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REPORTERS WIN ASA MEDIA AWARDS

Aging in the Suburbs is the title of the four-part *Philadelphia Inquirer* series that earned the 2007 American Society on Aging (ASA) Media Award for Lini S. Kadaba, shown above left, and Rita Giordano. The pair was honored in the local-regional reporting category. Other reporters who received kudos during the Joint Conference of ASA and the National Council on Aging included journalists from public television's *The News Hour With Jim Lehrer*, *USA Today* and the *Minneapolis Star-Tribune*.

Kadaba and Giordano, who inaugurated the *Inquirer's* quality-of-life beat, developed the series after a conversation about their own aging parents, who live in the suburbs, and the difficulties their parents faced day to day. The series, which began with a piece headlined "A Rude Awakening," featured main stories augmented by online multimedia material, sidebars highlighting innovative programs and a poll on what to call aging boomers who despise the label *senior citizen*.

The series hit a chord and garnered more than 150 responses from readers when it ran in fall 2005. As a result of Kadaba and Giordano's articles, a local board that oversees housing for elders sponsored a public forum to explore solutions to issues of aging in the region.

NATIONAL REPORTING WINNER

Winning ASA's 2007 Media Award for national coverage was Susan Dentzer, health correspondent for *The NewsHour With Jim Lehrer*. The awards jury, consisting of both journalists and professionals in aging, honored her two-part series examining the causes of Alzheimer's disease, efforts to speed treatments to patients, and the enormous burden faced by caregivers of Alzheimer's patients. The program followed the life of former TV journalist Meryl Comer and her husband, Harvey Gralnick, a former physician and scientist with the National Institutes of Health, who was diagnosed with Alzheimer's a dozen years ago.

Dentzer, who joined the staff of *The NewsHour* in 1998, leads the program's health unit, which has won many journalism awards for its coverage, including pieces on osteoporosis, the Eden Alternative to nursing homes and other topics related to issues in aging.

The Honorable Distinction plaque for local-regional coverage went to Warren Wolfe of the *Minneapolis Star-Tribune*. A past winner of the ASA Media Award, Wolfe was recognized this year for his extensive coverage of the Medicare Part D prescription drug benefit.

Receiving the Honorable Distinction for national reporting was Peter Eisler, veteran reporter for *USA Today*. The awards jury honored his series examining fire safety problems in nursing homes, assisted living facilities and other institutional care settings for elders and people with disabilities. Eisler found that fires in facilities kill hundreds of dependent adults each year, often because the buildings lack sprinklers, automatic alarm systems and other standard fire-safety features. ❖