

Parenting Media Association
2021 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
No Bronze award.

Silver: *Atlanta Parent*; “January and June”; Liz White, Sheri Taylor-Emery, Emily Webb and Mary Williams

These cover lines are snappy and bright, and do a nice job conveying the stories inside. The “Blast Off into 2020” cover lines are especially effective at grabbing a reader’s attention.

Gold: *Washington Parent*; “February and June”; Jenny Heinbaugh, Jane MacNealy and Jacky Dooly Martin

The tone of this publication’s cover lines is spot on. The lines are witty where it makes sense to have fun – such as the “He Started It” line about sibling rivalry – and also more serious when needed. The section a of additional sell lines cross the bottom of the cover means there’s a lot to draw a busy parent’s attention.

E2 - Headlines

25,000 and fewer
No awards.

25,001-44,999
No awards.

45,000 or more
No Bronze award.

Silver: *Washington Parent*; “May 2020 and January 2021”; Jenny L. Heinbaugh, Jacky Dooly Martin and Jane MacNealy

Throughout this publication, the headlines match up perfectly with the tone and content of the articles. They engage the attention of the busy parents reading the magazine.

Gold: *Atlanta Parent*; “March and April 2021”; Liz White, Sheri Taylor-Emery, Emily Webb and Mary Williams

The array of headlines in this publication are clear and creative, and when fitting, even a bit irreverent. The display text does an effective job of inviting the audience to stop and read more as they page through the magazine.

E3 - Column: Publisher's/Editor's Note

25,000 and fewer

Bronze: *Neapolitan Family*; “From the publisher”; Stacy Nicolau, co-publisher

The writer shows great range, capturing the oddities of the pandemic with humor and the poignancy of children leaving home with grace. The “Happy Graduation” note brimmed with telling details and insights, while the “Back to School” note employed nice transitions to entice readers to explore that month’s issue.

Silver: *Fredericksburg Parent & Family*; “Editor’s Note”; Chris Jones, editor, Leigh Anne Van Doren, publisher

Children “bounce back from adversity like rubber balls,” the writer says. That lovely simile provides just a taste of the excellent writing that smoothly captures each issue’s theme. Simple lists also contribute to great flow and an almost lyrical cadence.

Gold: *Nashville Parent*; “Day by Day”; Susan Day, editor, Michael Aldrich, managing editor

Vivid writing transports the reader to an episode that forever shaped a young child’s view of family and unconditional love. No detail is forgotten; no detail detracts from the message: Kids need approval. The writer’s pacing also nudges readers to appreciate what we have without sounding preachy.

25,001-44,999

Bronze: *Indy’s Child*; “Letter from the Editor”; Nicole Sipe, editor, Mary Wynne Cox, publisher + sales

The writer’s conversational style shows readers she is one of them. These short pieces flow nicely and highlight how much can be said in not that many words.

Silver: *Northeast Ohio Parent*; “Editor’s Note”; Angela Gartner, editor

The nicely focused monthly messages incorporate strong storytelling with concrete tips for everything from being present as a parent to surviving the election season. The writing exudes honesty.

Gold: *Washington Family*; “First Word”; PJ Feinstein, managing editor

Creative leads and compelling questions draw the reader in immediately, and glimpses of the author’s own family life create the sense that we’re all in this pandemic together. Strong pacing and the skillful use of lists propel the writing forward.

45,000 or more

No Bronze award.

Silver: *MetroKids*; “First Word”; Gabe Kahn, editor

With his engaging sense of humor, the writer seamlessly introduces each month's content with descriptive writing and word play that will make the reader smile. Parents will see themselves in the stories he promotes.

Gold: *Washington Parent*; "Editor's Note"; Jenny L. Heinbaugh, editor

The publication's recognition of the George Floyd tragedy exemplifies the mantra less is more. The concise piece does not shy away from words that express the gravity of institutional racism and systemic oppression. But the writer also makes room to share a key moment from her own life to help readers understand we're all part of the problem and can find ways to do better.

E4 - Briefs/Short Stuff

25,000 and fewer

Bronze: *Nashville Parent*; "Parent News"; Susan Day, Editor, Michael Aldrich, Managing Editor

The news briefs and things to do included in this department vary, from family fairs to announcing the new head of a local school. The briefs are written concisely and include activities that families would enjoy. The subheads are to-the-point and at times humorous.

Silver: *Kansas City Parent*; "5 Things We Love Right Now"; Michael Gimotty, Margaret Sarver

The section is written in a very creative voice and discusses things that the author is currently purchasing or enjoying. There is a local tie to at least one of the items, such as it being sold in a local store; and you can tell that the author is local because of their voice and word choice.

Gold: *Cincinnati Family Magazine*; "Cincinnati News"; Susan Day, editor in chief, Amanda Hayward, editor, Amanda Ciani, associate editor + writer

The news briefs included employ creative subheads, such as "New Roos at the Zoo," and include local news and things to do for families and children in the area. Helpful information is included, such as contact information, times and websites. Writing is clear, concise and interesting.

25,001-44,999

No Bronze award.

Silver: *Northeast Ohio Parent*; "Worth Noting"; freelance staff

This department mainly features a short article on a parenting-related issue, such as gaps in access to technology and communication apps that children are using. Small sidebars detail three book reviews and either a product review or summary of online content. The content is very applicable to parents and timely.

Gold: *Washington Family*; "At A Glance"; staff

This section combines local arts coverage with national parenting and education information. The parenting sidebars included quick tips and a book review, both of which are great information for families. The writing covers the topic in-depth without being too lengthy.

45,000 or more
No Silver or Bronze award.

Gold: *Colorado Parent*; “Good To Know”; Debbie Mock, Christina Cook, Courtney Drake-McDonough, Lydia Rueger, Jamie Siebrase

Extremely useful information for parents completely fulfills the role of service journalism. Information ranges from new year’s resolutions for different age groups to sports news, trail information, local school news, and book reviews. The writing is engaging and entertaining.

E5 - Calendar of Events

25,000 and fewer

Bronze: *TulsaKids*; “Community Calendar”; Tara Rittler

Events that are free are highlighted for easy identification. Events range from crafting to bookstore story times and have a wide range that would appeal to children of different ages.

Silver: *Cincinnati Family Magazine*; “Things To Do”; Susan Day, editor in chief, Amanda Hayward, editor, Amanda Ciani, associate editor

Many events are listed, some with multiples under each date. The details included are relevant and helpful to the reader and the blurbs are written in a conversational tone and length that is appealing. Events in this calendar include ways to celebrate specific days at home (such as National S’mores Day), which is an added benefit to the reader.

Gold: *Kansas City Parent* “Calendar”; Michael Gimotty, Margaret Sarver

Calendar entries include greatly varied events and are written in short, concise blurbs. The reader is able to find events on specific days with ease, and learn the most important information in a few seconds.

25,001-44,999

No awards.

45,000 or more
No Bronze award.

Silver: *MetroKids*; “Top Ten”; staff

The Top Ten calendar lists include a variety of events, but do not include contact information for the event host. The blurbs are written in a concise consistent matter that are easy-to-read and follow.

Gold: *Atlanta Parent*; “Top Events”; Emily Webb, Mary Williams, Felicia Barman, Liz White

The events included are extensive. In October, Halloween-focused events are included along with more broad activities such as corn mazes and pumpkin patches. A strong effort to present a comprehensive listing is obvious in this calendar.

E6 – Column: Reviews

[Category was removed after 2017 contest]

E7 - Column: Child Development & Parenting Issues

25,000 or fewer
No Bronze award.

Silver: *Kansas City Parent*; “Meet the Experts”; Michael Gimotty and Margaret Sarver
This clever and information feature gathers professionals throughout the community to answer burning questions from readers. It’s a strong piece of service journalism.

Gold: *TulsaKids*; “Working from Home with Toddlers” and “How to Foster Independent Play”; Kiley Roberson

For sure, it’s been a long 20 months since families closed their doors and stayed inside to both work and play. This feature offers some excellent advice on how to stay strong while keeping a sane attitude. The articles are informative with gentle nudging throughout.

25,001-44,999
No Bronze award.

Silver: *New York Family*; “New Instagram for Kids in the Works” and “5 Baby Skin Care Brands We Love”; Analiese Dodd and Donna Duarte-Ladd

This strong service journalism example alerts parents to stay tuned to the pros and cons of Instagram in one column and in another gives tips for protecting young skin from all sorts of afflictions – bugs, scrapes, dehydration and sunburns – along with an evaluation of related products.

Gold: *Baltimore’s Child*; “4 Traits for a New Year” and “Ain’t Misbehaving”; Erica Rimlinger
“Don’t be a ‘snowplow parent’” is the overarching theme of “4 Traits for a New Year” as parents need to learn how to let their children learn and grow. The strong voice of a therapist as the source is bound to convince readers that it’s the right path. “Ain’t Misbehavin’” is awash with suggestions for recognizing everyone’s humanity. It focuses on “stimming,” one of several responses to managing sensory issue for people with autism. It is also used by the source, an educator/therapist. The article is bound to expand empathy and acceptance for others’ behaviors.

45,000 or more
No Bronze or Silver award

Gold: *Washington Parent*; “Who’s the Boss?” and “Be in the Moment”; Paige Trevor and Lynne Ticknor

The house is a mess and the kids’ meltdowns are increasing. These articles put a halt to both disasters in the making. An easy 6-step method brings others into the responsibility circle for maintaining order and completing chores. It really doesn’t have to all be on you – whomever you might be. And it’s possible and beneficial to teach mindfulness to young ones. The ability to focus or pay attention has to be learned just like other life skills. While teaching the children,

you'll gain benefits for yourself. Definitely a win-win.

E8 - Column: Family Matters

25,000 or fewer
No Bronze award.

Silver: *Monterey Bay Parent*; “Adulging 101”; Robert (Rob) S. Weisskirch

This material gives great advice to grown-ups who need to “adult.” It includes tips on updating important life documents and taking advantage of the Covid pandemic to get it all done.

