

Parenting Publications of America 2009 Design and Editorial Awards Program

DESIGN

D1 - Front Cover/Glossy: Original Photo

30,000 or fewer

Bronze: *nola baby and family*; “Viva le bebe; take your kids to the Quarter,” Ann Herren, publisher; Amber Cothran, photographer; Jeanne Martin, designer

This strikingly serious baby, sitting in the middle of the street, will make readers look at the cover. The baby’s clothes and the typography complement the cool colors in the background. The low camera angle makes the baby stand out and catch attention.

Silver: *Little Rock Family*; “July 2009,” C. Waynette Traub, art director/photographer.

The color palette, in particular, makes this a striking cover. The pink and green jump off the page, and viewers’ eyes will go directly to the woman and child. The woman’s pose is strong and loving, which fits the lead tease.

Gold: *SW Florida Parent & Child*; “June 2009,” Valerie Roche, photographer; Lindi Daywalt-Feazel, designer; Pamela Smith Hayford, editor

The subjects, the teases and the nameplate are wonderfully placed and balanced. The man and children peek through the words and direct viewers to the tease. The expressions are joyous and infectious, which works perfectly with the tease for “Modern Dad.” This is a striking cover in many ways.

30,001 - 54,999

Bronze: *Maryland Family Magazine*; “July issue: Tackling Gender Roles,” Michele K. Moy, art director; Brian E. Young, graphic designer; Drew Anthony Smith, photographer

“Tackling gender roles” is a hard topic to illustrate, but this photo of the woman with painted nails, ready to play football, makes is a success. The typography also adds to the storyline. This is a clever illustration.

Silver: *Kansas City Parent*; “May 2009 cover,” Michael Gimotty, publisher

The photograph of the child in shiny pink dress ups fits perfectly with the lead tease. The typography is well placed and easy to read, and the colors work together. All the elements lead you back to the child’s face.

Gold: *Fort Worth Child*; “February 2009,” Lauren Niebes, art director; Kristen Karlisch, photographer

The design and typography stand out on this charming cover. The teases are perfectly placed around the running child and balloon, and the colors blend perfectly. The joyous expression on his face is eye-catching.

55,000 or more

Bronze: *Dallas Child*; “April 2009,” Lauren Niebes, art director; Kristen Karlisch, photographer

The warm colors and the child’s clothing work together to say “spring.” The typography is particularly strong, and the entire cover is balanced.

Silver: *Metro Parent (MI)*; “October 2009,” Jose Zamudio, senior graphic designer; Kelly Buren, junior graphic designer; Julia Elliott, managing editor; Ruth Robbins, associate publisher; Alyssa Martina, publisher

This humorous portrait will make people laugh. The baby’s face and outfit are hilarious. The muted colors fit the Halloween topic.

Gold: *Dallas Child*; “January 2009,” Lauren Niebes, art director; Kristen Karlisch, photographer

The cover is subtle and hints at the issues surrounding child models. While her face and clothes suggest an adult pose, her legs and lifted toes show that she is a child. Including the studio background makes it obvious that this is about modeling, rather than a fashion shoot about the clothes. Finally, the typography is integrated into the cover and easy to read.

D2 - Front Cover/Newsprint: Original Photo

30,000 or fewer

No bronze award

Silver: *Montreal Families*; “February issue,” Rob Healey, photographer; Isabelle Richard, creative art director

This sweet portrait of a mother and child shows genuine emotion, and the leaning posture adds to the energy. The direct gaze of the mother makes it clear that the story focuses on the mother. The color of the clothing is picked up in the typography, which helps tie together the cover.

Gold: *Montreal Families*; “October issue,” Rob Healey, photographer; Isabelle Richard, creative art director

This funny, floating fairy, complete with her dazzling wand, is sure to catch the readers’ attention. The vivid colors work with the Halloween theme. The simple typography allows this wonderful photograph to stand out.

30,001 - 54,999

Bronze: *Parent:Wise Austin Magazine*; “The Dyslexia Diagnosis,” Nisa Sharma, art director; Alison Eden, photographer

Dyslexia is a terribly hard topic to shoot. This tiny child, reading while facing away from the camera, gives an anonymous face to the issue. The large white space makes the child and the lead tease stand out.

Silver: *Bay State Parent*; “August 2009 front cover,” Paula Monette Ethier, creative director; Allison Cottrill, photographer

This portrait of a girl in a field with flowers in her hair feels like the 60s, as the lead implies. The soft, diffused light adds to the mood. The typography is clear and balanced.

Gold: *Bay State Parent*; “December 2009 cover,” Paula Monette Ethier, creative director; Portrait Simple Studio

This boy with the smug expression and obviously “green” gift-wrapping will surely catch readers’ attention and pull them into the issue. The tilt of the camera adds just the right amount of movement and energy to make this more than a simple portrait. The gradual increase from light to dark helps lead to the teases. The color palette is harmonious.

55,000 or more

Bronze: *Columbus Parent Magazine*; “September 2009,” Annie Steel, designer; Amy Clark, photographer

This clean, simple portrait of a recognizable face should attract readers. The leads are well placed around the subject, and the colors work together well.

No silver award

Gold: *Chicago Parent*; “July,” Rebecca Lomax, art director; Liz DeCarlo, senior editor/photographer

What better way is there to make Chicago your classroom than to go into fields with a net? The illustration works well with the topic. The out of focus grass in the foreground leads readers’ eyes to the child’s face and the words on the cover.

D3 - Front Cover/Glossy: Use of Stock Photo

30,000 or fewer

Bronze: *Parents & Kids (MS)*; “Organized Sports,” M. Scott Anderson, Gretchen Cook.

The photograph is on point, the colors are well matched, and the design is simple, uncluttered and very easy to read.

Silver: *TulsaKids Magazine*; “Discover the wonders of camp,” Charles Foshee, graphic artist

A relatively simple photograph taken from low perspective, played at an angle in a large format creates motion and interest to draws the reader in. The stock image draws the eye to the related text and is a great selection to illustrate the subject matter.

Gold: *Fredericksburg Parent & Family*; “Fine Arts,” Cheryl Carter, graphic designer; Leigh Anne Van Doren, owner/publisher

The photograph and background complement and communicate the lead story line. The excellent reproduction helps the image and typography jump off the page. The cover comes across bold with effective use of minimal color.

30,001 - 54,999

Bronze: *Carolina Parent*; “Risky Behavior,” Cheri Vigna, art director; Crickett Gibbons, editor

The type treatment adds edginess to an already provocative story line. As in most portraits, the eyes draw you into the page.

Silver: *Nashville Parent*; “2009 Summer Camp Preview,” Susan Day, editor

Matching the type colors to the kayak and paddles effectively ties together the image and text and they pop off the muted background colors. Curving the text to suggest wave motion was a nice touch.

Gold: *Piedmont Parent*; “Turkey Time,” Renee Canada, art director; Myra Wright, editor

Bold, rich colors on a white background dominate and pop off the page, creating impact and compelling eye contact. The tiny face in the middle seals the deal. You can’t ignore this cover, it’s fun and on topic. It needed no other frills and gimmicks and the designer and editor recognized that powerful simplicity works.

55,000 or more

Bronze: *Brooklyn Family*; “No stress holiday season,” Kim Lee, art director; Susan Weiss, publisher

The juxtaposition and contradiction of the cute smiling face with the impossible tangle of holiday lights provides the perfect double take for the tagline. Fun, effective.

Silver: *Washington Parent*; “What’s Your Name?” Jane MacNealy, designer

Engaging photograph of inquisitive child, surrounded by type in complementary colors create an attractive cover that reinforces the content.

Gold: *ParentMap*; “Full-time Daddy,” Emily Johnson, art director; Alayne Sulken, publisher

Denim colored blue jeans would overpowered the feet and it’s the contrast of those two pair of feet that make this work so well. Smart use of duotone and type placement allows the eye to quickly find the content. Effective use of spot color sets off the nameplate and secondary story promos. Great, subtle execution.

D4 - Front Cover/Newsprint: Use of Stock Photo

30,000 or fewer

Bronze: *Gulf Coast Parents & Kids*; “Misconceptions About Pets and Pregnancy,” M. Scott Anderson; Gretchen Cook

The photograph really helps sell the tagline. On point, but not fear mongering. A nice effort for a story attempting to dispel myths.

Silver: *Western New York Family Magazine*; “6 School Year Success Strategies,” Thomas J. Hodiak, Jr., art director

Pleasant face, colorful image and type, create an inviting cover. Typography does a good job of separating from cluttered background.

Gold: *Western New York Family Magazine*; “Money Troubles,” Thomas J. Hodiak, Jr., art director

Simple image played big dovetails with both the cover blurb and the lead tease. Muted, pastel colors blend well.

30,001 – 54,999

Bronze: *S.I. Parent*; “Turn Off Your iPod and Go to Bed,” Michelle Yannaco, graphic artist

Pleasant image, bold type make this an easy to read cover.

Silver: *Memphis Parent*; “Game On!” Hannah Johnson, art director; Jane Schneider, editor

A different type of photo, cropped and displayed imaginatively, draws a reader to the page. It effectively illustrates the tag line. The colors on the page complement the image and unify the cover.

Gold: *Bronx Family*; “Talking About Money,” Kim Lee, creative director; Susan Weiss, publisher

Cute, clever photograph really expands the message/meaning of a standard tag line. The image dominates the page, selling the message.

55,000 or more

Bronze: *Family Time Magazine*; “Top 5 Back to School Essentials,” Cheryl Chrzanowski, graphic designer; Caroline O’Connell, publisher

Bright smiling face atop the schoolbooks is a winner at drawing readers’ eyes. The color matching works well between type and image.

Silver: *Columbus Parent Magazine*; “2009 Camp Guide,” Annie Steel, designer

Nothing conveys camping better than kids and a tent. Creative use of color type to match or complement the photograph. Informative and attractive, not overbearing or garish.

Gold: *Family Time Magazine*; “Top 10 Costumes,” Cheryl Chrzanowski, graphic designer; Caroline O’Connell, publisher

The child’s smile literally captures your eye. The color combinations work very well together. Easy and pleasant to view and read.

D5 - Front Cover/Glossy: Original Illustration

30,000 or fewer

No awards

30,001 - 54,999

Bronze: *Kansas City Parent*; July; Michael Gimotty, publisher

The lively color palette and the artist’s drawings of happy people doing fun things support each other. The type pops out of the drawing and is easy to read.

Silver: *The Parent Paper*, December; Mary Vallo, editor; Tom Ritger, designer

The type ties the drawing that is about children, for children and appears to be by a child, to the topic by using the word, “Cool.” The consistent use of white reversed type emphasizes the cold with the blue background. Nice use of palette.

Gold: *Chesapeake Family*, August cover; Selma Manizade, art director; Aaron Kober, illustration

The words and visual work together like a horse and carriage. The color of the type works with the artist's palette. There is a whimsy in the drawing. This is a drawing that people get more out of the more they study it.

55,000 or more
No bronze or silver awards

Gold: *ParentMap*, September cover; Alli Arnold, illustrator; Emily Johnson, art director; Alayne Sulkin, publisher

The cover story is about fall arts, and the cover is a clever illustration of fall arts. Children form the letters. The message is art told in art.

D6 –Front Cover/Newsprint: Original Illustration

30,000 or fewer
No bronze or silver awards

Gold: *Richmond Parents Monthly*; Ryan Hooley

The words and the drawing work nicely together. The colors are used to give the drawing three dimensions. They look like they are coming right off the paper. Good facial characteristics tie the drawing to the words.

30,001 - 54,999
No bronze or silver

Gold: *Parent:Wise Austin Magazine*; Nisa Sharma, art director

Watching the children look in from the outside reinforces the theme of rethinking child poverty. Simple but effective. Nice job of working around having faces to avoid stereotyping.

55,000 or more
No awards

D7 - Front Cover/Glossy: Use of Stock Illustration

30,000 or fewer
No awards

30,001 - 54,999
No awards

55,000 or more
No bronze award

Silver: *ParentMap*; Emily Johnson, art director; Alayne Sulkin, publisher

The striking field of red grabs the reader's attention. The brushwork on the Chinese characters lend an interesting texture to the layout.

Gold: *Washington Parent*; Jane McNealy, cover design

The bright reds and oranges contrast nicely with the pale blue and green to make the child soccer player stand out and attract attention. The child's facial expression also helps draw the reader in. Colors used for the typography blend harmoniously with the illustration.

D8 - Front Cover/Newsprint: Use of Stock Illustration

No awards

D9 - Interior Illustration (Original)

30,000 or fewer

Bronze: *Genesee Valley Parent*; Matt Smeltzer, illustrator

The topic of helicopter parents addressed in the story is clearly represented by this illustration. The color shading gives the figures a nice roundness that fits well with the comic style of the drawing.

Silver: *Metro Augusta Parent*; Leonard Zimmerman, illustrator

An unusual drawing style and an interesting vantage point bring the reader into this illustration and successfully reflect the lighthearted tone of the text. The colors of the children's shirts contrast nicely with the background color.

Gold: *Augusta Family Magazine*; Kate Metts, publisher; Karin Calloway, editor; Michael Rushbrook, illustrator

The outpouring of emotion in the facial expressions of the children encourage an instant connection with this drawing and the related text. The pyramid composition provides visual stability, but there's a lot of dynamic indication of motion within the illustration that holds a viewer's attention.

30,001 - 54,999

Bronze: *Parent:Wise Austin Magazine*; Aaron Romo, illustrator; Nisa Sharma, art director

The mother's facial expression perfectly illustrates the situation described in the text. The drawing is well-executed and draws the reader into the story.

Silver: *Memphis Parent*; Jane Schneider, editor; Jeanne Seagle, illustrator; Hannah Johnson, art director

The loose illustration style provides a nice departure from more typical approaches. The layout benefits significantly from the vibrant color palette and cheerful figure representations, particularly in the zoo, koi pond, and bluegrass drawings.

Gold: *Bay State Parent*; Paula Monette Ethier, creative director; Santos Vega, illustrator

Religious imagery is cleverly blended into the illustrations within the basketball post and hopscotch pattern. The facial expressions and poses on the figures are lively and engaging. Rich colors and watercolor textures make the artwork inviting.

55,000 or more

Bronze: *Chicago Parent*; Tom Deja, illustrator

The well-rendered screaming parent angrily pointing toward the teacher on the left creates an engaging dramatic tension that holds the viewer's eye and illustrates the central theme of the story. A vivid color palette and large size on the page also help this illustration grab attention and pull readers into the text.

Silver: *Dallas Child*; Mary Dunn, illustrator; Lauren Niebes, art director

This entry is a great example of how a streamlined illustration can be very effective. The main figure's simple pose, combined with the contrast between the dark colors of the extra-tall man and the light pink of the female undergarment, illustrate the tone and content of the text beautifully. The artwork is well positioned within the layout to point the reader directly into the headline.

Gold: *Sydney's Child*; Gregory Baldwin, artist; Sean Mooney, group editor

This lovely set of illustrations combines visual elements in a fresh way. The measuring devices integrated into the main illustration convey the concept of evaluating schools while also contributing to the unusual style. Vibrant colors, interesting shapes, and exaggerated proportions in the figures add nicely to the overall visual appeal.

D10 - Interior Photography (Original)

30,000 or fewer

Bronze: *Montreal Families*; Rob Healy, photographer

The photographer takes the idea of making the number two child feel okay by creating a photo illustration that works well with the design and typography. It is enticing and informative.

Silver: *nola baby and family*; Amber Cothran, photographer

The elegant lighting and technical expertise with color make this series of photographs really sing.

Gold: *Birmingham Parent*; Amanda Traywick, photographer

The photographer waited for the perfect moment to capture this story about a kid's first haircut. The expression is authentic and engaging. Well done.

30,001 - 54,999

Bronze: *The Parent Paper*; Anne-Marie Caruso, photographer

The lead photograph entices the reader into the text. Its exuberance is effectively mirrored in the entire set of photographs.

Silver: *Sacramento Parent*; Alexandra Frankel, photographer

The coy and mischievous expression captured by the photographer tells the whole story – how to deal with toddlers. Excellent use of color, technique, but mostly visual-storytelling excellence.

Gold: *Bay State Parent*; Robea Patrowicz, photographer

The photographer created both an enticing and informative set of photographs. They certainly engage the audience, but also the creative method of doing the how-to portion of the story makes this the winner. Good technique, great storytelling.

55,000 or more

Bronze: *ParentMap*; Will Austin, photographer

Bold use of portraits that go a long way in defining the story about heroes. The grand size reinforces the grand ideas. Excellent technical photography.

Silver: *Dallas Child*; Kristen Karlisch, photographer

The photographer did a great job of giving readers insights into the treacherous world of child modeling. Good technique, great storytelling.

