

2010-2011 Judges' Comments

General Excellence 1

Berkshire Living

Life in the Berkshires is beautiful. The area has mountains, culture, history, good food and wine. *Berkshire Living* captures that life, presenting it in an engaging and appealing package that draws in the eye with beautiful photography and satisfies the mind with beautiful writing. It's a magazine equally at home in a B&B for visitors and in 200-year-old stately homes whose residents can delve deeper into the history of an area with an abundance of riches. Not many magazines can serve both town and gown equally well. *Berkshire Living* does.

Honolulu Magazine

A magazine as vibrant as the islands it covers, *Honolulu* delivers the hallmarks of a successful regional — topicality, service, storytelling and profiles — within a richly designed, reader-friendly format. From coverage of unlikely athletic achievers to expansive galleries of remote islands, to a retrospective on native music, each issue brims with stories that engage and surprise. Beyond the words, *Honolulu* presents photography and other visuals that capture the area's essence. Residents are fortunate to have a publication that speaks to the personality of their land.

Madison Magazine

Madison Magazine showcases the work of bold, creative editors who understand their audience and the city. And serve it does, with strong editorial content that reflects the individuality of the Madison. The stories are creative and open up new levels of understanding. The design is strong and supports the editorial content. It is a magazine that lives up to its mission: It informs, entertains, educates and invites action.

Main Line Today

Covering multiple suburbs of an urban area can be tricky because residents of one suburb are not necessarily keen on reading about the rest. *Main Line Today* does a first-rate job of balancing how-to, self-help and serious journalism that cuts across boundaries. The theme issues are strong in their coverage of public high schools, doctors and successful women. The covers and inside design are attractive and informative.

Memphis Magazine

Memphis Magazine captures lives in a city with a reputation as dangerous, ugly and unhealthy, as conceded by Editor Mary Helen Randall. The impressive balance of features and departments reflects some of that persona, all while emphasizing the many positive aspects of the city. The art and design complement the editorial content nicely. Like a mirror, the whole provides a truthful reflection of an energetic urban area on the mend.

General Excellence 2

Cincinnati Magazine

The writing is smart, the design fun and unobtrusive, and the photography packages work well. The magazine exudes energy and expertise, offering solid information about the people, places and things it covers. The overall package is consistent and always packs punch. Specifically, "Fun City" offers what a city magazine should, as does "best bakeries." Along with the June issue's "Garden to Table," also noteworthy were pieces by Bob Woodiwiss, including "10,000

Days in Eden” and his “Last Detail” column. *Cincinnati* consistently offers a comprehensive guide, presented efficiently with a few “Wow!” moments.

Milwaukee Magazine

This magazine has a long-standing tradition for providing readers with in-depth reporting and exceptional long-form journalism. The publication lives up to its reputation with comprehensive coverage into subjects as diverse as frugal living, local corruption to homes and the media itself. In addition, with stories on the changing nature of health care and where to find the best meals, the staff fulfills the city-magazine mission by giving readers expert narrative on issues that face them, along with discerning insight on what the city and region have to offer.

Portland Monthly

Portland Monthly provides a sterling example of what city and regional magazines aspire to. The covers are clear and uncluttered. The layouts of standard pieces on restaurants and bars are creative and effective, and the “Top Doctors” story is presented imaginatively. The articles are well-written, and the features have a mix that entices a reader to stop and read. The editor’s note in the front of the book also stands out as one of the best.

Seattle Met

This publication knows how to dig deep and keep the small bites tasty — that’s a winning combination. The big stories go way inside news, like the *Seattle Times*’ Pulitzer-winning coverage of the slaying of four police officers or a profile of a doctor and the emergency room he helped resuscitate. Service pieces give readers essential information but add value by drilling down on interesting people and institutions. The magazine captures the essence of the foodie, funky, dynamic city it serves and finds original ways to breathe life into the perennial stories readers expect.

St. Louis Magazine

It is not easy to take a place as mundane as a city park and inject it with attitude and excitement. But the editors did just that in a feature that is thoughtfully packaged with elegant photos and insightful writing. It is a perfect example of this magazine’s strengths, highlighting the hidden treasures of its city in a way that inspires readers to learn more. In addition to covering local politicians, artists and seasonal events, *St. Louis* sheds light on some unusual characters that flavor the city. The staff also digs below the surface to explore controversies, even when they might not paint the city in the prettiest of lights. Outstanding journalism and powerful photography make this magazine an engaging, informative read.

General Excellence 3

5280

5280’s mission is to serve as the premier guide to the arts, entertainment, dining, news and newsmakers, while providing a forum for stories that celebrate life and look deeply at the region. It is a mission that is realized in every sense. The magazine is a powerhouse with gracefully dynamic typography, photography as vivid and beautiful as the landscape that surrounds Denver and an array of first-rate illustrators — all in the embrace of art direction that is fresh, contemporary and daring. This is a magazine that fulfills the criteria for general excellence and exceeds it.

Chicago Magazine

People who have spent any time in Chicago fall in love with it. You can say the same thing about readers who have spent time with *Chicago* magazine. City and regional magazines should reflect the areas they represent. *Chicago* does that. Its pages bounce with life and excitement with stories, titles and leads ... And what a cover story: “40 Reasons to Love Chicago.” That’s an understatement! You’ll find more reasons than that to read and love this magazine.

Los Angeles Magazine

There’s plenty of Hollywood in *Los Angeles Magazine*, but it often shows up in unpredictable ways. From a compelling narrative about road rage to a comprehensive and energetic package on autism, the magazine draws readers into the issues and emotions of everyday life, not just the ones that pop up on our screens. Using clever design, detailed service and strong editorial pacing, this magazine does exactly what city regionals are supposed to do: take readers on an intimate, informative, and entertaining ride — with the top down.