Gold: *TulsaKids*; “The Pros and Cons of Academic Allowance” and “The Parents’ Role on the Academic Team”; Mary Beth Ritchie

These articles help parents navigate their children’s academic success. For example, one column weighs the pros and cons of paying kids for good grades. Another column explores how exactly parents can play a role in helping a student get high grades.

25,001-44,999
No Bronze or Silver award.

Gold: *Baltimore’s Child*; “Keep On Keeping On” and “Distorted Lens”; Courtney McGee

Play dates at any age are useful and lots of other on-point advice fills this well-written and well-thought-out column. It’s bound to make it easier to cope with all the changes wrought by the Covid pandemic. Keeping negative thoughts about body images at bay can be tricky. This article offers evidence-based information to prevent such thoughts in the first place. It’s a much-needed article in these days of more on-screen time thanks to being home so often and the negativity of many web posts. No nonsense allowed; only caring responses. And this article leads readers on a wonderful path.

45,000 or more
No awards.

E9 - Column: Family Fun

25,000 or fewer
No Bronze award.

Silver: *Kern County Family*; “Family Harmony” and “Adults Who Care”; Callie Collins

“Celebrating Dads” is a sweet profile of a guitar-playing father and his son who took up not only playing but building a guitar from a kit – just like dad. It certainly serves as an inspiration for other dads – and moms – to inspire interests in their off-springs. “Adults Who Care” describes the “human-to-human connection” in such a powerful way that it is sure to spur readers into action.

Gold: *TulsaKids*; “Simple Recipes for Kids” and “Take the Kids to Local Berry Farms”; Natalie Mikles

Mom, dad and all the kids in the kitchen, cooking up a dessert made with fresh berries that they picked that morning. The material provides strong inspiration along with helpful information.

25,001-44,999
No Bronze award.

Silver: *Washington Family*; “Family Fun”; Lindsay Ponta

A short and informative article prompts readers to make use of their yarn stashes. In no time at all, there will be a colorful spring wreath on the front door. The column provides great ideas to help occupy families stuck at home in a Covid world.

Gold: *MetroFamily Magazine*; “Local Family Fun”; Lindsay Cuomo

This entry explains how esports has pulled online gaming out of its dark, murky reputation of yore into the air of open and friendly competition that offers a chance to fit in and excel. Meanwhile, information about “Food, Culture & Fun” in Oklahoma gives a comprehensive list with lots of details and website links for more.

45,000 or more
No awards.

E10 - Column: Humor

25,000 or fewer
No Bronze or Silver award.

Gold: *Growing Up in Santa Cruz*; “Adventures in Mom-ing”; Patty Benson

This illustrated column uses multiple visual devices as a framework for funny observations that most moms will recognize from their own lives. The approach is hilariously on point as well as entertaining and original.

25,001-44,999
No awards.

45,000 or more
No awards.

E11 – Travel Feature

25,000 and fewer

Bronze: *Baton Rouge Parents Magazine*; “Homegrown Louisiana Gems”; Jannean Dixon, Amy Foreman, Amanda Miller

From rugged hills and “boat drops,” to diverse histories and cultural museums, this essay invites parents and families to get out and explore, with a first-person friendliness and enthusiasm that jumps off the page.

Silver: *Neapolitan Family* “The Perks of Visiting Theme Parks in a Pandemic”; Anna Snyder

Packed with useful information and reporting, this lively essay thoroughly investigates a simple question: What is it like to go to a theme park during the pandemic? The answers make for an engaging, informative piece by a writer who literally “goes there” so we don’t have to.

Gold: *Bronx/Riverdale Family*; “Summer Family Road Trips”; Donna Duarte-Ladd

With gorgeous descriptions, informative reporting, and catchy tips, this piece takes readers on a tour of fascinating places in their region, some close to home and some farther afield, all delivered with the smooth treatment of a savvy travel guide.

25,001-44,999

No Bronze or Silver awards.

Gold: *MetroFamily Magazine*; “Beavers Bend Getaway”; Debbie Murnan, Erin Page

This dispatch from a state park in the heart of southeastern Oklahoma is a breath of fresh air. Readers are drawn in by descriptions that capture the majesty of the place, and details that make the adventure feasible for families. It’s an introduction to an aspirational, inspirational place - with plenty of practical tips on how to access it.

45,000 or more

No bronze or silver awards

Gold: *L.A. Parent*; “A Family Takes its First RV Road Trip”; Cassandra Lane, Elena Epstein

This funny, down-to-earth piece about a family of first-time RV-ers draws readers in for the adventure, then does something more. Practical reporting mixed with candid, personal anecdotes suggest that immersion in nature might be within reach - even if it’s not your thing.

E12 – Personal Essay

25,000 and fewer

Bronze: *Nashville Parent*; “After Elizabeth’s Passing”; Susan Day, Editor, Annette Hines, Writer

This gorgeous, heartbreaking piece shares first-hand the impact of a tragic loss. Through the honesty and grace of the writing, it also illuminates for readers the painful, sometimes-beautiful process of “becoming something else” through grief.

Silver: *Growing Up in Santa Cruz*; “Youth Writer on the Pandemic”; Grace Timan

Written by a high school junior, this essay provides fascinating insight into the painful experience of going to school during the pandemic. But this piece is more than a unique perspective; it also delivers strong, descriptive writing, with the assured style of a natural storyteller.

Gold: *Monterey Bay Parent*; “Black Fatherhood”; Andrea Breznay, Jon Wizard

This wonderful essay deploys both the mind and the heart - using intellectual rigor and personal memories - to deliver what all great writing aims to achieve: Enhanced perspective and empathy through story.

25,001-44,999

Bronze: *Baltimore’s Child*; “When My Kid Became My Hero” by Kerrie Brooks

This initially frightening story by a rightfully proud mom takes readers on a suspenseful visit to the emergency room, and ultimately reminds readers what kids are capable of - kind and heroic acts.

Silver: *Washington Family*; “When Mom Becomes a Teacher”; by Laura Farmer

This honest, heartfelt, and personal account doesn’t hold back: It chronicles the blood, the sweat, and the tears, of a seminal experience for many pandemic parents: turning a *home* into a *home school*.

Gold: *Brooklyn Family*; “Raising a Child With Autism”; by Donna Duarte-Ladd

This piece courageously peels off the layers of complexity and vulnerability in parenting an autistic child. The relatable anecdotes and descriptive writing create an intimate tone that draws the reader in to this mother’s experience, promoting not only empathy, but a deeper understanding.

45,000 or more

No Bronze award.

Silver: *L.A. Parent*; “Driving Lessons”; Carolyn Graham, Cassandra Lane, Elena Epstein

This lively, engaging essay relieves some of the anxiety of the times we’re in, by recounting the anxiety of a time-honored parental tradition. Deploying fast-paced, anecdotal storytelling and humor, this piece turns the driving lesson into a metaphor for parenthood itself.

Gold: *MetroKids*; “Savoring Summer’s Simple Pleasures”; Lisa Samalonis

During a time when so much is inaccessible and lost to us, this soulful, poetic piece provides a visceral reminder to look around, reach out to those near us, and rediscover the beauty of flying a kite, holding a hand, or simply being together.

E13 - Profile

25,000 and fewer

Bronze: *TulsaKids*; “You Have a Story to Tell: Jason Reynolds on Writing, Race and Respectful Parenting”; Tara Rittler

A writer who uses superhero-stories to empower our most vulnerable teens is a person worth knowing. Through this profile, readers meet an artist deploying his talent to better the lives of our kids, and in the process revealing the cultural transformation that’s possible through art.

Silver: *TulsaKids*; “Every Person is Worthy of Dignity and Respect”; Keshia Pavey

A simple chat with a children’s-book author in this piece becomes a deeper encounter with devastating cultural touchstones reflecting the legacy of racism, and its presence today. This piece provides insights into the vulnerability of Black parenthood simply by sharing this writer and mother’s story.

Gold: *Frederick’s Child*; “A Legacy for Frederick County Parents”; Michael Vyskocil

This absolutely delightful piece chronicles the creation of a program that empowers and uplifts a group of area girls - by getting them out on the football field. The girls’ first challenge

was to get the team started at all - and what happened next is tale of determination, whimsy and surprise.

25,001-44,999

Bronze: *MetroFamily Magazine*; “Commitment to Culture: Diana Fields’ Story”; Erin Page, Sarah Taylor

Drawing on personal stories and packed with compelling details, this profile brings together themes of Indigenous cultures, the American West, and traditional rituals, all revealed to readers through the prism of personal history and family.

Silver: *Washington Family*; “Teaching Values by Green Living”; Jason Fontelieu

A smart, engaging portrait of a smart, engaging parent - this profile inspires and informs by introducing us to a mother successfully weaving environmental living into her parenting, and making readers feel they can do it too.

Gold: *New York Family*; “North Star/Jenny Greenstein”; Donna Duarte-Ladd

The honesty and candor of this first-person encounter with a “cool” entrepreneur mom draws readers in for a compelling and surprising conversation - about activism, love, life, and motherhood.

45,000 or more

No Bronze award.

Silver: *Atlanta Parent*; “Atlanta Parent April Nature Professional Profile”; Emily Webb

Navigating nature and environmental practices as a family can be challenging - so this piece brings in the professionals. Descriptive personal narratives and detailed tips and insights are deployed to encourage parents to interact with the outdoors in ways that promote the individual, the family, and the community.

Gold: *Washington Parent*; “May 2020: Moms Working 4 You! Featuring the Good News Duo Molette Green and Irene Johnson”; Amanda M. Socci

One woman wields a camera, the other a microphone and together they are the “Good News duo” - two moms reporting, producing and delivering their own “live shots” for an NBC affiliate throughout the pandemic. This is a unique, engaging story that introduces readers to a couple of mothers working everyday miracles and having fun doing it.

E14 - Q&A Interview

25,000 and fewer

No Bronze award.

Silver: *Nashville Parent*; “Pregnancy Q&A COVID-19”; Susan Day, editor, Michael Aldrich, managing editor

An insightful and informative piece that addresses the questions every expectant mother has about giving birth during a pandemic. With disarmingly direct prose, this article answers

worries such as passing the virus via breast milk and whether the virus demands a change in the birthing plan. A must-read for expecting parents.