Gold: *ParentMap*; Katie McCullough Simmons, photographer

What a marvelously engaging photograph that gives readers lots to look at. The enigmatic glance of the Dalai Lama adds so much to the special exuberance of the singers. Excellent, authentic, surprising photography.

D11 -Table of Contents

30,000 or fewer

Bronze: *nola baby and family*; Jeanne Martin, designer

Popping in color and vibrancy, this table of contents stands out for its rich use of bright, vivid colors. Complimenting the fun color scheme is a host of interesting visuals sure to spark readers interest.

Silver: *Birmingham Parent*; Hilary Moreno, art director/designer; Carol Muse Evans, publisher/editor; Lori Chandler Pruitt, associate editor.

This publication incorporates a slight variation on the traditional rule of thirds to organize the page, then gives each of the three sections a distinct look and feel. The end result is an easy-to-navigate and visually pleasing entry.

Gold: *Montreal Families*; Isabelle Richard, creative art director

This page incorporates strong vertical modules to separate and prioritize the best from the rest. Sensible type, restrained color use and generous spacing work to accent the visuals well.

30,001 - 54,999

Bronze: *Bay State Parent*; Paula Monette Ethier, creative director

Good organization, photo size and font color are the tools primarily used to tell readers what the top stories are in the July issue of *Bay State Parent*. Good use of white space and clear, well-written text get all the necessary points across well.

Silver: *Westchester Family*; Dori Karanikis, production supervisor; Jean Sheff, editor

A good mix of text size, imagery and a dash of color make an appealing design for *Westchester Family*. The in-depth descriptions of the biggest stories help sell their importance.

Gold: *Broward Family Life*; Susan Rosser, graphic designer; Kiki Bochi, associate editor

A simple blue color palette and a fun dominant image anchor the table of contents for *Broward Family Life*. The typography of this page matches the tone very well while telling readers which are the biggest and best stories to read that month.

55,000 or more

Bronze: *Family Time Magazine*; Anna Marie Towry, graphic designer; Cheryl Chrzanowski, graphic designer

Clean, simple and easy to follow, this entry cleverly uses the page header to section off the top stories from the rest of the contents. The page uses generous spacing and simple typography to create that easy-to-follow feeling.

Silver: *Dallas Child*; Lauren Niebes, art director; Mary Dunn, designer

A nice mix of imagery played prominently makes this entry stand out from the pack. The page also includes a great bonus for the reader — a reproduced image of the cover that includes page numbers to the articles teased out front.

Gold: *ParentMap*; Emily Johnson, art director; Alayne Sulken, publisher

This is a design that likes to mix things up while still maintaining a sensible, easy-to-navigate design. Playful imagery, sectioned headers, and clear size dominance signals to readers which stories deserve the most attention.

D12 - Briefs/Short Stuff

30,000 or fewer

Bronze: *Genesee Valley Parent*; Jillian Melnyk, editor/graphics

The art used on these pages is informative, not decorative. The designer uses color well to divide the content into sections.

Silver: *Birmingham Parent*; Hilary Moreno, art director/designer; Carol Muse Evans, publisher/editor; Lori Chandler Pruitt, associate editor

Simple typography and nice use of white space make this section a pleasure to read. A few clever touches, such as the headline designed as an eye chart, provide nice surprises. The pages are simple and feel approachable.

Gold: *Cincinnati Family*; Sherry Hang, editor; Kiera Ashford, editorial assistant; Susan Day, editorial director

This section manages to make its stories visual without overloading the readers' eyes. The visuals are well chosen and well placed. The typography is kept simple, and the color use is bright without being too loud. Very well done.

30,001 - 54,999

No bronze award

Silver: *Cleveland Family*; Terri Nighswonger, editor; Stephanie Park, designer

These pages are full of interesting tidbits, and the content is presented in a way that invites readers to dive in. The section is full of energy and feels easy to read, and each item is kept brief and scannable.

Gold: *Nashville Parent*; Susan Day, editor

The consistency across these pages makes them feel clean, restful and easy to read. The typography guides readers' eyes from item to item, and white space keeps even text-heavy pages from feeling too full.

55,000 or more

Bronze: *Dallas Child*; Lauren Niebes, art director; Mary Dunn, designer

The "Real Moms" section has a format that works. The page are clean and inviting, and readers would know what to expect from month to month. A liberal use of white space is enhanced by restrained color and typography.

Silver: *Chicago Parent*; Mark Tantara, designer

The attention to detail on these pages is outstanding. Every inch is designed. The designer's photos are well shot and well used. The format of the section allows for creativity while preserving unity. Very engaging work.

Gold: *Dallas Child*; Lauren Niebes, art director; Mary Dunn, designer

The "Take Note" section embraces the idea of quick, engaging pieces of information. The illustrations are whimsical, the typography is sophisticated and the section unifies well across several pages. Fantastic work.

D13 - Calendar of Events

30,000 or fewer

Bronze: *Birmingham Parent*; Hilary Moreno, art director/designer; Lori Chadler Pruitt, associate editor/calendar editor; Carol Evans, publisher/editor

The photography chosen for this design consistently serves as part of the content. The color enhances the layout and helps draw readers to the important events.

Silver: *Augusta Family Magazine*; Kate Metts, publisher; Karin Calloway, editor; Michael Rushbrook, art director

The layout in this calendar design serves to draw readers to content with its wise use of photography and color. Information is easily accessible by event category.

Gold: *Little Rock Family*; C. Waynette Traub, art director

This layout has all a reader could want in visual appeal and interest. There's plenty of photography well placed to catch the eye. The use of color helps readers navigate the vast listing of events, too. Very pleasing.

30,001 - 54,999

Bronze: *The Parent Paper*; Mary Vallo, editor; Tom Retger, designer; Pat Tuohey, calendar editor; Anne-Marie Caruso, photographer

The organization and presentation of this calendar make it easy for readers to use. The colors work in harmony and photography is integral to the execution of this design.

Silver: *Broward Family Life*; Susan Rosser, graphic designer

The content is well organized by event type, which makes this design pop. The photography highlights elements of the content and color is used as a complement not a distraction.

Gold: *Colorado Parent*; Romey Lincicome, art director

The presentation of this monthly calendar makes it easily accessible to readers. Typography and a crisp printing quality make it stand out.

55,000 or more

Bronze: *Westchester Parent*; Mayra Aguilar, creative director

Photography and color serve to add visual appeal to this design. The presentation makes the information easily accessible for readers.

Silver: *Metro Parent (MI)*; Jose Zamudio, senior graphic designer; Kelly Buren, junior graphic designer; Ruth Robbins, associate publisher

Nice use of typography and art in this design. Elements feel integrated into the package and art is used to add visual appeal for readers who dive into the text.

Gold: *Sydney's Child*; Cheryl Shafer, designer

The content is well organized and design integrates all the pieces. Presentation and photography work as complement so that editorial message is consistent. Information is easily accessible for readers seeking ideas for how to spend family time.

D14 - Feature Layout/Color

30,000 or fewer

Bronze: *SW Florida Parent & Child*; "Style Takes Center Stage," Valerie Roche, photographer; Lindi Daywalt-Feazel, designer & art director; Pamela Smith Hayford, editor

The photography is the star of this fashion spread. The staff found a delightful and refreshing theme for what is likely an annual story, and the children's personalities shine in the vibrant photos.

Silver: *Birmingham Parent*; "What Color is Love?" Hilary Moreno, art director/designer; Amanda Troywick, photographer; Carl Muse Evans, publisher/editor; Lori Pruitt, associate editor; Tiffani Hill-Patterson, writer

Color is used appropriately to communicate in this package about biracial and bi-ethnic families. An engaging photo takes center stage; white space and a muted color palette complement it nicely.

Gold: *Baton Rouge Parents Magazine*; "Slow to Speak," Amy Foreman Plaisance, publisher; Theresa Payment, associate publisher; Julie Temple, art director

The use of typography and adorable illustrations in the headline is creative and engaging — and also tells the story perfectly. Readers have to pause just a minute to read, and the effect rewards them for stopping. The color use throughout helps unify the package.

30,001 - 54,999

Bronze: *Maryland Family Magazine*; "Tackling Gender Roles," Michele K. Moy, art director; Brian E. Young, graphic designer; Drew Anthony Smith, photographer

Engaging pictures make this spread feel personal and inviting. With an illustrative headline, the elements combine to make the point of the story clear and draw readers in.

Silver: *Broward Family Life*; "Your Child, Your Self," Susan Rosser, graphic designer

A very nicely done photo illustration works well with the headline and grabs readers' attention. Beautiful printing and pleasing color use make this spread a real eye-catcher.

Gold: *New Jersey Family-Union County*; "Listen, Music Matters," Stephanie Hoare

Typography, a photo illustration and creative design elements combine to form an engaging package. The designer took what could have been ordinary and created something fun and interesting.
55,000 or more

Bronze: *Chicago Parent*; "Star-Spangled Snacks," Bethany Vogelsberg, designer

The typography, images and colors in this spread work together to present a unified package that invites readers to have fun in the kitchen. The package is well organized and engaging.

Silver: *Dallas Child*; "Labor of Love," Lauren Niebes, art director

The designer uses simple graphic design elements to unify the photos with the main points in the package. Beautiful color and sophisticated typography make this a pleasure to read.

Gold: *Atlanta Parent*; "109 Things To Do in 2009," Sheri Taylor-Emery, designer

This spread is everything it should be: engaging, well organized, attention-grabbing and scannable. The simple color palette works well with the images, and the content is accessible to readers. Fantastic design.

D15 - Feature Layout/Black and White

30,000 or fewer

No bronze award

Silver: *Montreal Families*, Isabelle Richard, creative art director

This design incorporates the rule of thirds well to create an engaging and easy-to-follow package. Lots of white space and simple typography round out a solid entry.

Gold: *Montreal Families*; Isabelle Richard, creative art director

A spread about classic movies should have a classic feel, and in this case the designer does a nice job of making the black and white achieve just that. Font selection and image help round out the theme.

30,001 - 54,999

No bronze or silver awards

Gold: *Bay State Parent*; Paula Monette Ethier, creative director; Cassie Heart, illustrator

The illustration to this story, which documents how much a new baby can cost a family in a tight economy, grabs the reader's attention right away thanks to its dominance and its visual interest – it's not everyday you see a cartoon baby sucking on a house. Definitely a clever spin on a story that's been done many times in the past.

55,000 or more

No bronze award

Silver: *Family Time Magazine*, Anna Marie Towry, graphic designer

This dark story about a father who lost his son when his wife left is accompanied by a dark, lonesome photo that captures the mood of the primary subject almost perfectly.

No gold award

D16 - Overall Use of Photography

30,000 or fewer

Bronze: *Augusta Family Magazine*; Kate Metts, publisher; Karen Calloway, editor; Michael Rushbrook, art director

Augusta Family is clearly working hard to get many faces into their magazine, and they are succeeding. They are doing this with a good mix of simple dominant images and pages with smatterings of many smaller images. They are trying creative pages with their fashion stories, taking some design risks with the photography. Some of the better documentary photos are found in these features. For the most part, stock images were well chosen.

No silver award

Gold: *Montreal Families*; Isabelle Richard, creative art director

Cover photos go with stories and are not just ornamental art elements. Designers seem to be conscious of their newsprint product and choose good quality, nicely lit photos that are sized appropriately so that they can be easily read and understood, even at a smaller size. Usually use one clean, dominant image that visually supports and furthers the story and adds visual interest.

30,001 - 54,999

Bronze: *Maryland Family Magazine*; Michele K. Moy, art director; Brian E. Young, graphic designer

Good use of action photos, stylized posed photos, documentary work in the "Gender Roles" story. Photos are used as dominant art elements and complement the stories. Reader contributed photos are used sparingly and edited for quality. Photo display is varied, not relying on the same size and placement for every story.

No silver or gold awards

55,000 or more

Bronze: *Chicago Parent*; Liz DeCarlo, Frank Pinc, Josh Hawkins and Jason Geil

Photos are recognized as editorial content, not just space fillers or a colorful splash on the page. Designers avoid graphic gimmicks and type over images. Good effort at pointing best resources on best stories, which includes having documentary photography in the main stories. Good use of dominant images for the articles. Hand out, reader-submitted and stock photos are edited for good quality.

Silver: *ParentMap* (Jan, April and May 2009.) Emily Johnson, art director; Alayne Sulkin, publisher

Good design diversity on the covers, not just cute kids staring into the camera. The designs are clean and attention-getting. Simple and effective. In the January issue the lead photo is a very tightly shot right half of a girl's face on the cover. The left half is used as the lead image with the story. It's clean, simple, effective and reader can instantly tell that they're at the cover story. Stock images are used well, catch the eye on the page.

Gold: *ParentMap* (Dec. 2008, Feb. and June 2009.) Emily Johnson, art director; Alayne Sulkin, publisher

This magazine uses photography well as storytelling images. Looking at all three covers, there is a good diversity in the types of photos used. It's easy to tell that these images go with stories in the issue. In this set of issues the photos are used a bit more dominantly in the feature stories, not just in the cover story.

D17 - Overall Use of Color

30,000 or fewer

No bronze or silver awards

Gold: *Cincinnati Family*; Kiera Ashford, editorial assistant; Susan Day, editorial director

This publication has a bright, fun color palette that is appropriate to its content. Color is used in one way to highlight important facts and in another to draw attention to the most important stories, without ever seeming like too much.

30,001 - 54,999

No awards

55,000 or more

No bronze award

Silver: *ParentMap* – February 2009; Emily Johnson, art director; Alayne Sulkin, publisher

This magazine has chosen a rich, muted color palette and does not stray from it. The colors complement each other, and they are used to communicate hierarchy and direct the reader's eye. The palette plays a crucial role in defining the magazine's calm, pleasant personality.

Gold: *ParentMap*- May 2009; Emily Johnson, art director; Alayne Sulkin, publisher

This magazine has chosen a rich, muted color palette and does not stray from it. The colors complement each other, and they are used to communicate hierarchy and direct the reader's eye. The palette plays a crucial role in defining the magazine's calm, pleasant personality.

D18 - Overall Use of Typography

30,000 or fewer

No bronze or silver awards

Gold: *Montreal Families*; Isabelle Richard, creative art director

This publication has chosen type styles that offer a variety of weights while feeling consistent and complementary. The headline typeface is used most often in two weights that allow for simple but effective hierarchy. The text type is clean and well used.

30,001 - 54,999

No awards

55,000 or more

No bronze award

Silver: *ParentMap*; Emily Johnson, art director; Alayne Sulken, publisher

A big part of *ParentMap's* consistency and approachability is its simple typography. The magazine is scannable and easy to navigate. Text type is friendly and sized well. When the display type with features varies from the rest of the publication, it stays enough in the same style as to feel cohesive.

Gold: *Dallas Child*; Lauren Niebes, art director

This magazine has such a distinct style and flair — one that matches its content in upscale sophistication. Remarkable printing makes extra light type possible, and contrast in typographic weight is used to highlight key information without needing to change type size. The chosen typefaces have an elegant personality.

D19 - Infographics

30,000 or fewer

No awards

30,001 - 54,999

No awards

55,000 or more

Bronze: *Atlanta Parent*; “Fantastic Farms,” Sheri Taylor-Emery, designer

This well organized and colorful table chart not only provides information but also uses illustration and photographs to contribute to a story. The contents of each entry are consistent in language and form. The table and page are organized and designed well, making it appealing as well as easy to read.

Silver: *Charlotte Parent*; “Back to School Then & Now,” Wade Baker, art director; Eve White, editor

This is a visual that understands how to engage the reader while also telling a story with a distinct voice. The graphic tells a clever and amusing story using poignant and fun illustrations. The drawings themselves are executed in a consistent style and matches the youthful voice of the story. The arrangement that could be cluttered is instead well laid out and actually inviting and engaging.

Gold: *Dallas Child*; “Funding the Future,” Lauren Neibes, art director; Mary Dunn, designer

The design of this graphics packages takes the intimidation of a numbers-and-budget story and makes it approachable as well as inviting. The metro-rail construct is fun and useful, taking a familiar tool and using it effectively in a different context to help guide the reader through the story. There is an effective use of keys with the graphics standing out as the main story. The colors are bright, unified and the whole result is smart.

D20 - Special Section

30,000 or fewer

Bronze: *Birmingham Parent*; “Birmingham Teen: Resources for parenting today’s teenagers,” Hilary Moreno, art director/designer; Carol Evans, publisher/editor; Lori Pruitt, associate editor; Amanda Traywick, photographer

This section presents an array of useful information for parents of teenagers. Much space is devoted to giving readers the essential information they’ll need for selecting colleges and making young drivers safer. Typography enhances the design.

