Parenting Media Association

2016 Design and Editorial Awards Program

EDITORIAL

**E1 – Cover Lines**

25,000 and fewer

No awards

25,001-44,999

No awards

45,000 or more

**Bronze:** *Washington Parent*; Jenny L. Heinbaugh, editor; Samantha Carter, assistant editor; Jane MacNealy, cover design; Katie Schubert, assistant editor

Cover lines are concise and informative. They get straight to the point to let parents know about the serious topics inside.

**Silver:** *Atlanta Parent*; Sheri Taylor-Emery, Liz White, Laura Powell, Amanda Miller Allen

This publication makes good use of the space with tightly written informative cover lines.

**Gold:** *Dallas Child*; Wendy Manwarren Generes, Carrie Steingruber, Alex Mitchell Mortenson and Jessica Myers

Cover lines entice readers with words that grab attention and get readers interested in the topics presented inside.

**E2 – Headlines**

25,000 and fewer

No awards

25,001-44,999

No awards

45,000 or more

No bronze award

**Silver:** *Washington Parent*; Jenny L. Heinbaugh, editor; Katie Schubert, assistant editor

Headlines used clever language but were spot on for the content of the articles. They have pop that is likely to make readers jump into the content.

**Gold:** *Atlanta Parent*; Sheri Taylor-Emery, Liz White, Laura Powell and Amanda Miller Allen

Many of these headlines did a good job connecting the reader with with the first-person perspective of the article, making it feel like the writers were beckoning readers in to hear their stories. Other headlines were like a gentle nudge from a close friend. Combined, the overall effect makes the publication seem personal and inviting.

**E3 – Column, Publisher’s/Editor’s Note**

25,000 and fewer

**Bronze:** *Tulsa Kids;* “Editor’s Note”; Betty Casey

These columns take topics of national interest and clearly relate them to content in the current magazine. In doing so, Betty Casey establishes the relevancy of Tulsa Kids in the broader world.

**Silver:** *Parenting New Hampshire;* “From the Editor’s Desk”; Melanie Hitchcock

In her columns, Melanie Hitchcock takes on national conversations and challenges parents to do better. With a strong point of view, she reminds readers that all parents have one thing in common – a love for their kids.

**Gold:** *Augusta Family Magazine;* “Inspiration and Bad Mommy”; Karin Calloway, editor, Ashlee Duren, publisher

Karin Calloway makes an impact with her words because she exposes a bit of herself in her writing. In relating tales of grand inspiration or of a Disney World visit gone horribly wrong, her columns serve as a touchpoint for readers and establish a friendly rapport.

25,001-44,999

**Bronze:** *MetroFamily;* “Editor’s Note”; Hannah Schmitt, Sarah Taylor

At its best when Hannah Schmitt tells personal tales, these editor’s notes connect the world of parenting to the world of a MetroFamily reader and the local community.

**Silver:** *Memphis Parent;* “Editor’s Note”; Jane Schneider

With her writing, Jane Schneider connects to deeper issues that parents contemplate, such as what to share online about our kids or how to connect with them as they grow. She lends her individual and experienced voice to the publication with editor’s notes that reflect the internal battles that parents face.

**Gold:** *Nashville Parent;* “Day by Day”; Susan Day

These editor’s notes are a delight to read and start the issues of Nashville Parent with a voice that understands the joys and the struggles. Susan Day’s writing is visual, and at times irreverent, as she addresses the fleeting yet chaotic nature of young childhood, manicured women in luxury cars and the comforting ritual of a morning kitchen candle.

45,000 or more

**Bronze:** *Dallas Child;* “Hello”; Wendy Manwarren Generes

By reflecting both the chaos and the thankfulness of parenting, these editor’s notes speak to readers in a personal way that immediately establishes a connection.

**Silver:** *Brooklyn Parent;* “Editor’s Note”; Tony Diaz, Michael Kress, Katelin Walling

These editor’s notes do a nice job of straddling between the personal and the magazine. Michael Kress successfully interweaves stories of his own life and kids with content that readers can find in the issue, all while also promoting a clear sense of place.

**Gold:** *MetroParent;* “Home Sweet Home and Hope for Siblings”; Julia Elliott

Highly emotional, these columns by Julia Elliott explore varied themes including child homelessness and sibling relationships. By sharing deeply personal fears and regrets, she makes readers think about those things, perhaps in ways they haven’t before, and has an impact that will extend beyond the printed page.

**E4 – Briefs/Short Stuff**

25,000 and fewer

**Silver:** *Baton Rouge Parents;* “Grow”; Joy Holden, Amanda Miller, Madeline Rathle

This comprehensive section takes parents on their journey caring for a child from birth to adulthood. The smart organizational tool of using timeframes (baby & toddler, youth, teen & tween, all grown up) means parents can find what they are looking for quickly and easily. Although the content covers a large range, there’s consistency in the writing and presentation that makes it feel cohesive from beginning to end.

**Gold:** *Hamilton County Family;* “Snippets”; Susan Bryant

The writing is as bright and cheery as the design with fun titles and a little tongue-in-cheek tone. And most of the short blurbs contain source information – so you feel a bit more confident in sharing those intriguing tidbits with friends

25,001-44,999

**Bronze:** *PDX Parent;* “Play Room”; Denise Castañon, Susan Bard, Julia Silverman

The tone of the writing exudes friendliness and a sense of wanting to share your corner of Oregon and its people and products with everyone. The way content is presented and paced throughout the section makes for a really nice reading experience.

**Silver:** *Cincinnati Family;* “Local News ”; Sherry Hang, Kiera Ashford, Susan Day

Local, local, local. The title “Local News” says exactly what this is, and readers will feel in the know after reviewing the easy-to-read two-page section. This would be a go- to and must-read department for those who want to plan activities and know who and what is in town. Helpful service writing guides the reader and provides all the details.

**Gold:** *Northeast Ohio Parent;* “Worth Noting”; Tricia Chaves, Angela Gartner, Denise Koeth, Beth Bennett, Alexis White

What great editorial mix. Readers might not expect such substantive content in a tight two-pager, but looks are deceiving. From examining lead risk to providing game reviews and event previews, Worth Noting provides service with some surprises.

45,000 or more

No bronze award.

**Silver:** *Metro Parent;* “Parent Pipeline”; Kim Kovelle, Stacey Winconek, Megan Krueger, Jessica Schrader, Shelby Stewart. Other writers include Kristy Case, Lish Dorset, Kristen J. Gough and Denise Yearian; editor-in-chief Julia Elliott

This 10-page department provides myriad choices for readers. The pacing of the section works nicely from an opening column to shorter chunked content in Mishmash through the service-centric closer. Readers get info on local events and businesses, short profiles and helpful advice.

**Gold:** *Colorado Parent;* “Good to Know”; Deborah Mock, Christina Cook, Jamie Siebrase, Lydia Rueger, Kirk Yunke

The balance of this section is perfect – trends and tips, including local information, a fun events page followed by one place highlighted for you and your family to visit and a Helping Colorado Families section that brings some social issues to the forefront. Writing centers on being useful, not frivolous.

**E5 – Calendar of Events**

25,000 and fewer

No bronze or silver awards.

**Gold:** *Tulsa Kids,* “Calendar of Events”; Abby Rodgers, writer

This comprehensive calendar is easy to read, with good indexing. What makes it special is its seasonality – with ideas for spring break that include road trips as well as “staycation” ideas.

25,001-44,999

**Bronze:** *Memphis Parent, “*Calendar”; Meena Viswanathan, calendar editor

This listing is heavy on cultural and educational events but adds a category that encourages kids to help others – a fundraising event category. This allows for smaller events that might not make the cut, but raise awareness for issues.

**Silver:** *Cincinnati Family,* “Things to Do”; Sherry Hang, editor, Kiera Ashford, managing editor, Susan Day, editor in chief

This calendar shows deep sourcing and flair for writing. Free events are easy to find, and there is plenty of notice if you need to register for an event in advance.

**Gold:** *Carolina Parent,* “Calendar of Events”; Katie Reeves, publisher, Janice Lewine, associate editor, Beth Shugg, editor

This event section offers editors’ picks mixed in with listings. Themed “pullouts” focus on things like nature events, such as the “Take a Child Outside Week.” Seasonality is a big plus, with items like Holiday Craft Fairs.

45,000 or more

**Bronze:** *Metro Parent – Michigan,* “Fun Guide”; Christina Clark, writer, Kim Kovelle, managing editor

There’s a strong emphasis on free items for kids in this calendar. Film buffs will find lots of kid-friendly news listings, as well as a great recurring feature on taking your youngsters to the Great Outdoors.

**Silver:** *Chicago Parent,* “Calendar”; Elizabeth Diffin, senior editor

This is a very comprehensive calendar that uses major breakouts for seasonal events. The holiday calendar, for example, had everything from Santa comparisons to events with dreidels. In an October issue, it featured Day of the Dead events, like skull painting. Parents are indeed fortunate to have this resource.

**Gold:** *Atlanta Parent*,“Family Fun Guide”; Felicia Barman, writer, Amanda Miller Allen, writer, Hayley Markowitz, calendar editor

This guide does a good job on the basic listings – free events, cultural, outdoors. The real surprise is finding things aren’t events – like coffee shops that welcome families, golf courses that are good for teaching young duffers, or even breakfast places that show movies. A good job of combining listings with longer articles on things to do.

**E6 Column: Reviews**

25,000 and fewer

No bronze award.

**Silver:** *Rochester & Genesee Valley Parent;* “Book Nook: ‘Take Me to Your Reader’ and ‘On Your Mark, Get Set … Read!’” Deena Viviani

Deena Viviani’s “Book Nook” columns contain a themed series of delightful quick-hit reviews that tell readers what the books are about, what ages they’re suited for and insight into their strengths. This is at-a-glance reading at its best and easily consumed by both parents and children of reading age.

**Gold:** *Tulsa Kids;* “Oklahoma Author on Sequoyah List” and “Tulsa City-County Library celebrates winter”; John Fancher and Sarah Davis

These children’s book reviews show a firm knowledge of the audience of Oklahoma parents; yet, they are delightfully different. John Fancher’s review weaves interviews with a Choctaw author and overviews of his books. Sarah Davis provides parents an easily accessible list of synopses about books on winter and, as a bonus, suggests activities children can do to connect to each book.

25,001-44,999

**Bronze:** *Westchester Family;* “School of Rock-The Musical” and “Cats”; George Wachtel and Jean Sheff

More in the manner of traditional theater reviews, George Wachtel knowledgeably leads his New York City-area readers through reasons the family can, and should, enjoy two well-known musicals that feature children.

**Silver:** *Manhattan Family,* “Become a Great Parent” and “Teaching Children about Mindful Eating”; Allison Plitt

Parenting takes so much time that it’s hard to find more time to learn how to become a better parent. Allison Plitt steps in with thorough reviews that thoughtfully highlight books you might never have time to read: on great parenting strategies or how to teaching children mindful eating to help prevent obesity and foster good habits around food.

**Gold:** *Metro Family;* “Kid Review: Café Kacao” and “Kid Review: Sam Noble Oklahoma Museum of Natural History”; Samuel Rodán

Nine-year-old Sam Rodán’s reviews of a Guatemalan restaurant in Oklahoma City and the Sam Noble Museum of Natural History are charming, informative and personal. Although sparkling with a child’s perspective, the reviews nevertheless speak to parents — reminding them, among other important things, that when the museum café is closed, a kid can get hungry.

45,000 or more

No awards

**E7 — Column: Child Development and Parenting Issues**

25,000 and fewer

**Bronze:** *Augusta Family Magazine;* “Raising Reader”s; Meredith Flory, writer, Ashlee Duren, publisher, Karin Calloway, editor, Michael Rushbrook, art director

An emphasis on reading is a wonderful example of embracing stewardship in an increasingly digital, and perhaps unhealthy, world. The rich material here is enhanced by writing that is crisp, clear and wise, and delivered through a thoughtful, authoritative voice.

**Silver:** *Tulsa Kids;* “Stages: Tweens & Teens”; Julie Wenger Watson

The writer tackles some of the most demanding issues of adolescence — swearing, altercations with police — and applies diligent reporting to develop a set of sensible guidelines for parents. Throughout, the column offers sound ways to prompt discussion and make decisions.

**Gold:** *Tulsa Kids;* “Stages: Babies & Toddlers”; Kiley Robertson

This column is successful on many levels. It presents a universal but challenging problem (biting, tattling) through an engaging personal story. Then it offers well-sourced, reasonable solutions in a clear, direct format. With wit and little fuss, the writer gives parents coping tools to manage all-too-common but often distressing situations.

25,001-44,999

**Bronze:** *Westchester Family;* “Ask the Specialist”; Jean Sheff, David Nielsen, James L. Hyder, Esq., Priya Prashad, M.D.

Westchester Family has assembled a collection of professionals in various fields to handle some of the more complicated issues parents may encounter — an attorney interprets child support laws, for example, and a physician explains the basis of night terrors. Each piece is divided into useful sections to augment reader understanding.