Texas Monthly

Texas Monthly, much like the state it chronicles and serves, is grand, swaggering and complicated. The resources and real estate the magazine devotes to important investigations — a 47-page package on immigration! — is inspiring. But *Texas Monthly* serves its readers more than spinach: There’s also enchiladas and *huitlacoche*. Lonesome Dove and Lance Armstrong. W 2.0! For a magazine that has long set the standard for excellence, 2010 was another banner year.

Yankee Magazine

Yankee has had a remarkable transformation in format and content. It not only celebrates New England, it explores the region, combining down-home cooking features with travel experiences, something for nostalgia buffs and hard news about economic and ecological developments. Recipes for lobster salad and no-knead bread share pages with examples of Shaker design and centuries-old architecture. This magazine is happy to be here.

Criticism

D Magazine

Willard Spiegelman calls himself a curmudgeon, and who are we to argue? But curmudgeons have their place in this world — especially if they’re willing to pick good fights with powerful local institutions. Spiegelman is an old-time shot-caller, rubbing elbows on the local scene but never pulling his punches.

Los Angeles Magazine

Steve Erickson’s sophisticated treatment of subjects ranging from the seductive draw of HBO’s *True Blood* to the timeless appeal of Helen Mirren reflect a critic working at the top of his game. An authoritative voice, coupled with prose polished to a high sheen, makes his work a delight.

Milwaukee Magazine

An expertly rendered profile of a museum curator was the highlight of Tom Bamberger’s portfolio, and his attention to the architectural ins and outs of parking garages and office towers

make clear his passion for exploring and explaining, with a critical edge, the urban corridors of Milwaukee.

Orange Coast Magazine

Does automotive writing really belong in a criticism contest? It does when it comes from the keyboard of Preston Lerner, whose entertaining but always edgy voice takes on everything from the trials and tribulations of Toyota to the evils of red-light cameras in one long joyride.

Texas Monthly

Whether he is daring to dislike *The Blind Side* or celebrating the works of Texas writer Horton Foote, we Christopher Kelly's work is informed by a love for the Lone Star State — which is perhaps why he isn't willing to settle when it came to the work of his fellow Texans.

Food or Dining Writing

Chicago Magazine, Jeff Ruby

When Jeff Ruby writes about pizza, you can practically taste the toppings — and if you live in Chicago, it's likely you will because he writes that convincingly. Even diehard anti-deep dishers will be convinced to give Ruby's recommendations a try.

Minnesota Monthly, Dara Moskowitz Grumdahl

Dara Moskowitz has been reviewing restaurants in Minneapolis long enough (more than 15 years) to be understandably jaded — or at least palate-fatigued. But her reviews, which tell a story as much as they describe the dining room and the food, reveal an enthusiasm undimmed by experience. She also happens to be a lively read.

Portland Monthly, Karen Brooks

Portland continues to fall at the epicenter of many emerging food trends. Karen Brooks is that city's able and imaginative scribe, providing readers with information, insight and imagination.

Rhode Island Monthly, Karen Deutsch

Under critic Karen Deutsch's tutelage, *Rhode Island Monthly* readers learn where the best one-handed breakfasts are, the true nature of food critics and how many cojones are required to eat black blood pudding. Her writing is a smart combination of service and style.

The Washingtonian, Todd Kliman

Dining editor Todd Kliman goes beyond the expected to find stories and personalities that have local and national significance. A feature on the development of the once arcane *sous vide* cooking method explores a future that is bringing the dishes of star chefs to U.S. supermarkets. But Kliman covers the local dining scene expertly as well, keeping readers hungry for the next issue.

Feature Design

Birmingham Magazine, "We Make Birmingham"

The design craft of the story is just as creative as the craftspeople featured. The traditional and elegant typography prepares us for the topic, and the contemporary visual touches help us

understand that this is an important story about modern people doing magnificent work.

Indianapolis Monthly, "Best Restaurants"

The bold opener immediately captures attention. The dimensional "22" is aptly paired with the stillness of the minimalistic image. Turning the page, the massive size of the playful dropcaps gives each spread a sense of graphic fearlessness. What could be an ordinary list is transformed into an interesting visual experience.

Los Angeles Magazine, "Into California's Vast and Wild and Wonderful Desert"

With a taste of the real Wild West, this feature creates a gorgeous tone for a story about a trek across the state's most mysterious landscape. The hand-crafted look of the headline and blurb, plus the photography and design architecture, set us up for the visual storytelling throughout.

Minnesota Monthly, "Unsolved Mysteries?"

This design pays homage to the stylings of silent cinema, but in place of the piano player, bold graphic illustrations set the mysterious tone. The intricacies in the borders, dividers and embellishments with well-chosen fonts, expertly mixed, give this design a highly polished look that integrates everything beautifully.

Philadelphia Magazine, "High Times"

The opening spread instantly conveys its content: an elegantly coiffed and attired Main Liner partaking of an illicit pleasure, the pot swirling from her joint, curling from her mouth, and entwining itself around the story's title. The following spreads carry the content forward with a visually stimulating mix of infographics, entry points, grids and typographic hierarchy. But it is the artwork and the palette that most impress. It is a well-constructed whole that hits all the right notes.

Reporting

5280, "Power Broken"

Major law firms are normally closed to outside scrutiny. Maximillian Potter broke through that confidentiality, however, at the Denver firm of Kamlet, Shepherd & Reichert to document the dishonest dealings of partner Willie Shepherd. The story reached beyond the law firm to show how Shepherd and his partners influenced the Denver power structure and government.

Atlanta Magazine, "Final Exit"

When an assisted suicide occurs in the United States, those involved rarely want to discuss the death with journalists. Charles Bethea performed a remarkable reporting feat by persuading those involved in the death of John Celmer to open up about the legality, morality and emotionalism of the case. The story is well-reported and skillfully presented.