Gold: *Baton Rouge Parents Magazine*; “The Journey to Becoming a Mom: Real Stories from Real Moms”; Amy Miller, writer, Amy Foreman, publisher

This series of Q&As pushes the envelope as it delves into the complicated journeys of five sets of new parents. The questions evoke honest and emotional answers from couples who have triumphed over complications and setbacks to become parents.

25,001-44,999

Bronze: *Washington Family*; “Just Between Us”; Jenn Attanasio, writer

A fast-paced conversation with the groundbreaking authors of a book that helps mothers and daughters bond over journal writing. This quick-read gives us insight into why this book, and its updated version, have connected generations of moms and daughters.

Silver: *New York Family*; “Melissa Ben-Ishay: A Sweet Take After a Sour Year”; Cris Pearlstein, writer

This interview hits the nail on the head by asking tough questions about how an up-and-coming SoHo baker was able to pivot her business during the pandemic. The follow-up questions are textbook demonstration of how to get to the heart of the matter in an interview.

Gold: *New York Family*; “Jodie Patterson Shares on Her New Kids Book”; Mia Salas, writer

Great interviews begin with great research and great understanding of the subject matter. In this interview with the author, it’s clear the questions tell us just as much as the answers. In the end, the reader comes away with a stronger understanding of gender fluidity and a parent’s journey in helping a trans child cope with the journey of discovery and understanding.

45,000 or more

No Bronze award.

Silver: *Atlanta Parent*; “What Expectant Mothers Should Know about COVID-19”; Emily Webb, writer

This interview with a physician gives expectant moms concise and timely information on dealing with the virus – including information on breastfeeding and dealing with anxiety caused by the pandemic. The range of questions make this feature a standout, including a comment on what necessities expecting parents should stock up on, and how hospital procedures will change during deliveries. A lot of information in a small package.

Gold: *Washington Parent*; “Give Your Child the "Empathy Advantage" An Interview with Michele Borba”; Katherine Reynolds Lewis, writer

This Q&A introduces the concept of empathy as a skillset that children need to learn to be successful adults. The writer uses questions and the edited answers to inform and convince parents of how empathy grounds children and gives them emotional tools to solve their own problems as well as making society a better place. It also answers the question about the empathy gender gap and gives us a solution – talking to our boys about feelings as much as we do with our daughters.

E15 - Investigative Feature

No awards.

E16 - News Feature

25,000 and fewer

Bronze: *Monterey Bay Parent*; “California Dreaming: The Fight for DACA”; Andrea Breznay, Susan Meister, Joel Kestelyn

This entry stands apart for taking the political and making it intimately personal. The reader instantly connects to the issue of immigration and the challenges facing Dreamers from the expertly told story of DACA recipient Pablo Mendez Perez, and only becomes more invested as they’re introduced to S.L. later in the story.

Silver: *TulsaKids*; “Reimagining Schools in the Age of COVID-19 and Black Lives Matter”; Betty Casey

This feature offers parents an in-depth look at ideas to bring a more thoughtful approach to teaching about race in a diverse community. The story’s lede provides a compelling entry into the issue with a quote from a child who shared her experience with racism during a Tulsa Kids Facebook Live event.

Gold: *TulsaKids*; “The Truth Behind Thanksgiving”; Brandon Schmitz

There are few things more “American” than Thanksgiving, but this well-researched, well reported feature reminds parents that the holiday has different meanings for different populations; how we frame our conversations around it matter. The reporter’s careful selection of indigenous sources recenters the discussion, and delivers a narrative that is both poignant and relatable.

25,001-44,999

Bronze: *Queens Family*; “Power Mom – Fighting to Lower Black and Brown Maternal Mortality Rates”; Donna Duarte-Ladd, Editor

Giving birth as a graduate student with basic healthcare coverage, Kimberly Seals Allers found herself at a loss for why her birth plan wasn’t followed, and why her experience wasn’t as she expected. Still, she counted herself lucky, she was alive. For Black and Brown women, maternal mortality rates far outpace white women. This profile takes us inside Seals Allers’ mission to help women find quality care before and after childbirth.

Silver: *MetroFamily Magazine*; “Racial Equity In Schools”; Erin Page, Sarah Taylor, Lindsey Cuomo

During the 2013-2014 academic year, there were less than 500 Black students in the state of Oklahoma training to become teachers. Through their reporting, we meet several BIPOC teachers working in public schools around Oklahoma City, we learn of the racism they’ve

experienced in the classroom – as children *and adults* – and how they’re leading today’s students to develop more culturally-responsive mindsets. By the end the story, readers can’t help but feel optimistic for the future of education in Oklahoma City.

Gold: *Washington Family*; “Yes, You Can Still Support Black Lives Matter Without Attending a Protest”; Joy Saha, Lauren Harris

This series of listicles provides parents with a series of actionable advice on how to involve their children in social justice work from home with the gentle reminder that activism can take many forms. Experts offer their recommendations for at-home protests, fundraising ideas, age-appropriate storybooks and parents explain how they’re helping their children meet the moment. Parents looking for actionable advice need look no further.

45,000 or more

Bronze: *Washington Parent*; “April 2020: Spreading the Coronavirus FAQs What Every Parent Needs to Know”; Mona K. Gahumia, DO, Edgard Segura, MD

The doctors’ expertise shines through in this column, offering parents credible advice on how to protect their children from the threat of the COVID-19 pandemic. They strike an authoritative tone while providing parents with a sense of calm in an ever-changing environment.

Silver: *Atlanta Parent*; “Atlanta Parent February Overnight Camp Feature”; Emily Webb

Like everything else in 2020 and 2021, this annual feature on area overnight camps looked a little different! This series of interviews with regional camp directors offers parents advice on everything from socially distancing at sleepaway camp, protocols for COVID-19 testing, and flexible refund policies.

Gold: *MetroKids*; “You’re Vaccinated, But Your Kids Aren’t”; Sophie Panzer

What’s a parent to do when part of the family is vaccinated against COVID-19, but the tweens and younger kids aren’t eligible for vaccination yet? This feature helps parents weigh their level of risk tolerance with the help of four Philadelphia-area medical professionals. With virus – and vaccination – levels different across the country, the focus on local sourcing sets Metro Kids apart.

E17 - Non-Traditional Story Form

25,000 and fewer

No Bronze or Silver award.

Gold: *Frederick’s Child*; “Take the Kids to the Ballgame”; Jennifer Marino Walters

This roundup of nearby baseball game options breaks down the essential family-friendly details. Parents get the lowdown about tickets, discounts, activities and even whether each stadium has nursing facilities.

25,001-44,999

No Bronze or Silver award.

Gold: *Chesapeake Family Life*; “Best Places to Live”; Donna Jefferson, Ann Levelle

Six different aspirational neighborhoods get spotlighted with a photo and similar information for each one. Icons and numbers present data visually in a way that makes for easy comparison. The text blocks provide interesting current and historic details.

45,000 or more

Bronze: *Atlanta Parent*; “Spooktacular Halloween”; Emily Webb

This feature offers a great collection of creative ideas for things to make, eat and do around the holiday. The text is tightly edited to convey the necessary information quickly and succinctly.

Silver: *Colorado Parent*; “Aquatic Adventures in Landlocked Colorado”; Heather Mundt, Debbie Mock, Lydia Rueger

Rather than just a single standard list, these water-related recreation options are grouped together in interesting ways that highlight various attributes. Photos help readers see the variety of possible experiences, and the text includes a good level of detailed information.

Gold: *Colorado Parent*; “Becoming a #GreenFam”; Jamie Siebrase, Debbie Mock, Christina Cook

This primer on living in a more environmentally friendly way offers multiple avenues for connecting with the material. The package combines a 12-month timeline with personal stories from local families in the form of mini Q&As. The end result is a feature that both informs and inspires.

E18 - Service Feature

25,000 and fewer

Bronze: *Austin Family*; “How Do You Make Big Change? Start Local, Start Little”; Annette Lucksinger

This feature about getting kids interested in the election process is a great primer for politically minded parents. With actionable tips throughout, it provides activities, books to read and places to visit. It’s a wonderful introduction to civic action.

Silver: *Monterey Bay Parent*; “RV 101”; Andrea Breznay, Tricia Vlasak

If you hadn’t considered family RVing before, you might after reading this helpful and engaging feature. The writer breaks down the basics of how to get started with an RV, as well as addressing the realities of vacations spent hurtling down the highway while towing your hotel room.

Gold: *Nashville Parent*; “How to ‘Normalize’ Kids and Eating”; Susan Day, Editor, McKenna Hydrick, Writer

This feature tackles an important subject with expertise and empathy. The writer discusses her own struggles getting her children to eat healthy foods without making dinnertime a battleground, and offers solid advice to help parents make cooking and eating a positive experience for the whole family.

25,001-44,999

Bronze: *Chesapeake Family Life*; “Love Wins”; Ann Levelle, Jillian Amodio

This piece is a good starter for parents looking for language to discuss LGBTQ awareness in their families. Sidebars with terms to understand and a list of resources are especially valuable.

Silver: *Northeast Ohio Parent*; “Teaching Cultural Awareness”; Denise Koeth

Many articles often address the “why” of cultural awareness, but this one addresses the “how,” with ideas families can really use to bring knowledge of diverse cultures and backgrounds to their children. With resources such as places to visit and age-specific advice, this feature is a true asset.

Gold: *MetroFamily Magazine*; “Protecting Your Family's Mental Wellness During a Health Pandemic”; Erin Page, Sarah Taylor

Expert advice and understanding are woven throughout this piece that recognizes the emotional challenges facing families at the very start of the pandemic in spring 2020. Ten well-reported tips address how to navigate the uncertainty and fear of that time and surely provided parents with a sense of calm and control.

45,000 or more

Bronze: *L.A. Parent*; “Pandemic Puppy”; Cassandra Lane, Elena Epstein

What happens when that pandemic pup becomes a grown, four-legged home wrecker? This first-person piece offers perspective and expert advice about how to maintain a home sweet – and clean – home where both families and dogs can thrive.