No silver or gold awards

30,001 - 54,999

Bronze: *Bay State Parent*, “Adoption Guide,” Paula Monette Ethier, creative director; Lizzeth Huerta Priego, illustrator.

Concept of a historical look at adoption in the state is well executed through the design of this section; photography is used to enhance editorial message; wise selection of images to complement the editorial theme.

Silver: *Cleveland Family*; “The Survival Manual,” Stephanie Park, designer; Terri Nighswonger, editor.

This section easily maintains its own identity while still retaining a tie to the main publication. The design adds to the information offered in the section; photography adds to the content and message. A nice package overall.

Gold: *Nashville Parent*; “Back-to-School,” Susan Day, editor; Chad Young, managing editor; Kiera Ashford, associate editor.

A good variety of information can be found in this special section. The typography is clean and crisp, photos were chosen for their consistency in enhancing the editorial message; information is presented clearly and creatively for an overall pleasing package.

55,000 or more

Bronze: *Chicago Parent*, “Back to School,” Rebecca Lomax, art director.

From an opening illustration to photography that helps tell a story, this education guide has it all. The use of photography and color enhances an already strong editorial message.

Silver: *Sydney’s Child*, “Gift Guide,” Cheryl Shafer, designer.

What a great section filled with visual interest and a colorful design. Any reader, parent or child, would be happy to read this section from cover to cover because of its creative display of information and content.

Gold: *Metro Parent (MI)*; “Education 2009,” Jose Zamudio, senior graphic designer; Kelly Buren, junior graphic designer; Ruth Robbins, associate publisher.

A fantastic idea for a cover illustration really sets the tone for this publication — it looks like readers should be wiping away flecks of eraser. Use of photography and color inside are consistent with the theme and execution shown on the cover. All-around good quality makes this section worth the read.

D21 - Overall Design

30,000 or fewer

Bronze: *Cincinnati Family*; Kiera Ashford, editorial assistant; and Susan Day, editorial director

This is a magazine that engages readers right from the start with compelling portraits and smart typography. The magazine is easy to navigate and well organized, and the snappy headline designs do a nice job of conveying information and tone.

Silver: *Little Rock Family*; C. Waynette Traub, art director

Rich, compelling photography is a hallmark of this publication. The cover portraits are top-notch. The citizen photos reproduce beautifully. The documentary photography adds important layers to the overall stories being told. The design is very attractive and the content organized well, especially the calendar, which easily lifts out and can go on the refrigerator.

Gold: *Birmingham Parent*; Hilary Moreno, art director/designer; Carole Muse Evans, publisher/editor; Lori Chandler Pruitt, associate editor/calendar editor; Amanda Traywick, photographer

This publication does the essentials very well. Good cover photography? Check. Good organization inside? Check. Clear, engaging presentation? Check. But it also offers a little something more, a creative edge that, as the rules state, not only serves the reader but engages and delights.

30,001 - 54,999

Bronze: *Central Penn Parent*; Ann Marie Reynolds, designer; Nikki M. Murry, editor; Cathy Ashby, associate publisher

Cover photography is a strong spot for Central Penn Parent. Good pairings of imagery and text easily gets the issue’s cover story concept across without being hokey or obvious. The magazine also has a fun Table of Contents page, a strong calendar section and makes great use of page headings to keep information organized.

Silver: *Nashville Parent*; Susan Day, editor and design; Chad Young, managing editor and design; Kiera Ashford, associate editor and design

Fun, entertaining covers set the tone for a magazine chock-full of engaging designs and easy-to-access information. This is a publication that does photography very well, from the cover portraits to the use of stock-art cutouts to documentary photos.

Gold: *Cleveland Family*; Stephanie Park, designer; and Terri Nighswonger, editor

Consistently well designed from cover to cover, *Cleveland Family* does everything well. The photography and the illustrations are compelling and given the space to maximize their impact. The typography reflects the tone of the stories without relying too heavily on novelty fonts. The organization, short bits of information and attractive ad layouts round out this first-place publication.

55,000 or more

Bronze: *Charlotte Parent*; Wade Baker, art director; Eve White, editor

Good cover photography and a comprehensive, easy-to-navigate calendar listing help *Charlotte Parent* edge away from the rest of the pack. The magazine maintains a consistent tone and style throughout that makes for a pleasant read.

Silver: *Atlanta Parent*; Sheri Taylor-Emery, designer.

A very good publication from cover to cover, *Atlanta Parent* uses a subtle, restrained design that maximizes readability and doesn't decorate. Every design element has a clear purpose, and the end result is a pleasing design that invites the reader subtly.

Gold: *Metro Parent (MI)*; Jose Zamudio, senior graphic designer; Kelly Buren, junior graphic designer; Ruth Robbins, associate publisher

Bold, playful covers, creative themes and plenty of canvas on which to operate make *Metro Parent* a standout among its peer publications. The creative packaging includes a wonderful spread on alternative schools that creatively highlights all the most important points in each capsule. This type of clever packaging helps make *Metro Parent* the best of its class.

EDITORIAL

E1 - Cover Writing

30,000 or fewer

No awards

30,001 - 54,999

No bronze award

Silver: *Sacramento Parent*; Sue Cole, publisher; Amy Crelly, editor

This magazine makes the best use of short and sweet cover lines by drawing readers in without having long blurbs. Numbers are used in an appealing fashion, and a good variety of stories are sold on the cover.

Gold: *Maryland Family Magazine*; Cheryl Clemens, editor; Betsy Stein, editor; Michele Moy, art director

The sterling quality of clarity comes through with the cover writing in *Maryland Family Magazine*. The writing promises solid service journalism, personality profiles as well as health and economy stories. The lead feature story has a prominent place on the cover.

55,000 or more

Bronze: *ParentMap* (September and November); Kristen Russell Dobson, managing editor, Alayne Sulkin, publisher

Some fun alliteration is created with the cover blurbs, such as "Bratz, Barbie and Body Image." Good use of questions and exclamation points (which can be tough to do, especially on magazine covers).

Silver: *Dallas Child*; Joylyn Niebes, editor in chief; Lauren Niebes, art director; Gretchen Sparling, managing editor; Claudia King, entertainment editor

Readers love numbers, and *Dallas Child* uses big ones on the covers. Feature stories are the first two cover blurbs listed, with other stories below the plus mark. Cover writing is conversational and friendly.

Gold: *ParentMap* (February and June); Kristen Russell Dobson, managing editor, Alayne Sulkin, publisher

These cover lines use a pairing of title and deck to fully explain the article to readers. It's a wonderful formula that allows for both creativity and an opportunity to explain the story. These cover blurbs balance fun with providing crucial information for parents. Page numbers mean that readers won't have to hunt for a story.

E2 – Column: Publisher's/Editor's Note

30,000 or fewer

Bronze: *SW Florida Parent & Child*; Pamela Smith Hayford, editor

A column with a view toward beginning a dialogue with readers, written with a personal touch.

Silver: *Metro Augusta Parent*; Amy Christian, editor

This column takes an interesting stance and then explains it to readers as a way of starting the conversation. This is a strong voice driving the publication.

Gold: *Baton Rouge Parents Magazine*; Theresa Payment, associate publisher

This column is like getting a peek into the editor's life, with true emotion carrying the reader along.

30,001 - 54,999

Bronze: *Maryland Family Magazine*; Cheryl Clemons, editor

Personal, nostalgic columns that take the reader back, while selling the content in the publication. Nice use of personal anecdotes to tell modern stories.

Silver: *Memphis Parent*; Jane Schneider, editor

A column that reveals the spirit of the publication and lets the reader peek in on the editor's life. Revelatory in a way that leaves the reader seeking more.

Gold: *Parent:Wise Austin Magazine*; Kim Pleticha, publisher

Personal, honest, tone-setting columns that set the stage for the publication in a way that really works. Written from the heart and it shows.

55,000 or more

Bronze: *Washington Parent*; Margaret Hut, editor

A column that uses the writer's voice to engage readers on tough subjects with a fine use of research to inform the subject. A nice mix of personal and informational research underlies these columns.

Silver: *Metro Parent (MI)*; Julia Elliott, managing editor

A personal touch with the ability to get serious for a moment, these columns do a fine job of captivating the reader.

Gold: *Bay Area Parent*; Peggy Spear, editor

Honest and engaging, these columns introduce readers with a personal, rather than institutional voice. The columns entertain while setting the tone for the magazine.

E3 - Briefs/Short Stuff

30,000 or fewer

Bronze: *Genesee Valley Parent*; Jillian Melnyk, editor

Genesee Valley Parent obviously cares about its readers. This section is packed with helpful information that covers a variety of topics.

Silver: *Montreal Families*; Eileen Travers; Liz Warwick; Kelly Wilton

“Don’t duck out of this festival” says one of the headlines for this section – and it’s a pretty sure bet that readers don’t duck away from these tidbits of family-oriented information.

Gold: *Cincinnati Family*; Sherry Hang, editor; Kiera Ashford, editorial assistant; Susan Day, editorial director

“FYI: Local news just for you,” the title of the briefs/shorts package, really says it all. It’s succinctly written and edited, packed with information, and every bit of it connects to the community. Good job.

30,001 - 54,999

Bronze: *Chesapeake Family*; Donna Jefferson, publisher; Kristen Page-Kirby, editor; Nina Fisher, assistant editor

The variety of topics in the section lifted this entry into the bronze. Nicely edited with all the pertinent information for readers to make decisions about whether to participate or purchase.

Silver: *Maryland Family Magazine*; Cheryl Clemens, editor; Betsy Stein, editor

Strong work here with a variety of topics and strong editing. Headlines were engaging without being too promotional.

Gold: *Parent:Wise Austin Magazine*; Kim Pleticha, editor/publisher

Excellent section with every headline in the section fully developed, much as you would see in any news section of a publication. The item topics were varied and local, and each one was tightly edited and informative.

55,000 or more

Bronze: *Dallas Child*; Joylyn Niebes, editor in chief; Shelley Hawes Pate, editorial director; Gretchen Sparling, managing editor; Claudia King, entertainment editor.

“take note” is a notable section with a strong mix of topics. It’s tightly edited with lots for links and information for readers to explore.

Silver: *Charlotte Parent*; Eve White, editor; Renee Roberson, associate editor; Lee McCracken, associate editor

“Reality Check,” an interview with an everyday parent, is an awesome feature in this “parentspace” section. The other articles are also family related and well edited. A strong section.

Gold: *Chicago Parent*; Liz DeCarlo, senior editor

“Short Stuff” is a lively and engaging package of items with varied topics and interests, but all of them are aimed at family activities. Grandparents, children, moms-to-be, dads, teens and tweens can find something here. Nicely edited with strong headlines.

E4 - Calendar of Events

30,000 or fewer

Bronze: *Cincinnati Family*; Sherry Hang, editor, Kiera Ashford, editorial assistant; Susan Day, editorial director

This lively Calendar section offers a wide variety of listings for readers with varied interests. Free activities are clearly marked with the word in red at the top of the entry. Web site addresses abound, a must so that folks can quickly find directions, parking information, discounts or changes in schedules.

Silver: *Birmingham Parent*; Carol Muse Evans, editor/publisher; Lori Chandler Pruitt, calendar editor; Hilary Moreno, art director

The Calendar sections starts with a full month calendar page. From there, this tightly organized and edited section takes readers through the month of events in the area, with each event listed by day. It also lets readers know which events are free with the word capitalized in each applicable listing. Events at area attractions are separated by location with a thorough description of the activity. Listings also include Web addresses when available.

Gold: *Montreal Families*; Tracey Stafford; Pat McIlroy; Liz Warwick

FamilyActivities is a lively section filled with a variety of activities for different interests. Entries are tightly edited, with addresses, phone numbers and available Web sites. Free events are clearly marked with the word in bold-faced type, an added plus for tough economic times and families on a budget. A clear descriptor head for each event let readers decide quickly if they have an interest in the event.

30,001 - 54,999

Bronze: *Nashville Parent*; Chad Young, managing editor, calendar editor and designer

In this strongly competitive category, *Nashville Parent* stands out with its expansive listings. The use of a Free in bright red, all cap letters help financially strapped parents quickly locate activities for their families. This section shows strong organization and content, including Web site addresses throughout.

Silver: *Westchester Family*; Irene C. Okwit, associate editor; Jean Sheff, editor; Dori Karanikis, production supervisor; Cate Sanderson, publisher

This is another superbly organized section with comprehensive listings and information. Web site addresses, break-out boxes and free events indicated with the bold-faced word enhance it.

Gold: *Colorado Parent*; Lyndia Rueger, calendar editor; Deborah Mock, editor

This section is exceptionally well organized and thorough. Each listing includes a Web site address and is marked with a red Free if appropriate. It's easy to maneuver through the sections and break-out boxes and to find activities of interest.

55,000 or more

Bronze: *Metro Parent (MI)*; Kim Kovel, associated editor; Julia Elliott, managing editor; Ruth Robbins, associated publisher

The editing is tight and concise and the listings are complete, including Web site addresses. Break-out boxes highlight interesting events and events overall are concisely organized by topic and region.

Silver: *Chicago Parent*; Tamara O'Shaughnessy, editor

The extensive listings in this calendar is impressive, but what lifts it above the others is the invitation to check the online calendar with its daily updates and its e-dition sign up for listings, discounts and giveaways. Breakout boxes, Web site addresses and organization enhance the work.

Gold: *MetroKids*; Stephanie Halinski, calendar editor; Tom Livingston, executive editor; Nancy Lisagor

"Never a Dull Moment" is the title of the calendar for Metro Kids, but it's also descriptive of the calendar itself. It's tightly edited and well-organized. Listings for free events start with the word Free in all caps and red letters – great for quick scanners. Activities within a day's listings are organized by type of event: arts, performance, nature, museum, event. It's fun and easy to use, obviously written with the users in mind.

E5 - Headlines

30,000 or fewer

No bronze or silver awards

Gold: *Montreal Families*; Liz Warwick, Kelly Wilton

The mix of feature heads with solid news heads and a variety of subheads and entry point headlines pulls this magazine into the winner's circle. The tone of the headlines matches the content throughout the publication.

30,001 - 54,999

Bronze: *Bay State Parent*; Carrie Wattu, editor

The headlines in this publication reflect the language and attitude of a younger audience — perfect for a readership of young parents. "Punky Power" and "So you think you can hoop?" are two examples.

Silver: *Maryland Family Magazine*, Cheryl Clemens, editor; Betsy Stein, editor; Path Buckingham, art director

The headlines in this publication quickly let the readers know what to expect from the article as well as sell the article to headline readers. "First Blush: Is your daughter ready to wear makeup?" is a strong example of a feature head with an explanatory subhead.

Gold: *Broward Family Life*; Kiki Bochi, associate editor

The headlines “Little Babies, Big Bucks,” “The Latest Buzz on Mosquitoes” and “Beyond the Three Rs” as well as a variety of other headlines and subheads add value to this publication. The strong mix of feature and news headlines invites readers into the text throughout the issues.

55,000 or more

Bronze: *Atlanta Parent*; Liz White, publisher; Sarah E. King, staff writer

This magazine’s headlines go straight the readers to draw them into the articles. Examples include: “Can we talk? How to effectively communicate with your child’s school,” “Buses, band-aids and books: It take a lot more than teachers to run a school” and “Is cheap the new Chic?” Creative ways to stretch you budget.” Throughout the publication, the headlines match the tone of the story and sell the content to readers.

Silver: *ParentMap*; Kristen Russell Dobson, managing editor; Alayne Sulken, publisher

It’s rare to find a headline without a subhead in this publication, and they are all strongly written. For example, “Reading with toddlers: Storytime tips for wiggly kids” is bound the draw in every reader who has ever tried to get a child to sit still long enough to read a book – the headline does a great job of selling that article. It’s just one example of many headlines in this publication that work well.

Gold: *Sydney’s Child*; Sean Mooney, group editor; Suzie Longstaff, deputy editor; Sibahn Donohoe, sub-editor

Sydney’s Child continues its solid work with its headlines in the March and September 2009 editions. “Muffled by Metaphor: Kerri Sackfille sees no need for her son to speak euphemistically about the death of is aunt.” (September, page 24) illustrates the creativity balanced with sensitivity that obvious throughout the section. Most articles are topped with a feature headline followed by a strong subhead that sells that content to readers.

E6 - Photo Cut-lines

30,000 or fewer

No awards

30,001 - 54,999

No bronze or silver awards

Gold: *Metro Parent (OR)*; Marie Sherlock, writer/editor

Every photo has a cutline, and the cutline clearly identifies what is happening in the photo without repeating obvious information as well as links the photo to the content of the page. Of course, they are grammatically correct, but they are also written in a way that “sells” the story to the reader.