D Magazine, "Dallas' Evil Genius"

Most towns have one — the big mover and shaker whose words can make or break anyone but whose authority is rarely challenged. Dallas has Harold Simmons — or did, until *D Magazine* and reporter Laray Polk started digging. Through meticulous detail and easy-to-follow unraveling of Simmons' wheeling and dealing and his troubled family relationships, Polk's deep reporting strips the veneer from Simmons' bravado.

Texas Monthly, "That's Oil, Folks"

So you thought the oil boom in West Texas was all played out. Skip Hollandsworth shows how far from dry that region is. Through deep reporting of civic and corporate records, local news accounts and even geological reports, the story traces how the boom is back in ways that few had expected but many are now trying to tap. It's an engrossing and engaging tale of history, greed, science and not a little bit of luck.

The Washingtonian, "Own The Sky"

In a time when government spending is so often discussed, Shane Harris pulled back the curtain on a deeply complex and too-often obscured piece of that spending: military contracts. Harris' careful reporting, following one seemingly boring but vital contract over nearly a decade, creates suspense from government bureaucracy.

Cover

5280, August

This bold cover and wonderfully simple portrait play into the conversation and controversy surrounding Tim Tebow. Will he be the "second coming" for the Broncos? Tebow's penetrating eyes and the Biblical verse reference are arresting. The subtle use of color and type provide balance and draw attention to the image.

Cincinnati Magazine, December

From the moment readers see the Lego-like typography under construction, they sense that *Cincinnati's* "Best of the City" issue is going to be special. And it is. The 24-page package utilizing the motif of "Men-at-Work" road sign construction graphics mirrors this fresh and exciting cover design.

Los Angeles Magazine, August

A "Best of LA" issue is a tall order. There's a lot to love, and this design finds just the right visual energy. The star leaves no doubt as to what the city is most famous for. The movie marquee typography works perfectly as a visual metaphor. The city's culture and style are boldly expressed with vibrant color and hip type.

Seattle Met, July

Although there are many reasons to love Seattle, a pink and red flash mob forming a heart is not the most obvious. This unexpected illustration hints at the quirky list of things to love that readers will find. The choice of black and white and the minimal use of type make the heart stand out. This is a fun cover with a sense of whimsy.

Texas Monthly, August

This nostalgic cover is a wonderful homage to Norman Rockwell's cover paintings for *The Saturday Evening Post* in the '40s and '50s and Reid Miles' photographic versions of Rockwell's style in the late '70s. Everything is purposefully stereotypical, and this adds to the appeal. The kicker is that the cover still manages to look modern and relevant — a tribute to superb art direction, styling and photography.

In the Column category

Boston Magazine, Eileen McNamara

In a city where commentary and loud-mouthed opinion flow like beer from the taps at a skuzzy Comm. Ave. bar, Eileen McNamara's columns are remarkable in their well-reasoned clarity and restraint. But don't confuse that with passiveness: McNamara makes penetrating, surgical points, delicately eviscerating subjects who deserve it and bringing to light the issues that face Boston and New England.

Chicago Magazine, Jeff Ruby

Jeff Ruby goes above and beyond reviews and fawning profiles that other writers get sucked into. His dissection of the Cook County jail "Nutraloaf" essentially a giant, bland Powerbar served to inmates, is equal parts disturbing and hilarious, a perfect example of the personal, experiential element Ruby brings to his engaging writing.

Los Angeles Magazine, Anne Taylor Fleming

Anne Taylor Fleming is an elegant stylist with a profound connection to and affection for her hometown. In a media landscape increasingly dominated with drive-by snark, Fleming offers spirited wisdom on civic affairs that is informed by her lifetime of devotion to LA.

Los Angeles Magazine, Mark Lacter

Mark Lacter takes the simplest and most infuriating questions vexing the city — Why don't the rich give more to the poor, and why won't government officials admit that the city is nearly bankrupt? — and provides surprising, persuasive answers. Dispassionate but opinionated, Lacter is quietly scathing in his compelling analyses.

Philadelphia Magazine, Sandy Hingston

Philadelphia's "Loco Parentis" takes the city-magazine mandate and makes it ultra local as columnist Sandy Hingston examines a single family unit: her own. The result is a surprisingly engrossing, entirely relatable and often moving chronicle of urban living during the Great Recession.

Personality Profile

Chicago Magazine, "Reconstructing Harry Weese"

Once, Chicago's preeminent architect Harry Weese helped transform a city and influenced styles around the world. He died out of favor and out of control, and Robert Sharoff constructs Weese's story with elegance and understated pathos.

Los Angeles Magazine, "Tough Sell"

Dave Gardetta's portrait of estate-sale queen Cynthia Abernethy shows a city of ghosts, vividly conjuring a feisty practitioner of a morbid craft. It's a testament to Dave Gardetta's wry, light touch that in casting a sidelong light on the detritus of finished lives, he evokes a no-nonsense character and a world teeming with energy.

Philadelphia Magazine, "A Savior For the City"

Sandy Hingston's profile of journalist Buzz Bissinger packs a wallop, fairly and incisively, peeling back the layers on a supremely talented and equally troubled author. Getting past the bluster and easy answers, she gets to some of the root causes of his passion — and his pain.

Rhode Island Monthly, “His Father’s Son”

Mark Arsenault’s thoughtful and stylish profile of Patrick Kennedy — the last elected official from America’s political dynasty — gives a real sense of a troubled, sincere man struggling with a conflicted legacy. Arsenault’s piece is set apart by its terrific access, evenhanded tone and skillful timing.

Texas Monthly, “I Believe I Can Fry”

This story introduces readers to the world of competitive frying and to the star of that world. Abel Gonzales Jr. is driven in the way that all great competitors are driven. And though his world is strange and different — his ultimate goal is to fry lettuce — Katy Vine reminds us that drive, in whatever field, is still drive.

