

COUNTRY PRESS SA

Success in PRESS

NEWSPAPER
AWARDS
ADELAIDE, 2017



SA'S TOP NEWSPAPER
PROPRIETORS ARE ...

BROTHERS IN ARMS

Michael Ellis, left, from the *Yorke Peninsula Country Times* and Andrew Manuel from the *Plains Producer* were set to team up for a double celebration after their neighbouring papers took out the top prizes at the Country Press SA awards in the Convention Centre in Adelaide.

Both proprietors were especially delighted as their papers had won the ultimate accolade for the second year in a row.

The *Plains Producer* also took home the award for best Community Profile and best Priced Product Advertisement while the *Yorke Peninsula Country Times* also won the best Front Page award as well as a host of minor placings.

The subsequent party lived up to expectations with Mr Manuel heard to exclaim "Blimey, the moon's bright" as he emerged from a popular city watering hole at about 8 o'clock the following morning.

BEST NEWSPAPER (OVER 4000) Yorke Peninsula Country Times

Team from the Times the best in SA

JUDGE’S COMMENTS Bruce Morgan



Celebrating the achievement are Yorke Peninsula Country Times staff members Justin Price, left, Nick Perry, Lindsay Rover, Cynthia Jericho, Salomae Haselgrove, Rod Penna, Leonie Deary, Bernice Williams, Wayne Rivers, Rhiannon Kish, Jodee Cavenett, Marcia Guerrero, Sonny Coombs, Sheila Cranwell, Jess Liddy, Jo Elsworth, Judith Gordon, Ian Bodgie, Shaw and Michael Ellis.

Judging the Best Newspaper, over 4000 circulation, for 2017 was the most difficult to date. The six entries were all a very high standard. This became more obvious with the withdrawal of the Fairfax newspapers, which in recent years had shown clearly the effects of cutbacks. What these six best represent is committed community engagement. It is heartening to see independent publishers who understand that their communities “own” them, that they are truly the journal of record. This is borne out by the positive way in which these papers lobby and rally and give their communities a voice. It is a pity in some respects that there had to be a winner. In judging over the categories of editorial, advertising, printing and typography there was just nine points separating the winner and the last three. The fact that the 2015 winner, the *Murray Pioneer*, did not make the top three this year – and it has hardly slipped in its endeavours – just goes to show what a tight contest it was. Of course, judging is subjective but I have tried to give each newspaper points on as level a playing field as possible. **THIRD:** *The Courier* There are many strengths in *The Courier*. It simply is a fine community newspaper and clearly proud to serve. It is consistent in news and sport presentation and places emphasis on editorial opinion and encouraging letters.

There is strong local advertising content, despite tougher times, and has maintained a high quality classified and trades section. *The Courier* comes off its press looking good and uses its types well. **SECOND:** *The Border Watch* A very worthy second place for this multi-award winner. With the look and feel of a daily newspaper, *The Border Watch* remains strong on breaking news and community activism. It isn’t the only entry to embrace online, but this one does it well and incorporates it into the pages through Social Feed. For such a community-engaged newspaper, it is surprising that there are so few letters (over one week/ four editions, there were just three). Another good example of classified presentation, and the stronger stock for real estate is a stand-out. Features were also strong, such as the regular On The Land. Equal on points in printing and typography. **FIRST:** *Yorke Peninsula Country Times* By a solitary point, the Times has won for successive years and it looks to be a great team effort. The Times is a complete package with excellent community focus. It has strong editorial/letters and engagement with its readers that is second to none. The sports section is detailed and clearly open to all-comers. It is obviously a busy advertising team with thoughtful

presentations and excellent classifieds (although why the key back page is given over to free ads remains a mystery but it must be popular). Its printing standard was equal best and layouts and types, clean and easily navigated. **And the rest** (not necessarily in order): • *Murray Pioneer*: its mid-year move to a more traditional tabloid form was successful and this 2015 winner remains a strong, balanced community newspaper. Some excellent features, such as the Wedding and Vocational guides, and Real Estate on higher GSM stock lifted the advertising standard. As a bi-weekly, it seems to stretch its sport a little but maintains excellent editorial and letters engagement. • *The Bunyip*: Maintains a consistent standard and good local content. It presents on quality stock but the wide leading makes the stories more difficult to read. It also creates a story count issue often. Nevertheless, *The Bunyip* has excellent community engagement, imaginative local advertising and a strong real estate guide on higher-grade stock. • *The Leader*: With some very good car and real estate ads, *The Leader* almost comes across as a newspaper from better days gone by. Together with strong classifieds and business directory, it has plenty to offer the Barossa community. I loved the Valentine’s Day “Have your Kissed your Paper” promotion. *The Leader* also is strong on sport (a lift-out), People pictures and a notable police news section.