55,000 or more

No awards

E7 - Column: Reviews

30,000 or fewer

Bronze: *Birmingham Parent*; Paige Gardner Smith, writer; Hilary Moreno, art director; Lori Chandler Pruitt, associate editor; Carol Muse Evans, publisher-editor

Each review page centers around a theme (good sportsmanship, audio books for reluctant readers) that offers a cohesive feeling. The reviewer’s insights are sound. She writes clearly.

Silver: *Montreal Families*; Kelly Di Domenico, writer; Liz Warwick; Kelly Wilton, editor

Publishing review pages with themes (mysteries for kids, eye opening books for preteens) works nicely. The introductory passages to the grouped reviews offer welcome clarity. The reviewer writes with clearly and with precision.

Gold: *Richmond Parents Monthly*; Robert Bullington, columnist; Lisa Crutchfield, editor

Writing informatively about music is never easy, and writing about music for children seems especially difficult from an adult perspective. The brief reviews demonstrate erudition and sound like fun, a hard-to-achieve combination.

30,001 - 54,999

No bronze or silver awards

Gold: *Parent:Wise Austin Magazine*; Kim Pleticha, editor and publisher

The “Cool or Crummy” heading is clever and appropriate for readers of all ages. The products being subjected to review demonstrate a pleasing variety. The write-ups strike just the right tone.

55,000 or more

No bronze award

Silver: *Melbourne’s Child*; David Witt, reviewer; Veronicah Larkin, reviewer; Sean Mooney, group editor; Suzie Longstaff, deputy editor; Siobahn Donohoe, sub editor

The books chosen for review show a pleasing variety. The writing is clear. The individual picks by David and Veronicah add a dash of personality to the pages.

Gold: *MetroKids*; Frank Lipsius, contributing writer; Tom Livingston, executive editor; Nancy Lisagor, publisher

The selection of books signals wisdom. They are grouped sensibly. The writing is lively.

E8 - Column: Child Development & Parenting Issues

30,000 and fewer

Bronze: *TulsaKids Magazine*; School Age; Cindy Webb, writer

Good use of personal stories and strong sources. Lots of lists in the Manner’s Matter column helps make advice easy to harvest. The texting column explored a subject not often covered and important to parents.

Silver: *Birmingham Parent*; Parenting with Dr. Friedman; Vivian Friedman, columnist

Authoritative advice from a parenting expert. A strong voice that leads the reader to new understandings of complex problems. The writer offers a powerful lesson on corporal punishment.

Gold: *Coulee Parenting Connection*; Lisa Grant, writer

Strong personal anecdotes help the reader understand difficult subjects. Lots of research and many, many entry points. Very timely and important topics that speak directly to today’s parent.

30,001 - 54,999

No bronze award

Silver: *Memphis Parent*; “Parent to Parent,” Terri Combs-Orme, columnist

Authoritative advice with many entry points for readers. Column covers a wide array of topics under one subject heading.

Gold: *The Parent Paper*; “The Special Parent,” Cynthia Catterson, writer

Good practical advice on subjects that are often discussed but not well covered. Graphics added helpful tips to tough issues.

55,000 or more

Bronze: *Minnesota Parent*; “Shelf Life,” Beth Hawkins, columnist

In-depth reporting, writing and discussion of difficult subjects. Sourcing is strong and so are the writer's feelings about her subject. This column has a distinctive voice.

Silver: *Washington Parent*; "Ages and Stages," March and October; Emory Luce Baldwin, writer
Authoritative writing and sourcing. Well-chosen examples make important points. Good reading for both parents, prospective parents and grandparents.

Gold: *ParentMap*; "Getting School Ready," Linda Morgan, writer
Strong storytelling and accomplished writing. Important lessons for parents with a gentle, well-sourced touch. Nice use of personal anecdotes.

E9 - Column: Family Matters

30,000 or fewer

Bronze: *West Virginia Family Magazine*; "Safe Teen Driving Series," Carla Cosner, publisher/editor

This series not only points out the dangers facing teen drivers and their parents, it also provides information that can help both steer clear of potential problems.

Silver: *Montreal Families*; "Helping disruptive kids at school: A parent's guide to report cards," Liz Warwick, writer; Kelly Wilton, editor

Disruptive behavior at school is not only a problem for the child but also the parent. This story provides information about new approaches parents can take to help their child be successful at school. The story on report cards also provides information that parents can use to help their child cope with the stress of assessment. Both stories are well written and tackle serious issues faced by families today.

Gold: *TulsaKids Magazine*; "Natural Mom," Betty Casey, editor

Any parent can relate to quandary of whether the baby should sleep in bed with them. The mom in this case makes a convincing argument that doing so will not spoil the child. In fact, it can make life easier for both. In her second article she writes about the discovery of a versatile way to carry her newborn. The way she describes the sling and how it helps keep her baby calm was delightful to read.

30,001 - 54,999

Bronze: *Sacramento Parent*; "Extra-Ordinary Kids," Amy Crelly, editor; Paula Allison; Heather Haskin, writers

This family learned a lot about food and what effects they can have on a child with allergies. This was a well-written column with a lot of emotion and information. The story on delayed umbilical cord clamping was informative. The writer did a good job of explaining the benefits without writing over the heads of the readers.

Silver: *Broward Family Life*; "Hurricane Warning: Snake Smarts," Kiki Bochi, editor

When a family has to leave their home because of a natural disaster it is important to think about the four-legged members of the family. This story provides useful information that can help a family prepare for the unexpected. The snake story highlights a subject that has received little attention. The information is invaluable for people considering a snake as a pet. It is also a reminder to those who have pet snakes that they must be on guard.

Gold: *Broward Family Life*; "Family Guy," Gregory Kerr, contributing writer; Kiki Bochi, editor

The column about kids enjoying dancing was engaging. The father telling his on-again, off-again love affair with getting down was refreshing. The writer really enjoyed relaying his tale and that of his sons to the reader. The friendship story was an excellent read.

55,000 or more

Bronze: *Queens Family*; "Money doesn't come with instructions," Candi Sparks, contributing writer

Teaching teens the value of money is not easy, but this column provides tips that parents will find useful. The writer not only talks about saving, but also deals with how to use credit. The second column does an effective job of telling teens and parents the dos and don'ts of using credit.

Silver: *ParentMap*; "Ages and Stages," Kristen Russell Dobson, managing editor; Alayne Sulkin, publisher
Finding "me time" for mothers is becoming more difficult. The writer of this column does a good job of explaining why it is important for moms to get a break from the kids. It also has resources moms can turn to for help. The second column on finding the right babysitter is something mothers will clip out and put away as a reference guide. The information is excellent and real-life examples add to the resources provided in the column.

Gold: *Boston Parents Paper*; "5 Questions," Georgia Orcutt, writer and associate editor; Deirdre Wilson, senior editor

The first column on orange juice provides much-needed information about a substance that many people drink daily. The writer did an excellent job of presenting the information without over-writing. The kid meltdown story brings a new perspective on how parents should handle the terrible twos. The question format works for this column.

E10 - Column: Family Fun

30,000 or fewer

Bronze: *SW Florida Parent & Child*; Pamela Smith Hayford, editor

A clever column idea that is well-executed and a lot of fun to read. The eye for detail and obvious knowledge of the subject matter bring the writing to life.

Silver: *Cincinnati Family*; "Family Getaway," Sherry Hang, editor

Chock full of useful information with enough synthesis and reporting to make sense of it all. A column with a voice, written with parents in mind.

Gold: *Birmingham Parent*; "The Park Rater," Carol Evans, publisher/editor

A clever concept, executed well. This is the sort of column that differentiates a publication and serves readers. Consumer-friendly reporting with verve.

30,001 - 54,999

Bronze: *Bronx Family*; "Family Fun," Susan Weiss, publisher

Incredibly detailed, yet still a lot of fun, these articles display an investment of time and energy that rewards readers. Filled to the brim with useful information, but still highly readable.

Silver: *Piedmont Parent*; "Daytrippin'", Myra Wright, editor

Fun, family-oriented and just the right balance of information and entertainment. Love the use of family experiences to provide recommendations for others.

Gold: *Chesapeake Family*; "Family Fun," Donna Jefferson, editor

Strong reporting and research informs these interesting articles, written with the audience in mind. The reader is attracted to the detailed reporting but stays for the excellent writing.

55,000 or more

Bronze: *ParentMap*; "Out + About: Fort Nisqually," Alayne Sulkin, publisher

An informative column that combines a mother's voice with an expert's knowledge. Not a wasted word in these articles, written in an active, enthusiastic voice.

Silver: *ParentMap*; "Out + About: Penguin," Alayne Sulkin, publisher

Nice use of personal anecdotes to add local flavor, combined with a great use of local information that readers can act upon. Lively and informative writing throughout.

Gold: *Bay Area Parent*; "Family Travel," Peggy Spear, editor

Jam-packed with actionable, interesting information, written in a way that keeps the reader. Authoritative voice throughout is leavened by anecdotes that tell the story. Lots of human interest woven into the narrative, and the stories flow well while also containing a ton of information.

E11 - Column: Humor

30,000 or fewer

Bronze: *Lake/Geauga Family*; "Mommy Matters," Terri Nighswonger, editor

This columnist has a good sense of her audience, offering amusing insights about parenting that appeal to parents of younger and older children alike.

Silver: *Richmond Parents Monthly*; "Frumpy Zone," Colleen R. Lee, columnist

Self-deprecating humor and a light touch are the keys to the success of this column addressing life's foibles.

Gold: *nola baby and family*; "Word to Your Momma," Jeanne Martin, writer and designer; Leslie Penkunas, editor

This self-described "irreverent advice column" really delivers the chuckles with bright writing and vivid description in the columnist's distinctive voice. The column even manages to offer some decent advice too!

30,001 - 54,999

Bronze: *Central Penn Parent*; "Plain Jane," Jane Sutter, columnist; Nikki M. Murry, editor; Cathy Ashby, associate publisher; Anne Marie Reynolds, designer

From the allure of Facebook to a child's obsession with superhero pajamas, this column covers a lot of familiar territory with a funny twist. The columnist has an engaging conversational style.

Silver: *Bay State Parent*; "Under My Roof," Jim Keough, writer; Carrie Wattu, editor

Passing a kidney stone is a decidedly unfunny event, yet this column manages to generate laughs nonetheless. Lots of details and funny dialogue make the column an enjoyable read.

Gold: *Parent:Wise Austin Magazine*; "My Life as a Parent," Wendi Aarons, writer; Kim Pleticha, editor and publisher

This column features excellent scene-setting and showcases the columnist's ability to turn her inner thoughts into witty dialogue. Making jokes at one's own expense can be tricky business, but this columnist pulls it off with flair.

55,000 or more

No bronze award

Silver: *Boston Parents Paper*; "A Household Word," Carol Band, writer; Dierdre Wilson, senior editor

This column takes funny anecdotes a step further by finding the deeper Meaning in those funny incidents. Clean, engaging writing.

Gold: *Dallas Child*; "The MANifesto," Rudy Klancnik, writer; Joylyn Niebes, editor in chief; Lauren Niebes, art director; Tanya Crosby, consulting editor; Gretchen Sparling, managing editor

This columnist demonstrates some good range -- able to tell an amusing story as well as produce a column that is more conceptual. Sharp writing and good pacing.

E12 - Travel Feature

30,000 or fewer

Bronze: *TulsaKids Magazine*; “For a value-minded ski vacation – Boulder Rocks!” Diane Tritt Eaton, writer
This is a first-person consumer feature that offers a lower-cost alternative to the family ski vacation. Throughout are tips to save dollars on rental, food and hotel.

Silver: *Montreal Families*; “Heading South for the Holiday Season,” Kristina Edson, writer
This is a heartwarming tale of a family who left the hustle and stress of Christmas behind to spend it in the warmth of Myrtle Beach. Good tips for parents seeking an alternate holiday destination.

Gold: *Neapolitan Family*; “The Perfect Place to Chill: Orlando’s Water Parks,” Robert Kurth, writer
Research – that’s what makes articles pack punch. This article compares waterparks in nearby Orlando and what’s right for each age. A great example of consumer tips that help families spend smarter.

30,001 - 54,999

Bronze: *Maryland Family Magazine*; “DC in a Day,” Joya Field, writer
Create tips on a family vacation to the nation’s capital, including best times to visit, and even how to go green by using mass transit.

Silver: *Chesapeake Family*; “Boat Plus Baby: Tips on Cruising with an Infant,” Donna Jefferson, publisher; Kristen Page-Kirby, writer and editor
With cruises increasing in popularity, is a question all parents have – can babies join the adventure, without curbing the fun for parents? This humorous but helpful feature considers all the angles of whether sharing a stateroom with a baby makes sense.

Gold: *Memphis Parent*; “Family Camps,” Jane Schneider, editor
Strong personal writing makes this annual listing just leap from the pages. This feature is a journalistic lesson on how to make readers feel like they are on the trip with you!

55,000 or more

Bronze: *ParentMap*; “More Maui, Less Money,” Lora Shinn, writer; Kristen Russell Dobson, managing editor; Alayne Sulkin, publisher
Who doesn’t want to go to Maui? Is lovely, but airfare has made it out of reach. This article helps you find the bargains, and plops you down on that silver sand for less.

Silver: *Charlotte Parent*; “Making the Most of Disney World,” Eve White, editor; Lee McCracken and Renee Roberson, associate editors
We all make the trip to see The Mouse, but this article helps us make the most of a DisneyWorld visit, complete with the lowdown on new attractions, and how to stave off a child meltdown while you’re standing in line.

Gold: *Metro Parent (MI)*; “All Aboard!” Kristen J. Gough, writer; Julia Elliott, managing editor; Kim Kovelleville, associate editor; Ruth Robbins, associate publisher
There is something magical about trains, and train stories. It’s true that on a train your vacation starts the minute you climb on board. This feature offers not only trip tips to take, but how to read about trains with your child.

E13 - Personal Essay

30,000 or fewer

Bronze: *Coulee Parenting Connection*; “Adopting Four-Legged Family,” Kim Seidel, writer; Lissa Carlson, editor & publisher.

This service-oriented essay skillfully weaves the personal with the practical by detailing the joys and woes of pet adoption and pet stewardship.

Silver: *Little Rock Family*; “Excuse Me, Mrs. LaGory,” Denise Ullem, writer; Jennifer Pyron, editor

This precisely short essay addresses in a humorous way the conflicted feelings of parent and child as the first day of kindergarten looms. The story’s length illustrates the power of writing with focus, voice, and brevity.

Gold: *Montreal Families*; “Motherhood: A Mesh of Happiness and Helplessness,” Alissa Sklar, writer; Kelly Wilton, editor

An artfully constructed essay from the point of view of a frazzled mother looking back to a time when her children were younger, this story opens with an arc toward a wonderful moment of surprise that ends with a single Cheerio being eaten.

30,001 - 54,999

Bronze: *Memphis Parent*; “When Daddy Comes Home: How One Family Adapts to Job Loss,” Susan Elswick, writer; Jane Schneider, editor

This essay about a “blessing in disguise” combines a personal story with helpful tips about how to manage family finances.

Silver: *Kansas City Parent*; “Special Beauty,” Sandy Brooks, writer; Michael Gimotty, publisher

With tender and understated elegance, a mother tells the story of the birth of her daughter who needed cleft surgery because of a deviated septum.

Gold: *Metroparent (WI)*; “Miscarriage: Love and Loss,” Rebecca Christman, writer and managing editor

To write about the intimate and personal devastation of miscarriage requires a careful approach. In this case, it is an approach filled with love in the scenes recounted. The spare use of quotation made the quotes used from a five-year-old even more powerful.

55,000 or more

Bronze: *San Diego Family Magazine*; “Mommy Diary: Confessions of a Welfare Mom,” Anonymous, writer; Sharon Bay, publisher

In crisp prose, a mother tells her secret with specificity and clarity. She outlines the financial collapse of her suburban life by using the standard tools available to any writer: narrative, voice, and compelling details.

Silver: *Dallas Child*; “Just One Bite: This Food Mom Won Her Family’s Food Fight—You Can Too,” Joslyn Taylor, writer; Joylyn Niebes, editor in chief; Gretchen Sparling, managing editor

With knowledgeable comfort in talking about food, the writer commands a subject of interest to all parents—how to get kids to eat healthy foods. Anecdotes, scenes, telling details, and experts illuminate key points of the essay. The reader is offered ideas, solutions, and inspiration aplenty.

Gold: *Chicago Parent* “For The Love of Nola,” Matthew M.F. Miller, writer; Tamara O’Shaughnessey, editor

A father who once weighed 500 pounds lovingly tells about how he charts the emotional territory of nurturing his young daughter so that she might avoid the struggles he faced with food. Straightforward use of language and details contribute to the strength of this story.