Photography

5280, “Wing Men”

These images give readers the inside seat not only in the air but also on the ground. The spread “Family Man” is a great contrast to the action shot over Pikes Peak, and the layering on the “Homecoming” spread is incredible. This visual report feels complete and shows these tough pilots in tender and emotional moments.

B-Metro Magazine, “The Mythic Backyard”

The photographs by Leisa Cole, while deceptively simple, are full of child-like exploration and wonder. The interesting backlight and piercing looks of the kids gives a mystic feel to the pictures. Attention to detail reveals a chicken pecking in the background and the hyper-sharpness of the subject and the background blur add to the overall strength.

Indianapolis Monthly, “Home Courts”

We wanted to click our heels three times and say, “There’s no place like Home Court.” These photographs are simple and beautiful. They bring out the natural grandeur of each court so that you can almost hear the cheers and feel the rhythm of stamping feet.

Los Angeles Magazine, “Wind Fall”

This series could have been just another fashion shoot, but the challenge is to find something viewers will react to. Wind: Is that it? Generally all fashion shoots have some sort of wind, but here wind is central. Add a dog, and sprinkle in floating hats and a little jumping, and the result is just plain fun.

Yankee Magazine, “Maine Coastal Odyssey”

This is an enjoyable essay that conveys the feeling of summer on the coast. In some frames Richard Schultz puts the viewer in front of the subject, while in others the human form is just a compositional element. As a package, these images show the excitement, peace and beauty of the region. □

Spread Design

Atlanta Magazine, "Mother Nature's Daddy"

The difference between good and great design is execution. For "Mother Nature's Daddy," *Atlanta* takes a good concept and executes it brilliantly. Pitch-perfect typography reinforces the environmental theme while playing off the portrait of eco-ad man Joel Babbit. It's an arresting spread that halts readers while instantly communicating what the story is about.

Indianapolis Monthly, "The Pillar"

This is a great example of a spread where the sum is greater than the individual parts. Individually, the minimalist elements are adequate but not overly engaging. The full-page photo is interesting, but it becomes compelling with the designer's restrained touches. The facing title page adds a subdued, sophisticated palette, yet there's enough restraint to keep it from overwhelming the photo. Bravo.

Minnesota Monthly, "Ultimate Up North Guide"

What? You can't do that. There's no headline, no deck, no caption. Who do they think they are? Well, what about those arrows, Martha? They're pointing up. And a hand's pointing to the right. Okay, I'll bite. It means turn the page. Up. North. Places to go. I'm hooked. *Brilliant*.

Philadelphia Magazine, "Head-On Collision"

The story addresses a contentious issue affecting any city large enough to publish a healthy magazine about itself. *Philadelphia's* creative staff combines car, street and icon to illustrate the head-to-head conflict that so many city residents find themselves in. An unexpected, intriguing opener to an engaging story.

Texas Monthly, "Innocence Lost"

This deceptively spare spread packs plenty of drama with just two colors and a great double-take in Carl DeTorres' illustration of a young incarcerated man. *Texas Monthly* uses stark typography to underscore the gravity of its headline and deck to great effect.

Feature Story

5280, "Gone"

Telling the saga of a preschool girl who disappeared under suspicious circumstances can be handled in numerous ways. Lindsey Koehler tells the story through the police detective who worked the case, building tension and pulling readers inexorably to the messy, real-life resolution.

Atlanta, "The Golden Boy"

With artfully crafted prose, Thomas Lake peels away at the daunting (and dire) topic that is the H1N1 virus, chronicling how this virus captured the attention of a nation and still managed to unexpectedly snare a young man in its tracks. In a masterful read, Lake exquisitely portrays the victim, establishes his impending drama and then resolves the story with a deft twist.

Chicago Magazine, "The Long Fall"

What makes this story about corruption in Chicago so compelling is the visual imagery that places readers in a vortex of sordid conduct. There are some real characters in this tale of suicide,

illegality, human greed and frailty, and Bryan Smith's writing gives them voices so vivid we can hear them.

Philadelphia Magazine, "The Hitman"

Ralph Cipriano's engaging yarn about a mafioso hitman's improbable metamorphosis into a Midwestern family man and ace car salesman and ultimately, a federally-protected witness on the lam, is a triumph of reporting and storytelling. *Philadelphia* touted the piece as "The Greatest Mob Story Ever," and whether or not it meets that impossibly high standard, it earns a place among the great ones.

Texas Monthly, "The Soul of a Man"

Michael Hall shows us the music of a man most of us have never heard of being sent off into space, a sort of window into humanity. In this search for the ghost of Blind Willie Johnson, Hall peers into that window, showing a man who is part myth, part dusty reality. Despite being blind, poor and, at the end of his life, forgotten, Blind Willie managed to create something so moving, a piece of music so raw, that it will be hurtling into space long after we're gone.

Excellence in Writing

5280, December

5280 goes beyond a regional magazine's expected cover fare, serving readers with lively, personal writing throughout its pages. Even restaurant reviewers talk right to you. Although it's not new, the technique used in "The Gospel According to Regas" is wonderful, and "Unwanted" combines superb reporting with great writing.

Chicago Magazine, May

From the evocative restaurant reviews and the witty dispatches in its front-of-book Arena section, to can't-put-down reads such as Bryan Smith's riveting tale of Christopher Kelly's demise and Jonathan Eig's Al Capone book excerpt, *Chicago* engages its readers with voices that speak above the crowd.

Philadelphia Magazine, December

Beginning with the cover, readers see *Philadelphia's* superb writing. And inside, how can you pass over a headline such as "Is It Just Us, Or Are Kids Getting Really Stupid?" Equally important are the excellent blurbs. Later, the "15 Questions" quiz is irresistible, as are the well-reported pieces about "Mad Man" Gov. Chris Christie and the scary story about "Sabina's Murder." *Philadelphia* is about good writing throughout.