BEST NEWSPAPER (UNDER 4000) Plains Producer



The Producer team at Balaklava includes (back, from left) Ethan Allen, Les Pearson, Andrew Manuel, David Newsome, James Manuel, (front) Lee-anne McCracken, Louise Michael, Leanne Salvemini, Lisa Schulz and Tania Allen. ABSENT: Bec O'Brien and Natalie Centenera and Andrew Parker.

PLAINS PRODUCER HAS ...
SOMETHING
FOR
EVERYONE



The Producer team at Clare includes (from left) Renee Bennett, Jenny Wainwright, Clancy Toholke, Gabrielle Hall and Kylie Murphy. ABSENT: Dennis Green, Terry Bevan, Yana Zanette and Michelle Osborn.

Without exception, all publications are serving their communities well with a wide range of grass roots issues as well as major news featuring prominently. Unlike last year there were no sub-par publications. Good country newspapers lead debate and inform their communities. The *Penola Pennant*, *Plains Producer*, *River News*, *Lot on News* and *South Eastern Times* do this and are all great servants of their respective communities. All publications are well presented with strong front pages and good coverage of local events, ranging from government and shire council news to social and sporting activities. In an industry where quality has suffered in pursuit of reduced costs, it is pleasing to see that SA country papers in this category continue to do what their readers expect of them – to inform, stimulate debate and entertain. Although all papers entered are “winners” the judge had to come up with one paper which was ahead of the pack. He eventually chose *The Plains Producer*, just ahead of *The South Eastern Times*. These papers used all the tools at their disposal to provide readers with newsy pages. In this digital age, both publications prove that the old adage of “doing things and doing them right” is as relevant today as it has ever been.

FIRST: There is something for everyone in the

JUDGE’S COMMENTS Joe Italiano

Plains Producer. Large photos on the front page and well written lead stories draw the reader into the publication. However, it could do more in this respect by adding a smaller secondary story rather than the usual big picture and lead. Pointers to some of the good reading material inside the publication would also not go astray. Talking about what is inside, it would be hard to find a newspaper anywhere in regional Australia which does sport better. The four editions submitted for judging included between 16 and 24 pages of sport which could be lifted-out of the main book. The paper also showed its “soft” side in well presented social pages covering a variety of activities such as Australia Day celebrations, in the February 1 edition, the Variety Bash, on August 16 and the “Oooh baby, baby” featuring parents and their offspring on April 27.

SECOND: The front pages of the *South Eastern Times* stood out from the pack with distinctive serif headlines, strong leads and pointers to what was inside. The paper got even more marks when it added a smaller story on the front page – generally a single column leg down the outside of the page. Good photos

supported by well written captions are also a feature of this publication. There is a lot for the staff at the Times to feel proud. The judge, however, found the use of an “index” somewhat perplexing in the bi-weekly publication. The Page 2 index on Tuesdays is fine, but having the index back on page 6 in a 20-page paper on Thursdays seemed to be filling space rather than drawing attention to stories in the later pages.