E14 - Profile

30,000 or fewer

Bronze: *TulsaKids Magazine*; “And Babies Make Five,” Cindy Webb, writer

Don and Melanie Heffington persistently tackled huge hurdles to become intentional parents, but it took a couple of unexpected events to create their “instant” family. Their story is told with heart and compassion, without under-playing or over-dramatizing the couple’s many hardships.

Silver: *Metro Augusta Parent*; “Year-long Learning ... and Then Some,” Eric Johnson, staff writer; Amy Christian, editor

An effective and efficient (column-length) look at a remarkable private school that perseveres by sticking to educational priorities and human principles, with a compelling figure at the center of the tale. Convincingly demonstrates that “alternative education” doesn’t necessarily mean something way out of the mainstream.

Gold: *Genesee Valley Parent*; “Special Families,” Jillian Melnyk, editor

A profound theme resonates throughout this collection of intensely personal stories about parents of children with special needs: Be your own best advocate – but also be realistic and accepting of the differences your lives will hold. The stories are diverse and honest, with illuminating details and authentic emotion.

30,001 - 54,999

Bronze: *Bronx Family*; “Rockette Helps Students Stay Way Out in Front of Obesity,” Tiziana Rinaldi, staff writer

If the headline doesn’t get you, the refreshing tale of this remarkable inner-city program will. The story reveals how one woman’s vision for combining music, dance and theater to help kids learn about nutrition and exercise has made a demonstrable impact.

Silver: *MetroFamily Magazine*; “I Have Cancer ... but it Doesn’t Have Me,” Mari Farthing, writer and editor; Sarah Taylor, publisher

There are a lot of stories about women battling breast cancer, but few are presented with such a compelling format. The author effectively alternates her reporting with excerpts from the subject’s blog, offering the honesty of the moment. The combination is honest, personal and informative.

Gold: *Maryland Family Magazine*; “Double Overtime,” Deidre McCabe, writer

Engaging, nicely paced insight about how a successful women’s basketball coach adapts to twin boys at home while the high-profile challenges of her 60-hour work week do not abate. The author spares us the usual sports cliches in favor of spot-on observation about how Coach Frese makes it all work. Some very nice quotations used they way they should be – to advance, not pad, the story.

55,000 or more

Bronze: *Atlanta Parent*, “Atlanta’s Entrepreneurial Moms,” Kindred Howard, writer

“Moms-who-do-it-all” stories can be cliched and chirpy – this powerful look at exemplary entrepreneurs is decidedly neither. Launching a business requires passion and perseverance, and this story honestly explores how three moms brought their ideas to life in the marketplace – while offering practical advice for those who would emulate them.

Silver: *Washington Parent*; “Giving Voice to Mothers in the Margins,” Jessica Stockton Clancy, writer; Margaret Hut, editor; Alicia Brewster, assistant editor

A story of accomplishment and relentless drive told with context and detail, and without the breathlessness that can undermine profiles. The lesson is clear and convincing: Save the mothers and you save the children.

Gold: *ParentMap*, “Superheroes for Washington Families,” Kristen Russell Dobson, managing editor; *ParentMap* writing staff; Alayne Sulkin, publisher

A sparkling collection of sharply honed, revealing vignettes about people who make a difference in children's lives. Each mini-mini-profile punches to the heart and soul of its subject – and every one of them, no matter how short, has an outside perspective from someone who offers testimony to the subject's accomplishments and value.

E15 - Interview

30,000 or fewer

No bronze award

Silver: *Baton Rouge Parents Magazine*; "Slow to Speak: When Parents Should Worry," Amy Foreman Plaisance, publisher; Theresa Payment, associate publisher; Lynn Castille

Sometimes a mother's instincts are her child's most valuable asset. And for children suffering from hearing and speech disorders, those instincts can change their lives. This story illustrates how a mother's strategies can complement doctors' to ensure her son overcomes a physical challenge.

Gold: *TulsaKids Magazine*; "Three Faiths; One Friendship," Cindy Webb, writer

Here's a delightful tale describing how three mothers from divergent religious backgrounds join forces to transform children's and families' perceptions of faith. If we were all so open-minded, the world might be a more peaceful place.

30,001 - 54,999

Bronze: *Carolina Parent*; "Chapel Hill Author Writes Books that Speak to Teens, Parents," Aleta Payne, writer; Crickett Gibbons, editor

This story invites the reader into the heart and mind of a local woman whose insights about adolescence have made her a best-selling author. The writer goes beneath the surface to show us who Sarah Dressen really is.

Silver: *Piedmont Parent*; "Big Bang Boom!" Myra Wright, editor; Cristi Driver, writer

Here's a simply delightful tale about three musicians who found inspiration – and a niche – in music that thrills kids and their parents at the same time. It's a fast-paced read that mirrors the energy of three fathers who embrace their light-hearted music as a special calling.

Gold: *Metro Parent (OR)*; "Juggling Fatherhood: Rhys Thomas Talks About His Balancing Act," Marie Sherlock, writer and editor

Seldom does a Q&A format engage the reader like this piece of work. Juggler and comedian Rhys Thomas is a unique personality, and this interview keeps several balls in the air to help his character shine though.

55,000 or more

Bronze: *Boston Parents Paper*; "Super Parenting for Kids with ADD," Deirdre Wilson, writer and senior editor; Georgia Orcutt, associate editor

This insightful piece offers a hopeful perspective for parents of children diagnosed with ADD or ADHD, helping them recognize their sons' and daughters' conditions as gifts rather than disabilities. It's a short but important read for millions of mothers and fathers.

Silver: *San Diego Family Magazine*; "Tony Hawk: San Diego's Coolest Dad Talks about Babies and 'Boarding," Sharon Bay, publisher and editor in chief; Kirsten Flournoy, editor

Man, is Tony Hawk cool! This peek into the life of a skateboarding superstar reveals Hawk as a simple man who – despite his fame, fortune and phenomenal talent – remains rooted in family values.

Gold: *Bay Area Parent*; "Are You a Bad Mother?" Cindy Byrne, publisher; Peggy Spear, writer

Ayelet Waldman had the audacity to suggest that a mother might have interests beyond her children, and the *Bay Area Parent* had the audacity to give her a voice. Using a simple book review as a hook, the magazine conveys the fascinating perspective of a good mother unafraid to challenge stereotypes.

E16 - News Feature

30,000 or fewer

Bronze: *Montreal Families*; Kelly Wilton, editor; Liz Warwick and Alissa Sklar, writers

Today's big screen TVs with their high definition pictures have come a long way from the clunky behemoths of the 1950s, but the controversy over whether it's safe to plunk your baby down in front of one is still raging. This carefully investigated feature examines the latest research and offers considered insights into this longstanding controversy.

Silver: *Cincinnati Family*; Sherry Hang, editor; Susan Day, editorial director; Kiera Ashford, editorial assistant

The prospect of handing teens a cell phone and turning them into child pornographers can make any parent shudder. But this well-crafted investigation into kids who send and collect nude images of children offers informative and level-headed facts that permit a rational assessment of the dangers. The social and legal consequences are reported in a way that turned this article into an interesting and important read for parents facing technological challenges to their children's safety.

Gold: *Baton Rouge Parents Magazine*; Amy Foreman Plaisance, publisher/CEO; Theresa Payment, associate publisher; Jacqueline Bodnar, writer

This article offers unique insights into how environmental concerns over contaminated toys and clothing affect second hand businesses while making parents' shopping choices more complex. The author managed to seamlessly connect the ripple effects of product recalls, their effects on neighborhood entrepreneurs, and the potential dangers to children in a revealing, well-investigated story.

30,001 - 54,999

Bronze: *Metro Parent (OR)*; Marie Sherlock, editor; Teresa Carson, writer

This is one of those political pieces that does a service to the community by informing parents—and voters—about pending legislation that could have a significant impact. In a well-researched, and carefully reported feature, this author uses an accessible well-developed narrative to explain efforts underway to adopt a paid family leave law in Oregon.

Silver: *Bay State Parent*; Carrie Wattu, editor; Julia Quinn-Szcesuil, writer

One of the most important parenting decisions people can make is whether to become a parent in the first place. In this intriguing health feature, the author does a masterful job of researching and reporting a little know condition called post vasectomy pain syndrome. By carefully explaining this rare side effect, the author avoids sensationalizing it while still informing readers in a way that can help them make informed decisions.

Gold: *Maryland Family Magazine*; Paul Milton, executive director of news operations; Jennifer Broadwater, writer

Sometimes, it takes an award-winning idea to help craft an award-winning article and this is one of those times. As the Internet and social networking sites cause people to leave a deeper historical footprint, the indiscretions of youth can often haunt young people farther into the future than they ever imagined. Here the author explains how events of the past can affect a person's ability to later land a law enforcement job. Interesting topic, and a story that was carefully reported and descriptively narrated.

55,000 or more

Bronze: *Washington Parent*; Margaret Hut, editor; Alicia Brewster, editor; Erin Mantz, writer

Probing the intriguing relationship between technology, children and their nannies generated a fascinating story about how new ways of communicating affect childcare. A unique story idea, combined with meticulous reporting and stylish writing produced an interesting and provocative article.

Silver: *ParentMap*; Alayne Sulkin, publisher, Kristen Russell Dobson, managing editor, Lora Shinn, writer
Letting children decide what they want to learn sounds illogical and foolhardy, but in the hands of this author, the story transforms into an interesting piece about “child led learning.” With skillful reporting, interesting anecdotes to humanize the story, and an authoritative narrative voice, this feature article will cause readers to rethink what may be best for children.

Gold: *Bay Area Parent*; Cindy Byrne, publisher; Peggy Spear, editor; Janine DeFao, writer
This courageous article about gender-variant children serves the community by informing it about behaviors in a way that increases sensitivity and understanding. With careful and humanizing reporting, and a strong narrative component, these stories about children who want to make their own gender decisions at a young age become a compelling and informative read.

E17 - Investigative Reporting

30,000 or fewer

No bronze or silver awards

Gold: *Baton Rouge Parents Magazine*; “Can We Talk? From Texting to Sexting,” Amy Foreman Plaisance, publisher; Theresa Payment, associate publisher; Christine Belaire, writer

This article provides an in-depth look at how kids are using cell phones to send each other racy and possibly unlawful photos and text messages. The writer does a great job showing how impulsive teenage behavior can lead to criminal charges. The article provides details about the laws and what’s going on in local schools.

30,001 - 54,999

Bronze: *Nashville Parent*; “Behind the Scenes at Juvy,” Susan Day, editor; Chad Young, writer

The writer gives readers a look at what really goes on inside the county juvenile detention center. Interviews with court officials and a detainee help show what goes on inside the facility. The article also provides nut-and-bolts information about how the center works with school administrators and teaches so kids stay on track at school.

Silver: *Kansas City Parent*; “Do 30 Extra Points Really Pay Off on the SAT,” Michael Gimotty, publisher

College-entrance test anxiety is a big deal for many parents and their children. This article puts the SAT and ACT into perspective by examining how area college admissions really work. Also, the writer serves readers by providing guidelines to preparing for the tests.

Gold: *Parent:Wise Austin Magazine*; “Charter Schools: Do They Measure Up?” Kim Pleticha, writer

This well-written article assesses the value of charter schools. The lead, which looks at one parent’s experience, draws you in. The writer does a nice job of balancing the information culled from reports, interviews and statistics. She keeps the focus where it needs to be: on the kids in the schools.

55,000 or more

Bronze: *Metro Parent (MI)*; “Get Smarter about Charters,” Kim Kovellev, associate editor; Julia Elliott, managing editor; Ruth Robbins, associate publisher

This article take a critical look at Michigan charter schools 15 years after inception. The writer provides details about how the schools, students and teachers have been performing. In two sidebars, the writer takes you inside charter schools by using vivid scenes.

Silver: *ParentMap*; “Worked Up about Homework,” Linda Morgan, associate editor; Kristen Russell Dobson, managing editor; Alayne Sulkin, publisher

A pithy lead pulls the reader into this article that looks at the quantity and quality of homework that teachers assign students. The writer shows how homework can disrupt home life by talking to parents of local school kids. The writer also backs up the anecdotes with research.

Gold: *Dallas Child*; “Lifeline,” Joylyn Niebes, editor in chief; Gretchen Sparling, managing editor

Parents-to-be face a host of decisions. In Texas, one is whether to donate or bank umbilical cord blood. The writer uses medical experts to provide advice for parents who are interested in paying to have the blood banked. Also, the writer keeps the reader interested by weaving in one boy’s story, with more explanatory sections.

E18 - Service Feature

30,000 or fewer

Bronze: *Augusta Family Magazine*; “More Than a Meet and Greet,” Lucy Adams, writer; Karin Calloway, editor; Kate Metts, publisher

The parent-teacher conference is the subject of this helpful feature, which highlights ways parents can make the most of these informational sessions. One parent’s slightly embarrassing experience helps break the ice for other parents who may be feeling apprehensive.

Silver: *TulsaKids Magazine*; “No Hitting!” Corinne Fiagome, writer

Proof that a service feature need not be lengthy to be effective. A clear, straightforward look at why toddlers hit and how to respond. An effective first-person lead.

Gold: *Baton Rouge Parents Magazine*; “How Can You Say That? What To Do When Your Child Says, ‘I Hate You!’,” Jacqueline Rupp, writer; Theresa Payment, associate publisher; Amy Foreman Plaisance, publisher

No parent wants to hear “I hate you” from a child, but the information in this story might help take a little of the sting away. The writer does a good job “translating” the perspectives of psychologists by selecting effective quotes.

30,001 - 54,999

Bronze: *Metro Parent (OR)*; “Education Matters!” Emily Puro, writer; Marie Sherlock, editor

A comprehensive and in-depth look at how parents can help their children learn to — and maybe even like to — read. Loaded with tips and information for every stage of a child’s life.

Silver: *Maryland Family Magazine*; “When Nursing Doesn’t Come Naturally,” Laura Barnhardt Cech, writer

The first days of breast-feeding can be difficult and even painful. This nicely crafted story features the perspectives of two new mothers who benefited from seeing a lactation consultant, along with easy-to-understand descriptions of common problems and solutions.

Gold: *Parent:Wise Austin Magazine*; “The Dyslexia Diagnosis: Better Readers, Happier Kids,” Kim Pleticha and Julia Ramirez, writers

From definitions and detection to legally required accommodations and what to expect from schools, this story features strong reporting and a good variety of sources. The anecdotal lead -- in which a teacher describes the difficulty in diagnosing her own daughter -- is a nice way to make parents feel less intimidated by this tricky problem.

55,000 or more

Bronze: *Atlanta Parent*; “Teens and Social Networking,” Melanie Wagner, staff writer; Kate Parrott, editor

An increasingly important topic — how to manage a child's media diet — gets thorough treatment here. The inclusion of survey results revealing the disconnect between what parents think their kids are doing and what they're actually doing point to the importance of just this kind of story.

Silver: *Washington Parent*; "Beyond Maternity Leave," Jessica Stockton Clancy, writer; Margaret Hut, editor; Alicia Brewster, assistant editor

On top of everything else, new mothers face the task of balancing breastfeeding with their return to work. This story offers solid advice in a clear, straightforward manner.

Gold: *Dallas Child*; "Where There's a Will, There's a Way," Joylyn Niebes, editor in chief; Lori Mayfield, writer; with Tanya Crosby, consulting editor; Gretchen Sparling, managing editor

This story tackles the important yet tricky — both legally and emotionally — subject of estate planning in a way that is both fresh and engaging. Very clear writing makes difficult legal concepts understandable. Good reporting.

E19 - General Feature Writing

30,000 or fewer

Bronze: *Montreal Families*; "How to Teach Kids About Empathy," Kelly Wilton, editor; Alissa Sklar; Liz Warwick, writers

This writer had to confront her own behavior in response to a homeless teen begging for money. With this experience as a launching point, the story provides important information on children understanding charity with numerous examples clearly presented.

Silver: *Augusta Family Magazine*; "Failure," Karin Calloway, editor; Lucy Adams, writer; Kate Metts, publisher

The writer uses personal experience to share a powerful lesson on how to help your kids deal with failure. Augmented with quotes and a sidebar on Famous Failures, the story comes back to the lead anecdote in its poignant and humorous conclusion.

Gold: *Metro Augusta Parent*; "Intensive Care," Stacey Hudson, publisher; Amy Christian, editor

From the beginning, readers are drawn in to the story about a family in the midst of crisis with a father's life in the balance. The writer openly talks about the choices she made with her own family in dealing with the situation and uses professionals to explain how children respond in such situations. This is a great combination of memoir writing and service journalism all wrapped into one touching story.

