectioning, good headline writing and consistent presentation.

Second: Active Aging, Kansas

Vibrant, lively feature articles and witty columns make Active Aging a fun read. This publication is also a great source for calendar listings, clubs, milestones, and other essential content, all presented in an easy-to-scan format.

D. First: Lovin' Life After 50, Arizona

Fun, compelling writing and colorful covers make Lovin' Life After 50 the best in its group. The content is all about the community, whether it's a local perspective on a national issue, a columnist sharing a common pet peeve or a listing of local events. The writing is lively and fun, often upbeat and always edited well.

Second: Washington Beacon, Maryland

This is a magazine that knows how to organize information well. Handy lift-out sections make it easy to share or save a page or section. Consistent placement and a generous front-page index make it easy to find favorite features. And well-written headlines leave no doubt as to the subject of the content. A well-edited paper from cover to cover with nary a typo.

3. Most improved

D. First: Lovin' Life After 50, Arizona

Comparison of this year's publication and last year's shows markedly improved covers and design. A new typeface showcases a stark difference in type legibility over past year's entries, and the addition of photography and more art on inside pages helps draw the readers' eyes into the page. Surely readers are delighted with the design changes that seem to have implemented with them in mind.

4. Column Review

A. First: Alan Wallace, "Moneywise," Prime Montgomery, Alabama

This column is written with a true authoritative voice in such a way that it immediately connects with readers. Topics are timely and relevant for the intended audience.

Second: Lizzie Lyles, “Restaurant Review,” The Best of Times, Louisiana

This column offers an authoritative perspective on the dining experiences that helps to connect readers with the atmosphere of the location being reviewed. The amount of description and level of detail help place readers in the restaurant with this reviewer.

C. First: Dan Collins, “A journey through war’s horrors, hopes,” Baltimore Beacon, Maryland

This writer uses carefully structured sentences and a clear voice to convey his message and meaning to readers, with comments about the “human frailties and strengths explored in the play” that are relevant to audiences of all eras.

D. First: Michael Toscano, “Dirty Blonde: Come up and see it sometime,” Washington Beacon, Maryland

This writer mixes the persona of Mae West that readers are sure to know into a tale about the actors and crew who tell the story of her life on stage. The details about the actors’ portrayals help bring readers to the drama.

5. Senior Issues

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

Concise information about how to handle legal/financial issues is offered in this column. It covers various contingencies and explains little known pitfalls and legal nuances to help readers make better decisions in what could be sticky situations.

Second: Tri State Senior News; Elder Law Questions and Answers, Kemp C. Scales

Scales offers another strong column on legal and senior issues that explodes some of the myths about best practices to follow in planning for retirement and/or change in housing and the financial implications for both. It’s concise and easy to understand.

Third: Prime Montgomery, Alabama; In Every Life, Arlene H. Morris

With its focus on health issues and how they change as we age, this column offers practical advice combined with a psychological underpinning of what’s important and why. It is written with a caring and embracing tone of voice.

C. First: 50plus Senior News, Pennsylvania; Balancing Act, Candace O’Donnell

The inspiration and uplifting tone of this column offers its readers the opportunity to step back and reflect on their lives and how they want to spend their time. In offering perspectives on life and values, this column kindly and warmly admonishes people to make the most of their friendships, families and endeavors.

6. Calendar of Events

A. First: Tri State Senior News, Pennsylvania

An exhaustive list of events and activities in the region. Readers can easily find an event, or many events, that suits their interest. Information is complete and concise.

7. Briefs/Short

A. First: Prime Montgomery, Alabama

What a great feature this is. "Around Montgomery" takes readers to the places they've seen but never really considered. A nice way, in short form and with punchy writing, to showcase neighborhood icons throughout the city.

Second: The Best of Times, Louisiana

The epitome of a brief, this entry has concise writing, informative headlines and a style that helps readers scan the page for news that matters to them.

8. Personal Essay

A. First: Mary Cartledgehayes, "Circle of Peace," Today's Transitions, Kentucky

This was a very captivating story. The more I read the more I wanted to keep reading. The ending was unexpected and delightful. Very well done.

D. First: Bob Levey, "How I See It," Washington Beacon, Maryland

It's not often that you read about someone deciding to use their benefit wisely. This is a well-written column and challenges the predominant frame of those on Medicare. The second column provides answers to a question many men of a certain age have. It's humorous and enlightening.