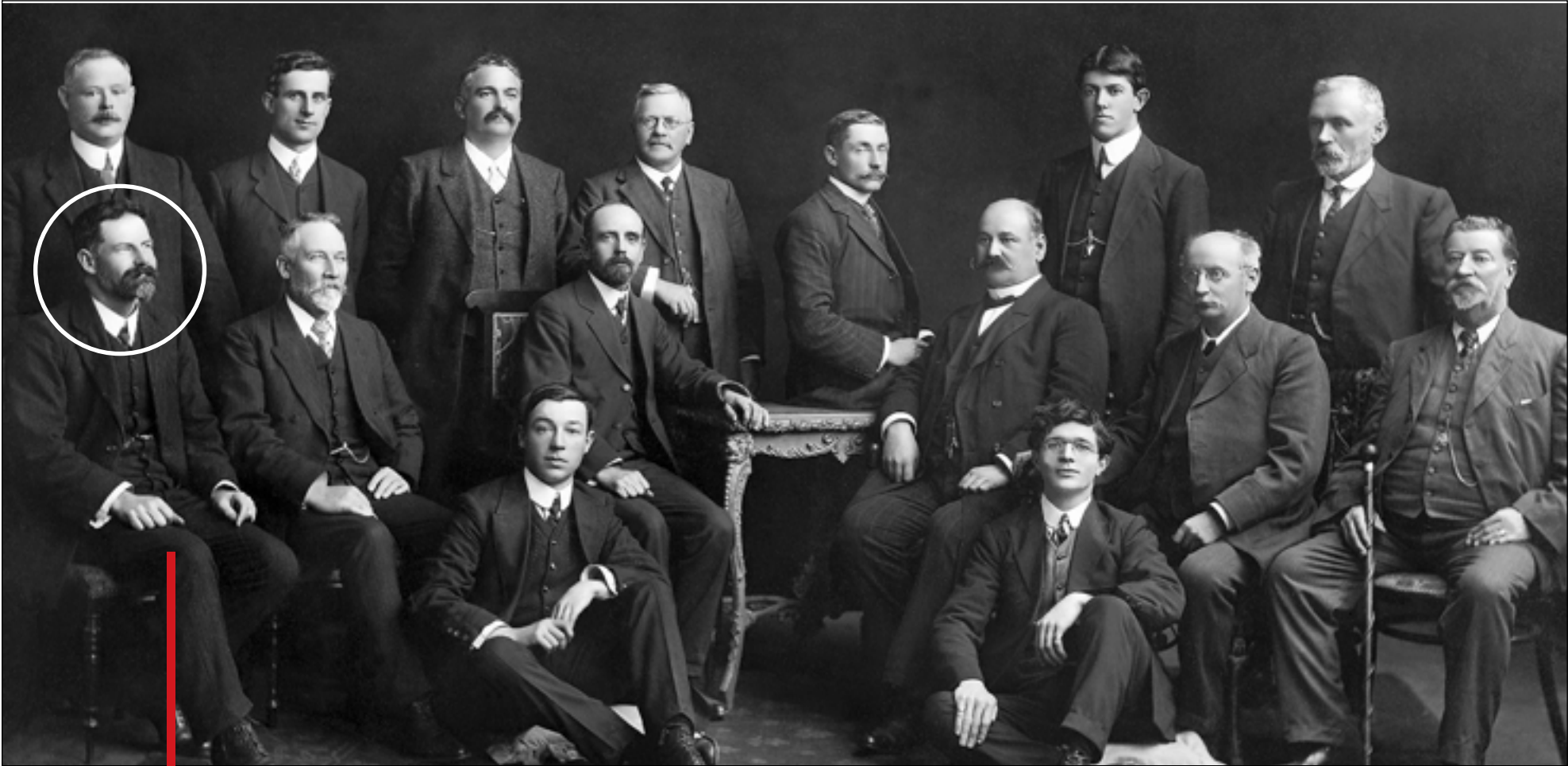
• Loxton News The *Lot on News* provided four very good editions for judging. Sport was a feature with the back page of the papers submitted for judging being well-presented with good use of colour photos and a sports strap which also promoted sport stories inside the publication. Its front page is generally a one and one (one big picture and one story). All four editions carried a seven columns wide photo and only one edition used pointers to stories inside the publication. It would help its cause by making pointers a standard feature (as it has on the back page for its sport) and whenever possible add a second story, even if it means reducing the pic size. It could also look at varying the look of the front page by using vertical rather than horizontal pics.

• Penola Pennant The *Pennant*, like stablemate the *South Eastern Times*, is an attractive newspaper doing a great service for its community. The paper goes out on a limb for its readers and local causes, such as was the case on December 6 when it called on its readers to “Give locals a go” when doing their Christmas shopping. Television guides were once a staple of regional newspapers and the *Pennant* is maintaining this tradition with an excellent seven-day guide which covers 18 stations.

• The River News A mid-year reduction in page size from a 41-centimetre image area page depth to 38 cms has given *The River News* a much newsier look. It also provides more prominence for advertising. A strong letters section is generally a good guide as to how readers feel about their local paper. The News is a big winner in this area. It had five or six letters in each of its editions submitted for judging. The paper has a good cross section of the community covered in its news pages and also appears to go out of its way to record significant local events as was the case in its December 6 edition which carried a stunning 40 photos coverage of the 2017 Waikerie High School formal – a keepsake, no doubt, for the many youngsters featured, and their families.

Newspaper dynasties recognised

LIFE MEMBERSHIPS AWARDED TO BEN TAYLOR AND MICHAEL ELLIS



Harry Taylor, circled, would not have known it but he was set to start a long line of newspaper proprietors. The owner of the Murray Pioneer based in Renmark was at the first meeting of the then Provincial Press Association of SA in 1912.



S. Gilmore Taylor
Past President
and CPSA Life
Member.



Darnley Taylor,
Past President and
CPSA Life Member.

One of the highlights of the evening was the presentation of life memberships to long-serving and hard working members of Country Press SA – Ben Taylor and Michael Ellis.
The announcement came as a complete surprise to both Ben and Michael.

They were introduced by the most recent Life Membership recipient Trevor McAuliffe and, in a fitting touch, both were presented with their official plaques by their mums who were at the awards representing their late husbands, both of whom were also life members of the association.

TREVOR MCAULIFFE'S LIFE MEMBERSHIP PRESENTATION SPEECH

I was the last person to be honoured with Life Membership of the Association back in 2013. Country Press SA in its 106 year history has bestowed Life Membership on just 22 people. ... and sadly 13 of them have passed away leaving nine living life members. Our oldest Life Member is **Harry Peake** OBE from Naracoorte and in the room tonight I would like to acknowledge my fellow Life Members:

- **Richard Willson**
- **John Pick**
- **Margaret Manuel**
- Rhonda Taylor representing her late husband **Darnley Taylor**
- Jenifer Ellis representing her late husband **Trevor Ellis**.