Texas Monthly, September

Texas Monthly does many things well but this best of all: It tells rich stories in a voice that is clear and authoritative. From Bryan Curtis' cover story on the rise of Texas quarterbacks to The Working Life column on a 911 operator, it's impossible to put down the September issue without learning something. You'd be hard-pressed to find another magazine, local or national, that leaves readers as enriched in its wake.

Yankee Magazine, July/August

A lot of regional magazines can tell you where they're coming from. But *Yankee Magazine* goes one step further and actually entices readers to drive up for the weekend. From an arresting story about Great White sharks to a mouth-watering feature on the Odells, the July/August issue reads like a 128-page invitation. "Look at all the fun you're missing," it seems to say. "You could be here, with us, having the adventure of your life."

Excellence in Design

5280, October

Bold typography and an outstanding mix of photos and illustrations capture readers in the October issue. Haunting photography dominates "The Crash," while "The Last Lean Americans" puts on a clinic in spectacular infographic design and layout.

Cincinnati Magazine, November

Cincinnati evokes content-driven design. The bright colors, exciting graphic elements and distinct design treatments provide a variety of entry points for readers encouraging them to peruse each page.

Los Angeles Magazine, November

If LA is laid back, *Los Angeles Magazine* is anything but. Its design is big, bold and aggressive. The front of the book announces its intentions immediately and gives you an immediate adrenaline boost with great photography. "The Ultimate Guide to Mexican Food in LA" is a wild ride of tastes, textures and excitement. This is energy in overdrive.

Seattle Met, December

Clean, minimal and sophisticated design permeates the departmental sections, while the feature well bursts with lively typography and engaging visuals. The cover story on Seattle's high schools is a fantastically designed package with spirited typography, whimsical illustrations and playful photography.

Texas Monthly, November

The design sophistication inherent in the complexity of the editorial content within *Texas Monthly* is worth honoring. The illustrations, photography, design, typography and color elements all work subtly to enhance the serious issues inherent within the immigration debate.

Redesign

Boston Magazine

Boston's redesigned look is extremely lively and browsable with bold new colors and design elements. No one will accuse this version of *Boston* of being stuffy. That's a good thing for a long-running magazine with a storied history.

Cleveland Magazine

From a utilitarian, predictable city magazine, Cleveland transformed itself into a publication that looks modern, accessible and fun. There are new typographic treatments, and with the renewed architecture of the department pages to the innovative use of illustrations and color, *Cleveland*'s redesign tells a story of a rejuvenated magazine.

Honolulu Magazine

Classic, modern typography lends a distinct flavor to the editorial pages, enabling this publication to emerge unscathed from the clutter of a heavy advertising mix. The added colors, rules and bars impose order and enhance the clarity of the message but never upstage the images.

Writer of the Year

Atlanta Magazine, Thomas Lake

Lake has a bold voice. He can take a simple story — say, about a repo man collecting automobiles in the dark of night — and turn it into a meditation on belief, on intuition, on life and death. He's a great storyteller, one who offers that rare thing: a real point of view.

Chicago Magazine, Bryan Smith

In the capable hands of Smith, even exhaustively covered public figures and public spats become newly intriguing. His keen ear for quotes and sharp eye for detail bring the city's politicians into multi-dimensional life. Readers won't completely know these Chicagoland characters until they've read Smith's treatment of them.

Indianapolis Monthly, Tony Rehagen

Rehagen's writing rises beyond mere storytelling to story-*showing* through his use of vivid description and masterful plot structure. Whether he's unraveling the details of a shocking murder, relating the thoughtful account of a Parkinson's victim's ordeal, or exploring the beautiful mind of a card-counting computer programmer, Rehagen always manages to deliver a page-turner.

Philadelphia Magazine, Robert Huber

Huber tackles ambitious stories with compelling narrative writing that is often influenced by personal experience. One instance is a story about being a parent, when he's writing a piece about a torrid relationship between a high-school student and a teacher, or of having to talk to his mother about life, and death, in a retirement home. It is a tremendous body of work in which he walks mean streets and meets some extraordinary people.

Texas Monthly, Pamela Colloff

Convicted of murdering six family members, Anthony Graves spent two decades behind bars, including years on death row, until Pamela Colloff's expertly reported narrative righted a wrongful imprisonment. She also artfully wove a textured, sad tale about Tejano superstar Selena and portrayed a high-rolling plaintiff's attorney who never earned a law degree, helping readers to understand the why and how of the con.

Designer of the Year

5280, David McKenna

The variety in David McKenna's portfolio showcases his versatility. Whether working with a long narrative and portraits or chunks of text and illustrations, he brings an attention to detail that holds the pages together. His work is graphically interesting with wonderful use of color and space.

Cincinnati Magazine, Grace Saunders

Grace Saunders' work is bold and playful. Whether the topic is restaurants or Civil Rights, she injects personality into her designs. Her sophisticated typography stands out, and her design toolbox is bursting with fresh ideas.

Diablo Magazine, Roger Gurbani

Sometimes you can garner more attention with a whisper than a scream. Roger Gurbani's *Diablo* is carefully crafted to flaunt the beauty and quality of the photos with subtle typography and pitch-perfect, understated design flourishes.

Los Angeles Magazine, Steven Banks

The high gloss of Steven Bank's buffed designs is the very stuff that makes Los Angeles, the city, a part of our American identity. Images and typography in features such as "50 LA Stories" nod to dime-store detective novel timepieces. And while "Fall Fashion" hits a modern note, "Great Nights Out" is enticing and gutsy. Whatever the style, these designs illustrate an impressive versatility.

Los Angeles Magazine, Lisa Lewis

The topics vary, but in Lisa Lewis' hands the magazine's identity shines through. The potpourri of the Nightlife and LA Stories presentations holds together through clever and well-crafted thematic variations. The fashion layouts employ striking visual themes but don't upstage the content.