**Silver:** *Cincinnati Parent;* “Growing Healthy Families”; Susan Bryant

The Growing Health Families column offers a balanced approach to sensitive topics — introducing a new relationship to the child’s family, for example, or talking to a child about politics during a volatile campaign. The column looks at alternative approaches, provides companion do’s and don’ts, and adds sage advice from those who have relevant experience. It is altogether knowledgeable and perceptive.

**Gold:** *Indy’s Child;* “Research to Real World”; Susan Bryant

With so many items and messages directed to parents across platforms, this column provides a vital service by sorting hype from reality. What is most appropriate: Adult-controlled play or child-directed play? Research shows, in this case, that adults turn play into work for children. That is why this service seems so valuable and effective.

45,000 or more

No bronze award

**Silver:** *Metroparent;* “Monthly Focus on Health”; Sadhana Bienzen

The crisp, clean column delivers what it promises — a no-nonsense approach to solving nutritional problems. The solutions are list-based, which means the reader gets a well-packaged set of ways to provide, say, healthy trick-or-treat choices (mini-bags of pretzels, hot cocoa packets, spider rings, washable tattoos) or feed a picky toddler (let her pick out a new fruit or vegetable at the supermarket; don’t be a short-order chef) and much more.

**Gold:** *Washington Parent*, “Ages & Stages”**;** Robyn Des Roches, Paige Trevor

The quality of advice on critical parenting topics is superb and refreshingly original. When cutting through the complicated mess of boundaries (permissive vs. positive parenting), for example, the column takes a direct approach: Don’t let fear of parental tyranny turn the child into a tyrant. Ideas abound for taking a sounder approach, as they do in an article on managing children’s behavior in intense situations like funerals and weddings. The column is a good case study in ways to deliver original, authoritative solutions to thorny problems.

**E8 – Column: Family Matters**

25,000 and fewer

No awards

25,001-44,999

No bronze award.

**Silver:** *Cincinnati Family;* “Kids’ Health”; Sherry Hang, Susan Day

These two columns are brief but tightly written. Employing a traditional format, the writer uses strong data and information and weaves those into the stories. Solid overall, the column provides for a satisfying little read.

**Gold:** *Austin Family;* “Lifelines”; Brenda Schoolfield, writer

These columns are almost a hybrid between an essay and a service journalism feature. They are packed with concrete writing, primary sources and with sidebars to spell out more specifics. The writer speaks with a sense of authority and provides a quick dive into some pretty serious content. Readers walk away having learned valuable information presented in an easy-to-digest fashion.

45,000 or more

No bronze or silver award.

**Gold:** *Metro Parent;* “Parent Pipeline Opener”; Stacey Winconek, web editor and author, Kim Kovelle, editor, Julie Elliott, editor

What stands out most about these columns is that they are timely and based on recently released research and studies. The writer chooses to tackle more serious and unusual topics. Researchers, professors and authors are sources who lend their own expertise to the writer’s viewpoint and angle. Each column also provides take-aways or tips for readers.

**E9 – Column: Family Fun**

25,000 and fewer

No awards

25,001-44,999

**Bronze:** *Cincinnati Family Magazine*, “Family Outing”; Barbara David, Sherry Hang, Susan Day

A mom gives her advice to taking the kids so see local attractions. It’s a friendly approach that describes what it’s really like to take the kids to the zoo, or to a nature park. It’s informative and amusing.

No silver award

**Gold:** *MetroFamily – Oklahoma,* “Exploring Oklahoma”; Lindsay Cuomo, writer, Hannah Schmitt, editor, Sarah Taylor, publisher

Oklahoma has a unique outdoor environment, and this monthly feature takes you back to the Old West, or back to the days when Native American tribes roamed the plains. This feature is comprehensive, with specifics about what to do and see at state parks, and also takes a fresh approach to taking the family outdoors. For example, another feature looks at old-fashioned swimming holes that allow kids to find the muddy bottoms – but of course are safe to visit!

45,000 or more

**Bronze:** *MetroKids – Pennsylvania,*“Family Fun”; staff

The Toy Test is a great idea – letting local families test out the latest playthings. It answers the question --- it is really worth it to spend $29 on a phone trivia game? The Halloween “scare guide” also is a great idea for families who don't want traumatized kids after a visit to a frightening attraction.

No silver award

**Gold:** *LA Parent,* “Family Recipes”; Elena Epstein, director of content, Christina Elston, editor, Jennifer Gentile, designer

This series takes recipes from noted local chefs and makes them suitable for junior cooks. Letting kids create something besides macaroni and cheese – such as agnolotti pasta with Swiss chard – develops their taste buds and creativity. The series began after LA Parent began sharing family recipes in an e-newsletter, and saw that it was generating buzz.

**E10 Column: Humor**

25,000 and fewer

**Bronze:** *Augusta Magazine;* “Mom to Mom: ‘My Mom Actually Said Hashtag!’ and ‘Waiter Woes’”; Jenny Montgomery, Columnist, Ashlee Duren, Publisher, Karin Calloway, Editor, and Michael Rushbrook, Illustrator/Art Director

When you read Jennie Montgomery’s “Mom to Mom” columns, you could just as easily be hearing her stories from your friends over lunch or on the cell with your mother as you process the day. They are bright, tightly written, conversational and relatable.

**Silver:** *Tulsa Kids,* “From The Hip: ‘WOD, AMRAP, RDL: Hip Mom Deciphers Crossfit’ and ‘Hip Mom Checks Out Trader Joe’s on Opening Day’”; Jill VanTrease

Jill VanTrease’s “From The Hip” columns have consistently gentle humor, yes, but they also are informative as she navigates a new exercise routine or a new grocery store. The writing is conversational and speaks directly to other moms.

**Gold:** *Parenting New Hampshire;* “Dad on Board: ‘Bringing Up Weirdo’ and ‘Time Stand Still’”; Bill Burke and Melanie Hitchcock

Bill Burke’s “Dad on Board” columns are laugh-out-loud funny in their authenticity. He zeroes in on his life as the father of a teenage girl with stories that appeal because they are universally true. “My daughter started her freshman year of high school recently, and I’m freaking out,” he writes. “I want to know how the little girl with light-up sneakers and a Minnie Mouse headband ended up in a classroom sitting next to some kid with a beard.”

25,001-44,999

**Bronze:** *Cincinnati Parent;* “A Dad Influence: ‘Kids are Like Bad College Roommates’ and ‘Pawn Shop Parenting’”; Pete Gilbert and Sarah Bryant

Short, direct stories with pithy points: That’s what makes Pete Gilbert’s “A Dad Influence” columns quick to read but slow to digest. Gilbert draws lessons from his pre-fatherhood years that enhance his current child-rearing perspectives. Parenting as a constant practice in negotiation? Readers will nod with understanding.

**Silver:** *Metro Family;* “Mom Gets the Last Laugh: Good Times and Constant Countdown”; Heather Davis, Hannah Schmitt and Sarah Taylor

Heather Davis plumbs the parental challenges of summer vacations and back-to-school prep with the earned authority and good humor of her status as mother and teacher. Her columns breathe with memories and experiences as she affirms what works as a modern-day parent. She doesn’t sweat the small stuff. There’s a balm for parents in her columns.

**Gold:** *Austin Family Magazine;* “AFM Just for Grins: Baby’s 1st Non-Well Check and Don’t Get Too Comfortable”; Carrie Taylor

These columns tap into the hilarious, understandable neuroses and awkward learning curves of being a new mother. She takes readers into her world with clear, conversational detail. She has sage empathy for other new parents and triggers sweet, sometimes bittersweet memories for parents whose first year with their first child is long past.

45,000 or more

No bronze or silver award.

**Gold:** *Chicago Parent;* “Failing with Gusto: ‘The Source’ and ‘On a Brake’”; Marianne Walsh

Marianne Walsh speaks crisply, artfully and with authority, offering gently wry insight into her experiences as a Chicago mother of three boys and perspectives on parenting overall. There’s a whiff of playful mischief between the lines that makes her work a pleasure to read and resonant beyond her immediate audience.

**E11 Travel Feature**

25,000 and fewer

No bronze award.

**Silver:** *Tulsa Kids;* “Big Cedar Lodge’s Dogwood Canyon: Where Nature is Nurtured”; Diana Tritt Eaton

This personal look at Dogwood Canyon Nature Park, on the Missouri-Arkansas border within driving distance of Tulsa, is chock-full of specifics on what to see and what to do, including hiking, biking, horseback riding or taking a Segway through the park. Open-air tram tours are also available.

**Gold:** *Rochester & Genesee Valley Parent;* “Take a Walk on the Wild Side of Western New York”; Susan Henninger

The history, beauty and benefits of the Iroquois National Wildlife Refuge and Rock City Park in upstate New York are the focus of a smart overview with if-you-go information. Children with a passion for birds can potentially see hundreds of species in their natural habitats at the wildlife refuge.

25,001-44,999

**Bronze:** *Cincinnati Parent;* “Short-Range Spring Breaks”; Susan Bryant

This take on spring-break road trips suggests four major cities within a few hours’ drive of Cincinnati with recommendations on what to do and where to stay. Best pro tip: Check to see when your destination city’s spring break is and avoid going then.

**Silver:** *Kansas City Parent Magazine;* “Spring Day Trips”; Michael Gimotty, Margaret Sarver, Kim Tappan and Kristina Light

This easy-to-use lineup of day trips within a day’s drive of Kansas City helpfully categorizes destinations by not too far, farther and farthest — which is still a reasonable 2.5 hours away at most. It suggests spots to eat lunch and the best places to go with kids.

**Gold:** *Memphis Parent;* “The Tennessee Bucket List”; Jane Schneider, Jennifer Williams-Fields, Liz Phillips, Ginger Spickler

“The Tennessee Bucket List” is a straightforward remedy for too much staying close to home. Bristling with relevant information, it’s an ideal, at-a-glance guide for taking the kids on weekend and summer getaways to a rich range of cultural, historical and cultural landmarks.

45,000 or more

**Bronze:** *Atlanta Parent;* “Choo-Choo City: Chattanooga’s One Big Playground for Families”; Laura Powell, Amanda Miller Allen

A list of five fun things to do, plus details on getting there, staying there and eating there (including a vegetarian offering), make this easy-to-use feature on visiting Chattanooga pop with possibilities for a family adventure. That includes the steep Incline Railway of Lookout Mountain and $5 camel rides at the Chattanooga Zoo.

**Silver:** *Colorado Parent;* “Ten Places to Take Your Kids in Colorado (Before they Grow Up)”; Elaine Schoch

Gold mines, sand dunes and a narrow-gauge railroad: This taut, informative survey of cool places to take the kids in Colorado focuses on history, nature and, oh yes, dinosaurs.

**Gold:** *Bay Area Parent-Silicon Valley;* “Enter the Wizarding World”; Janine DaFao, Jill Wolfson, editor

“Enter the Wizarding World” reflects an insider’s savvy on the Harry Potter-themed land and other highlights of the revamped Universal Studios Hollywood. Parents can get a clear sense of what to expect, including an idea on how to gauge whether certain rides and attractions are too scary for their children.

**E12 – Personal Essay**

25,000 and fewer

No bronze or silver awards

**Gold:** *Kids VT;* “Over the rainbow: A mom fights to save her babies after a heartbreaking loss”; Alexandria Kerrigan

Kerrigan writes a heartbreaking tale: Her first set of twins died. Her prose is clear and crisp. She doesn’t belabor the most awful moment in the story – the death of the twins – but she doesn’t let it go unnoticed, either. Writing this was either painful or cathartic or both. The fact that the writer pulled off a piece that gives hope out of such darkness is impressive.

25,001-44,999

**Bronze:** *Kansas City Parent Magazine;* “Single parent finances”; Erin Jones

The piece grabs the reader right from the start. You’re in the checkout line and you don’t have enough money. It creates a compelling moment right off. Good stats and some good interviews balance out the first person nature of the piece. It’s a window into a very personal part of the authors’ world.

**Silver:** *MetroFamily;* “One OKC mom’s child care journey”; Kathleen Shannon

Shannon takes on a common topic in an uncommon way: She illuminates the child dilemma by discussing her desire for it and how most of the resources she found seemed unsupportive of that decision. Then she transitions into a useful, insightful piece that blends personal recollection with service journalism.

**Gold:** *Staten Island Parent;* “Bye bye baby (furniture)”; Jeannine Cintron

A light, crisp read that mixes the “now” – the day the furniture was hauled away – with the “then” – memories associated with the furniture. Anyone who has every had a kid outgrow a bed and been just a little bit wistful about the tiny bed going away can understand this story.

45,000 or more

**Bronze:** *Chicago Parent;* “The key to a happy marriage”; Lisa Goodman-Helfand

Goodman-Helfand has a nice, light touch with humor and manages to get across the balancing act of marriage and a baby and an anal-retentive husband by telling us a story about just how much a simple trip to the store can mean.