Second: Stuart P. Rosenthal, "From the Publisher," Washington Beacon, Maryland

The writer is not afraid to give his opinion, but he does it in a responsible way. The ideas are thought out and very informative. The columns are written to illicit thoughtful conversations.

9. Profile

A. First: b Magazine, Pennsylvania, "Preservation Through Restoration," by Megan Joyce

A fun, local story told with real style. Loved the detail and warm anecdotes throughout that kept the story moving along. It was a joy to read and the pace kept the reader involved.

Second: Prime Magazine, Mass., "Baseball superfan chases diamond dreams."

Detailed, rich with personality and a lot of fun to read. The writer does a great job of capturing a dynamic personality.

B. First: Forever Young, New York, "Remembering Jackie Felix," by Bruce

Adams

An unusual topic -- a remembrance of a local artist -- filled with interesting detail. A life story, told with feeling, and a great deal of warmth.

Second: Senior Life, Florida, "Internet & art bring sweethearts together again," by Maria Sonnenberg.

A fun story of high school reunions, old flames and the ties that bind. The kind of story readers love to retell.

C. First: The Baltimore Beacon, MD, "'Fitness leads to ageless body," by Carol Sorgen.

Sometimes, the selection of a fabulous subject leads to captivating reading -- but only if the writing lives up to the subject. This time, the writer accomplishes both. The subject matter was excellent, but the writer also brought it to life by clearly spending ample time with the subject.

Second: 50+ Senior News, Pennsylvania, "Pulling Beauty from the Ashes," by Katie Weeber

An entertaining, lively profile that introduces the reader to a subject that brings a message of optimism and a positive attitude. The writing is concise and clean, and the use of the subject's voice brings a human touch to a very real story.

D. First: Washington Beacon, "Rehm is the queen of talk radio," by Barbara Ruben.

A strong profile with a captivating subject, told with a mix of modern anecdote and historical reminiscence.

Second: Washington Beacon, "Seymour pursues art with heart," by Barbara Ruben.

Sometimes, a profile is an avenue for discussion of much broader issues than the subject itself, and this is a fine example. Moving and inspirational, this piece puts a human face on a well-known celebrity.

10. Community Service Editorial

A. First: Penny Cowden, "The "things" we value most," Beacon, Colorado

This is a story parents know all too well. However, the way the writer tells it is compelling. The best part is that it leads to an informative story about philanthropy and what it really means to those who give back to others.

C. First: Carol Sorgen, "Economy spurs entrepreneurs," Baltimore Beacon, Maryland

During the current economic downturn many laid off workers have had to re-evaluate their career options. This story outlines how laid off workers started new careers that were more rewarding than their former jobs. Well done.

11. How-To-Feature

A. First: Joe Orenia, “Strong Advice,” Tri-State Senior News, Pennsylvania

This story gets right to the point. It’s the do’s and don’ts of dieting and walks people through the fine points of what works and what doesn’t. People have seen this before, but it does not hurt to give it to them again and this story does it in a effective way.

Second: Karen Burkowski, “The Golfer’s “Off-Season” Check List, Tri-State News, Pennsylvania

Most golfers do not like winter, but this story gives them tips on things they can do to get ready for spring. The tips range from the obvious of checking equipment to staying physically fit. It goes further to discuss having your vision checked and staying mental engaged. This is a good useful feature.

C. First: Carol Sorgen, “A second career in the clergy,” Baltimore Beacon, Maryland

This is not the second career people here about often. These are compelling stories of how people who once thought about a career in the clergy decided to take the plunge later in life. The effort they put into the education process made the story more enlightening.

D. First: Emma Zayer, “Sharing your home for cash,” Washington Beacon, Maryland

This story gives those who want to rent out parts of their homes valuable information on how to screen potential renters. It also gives them ideas on where to advertise. The is a good how-to article.

12. Travel Column

A. First: Beacon, Colorado

The Beacon’s travel coverage falls between a story and a calendar listing. These short, descriptive pieces are quick and easy to read. Good focus on the area sights.

D. First: Lovin’ Life After 50, Arizona

The story of the National Museum of the Pacific War is a reported essay. We know the facts, and we know how the writer’s feels about what she saw and felt and heard. The aquarium review features a great line: “Instead, I frequent aquariums, where I can immerse myself in marine life without submerging myself in water.”