Civic Journalism

5280, "Unwanted"

"Unwanted" offers an unflinching and detailed look into the terribly flawed foster-care program in Colorado by alternating between two stories: one of a boy who suffered through the system and ended up on drugs and in prison, and the other of a foster care mother coping with two young children and their teenage mother. Through her nuanced narrative, Natasha Gardner reveals how the underfunded and fractured system fails everyone.

5280, "The Education of Ms. Barsallo"

Robert Sanchez follows 22-year-old educator Millie Barsallo as she begins her career teaching English to a class of Spanish-speaking immigrant students in a Denver public school. Through his dedicated reporting and impressive writing over a school year, Sanchez lets readers see and feel the hopes and frustrations of Barsallo as she battles unending obstacles including out-of-control children from impoverished neighborhoods and a system that rejoices in mediocre improvements.

Chicago Magazine, "The Insider"

"The Insider" is a devastating look into the bowels of corruption in Cook County — a long-time bastion of back-room wheeling and dealing. David Bernstein takes readers on a journey into a largely obscure department that handles property-tax assessment reductions. The result is a well-documented and tightly-written account of a clout-laden system of government where insiders and politicians profit and the electorate suffer.

St. Louis Magazine, "Tough Kids Turning"

Jeannette Cooperman's story showcases an experimental school in St. Louis created to educate children expelled from public school. Cooperman's immersion in the school's culture helps readers understand, in personal ways, how an alternative approach to education can tap the humanity and ambition of at-risk children who would otherwise be left behind.

Texas Monthly, "Innocence Lost"

"Innocence Lost" is a harrowing tale of justice gone awry. Pamela Colloff weaves a compelling and shocking narrative of the wrongful conviction of Anthony Graves for the murders of six family members in Somerville, Texas. Nuanced and exhaustively reported, this account brought to light in vivid detail the two-decade long fight for his exoneration from Death Row. It is an exemplary example of civic journalism and a major contribution to continuing efforts to reform justice in Texas and across America.

Blog Column

Atlanta Magazine, "Covered Dish"

This newsy blog highlights reporting on people and issues. With the hot trend of buying and eating locally-grown food, "Covered Dish" provides consumers with valuable, seasonal content, demonstrating a true sense of place. For buying and growing food, this blog is surely a go-to source.

Chicago Magazine, "Felsenthal Files"

Deeply reported but conversational, Carol Felsenthal's columns bring historical perspective, inside scoops and first-look profiles in a style that pushes the online. Felsenthal makes readers truly understand that all national politics are local.

Cleveland Magazine, "Cleveland Magazine Politics"

Eric Trickey's blogs combine the immediacy of the web with a flair for narrative detail found in long-form features. For example, he imbues his coverage of the county executive race with details and sports-like tension. And in his account of a confrontation with one of the candidates in that race, he gives readers the back-story without boring them to tears.

Philadelphia Magazine, "The Philly Post"

Kelly Rowell takes on suburbia's touchiest subjects in her "Philly Post" blog. She risks class warfare by calling out a trash collector with boundary problems and tut-tuts over the establishment's curious attraction to stripper-pole workouts. The blog can't be accused of avoiding risk and prompts both praise and protest. This one's a fresh voice worth watching.

Seattle Met, "Sauced"

Jessica Voelker's blog posts are clever, chock-full of information and engaging. With well reported and surprising details, "Sauced" evokes imagery and a feeling for each location mentioned. Voelker uses humor well and effectively weaves cooking facts and history.

Reader Service

Indianapolis Monthly, "Sell Your House Fast"

What a dense yet engaging read! Splitting up the city by neighborhood, *Indianapolis* presents a complete sellers' handbook, a truly trusty guide. Compelling, insightful elements such as "Lesson

Learned” and “Key to the Sale” teach readers something useful, and well-written, first-person sidebars remind us what it means to be a homeowner.

Los Angeles Magazine, "The Shortest Route to Happy"

A clever way to celebrate *Los Angeles Magazine's* 50th anniversary, "The Shortest Route to Happy" has dozens of entry points and delivers something for everyone. From a quick meditation how-to and a charity navigator flow chart, to the best place in town to watch the sunset, the package is equal parts inspirational, entertaining and informative, and it never loses its local flavor.

Philadelphia Magazine, “Eat! (Cheap, But Well)”

Sure, "Cheap Eats" is not a new idea. But *Philadelphia Magazine* tackles the challenge in a fresh way. New and interesting packaging elements, such as a sidebar devoted to Pho, a spread of just sandwiches, and a round-up of food trucks, kept the story moving. And the full page on *prix-fixe* meals is simply brilliant. The snappy writing and engaging photography add to make an irresistible story.

Portland Monthly, “20/20 Vision”

Can a magazine provide a longer view of the economic landscape of a city and not leave readers yawning? *Portland Monthly* can. This guide to five industries gives information on companies to watch and pioneers in those fields and offers meaty content with sidebars and charts that make numbers come alive.

The Washingtonian, “Stress”

This package promises fun profiles (from a nun to a Redskin player) and helpful service (from hypnosis to foods) and delivers on both. A quiz starts readers off, and the delightful surprise of the stress scores for the profiled Washingtonians provide a quick comparison among people. Add an infographic to show how the body deals with stress, and this feature offers the first step toward calm.

Leisure and Lifestyle Interests

417 Magazine, "Asian Food Lovers' Guide"

There's a natural temptation for editors to make leisure-and-lifestyle packages one-dimensional: a comprehensive set of restaurant reviews, maybe, or a wide-ranging study of regional history, or an in-depth how-to. The editors of *417* did all three and then some in this guide. It's enlightening in every way — the very definition of great service.

5280, "Football Preview"

This guide gives readers essential information for the upcoming season but throws in surprises. The bios of unsung heroes highlight the support crew, and the infographic illustrating how NFL officials cover the field provides a fascinating look at those who fling the flags. Rounding out this coverage is a look at three state football programs and their surprising lack of a rivalry.