Silver: *Atlanta Parent*; “March STEAM Service Feature”; Emily Webb, Mary Welch, Mary Williams

This extensive guide offers multiple stories for families interested in incorporating more science, technology, engineering, art and math education into their children’s lives. It includes fun activities (elephant toothpaste anyone?) as well as resources for engaging kids in brain-building skills and creativity.

Gold: *Colorado Parent*; “How to Help Your Kids Survive (Even Thrive) in Election Season”; Hilary Masell Oswald

With tips that are succinct and expertly sourced, this feature offers many ways for parents to get their children interested in elections and government. Along with detailed age-by-age resources for reading and research, the piece offers sound advice about how to talk about politics as well as why it’s so vital.

E19 - General Feature Writing

25,000 and fewer

Bronze: *Frederick’s Child*; “Socially Distant and Awkward”; Kate Beecher, writer

A particularly insightful piece on how the pandemic and social distancing rules, as well as masking, have affected the social development of children. This article covers the bases on

navigating playdates, understanding differing levels of risk, and using tech resources like Zoom to connect children socially with family and friends.

Silver: *Baton Rouge Parents Magazine*; “The Rise of Switchtasking Teens”; Emily Drez, writer, Amanda Miller, managing editor, Amy Foreman, publisher

We know the pandemic had a severe effect on the mental health of otherwise highly social teens. It also had a serious effect on concentration as students coped with remote schoolwork, where the temptation was high to multitask while watching Zoom lectures. Instead, the author looks at “switchtasking” – a way to shift concentration from one subject to another, maximizing learning while minimizing distractions. This is a great teaching tool for parents.

Gold: *Nashville Parent*; “What’s the Matter with Mommy?”; Susan Day, editor, McKenna Hydrick, writer

More moms suffer from depression and the pandemic made this crisis even more pronounced. With 15 million children living in homes with a depressed parent, this article adds real-life experience with empathy on how parents suffering short or long-term depression can cope with caring for children, including how to tell them that Mommy isn’t okay. It also points out the effect of how depression in the home filters into child behavior. It’s a great piece that’s meant to be shared.

25,001-44,999

No Bronze award.

Silver: *Northeast Ohio Parent*; “Wishes for Home”; Angela Gartner, writer

In this chronicle of families who have undertaken the arduous journey of adoption, the writer packs a lot of emotion into a small package of stories. The tales are frank but not sappy, as parents push through the obstacles and fears. And in a timely touch, a section on how the pandemic is affecting the adoption process.

Gold: *Indy’s Child*; “Getting Real About Racism”; Tessa Judge, writer, Nicole Sipe, editor, Katie Clark, designer, Mary Cox, publisher, Lydia Bird, illustrator

The last year has been a ground-shifting moment for the discussion of racism. This article helps parents understand the ramifications by telling it through the eyes of a biracial couple. It offers tips on how to talk with your children about this hot-button subject as well as offering resources, including books for all ages.

45,000 or more

No Bronze award.

Silver: *MetroKids*; “It’s a Very Real Job: The Ups and Downs of Being a Stay at Home Dad”; Eleanor Linafelt, writer

With more men staying home to parent, this article tells the story of several dads and their daily struggles and successes, including comments about when they are going to get a “real job.” The article shines when it talks about how men can get peer support for what can be a lonely journey, including reaching out locally and nationally to other stay at home dads.

Gold: *Colorado Parent*; “The New Mom’s Guide to Post-Partum Depression”; Jamie Siebrase, writer

A personal and elegantly written journey through the depression that strikes one in seven new moms. The article then morphs into a help session, explaining how sleep deprivation, irregular meals and other factors exacerbate symptoms. And finally, the article gives moms advice and help on how to diagnose and seek help for this overwhelming issue. This is a great resource.

E20 – Special Series

25,000 and fewer

Bronze: *Neapolitan Family*; “20 in 2020”; Leigh Ann Newman, Stacy Nicolau, Anna Snyder, Katherine Baron, Rachel Newman

The series delivered a consistent, well-researched feature that provided relevant content to Naples families to help them find creative ways to thrive during a challenging year. From celebrating Mother’s Day to finding virtual museum tours, the series packed 20 useful, informative entries in every article.

Silver: *Growing Up in Santa Cruz*; “Behind the Teacher’s Desk”; Lisa Catterall

This series gave families and community members a glimpse into the life and challenges of an educator. Each article in the series shed light on a different topic – from creating a place of joy in a classroom, to coaching a student in a math competition, Catterall engaged readers with a behind-the-scenes view of what it means to be a teacher.

Gold: *TulsaKids*; “Oklahoma DHS Waiting List”; Natalie Mikles

This series, and each of the articles within it, offered a deep dive in to the waiting list for services that plagues families with children with development disabilities. The content is relevant, timely, valuable and exposes an issue with significant impact to the community served by the publication. Well-researched and compelling, the series represents the best of local journalism.

25,001-44,999

No awards.

45,000 or more

No awards.

E21 – Special Section Within a Publication

25,000 and fewer

Silver: *TulsaKids*; “TulsaKids 2020 Baby Guide,” September 2020; Betty Casey

This guide for moms of newborns hits all the right notes with its extensive resource list, covering topics from local child-care services to playgroups. The information is clearly and thoroughly presented with helpful links in the online version. Additional articles hit subjects of high interest and currency, such as pregnancy during a pandemic and sleep safety tips. The writing is accessible, and the space is used wisely and well.

Gold: *Baton Rouge Parents Magazine*; “The Private School Guide,” January 2021; Amy Foreman and Amanda Miller

What parents will find in this guide is a well-organized, quick and easy reference to the city’s private schools. The smartly packaged table makes comparisons effortless in terms of cost, enrollment, faculty numbers, transportation services, extended day options and more. A section with fuller descriptions is compact and easy to scan. This is what parents need to make informed decisions.

25,001-44,999

Silver: *Baltimore’s Child*; “B’More Inclusive,” October 2020; Editorial Staff

This special-needs supplement serves parents in a broad range of ways with contact information for services, agency references and a helpful rundown of the vocabulary needed to navigate the system. It’s obvious that careful planning made this excellent resource possible.

Gold: *Chesapeake Family Life*; “CFL Virtually Together,” April 2020; Ann Levelle, Jenny Cardoza, Claire Darcy, Jessica Kannegieser and Joyce Heid

What an inspired, timely idea it was to step into the center of the “new normal” and create virtual learning tools for parents during the pandemic. From virtual field trips to virtual playdates to a set of child-friendly podcasts, the pages are full of clever, out-of-the-box ideas. Packaged in bright primary colors, the section was clearly designed to uplift parents and children during a dark time.

45,000 or more

Silver: *L.A. Parent*; “Beyond L.A.-Family Travel,” November 2020; Cassandra Lane and Elena Epstein

Responding to a pent-up desire to travel — but safely — during the pandemic, this special section scouted offbeat destinations suitable for parents and their children. The writers used masterful storytelling skills to uncover places that would both surprise and satisfy all ages. This section should remain a wonderful resource for families whether it’s a crazy time to take a vacation or not.

Gold: *Atlanta Parent*; “A+ Education Guide,” January 2021; Liz White, Sheri Taylor-Emery, Emily Webb and Mary Williams

This comprehensive education section takes a refreshing, sensible approach to the tough decisions about school choices and transitions. Stories are full of crisp, practical bites of wisdom about helping a child move successfully from preschool to college. The information compiled into a concise guide to public school districts and private schools is a keeper.

E22 - Overall Writing

25,000 and fewer

No Bronze or Silver award.

Gold: *Nashville Parent*; Susan Day, editor, Michael Aldrich, managing editor

From the editor’s introductory musings to the authoritative reporting featuring local medical experts, this publication is well-edited. The voluminous lists and spotlights on things to do also feature clean, engaging writing.

25,001-44,999

No Bronze or Silver award.

Gold: *Washington Family*; staff

The editor’s friendly First Word sets the tone for engaging content throughout the magazine. Writers offer clear tips on everything from dyeing eggs naturally to getting more sleep, and the reporters find local parents and medical experts to bring stories alive. Each issue also gives readers a parting gift to savor: a “My Turn” column featuring strong voices and peaceful, hopeful endings.

45,000 or more

No Bronze or Silver award.

Gold: *Chicago Parent*; Julia Elliott, COO and content director

This crisply written magazine covers an intriguing range of topics important to parents. Readers surely look forward to the monthly Voice column, which captures the real-life experiences of Chicago-area parents in, not surprisingly, their own voice. Even the lists of things to do are fun to read.

DESIGN

D1 - Front Cover: Original Photo

25,000 and fewer

Bronze: *Bronx/Riverdale Family*; “January 2021”; Yumi Matsuo, Donna Duarte-Ladd, Leah Mitch

A cool color palette mimics the winter weather and fits the lead story, “Fun Winter Activities for Kids.” The skyline fades behind the family on ice skates, making them separate from the background. Teases are easy to read, with the lead tease in a different color.

Silver: *Baton Rouge Parents Magazine*; “December 2020”; Amy Foreman, Melody Tauzin

This cover has the perfect amount of mystery and humor. The costume, headdress and makeup are delightful and fun. The reindeer costume certainly attracts attention. The white background makes the subject pop off the page and highlights the sophisticated typography in the teases.

Gold: *Cincinnati Family Magazine*; “August 2020 issue cover”; Amanda Hayward, Editor, Sienna Wright, photographer, Susan Day, graphic design

Selective focus steers attention to the child’s face, particularly the expressive eyes. The simplicity of the photograph, with very little background, places emphasis on the teases. The typography is striking, with attention to hierarchy, colors and contrast. The teases circle the subject and balance the page.

25,001-44,999

Bronze: *Brooklyn Family*; “June 2021”; Yumi Matsuo, Donna Duarte-Ladd, Leah Mitch

There is so much to view on this colorful, energetic cover. Bodies are in motion, in front of a ferris wheel, and colorful teases surround the subjects. The lead tease is cleverly placed inside an illustrated balloon, held by the child. The low depth of field allows the subjects to stand out from the background.