Second: Washington Beacon, Maryland

The Washington Beacon takes its readers far afield—in this case, to Namibia and Hawaii. The essays are written conversationally and offer a wealth of information for those who may be interested in going.

13. Feature Writing

A. First: Prime Magazine, Massachusetts, Mike Briotta

Young At Heart is an amazing and amazingly successful group of rockers, belting out the music of a younger generation. This story captures both fact and personality. It's a delight to read.

Second: Prime Montgomery, Alabama, Bob Corley

This account of the repainting of a clock face, supplemented by revealing photographs, captures the significance of the restoration with detail and lively writing.

B. First: Forever Young, New York, Angelo Coniglio

"Big Man, Big Heart" is well titled. This is a heart-warming story of a retired football hero who has found a new cause, and in the process brightens the lives of children he'll never know. The QandA format allows him to tell much of his story in his own words.

C. First: Baltimore Beacon, Maryland, Carol Sorgen

This is a pleasant nostalgia trip, revisiting Woodstock through the memories of several no-longer-young participants. The accounts are as varied as the sources, and the result is a kind of recreation of an epochal event.

Second: 50plus Senior News, Pennsylvania, Robert Wilcox

The writer tells a story he is familiar with, having been a World War II bomber pilot himself. In a low-key, matter-of-fact tone, he allows another veteran to describe his own escapes from death. The story is powerful, the writing understated.

D. First: Lovin' Life After 50, Arizona, Jimmy Megahern

This is the story of elderly adventurers, told largely in the words of people who are checking items off their bucket lists, ranging from parachute jumps at age 84 to motorcycle riding. The personality of these amazing seniors comes through clearly.

Second: Washington Beacon, Maryland, Rosana Vollmerhausen

A retired information technology expert returns to his love of drumming and pounds compelling rhythms into the lives of nursing home residents. The writing is informative, the tone warm, the result a pleasure.

14. Special section

B. First: Senior Life, Florida; My Boomer/Senior Guide

Comprehensive lists of services, outlets and opportunities for senior living interspersed with on-topic features elevates this entry to the winning spot. It is well organized and designed.

C. First: Active Aging, Kansas; The 2010 Guide to Retirement Living, February 2010

Articles filled with tips and guides for the transition from employment to retirement offer readers abundant information on life-changing strategies.

D. First: Washington Beacon, Maryland; Housing Options magazine July 2009

Safety and amenities for enjoyable retirement life are emphasized in this publication. Articles about what to look for, how to assess services, legal pitfalls and social life in “communities for life” offer readers strong guidelines for making these important decisions.

15. Urgent Senior Issues

A. First: Amanda Newton, “Feature Article,” The Best of Times, Louisiana

Dating later in life can seem challenging, but this story states otherwise. Those reading this story will get a wealth of information that can be helpful and informative. The fact that it comes from those who have benefited from it make this story even more useful.

16. Front Cover Photo

A. First: Prime Montgomery, Alabama, May 2010

The execution of this portrait is flawless. It has beautiful light and a background that adds information. General Moore’s expression is fierce and proud, making viewers curious about how he is “more than a soldier.” The cover is the perfect tease for the story.

Second: Lowcountry Sun, South Carolina, July 2010

The .38 caliber Ruger Revolver, aimed straight at the readers face, will surely grab attention. Marlene Silva looks incredibly tough, thanks to this dramatic photograph. The placement of the subject on the upper right adds to the impact

B. First: Senior Life, Florida, August 2009

This photograph will make viewers want to read the story. This intriguing action photograph of the pilot, the smoke and the photographer is interesting, but not completely clear, until you read the caption. It’s eye-catching and dramatic.

Second: Forever Young, New York, January 2010

The story is clear because of the combination of the puppy and the Animal Control patch on the officer’s arm. The headline reinforces the message. The tight photograph of the puppy’s face will draw in readers.

C. First: Baltimore Beacon, Maryland, November 2009

The subject of the lead photograph looks calm, cool and collected. She invites the viewer to read and learn about her. The photographer captured the tattoos on her arms and hinted at the tattoos on the rest of the body. This was well executed and tasteful.

Second: Baltimore Beacon, Maryland, January 2010

The quirky tilt of the photograph fits the storyline. The subject is an artist, and the photograph is artistic. The story also deals with the work space, and the background gives us additional information.