Chicago Magazine, "40 Reasons to Love Chicago"

There are more than 40 reasons to love this package. For reporting breadth and depth, this project is unparalleled. It offers entertainment, news and information in a clever, attractive presentation.

It is well-written, sophisticated and forward-looking, and it holds something of interest for everyone.

Los Angeles Magazine, "Lunch in L.A."

The editors of *Los Angeles Magazine* clearly know and love their city's food culture. The clever device of using the midday meal as the entry point allows editors to explore the entire range of the city's food culture, from 17 great sandwiches and the lost indulgence of the three-martini lunch to the under-appreciated excellence of Asian food courts. This package is a standout.

Portland Monthly, "Food Cart City"

Strong photography anchors this package, which begins with a little mobile meal history and then gets into the specific offerings. The writing is smart and witty with enticing descriptions: Just try reading this and not catching a craving for cart cuisine.

Special Issue

Chicago, December

To celebrate its 40th anniversary, *Chicago* came up with 40 people, places and ideas to love about the city. The list ranges from the obvious — basketball star Derrick Rose — to the obscure — a Chicagoan who invented a bra that converts to two face masks in case of a nuclear meltdown. These pages celebrate local bars, ethnic foods and even debate Richard M. Daley's legacy. You can't get much more Chicago than this issue.

D Magazine, April

D documents how Dallas won the bid to host the Super Bowl, the power structure and the celebrities who have been working on the event, and what their plans are when the teams, fans and big-money interests are in town boosting the regional economy by some \$600 million. Using everything from in-depth stories and graphics to pictures, the editors offer an entertaining and informative mix.

D Magazine, January

In celebration of its 35th year, *D* dedicated a staggering 80 pages to reflect on the "35 Biggest Moments in Modern Dallas History." While some magazines devote entire issues to specific topics, few accomplish what *D* has done. What makes the retrospective so compelling is not just the variety but that some stories are authored by the people who were at the center of these moments when they happened.

Los Angeles Magazine, December

To commemorate its 50th anniversary, *Los Angeles Magazine* invited 50 famous locals to tell readers what is special about LA. It didn't hurt that Steve Martin, a famous person and an excellent writer, leads the classy section. The remembrances are short, punchy, sometimes funny, sometimes sad but always interesting. The design emphasizes the quick read along with historical photos.

Texas Monthly, November

In a more than 50-page report, *Texas Monthly* takes an impressively multifaceted approach to exploring the thorny issue of how to solve the immigration system. From a photo essay that puts

18 real faces (and personalities) on the issue, to policy discussions with lawmakers, to a moving feature about the patron saint of immigrants, this is an impressive example of how to take a comprehensive look at an issue that has meaning for and impact on people in Texas and far beyond its borders.

Excellence Online

Atlanta Magazine

Atlantamagazine.com has a bold visual look that showcases photography in a way that's not typical of magazine sites. The presentation mixes news from the print edition with blogs and other online updates seamlessly. The expanded photo libraries of feature stories are particularly nice.

Chicago Magazine

Chicagomag.com is bracing, involved, inside, slightly rowdy and very smart. Features from the print magazine blend smoothly with web-only elements, including a multi-blog piece driven by confident writers with distinctive voices. The design is sensitive to the way readers look for information online, and the site offers an abundance of crisp, interesting and unusual feature stories, some that make savvy use of the web.

D Magazine

Dmagazine.com takes an unconventional approach with a clear, compelling, in-your-face branding treatment. There's a hierarchy of content, but the site still offers a wide variety of features and department stories up front. Delving deeper takes you to smartly designed section pages. In addition, *D* offers an excellent mobile presence.

Philadelphia Magazine

Phillymag.com offers smart and cheeky web-exclusive content. Everyday, the city is brought to readers by a coterie of bloggers who fearlessly tackle issues, from dirty dancing in the schools to the 10 most awesome neighborhoods. A homepage redesign brings a greater focus to the vast wealth of the site's service journalism. The whole keeps visitors completely in the know.

Texas Monthly

What's most appealing about *texasmonthly.com* — its muscular graphics and compelling editorial — model what the magazine does in print. A cluster of very good online-only pieces add to the magazine's admirable print stories.

Ancillary Publication 1

Columbus Monthly, Columbus Bride

For brides looking for the nearest thing to a Bible on getting married in Columbus, *Columbus Bride* is it. Thorough articles on every aspect of a wedding are accompanied with lush photography and attractive layout. The reception venue guide was a major reference, yet its stylish, color-coded presentation by region never made the list tedious or dull. The superb use of font style, art, writing, layout and theme all made this a near-flawless entry.

Evansville Living, Evansville Business

The editors and designers of *Evansville Business* successfully combine engaging storytelling and

design in this smart publication. There is a strong sense of organization, and the editors clearly consider a story's theme when designing story headers and repeating design elements. Bold fonts add to the sense of a magazine that knows what it wants to say. Its talented writers make even a story on a tire-tread company a page-turner.

Inside Columbia, CEO

Using interesting pull-quotes and relevant sidebars that provide targeted information, timelines and identifying features, the writers and editors of *CEO* crafted a comprehensive issue with good emphasis and balance. For example, by providing photo IDs and insights into what keeps a group of Missouri education leaders up at night, the educators' points of view come to life.

Martha's Vineyard Magazine, Island Weddings

Island Weddings begins with a simple cover that conveys a sense of spontaneity. The centerpiece focuses on the featured weddings, which have great visual appeal and take readers through the nuptials in a casual story form. Departments focus on service and resources, and there's a nice sense of pacing throughout.

Memphis Magazine, MBQ Memphis Business Quarterly

MBQ Articles convey authority without being staid or boring. Business basics such as financial planning, networking and outsourcing are balanced with surprising profiles of a watchmaker and a meat processor. A substantive feature well gives readers longer stories with depth.