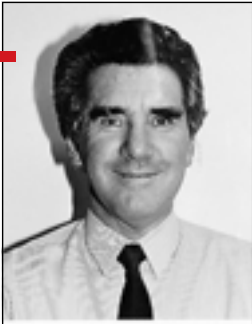
Let me take you back to the first ever meeting of what was then called the Provincial Press Association of SA. In 1912 the man seated on the left (main

photo, above) was **Harry Taylor** who was the owner and editor of the *Murray Pioneer* in Renmark until his death in 1932. Harry Taylor had a son, **S. Gilmore Taylor** who was a past President and Life Member of our Association. Gilmore Taylor had two sons, **Paul and Darnley** who were both past Presidents and both awarded Life Membership. Darnley had a son **Ben**, who is a Past President of our Association and is currently President of Country Press Australia. Ben has served on the executive committee for 20 years and tonight is being awarded Life Membership. To present Ben with his Life Membership is his mother Rhonda.

It is important that within any industry there are people who can not only look after their own business but give freely of their own time for the greater good of the industry itself.

And like the Taylors I have another story that it a bit shorter – there are only three characters in this story. Two of them are named Cecil and Trevor, both ripper names and I have said to Michael these names need to handed down. **Cecil Ellis** who owned *The People's Weekly* in Moonta with his son **Trevor** purchased the Kadina paper in the 1960s and they eventually merged the papers to form what we now know as the *Yorke Peninsula Country Times*. Trevor Ellis is a past President and was a Life Member of the Association and his son **Michael** has been President of our Association, a past President of Country Press Australia and has served on our executive committee for 19 years. It gives me great pleasure to announce that Life Membership has been awarded to Michael Ellis. To present Michael with his Life Membership is his mother Jenifer.

PRO DMM ENT ...
Country Press Australia
President Ben Taylor,
left, was presented
with his Country Press
SA Life Membership
by his mum Rhonda,
representing her late
husband Darnley, also
a Life Member of the
association.
Ben is the fourth
generation of his family
to take a leading role in
the newspaper industry.



Jenifer Ellis presented her son Michael with his Life Membership of Country Press SA. Michael's father Trevor, above, passed away in October 2016 after a lifetime's work in developing the Yorke Peninsula Country Times based in Kadina into the State's leading large circulation newspaper.

Graham Gorrel



A great page one in all respects.

BEST SPORT PHOTO

The Courier



JUDGE’S COMMENTS John Pick

The Best Sports Photo award attracted only 11 entries and at least three may have been better entered into different categories of news photos or best front pages.

The winners selected understood the need to capture action as it happened, the essence of great sports photography.

Special Mention:

To the *River News* and the *Loxton News*. Both entries displayed static shots of winning teams but would have been better suited in news photos or best front page.

THIRD PLACE:

The *South Eastern Times* “Perfect Timing” football photo and the *YP Country Times* goal saving photo share third place this year. Both

photos captured the intensity of the action of their respective games and congratulations to John (Fred) Luckhurst-Smith and Rod Penna for their dedicated sports photography and patience in waiting for the right shot.

SECOND PLACE:

There wasn’t a lot separating the winner and second place this year. Both captured fast action and the photographers were in the right place at the right time.

This year, second place goes to *The Leader* for the great photo by Bradley Phillips of cricketer Mick Goldsmith only having eyes on the prize.

The appeal and subject matter told the story and was well laid out in the paper’s sport section.

Well done Bradley and the team at *The Leader*.

FIRST PLACE:

The winner this year is the *Mt Barker Courier*. The dramatic action of the fallen horse and jockey at the Oakbank race meeting over Easter was one of those rare times when a photographer can capture the photo of the year.

In this case Elisa Rose was at exactly the right place to capture the drama. Whilst there were three photos depicting the unfolding drama, the entry was judged only on the large central photo that took the eye of the reader. Elisa managed to keep the two subjects in sharp focus in the split second she had to get this prize winning photo. Congratulations to Elisa and the *Mt Barker Courier* who have set the benchmark of sports photography over many decades.

The judge said The Courier’s Elisa Rose managed to keep the two subjects in sharp focus in the split second she had to take the Best Sports Photo.

Jack Hudson from The Bunyip in Gawler was judged to have written the best sports story.



BEST SPORT STORY The Bunyip

JUDGE’S COMMENTS Ian Shuttleworth

THIRD PLACE:

Paul Mitchell, *Murray Pioneer*

Another example of excellent interview techniques being put to good use.