**Silver:** *Metroparent;* “The popular factor”; Amy Schwabe

Mom speculates on how her daughter can be so different. A smart take on daughters and mothers and how different – and alike – they can be.

**Gold:** *Washington Parent;* “8 celebrated milestones not as photographed or live-tweeted”; Andrew Madigan

Funny. Slightly outrageous. Madigan does an excellent job of putting us in the story and in the moments where these less-obvious milestones happen. Smart writing and a fun read.

**E13 - Profile**

25,000 and fewer

**Bronze:** *Baton Rouge Parents Magazine;* “A Witness Without Words”; Madeline Rathle

This is a touching and inspiring story of the demands and rewards of parenting a child born too early. The mom is a hero.

**Silver:** *Hamilton County Family;* “Roundabout Playback Troupe”; Susan Bryant

Readers learn the special abilities of special-needs young people. Excellent use of quotes.

**Gold:** *Little Rock Family;* “Beyond the Blue—Tommy Norman”; Morgan Acuff

This well-done profile introduces a cop who should be, and seems to be becoming, a national role model.

25,001-44,999

No bronze or silver award

**Gold:** *MetroFamily;* “10 Strong”; Hannah Schmitt, Sarah Taylor

This is a heart-warming account of a mothers' group that brings life, and ice cream, to hospital-bound children. The mothers get rewards, too. Nicely told.

45,000 or more

No bronze award

**Silver:** *Chicago Parent;* “Modern Family: Chicago Edition”; Danielle Braff, Thomas Kubik

This series of sketches present an interesting glimpse of family diversity.

**Gold:** *Colorado Parent;* “Hitting His Stride”; Michelle Ancell

This account of turning heartbreak into triumph is told with warmth and detail. The writing is clear, correct and conversational.

**E14 – Q&A Interview**

25,000 and fewer

**Bronze:** *Dayton Parent;* “Brigid’s Path”; Susan Bryant

This informative Q&A delves into an organization dedicated to helping babies born with addictions due to substance abuse. It is clearly focused, gives context to the issue and explains the growing need for such a program.

**Silver:** *Tulsa Kids;* “I’m a Tulsa Kid”; Marisa Morgan

With anecdotes and thorough background, this compelling Q&A tells the story of a Tulsa teen who started a nonprofit group to play “Taps” at military funerals. The questions do a wonderful job of framing the topic.

**Gold:** *Tulsa Kids;* “Green Country Grown-up”; Nancy A. Moore

Pointed and well-researched questions create an engaging and delightful Q&A that gets to the heart of what makes this new museum director tick. The varied questions make it fun and informative, and go across personal and professional topics.

25,001-44,999

**Bronze:** *Austin Family;* “Thankful from the Bottom of Their Hearts”; Sherida Monk

This Q&A focuses on a family whose teen has just undergone his second heart transplant. By interviewing both the mother and the teenage boy, it provides a full picture of this experience and its impact.

**Silver:** *Brooklyn Family;* “A Family’s Transition”; Tammy Scileppi, contributing writer

In this Q&A, a documentary filmmaker shares the story of her transgender father, and what it was like to grow up in a misunderstood family. The questions really get at the many emotions involved.

**Gold:** *Austin Family;* “A Story of Sweet Success”; Sherida Monk

Focusing on an 11-year-old lemonade entrepreneur and bee advocate, this Q&A is both lively and informative. The questions do a nice job of leading the young subject to tell her story in an authentic way.

45,000 or more

**Bronze:** *Atlanta Parent;* “Meet Atlanta’s First Lady”; Amanda Miller Allen, Liz White

This Q&A goes behind-the-scenes in the Atlanta’s mayor family with a profile of his wife. The questions nicely frame her personal role and views as a parent as well as her public role as an advocate for kids.

**Silver:** *Dallas Child;* “Mom Next Door: Christy Wilson Beam”; Wendy Manwarren Generes, Nicole Jordan

An engaging story about a family that found itself in the spotlight, this Q&A delves into what that experience has been like, while also exploring the family’s broader lives.

**Gold:** *Dallas Child;* “Mom Next Door: Courtney Sinelli”; Wendy Manwarren Generes, Nicole Jordan

Entertaining and engaging, this Q&A about the Which Wich founder provides a complete picture of her personality and how the sandwich business is woven into family life. A great mix of questions makes it a fun and informative read.

**E15 — Investigative Feature**

25,000 and fewer

No awards.

25,001-44,999

No silver or bronze awards.

**Gold:** *PDX Parent;* “Is Your Child Care Up to Code?”; Beth Slovic, writer

This report provides a great service to the community by mining the data and documents about state investigations into child-care complaints and code violations. A real asset is the author’s review of the investigation process and how parents can understand and assimilate information to make informed decisions about child-care providers. This is vital, and often misunderstood, information that, if overlooked, can have serious consequences.

45,000 or more

No bronze award.

**Silver:** *Brooklyn Parent;* “Should Kids Play Contact Sports?”; Melissa Kagan, writer; Michael Kress, Katelin Walling, Tony Diaz, Bethany Braun-Silva

This is an enlightening look at the protocols for making a decision about a child’s participation in contact sports, as well as recovery after injury. It relies on medical and anecdotal information about sports injuries and reviews the lesser-known return-to-play guidelines. This is an instructive, even-handed look at the pitfalls of potentially dangerous sports.

**Gold:** *Metro Parent;* “A Long Way Home”; Megan Krueger, associate editor and author; Julia Elliott and Kim Kovelle, editors.

The immersion into one family's experience effectively demonstrates the depth of the homeless problem, from instability to illness, community scorn and lost education. State and regional data provide a solid foundation for the case study, and a hard look at the impact on schools, health care and social services is an added bonus.

**E16 — News Feature**

25,000 and fewer

**Bronze:** Parenting New Hampshire; “Water Worries”; Mary Ellen Hettinger and Melanie Hitchcock

A strong review of the health concerns with the local water supply. Excellent sidebars to help readers get additional information and understand the potential for threat. The topic is critical to parents and the journalists provided a well-explained story that gave context to a complex topic.

**Silver:** Tulsa Kids; “Moving Beyond Color Blind”; Claire Combs

This excellent story evolved from the tragic shooting of an unarmed black man by a white police officer. The story addresses the age-old question of how to talk about race with children. The story is a nice mix of parents/children and experts and gives thoughtful advice. Excellent additional resources suggested, too, for parents and children.

**Gold:** Kids VT; “Tough Choices: Vermont Parents are Opting out of Work to Retain Their Benefits”; Katie Titterton

The author takes on a tough and important subject and clearly explains the topic. Not many parent’s publications would take on a complex issue like health care and be able to pull off a balanced and helpful piece. Particularly strong are the multiple examples that give clear advice to even the most math-impaired reader. Excellent topic and superb journalism.

25,001-44,999

**Bronze:** Manhattan Family; “Seeing Red Over the Tampon Tax”; Tammy Scileppi, contributing writer

A well-done overview of a subject that’s vitally important to at least 50 percent of the population and to every parent. Excellent job profiling the women behind the movement and the many issues involved in the tax, including the historical.

**Silver:** Pittsburgh Parent Magazine; “What parents need to know about the Heroin Epidemic”; Ann K Howley

Heroin and other dangerous drugs have crept into the suburbs at an alarming rate. The author tells the human price of this epidemic and gives practical advice to parents on how to recognize the problem. Strong real-life examples help this story come alive.

**Gold:** PDX Parent; “The Hard Sell”; Kat Merck

  Anyone with a Facebook account has noticed the proliferation of parents with new stay-at-home businesses. Great story examining the viability of these new age-vendors of cosmetics and skin care products. The story presents the facts to parents and clearly points out the positives and the negatives. This is journalism at its best.

45,000 or more

**Bronze:** Washington Parent; William "Dr. Bill" Incatasciato; From A to Zika: The World War Against Mosquitoes

A clear-eyed, well-written look at all of mosquito-born illnesses, leading with the current threat, Zika. The story is told in a non alarmist and educational manner that gives practical advice to parents concerned about the headlines. Such reporting is a credibility builder in a time of sensationalism and fake news.

**Silver:** Dallas Child, Wendy Manwarren Generes, Stephanie Conner; Transforming Love

The story uses real-life examples to model the best way to handle a transgender child in these complicated times. The story does not try to cover other angles, and sets a positive tone in the community on this subject. This is a story that can be read over and over again in schools and other places where the community gathers. Excellent journalism.

**Gold:** Metro Parent; Stacey Winconek, Julia Elliott, Kim Kovelle, Jessica Schrader; Growing Up Muslim

America’s political environment will cause many more of these types of stories to be written, and it’s vitally important that parent publications address these topics with sensitivity. The story tells the journey of Muslim children in America and captures both innocence and fear. Excellent decision to tell the story from the mouths of children.

**E17 – Non-Traditional Story Form Feature**

25,000 and fewer

**Bronze:** *Tulsa Kids;* “Health Myths Busted”; Anna Casey

With so much confusing health information on the internet, this writer enlisted a pair of local experts to clarify for readers some common misperceptions. The result is informative and useful.

**Silver:** *Doha Family;* “Bat’s Blood & Other Old Wives’ Tales”; Rachel Henriquez, Paulien Bay, Gemma Swan, Roxanne Davis

For this feature the publication tapped into the collective experiences of its diverse audience to compile something fun and enlightening. The wide range of individual voices are well-chosen and help build community and cross-cultural appreciation. The grouping of responses by theme/content is a good organizing structure for the material.

**Gold:** *Baton Rouge Parents Magazine;* “#BRFlood: What We’ll Never Forget”; Joy Holden, Amanda Miller

This insider reflection celebrates the perseverance and shared hardship of families in this community after the area was hit by severe flooding. People who lived through it can easily see their own experience represented in the piece. The list format enables the writer to quickly cover a larger range of specific points than might be achieved with narrative text.

25,001-44,999

**Bronze:** *Kansas City Parent Magazine;* “25 Ways to Say I Love You Kansas City Style”; Michael Gimotty, Margaret Sarver, Kim Tappan, Kristina Light

This feature provides a helpful reminder of things parents can do for Valentine’s Day that are specific to this particular city. Options cover a good range of price points and activity levels.

**Silver:** *Nashville Parent Magazine;* “Animal Attractions for Kids”; Chad Young, managing editor

This feature offers a handy round-up of places kids can interact with animals. The text is clear and thorough, yet concise; and it includes all the details a parent would need for each location.

**Gold:** *Chesapeake Family;* “Parenting Plays from the Pros”; Betsy Stein, Crickett Gibbons

This collection of advice for parents from professional athletes and coaches is a great idea well-executed. Quoted material comes from sources with a local connection and is well chosen for insight and utility. High-quality photos of each interview subject add to the storytelling. And supplementary statistics about student athlete matriculation round out the package.

45,000 or more

**Bronze:** *Chicago Parent;* “Big Wows for Littles”; Shannan Younger

This focused guide to nature centers goes beyond a mere collection of listings. Instead, the writer is like a good friend who has gone to the place for you to check it out and then reports back to explain exactly what to expect. It’s also helpful that the labels identify which type of kid each venue is “best for.”

**Silver:** *Colorado Parent;* “30 Best Things About Raising Kids in Colorado”; Lydia Rueger

This package celebrates the wide variety of attributes families can enjoy as residents of their state. The material covers a lot of ground and includes input from more than two dozen sources from all across the community.

**Gold:** *Dallas Child;* “Tokens of Texas”; Wendy Manwarren Generes, Julia Bunch

A nice feature that is well researched, distinctly local and simultaneously provides an education for the reader along with a unique list of things to go see. It is tightly written yet still has all the details someone would need to follow through with a visit.

**E18 – Service Feature**

25,000 and fewer

**Bronze:** *Tulsa Kids*; “Leveraging Your Leave;” Nikki Cyter Sack, reporter

Real-life testimonials and input from experts offers useful guidance for stay-at-home moms ready to re-enter the professional world. This piece is both insightful and motivating.

**Silver:** *Doha Family*; “Doha Family Guide: Oh Baby!”; Natalie Hodgson and Rachel Henriquez, reporters, Paulien Bay, Roxanne Davis and Gemma Swan, editors

Having a baby in Doha presents a far different set of circumstances than it does in many other parts of the world. The authors effectively spell out the challenges and give sound advice for pregnant women, particularly those new to Qatar who might be unaware of the country’s policies and laws.

**Gold:** *Parent New Hampshire*; “Don’t Wing It – A How-to Guide for Raising Chickens”; Andrew Bushee Belanger, reporter, Melanie Hitchcock, editor

This fun but informative story combines practical information about how to raise backyard chickens with a dose of excitement about what the experience is like. It’s an original idea that’s sure to give many families food for thought — and perhaps food to eat.

25,001-44,999

**Bronze:** *Cincinnati Parent*; “Prepping for Pregnancy”; Susan Bryant, reporter

The author gives comprehensive and important tips for how women should prepare — physically, psychologically and financially — before they conceive a child. This is a must read for those who’ve decided they’re nearly ready to have a baby.