17. Front Cover Illustration

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

This is a clean, color-coordinated cover. The oversized watermelon and happy man make a humorous illustration, which works for a story on summer fun. The placement of typography is smart.

Second: B Magazine, Pennsylvania, July 2010

This is a creative way to illustrate a story on the mustang automobile. The photo illustration is so real that it's obvious only after a second look. Good reproduction adds to the appeal of the cover.

B. First: Forever Young, New York, December 2009

Readers see Dickens come to life in this clever illustration of Mike Randall, dressed as Dickens. The image is a mix of a photograph and illustration, as the actor is a mix of Randall and Dickens. The expression on his face is tentative, as if he's speaking, which fits the story well.

18. Table of Contents

A. First: Prime Montgomery, Alabama

This entry uses beautiful images to draw readers to the page and then informs them about the contents of the publication. Display type is written to catch a reader's eye, but is also concise and clear in meaning.

Second: The Best of Times, Louisiana

This table of content clearly shows readers what's inside the pages of this publication, and it does so without being overly crowded. The images add to the design.

Third: Tri State Senior News, Pennsylvania

This table of contents is packed with information that readers can use to navigate their way inside the publication.

19. Briefs/Shorts

A. First: The Best of Times, Louisiana

This entry offers readers a glimpse at the news in a way that engages their eye and informs their minds. Photography adds continuity to the overall content.

B. First: Forever Young, New York

This entry offers readers a look at the community's happenings with an engaging design and lively images. Typography and photography work as complements for this briefs package.

20. Calendar of Events

D. First: Lovin' Live After 50, Arizona

A comprehensive calendar is included in this publication for those readers who are looking to fill their time with a variety of events and engagements. The variety of listings adds to the depth of this entry. Format helps readers find events easily.

21. Feature Layout

A. First: PrimeMontgomery, Alabama; Marking Time

Elegance and simplicity combined with strong use of photos makes this entry a winner in this division. Cutlines are also provided for each photo adding entry points and quick understanding of the contents.

Second: b magazine, Pennsylvania

Tee time in the links – where men and women love a fine manicure
Fabulous and evocative photos lend a strong focus to this package about golf. A consistent use of icons contributes to the unity of the design.

Third: The Best of Times, Louisiana; 101 Care Giving Tips

Numbered lists broken into topics with concisely written subheads offer readers a variety of entry points into this package. Consistent internal design with spot color and color borders on photographs with cutlines contributes to the visual appeal.

22. Best Overall Use of Photography

A. First: Prime Montgomery, Alabama

This entry begins with striking covers and wonderful reproduction, and the cover photographs are simple and well executed. They use multiple photographs in articles, and historic photographs complement several stories. The contents pages use photographs well and don't follow a formula. When they have a great photograph that could carry the entire page, they use it. Images are sized well, and color is used throughout the magazine.

23. No awards

24. Overall Design

A. First: b magazine, Pennsylvania

Clever but classy cover portraits make b magazine the leader of a strong field. A stylish color palette and a great mix of documentary, portrait and candid photography carry that same tone through each issue. That tone is further enhanced by the well-written headlines and attractive typography.

Second: Prime Montgomery, Alabama

Vivid, attractive portraits are the hallmark for this publication, both on the cover and with the cover stories. The body type is extremely easy to read, and given the size and letter spacing, the magazine does a good job of tightly editing its articles to keep features from running too long.

25-28. No awards

29. Best Single Ad Color

A. First: The Best of Times, Louisiana

The Sentrum Care, Inc. full-page advertisement offers a visual that works with the company's name and emphasizes the benefits in a clean, easy-to-read format. The color promotes but does not overpower the message.

30. Best Banner

A. First: The Best of Times, Louisiana

Terrific nameplate. The designer varied the size of the type, added a decorative letter that adds a play on words and stacked the words for maximum space efficiency and branding.

31. No awards

32. Web Self Promotion

A. First: The Best of Times, Louisiana

This page and one-quarter spread ad promotes the web site and the related radio hour by emphasizing the benefits to the reader. The layout is easy to follow, and the visuals attract attention.

33. No awards

34. Website General Excellence

A. First: The Best of Times, Louisiana (www.Thebestoftimesnews.com)

This web site is packed full of material. It offers the clickable articles, but it also offers readers a chance to read it in the print version on PDFs. It has stories, calendars, a resource directory and much more. The site navigation is also easy to follow.