Credit to the reporter for covering all angles of the news story and having the courage and tenacity to proceed given it was clearly going to cause backlash

SECOND PLACE:

Les Pearson, *Plains Producer*

A well-written and informative piece which provides insight into the far reaching effects of concussion injuries.

The story flows well and is underpinned by the clever use of quotes from the athlete.

FIRST PLACE:

Jack Hudson, *The Bunyip*

‘Dan’s Brave Battle’ educates the reader about depression and does so in a sensitive and professional manner.

The reporter was able to glean raw and meaningful quotes from the club president and ultimately take the reader on a journey.

An impressive piece of journalism.



A view over the Torrens Lake set the backdrop for the Country Press SA Newspaper Awards.



The packed Gilbert Suite at the Adelaide Convention Centre.



Jane Kerschner from the Murray Pioneer with Yorke Peninsula Country Times editor Nick Perry.



Barker MP Tony Pasi, left, with Border Watch manager Dennis Jackson, journalist Jocelyn Nickels, sales supervisor Christian Greco, Fred Smith of the South Eastern Times and Border Watch editor Jason Wallace.



Liberal candidate for Finniss David Basham, left, with Country Press SA president Ian O'terman.



HWR Media and Communications' Tom and Ned Raggatt.



Media Super's Dorothy Staruchowicz and The Yorke Peninsula Country Times' Jo Elsworth enjoyed a drink before the awards.

Thank You!

Country Press South Australia would like to say thank you to all of its valued sponsors



*LEFT:
Steve Marshall, left, with the
editor of The Gawler Bunyip,
Grady Hudd, who accepted the best
sports story award on behalf of
Jack Hudson.*

*RIGHT:
Bruce Ellen, left, from Latrobe
Valley Express with Steve Marshall
and Chris Tierney from Agfa
Graphics.*



*SA Water's Clare Hesketh, left, with Regional Development Minister Geoff Brock, SA
Water's Alison Snel and journalist Greg Mayfield from The Port Pirie Recorder.*



The Mt Barker Courier's Elizabeth Grove and Norman Marston



Naomi Sharet and Ned Raggatt from HWR Media and Communications.



Ros and Greg Mayfield from The Port Pirie Recorder.



*Sonia Fowler from the River News with Brad Sargent and Jenny Wainwright from The Plains
Producer.*



Julie Tilbrook, left, with Emily Bourke from the Premier's Office.



The Leader's Tony Robinson received the award for the best advertisement (image/branding) from Media Super's Dorothy Staruchowicz.



Guests from The Yorke Peninsula Times included Ian Shaw, left, editor Nick Perry, Sandy Shaw, Jo Elsworth and Bernice Williams.



LEFT: Manager of The Gawler Bunyip, Margaret Betts, centre, received the award for best advertising feature from sponsor **Michael Heinecke OR Peter Franck** from Norske Skog and Country Press SA life member Margaret Manuel.



RIGHT: The Minister for Regions Geoff Brock, left, presents Michael Ellis from the Yorke Peninsula Country Times his award for the Best Front Page.

LEFT: The Bunyip's Grady Hudd, left, and Margaret Betts with The Leader's Darren Robinson.



Comedian Cal Wilson entertained guests with tales about her adventures around rural and regional Australia



SA Water's Alison Snel, left, and Clare Hesketh.





Managing Director of The Mt Barker Courier Norman Marston, left, with Country Press SA life member John Pick and his wife Irene.



Mim Rogers, left, and her husband, Ted, who is the President of the Queensland Country Press, with Wanda and Ian Dunnet from The Narrabri Courier in NSW.



Narissa Venables, left, Bree Bitomshy and Rachel Telling from the Murray Pioneer.



Michael Ellis was presented with his Life Membership of Country Press SA by his mum Jenifer.



Paul Thomas from the Star News Group presented Andrew Manuel, owner of the Plains Producer, with the award for the best advertisement (priced product).



SA Power Networks' Paul Roberts, second from right, celebrated with staff from the Plains Producer, including sales manager Renee Bennett, left, owner Andrew Manuel, Jenny Wainwright and editor Les Pearson after they were named the best newspaper in SA with a circulation under 10,000.



Country Press SA life member John Pick presented Courier journalist Elisa Rose with the award for best sports photograph.



Country Press SA judge Kim Tilbrook, left, and Paul Roberts of SA Power Networks presented journalist Stephanie Thompson of the Lok on News with the excellence in journalism award.



Ben Taylor of The Taylor Group, which owns several SA Country newspapers including the Gawler Bunyip, Murray Pioneers and the Lok on News, was presented life membership to Country Press SA by his mother Rhonda.

BEST NEWS PHOTO The Courier

JUDGE'S COMMENTS

Barry O'Brien



Winning photographer Elisa Rose with award sponsor Josh Zugajev from SA Water.