**Silver:** *Chesapeake Family*; “Helping Kids Handle Heavy Topics”; Laura Barnhardt Cech, reporter, Betsy Stein and Crickett Gibbons, editors

It’s hard enough for adults to make sense of the tragedies – both natural and otherwise – happening around the world today. Helping children understand and cope is a challenge for all of us. Chesapeake Family recognizes the need and lends a hand with an insightful guide.

**Gold:** *Central Penn Parent*; “Where the $@#% Did She Get That From?”; Lisa Maddux, reporter

This is a damn … er … darn good piece of journalism. Parents confused about what to do when their little ones start spewing four-letter words can turn to this guide for experts’ suggestions, which include watching our own language.

45,000 or more

**Bronze:** *Washington Parent*; “Pluses and Minuses of the New SAT”; Karen Finucan Clarkson, reporter

This a very practical and readable report for parents who want to keep pace with changes to the all-important college entrance exam. The adjustments – and the motives behind them – are clearly explained. The article gives readers a leg up that no doubt will prove valuable when their students take the test.

**Silver:** *LA Parent*; “Building Baby’s Brain”; Christina Elston, reporter, Elena Epstein and Jennifer Gentile, editors

This smart and fascinating article helps parents learn how their babies’ brains develop and offers fun, useful play strategies that can give the little ones a boost at critical times.

**Gold:** *Bay Area Parent-Silicon Valley*; “How to Raise an Innovator”; Janine Defao, reporter, Jill Wolfson, editor

This story checks all the boxes for a gold award winner. It localizes a national issue and mixes real-world observational reporting, expert sourcing, statistical analysis and solid writing to produce an in-depth and interesting piece with good advice for parents of budding entrepreneurs.

**E19 — General Feature** **Writing**

25,000 and fewer

**Bronze:** Nola Baby & Family Magazine; Shearon Roberts, Leslie Penkunas; Motherhood, Interrupted

Breast cancer is sadly part of our current vocabulary and on the minds of many of us. A well-done set of stories on women who’ve been struck with cancer while raising young children. The story creates empathy, understanding and keeps the disease in center spotlight. Excellent story telling.

**Silver:** Dayton Parent; Susan Bryant; Holiday Family Stress

An intriguing set of stories told with bite size set-ups of typical family stress. Written like an old-fashioned advice column, the stories combine experts and common sense. Very readable, well constructed, timely.

**Gold:** Baton Rouge Parents Magazine, Joy Holden; Changing the Game: Is it Wise to Specialize?

For several generations, many parents have encouraged their children to specialize in a particular sport at the expense of learning to play many sports. This story raises serious questions about what has become a popular way to pursue scholarship dollars. The phenomenon has been sitting in plain sight, but few in journalism have pursued it. Well told with many lessons for readers.

25,001-44,999

**Bronze:** MetroFamily; Erin Page, Hannah Schmitt, Sarah Taylor; High Stakes Testing

A thorough review of student testing gone awry in Oklahoma. A strong analysis of a situation that is burdening teachers and costing student performance. The piece raises important questions about the present and makes suggestions for future possibilities. A must read for parents and students.

**Silver:** Baltimore's Child; Hannah Monicken; Single Mothers, Singular Parents

The story of the single parent is as old as mankind. But it’s one that needs to be retold on a regular basis. This series of short stories is strong on diversity, reflection and outlook. There are no rose-colored glasses offered but there is a constant theme of overcoming adversity. Excellent series for both children and parents.

**Gold:** Chesapeake Family; Betsy Stein, Crickett Gibbons, Pete Pichaske; Putting Up With POTS

A medical condition, known since the Civil War, is being diagnosed repeatedly, but remains a mystery to the general population in our time. The devastating condition, caused by multiple concussions, is crippling to children and parents. Excellent job raising the cover on this condition and explaining it. Much good will come from this story.

45,000 or more

**Bronze:** Queens Parent; Michael Kress, Katelin Walling, Samantha Neudorf, Tony Diaz; It's Music to Their Ears: The Value of Music Lessons for Kids

  The writer combines her love of music with her passion for story telling in this important story about the positive consequences of music. In a time when parents are too often focused on sports and academics, the age-old story of music’s importance to intellectual growth is good to retell. The story is especially dynamic when told by a writer who understands the importance of the subject.

**Silver:** Metroparent; Alexandra Rosas; Raising boys: The challenges of parenting tomorrow's men

  This story acknowledges the special nature of raising a son in these turbulent times, and the important areas of growth that occur with young men. An excellent piece that’s well told and helpful – by a mother of three sons.

**Gold:** L A Parent; Elena Epstein, Christina Elston, Isaac Parfrey; LA Parent: Driving, Dreaming and Daytime Napping in LA

  This dad takes us on an amusing journey around Los Angeles in his endless pursuit to find rest for his child. We are treated to routes and maps and synopsis of different journeys. We experience the humor, exasperation and adventure of this never-ending journey to find the mythical land of snooze. A truly fun read that’s well written and researched.

**E20 – Special Series**

25,000 and fewer

No bronze or silver awards.

**Gold:** *Parenting New Hampshire;* “Raising Tweens and Teens”; Melanie Hitchcock, editors, Melanie Plenda, writer

In this three part series, you explore the tasks, joys and pitfalls of raising adolescents, including great information on how to deal with social media use, dating and sex and even chores. Some very useful information on how to spot depression, a condition often starts in teen-age years.

25,001-44,999

No bronze award.

**Silver:** *MetroFamily (Oklahoma);* “Foster Communities”; Erin Page, writer, Hannah Schmitt, editor, Sarah Taylor, publisher

This series updates everything we know about being a foster parent. We’re introduced to “kinship” parents – a type of fostering done by those who previously knew or had contact with the child. This stellar series also deals with children scarred by trauma and how to “foster” the parents so they can be reunited with their children. It also offers tips on how to sign up as a foster family.

**Gold:** *Indy’s Child;* “Special Needs Section”; Susan Bryant, editor

This monthly series provides fresh topics for parents of special needs kids. Those great ideas include tips for taking photos of special needs kids, how to distinguish a sensory meltdown from a tantrum, and sports options for special needs. The series melds good advice and tips with local information.

45,000 or more

No bronze award.

**Silver:** *MetroParent (Michigan),* “Grassroots Government”;Jacquie Goetz Bluethmann, writer, Julia Elliott and Kim Kovelle, editors, Megan Krueger, copy editor

In a year when the presidential race dominated headlines, this series looked at local representatives that make the decisions that most affect our lives. This is a thorough piece of explanatory journalism that parents should share with older children so they become good voters. The pieces look at school boards, as well as city and county leaders.

**Gold:** *Chicago Parent,* “Chicago and Gun Violence”;Emily Adams, associate editor

A compelling series on why all of Chicago is affected by the gun violence that has riveted poorer parts of the city. The story quotes one medical professional as saying she treated more children with gunshot wounds in her first week than she did in two years in Boston. Especially chilling is the artwork done by children depicting life amid the violence.

**E21 – Special Section within a Publication**

25,000 and fewer

**Bronze:** *Baton Rouge Parents Magazine;* “Private School Guide”; Amanda Miller, Rene Ripley

This section serves its purpose well by providing plenty of information to help parents make an important decision.

**Silver:** *Tulsa Kids;* “Halloween Fun for the Whole Family”; Abby Rodgers

The section is conversational and helpful, with plenty of ideas related to the holiday.

**Gold:** *Augusta Family Magazine;* “Go. Play. See”; Jennifer Miller, Writer, Karin Calloway, Editor, Ashlee Duren, Publisher, Michael Rushbrook, Art Director

The clear and concise writing includes touches of humor and personality.

25,001-44,999

**Bronze:** *Central Penn Parent;* “May sports section”; Christopher Hopkins, Andrea Ciccocioppo

Some helpful, cautionary points for parents of kids in sports.

**Silver:** *Nashville Parent Magazine;* “Fall Fun Guide”; Chad Young, Susan Day, Kiera Ashford

Solid, clear and concise guide to area events. The writing is clear and clean.

**Gold:** *Baltimore’s Child;* “Focus on Special Needs”; Hannah Monicken, Kim Uslan, Jennifer Perkins-Frantz, Suzanne Pollak

Along with the helpful information, compelling stories of parents and kids make this section a clear winner.

45,000 or more

No bronze award.

**Silver:** *Nassau Parent;* “Special Parent”; Michael Kress, Katelin Walling, Bethany Braun, Tony Diaz

Touching first-person stories enliven a section that offers more than just lists.

**Gold:** *Atlanta Parent;* “Our A+ Education Guide”; Liz White, Amanda Miller Allen, Laura Powell

Impressively comprehensive guide, with some surprises and plenty of personality.

**E-22 — Overall Writing**

25,000 and fewer

**Bronze:** *Hamilton County Family*; Susan Bryant

Hamilton County Family begins with inspired ideas and turns them into stories that are stylish, witty and information-rich. A list of 25 conversation starters to get kids talking is the perfect example. Here are two: “Is there one sound that drives you crazy?” And,“If you were the parent and I was the child, what’s the first thing you would do?” This is a true asset to its community.

**Silver:** *SW Florida Parent & Child;* Pamela Hayward

Compelling profiles are the highlights of this outstanding publication. The story of a 12-year-old figure skater who nearly lost her life to an eating disorder is a poignant example. Similarly, the story of a former teen mom who directs a home for teenage mothers is equally intimate and inspiring. They are proof that strong reporting and details contribute to powerful writing.

**Gold:** *Kids VT;* Staff

The writing in this publication is altogether original and engaging. Stories build on personalities, with strong ledes and bold use of description. There’s a lot of showing (i.e. visual imagery) rather than telling, and stories are edited with both care and creativity. Readers must love the way stories reach into offbeat corners (speed stacking contests, belly art, reflections from older fathers) and deliver delightful results.

25,001-44,999

**Bronze:** *Indy’s Child;* Susan Bryant

Indy’s Child takes a clean, elegant approach to stories — they come to the point quickly and follow a clear path through the material with smart placement of subheads and other structural tools. Superb editing is evident here, as is an emphasis on a focused writing style that serves readers well.

**Silver:** *Chesapeake Family;* Betsy Stein, Crickett Gibbons

Chesapeake Family has an appealing way with ledes, one of the hallmarks of the writing in the publication. Well-chosen words combined with the right delivery is an effective technique. The beginnings are often original and surprising: “Jennifer Bender knows all about the dangers of underage drinking.” Or “During colonial times, many residents of Williamsburg, Va., had no hair.” This is a mark of excellence in writing.

**Gold:** *Nashville Parent Magazine;* Susan Day, Chad Young, Kiera Ashford

This publication puts a premium on usefulness, with tight, serviceable writing throughout. It’s clearly a challenge to come up with consistently effective calendar entries, but the success here is clearly based on thorough reporting. It is an outstanding example of how that kind of work pays off.

45,000 or more

**Bronze:** *Metroparent (Greater Milwaukee);* Staff

Metroparent uses an appealing mix of first-person and resource-based information in its pieces. They are both caring and written with care, as a series on local military families demonstrates. The level of interest in these families is obvious; the writing develops each family into one you’d love to meet.

**Silver:** *Chicago Parent;* Tamara O’Shaughnessy, Elizabeth Diffin

The tone and pace of each article is expertly achieved. An article about ADHD is personal and heart-warming, as is one about a mother’s crusade to remember lost children. On the other hand, a story about Spring Break is brisk, clever and fun. It’s all about matching mood and language, and Chicago Parent understands this.

**Gold:** Dallas Child; Wendy Manwarren Generes, Carrie Steingruber, Julia Bunch, Alex Mitchell Mortenson, Elizabeth Smith

This is an extremely well-crafted, well-edited publication. Every word seems deliberately selected, which adds value and impact to each article. Calendar entries are informative and descriptive with ample context. The writing throughout is clear, precise and authentic. Well done.

DESIGN

## D1 — Front Cover: Original Photo

25,000 or fewer

**Bronze**: *North Texas Child;* “The Summer Fun Issue”; Lauren Niebes, Nick Prendergast, Shane Monden

Viewers’ eyes can easily track around the edges of the cover, reading the teases, and then engage with the endearing child, whose red curls add movement to the page. The stark background allows the subject and text to pop.

**Silver**: *Baton Rouge Parents Magazine;* “February Cover”; Dafina Dervishi, Kleinpeter Photography

The heart immediately guides viewers from the lead tease to the child. Her bow, the heart and the teases are held together by the consistent red colors. Type is easy to read from a distance and teases are expertly placed around the subject. Body language and styling help make a lovely cover.

**Gold**: *SW Florida Parent & Child;* “SWFL Parent & Child January Cover”; Lindi Daywalt-Feazel, Amanda Inscore, Pamela Hayford

The beautiful color palette is consistent in every aspect of this cover. This clever photograph and perfectly styled kid draw attention. The 1000-pound weight, striped sock and green laces add humor. The typographic treatment is sophisticated and lovely.