Silver: *Northeast Ohio Parent*; “Wishes for Home”; Kim Stahnke, Northeast Ohio Parent Design Staff

The lead story is extremely hard to illustrate, but this cover succeeds. The wishbone in the child’s hands, the smile on her face and the out-of-focus couple in the background tell the story of an adoption. Fall colors create a warm tone. The typography is sophisticated, balanced and easy to read.

Gold: *Queens Family*; “August 2020”; Yumi Matsuo, Donna Duarte-Ladd, Leah Mitch

Cyndi’s face is the center of attention, as the teases circle her while her husband looks toward her. The subdued color palette allows her teal dress to stand out. Both the window and the teases create a frame around the subjects. His loving gaze and her direct gaze are endearing.

45,000 or more

Bronze: *Colorado Parent*; “October 2020”; Heather Gaumer, Lucy Beaugard

Five-year-old Soren looks delighted with his costume and miniature pumpkin. The photograph, colors and decorations support the lead story. Elegant typographic hierarchy allows the lead tease to stand out.

Silver: *L.A. Parent*; “L.A. Parent – Dec 2019 Cover”; Elena Epstein, Cassandra Lane

This cover combines beautiful typographic treatment with a charming photograph. It’s hard to turn away from the child’s bright eyes and slightly tilted head. The teases and faded snowflake background circle the subject and create a frame. Holiday colors and snowflakes fit the lead tease.

Gold: *Chicago Parent*; “Chicago Parent March 2020”; Kelly Buren, Thomas Kubik

The colors, set design, typography and subject combine to create a delightful cover. The photographer caught a candid moment, with sweet body language, while working on a portrait. The studio lights, edge of the backdrop with blue tape and overturned basket of tomatoes make it feel like viewers are getting a peek behind the scenes. The placement of the “BIG dreamers” tease is perfect, overlapping the subject and falling off the edge of the backdrop.

D2 - Front Cover: Use of Stock Photo

25,000 and fewer

Bronze: *Nashville Parent*; “Oct. 2020”; Susan Day, editor, Michael Aldrich, managing editor

There is a simplicity in the use of the white background the high-key image. The contrast comes in the rich black text. The overall success is keeping the cover simple so the viewer can enjoy the expression on the baby’s face.

Silver: *Nashville Parent*; “August 2020”; Susan Day, editor, Michael Aldrich, managing editor

Framing and balance complement this portrait. The warm tones of the wood are balanced with the cover lines, which are thoughtfully written and designed so to gently wrap around the child’s face.

Gold: *Frederick’s Child*; “Happy Valentine’s Day”; Rachel Levitan

Color harmony combines with movement to bring the eye through the cover. The bold color plays well with the white background. Plus, there’s depth on cover, created through layers of text as the photo ‘sits’ between text on top of the image, and beneath. All three winners show great control over color and movement. Simplicity can be difficult to achieve and these are all good results of that hard work.

25,001-44,999

Bronze: *Westchester Family*; “Welcome Home, July Issue”; Leah Mitch

What a delightful illustration that communicates the ideals of tradition while remaining fun. The choices of typography reinforce the amusement one might expect to find in a guide for things to do with the kids.

Silver: *Baltimore’s Child*; “Nov. 2020”; Sherley Taliaferro

Fun fall color and props for the model are right on message for this Thanksgiving-themed cover. Full of fun typography and slightly silly emotion, hopes for a traditional holiday are conveyed.

Gold: *Northeast Ohio Parent*; “Keeping Spirits High”; Design staff

There’s a quiet resilience conveyed through this cover. The combination of a reserved smile and long, tussled hair says a lot about our times. In a complementary twist, normally bright colors feel somewhat desaturated – somewhat muted – resulting in an intelligently designed message that helps support parents.

45,000 or more

Bronze: *Atlanta Parent*; “January”; Sheri Taylor-Emery

This is a fun and unexpected take on starting a new year. The cover lines and image complement the message with a beautiful conceptual image that feels like a documentary ‘found’ moment.

Silver: *MetroKids*; “June 2021”; Art Department staff

This clean, smooth and happy cover expresses simplicity while showing off a fun diagonal movement across the page. The lede text reflects this style through san-serif typography that reinforces the metro motif.

Gold: *L.A. Parent*; “April 2020”; Elena Epstein, Cassandra Lane

This cover receives high compliments for communicating so many emotions in a clean and fun manner. Five people in an action photo, five bulleted items, bright image, script typeface and bold san-serif. Comically, one has to wonder what was left out...all of this to say great job balancing so many elements and colors while keeping a minimalist framework.

D3 - Front Cover: Illustration

25,000 and fewer

No Bronze or Silver award.

Gold: *Kern County Family Magazine*; “Merry Christmas”; Pam Huber, LJ Radon

Ice skating bears, fox and squirrel evoke the feel of winter and Christmas, particularly with the blowing scarves and snow. A sense of depth allows eyes to wander around the page and discover small delights. The red, white and grey colors work with the lead tease and Christmas theme.

25,001-44,999

No Bronze award.

Silver: *Chesapeake Family Life*; “CFL March 21”; Jenny Cardoza

While the pink background evokes a feeling of calm and happiness, the separate windows demonstrate the isolation of COVID. Nonetheless, each subject in this illustration is actively engaged in greeting the other subjects. This simple style of illustration fits with the complicated topic and number of subjects.

Gold: *New York Family*; “March 2021”; Beatrice S. Hug, Leah Mitch

Subjects move through this cover, each engaged in a different activity, which fits the topic, “Family-Friendly Things to Do.” The door signs in the background bring the illustration into the present day and relate to current events. Muted colors and whimsical imagery create an eye-catching cover.

45,000 or more

No Bronze or Silver award.

Gold: *Metro Parent*; “February 2020”; Kelly Buren, Jon Wilcox

This illustration demands a second and third look, as more details become obvious. Attention moves easily along the “Z,” with each child representing a different learning style and subject. Simple design with bright colors gives it pizzazz.

D4 - Table of Contents

25,000 and fewer

No Bronze award.

Silver: *Growing Up in Santa Cruz*; Christy Shults

The half-page ad forces a minimalist approach. The three lead items include artwork, followed by a long text list. The typography is clean and serves the situation.

Gold: *Kern County Family Magazine*; Pam Huber, designer

Four strong pictures kick off the page, highlighting the best content. “Don’t miss the fun, features and facts” draws attention to the well-executed list of other content. This is a great example of how to accomplish a lot with a little.

25,001-44,999

No awards.

45,000 or more

No Bronze or Silver award.

Gold: *Atlanta Parent*; Sheri Taylor-Emery

This is a bright, bold, colorful — nearly electric — package, leaning on vibrant yellows and oranges. While organized, the open layout teases chaos, in a good way. Mixing up the colors and flush left, indent, and centered typography works well here.

D5 - Interior Illustration (Original)

25,000 and fewer

No Bronze or Silver award.

Gold: *Augusta Family Magazine*; “[AFM] Salutes Our Real Life Heroes”; Michael Rushbrook, Art Director, Lisa Dorn

The cover is a classic approach in the comic book genre. Clean, simple figures in a traditional pose, and vibrant colors instantly convey the subject matter. This is a fun, well-executed cover.

25,001-44,999

No awards.

45,000 or more

No Bronze or Silver award.

Gold: *L.A. Parent*; “Reflections on Racism”; Linda Kosoff, artist; Elena Epstein; Cassandra Lane

The subject matter does not lend itself to bold art and colorful pizzazz. This is an almost understated, calm illustration appropriate for a serious subject. Handled with care and sensitivity, the illustration serves as a worthy centerpiece to the package.

D6 - Interior Photography (Original)

25,000 and fewer

No Bronze or Silver award.

Gold: *Augusta Family Magazine*; “Default to Love”; Randy Pace, Aimee Serafin, Dustin Turner

The power of photography to create empathy is evident in the lead image. When you see this clear action portrait of a child, full of emotion, photographed with shallow depth of field, then turn the page to read the first paragraph – you can tell this team is seeking a good marriage between photos and story.

25,001-44,999

No awards.

45,000 or more

No Bronze award.

Silver: *Colorado Parent*; “Frozen Fruit Pops”; Heather Gaumer

Summer exudes in these product studio details. That feeling is reinforced in the second image set outdoors on a bright white table. The colors are vibrant and rich, reflecting the mood and fun expected in frozen fruit. Very good color management on the first image, as the studio shoot was designed and controlled with the final page in mind.

Gold: *Colorado Parent*; “A Crush-Worthy Valentine’s Day”; Kara Thompson

What a lovely play on words mixed with color that is evident throughout the conceptual studio photo shoot. The props carry the warm tone of the bags, the pinks and reds echo throughout. The lovely touch of the pinkish undertones in the shadows on the white backgrounds are smartly subtle. The closing image punctuates a festive event while alluding to a party for two.

D7 - Single-Page Design

25,000 and fewer
No awards.

25,001-44,999
No Bronze award.

Silver: *Baltimore's Child*; "DIY"; Rachel Levitan

Visual hierarchy guides readers through this Thanksgiving decoration craft, ending with the final product. The design, using step-by-step photographs and instructions, makes it easy to follow directions. The soft leaves at the bottom and left balance the page.

Gold: *Washington Family*; "Yarn Wreath"; Lonna Koblick

A playful string of yarn adds whimsy to this design. Photographic illustrations demonstrate the process of making a yarn wreath, working in tandem with the instructions. White space on the top and the bottom of the page give breathing room and create balance.

45,000 or more

Bronze: *MetroKids*; "Youth Summer Program"; Lonna Koblick

Bees and plants set the tone of summer, fitting the topic. Muted complementary colors of yellow and blue border the article. Subheads break up the page and organize content.

Silver: *Atlanta Parent*; "June Single Page Atlanta Parent"; Sheri Taylor-Emery

A large, colorful photograph anchors the page and matches the green in the typography. Bullets draw attention to important points. Design elements make this page easy to scan or read, as viewers choose.

Gold: *Atlanta Parent*; "January Single Page Atlanta Parent"; Sheri Taylor-Emery

Both parents and children will enjoy this delightful page, with life lessons from Frog and Toad. The illustrations perfectly match the life lesson. Typographic colors, picked from the illustration, are harmonious and pull the page together.

D8 - Department Design

25,000 and fewer
No Bronze or Silver award.