Some good pre-planning allowed Elisa Rose to capture the Best News Photo of Sports Minister Leon Bignell heading a soccer ball in celebration of a sports grant for Mt Barker.

Many times, over the years I have judged this competition, I have emphasised the importance of expressions in lifting a picture from ordinary to excellent.

Expressions, especially on static, set-up pictures, usually don't just happen.

The photographer must first describe what he or she is looking for, go through the antics of demonstrating the required look - then be ready to capture that moment as it may only be evident for a split second, especially if the subject is not outgoing.

The sought after expression may not happen immediately, through self consciousness or lack of understanding, so the photographer must persevere until achieved.

The Gawler Bunyip had all the potential for a

great picture with the subjects in costume and makeup.

Later the design team altered the background to create a darker feel. But the picture was let down by the bland expression on the principal character. Nevertheless, I gave it a Highly Commended.

Third place to the *Plains Producer* for the lovely, natural light picture of the Tarlee farmer in the woolshed, by Lisa Schultz.

Second place went to *The Border Watch* for Amelia Pepe's gas drilling protestor.

The subjects in the winning picture had great expressions, the action was good and it was well planned.

First place to *The Courier* and Elisa Rose for the Leon Bignell header.



EXCELLENCE in JOURNALISM Steph Thompson, Loxton News

JUDGE'S COMMENTS

Kym Tilbrook

Quality journalism is a must if papers are to thrive in the digital era. The papers, through excellence in journalism, can provide a great service to the community.

Who else is going to hold governments, politicians, councils and rogue businesses to account?

Who else is going to report in detail the issue behind the headlines?

Investigative journalism is a role that the community should expect of their newspapers.

And it can only be done through hard work and quality journalism.

The standard of entries was excellent and the judging quite difficult.

There could have been four winners but only one could win out in the end.

Because of the strength of the entries I gave three honourable mentions:

They were to:

- Raquel Mustillo, *The South Eastern Times*, for her scoop on Nick Xenophon's Deed for Candidates.
- Todd Lewis, *The Border Watch*, for his Exclusive naming local MP Troy Bell as the "public officer" charged after an Independent Commission Against Corruption hearing.
- Laura Collins, *The Bunyip*, for her continuing coverage of the dangerous Dalkeith/Main North Rd intersection south of Gawler.

THIRD:

Rhiannon Koch, *Yorke Peninsula Country Times*.

She showed dogged persistence over five months to report on Country Health SA cutting general, gynaecological and urological surgeries at Yorketown Hospital.

Her articles led to a backflip by Country Health SA which announced it was halting the removal of services until after a public consultation period.

The initial choice had been made with no community consultation.

The services were eventually removed, but Rhiannon's coverage resulted in the Liberal Party committing to return the services to Yorketown if it wins government next month.

Her reporting of the matter was a truly professional job.

SECOND:

Les Pearson, of the *Plains Producer*.

Les produced an excellent article on Goyder MP Steven Griffiths who is retiring at next month's election.

Instead of an ordinary run of the mill interview about achievements over Mr Griffiths' career, Les took a different tack, probing him about his private life.

It is something we hear very little of from MPs who are always keen to talk policy and criticise other parties.

As Les records, Mr Griffiths opened up on some very personal issues which resulted in the story heading: "I became a nasty person".

Mr Griffiths revealed how his anger was out of control and how it nearly cost him his marriage.

It was an interview that revealed a terrible inner turmoil for Mr Griffiths.

It is a tribute to Les' interviewing ability that he was able to draw out such personal detail from Mr Griffiths.

FIRST:

Stephanie Thompson, *The Loxton News*.

Stephanie write a four-part series on the ice scourge faced by the local community.

Her interview with an addict was confronting and took readers into the horrible world of ice addiction.

The interview was wide-ranging, starting with how the woman fell into the ice trap.

From there, Stephanie was able to draw out the details of a life that was spiralling out of control and included suicidal thoughts.

"I had told my mum that I wanted to die. I just wanted to die," the addict told Stephanie.

The interview also details the addict's fight to beat the habit and rebuild her life.

Stephanie followed up the story with an interview with the addict's mother who revealed that she struggled to deal with the impact the addiction had on her daughter.

The series also featured interviews with police and the local MP who called for a rehabilitation centre for the Riverland to combat the ice problem.

It was an excellent series and certainly met the criteria for the award.

BEST HEADLINE

The Bunyip



JUDGE'S COMMENTS
Lloyd Jenkins

Headlines are the essential signposts to news.

They grab the readers' attention and help sell the story.

The high standard of entries in the headline section of Country Press SA awards reflected creativity and skilled news sense by sub-editors.

Good headlines are not just labels – they must live to enhance the newspaper.

Every paper submitted achieved this aim.

There is always temptation for editors to try to be too clever with gimmicky headlines.