25,001 to 44,999

**Bronze**:*Fort Worth Child;* “The Summer Fun Issue”; Lauren Niebes, Nick Prendergast, Shane Monden

The Summer Fun Issue combines beautiful typographic treatment with a charming photograph. The timing is perfect, with the blowing hair, tongue sticking out and hand partially bent. The blue goggles and clothing tie the image to the topic. Colors are soft and harmonious.

**Silver:** *Cincinnati Family Magazine;* “November 2016 Cover”; Susan Day, Kiera Ashford, Sherry Hang, Sienna Gregory

The soft-focus background, direct eye contact and circle of teases around the edges of the cover draw attention to the child. The clasped hands and matching adult bracelets help tell the story of “giving back,” as this family has done. The subdued colors and the real, honest moment are strengths of this cover.

**Gold:** *Northeast Ohio Parent;* “Bundle of Joy”; Kim Stahnke (cover photographer), Northeast Ohio Parent

This cover has it all: simplicity, great color palette, strong typography and degree of difficulty. The sleeping child is a good choice to represent a story that’s difficult to illustrate. The pops of red stand out against blue and white. The gentle folds of fabric mimic the curves in the background fabric and the the word “joy.”

45,000 or more

**Bronze**: *Atlanta Parent;* “Front Cover September”; Sheri Taylor-Emery, Jordan Lisvosky

Strengths of this cover are the coordinated color palette, smart typographic treatment and stark photograph. The child is caught in the middle of a movement and looks as if she plans to slip off the page. The white-washed wood background makes her stand out.

**Silver:** *Dallas Child;* The Summer Fun Issue; Lauren Niebes, Nick Prendergast, Shane Monden

Teases are designed around the subject to keep viewers’ attention on the page. The size and color variety of the teases add interest to the page. The suit, flippers and goggles fit the seasonal topic.

**Gold:** *Chicago Parent;* “April Frog Boy”; Claire Innes, Jacquinete Baldwin, Thomas Kubik

This cover demands a laugh as a tri-colored frog climbs into the boy’s spiked green hair. The vivid pink background and yellow type create dramatic contrast that still holds it all together.

## D2 — Front Cover: Use of Stock Photo

25,000 or fewer

No bronze award

**Silver**: *Doha Family;* “Doha Family Guide Summer 2016”; Gemma Swan, Rachel Henriquez, Paulien Bay, Roxanne Davis

Bright colors and wild glasses immediately grab attention. The tease identifies the story content and fits with the photograph. All elements are balanced, allowing for ease of eye movement.

**Gold:** *Tulsa Kids;* “Tulsa Kids Magazine”; Chuck Foshee

This delightful photograph of a wide-eyed child with wispy blond hair pulls viewers into the cover. The parent is cropped out of the image, which is a great way to focus all attention on the child and teases. Beautiful typography circles the child, and colors are harmonious.

25,001 to 44,999

**Bronze**: *MetroFamily;* “MetroFamily August 2016 cover”; Stacy Noakes, Hannah Schmitt, Sarah Taylor

The MetroFamily nameplate is creatively integrated into the photograph. There is a beautiful, smooth line from her hand with chalk, to her tilted head, and all the way down to her toes. The lead teases are easily identified thanks to good typographic hierarchy.

**Silver:** *Brooklyn Family;* “First Time Dads – June Issue”; Leah Mitch, Susan Weiss

The intimacy of the well-chosen photograph makes this cover rise to the top. The father’s arms circle the child, keeping our eyes in the photograph, while the child leans toward the well-positioned teases. The typography is easy to read with an understandable hierarchy.

**Gold:** *Nashville Parent Magazine;* “Nashville Parent – July 2016”; Susan Day, Chad Young, Kiera Ashford

The unusual choice to show only the pregnant belly and hand works well. The photo textures are lovely, and the green and yellow color palette is soft and fresh. Typographic treatment is sophisticated and helps lead eyes comfortably around the cover.

45,000 or more

**Bronze**: *Colorado Parent;* “August 2016”; Becky Fusion, Deborah Mock

Effective use of primary colors for typography leaves no doubt about the lead tease. The photograph is integrated into the cover with the green shirt, yellow pencil and typography slightly overlapping the child. His fun expression will attract readers’ attention.

**Silver:** *Atlanta Parent;* “Front Cover: August”; Sheri Taylor-Emery

This smart cover combines harmonious colors and elegant typography with a cute photograph. The child has a mischievous look on her face, with a slight smile and eyes looking off the page. Beautiful typography is easy to read with a clear hierarchy.

**Gold:** *Colorado Parent;* “October 2016”; Heather Gott

It’s hard to look at this cover without smiling. The colors are stark, with spider outfits against a white garage door. Typographic colors draw from the costumes, making a cohesive package. Subtle details, such as webs in the corners, make this a winner.

**D3 – Front Cover Illustration**

25,000 or fewer

No bronze award.

**Silver:** *Doha Family*, My Neighborhood, Gemma Swan, Rachel Henriquez, Paulien Bay, Roxanne Davis

The bright colors and vertical skyline deliver a positive, prideful image of Doha. The artist smartly chose to silhouette young people playing in the foreground, making them pop against the vibrant backdrop.

**Gold:** *KidsVT*, Young & Transgender, Jackie Ferrentino

Transgender children is not an easy topic to illustrate. The artist used muted colors and minimal detail to instill a feeling as well as a picture of a young person on the edge of a group, looking in but not quite *in*. The pink shoes behind the back delivers on the challenge.

25,001 – 44,999

No bronze award.

**Silver:** *Nashville Parent*, Busy-Parent Solutions, Susan Day, Chad Young, Kiera Ashford

This is a simple, bold illustration with strong lines that carry the theme comfortably.

**Gold:** *Northeast Ohio Parent*, Super Moms and Dads, Sherry Lundberg

The comic book approach works well for both art and headline; and also for the supplemental teasers at the bottom of the page. Simple but effective design with saturated primary colors give it pizazz. The silhouetting of the figures is very effective.

45,000 or more

No bronze or silver award.

**Gold:** *Metroparent*, The Gap Year, Amy Butterfield, Liz Paulsen

This colorful illustration captures many of the opportunities and choices young people face in a gap year. It sets the scene for the story. The saturated colors jump off the page.

**D4 – Table of Contents**

25,000 and fewer

No bronze award.

**Silver:** *Hamilton County Family* “Table of Content Winter”; Katie Clark

This page presents a fun, light and airy introduction to the magazine. The photographs are active and engaging and have a similar color palette, which aids in a feeling of cohesion. Light choice in typography fits the overall scheme.

**Gold:** *DOHA Family;* “Table of Contents Autumn 2016”; Gemma Swan, Art Director, Rachel Henriquez, Editor, Paulien Bay, Publishing and Sales Director, Roxanne Davis, Publisher

This table of contents offers color coding for the different sections of the magazine and an easy way for readers to find favorite content. Page numbers on the photos draw readers to the correct page, and the contributors’ information is a nice complement to the index focus of a contents page.

25,001-44,999

No bronze award.

**Silver:** *Cincinnati Parent;* “Table of Contents November 2016”; Katie Clark, Associate Publisher

The combination of rectangular and cut-out photos is effective and offers some variety, and the photos are cropped tightly to pull attention to the key emotional content. Color use, type hierarchy and clear sense of page organization are among the elements that make this a standout.

**Gold:** *Indy’s Child;* “Table of Contents August 2016”; Katie Clark, Creative Director

This table of contents uses a very formal balance that works beautifully on the square-format page. Features are highlighted with larger text, page numbers and blurbs, and the page contains a variety of photo content with each photo striking in its own way. Very crisp and clean!

45,000 or more

No bronze or silver award.

**Gold:** *Dallas Child;* “Table of Contents”; Lauren Niebes, Katie Galasso

With separate sections for the features, on the cover, departments and columns, it is easy to navigate. The typography is sophisticated and shows a clear hierarchy with different weights and minimal use of all-caps. Photos and one well-placed illustration offer nice visual appeal.

**D5 – Interior Illustration**

25,000 and fewer

No bronze award.

**Silver:** *Baton Rouge Parents Magazine;* “Remembering Those Who Paved the Way”; Davisha Dervishi

This is a nicely rendered set of portraits that capture the likeness of their subjects well.

**Gold:** *Augusta Family Magazine;* “Augusta’s Extremes”; Michael Rushbrook, Art Director/Illustrator; Ashlee Duren, Publisher; Karin Calloway, Editor

These are dynamic, fun illustrations that capture the culture of their subject matter well. The bold style and scale add to the intensity of the piece.

25,001-44,999

No bronze or silver award.

**Gold:** *PDX Parent;* “Dolled Up”; Maggie Olson, Susan Bard, Denise Castanon

This is a great, engaging, illustration that has the original style of an illustrator that has found their voice. There’s lots of visual interest here, and great stylistic unity.

45,000 or more

**Bronze:** *Dallas Child;* “Transforming Love”; Lauren Niebes, John J. Custer

The modern style and color palette is on par with current trends. It’s a subtle approach to illustrating a story about transgender children, and it evokes the feeling of an “infographic” without being one.

**Silver:** *Dallas Child;* “A Portrait of Fatherlessness”; Lauren Niebes, Meredith Mosshart

This illustration has a really nice juxtaposition of a modern vs. classical style. The contrasting styles and palette work together quite nicely.

**Gold:** *Dallas Child;* “Peeping Mom”; Lauren Niebes, Malina Omut, Katie Galasso

The playful style and vibrant colors draw a reader in. The contrasting scale and narrative nature of the visuals also add to the delight.

**D6 – Interior Photography**

25,000 and fewer

No bronze award.

**Silver:** *Tulsa Kids Magazine* ; “Citizenship Begins at Home”; Sheeba Atiqi

The primary image is clean, bright and displays a clear theme.

**Gold**: *Baton Rouge Parents Magazine; ;* “It’s Time to Party”; Dafina Dervishi, illustrations and art direction, Kleinpeter Photography

This layout clearly involved a lot of work to choreograph with the the photographer. The result is a set of humorous and cohesive photo-driven visuals that likely required significant work from the designer, too.

25,001-44,999

No bronze award.

**Silver**: *Pittsburgh Parent Magazine;* ***“***You've got a superhero in the making”; Pat Poshard

Building on a fun theme, the photography displays creativity through a variety of images based on the central and costume.

**Gold**: *MetroFamily***;** “Jen Semmler profile”; Emily Hart,Stacy Noakes,Hannah Schmitt,Sarah Taylor

A great photograph to lead off the story that shows the environment of the family. Great job going on location and including the home, a place where they are comfortable and able to have fun with the photographer. The result yielded some closer, intimate and storytelling images.

45,000 or more

**Bronze**: *Metro Parent;* **“**Growing Up Muslim”; Lauren Jeziorski

There is a universal feeling to the actions in some of the photographs that give the reader an understanding that people from all sorts of backgrounds enjoy the same things with their families. The action in the lead photo and the everyday fun depicted in the photo on page 41 highlight this as positive actions for any family.

**Silver**: *Dallas Child;* **“**Nesting: Bonnie Lance”; Lauren Niebes, Carter Rose

The first image, which was used in an excellent way, was well executed through the use of good lighting techniques and positioning of subjects. The additional photographs in this story have the same professional lighting and creative eye and do a great job building out the story in rich visuals.

**Gold:** *Chicago Parent;* **“**Moms, empowered”; Rafia Qureshi, Claire Innes

This feature relies on a unique photo series that tells the subjects’ stories through powerful portraits. These images are full of real feeling and emotion. There is a high level of professional consistency, allowing the characters to show their individuality. The publication used a well-imagined style for the images and did a great job selecting people for the project.

**D7 – Single Page Design**

25,000 and fewer

No awards.

25,001 – 44,999

**Bronze:** *Indy’s Child*, “No Sports? No Problem,” Katie Clark

This page sports a clean, consistent design, an effective subdued color scheme and good use of white space.

**Silver:** *PDX Parent*, “It’s Toasted,” Susan Bard, Christi Reed

This package tosses in a number of design elements, yet it manages to hang together to present quite a bit of information in an attractive, easy to read page.

**Gold:** *Indy’s Child*, “Indy’s Best Burgers,” Katie Clark

There is clean use white space and good position of the lead image. Typography and color also fit together nicely.

45,000 or more

**Bronze:** *Atlanta Parent*, “New Uses for a Kiddie Pool,” Sheri Taylor-Emery

This page benefits from a nice use of color and white space. The illustration is simple, bold, attention-getting and effective.

**Silver:** *Suffolk Parent*, “Choose the Best After-School Activity,” Michael Kress, Bethany Braun-Silva, Jiyon Son, Katelin Walling

Gamification is a fun way to make this a participatory package. This approach makes the readers part of the story, their own story, Clean, simple, creative.