Gold: *Southwest Ohio Parent*; "Wacky Calendar"; Katie Clark, Nicole Sipe, Mary Cox

The restrained underlying grid presents a nice organizing structure that focuses attention onto each month's content. A variety of photos and illustrations are sized and positioned effectively to catch attention and move the reader's eye around the page.

25,001-44,999
No awards.

45,000 or more
No Bronze award.

Silver: *Atlanta Parent*; “Good Stuff!”; Sheri Taylor-Emery

A good balance of photos and text make this section inviting. The varied shapes of product images help bring the pages to life, and consistency in the typography helps enable the pictures to stand out.

Gold: *Colorado Parent*; “Family Food”; Heather Gaumer

Well-planned photos anchor this section and play a key role in communicating the food-related suggestions. Typography and design play off the images, creating a visually strong and comprehensive package each time.

D9 - Calendar of Events

25,000 and fewer

Bronze: *Southwest Ohio Parent*; “Things To Do/May 2020”; Katie Clark, Nicole Sipe, Brooke Litherland, Mary Cox

This is an extraordinarily tasteful and clean calendar. The art is used sparingly but effectively. The color labelling, white space and clean typography makes this a quick and approachable read.

Silver: *Nashville Parent*; “Things To Do”; Susan Day, Editor; Michael Aldrich, Entertainment Editor

The upcoming holiday season makes for massive lists of things to do. The staff tackles a great challenge with resolve and dedication. The typography is clean and there’s an effort to use as much art and photos and they can find, and that there’s room for in a packed magazine.

Gold: *Frederick’s Child*; “Top 30 Family Events for June and July”; Rachel Levitan

Wow, this is a bold, attractive page (well, two pages!) with imaginative typography and design. The oversize numbers, use of white space and artwork all come together to give readers a fun, inviting look into the magazine. This is both bold and tasteful.

25,001-44,999
No awards.

45,000 or more

Bronze: *Atlanta Parent*; “December Holiday Fun Guide”; Sheri Taylor-Emery

There’s lots to offer here. To make sense of it the staff is generous with its use of art and photos. The “Celebrate the Holidays A-Z” package is creative and welcome amid the usual event list. The typography and design of “A-Z” offers refreshing white space.

Silver: *Colorado Parent*; “Calendar June”; Heather Gaumer

The design makes good use of labels with accompanying color-coded identifiers (i.e. “free.”). The listings use white space to aid in attractiveness and readability. There’s a good mix of art. The breakouts with color screens are well executed.

Gold: *MetroKids*; “Top 10 Philadelphia-Area Events in June”; Art Department Staff

This is an extremely attractive package with a bold design. There is well chosen complementary art with each item. An open, airy design makes this a delight to read. The organization and presentation is clean and crisp, the typography doing its job.

D10 – Feature Layout

25,000 and fewer

Bronze: *Kansas City Parent*; “30 Things We're Looking Forward to in 2020”; Michael Gimotty, Margaret Sarver, Kim Tappan

The bright color palette signals fun things ahead. The collection of items is organized for easy reading, and the large numbers add a lively visual texture to the layout.

Silver: *Giggle Magazine*; “Rising Above the Hate”; Nicole Irving, Shane Irving, Megan Sapelak, Grace Downey, Tracy Wright

A lovely illustration with unexpected colors creates an inviting space and holds the pages together. The typography and subheadings effectively move the reader through the material.

Gold: *Giggle Magazine*; “Our Aspiring Future Olympians”; Nicole Irving, Shane Irving, Megan Sapelak, Anibal Rodriguez, Jimmy Ho

All the visual elements unite beautifully across the 12 pages of this feature package. Each strong portrait is creatively placed into a line-drawn context. The spreads stick with a dynamic template and relevant color palette, except each sport label gets its own font. Clearly a lot of planning went into this, and the execution is top-notch.

25,001-44,999

Bronze: *Washington Family*; “Sprouting Wings”; Jay Sevidal

The plane in the illustration flies the reader right into the start of the story. Text flows naturally through the rest of the layout, which ties together visually with the opening spread.

Silver: *Chesapeake Family Life*; “Summer Bucket List”; Jenny Cardoza

The bold combination of colors effectively screams summer. Well-chosen photos convey the activities, along with excitement and diversity. The handwritten feel of the typography adds to the sense of relaxed adventure, while a strict grid keeps the layout from feeling too chaotic.

Gold: *Washington Family*; “4 Indulgent Ways to Pamper Yourself”; Sherley Taliaferro

An interesting combination of photos and artwork are layered together beautifully. The attractive, limited range of color in the decorative elements unites the pages and also enables the object photographs to pop. There’s a lot competing for attention, but effective layering of color, texture and shape make it work well.

45,000 or more

Bronze: *Colorado Parent*; “How to Help Your Kids Survive (Even Thrive) in Election Season”; Heather Gaumer

Design elements, color palette and interesting headline treatment immediately convey the election theme. Sidebar elements are well arranged on the subsequent spread.

Silver: *MetroKids*; “Diapers Demystified”; Lonna Koblick

The cute imagery of this opening layout grabs attention and sets a fun tone. The yellow background circles help move the reader’s eye from left to right across the pages.

Gold: *Colorado Parent*; “Ready for Camp?”; Heather Gaumer

The well-selected opening image of the camper interacts nicely with the headline above and brings readers into the feature. The combination of photos and illustrations throughout creates a stylish, rustic feel. Color is used effectively to delineate separate sections of the story.

D11 - Special Section

25,000 and fewer

Bronze: *Austin Family*; “Spring Education Guide”; Susie Forbes

The package features straight ahead organization and typography that eases the reader along. The frames around pictures with a pointer to the related listing is a nice, helpful touch.

Silver: *Baton Rouge Parents Magazine*; “2019 Holiday Happenings”; Amy Foreman, Melody Tauzin

It’s daunting to design a very long list of holiday events in a large market. The staff wisely chose clarity over bells and whistles. There’s screened ornaments leading readers from page to page, and there is plenty of art of the events.

Gold: *Kansas City Parent*; “Summer Fun Guide”; Michael Gimotty, Margaret Sarver, Kim Tappan

The staff takes a welcome creative approach to a listing: Instead of listing by date or location, they organize by “How to,” “Where to,” and “What to.” There is plenty of art and breakouts to draw in readers. The “Fun-tastic summer list” is colorful and playfully designed. The team has created a wonderful page-turner.

25,001-44,999

Bronze: *Northeast Ohio Parent*; “Winds of Change”; Northeast Ohio Parent Design Staff

This package on the serious issue of mental health is presented with a sophisticated, attractive design. There is attention to detail in the selection and use of type and styles.

Silver: *Baltimore’s Child*; “B’MORE inclusive”; Art Department Staff

This special needs supplement identifies challenges and strategies for at-home schooling. The opening double truck is well executed with bold color and simple, clean design: Great photo. The pictures were carefully chosen to illustrate the accompanying stories. The lists are long yet remain readable. “What to ask when you search for a school or camp” is a creative way to share the list.

Gold: *Chesapeake Family Life*; “Virtually Together”; Jenny Cardoza

The package benefits from a very clean and tightly structured design. Yet the display is open and airy. The art is playful, colorful and engaging. Fun is the appropriate description for “Virtual Playdates” and podcast package. It appears the staff had as much fun creating this as the readers will have reading it.

45,000 or more
No Bronze award.

Silver: *Atlanta Parent*; “Stay & Play in Georgia”; Sheri Taylor-Emery

The typography is clean and consistent. The abundance of photos is impressive for this package. Readers should certainly find something to do.

Gold: *Atlanta Parent*; “STEAM”; Sheri Taylor-Emery

The opening quiz followed by the S-T-E-A-M grid sets a high design bar for the rest of the package. The attention to detail in color, typography and art are attractive devices to get the reader into a strong and useful list of events and resources. The packages are well served by many photos from Steam events and resources.

D12-Overall Design

25,000 and fewer
No Bronze award.

Silver: *Nashville Parent*; Susan Day, editor, Michael Aldrich, managing editor

Compelling cover images grab attention and invite readers into the publication. Photos and design are similarly well-used on the opening table of contents page. Calendar listings typography is optimized for easy reading.

Gold: *Frederick’s Child*; Art Department staff

Editor’s pick section is consistently well-designed. Other standing features are well-labeled and use effective underlying templates. Feature stories are presented using a variety of approaches that still maintain a consistent look and feel.

25,001-44,999

Bronze: *Chesapeake Family Life*; Jenny Cardoza

Covers of this publication particularly stand out. A subtle color palette on each one effectively steers attention to the great, emotion-filled image. The typography throughout gives the publication a feeling of freshness. The June issue especially includes a nice range of photographic shapes and sizes.

Silver: *Baltimore’s Child*; Art Department staff

There is good variety in the feature layouts throughout this publication. Sections are clearly labeled and seem to be consistently placed from issue to issue. The range of visuals give the publication an overall feeling of liveliness.

Gold: *Washington Family*; Art Department staff

Feature stories consistently open with large, well-presented visuals and creative headline typography combined in an attractive and orderly way. The design is driven by photos and illustrations that communicate rather than decorate. Cover images take an interesting approach of focusing on moments of action or joy rather than standard studio portraiture.

45,000 or more
No Bronze award.

Silver: *Atlanta Parent*; Sheri Taylor-Emery, Liz White

The design of this publication facilitates skimming, with lots of points of entry on every single page. The arrangement and typography do a good job of holding lots of small elements together in cohesive packages. Informational photos are included almost everywhere, which helps create a consistent feel throughout each issue.

Gold: *Colorado Parent*; Heather Gaumer

The design accommodates and reflects a wide range of subject matter in flexible, content-driven ways. For example, a craft project how-to includes step-by-step photos, while a feature on summer camp effectively combines photos and illustrations to create an outdoorsy vibe. Meanwhile, another story on decorating kids' rooms centers the package around inspirational photos.

ANCILLARY PUBLICATIONS

AP1- Ancillary Cover

25,000 and fewer
No Bronze award.