Simple, direct and clever writing with sound typographical principles are effective guidelines.

Highly commended: *The Pennant Penola* - 'Cent-less' risk

This was a quirky play on words while capturing community sentiment over fears about expansion of gas mining in the region.

THIRD: *The Courier*, DOG COLLAR.

A perfect eye-catcher for a superb football tackle with an informative caption.

SECOND: *The Murray Pioneer*, VINE-DALISM

A creative original headline with impact to expose destructive vandalism in a local vineyard.

The informative kicker line added to the presentation.

FIRST: *The Bunyip*, END OF THE LION

This headline portrayed dramatically the end of the line for 60 years of operation at Holden's Elizabeth plant.

Reversed effectively on a photo of an owner of a vintage Holden it was also enhanced by the explanatory kicker heading.

LEFT:
The winning front page from The Bunyip at Gawler.

EDITORIAL WRITING

Ian Osterman

JUDGE'S COMMENTS
Shauna Black

The entries were generally of a high standard.

A number of young journalists showed they have what it takes to speak out on behalf of their communities.

I encourage them to keep working on their craft, while attending to the crucial details of grammar, spelling and use of language.

Seek a mentor and read as much as you can.

A newspaper's editorial is important in influencing public opinion, notifying authorities of concerns, calling leaders to account, and urging action where needed.

It is a considerable responsibility and it is heartening to see this responsibility taken seriously in our State's regional newspapers.

THIRD:

Sandra Morello, *The Border Watch*

Sandra speaks strongly on behalf of her community, calling on the State Government to end its cuts to health and legal services.

Ongoing impacts to services and staffing at Mt Gambier Hospital prompted two of the entered editorials, including a call to government for a full review of Country Health SA.

These editorials stand alone for the occasional reader, with excellent history and background to the issues and bringing many sources to the commentary.

Sandra takes up the cause of the most vulnerable as she attacks the cuts to the



Tom Raggatt from HWR, left and judge Shauna Black congratulate Ian Osterman from The Courier after winning the Best Editorial Award.

South East Community Legal Service – with real empathy and understanding of the value of the service.

SECOND:

Jason Wallace, *The Pennant*

Jason is a hard-working, diligent editor – evidenced by his grasp of the major issues facing the South-East and his willingness to speak out in voicing the community's concerns. In his editorial

bemoaning the lack of commitment to the Penola bypass project, he rightly calls out Opposition Leader Steven Marshall and the lack of a Labor or SA Best candidate to bring some heat to the debate.

His editorial about uncertainty surrounding the future of forestry and community alarm about the intentions of new owner OneFortyOne Plantations, provides a balance to the CEO's

assurances. And while praising the announcement of more residential beds for methamphetamine rehabilitation, he also asks why it has taken so long for the State Government to commit to this service.

FIRST:

Ian Osterman, *The Courier*

Ian brings his many years of experience, and his thoughtful style, to editorials that will resonate with his discerning audience.

While speaking strongly, he does not overplay his hand, instead calling on readers to consider the issues closely.

Operating on the fringe of the metropolitan zone, his job is a little different to most Country Press editors, as he straddles the divide between regional and city concerns.

His prescient editorial decrying Opposition Leader Steven Marshall's short-sightedness in immediately declaring he would not work with SA Best, must have resonated with many *Courier* readers: A mature political commentary.

He sounds an optimistic note as he urges the community to call the Adelaide Hills Council to account over failing to hear its constituents on the matter of ward representation, reminding the Mayor that the next local government elections will put the power back with the people.

And then there is his Anzac Day offering.

While most papers and editors will write an editorial to mark the occasion, few will be as thoughtful and genuine as this one.



We're imPRESSed!

When you play a fundamental role in your community, your work can often go unnoticed.

As South Australia's safe and reliable electricity distributor, it is something we are reminded of every day and something we share with our State's country press.

Like us, South Australia's country newspapers play an important role in the community.

From the south east to the far west and the far north, country newspapers keep our community informed and entertained.

The Country Press Awards provide important and deserved recognition to the best of the best. So, congratulations to the award winners, but also to everyone who helps fill the pages and keep the presses rolling.

Proud sponsor of the Country Press Newspaper Awards

BEST YOUNG JOURNALIST

Jocelyn Nickels

JUDGE’S COMMENTS

David Wright

Judging this award is getting tougher each year thanks to the efforts of young journos in tackling the issues engaging and challenging country SA – the ice epidemic, domestic violence, the political X-factor, infrastructure development, heritage and social justice to name a few.

These crusaders are helping to keep the profession of journalism “head and shoulders” above the scourge of social media with balanced, accurate and fair reporting giving readers the opportunity to formulate their own opinions.

This award received 10 entries from eight publications this year.

As a regular reader of many country newspapers, I know there are many more potential entrants out there.