**Gold:** *Colorado Parent*, “Holiday Guest Match Game,” Heather Gott

This package has all the elements you want in good design: Clarity, a strong sense of color, organization, flow, good typography. It also has great content, a fun presentation and cute illustrations.

**D8 – Department Design**

25,000 and fewer

**Bronze:** *Baton Rouge Parents*, Grow; Dafina Dervishi

The “Grow” department for Baton Rouge Parents keeps to a consistent style and color palette throughout the multiple pages of content, wrangling a lot of pieces and parts into a coherent package.

No silver award.

**Gold:** *Hamilton County Family*, Snippets; Katie Clark

“Snippets” is amusing and inviting and just right. The design has wisely resisted the urge to fill the space with color and left plenty of room for the various snippets to breathe and let readers find their way through the material.

25,001 – 44,999

**Bronze:** *Chesapeake Family*, family fun!; Jenny Cardoza

A charming cover page introduces readers to this lively and fact-filled section. It’s easy to follow thanks to strong organization and design elements that lead readers though the content.

**Silver:** *Indy’s Child*, Community {spotlight}; Katie Clark

The section is crisp, clean and concise, but inviting and fun at the same time.

**Gold:** *Cincinnati Parent*, Community {Community Spotlight}; Katie Clark

This is a balanced and elegant design with strong photographic and typographic elements. The vividness of the images makes this section appealing.

45,000 or more

**Bronze:** *Colorado Parent*, Learn & Grow; Becky Fusion and Heather Gott

This department conveys solid information in an inviting design package with careful use of color, photos and graphics. The variety of image shapes and sizes creates visual interest.

**Silver:** *Chicago Parent*, Best in Chi – Good to go; Javier Govea, Claire Innes and Jacquinete Baldwin

This section offers strong designs for the opening pages. Inside pages are packed with photos and graphics along with text that invites readers in.

**Gold:** *Atlanta Parent*, Good Stuff!; Sheri Taylor-Emery

This appropriately named department truly matches its name. The photos are crisp and easy to read and each is accompanied by a well-written text block. The positioning of the text is effective and helps the reader get through the material.

**D9 – Calendar of Events**

25,000 and fewer

No bronze or silver awards.

**Gold:** *TulsaKids*, Community Calendar, Abby Rodgers

The calendar is well served by thoughtful use of white space, nice use of photos and smart use of color for headlines and labels

25,001 – 44,999

No bronze award.

**Silver*:*** *Cincinnati Parent*, Calendar of Events, Katie Clark

The mix and contrast of bold, normal and thin font variations, color and photographs make this an appealing package of information.

**Gold*:*** *Cincinnati Family Magazine*, Calendar of Events, Sherry Hang, Kiera Ashford, Susan Day

Strong, large leadoff images and headlines for the major divisions make this calendar easy to navigate, appealing and attractive. Contrasting font weights add to legibility, and larger day and date color labels are helpful touches. White space is used appropriately and the well-done spotlights help break up the columns and pages of data.

45,000 or more

No bronze award.

**Silver:** Chicago Parent, Calendar of Events, Claire Innes, Jacquinete Baldwin, Javier Govea

There’s a lot going on in Chicago, and readers realize that at first glance. Lots of photos that encourage and invite readers to participate in events are given plenty of room to help readers through the the long lists of things to do.

**Gold:** *Colorado Parent*, Calendar of Events, Becky Fusion, Heather Gott

The typography is superb, with added line leading/spacing to ease eye strain. There are effective bold and color signposts, large dates and contrasting font weights. Breakouts, sidebars and pictures add to a very attractive calendar package.

**D10 – Feature Layout**

25,000 and fewer

**Bronze:** *Baton Rouge Parents Magazine;* “You Want to do What?”; Dafina Dervishi

The expressive, bold illustration grabs the reader’s attention right off the bat, and sets the tone for the entire piece. The colors jump off the page, and the creative use of comic-style insets complement the illustration style well.

**Silver:** *Hamilton County Family;* “Help, I’m Going Back to Work”; Katie Clark

The fantastic illustration sums up the content of the piece, informs, and draws the reader in playfully. The color palette complements the illustration and content of the piece. The typesetting was generally well considered and legible.

**Gold:** *TulsaKids Magazine;* “Understanding the Adolescent Brain”; Chuck Foshee

The expressiveness and creativity demonstrated in the photograph serves as a clever symbol related to the heart of the story. This was a truly fun, captivating, and engaging way to draw the reader in. The visual was well art-directed with a solid concept. The use of the photograph’s color palette in the layout design and typography was a nice touch, and there was a solid sense of visual hierarchy.

25,001-44,999

**Bronze:** *Indy’s Child;* “Short Range Spring Breaks”; Katie Clark,

The layout and typography are well handled. Nice breaks in the body copy are complimented well with subtle color, and typographic design elements. Sidebars are clear and well-structured.

**Silver:** *Cincinnati Parent;* “Holiday Family Stress”; Katie Clark,

The image used here functions as both a nice design element, and visual symbol for the subject of the piece. Beautiful, well-chosen typefaces, color, and typographic design add to a well-balanced layout with diverse points of visual interest.

**Gold:** *Northeast Ohio Parent;* “Veg Out”; Kim Stahnke, Staff Photographer,

This layout is striking. Everything feels edible, and the rich earth tones in the photography and layout make everything on the page feel appetizing and fresh. Great attention to detail was paid here -- from the small illustrations, to the wonderful patterns, and the clever way the parts of the headline nestle up against each other.

45,000 or more

**Bronze:** *Dallas Child;* “A Portrait of Fatherlessness”; Lauren Niebes, Meredith Mosshart

The striking artwork draws the reader in, and the layout on the right-facing page utilizes beautiful, elegant typographic design. The liberal use of whitespace elevates and complements the typesetting. Overall, a very nicely balanced design.

**Silver:** *Dallas Child;* “Beneath the Surface”; Lauren Niebes,

The photographic treatment depicts the duality of a child dealing with mental illness in an engaging, interesting, and accurate way. The creative use of typography adds a thoughtful, additional layer to the visualization of the themes addressed in the copy. The retrained, and well-chosen color palette contributes well to the visual concept, and overall success of the layout.

**Gold:** *Dallas Child;* “Build a Better Brain”; Lauren Niebes, Elliot Stokes

The unique style of the illustration really stands out. Well-set type and strategic use of color add to the elegance of the design, and the visual hierarchy.

**D11—Special Section**

25,000 and fewer

No bronze or silver awards

**Gold:** *Baton Rouge Parents Magazine, “*2016 Toy Guide,” Davina Dervishi and Taylor Voisin

The Toy Guide is fun and active. Each toy has its own copy block and corresponding image. The design format is consistent from the opening spread through two more pages. Color is used to direct traffic and enhance the presentation. The design is easy to scan.

25,001-44,999

**Bronze:** *Kansas City Parents Magazine, “*Back to School,” Michael Gimotty, Margaret Sarver and Kim Tappan

This design of this section uses the same useful format through its 15 pages. It is easy to distinguish editorial from advertising. Spot color is used for headlines and subheads with appropriate white space. Good use of short sidebars.

**Silver:** *Nashville Parent Magazine*, “Fall Fun,” Chad Young, Susan Day and Kiera Ashford

This section is five pages of calendar divided by activities for age groups. Excellent use of typography to provide excitement and direct traffic. Spot and process color adds to the navigation aids.

**Gold:** *Baltimore’s Child*, “Children’s Entertainers,” Jennifer Perkins-Frantz

Great cover photo leads into a 24-page section on children’s entertainers. Typography and grid show off the content. White space, color and art are used to provide information. Lots of appropriate fun details in the design keep the pace fast.

45,000 or more

**Bronze:** *Metro Parent (Mi.),* “Education 2016,” Kelly Buren

This education section has a strong conceptual cover and leads into well-organized pages. The major stories get a one-page lead using large type and white space. Subheads break up the gray and help navigation.

**Silver:** *Atlanta Parent,* “A+ Education Guide,” Sheri Taylor-Emery, Amanda Miller Allen, Laura Powell and Liz White

Creative use of the grid offers consistency and alternatives that add to the interest as you page through. Designers use the local pictures to attract attention to the pages. Design elements such as numbering items in a story are great navigation aids.

**Gold:** *Chicago Parent,* “Back to School Bonanza,” Claire Innes, Jacquinete Baldwin and Javier Govea

From the cover featuring triplets with an oversized pencil to the active inside pages, this section earns an A. The tilted snapshots and bite-sized pieces create a fun, fast pace. Even longer pieces appear to be a series of short pieces. The designers play off a basic grid to great effect.

**D12—Overall Design**

25,000 and fewer

**Bronze:** *Kids Vermont,* Staff

This publication offers a change of pace from fast to slow as it moves from short bits to features. The photo and word packages on the table of contents helps sell the stories. They frequently use pullouts and decks to tell and sell the stories. Local photos help give a sense of place and personality.

**Silver:** *Little Rock Family,* Dean Wheeler, Omar Alonso and Joseph Stout

*Little Rock Family* is professionally designed from start to finish. The typography offers color contrast, and it is used well. The magazine is full of excellent photography, mostly of local people. The table of contents is not just formatted; it is designed to sell. Opening several pages have quick hits. The features slow it down for a longer read.

**Gold:** *SW Florida Parent & Child,* Lindi Daywalt-Feazel

This publication offers pacing appropriate to the content. The covers feature local people, and the main sell lines play off the image to create a powerful package. The features use white space and type design to attract readers. This publication features top-notch design work throughout.

25,001-44,999

**Bronze:** *Chesapeake Family,* Jenny Cardoza

Fast pacing that arises from breaking stories into smaller segments highlights this magazine. Good use of spot and process color to tell stories. Strong cover photos lead readers inside. White space is used judiciously to provide visual relief.

**Silver:** *Cincinnati Family*, Susan Day, Kiera Ashford, Tim Henard, Sherry Hang

Strong covers—especially the October issue—are great invitations to open the magazine. Scanners can easily zip through the magazine, but there is plenty there for readers, too. The design gives the publication an upbeat feel.

**Gold:** *Nashville Parent Magazine*, Susan Day, Chad Young, Kiera Ashford

The designers sell on every page with headlines, decks, pullouts, photos and color. The fast-paced publication is packed full of information, but the presentation breaks it into smaller bites for easy reading. Cover photos and words make great packages.

45,000 or more

**Bronze:** *Atlanta Parent*, Sheri Taylor-Emery, Liz White

*Atlanta Parent* is well organized and easy to read both by those who want to spend more time and those who scan. The stories are segmented. Many have subheads and ample white space. The events material offers photos and blurbs on most items. The headline and desk formats offer plenty of opportunities to tell and sell.

**Silver:** *Dallas Child*, Lauren Niebes, Katie Galasso

*Dallas Child* is a beautiful magazine packed full of stories and photos. The typography is not only functional but also beautiful. White space, color and the template keeps it all organized and moving at a high pace.

**Gold:** *Chicago Parent,* Claire Innes, Jacquinete Baldwin, Javier Govea

Everything about the design in these three issues is perfect. Despite the fast pacing that arises from segmenting and multiple items, the organization lets the reader see packages and individual items. The designers bring excitement to every page. Covers feature local kids, and the design shows the relationship between the visuals and the lead story.

ANCILLARY PUBLICATIONS

**AP1 – Ancillary Cover**

25,000 and fewer

No bronze award.

**Silver**: *Baton Rouge Parents Magazine;* “Pink & Blue: Fall 2016”; Dafina Dervishi, Kleinpeter Photography

Baton Rouge goes bold with a well-lit baby face which is very engaging and very cute. This is a nice, bright, happy cover.

**Gold**: *Little Rock Family;* “Buddy System”; Dean Wheeler

Having a buddy is a difficult concept to photograph and I am happy to see Little Rock up to the challenge. This is a good illustration that shows how people who care can make a difference.

25,001-44,999

No bronze award.

**Silver**: *Indy's Child;* “Cover of OhBaby magazine from Indy's Child”; Karen Ring

This cover shows an adorable local baby sporting his Indiana onesie. This is a nice image that evokes a light and friendly. The reader gains a connection with the eyes. The foreground blanket has the same nice airy quality.

**Gold:** *Chesapeake Family;* **“**CF Big Book for Families”; Jenny Cardoza

The image is very bold and simple which is complete with an excellent pose. The models connect with the hands and that element of touch gives the reader an emotional feeling. The great smiles livens the experience. The composition has the viewer looking around the photo and adds a better engagement with the rest of the cover.

45,000 or more

**Bronze**: *Colorado Parent***; “**Colorado Special Parent 2016”; Heather Gott, Deborah Mock

Great use of bold, bold colors, a warm face and a pony tail. This is another cover that celebrates the child. The cover lines are easy to read.

**Silver**: *L.A. Parent;* “Your Child With Special Needs”; Elena Epstein,Christina Elston,Jennifer Gentile,Zeke Ruelas

This photo shows one sweet and honest hug. The smiles are sincere, and seeing such honest emotion is so great and refreshing. This is engaging for the reader because of the bond the photo communicates between the sisters.