Ancillary Publication 2

Boston Magazine, Home

Showcasing the best in home design from Boston, this ancillary is regionally significant and well-packaged. The Threshold section caters to a range of personal tastes and interests and "Next Generation Design" makes for compelling and thought-provoking reading. The photography holds its own on the coffee table alongside national shelter titles.

MLPS. St. Paul Magazine, Weddings

MLPS. St. Paul Magazine Weddings offers a masterful — and useful — collection of articles with photographs ranging from heart-tugging to hysterical. This magazine clearly shows readers that there is no right or wrong way to plan a wedding; the key is to make the day your own.

Philadelphia Magazine, Wedding Spring/Summer

This issue features an excellent selection of service-friendly departments including standouts about children and challenges couples face managing their relationships during stressful wedding planning. Clever photography and design offer alluring eye candy — quite literally — in the whimsical wedding-cake feature.

Seattle Met, Bride & Groom

From cover to back of book, this publication is a delight. The simplicity and elegance of the photography is memorable, both in the product feature pages and the floral and dessert packages. The pacing moves from photography to infographics to short charticles. All in all, the magazine is inspiring and loaded with ideas.

The Washingtonian, Bride & Groom

Sumptuous photography and impeccably packaged service stories are the hallmarks that make this issue destined to become dog-eared on the nightstand. Each well-executed section is a pleasure to explore. Superlative design, color palette, use of type and art direction so elevate this classic issue that it should be published in hardback.

Multimedia

MPLS St. Paul Magazine

MPLS St. Paul's videos showcase the music, people and food that have helped put the Twin Cities on the map. Crackling with energy and well executed production, the videos are an example of what good multimedia can achieve.

Portland Monthly

Portland Monthly's entries demonstrate a well-tuned sense of the city's personality, culture and inhabitants. The well-produced videos realize a creative vision that compliments the magazine and is true to the character of Portland.

Texas Monthly

Texas Monthly excels at multimedia storytelling, offering original content that can stand on its own and take viewers beyond the pages of the magazine. Compelling interviews, music, videos, images and narration draw viewers in and storytelling is key throughout.

The Washingtonian

From the elegant and stunningly beautiful "Behind The Scenes: Bride and Groom Photo Shoot" to the semi-raucous "We, The Pizza," these online videos provide a multi-tiered view into the life of the capitol. Using finely-honed camerawork and a raw, handheld approach evokes the elegance and high-spiritedness of the city.

Yankee Magazine

From Russian religious icons to tips on growing tomatoes, *Yankee's* offerings are low-key and informative featuring an interesting array of subjects. More educational than stylish, the videos explore the side roads and smaller corners of the region to offer a relaxing afternoon stroll with many great memories.

Community Service Project

Chicago Magazine, "Chicagoans of the Year"

Every city has its unsung heroes, and thanks to "Chicagoans of the Year," some finally get the recognition they deserve. The honorees range from a woman who teaches children and adults with special needs how to ride horses, to the parents of a boy killed in street violence who are fighting for stricter gun-control laws. By recognizing these citizens, *Chicago* magazine generates media buzz that brings much-needed attention to the efforts of these individuals.

Evansville Living, "Downtown Idea Home"

This community service project involved the renovation of a historical property in downtown Evansville, demonstrating the magazine's support of downtown development and generating

greater awareness of urban renewal efforts. The project also raised more than \$10,000 for Indiana Landmarks, a nonprofit organization to protect historic structures.

Inside Columbia, “Wine & Food Festival 2010”

On the surface, this festival looks like a fun cultural event filled with winemaker dinners, tastings and artwork. But the effects provide much more. Of the visitors, 87.4 percent were out-of-market, and 51 percent of those stayed in area lodging. That kind of boost in tourism is significant. The festival also raised \$24,000 for the Sol House, a local program that offers housing, counseling and training to homeless youth.

St. Louis Magazine, “Excellence in Nursing Awards”

With these awards, St. Louis Magazine seeks to recognize the community's nurses as medicine's unsung heroes. Vivid, tightly written vignettes pull readers into the lives of the 16 winners recognized at an elegant reception. The project sprang from the magazine's “Best Doctors” issue, but the nomination of almost 200 nurses attests to the chord it touched.

St Louis Magazine, “FEVER Fashion Show”

For its annual FEVER Fashion Show the magazine partnered with Autism Speaks to increase the event's charity focus. The sold-out event generated widespread attention from local media and raised \$50,000 for Autism Speaks, exceeding the \$40,000 goal.

E-Newsletter

Chicago Magazine, “Chicago Guide”

“Chicago Guide” is a well-designed, easy-to-read short take of the Top 5 best things to do in the city. A creative color-key cues readers to events that might interest them, and it includes relevant links so readers can get more details.

Chicago Magazine, “Domestica”

From a bona fide design junkie, “Domestica” is a great alternative to the food and weekend events e-newsletters that abound. It appeals to a highly specific niche audience and showcases an area for which *Chicago* is well-known. With a variety of art, links to related content and links back to the blog, “Domestica” offers the latest tidbits on the latest in design news and trends.

Los Angeles Magazine, “Online This Week”

The simplicity of design, wide variety of features and a portal approach in “Online This Week” are impressive. A feature about a local place, person or event leads each issue and the blogs, other features and reviews receive similar, though smaller, treatment. The visuals add interest and serve as a valuable tool to involve readers.

Philadelphia Magazine, “The Weekender”

This newsletter excels based on the strength of its organization. The labels above each entry make the newsletter a quick and easy scan. The writing is lively and personable, and the visuals pertain directly to each event.

What's Up Annapolis, “Food Flash”

Here, delicious-looking food photos are sure to grab the eye. The Recipe of the Week includes an appetizing shot and the recipe on the same screen. The top stories are brief and lively, and the teasers provide just enough information to help readers determine if they want to continue on.