Silver: *Nashville Parent*; “Baby Guide spring/summer 2021”; Susan Day, Editor, Michael Aldrich, Managing Editor

The tilt of the baby’s head and smears of sunscreen add humor to this fun cover. The image is photographed at a decisive moment, with the lone pinky and the tip of the tongue sticking out. The bold colors fit the theme of summer, and the teases are well-placed and balanced.

Gold: *Baton Rouge Parents Magazine*; “Spring Pink & Blue”; Amy Foreman, Melody Tausin

Subtle colors and a white background draw attention to the subject, a delightful baby sitting in a Tonka truck. The overalls look like a conductor, and the baby seems delighted with the seat of honor. The grey, yellow, and black color palette works with the headline, “Gender Blues.”

25,001-44,999
No Bronze or Silver award.

Gold: *New York Family*; “Annual Guide 2021-22”; Beatrice S. Hug, Leah Mitch

There is no doubt that this guide is for New York City parents, as all lines lead to the Statue of Liberty and a big slice of pizza. Several subjects are covered in this illustration, including sites, transportation, and food. The tease supports the illustration, and typography is integrated into the cover.

45,000 or more
No Bronze or Silver award.

Gold: *Washington Parent*; “2021 Camp & Summer Fun”; Jane MacNealy

The photograph of a child enjoying the water, with a rippled reflection at the bottom of the cover, says “summer camp.” Complementary colors create a pleasing palette. The lead tease is placed to draw attention to the reflection and additional teases.

AP2 – Ancillary Feature

25,000 and fewer
No Bronze or Silver award.

Gold: *Baton Rouge Parents Magazine*; “How Safe are Antidepressants During Pregnancy?”; Cate Hadley, writer, Amy Foreman, publisher, Amanda Miller, managing editor

This timely story gives women straightforward information about this little-understood topic. With 1 in 10 women taking antidepressants, this concise and informative piece helps

women understand the complexity and importance of maintaining their social, mental, and biological health during pregnancy.

25,001-44,999

No Bronze or Silver award.

Gold: *Indy's Child*; "Test Your Baby Knowledge"; Karen Ring, Nicole Sipe, Mary Cox

This cute quiz could stump and shush even the most involved grandparent. It captures the fun new names and brands of baby accessories while educating new grandmas and grandpas on current baby lingo.

45,000 or more

No awards.

AP3-Ancillary Feature Design

[Category was removed after 2017 contest.]

AP4 - Ancillary Overall Writing

25,000 and fewer

No Bronze or Silver award.

Gold: *Fredericksburg Parent & Family*; "Stories of Strength and Survival"; Chris Jones, Leigh Anne Van Doren, Emily Freehling, Megan Walsh, Brandy Centolanza

This excellent special issue singled out heroes in the community who stepped up to serve struggling families during the pandemic. The writing was clear, heartfelt and informative. Using personal experiences as well as supporting material, the writers told powerful stories by choosing words that gave credit exactly where it was deserved.

25,001-44,999

No awards.

45,000 or more

No Bronze or Silver award.

Gold: *Colorado Parent*; "Ultimate Guide to Summer"; Debbie Mock, Heather Mundt, Lindsay DeFrates, Lydia Rueger, Emma Athena

The amount of information collected in this section is remarkable, from seasoned advice about taking babies on a hike to a safety checklist for summer camp. The writing is straightforward, smart, authoritative and pared down to the essentials. Precise language makes every story both graceful and useful.

AP5 - Ancillary Overall Design

25,000 and fewer

No Bronze or Silver award.

Gold: *Nashville Parent*; “Spring/Summer Baby Guide”; Susan Day, Editor; Michael Aldrich, Managing Editor

A bright, summery, colorful cover welcomes readers to an extensive and useful array of information: Top Questions, Editor’s Picks among them. The material is well labelled, the typography is clear, and photos are plentiful and well used. Editors use a great approach: readers have questions, the magazine has answers.

25,001-44,999

No awards.

45,000 or more

No awards.

DIGITAL MEDIA

DG1 - Best Blog/Bloggers

25,000 and fewer

Bronze: *TulsaKids*, “Grand Life”; Diane Morrow-Kondos

Creating content focused on and from the lens of a grandparent gives the blog a unique flavor because the experiences grandparents have with their grandchildren can be very different from what parents have with their children. The variety of topics are enriched by the personal experiences and feelings of the writer and create a relatable resource.

Silver: *Fredericksburg Parent & Family*, “Ask Mom Blog”; Mary Follin, Kristi Crosson, Chris Jones, Leigh Anne Van Doren

This blog brings a team effort – with the benefit of different ideas, experiences, and viewpoints – to bear on topics and issues that parents face now and may face in the future. The writing is simple, genuine, and serious when necessary while friendly and witty when appropriate.

Gold: *TulsaKids*, “Coffee Nebula”; Kristi Roe Owen

While written as a blog, it feels more like a real conversation with the author. It’s helpful and useful, but also entertaining, real, and sometimes random, just like the conversations parents might have at a park as their kids are otherwise engaged. The blog provides a resource parents anywhere can rely on, giving it a universal appeal and utility that really stands out.

25,001-44,999

No Bronze award.

Silver: *Chesapeake Family Life*; “CFL Third Floor Views Podcast”; Janet Jefferson, Donna Jefferson, Claire Darcy, Caitlyn Mateik

The myriad topics covered in the podcast, whether it’s health and safety or ideas to spend time, are already a home run. More than that, the conversations are genuine, real and very accessible because the guests and experts are more than talking heads. They’re relatable people talking about relatable things in a way that helps the listener feel comfortable and familiar, as well as educated and more aware.

Gold: *MetroFamily Magazine*; “Hashtag Parenting”; Kirsten Holder, Lindsay Cuomo, Erin Page

The writing is concise and clear, which makes it accessible for readers who may – by virtue of being parents – not have a lot of time or attention. That’s helped by the simple addition of an estimated reading time, so you can save a longer one for when you have the down time. The post authors coming from different backgrounds, be they cultural or professional or family-related, means the information to be gained not only educates, but widens the worldview for the reader and helps life be visible through different and enriching lenses.

45,000 or more

No awards.

DG2 - Best Use of Multimedia

25,000 and fewer

No Bronze or Silver award.

Gold: *Fredericksburg Parent & Family*; “Teddy Bear Clinic for Covid Visits”; Maria Bell, Dr. Blair Ryland, Leigh Anne Van Doren, Megan Walsh, Chris Jones

Kids’ fears and concerns about COVID-19 melt away easily with this charming how-to produced to help children know what a visit to the doctor during the pandemic might look like. Dr. Ryland’s soft tone and simple language make this information very accessible, and using a teddy bear as the “guinea pig” is a brilliant idea to soften what can be an uncertain experience for anyone, not just children.

25,001-44,999

No Bronze award.

Silver: *Chesapeake Family Life*; “STEAM Fair”; Donna Jefferson, Jessica Kannegieser, Claire Darcy

The amount of useful information packed into the flyer might overwhelm in other cases, but this example contains and offers it concisely, clearly and beautifully. Colors don’t overdo it but accent the design extremely well. The necessary information about what’s being offered is shown clearly enough that the essentials are immediately available and not lost on the page.

Gold: *MetroFamily Magazine*; “Raising OKC Kids podcast”; Erin Page, Kirsten Holder, Lindsay Cuomo

This podcast covering a difficult subject feels less like a clinical discussion and much more like real talk addressing real questions between close friends. Sara and Kylee bring the full measure of their expertise to bear in a way that offers hope for those with LGBTQ+ youth and the challenges they face.

45,000 or more

No Bronze award.

Silver: *Metro Parent*; “My Mantra”; Christina Clark, Tamara O’Shaughnessy, Lainey Yehl

Sourcing real-world experiences from readers and viewers mean these entries, coupled with short videos, make this series meaningful and relatable. It’s like a discussion with a trusted friend, neighbor or family member, who distills their struggles, as well as how they strive with them, down to pithy offerings of wisdom for parents and families.

Gold: *Colorado Parent*; “Colorado Parents Encourage”; Anna Sutterer

A word of encouragement can do wonders for people going through difficulties, and these short messages of hope, optimism and support bring that bright light. More than that, the messengers offer ideas and tips about what has worked for them regarding self-care, handling tough times and other advice grounded in valuable real-world experience, and the campaign invites any and all to join in the group effort to lift each other up.

DG3 - Best E-Newsletter

25,000 and fewer
No Bronze award.

Silver: *TulsaKids*; “E-newsletter”; Tara Rittler

This e-newsletter is packed with relevant content and a good balance between editorial and advertising. It’s well branded with its print counterpart and offers easy access to online material. Content is well-organized, and consistent content categories, like “contests and giveaways,” help keep readers coming back.

Gold: *Kansas City Parent*; “KC Parent E-newsletter”; Michael Gimotty, Kristina Light

This e-newsletter is clearly branded to the publication. It offers readers opportunities to visit online content and also tells readers how to easily pick up a printed magazine around town. It is easy to read and navigate, content is compelling and relevant and the different content types give readers options. Consistent features, like “Ask the Experts” and seasonal guides build loyalty by setting and meeting content expectations.

25,001-44,999
No Bronze or Silver award.

Gold: *MetroFamily Magazine*; “Hacks for learning and fun”; Kirsten Holder, Erin Page, Lindsay Cuomo

This e-newsletter is visually compelling, easy to navigate, and provides informative highlights with links to more in-depth information for those who want to click through to the online material.

45,000 or more
Bronze: *Metro Parent*; “Metro Parent Pulse”; Christina Clark

This newsletter offers reader-friendly presentation and consistent branding with a variety of informative and entertaining stories, along with plenty of opportunities to engage with the content and community.

Silver: *Chicago Parent*; “Chicago Parent Pulse”; Katina Beniaris

This newsletter applies a consistent, effective e-newsletter framework to content relevant to local parents and families. Notably, there is a consistent effort to provide information and education about and for diverse and non-traditional audiences. Clean, concise presentation makes the newsletter easy to read.

Gold: *Colorado Parent*; “Colorado Parent Weekly Newsletter”; Kara Thompson

This weekly e-newsletter is concise, but informative. With clean design, compelling content and intentional strategic integration with the publication’s social media and online publication content, it’s easy for readers to stay informed and entertained.