30,001 - 54,999

Bronze: *Nashville Parent*; "Going to Mommy's House," Susan Day, editor; Chad Young, managing editor; Kerri Bartlett, writer

This writer brings readers the story about the Tennessee Prison for Women's Child Visitation Program. She clearly outlines the program and shows what it's like for mothers and children to reunite in a more normal setting. The writer's hand is deft and displays restraint, without overplaying the dramatic.

Silver: *Metro Parent (OR)*; "The Great Vaccination Debate," Anne Laufe, writer; Marie Sherlock, editor

This very thoroughly reported story looks at the issue of vaccinations, assessing the many sides, advantages and disadvantages. The writer handles the complex topic well and presents some history on the debate as well as contemporary opinions by parents, physicians and those who practice naturopathic medicine. The writer doesn't force any one angle to the story but lets it unfold to the readers.

Gold: *Maryland Family Magazine*; "Momnesia," Laura Barnhardt Cech, writer

“Momnesia” presents a serious topic in such a light and funny way that ensures readers will be laughing while learning a thing or two in the process. The writer’s tone carries a lot of wit, yet she brings substance to the article as well in her research and reporting.

55,000 or more

Bronze: *Melbourne’s Child*; “The Male Fertility Myth,” Dr. Sam Tormey, author; Sean Mooney, group editor; Suzie Longstaff, deputy editor; Siobahn Donohoe, sub-editor

The writer approaches this sensitive topic with humor and some pop culture examples mixed in with his own medical expertise. He isn’t afraid to use terms such as “male pipes” and “little fellas” to identify male reproductive organs and sperm. He speaks with authority and engages the audience he also educates.

Silver: *Chicago Parent*; “Living the Nightmare,” Jerry Davich, writer

In “Living the Nightmare” the writer exquisitely recreates the horrifying account of a young mother losing her two sons – the death by the boys’ father, her ex-husband. Readers can feel the mother’s torment and anguish as Davich walks them through the story. He allows her to tell it, and it’s a story readers won’t soon forget.

Gold: *Columbus Parent Magazine*; “Type 1 Diabetes,” Staci Perkins, writer and editor

This feature story is a comprehensive look at a health issue that is presented in an accessible manner. The writer starts out with the story of her own son’s diagnosis and then brings to light the stories of five other families. She segues into specifics of the disease and its treatment while interjecting her own fears and experiences along the way. Three sidebars add to the packaging of this feature with valuable information for the readers.

E20 - Special Series

30,000 or fewer

No bronze award

Silver: *TulsaKids Magazine*; Shannon Howard, writer; Diane Tritt Eaton, writer; Betty Casey, editor

Writing about summer travel for families is an evergreen topic that can sound trite. This series avoids triteness by focusing on nearby journeys, water outings and family hostels. The details provided are impressive.

Gold: *Fredericksburg Parent & Family*; K.J. Mushung, writer; Leigh Anne Van Doren, owner-publisher-editor

A series about proposed changes to special education regulations, treated as quasi-breaking news, is not standard fare for parenting publications. The timeliness and the reporting initiative are admirable.

30,001 - 54,999

Bronze: *Maryland Family Magazine*; “A Day Downtown,” Joya Fields, writer; Karren L. Johnson, writer; Paul Milton, executive director of news operations

Local historical sites and already well-known destinations such as museums are not easy to bring to life for a savvy audience. The writers of this series found techniques to generate interest.

Silver: *Bay State Parent*; “Finally Forever,” Robyn Silverman, writer; Carrie Wattu, editor

The quasi-diary, quasi-memoir, quasi-blog combination works well to relate a personal story about adoption, birth and childrearing. First-person is easy to do, but difficult to do well. The writer finds just the right tone.

Gold: *Bay State Parent*; “Moms Who Rock,” Carrie Wattu, editor

The profiles of “Moms Who Rock” are impressive for their quantity and quality. The sustained package is a remarkable achievement for an editor in chief to produce.

55,000 or more

Bronze: *San Diego Family Magazine*; Sharon Bay, publisher and editor in chief; Kirsten Flournoy, editor

Because so many parents and children are math phobic, avoiding the topic in a magazine could be seen as the norm. A series on math enrichment, therefore, might be seen as risky. In this instance, the coverage is clear and of great service to readers.

Silver: *Sydney's Child*; Sean Mooney, group editor; Suzie Longstaff, deputy editor; Siobhan Donohoe, sub editor; Lauren Clout, editorial assistant

The depth and breadth of the "Diversity, Difference and Diagnosis" series qualify it as remarkable. The writers bring such impressive perspectives to the difficulties of how various diseases and psychological conditions affect families that the whole becomes more than the sum of its parts.

Gold: *Sydney's Child*; Suzie Longstaff, commissioning editor; Sean Mooney, group editor; Siobhan Donohoe, sub editor

The "Shades of Sydney" series is a change of pace for parenting publications, as it delves into the seamy side of life. The writers are accomplished, the information on a variety of family-related problems is both impressive and service oriented.

E21 - Special Section within a Publication

30,000 or fewer

No bronze award

Silver: *Baton Rouge Parents Magazine*; "Ninth Annual Unscientific and Unofficial Toy Guide," Amy Foreman Plaisance, publisher; Theresa Payment, associate publisher

This toy guide adds a bit of twist by allowing children and their families to rank the toys after spending some real time playing with them – or not. It's a fun, easy-to-read resource that helps holiday shoppers make those last-minute decisions.

Gold: *Birmingham Parent*; "Special Needs Guide," Carol Evans, publisher/editor; Lori Pruitt, associate editor; Hilary Moreno, art director; Lori K. Ditoro, writer; Christie del Almo Johnson, writer; John E. Phillips, writer; Tiffani Hill-Patterson, writer; Mary Anne Ehlert

This 26-page section offers a compelling and useful mix: Personal, touching stories about the challenges and rewards of raising special-needs children, along with a comprehensive directory of resources and inspirational advice.

30,001 - 54,999

Bronze: *Carolina Parent*; "Education Section," Mary Parry, writer; Janice Lewine, directory editor; Carol McGarrahan, writer and associate editor; Hal Young and Melanie Young, writers; Crickett Gibbons, editor; Jane Paige, writer

The voluminous amount of information in this publication's directory alone would be invaluable, but it doesn't stop there. The magazine also offers readers – and school leaders – tips on unique grant opportunities and insightful suggestions for those considering home-schooling.

Silver: *Bay State Parent*; "Think Pink: Annual Breast Cancer Issue," Carrie Wattu, editor; Paula Monette Ethier, creative director; Trish Reskie; Julia Quinn-Szcesuil; Laura Richards; Amy Cooper Rodriguez, writers

Through personal stories and poignant anecdotes, this beautiful and well-written section offers practical advice, unique inspiration and a profound sense of hope for breast cancer survivors.

Gold: *Central Penn Parent*; "Infertility, Adoption and Foster Care," Nikki M. Murry, editor; Ann Marie Reynolds, designee; Cathy Ashby, associate publisher

There are myriad ways to build families, and this guide for couples seeking to raise children through non-traditional means is a godsend. It's loaded with personal insights, anecdotes and useful information.

55,000 or more

Bronze: *Charlotte Parent*; "Career and Family," Eve White, editor; Lee McCracken, associate editor; Renee Roberson, associate editor

The stories in this section are well written, and the extensive chart analyzing the family-friendly attributes of area employers is extremely useful and easy to read.

Silver: *Atlanta Parent*; "Our A+ Education Guide – January 2009," Liz White, publisher

This is an 88-page section packed with information and feature stories to help parents make good decisions about the best options for their children's education. Excellent writing and strong reporting.

Gold: *Minnesota Parent*; "Camp," Tricia Cornell, editor; Monica Wright, assistant editor; Shannon Schaub, designer

This section on summer camp options for children is cohesive, well organized and very informative. The articles are interesting and offer concrete examples that help bring the publication to life. Well done across the board.

E22 - Overall Reporting

30,000 or fewer

No silver or bronze awards

Gold: *Coulee Parenting Connection*; Lissa Carlson editor/publisher

With features like "On Impact" and "A Parent You Know," this publication gets close to the people and places parents want to know more about. Solid interviews throughout reflect a real understanding of what's on parents' minds. Articles — no matter their length — employ varied, authentic voices to give readers reliable information for decision-making about parenting issues.

30,001 - 54,999

Bronze: *Maryland Family Magazine*, Betsy Stein and Cheryl Clemens, editors

Well-researched articles keep a finger on the pulse of parenting. Departments are fact-filled and brimming with ideas.

Silver: *Metro Parent (OR)*; Marie Sherlock, editor

This publication's departments have flair, especially "Going Places with Ramona," and reporting is thorough, timely and authoritative. When *Metro Parent* "goes deep" on a subject, the result is satisfying and useful.

Gold: *Nashville Parent*; Susan Day, editor

With articles that are richly sourced and timely and departments that organize tons of useful information, *Nashville Parent* works hard for its audience every month. The reporting demonstrates an understanding of appropriate sourcing for the subject and uses parents', kids' and experts' quotes well to enliven articles and give them the unmistakable ring of credibility.

55,000 or more

Bronze: *Chicago Parent*; Tamara L. O'Shaughnessy, editor

This publication's departments are packed with tips, ideas, briefs and mini-reviews. Articles are timely and solidly reported.

Silver: *Metro Parent (MI)*; Julia Elliott, managing editor

Metro Parent articles are richly sourced and full of the color and details that come from good reporting. Departments pull together timely information and fresh ideas.

Gold: *Dallas Child*; Joylyn Niebes, editor

Dallas Child reporting on complicated and controversial subjects, like banking cord blood and child health insurance, has the depth and authority that come from good sourcing, both in finding experts and parents with firsthand experience. Reporting for departments like “nesting” puts a fresh spin on perennial subjects and acknowledge that moms and dads have lives aside from their parenting roles.

E23 - Overall Writing

30,000 or fewer

Bronze: *Coulee Parenting Connection*; Lissa Carlson, publisher

Variety is the spice of this publication. There are clear, concise service pieces and warmly human features. There are touches of humor throughout.

Silver: *Augusta Family Magazine*; Karin Calloway, editor

The editor’s opening note — chatty and personal — sets the tone. That tone resonates through the magazine, in service pieces and features. A reader feels welcome and well served.

Gold: *nola baby and family*; Leslie Penkinas, editor

Good publications reflect their communities. New Orleans shines through this magazine, from an article on reducing the stress of hurricane evacuations to the reader survey of the city’s best doctors. There’s service, sentiment and plenty of fun.

30,001 - 54,999

Bronze: *Bay State Parent*; Carrie Wattu, editor

The writing in this publication is consistently conversational, grammatically correct and easy to understand. There are touches of humor. The “Guestbook” letters-to-editor feature is a nice addition.

Silver: *New Jersey Family-Union County*; Farn Dupre, editor

Readers find a nice mix of humanity and clarity. The service pieces are written plainly and directly. The feature content is warm and personal.

Gold: *Metro Parent (OR)*; Marie Sherlock, editor

Lots of humanity, lots of personality, lots of description distinguish this writing. When the subject turns serious, as in a well-reported piece on paid family leave, clarity is the prime virtue. Matching tone to content is a key to success.

55,000 or more

Bronze: *Metro Parent (MI)*; Julia Elliott, managing editor

Clarity and helpfulness distinguish this writing. That’s true in the brief “how-to” entries and in such centerpiece features as a well-reported discussion of charter schools.

Silver: *Chicago Parent*; Tamara O’Shaughnessy, editor

The content is a rich mix of the personal, the helpful and the enjoyable. Most of the articles are short, but they aren’t skimpy. Solid reporting is the foundation of good writing. This publication is full of both.

Gold: *Sydney’s Child*; Sean Mooney, group editor

This is a repeat winner. Once again, its consistently compelling writing stands out in a strong field. Readers are treated to description, dialog and narrative, those essential elements of effective storytelling.

Readers respond in kind, with a well-written collection of letters. Clearly, *Sydney's Child* not only publishes dialog but fosters it.

WEBSITE

W1 – Web Site Design

30,000 or fewer

Bronze: *Richmond Parents Monthly*; Denine D'Angelo, webmaster; Lisa Crutchfield, content editor

Bright colors and large fonts on the article pages make the pages pop. Plenty of entertaining categories and fun blogs such as Frumpy Zone.

Silver: *Montreal Families*; Lisa Fisher

The site's organization by publication issue is different than most but is easy to follow. The archive of articles includes both the headline and date of publication, which is very useful.

Gold: *Little Rock Family*; Jennifer Pyron, editor; Mike Ortega, creative director

Very easy to navigate, lots of entry points on the home page. Reader poll on the home page and list of most read articles point to reader interactivity. Many video reports on the site show an understanding of multimedia for the Web. *Little Rock Family* also has Facebook and Twitter connections, utilizing social media to connect with readers.

30,001 - 54,999

Bronze: *Nashville Parent*; Stewart Day, publisher; Chris Teague, webmaster

Well-organized site that's easy to navigate. It's nice having categories by age range as well as topics. Search function works well for finding a specific topic. Reader photo gallery, poll on homepage, Facebook and Twitter links all help to connect more with users/readers. Parenting Help videos seem to be ads, but they are integrated well into the site and provide good information.

Silver: *Kansas City Parent*; Michael Gimotty, publisher

Nice color theme and lots of good white space keeps the site light. The simple color theme is used consistently on the site. Connected to readers through social media. Rotating features allows for more content and entries point from the home page.

Gold: *Chesapeake Family*; Donna Jefferson, publisher; Selma Manizade, art director; Heather Grant, graphic designer

Home page is vertically deep and provides a lot of entry points with good topics highlighted on the page. The lead element contains four rotating stories, which rotate at a good pace or can be selected manually. The physical magazine can be viewed online as PDF pages; a nice mix of old school and new technology.

55,000 or more

Bronze: *ParentMap*; Kristin Hart, Web product manager; Alayne Sulkin, publisher

Clean design and soft, muted color palette make the top of the page very pleasing and easy to navigate to the links and content. Inside pages are equally clean, easy to navigate. Many of the page elements are the same from page to page, making site recognition easy and distinct.

Silver: *Columbus Parent Magazine*; Liz Warren, web producer

Lavender color theme with lots of white space is pleasing and easy to read. Tabs on the home page are easy to navigate. Reader poll and links to Facebook and Twitter show concern for reader involvement. Teaser information is provided for the stories featured on the home page. Ample links (with many subdivisions) to the features of the site. The menus are easy to use.

Gold: *San Diego Family Magazine*; Rik Thiesfeld, graphic designer; Jennifer Hom, graphic designer; Michele Hancock, marketing coordinator

This is a pleasing home page with a clean and uncluttered look that seems like old school Web design: content ahead of gimmicks. The clean design features a dominant lead story element of four rotating stories backed up with good content and resource links. Lead element uses big photos that are easy to read and uncluttered. Rotating articles provide the multiple features as entry points without cluttering the page. Lots of reader contests highlighted. The site uses video, asks for reader-submitted content and uses social media .

W2 - Web Site Content

30,000 or fewer

Bronze: *TulsaKids Magazine*; Betty Casey, editor; Charles Foshee, publisher; Anna Casey, Web editor

TulsaKids is clearly a valuable parenting resource for its readers. A robust events calendar and in-depth articles on parenting in different age groups are two of the notable features of the site.

Silver: *Genesee Valley Parent*; Barbara Melnyk, publisher

Genesee Valley Parent has an excellent variety of content on its site. Especially notable are its Family Resource Directory, which can be viewed in its print format in an interesting interactive way. Multiple guides updated annually are also available for parents. Site has a strong variety of local columnists.

Gold: *Little Rock Family*; Jennifer Pyron, editor; Mike Ortega, creative director; Lindsay Irvin, assistant editor

Little Rock Family had by far the most comprehensive set of information for local parents of any publication in this category. Easy navigation leads parents to parenting info, resource guides, calendar and Web links, sorted by category and age group. Stories were lively, originally sourced, easy to read and in-depth, giving parents confidence in what the publication has to say. Video stories were surprisingly well produced, proving that even a small publication can do multimedia well.

30,001 - 54,999

Bronze: *Chesapeake Family*; Donna Jefferson, publisher; Kristen Pace-Kirby, editor

Chesapeake Family is clearly a great local source of news and information for its readers. Weekly e-newsletters are a great news and advertising opportunity for the magazine, and a good way to keep in touch between print publishing cycles. Directories and local blogs are very strong.

Silver: *MetroFamily Magazine*; Sarah Taylor, publisher; Mitzi Massie, art director; Mari Farthing, editor

MetroFamily Magazine offers a wealth of stories, resources, blogs and local contests for Oklahoma families. A robust calendar and event section is front and center on the site. Of particular note is content directed towards dads, which not all parenting magazines emphasize.