**Gold:** *Chicago Parent;* **“***Spring Going Places”;* Claire Innes, Jacquinete Baldwin, Javier Govea, Thomas Kubik

The team chose and achieved a theme that is sweet and fun. There's some real emotion for the reader to grab onto and take flight with these girls' imagination. Capturing this sort of youthful freedom and energy is so important.

**AP2 Ancillary Feature Writing**

25,000 and fewer

No awards

25,001-44,999

No bronze or silver awards.

**Gold:** *Central Penn Parent;* “A Story of Hope”; Hope Johnson

Hope Johnson’s story is a compelling, heartening account by the author about living with cerebral palsy. Johnson writes with a strong voice as she clearly explains her condition and affirms the paths her life has taken. The piece is highly informative and, in places, thrilling — such as when she dreams of flying.

45,000 or more

**Bronze:** *LA Parent;* “The Case for Inclusion”; Elena Epstein, Christina Elston and Jennifer Gentile

“The Case for Inclusion” looks at how giving children with special needs the chance to learn and play with other children is good for everyone. The piece’s particular strength is showing how inclusion benefits those included.

**Silver:** *Chicago Parent;* “Love Needs No Words: Twins Overcome Autism’s Barriers”; Jerry Davich

This beautiful story explores the bond between twins Dylan and Liam Healey. Dylan has autism and doesn’t speak, but the boys communicate through wrestling, tickling and hugging. It’s a fine example of profiling someone — in this case, Dylan — mainly through the perspectives of others.

**Gold:** *Colorado Parent;* “Finding Rest: Caring for Yourself, So You Can Better Care for Your Child”; Kristi Hemingway

It’s the caregiver’s dilemma: How do you take proper care of yourself when you care full time for a child with demanding physical needs? “Finding Rest” artfully weaves personal stories with helpful information on the advantages of respite care while also exploring some of the challenges in getting it.

**AP3 – Ancillary Feature Design**

25,000 and fewer

No awards.

25,001-44,999

No awards.

45,000 or more

No bronze or silver awards.

**Gold:** *Chicago Parent;* “Crazy for Comics”; Javier Govea, Claire Innes, Jacquinete Baldwin

This feature is centered on content-driven design. The graphics, photos and background all clearly communicate the story’s focus on comics. Bold color choices jump from the page, and readers are treated to a fun two-page spread that doesn’t go overboard when it so easily could have, which shows restraint.

**AP4 – Ancillary Overall Writing**

25,000 and fewer

No bronze or silver award.

**Gold:** *Baton Rouge Parents Magazine;* “Pink & Blue: Fall 2016”; Joy Holden, Amanda Miller, Madeline Rathle

Excellent writing throughout. Humor, warmth and utility combine to make a winning package.

25,001-44,999

No bronze or silver award.

**Gold:** *Indy’s Child;* “OhBaby Magazine”; Karen Ring

Readable, straight-forward tips, with nice touches of humor, especially in the "Do's and Don'ts for Dads" feature.

45,000 or more

**Bronze:** *L.A. Parent;* “Your Child With Special Needs”; Elena Epstein, Christina Elston, Jennifer Gentile, Ron Epstein

This section offers lots of useful information yet is easy-to-read. The style and clarity of the writing adds to the overall utility.

**Silver:** *Dallas Child;* “Thrive”; Wendy Manwarren Generes, Carrie Steingruber, Julia Bunch, Elizabeth Smith

The helpful guidance and support in this section is delivered in a nice informal, conversational style.

**Gold:** *Chicago Parent;* “Hey Baby”; staff

This is a mom-to-mom conversation, with lots of useful information conveyed with warmth and humor.

## AP5: Ancillary Overall Design

25,000 or fewer:

No bronze award

**Silver**: *Parenting New Hampshire;* “Parenting New Hampshire’s Family Summer Fun Guide”; Melanie Hitchcock, Nancy Tichanuk

This summer guide is full of bite-sized nuggets of information in a cohesive package. Readers are led through consistently labelled sections pertaining to different parts of the state. Photographs are used extensively with each article.

**Gold:** *Baton Rouge Parents Magazine;* “Pink & Blue: Fall 2016’; Dafina Dervishi, Taylor Voisin

Baton Rogue Parents Magazine uses solid, informative illustrations and pays attention to the design of each opening spread. There is a consistent use of the same background and font color. The magazine is organized, with an easy-to-use resource guide at the back and strong use of bold subheads to organize information in stories.

25,001 to 44,999:

No bronze or silver awards

**Gold**: *Indy’s Child;* “Overall Design for OhBaby Magazine”; Karen Ring

This beautifully designed magazine will keep readers engaged with sophisticated typography, clear organization, and clever use of photographs. Each section is well-labeled and has a distinct color treatment. Product pages are engaging. Photographs and illustrations are well-suited for each article.

45,000 or more:

**Bronze**: *Chicago Parent;* “Going Places – Spring”; Claire Innes, Jacquinete Baldwin, Javier Govea

The size of this magazine makes it easy to keep as a guide. Multiple photographs are used to give life to each story. The various lists, such are “fests” and “stage,” are organized and compact for easy reference. Typographic contrast and color help lead readers easily through the content.

**Silver:** *Colorado Parent;*“Family Favorites 2016”; Heather Gott

An extremely organized and complete table of contents shows of the breadth of information. The color coding in the contents is carried throughout the magazine, making navigation simple. Photographs and illustrations are used to liven up the lists of winning family favorites. Design and typography help turn a magazine of lists into bite-sized stories that can be kept for reference.

**Gold:** *Dallas Child;* “Thrive January/February 2016”; Lauren Niebes, Katie Galasso

A beautiful table of contents starts Thrive off with a bang, and the clean, organized design makes this a joy to view and read. White space and creative typography are used to guide eyes through beautiful articles. Photographs are thoughtfully used to tell a story, rather than as decoration. Both real, documentary moments and photographic illustrations are used for the articles. Each story is given a unique, special treatment on the opening spread, making for great design throughout the issue.

DIGITAL MEDIA

**DG1 – Best Blog/Bloggers**

25,000 and fewer

No bronze award.

**Silver:** *Tulsa Kids;* “Editor’s Blog”; Betty Casey

Betty Casey knows her community and knows her audience – and *that* helps drive the energy present in this blog. The responses to her post on a controversial ballot measure for a school sales tax show she’s not afraid to take a stand and create conversation among readers.

**Gold:** *Tulsa Kids;* “Single Stepping”; Diane Morrow-Kondos

Every single parent can see a bit of themselves in Diane Morrow-Kondos’ words. Should she really buy her toddler her own box of Kleenex for Christmas, just because that’s what she asked for? Week after week, readers get a treat as Morrow-Kondos’ shares another experience written in such a conversational, approachable way that readers can’t help but connect to her immediately.

25,001-44,999

**Bronze:** *Metro Family;* “Weekend Warrior”; Callie Collins, Hannah Schmitt, Sarah Taylor

It’s hard being a weekend warrior, but this blog offers an honest take on what’s worth it and what’s not. The entry on Callie Collins’ visit to Build-A-Bear Workshop stands out for its twists and turns.

**Silver:** *Cincinnati Parent;* “Where Are We Going Today?”; Sarah McCosham

Can’t tell if your kids will enjoy the next family outing? Sarah McCosham has been there and done that… with her kids. Her posts serve as a visual travelogue so you know exactlywhat to expect when your family visits Cincinnati’s sites – be it a public library branch play place, inside Santa’s Workshop or a history museum.

**Gold:** *Chesapeake Family;* “Franklystein”; Betsy Stein

From the tales of traveling for swim meets, to parenting the bully, to watching her 3rd grader pack his lunch each day, each blog entry gives you a glimpse into the joy and pain of parenting. Ms. Stein’s voice is strong and kind, giving any parent questioning their effectiveness the pat on the back they need to take on the day.

45,000 or more

No bronze or silver award.

**Gold:** *Chicago Parent;* “O…The Places We Go”; Cheryl Eugenio, Jackie McGoey

You’ll never be without an idea of where to go or what to do with the kiddos as long as Cheryl Eugenio is on the go for Chicago Parent. The “30 Fun Things in 30 Days” series offered families a summer playbook that promised to keep the “I’m boreds” at bay without breaking mom or dad’s bank.

**DG2 - Best Use of Multi-Media**

25,000 and fewer

No awards.

25,001-44,999

No awards.

45,000 or more

No bronze award.

**Silver:** *Chicago Parent;* Jackie McGoey, Digital Editor, Emily Adams, Associate Editor, Staff

What new can you say about an event that is being covered by every news outlet in the city: the Cubs’ winning the World Series? Yet, Chicago Parent found an entertaining way to connect their readers with their content. By using their blogger network, Chicago Parent was able to provide useful and timely information about how parents and children could enjoy the World Series and its exciting aftermath.

**Gold:** Metro Parent*;* Julia Elliott, Lauren Jeziorski, Kim Kovelle, Marina Csomor, Stacey Winconek

Metro Parent’s virtual STEM Summer Camp for Kids gives readers and their children six weeks of classes that are presented in an engaging format that featuring the museum’s Izzy, a talking puppet, and experts from the Michigan Science Center. The segments are well-produced and fun to watch. They are presented in a way that makes joining in fun.

**DG3 — Best E-Newsletter**

25,000 and fewer

No bronze award

**Silver:** *SW Florida Parent & Child;* “Newsletter”; Jason Thompson and Pamela Hayford

A fun and engaging newsletter that successfully blends advertising and editorial content. The mom poll was especially good as a simple way to encourage quick interaction.

**Gold:** *Tulsa Kids;* “Inbox Extra”; Abby Rodgers

A really outstanding example of a newsletter that includes relevant stories that people can read right from their inbox with links to outside sources as well. Particularly notable was the blend of longer pieces and quick lists, which had enough information to be self-contained and also linked out to full stories.

25,001-44,999

**Bronze:** *Kansas City Parent Magazine;* “Weekly eNewsletter”; Michael Gimotty, Kristina Light

This newsletter is a wealth of information for parents looking to do fun things in Kansas City for the weekend.

**Silver:** *Carolina Parent;* “Weekend Family Fun Planner e-Newsletter”; Katie Reeves, Beth Shugg, Odile Fredericks, Janice Lewine

This does a great job of blending promos for the magazine with other information parents can act on immediately. Good mix of ad and editorial content.

**Gold:** *Staten Island Parent;* “Weekly ENewsletter”; Michelle Yannaco, Jeannine Cintron

Combines an interesting and unusual design with a wealth of links for parents to click on and great descriptive language that would encourage interaction. Nice blend of sponsored and editorial content and a good mix of content for parents of kids of several ages.

45,000 or more

**Bronze:** *Atlanta Parent;* “Newsletter”; Teresa Farkas, Sheri Taylor-Emery

This is a nicely designed newsletter with restrained typography, which does a good job of both being scannable and telling parents where to go to find more resources.

**Silver:** *Metro Parent;* “Daily E-Newsletter”; Marina Csomor, Kelly Buren, Stacey Winconek, Julia Elliott

A really unusual and refreshing approach to a newsletter that starts with an editors’ letter and has an interesting quote interspersed with content teasers. Good mixture of guides to download and stories to click on from inside the newsletter.

**Gold:** *L A Parent;* “Your Child With Special Needs E-Newsletter”; Elena Epstein, Christina Elston, Jennifer Gentile

A very specifically targeted newsletter offers a great spot for very focused content, this newsletter does not disappoint. An excellent mixture of reported and some first-person stories that also includes special event coverage and calls for event submission. The design adds to the overall experience of reading the newsletter by setting the tone for the publication.

**DG4 – Best Use of Social Media**

25,000 and fewer

No awards.

25,001-44,999

No bronze award.

**Silver:** *Kansas City Parent;* Michael Gimotty, Margaret Sarver, Kristina Light

Kansas City Parent’s regular series of Twitter chats with professionals from Children’s Mercy Hospital helps connect parents with doctors and nurses who can answer their questions on a regular basis. This is helpful for parents who don’t have the time, money or access to contact their family physician.

**Gold:** *Chesapeake Family;* Crickett Gibbons, Betsy Stein

Chesapeake Family uses Facebook and Instagram to their fullest, posting provocative content several times a day that readers *want* to comment on and share with their friends. Editors aren’t afraid to experiment with new social tools, including producing a recent Facebook Live seminar with a subject expert offering readers resources to identify and support children’s learning differences.

45,000 or more

No bronze award.

**Silver:** *Nassau Parent;* “NY MetroParents on Facebook”; Michael Kress, Bethany Braun-Silva, Samantha Neudorf, Katelin Walling, Barbara Byrd

This series of contests does an effective job of bringing readers in and connecting them with the magazine and its content. It also helps editors get a better, stronger sense of who they’re most loyal readers are, where they live and what they value.