DG4 – Best Use of Social Media

25,000 and fewer
No Bronze award.

Silver: *Monterey Bay Parent*; “Serving as a hub for parents on social media”; Andrea Breznay, Michelle Findlay, Nichole Lamb, Kim Yarnes

The team used Instagram to elevate marginalized voices and bring their messages to a family audience in a safe, supportive way that encouraged community conversation.

Gold: *TulsaKids*; “Social Media”; Tara Rittler

These examples of social media use show a solid strategy to engage the audience and drive traffic to online content. A mix of engagement with other organizations, and some behind-the-scenes adventures, draws in users and encourages participation in the community.

25,001-44,999
No Bronze or Silver award.

Gold: *MetroFamily Magazine*; “Facebook and Instagram”; Erin Page, Kirsten Holder, Lindsay Cuomo

Social media reach and engagement has grown significantly in the past year thanks to this content that connected with parents and families in new ways during the pandemic. The effort translated to increases in web traffic and participation in contests and events.

45,000 or more
No Bronze or Silver award.

Gold: *Chicago Parent*; “Instagram”; Katina Beniaris

The incorporation of photos, videos, and text treatments in Instagram posts gives followers different kinds of engagement opportunities, and keeps the content fresh and interesting. Connecting the posts with online stories and content drives followers back to the website to further engage with the publication.

GENERAL EXCELLENCE

GE1- Best Redesigned Publication

No awards.

GE2- Ancillary General Excellence

25,000 and fewer

No Bronze award.

Silver: *Fredericksburg Parent & Family*; “Stories of Strength and Survival: A Tribute to Fredericksburg During Covid19”; Chris Jones, Leigh Anne Van Doren, Emily Freehling, Megan Walsh, Brandy Centolanza

This commemorative issue highlights positive stories about the pandemic and honors the people who stepped up to help. There is strong reporting on local helpers and a recognition of the community’s diversity. Visuals are used with each story, and colors are pulled from photographs to add details and interest to pages.

Gold: *Nashville Parent*; “Baby Guide spring/summer 2021”; Susan Day, Editor, Michael Aldrich, Managing Editor

Pertinent information and excellent design make this resource guide particularly helpful. Stories are written logically for parents, working with clear timelines. A simple table of contents, orderly sections and elegant typography make navigation a breeze. There are smart topics and ideas throughout, including the well-structured resource section.

25,001-44,999

Bronze: *New York Family*; “The Parent’s Guide to NYC”; Donna Duarte-Ladd, Leah Mitch, Katarina Avenado

This handy reference guide will be a keeper for many NYC parents. It begins with free things to do, includes an accessible section and moves into museums, hiking and more. A clean table of contents and color-coded sections help with navigation. Images are used throughout the publication to add interest.

Silver: *Indy’s Child*; “Inclusive Indy”; Mary Cox, Nicole Sipe, Karen Ring, Katie Clark

This entry stands out for its design, with a striking cover, elegant typography, good use of white space and an easy-to-read table of contents. Helpful articles walk parents through the confusion of an I.E.P. and how to talk to children about kids with special needs. Features on community heroes show an emphasis on local reporting.

Gold: *Chesapeake Family Life*; “CFL Field Guide 2021”; Jenny Cardoza, Jessica Kannegieser, Claire Darcy, Donna Jefferson

This clever and resourceful field guide combines information with interactivity. Parents and children alike will find this a cool and refreshing way to spend time together. The consistent design fits the content, with a new opportunity for exploration on each spread. This innovative guide is loaded with fun ideas.

45,000 or more
No awards.

GE3 – Website General Excellence

25,000 and fewer

Bronze: *Kansas City Parent*, “KCParent.com”; Michael Gimotty, Kristina Light

The large selection of things to do is a strong point. The emphasis on vivid photos to accompany each offering invites visitors to pick and choose based on what looks fun, while the clear use of dates allows for smart planning based on the user’s schedule. The calendar sidebar offering each day’s possible events is a smart addition, especially if users finds themselves in need of an immediate distraction.

Silver: *TulsaKids*, “TulsaKids.com”; Tara Rittler

The images featured on the homepage and graphics announce this is a site that will give kids and parents what they want and what they need. The top-to-bottom content path is accessible to various schedules, starting by answering timely needs for activities and getaways, then progressing to the content that requires more time and thought.

Gold: *Cincinnati Family Magazine*, “CincinnatiFamilyMagazine.com”; Susan Day, editor in chief; Amanda Hayward, editor

This clean and uncluttered site is both inviting and intuitive. The carousel on the front has smart choices for content. Great art, excellent picks to align with parent interests, the site hits all the buttons for families, from babies to older kids and lots of stuff going on. The navigation bar is super simple and easy to work, and the searchable calendar is an exceptional feature for people trying to tailor the experiences they want to find.

25,001-44,999

Bronze: *Chesapeake Family Life*, “ChesapeakeFamily.com”; Donna Jefferson, Jessica Kannegieser

The warm color scheme is a smart choice for creating a comfortable feeling on the site. The use of clear photos with headline graphics efficiently directs readers to the featured content, and the sections are cleanly and clearly segmented and set apart while still feeling cohesive.

Silver: *Indy’s Child*, “IndysChild.com”; Wendy Hasser, Mary Cox, Nicole Sipe, Karen Ring, Mary Mueller

The interactive and layered calendar is a star on this site, and the design of the homepage is very visually pleasing. The labeled photos linking to content are inviting, and the navigation provides a clean design and streamlined experience.

Gold: *New York Family*, “NewYorkFamily.com”; digital team

Bright colors and simple design choices highlight the page, and accentuate the wide variety of content for families. The navigation and setup is very user-friendly, and the happy and cheerful photos do as much to entertain and accent as they do to provide paths to further content.

45,000 or more

Bronze: *Colorado Parent*, “ColoradoParent.com”; Anna Sutterer, Kara Thompson, Heather Gaumer, Debbie Mock

Clean, crisp and simple images and headlines make for a streamlined navigation experience. The decision to put time-sensitive content, like events and activities, toward the top is smart. The photos and header images have a lot of pop and provide visual treats to entice readers.

Silver: *Metro Parent*, “MetroParent.com”; Christina Clark, Katina Beniaris, Kelly Buren, Tamara O'Shaugnessy

Big images and headlines boldly announce the highlights of the homepage, and the clean organization makes the top-to-bottom navigation a simple and efficient experience. Great delineation of each section, there's no feeling that it's crowded or overpopulated.

Gold: *Chicago Parent*, “ChicagoParent.com”; Katina Beniaris, Alexis Bourkoulas, Julia Elliott, Kelly Buren

Straightforward and uncomplicated, this is a site people will want to return to because they know they won't get lost. The content is idea-driven, and both the design and content show a clear contemporary focus. The emphasis on activities and things to do is a highlight, and the clean format makes for an enjoyable experience.

GE4 - General Excellence

25,000 and fewer

Bronze: *Augusta Family Magazine*; Aimee Serafin, Randy Pace, Michael Rushbrook

This entry features gorgeous design with balanced white space and large visuals. The table of contents is bold, striking with its simplicity. It offers helpful stories on how to deal with the pandemic, such as “Modern Staycation Memories.” Page after page is beautiful to view, particularly the National Graduation Statistics spread.

Silver: *Nashville Parent*; Michael Aldrich, managing editor, Susan Day, editor

Reader service is excellent, with many resources, lists, and a strong story mix. Editor's Notes are always a good read, displaying vulnerability and tenderness. Consistent design begins with sophisticated, colorful covers that speak to the editorial content. Artistic use of typography adds flair to text.

Gold: *TulsaKids*; Betty Casey, Chuck Foshee

Each issue includes a mix of features and more difficult, meaty topics. They aren't afraid to cover a range of subjects, such as schools in the time of COVID and Black Lives Matter, masks during Halloween, and the unspoken truth behind Thanksgiving. Coverage is comprehensive, including children of all ages, as well as parents. Photographs are sized well and clearly explain the story they accompany. Typography is used to create contrast and interest on pages.

25,001-44,999

Bronze: *Northeast Ohio Parent*; design staff, freelance staff, Angela Gartner, Brad Mitchell

Covers are particularly strong, with photographs that do a great job of illustrating tough editorial concepts, such as adoption. Back of the book columns are always a fun surprise and particularly well-designed. They have a great selection of topics and stories that appeal to parents with children of all ages.

Silver: *New York Family*; Donna Ladd, Leah Mitch

This publication keeps the reader in mind, with community sourcing in stories and profiles on local parents. Feature stories of note include “Missing Milestones” and “Books.” Visuals are played well, with one large, dominant image to anchor each feature. Covers are spot on, with photographs that speak to the editorial content and typography that fits the theme of the issue.

Gold: *Indy’s Child*; Mary Cox, Karen Ring, Nicole Sipe, Katie Clark

Helpful topics and features deliver advice, such as how to prepare a house for sale and how to help children deal with grief. There is a strong mix of light and heavy topics. The striking table of contents helps with navigation and introduces a user-friendly design. Reader-submitted images show real people and local faces. This publication feels deeply connected with the community and local parents.

45,000 or more
No Bronze award.

Silver: *Colorado Parent*; Debbie Mock, Heather Gaumer, Lydia Rueger, Christina Cook, Courtney Drake-McDonough

There is a healthy mix of stories that are helpful for families with children of all ages. Well-written examples include “Outsourcing Motherhood” and “How to Help Your Kids Thrive in Election Season.” Several features are keepers, such as “It’s a Date,” which is ready to pull out and hang. Covers are consistent and branded, with sophisticated typographic treatment. Special advertising sections are clearly labeled.

Gold: *Metro Parent*; Tamara O’Shaughnessy, Kelly Buren, Hillary Bird, Lindsey Lawson, Lauren Jeziorski

Well-written, community features keep readers’ interest, page after page. This publication is willing to tackle tough issues and explore how to deal with them, such as racism, mental illness and popular media. They do a particularly good job of talking about diversity issues and raising empathetic children. There is a mix of photographs and illustrations, with large visuals anchoring each spread.