Gold: *Kansas City Parent*; Michael Gimotty, publisher

Kansas City Parent had the best updated local and world news of any site in this category, including information on Haitian relief directly after the earthquake. A product recalls section on the front page is an easy, quick way for parents to keep up with product safety. Of particular note are stories written by Kansas City area teens, for Kansas City area teens. Site integrates particularly well with social media sites, and gives parents a quick way to follow blogs in particular on iGoogle.

55,000 or more

Bronze: *Charlotte Parent*; Eve White, editor; Meaghan Clark, Web editor

Charlotte Parent offers a good set of stories and resources to help guide local parents. Of particular note are front-page links to other sites that provide timely information -- the idea of being a starting point for any Web content of note to parents is gaining more currency. The North Carolina college guide is particularly strong.

Silver: *Columbus Parent Magazine*; Staci Perkins, editor; Liz Warren, Web producer

Columbus Parent has two excellent e-newsletters that serve distinct sets of readers -- one aimed at moms, with coupons, recipes and tips, and a weekly roundup of new content from the site. Those are both great ways to connect with readers. Stories overall are very strong and written with authority.

Gold: *ParentMap*, Kristen Russel Dobson, managing editor; Kris Collingridge, Calendar and Out and About editor; Kristin Hart, Web product manager; Alayne Sulkin, publisher

ParentMap has mastered the art of writing for the Web, with a liberal use of short paragraphs, bullet points, bolded words and quick reads. The front page is a great listing of important news now -- the site reads like a news site and less like a magazine, taking advantage of the immediacy the Internet offers. Directories and calendar listings are very robust and contain great information for parents.

ANCILLARY PUBLICATIONS

AP1 - Ancillary Cover

30,000 or fewer

No bronze or silver awards

Gold: *Little Rock Special Family*; C. Waynette Traub, art director; Jennifer Pyron, editor

Little Rock offers an intriguing local cover photo combined with an outstanding lead tease: "6 local parents share stories of love, loss and hope." That tease captures the human qualities of the stories. Despite the high number of elements on the page, the designer avoided clutter.

30,001 - 54,999

Bronze: *The Baby Guide*, Fall 2009, *Nashville Parent*; Susan Day, editor; Chad Young, managing editor; Kiera Ashford, associate editor; Rebekah Pope, photography

The father-child close-up with the dramatic background attract our attention to the photo, and the words pop off the page. The words and photo combine to make a strong package.

Silver: Fall KC Baby, *Kansas City Parent*; Michael Gimotty, publisher

Fun cover photo sets the stage for the baby edition. The top two tease lines are strong because they are specific. The nameplate is an attractive design, and colors are used well to give the page depth.

Gold: *Sacramento Parent*; Dandelion; Alexandra Frankel, photographer; Leisa Mayer, art director

Terrific cover photo that is shot to attract attention to the subject and leave room for the cover teases. The lead tease, "He's the baby brother I wanted in my heart!" is an outstanding appeal to emotion. From the selection of the name down to the last type detail, this is excellent work.

55,000 or more

Bronze: *Chicago Parent*; Fall Going Places; Liz DeCarlo, senior editor and photographer; Rebecca Lomax, art director

The engaging cover photo is shot to go with the lead story. The words and image work together. Three key tease lines sell inside content nicely.

Silver: Baby Map, Spring, *ParentMap*; Emily Johnson, art director; Alayne Sulken, publisher

The cover photograph is as simple as the theme. The open background and the baby-in-the-basket work to establish a visual package. The tease lines along the bottom are small but written well.

Gold: Baby, Fall 2009, *Bay Area Parent*; Cindy Byrne, publisher; Peggy Spear, editor; Amanda Hawkins, senior graphic designer and Kimberly Hernando, photographer

Combine a terrific photo with a top-notch tease, and you have a gold winner. The mayor's wife, who has worked in film and makes documentaries about empowerment of women, is a perfect cover choice. The rest of the cover lines fit well and sell stories.

AP2 - Ancillary Feature Design

30,000 or fewer

No bronze award

Silver: *Little Rock Family*; "Being Ray'Lyn," C. Waynette Traub, art director, photographer

The photography in this feature gives readers an up-close perspective of the physical disabilities Ray'Lyn has without being stereotypical or condescending in its presentation. The display type adds to the story by helping readers navigate the text in a way that offers a better understanding of what life is like for this child and her family.

Gold: *Little Rock Family*; "Gift of Gratitude," C. Waynette Traub, art director, photographer

The selection of photographs for this layout works as perfect complement to the text. They truly show the writer's "gift of gratitude." Display type serves to aid readers without distracting from the design.

30,001 - 54,999

No bronze or silver awards

Gold: *Maryland Family Magazine*; Baby Steps; "What's the difference between age 3 and 4? Plenty!" Michele K. Moy, art director; Brian E. Young, graphic designer

The use of typography and color help separate the components of this package and guide readers through the layout. The layout helps to draw readers into the text and makes good use of photography and typography.

55,000 or more

Bronze: *ParentMap*; "The No Waste Nursery," Emily Johnson, art director; Alayne Sulken, publisher

What a creative use of photography in this layout. A great illustration idea that proves the basis of the story: simplicity is always the best option. Subheds and typography aid readers through the text of this layout.

Silver: *ParentMap*; "Family Fun All Year Long," Emily Johnson, art director; Alayne Sulken, publisher

This layout uses art to its advantage as a means of breaking up long blocks of type. Use of typography and color help enhance the concept of the layout theme.

Gold: *Chicago Parent*; "Chicago's top picnic spots," Rebecca Lomax, art director

What a great use of color and photography to enhance the theme of this layout. A creative idea that is brilliant for the simplicity of its execution.

AP3 - Ancillary Feature Writing

30,000 or fewer

No bronze or silver awards

Gold: *Baton Rouge Parents Magazine*; Amy Foreman Plaisance, publisher/CEO; Theresa Payment, associate publisher and writer

Photography is the only art form accessible to nearly every person, its manageable technology making the act of picture taking simple. What this article does is help soon-to-be-parents learn to create images of their deliveries and newborns that rise above the mere snapshot.

30,001 - 54,999

Bronze: *Metro Parent (OR)*; Marie Sherlock, editor, Emily Puro, writer

As traditional notions of education transform under the effects of the electronic age, questions about online learning and how children respond to it make for interesting reading. In a fact-filled and in-depth look at digital schooling, the author offers unique insights into this modern phenomenon.

Silver: *Metro Parent (OR)*; Marie Sherlock, editor; Anne Laufe, writer

Taking on a subject as controversial as the “math-science gender gap,” particularly when girls tend to be viewed as the students who are deficient, means that a reporter better have her facts straight. The depth of reporting and the willingness to challenge stereotypes kept this article fair and informative.

Gold: *Bay Area Parent, Education and Enrichment Guide*; Jill Wolfson, editor; Sara Solovich, associate editor

This intriguing and insightful article offers parents a sound perspective on evaluating their children’s growth and development. Often, parents wonder whether their children are progressing in positive ways, and this thoughtful feature, deftly describes how to objectively assess how things are going.

55,000 or more

Bronze: *ParentMap*; Alayne Sulkin, publisher; Kristen Russell Dobson, managing editor; Elaine Bowers, writer

As children start school, whether they have the requisite maturity and skills is a longstanding question that resists easy analysis. Here the author takes up the issue and offers considered insights into the ongoing quandary of when to send a kid to kindergarten. It’s the perfect example of an old idea, reported in a new and interesting way.

Silver: *ParentMap*; Alayne Sulkin, publisher; Kristen Russell Dobson, managing editor; Tera Schreiber, writer

This creative, insightful and well-reported service journalism feature will help parents upend old notions of what a baby’s nursery should include. This piece offers counterintuitive but helpful suggestions about what’s best, and most economical, for the baby who, as it turns out, doesn’t need everything.

Gold: *Dallas Child*; Joylyn Niebes, editor in chief, Gretchen Sparling, managing editor, Judy Wiley, writer

This strong piece of health journalism about a rare genetic disorder—Fragile X Syndrome—wasn’t an easy subject to navigate. But the author, with skillful writing and an ability to make scientific information accessible to readers, ended up delivering a sensitive and informative portrayal of this little known disability.

AP4 - Ancillary Overall Design

30,000 or fewer

Bronze: *TulsaKids Magazine*, “The College Planner,” Lauren Zeligson, graphic artist.

The process of picking a college takes months. Different questions come up at different times. This comprehensive guide makes answering those questions quick and easy through the intelligent use of color, visuals and typography to create an easy-to-navigate section chock-full of good advice for the college-bound.

Silver: *Little Rock Family*, “Little Rock Special Family,” C. Waynette Traub, art director/photographer

This section is defined by the compelling photography that captures the community’s most special citizens in both portrait and documentary. The photos say as much about these citizens and their challenges and triumphs as the accompanying text.

Gold: *Red River Kids Magazine*; Laura Clevenger, publisher; Sandra Kimbell, art director/designer

Who needs Highlights for Children when you have this free publication? Every bit as fun as the classic, it’s packed with games, puzzles, stories and everything else a parent needs to keep a child occupied with something fun and educational.

30,001 - 54,999

Bronze: *Carolina Parent*, “Baby Guide,” Cheri Vigna, art director; Crickett Gibbons, editor

The design of this section is consistent and attractive from cover to cover. Good informational visuals accompany each article, and the listings type is easy to scan thanks to smart font choices and a good use of color.

Silver: *Nashville Parent*; “The Baby Guide,” Susan Day, editor; Chad Young, managing editor; Kiera Ashford, associate editor

This is a great example of carrying a single theme through a publication. The design incorporates a consistent color scheme and big, bright photography to create a cheery magazine that celebrates the joy of having a baby.

Gold: *Colorado Parent*, “Colorado Expecting,” Romey Lincicome, art director; Deborah Mock, editor

This publication stands out not just for its pocket-size format, but also for its attractive designs that rival that of any full-size competitor. Narrative stories are kept short to make room for compelling visuals and infobox type. Color is used to communicate themes and ideas. And the typography captures the expecting-mother theme well.

55,000 or more

Bronze: *Chicago Parent*, “Chicago Special Parent,” Rebecca Lomax, art director; Mark Tartara, designer; Bethany Vogelsberg, designer

Documentary photography and environmental portraits are well done throughout this publication, and particularly on the cover. The mega-huge resources section is well-organized and easy to follow thanks to consistent use of font and color, plus the fun little tidbit articles and images help break up all that type.

Silver: *Dallas Child*, “Dallas Child Baby Fall,” Lauren Niebes, art director; Mary Dunn, designer

A loose, airy feel ties this publication together cover to cover, especially in the listings section, which gives a generous amount of vertical type space to ensure that this listing is especially easy to navigate. The illustrations nicely set the tone for each story they represent. Color is used in moderation but very effectively.

Gold: NYMetro Parents, Bar/Bat Mitzvah Book, Jiyon Son, art director

The tone set throughout the book captures what everyone in the family wants for their child’s bar/bat mitzvah – memorable moments for Mom and Dad, fun times for the kids. The designers capture that tone wonderfully with a mix of vivid portraits and fun, candid shots. The designers use dominance, stylish typography and generous amounts of white space to accent the photography.

AP5 - Ancillary Overall Writing

30,000 or fewer

Bronze: *Baton Rouge Baby Magazine*; Amy Foreman Plaisance, publisher; Theresa Payment, associate publisher

This publication provides a lot of useful information to parents of infants. The stories and short bits of information connect not only with mothers but also dads.

Silver: *Parents & Kids (MS)*; College Knowledge for parents and students; Gretchen Cook, publisher

First generation middle school student and their parents were well served by this publication. The information is timely and beneficial. It was easy to read. The to-do lists were easy to follow.

Gold: *Genesee Valley Parent*; Rochester Baby Guide; Jillian Melnyk, editor

The stories in this publication were right on the mark. They provided a lot of useful information and were well written. The articles were timely and reflected many aspects of being new parents.

30,001 - 54,999

Bronze: *The Parent Paper*; The Special Parent; Mary Vallo, editor

Parents of special needs children must have found much to like in this publication. The stories provided useful information in an easy-to-read format. The resource guide was helpful. The stories were well written.

Silver: *Metro Parent (OR)*; *Your Baby and You*, 2009-10 Marie Sherlock, editor; Anne Laufe, Eneida Nemecek; Sarah Pagliasotti; Kendra Jacobson, writers

This publication provided useful information to parents, but it also touched on provocative subjects. The stories were well sourced and the writing was good. The resource list at the end of the publication was excellent.

Gold: *Central Penn Parent*; *Capabilities – Summer 2009*, Ann Marie Reynolds, designer; Nikki M. Murry, editor; Cathy Ashby, associate publisher

This stories in this publication touch on issues that are important to parents with special needs children. The range of topics, from finances to legal rights to new therapy procedures were handled well. The writing is authoritative and easy to read.

55,000 or more

Bronze: *Atlanta Parent*; *Just Kids – Summer/Fall 2009*, Liz White, Publisher; Kate Parrott, editor

Parents reading this publication found useful information in both the articles and the list of resources. The editor did a good job of putting together trend stories with articles that addressed long-standing issues as they relate to children with special needs.

Silver: NYMetro Parents, *Bar/Bat Mitzvah Book 2009*; Phyllis Singer, editorial director; Roni Sarig, editor

The publication provides everything you need to know in planning for this important occasion. The articles address not only the celebration but also the spiritual aspects of the event. The resource guide is invaluable.

Gold: *Chicago Parent*; *Chicago Special Parent Summer*; Liz Decarlo, Tamara L. O'Shaughnessy, editors

This publication was enjoyable as well as informative. The voices in the stories were authentic. The writers and editors did an excellent job of letting special needs parents tell their stories and provide information that others can learn from. The resources section at the end is a bonus.

GENERAL EXCELLENCE

GE1 - Rookie of the Year

30,000 or fewer

Gold: *Red River Family*; Laura Clevenger, publisher; Sandra Kimbell, graphic design

Red River Family offers its readers a pleasing array of content, from humor to service journalism pieces, from entertainment to self-help. The magazine is organized in a consistent manner, there is good mapping from the table of contents and good use of color and graphics.

GE2 - Most Improved

30,000 and fewer

Bronze: *Crystal Coast Parent*; Susan Yates, Layout and design; Tricia Morris, editor; Cheryl Pigott and Cressa Megown, publishers

New cover typography and attention to story editing, make this publication more exciting to read.

Silver: *Fredericksburg Parent & Family*; Leigh Anne Van Doren, owner and publisher

New smaller format and higher quality paper move this publication

Gold: *Parenting New Hampshire*; Melanie Hitchcock, editor

A totally redesigned publication gives us a brighter and tighter publication. Covers have stronger teasers. Inside, there's better use of photos, and a strong new column on education from an educator's point of view.

30,001 - 54,999

Bronze: *Central Penn Parent*; Emily Graf, designer, Ann Marie Reynolds, designer; Nikki Murray, editor; Cathy Ashby, associate publisher

New, smaller format makes it easier to browse. Captions are punchier and cover is livelier. Inside are bright pages with good use of art and text, with plenty of white space so editorial stands out. Calendar is particularly improved.

Silver: *Cleveland Family*; Stephanie Park, designer; Terri Nighswonger, editor

Better use of interior space means each edition packs more punch. New typography creates better separation between editorial and advertising. Photos are stronger and add more value to stories.

Gold: *Kansas City Parent*; Michael Gimotty, publisher

Though the staff hasn't changed, this magazine is new from cover to calendar. Spiffy new cover design and typography and even sleek new paper makes this publication even feel different. Great addition of more how-to tips, and adding the hometowns of contributing writers gives it a 100% local flavor.

55,000 or more

No awards

GE3 - Ancillary General Excellence

30,000 or fewer

Bronze: *Genesee Valley Parent*, "Rochester Baby Guide," Jillian Melnyk, editor; Barbara Melnyk, publisher

Using a community college as collaborator, this guide brings expertise to the mix. First person articles from differing points of view add to a creative mix.

Silver: *TulsaKids Magazine* "College 101," Joan Rhine, contributing editor; Betty Casey, editor; Lauren Zeligson, graphic artist, Charles Foshee, art director

From the timelines to real advice from real students, this publication offers a complete guide to prepare parents and students for college. Strong use of stock art.

Gold: *Little Rock Family*, "Little Rock Special Family," Jennifer Pyron, associate publisher and editor; Waynette Traub, art director/photographer; Holly Sheppard, assistant editor

First person stories bring warmth to this publication, which helps parents cope with differently-abled children. The photography is sensitive, and the writing superb.

30,001 - 54,999

Bronze: *Nashville Parent*; "The Baby Guide," Susan Day, editor; Chad Young, managing editor; Kiera Ashford, associate editor

Delightful design touches like pacifiers dancing across pages makes this baby guide lively. New product feature always grabs attention.