**Gold:** *Chicago Parent;* “Facebook Live at Chicago Parent Playdate; Instagram Takeover Collaboration with Mom Blogger and Social Influencer, Queen of the Land of Twigs ‘N Berries; #ElizabethOnAir/@ElizabethOnAir”; Jackie McGoey

Chicago Parent wins Best in Show for its all-around social media strategy. Editors know where its audience lives and works to find them there. Its Facebook and Instagram pages has a nice mix of posts back to the magazine’s website and video from special events. When a staffer appears on local television, they promote those using a standard hashtag on Twitter. And, when editors wanted to expand their reach, they partnered with a social influencer for an Instagram takeover, introducing their publication to *her* followers. Combined, these efforts have cast a wider net to build in a new community of loyal readers.

GENERAL EXCELLENCE

**GE1 – Best Redesigned Publication**

25,000 and fewer

No awards.

25,001-44,999

No bronze or silver awards.

**Gold:** *Memphis Parent;* Jane Schneider, Bryan Rollins, Kenneth Neill, Michelle McKissack

Design of interior pages improved significantly in the re-design. The editorial spreads, in particular, stood out. The design to a much more visually appealing format which incorporates a better sense of visual hierarchy, creative use of type and photography, and significantly better typeface choices. Flipping through the redesign it’s easy to see the overall stronger attention to creative page layout in the use of more dynamic headlines, color, and in some instances, illustration elements.

45,000 or more

No bronze or silver awards.

**Gold:** *Metro Parent;* Kim Kovelle, Julia Elliott, Kelly Buren, Marina Csomor, Lauren Jeziorski

Overall, the redesign of *Metro Parent* makes the publication feel much higher end. The more “tablet” oriented size feels better in-hand, as does the new paper stock. The spine pattern on the cover is a nice touch, and the additional whitespace adds to the publications' perceived value. Inside, the design seems more carefully considered. The revised grid system, well-set type, use of professional conceptual illustration, liberal and deliberate use of whitespace, and beautiful photography all add up to a marked improvement. Judges were impressed with the attention to some of the smaller design details too. The clever use of inset photos, strategically used color palettes, nicely handled pull-quotes, and effective side-bars were duly noted. A better selection of typefaces also added to the improvement as did other little elements like the kickers. This feels like a better publication overall, and thanks to all these details, it is.

**GE2 – Ancillary General Excellence**

25,000 and fewer

**Bronze:** L*ittle Rock Family*; Special Family Saddle Therapy; Alexis Crowe and Omar Alonso

The section focusing on special needs kids offers a strong variety of practical articles for its readers – “5 Tips to Make the Holidays Easier with a Special Needs Child,” Navigating State Aid” and “Making Marriage Work with Special Needs Kids.” The cover story about hippotherapy is thoroughly reported and well written. Of special note is the Resource Guide – comprehensive focus on content specifically for parents of children with special needs.

**Silver:** *Parenting New Hampshire*, Family Summer Fun Guide; Melanie Hitchcock, Nancy Tichanuk and Jacqueline Tourville

It’s easy to imagine parents and their children leafing through the pages picking activities for the summer but getting distracted along the way as this section is a great primer for the state’s history and activities. The lively design is reflected from cover to cover. The features following the major north-south and east-west highways, the seacoast and the northern mountains with the list of attractions and activities along the way are innovative and organized.

**Gold:** *Baton Rouge Parents*, Pink & Blue; Dafina Dervishi, Joy Holden, Amanda Miller, Madeline Rathle, Taylor Voisin

Engaging design and content are the hallmarks of Pink & Blue. It’s obvious that this publication sets a high standard with broad and interesting topics. For example, “Changing the Name!” takes a look on what to do when you decide the original name for your child is not quite working and “Baby by the Numbers,” a graphic display of facts about babies both offer up conversation starters – 22 lb., 8 oz. for largest recorded baby weight at birth.

25,001-44,999

**Bronze:** *Central Penn Parent*, Capabilities; Andrea Ciccocioppo

Capabilities is to be congratulated for its all-local articles and photos, including first-person experiences. As its entry form states, it’s a publication for parents of children with special needs, designed “to give them encouragement, information and resources.” It easily meets its goal.

**Silver:** *Charlotte Parent*, Go. See. Play.; Michelle Huggins, Melissa Stutts and Sharon Havranek

The editors describe this section as a guide to help parents who are new to the city. And, it succeeds quite nicely. In organized and well-designed chunks, the readers can find a treasure-trove of information about the city and its neighborhoods as well as activities. The publication throughout easily matches the cover line that invites readers “How to Make Charlotte Feel Like Home.”

**Gold:** *Indy’s Child*, OhBaby; Karen Ring

As it states in the publisher’s column, the section is “to provide a go-to resource that will guide you every step of the way” with a focus on all things local. This premiere section, presented in octavo size for easy transport, succeeds in meeting those goals. It also has an elegant and thoughtful design that invites readers to spend some time on each page. There is strong mix of content in the four departments. Each one includes a Q&As as well as practical advice such as how to decorate the nursery, what to pack for the trip to delivery, developing healthy sleep habits for baby. The design is open and inviting throughout.

45,000 or more

**Bronze:** *Chicago Parent*, Going Places; Dan Haley, publisher, and Elizabeth Diffin, editor

The small format for Chicago Parent’s Going Places section gives readers an easy-to-carry publication and designers an opportunity for new presentations. The content and design both reflect energy and excitement – perfect for the section’s title.

**Silver:** *L.A. Parent*, Education Guide 2016-17; Elena Epstein, Christina Elston and Jennifer Gentile

Educational values and how to match them when selecting a school are explored in this special section. It was the variety and depth of articles that won kudos for L.A. Parent. Of note were “A Peek Through the Portal, How online monitoring tools are impacting education and families,” “Perks for Private-school Parents, local campuses offer a host of classes and activities for moms and dads of students” and “Teaching All Learners, With the right support, students with disabilities can reach their potential.” The design throughout is inviting and easy to navigate.

**Gold:** *Dallas Child*, Thrive; Joylyn Niebes, Lauren Niebes, Wendy Manwarren Generes and staff

The strong emphasis on real people in both content and design in “Thrive” elevated this section to the winning spot. The judges found particular merit in the breadth of the articles. Illustrations such as those for “United We Stand, How to take care of your marriage when you have a child with special needs” have strong eye-appeal but also show an intellectual connection to the content. The Resource Guide was unanimously deemed to be “spectacular” and “thoughtful.” The design throughout is elegant, an invitation to a comfortable home. ­Overall, the section is smart, serious, respectful and overwhelmingly focused on its readers.

**GE3 – Website General Excellence**

25,000 and fewer

**Bronze:** *Rochester & Genesee Valley Parent;* “Website General Excellence;” Barbara Melnyk, Jillian Melnyk.

A good mix of in-depth articles and things to do, with an easy to use calendar and links to their social media. We especially liked that the site included content for grandparents and older children.

**Silver:** *Tulsa Kids;* “Website General Excellence;” Abby Rogers, Betty Casey, Chuck Foshee

Visiting Tulsa Kids’ website makes the reader feel like a local. The site is chock full of good local information. Beyond the expected calendar and things to do sections, Tulsa Kids features a vibrant blogs section that offers insights from both traditional and single-parent families. We liked the Special Needs section; it had strong local content that was helpful and timely.

**Gold:** *Doha Family;* “Website General Excellence;” Rachel Henriquez, Paulien Bay, Roxanne Davis

Doha Family knows its audience. Their team produces a tightly curated guide for ex-pat families living in Qatar that aims to anticipate families’ questions. The site is full of articles that help families and children navigate their new home. One of the strongest features is the well-edited Living in Doha section. Evergreen articles, FAQs and blogs help new residents navigate the transition to Qatar, anticipating many questions, while suggesting others.

25,001-44,999

**Bronze:** *S.I. Parent;* “Website General Excellence;” Michelle Yannaco, Gerri Friscia, Jeannine Cintron, Glen Levy, Alex Levy

Staten Island Parent says it offers “solutions for everyday parenting.” They accomplish their goal by being experts on their community, linking their readers to events and advice tailored to the Staten Island resident. Reading their site makes you feel like a local.

**Silver:** *Carolina Parent;* “Website General Excellence;” Katie Reeves, Beth Shugg, Odile Fredericks, Janice Lewine.

When you open Carolina Parent’s website you find everything that you would expect to find: good listings, things to do with your child, and a healthy dose of crafts. But tucked into the site are stories that you might not expect, like an examination of the challenges facing the state’s foster care program or how to find low-income energy assistance. Stories like these demonstrate how the site aims to be a true community resource.

**Gold:** *Pittsburgh Parent;* “Website General Excellence;” Lynn Honeywill

Pittsburgh Parent offers not only advice for new parents, but advice for parents of children as old as high school. It adds up to a valuable site that parents will continue to use for years.

45,000 or more

**Bronze:** *NY Metro Parents;* “Website General Excellence;” Michael Kress, Katelin Walling, Bethany Braun-Silva, Caitlin Berens, Samantha Neudorf

Creating stories for parents in an area as large and diverse as Metro New York City might seem a difficult task, but the staff of NY Metro Parents found an innovative solution. The home page has clear links that take you to your community listings from Manhattan out to Suffolk County. These targeted listings and stories make it easy to find events and opportunities in your community, making even New York feel local.

**Silver:** *L.A. Parent;* “Website General Excellence;” Elena Epstein, Christina Elston, Cindy Hadash

There is a lot for parents to do in L.A. Thank goodness there is L.A. Parent to help sort it out. From tide pool walks to child friendly restaurants, this website connects families with great L.A. opportunities. But this is more than just a listing service. L.A. Parent offers helpful local articles that focus on the needs and issues of families in all forms.

**Gold:** *Chicago Parent;* “Website General Excellence;” Dan Haley, Jackie McGoey, Emily Adams

Chicago Parent is like that smart friend who always knows what’s going on. They present a tightly curated collection of stories and listings that connects readers to their community. But it is Chicago Parent blogs that especially elevate the site above the ordinary. The range of voices from both moms and dads cover topics as diverse as parenting in the age of computers to where to find a sleigh ride in Chicago.

**G4 – General Excellence**

25,000 and fewer

**Bronze:** *Tulsa Kids*; Chuck Foshee, publisher, Betty Casey, editor

Solid, consistent design with good use of type makes this magazine simple to read. Wonderful covers and local photos are a real plus. Tulsa Kids also scores high for service journalism, giving parents sound, real-world advice on everything from choosing hotels to figuring out how your kids should learn to drive.

**Silver:** *Kids VT*; staff

Kids VT is unafraid to tackle complicated and challenging subjects, such as parents opting against re-entering the workforce for fear of losing the child- and health-care benefits they’re receiving from the state. Building each issue around a theme lends a good sense of organization and provides useful and important information for readers.

**Gold:** *SW Florida Parent and Child*; Kathryn Kinsey, general manager, Pamela Hayford, editor, Lindi Daywalt-Feazel, art director, Amanda Inscore, photographer, Dennis Wright, special publications team coordinator

This magazine has it all: Fun features, thoughtful reporting on parenting challenges and comprehensive calendar listings. The design, which demonstrates good use of local photos, typography and white space, makes it an easy and delightful read.

25,001-44,999

**Bronze:** *Cincinnati Parent*; Susan Bryant, editor, Katie Clark, advertising and creative director

Fresh ideas for content are this magazine’s strong suit, along with quizzes and other offerings that truly engage the reader. Resource guides and calendars are easy to navigate and make this an indispensable read for Cincinnati families.

**Silver:** *Indy’s Child*; Susan Bryant, editor

Creative use of color, art and typography in feature treatments set this magazine apart. Each issue offers a good mix of light and serious content, as well as quick hits and longer reads. A very good local resource for parents.

**Gold:** *Nashville Parent;* Susan Day, editor-in-chief, Chad Young, managing editor, Kiera Ashford, associate editor

This magazine establishes itself as the expert, go-to resource for those raising families in Nashville. The strong design begins with covers that feature vibrant art and nice typographical treatments. And if you want to know what’s going on in Nashville, this is the publication to pick up. It doesn’t miss a thing.

45,000 or more

**Bronze:** *Colorado Parent*; Staff

Excellent front-of-book departments draw readers into a magazine that’s filled with fun and interesting reads, and the bright, smart design helps hold their attention. Calendar listings are very well done. Lots to like about this publication.

**Silver:** *Chicago Parent*; Dan Haley, publisher

A dynamic look, solid writing and colorful photos and artwork take this magazine to the next level. Local columnists add unique and personal voices, and event calendars keep parents in the know about all that’s going on in the Windy City.

**Gold:** *Dallas Child;* Joylyn Niebes, publisher/editor in chief, Lauren Niebes, creative director, Wendy Manwarren Generes, executive editor, staff

This magazine excels from cover to cover. Beautiful photos, excellent pacing and logical design make it easy to navigate departments stories that feature strong leads, nut graphs and personal anecdotes.