Silver: *New Jersey Family-Union County*, "Raising Teens," Stephanie Hoare, creative director; Farn Dupre, editor-in-chief; Carol Lippert Gray, editor

Raising teenagers is a serious matter and this publication braves topics like STDs, internet bullying and the benefits of taking off a year before college. Graphics and photography make this an easy to read and sophisticated publication.

Gold: *MetroFamily Magazine*, "Exploring Oklahoma with Children," Sarah Taylor, publisher; Mari Farthing, editor; Mitzi Massie, art director

With everyone staying home for vacation, this is a blessing. Day-by-day trip information, including what to see, where to eat and where to stay. And, of course, lots of trivia to make parents look smart: Who knew that Watonga, Oklahoma is the boyhood home of the voice of Donald Duck!

55,000 or more

Bronze: *ParentMap*, "Baby Map," Kristen Russell Dobson, managing editor; Emily Johnson, art director; Alayne Sulkin, publisher

A baby guide for today's hip parents, including questions for your doula, plus fun ways to choose unusual names and how to have a greener nursery. A publication worth copying for other cities!

Silver: *Chicago Parent*, "Chicago Special Parent," Dan Haley, publisher

An extensive resource list is at the heart of a publication that helps parents from babyhood to adulthood. This guide goes beyond the ordinary, such as how to help your autistic child's action not be misinterpreted by police.

Gold: *Dallas Child*, "Dallas Thrive," Joylyn Niebes, publisher and editor-in-chief; Lauren Niebes, art director; Gretchen Sparling, managing editor

Strong design drives this issue devoted to special children. Articles on how clapping cowbells can develop your child's brain and a "Day in the Life" diary of a stressed parent contribute to a strong and inventive publication.

GE4 - Web Site General Excellence

30,000 or fewer

Bronze: *Little Rock Family*; Jennifer Pyron, editor; Mike Ortega, creative director; Lindsay Irvin, assistant editor

LitleRockFamily.com Does a great job of being a parenting resource for local families. Its design follows the print magazine logically while still offering exclusive web content. An array of guides right on the front page are easy to use and accessible to parents.

Silver: *Baton Rouge Parents Magazine*; Amy Foreman Plaisance, publisher; Theresa Payment, associate publisher; Season Gomez, graphic designer

BatonRougeParents.com is a deep, content-driven Web site that has a lot to offer for parents. Of note is its content from partner magazines, including ones devoted to parents of special-needs children and another to parents of infants. The design is simple, but effective, and doesn't get in the way of content.

Gold: *Crystal Coast Parent*; Tricia Morris, Web site developer and maintainer; Crystal Coast Parent, magazine editor

CrystalCoastFamily.com proves you don't need to have a huge staff to have an impressive online presentation. The design packs a ton of content onto the front page without being overwhelming. Stories are easy to find, and RSS and traditional subscription methods are front and center. A rotating content area features photographs that really pop and draw readers into the site.

30,001 - 54,999

Bronze: *Kansas City Parent*; Michael Gimotty, publisher

KCParent.com is a great place for parents to go to find things for their kids and themselves to do. The site is clean and simple, with plenty of contributions from parents just like the people reading. The "Featured Events" section is a good way to draw people into your calendar.

Silver: *Nashville Parent*; Stewart Day, publisher; Chris Teague, Webmaster; Susan Day, editor.

Nashville Parent organizes stories by age range, which is useful to parents looking for specific information very quickly. The rotating gallery of reader-submitted photos is a great way to drive interest in the site. Links to local blogs let readers explore what else is out there while establishing your site as an aggregator.

Gold: *Chesapeake Family*; Donna Jefferson, publisher; Kristen Page-Kirby, editor; Selena Manizade, art director; Heather Grant, graphic director

ChesapeakeFamily is the whole package -- an engaging Web site that has deep content that will keep parents coming back. The topical blogs are front and center on the home page, with other information organized around them. Clean, concise, web-friendly writing is sure to keep people coming back. Lots of directory information as well.

55,000 or more

Bronze: *Sydney's Child*; webchild.com.au; Alison Sainsbury, Web editor; Sean Mooney, Group Editor; Mike Ainsworth, Webmaster; Suzie Longstaff, Deputy Editor; Lauren Clout, Editorial Assistant; Siobahn Donohoe, sub-editor

Webchild has mastered the art of encouraging people to communicate with the site. The navigation uses action verbs to drive user behavior (Read, Contribute, Win). The design is clean and simple, and its minimalist design allows the best content to rise to the top.

Silver: *OC Family*; OCFamily.com, Kimberly Porrazzo, executive editor; Larry Urish, copy editor; Susan Belknap, associate editor; Ashley Eliot, video producer; Jeff Kitchen, Web director; Kristen Schott, assistant Web editor; Luke Hodson, director of design; Albert Ornelas, Web specialist

OC Family takes an unusual approach to navigation that puts topics front and center while still allowing a large image series to drive people to content. Local blogs are prominently featured and show a diverse collection of local parents' voices, showing readers that there are plenty of others like them in the region. Stories are lively and are illustrated well.

Gold: *Metro Parent (MI)*; Julia Elliot, managing editor; Kim Kovel, associate editor; Jose Zamudio, creative director; Kelly Buren, graphic designer; Ruth Robbins, associate publisher

Metro Parent has outstanding articles and resources for parents in its circulation area, and robust, interesting e-newsletters. The design of the site is eye-catching but simple, and it's easy to find the deep resources and interesting content the site specializes in. Topic-specific searches are an excellent way for parents to find what they need quickly and with a minimum of sifting.

GE 5 - General Excellence

30,000 and fewer

No bronze award

Silver: *SW Florida Parent & Child*; Pamela Smith Hayford, editor; Lindi Daywalt-Feazel, designer and art director; Valerie Roche, photographer

The publication has inspired content in every issue, from a special report on an epidemic of hunger among southwest Florida families to a charming story about life lessons taught by running a lemonade stand. The magazine also demonstrates attention to detail with simple, functional design, careful editing and stunning photography. Clearly, the staff is committed to delivering consistent high-quality material to its audience.

Gold: *Little Rock Family*; Jeff Hankins, publisher; Jennifer Pyron, associate publisher/editor; Waynette Traub, art director; Lindsay Irvin, assistant editor

Engaging personal stories are a hallmark of this publication, giving it a familiar, comfortable tone. At the same time, the stories promote an understanding of differences among families and give those struggling with parenting challenges a lifeline. Strong examples are first-person pieces on raising a child with epilepsy,

surviving cancer and helping a son overcome learning difficulties. All strike a balance between expert sources and parents on the front lines. Sensible listings, orderly design and captivating visuals help make it a winner.

30,001 - 54,999

Bronze: *Chesapeake Family*; Donna Jefferson, publisher; Kristen Page-Kirby, editor; Selma Manizade, art director; Heather Grant, graphic designer

This publication really sparkles with innovative ideas, sound advice and generous lists of resources for families. It hits the mark with a stimulating mix of subject matter, from health to fitness, travel, home and garden, personal stories, even a page of children's poems and artwork. The briefs column in the front of the magazine smartly distills information about books, web sites and products. The travel guide was first-rate, both in scope and detail. Obvious thought and care seem to go into every issue.

Silver: *Maryland Family Magazine*; Paul Milton, executive director of news operations; Cheryl Clemens and Betsy Stein, editors; Michele Moy, art director; Brian Young, graphic designer

Maryland Family Magazine is engaging from beginning to end. The editor's note is warm and friendly, while also full of valuable insight. Stories are full of real voices, one of the attractions of the magazine and a strong connection to readers. Examples are stories on "momnesia," the distracted thinking that characterizes new moms; coping with back-to-school butterflies; and tackling gender roles. The magazine also has a playful side, with tips for making homework fun and a monthly contest of family photos. Noteworthy, too, is the way it filters information so parents get highlights and recommendations, as well as extensive calendars.

Gold: *Carolina Parent*; Crickett Gibbons, editor; Cheri Vigna, art director; Aleta Payne, associate editor; Janice Lewine, editorial assistant

Carolina Parent is a conscientious, authoritative publication that works to make a difference. It not only delivers essential material to help parents (teaching children to read, training teens to budget), but it makes a real effort to encourage them to be more caring and responsible. A "green living" issue devoted significant space to environmental issues; another issue included profiles of five teens who put caring into action. Bold visuals and sophisticated design help convey the message.

55,000 or more

Bronze: *Metro Parent (MI)*; Ruth Robbins, associate publisher; Julia Elliott, managing editor; Jose Zamudio, creative director; Kim Kovel, associate editor; Kelly Buren, graphic designer

This publication invests considerable resources in important subjects of interest to Detroit area parents. A report on Michigan's charter schools, for example, explored their place in the public education system. Another took a look at teens caught in abusive relationships. *Metro Parent* still knows how to have fun — a photo illustration on last-ditch activities before the start of school was delightful. Overall, the publication demonstrates an attention to detail in headlines, design and listings.

Silver: *Dallas Child*; Joylyn Niebes, publisher and editor-in-chief; Lauren Niebes, art director; Gretchen Sparling, managing editor

This is a stylish magazine with a grassroots mentality and a downhome charm. It covers serious matters such as estate planning, surrogate parenthood and saving for college. It also devotes generous space to the lives and lifestyles of families, running regular features such as "Mom Next Door" and "Mommy Diary." *Dallas Child* appeals to a reader's natural curiosity about fellow parents, as well as satisfying a desire to make sense of raising children. Striking photos, edgy design, compelling text and careful editing make this publication worth examining.

Gold: *Atlanta Parent*; Liz White, publisher

This smartly edited publication understands the value of accessible content and design. *Atlanta Parent* fits contemporary reader expectations with its bold choices in color and typography, as well as the way it consistently organizes stories into economical formats. A feature on diaper bags, for example, relied on parents

to test and rate them according to preferences. Other stories make wise use of lists, numbers, Q&As and highlights. One on birthday parties is layered by theme, cost and tips. This magazine is outstanding in content and presentation.

Judges of Parenting Publications of America 2009 Design and Editorial Awards

All from University of Missouri School of Journalism

Jeanne Abbott is a managing editor of the *Columbia Missourian*. She came to the *Missourian* from the *Des Moines Register*, where she was assistant managing editor for features. Before that, she was on the features copy desk at the *Sacramento Bee*. Her first job was at the *Anchorage Daily News* in Alaska, working in news and features.

Jacqui Banaszynski is a Knight Chair Professor and is on the adjunct faculty at the Poynter Institute. She spent more than 30 years as reporter and editor at newspapers in the Upper Midwest and Pacific Northwest. At the *St. Paul Pioneer Press*, she won the 1988 Pulitzer Prize in feature writing for “AIDS in the Heartland,” a series about a gay farm couple facing AIDS. Her eye-witness account of the 1984-85 African famine was a finalist for the Pulitzer Prize in international reporting. She teaches journalists around the world, and has been a Pulitzer Prize juror.

Jackie Bell joined the Photojournalism faculty in 2001 after two years of teaching at the University of Montana. She has 15 years of experience as a staff photographer at *The Tennessean*, *The Fort Lauderdale Sun-Sentinel* and *The Arizona Daily Star* and a chain of Israeli magazines.

Elizabeth Brixey, city editor at the *Columbia Missourian* and an assistant professor at the School of Journalism, is a former reporter at the *Madison State Journal*.

Jan Colbert, an associate professor, teaches design and writing. She has designed for such publications as the *IRE Journal*, is managing editor of the *National Book Critics Circle Journal* and co-editor of *The Reporter's Handbook*. She has judged design entries for several national competitions.

Stephanie Craft wrote for the *Orange County Register*, *Arkansas Gazette* and *Spokesman-Review*. She joined Missouri's faculty in 1999 after completing doctoral work at Stanford University.

Charles Davis, Ph.D., is an associate professor. Davis worked for nearly ten years at newspapers, magazines and a news service in Georgia, Florida and Ireland. He taught at Georgia Southern University and Southern Methodist University before joining the Missouri faculty.

Michael Grinfeld is an associate professor at the Missouri School of Journalism. A veteran newspaper and magazine reporter, he teaches magazine writing. His work has appeared in numerous publications, including *California Lawyer*, *Psychiatric Times* and *Parenting*.

David Herzog, an associate professor, teaches computer-assisted reporting and serves as the academic adviser to the National Institute for Computer-Assisted Reporting. He spent 15 years in newspapers, working for *The Providence Journal*, *The (Allentown, Pa.) Morning Call* and *Baltimore Sun*.

Laura Johnston is a copy-editing instructor and editor at the *Columbia Missourian*. She previously worked as the assistant managing editor-features for the *Southeast Missourian* newspaper in Cape Girardeau, Mo., where she produced award-winning daily feature sections and niche publications for Rust Communications. She has worked as a reporter and copy editor during her career. She is a graduate of the Missouri School of Journalism.

Lynda Kraxberger teaches convergence journalism to students at the Missouri School of Journalism. She coaches students in multi-platform and multimedia storytelling working for the *Missourian*, KBIA-FM and

KOMU-TV. Lynda worked as a newscast producer in both medium and large market television newsrooms. She began her teaching career in 1993 as the executive producer at KOMU-TV at the Missouri School of Journalism. In 2007, Lynda was awarded Missouri's prestigious Kemper Fellowship for Outstanding Teaching.

Joy Mayer is the design editor for the *Columbia Missourian*. She oversees designers for news, sports and features sections, in both print and digital formats. Before joining the *Missourian* staff in 2003, Joy was a designer, section editor and copy editor for *the Sarasota Herald-Tribune* and the *Wichita Eagle*.

Karen Mitchell, who teaches convergence journalism at the School of Journalism, is a former Associated Press photographer.

Daryl Moen, professor, is the former editor of three daily newspapers. He is author or co-author of four books on design and writing and conducts seminars and consults with publications internationally. He coordinates the PPA contest judging.

Mary Nguyen, graphics editor at the *Columbia Missourian* and an assistant professor at the Missouri School of Journalism, was a reporter and graphics artist at the *Columbia Daily Tribune*.

Earnest L. Perry is an associate professor. A veteran reporter and editor, he teaches cross cultural journalism and journalism history.

Jennifer Rowe, an assistant professor, teaches magazine classes including editing, design and writing. She is also Editorial Director of *Vox*, an award-winning weekly city magazine that appears in the *Columbia Missourian*. She is a contributing editor for *Italian Cooking* and *Living* magazine as well as the *Magazine of Cucina Italiana*. Recent freelance writing projects have appeared in *Elle*, *Real Simple* and *Missouri Life* magazines.

Jake Sherlock teaches beginning design and copy editing as a news editor at the *Columbia Missourian*. Prior to joining the faculty at the Missouri School of Journalism, he was the night editor at the *Wyoming Tribune-Eagle*, where he oversaw design and editing on the universal desk. He has also worked as a fitness columnist, movie critic and sports writer.

Randall Smith is the Missouri School of Journalism Donald W. Reynolds Endowed Chair in Business Journalism. His 30-year career at *The Kansas City Star* began in 1979, and he has worked on both the news and business sides. Smith is a former president of the Society of American Business Writers and Editors and a recipient of the organization's Distinguished Achievement Award.

Brian Steffens, the former Senior Vice President and Editor of the Editor & Publisher Co., is Executive Director of the National Newspaper Association and Adjunct Associate Professor at the Missouri School of Journalism. He has also been Editor of *Quill* magazine and held newsroom leadership positions at several newspapers including the *Los Angeles Times*, *San Diego Union*, *Orange County Register*, *St. Paul Pioneer Press*, *Miami Herald* and *Detroit News*.

Marty Steffens holds an endowed chair in business reporting. She is a former department head or editor at several newspapers, including the *Orange County Register*, *Los Angeles Times* and *San Francisco Examiner*.

Reuben Stern was the design editor for the *Los Angeles Daily News* before joining the University of Missouri faculty in August 2002. He has worked as a designer, editor and graphic artist at several newspapers over the past 10 years and has overseen a number of newspaper redesign projects.

Scott Swafford joined the faculty 2003 as an assistant professor and a city editor at the *Columbia Missourian*. He has 20 years of experience reporting and editing at various Missouri newspapers.

Margaret Walter, an assistant professor, is news editor at the *Columbia Missourian*. Previously, she had been features editor at the *Portland Press Herald/Maine Sunday Telegram* and Sunday editor at *The Telegraph/The Sunday Telegraph* in Nashua, N.H. as well as a reporter at daily newspapers and editor of weekly newspapers in Indiana.

Rob Weir is the systems editor at the *Columbia Missourian*. Previously, he was assistant features editor and a copy editor at the *Star-News* in Wilmington, N.C.