THIRD:

Stephanie Thompson, *The Lok on News*
Stephanie Thompson tackled the ice drug epidemic with a first-hand account of a user’s seven-year addiction and successful treatment, followed up with an article about her mother’s perspective.

She does two weekly radio gigs and involved in community groups including the Loxton Mardi Gras

SECOND:

Matteo Gagliardi, *The Gawler Bunyip*
Matteo Gagliardi’s interest in politics made him the frontrunner for a spat between Member for Schubert Stephan Kol 1 and SA Best leader Nick Xenophon.

The other articles supporting his nomination were a well written court story and a profile of a local family’s four decades of employment at the now closed Elizabeth Holden plant.

“He already demonstrates good judgment, has strong writing skills that will only continue to improve, and has proven himself to be a leader in *The Bunyip’s* newsroom – a trait that will serve him well into the future,” *The Bunyip* editor Grady Hudd said.

FIRST:

Jocelyn Nickels, **The Border Watch**
The articles submitted to support Jocelyn’s entry related to two parallel campaigns she ran in *The Border Watch* – tackling the closure of the South East Community Legal Service and the issue of domestic violence.

“Reporting on domestic violence issues and speaking direct to victims are sensitive issues which Jocelyn handled professionally and with empathy,” editor Jason Wallace said in his submission.

“As an upcoming journalist, Jocelyn has shown maturity and skill beyond her years in reporting on sensitive and often controversial issues.”



Jocelyn Nickels back at work at the *Border Watch* after the awards.



As an upcoming journalist, Jocelyn has shown maturity and skill beyond her years in reporting on sensitive and often controversial issues.

— Border Watch editor Jason Wallace



Jocelyn Nickels is presented with the Young Journalist of the Year Award by Liberal MP Tony Passin.

BEST COMMUNITY PROFILE

Les Pearson



Liberal MLC and long time sponsor of the Country Press SA awards John Dawkins, left, presents Les Pearson from the Plans Producer with the Best Community Profile award for his story about controversial footballer Robbie Mad Dog’ Muir.

JUDGE’S COMMENTS

Lauren Novak

Special mention

Dierdre Graham, *Border Times*
“Dr Sara’s life as a rural GP”
Graham’s first-person style draws the reader immediately into the atmosphere of her hospital surroundings, setting the scene for her profile on the local jack-of-all-trades GP.

It’s a newsy profile on a pillar of any country community.

Well-structured and nicely written, the feature also showcases Graham’s local knowledge.

THIRD:

Ian Osterman, *The Courier*
“From cosy Gum Road to the hell of Fromelles”

An interesting take on profiling a community member, given the long-ago death of the subject. In a way, this piece would reflect the story of many members of the community.

It is exceptionally well-researched, well-structured and beautifully written.

SECOND:

Paul Mitchell, *Murray Pioneer*
“Tom vs the council”

An excellent subject choice, given the local notoriety of letter writer Tom Loffler and community interest in contentious council issues. I expect, for this reason, the piece would have been widely read.

Mitchell cleverly uses the overarching question “What is Loffler’s agenda” to structure the piece.

It’s an engaging and newsy feature.

FIRST:

Les Pearson, *Plains Producer*
“Muir’s newer demure demeanour”

Pearson’s piece on rough footballer Robbie “Mad Dog” Muir was a surprise and a delight.

It was good news sense on the part of Pearson to recognise the potential profile in Muir when he visited the newsroom to introduce himself.

The article is well written and balanced and the subject topical, given the current focus on family violence and substance abuse, particularly ice in country areas.

BEST SUPPLEMENTThe Leader

JUDGE’S COMMENTSPeter Read

Very little separated the best of the entries and the judging was difficult with the small and large papers in the one section.

Most of the entries very effectively fulfilled the basic aim of supplements – selling linked advertising with advertorial effectively masquerading as editorial.

Readers will keep reading a supplement if they feel they are getting useful new information rather than advertising propaganda.

Finding this balance is not easy but most entries did this very well.

Advertising percentages in some entries was lower than I would like to see and I encourage all GMs to ensure that a full P&L is produced for each individual publication they produce, including supplements.

Supplements promoting an event or occasion should include information that encourages readers to attend or “take the hook”.

And all three placegetters achieved this.

A **special mention** to the *Border Watch*, Mt Gambier, for their informative and well-presented Breast Cancer Awareness Month feature.

THIRD: *The Bunyip*, Gawler, for their impressive ̈ the Ball Winter Sports Preview.

This very comprehensive 64 page, quarterfold presentation was both eye-catching and informative.

It was packed with information of value to sports fans, with a good balance of editorial and advertising content.

Interviews with the coaches and predictions about the year ahead made this a good read.

Most country papers publish a lot of this information as editorial in sports

pages anyway, so packaging it into the one publication gave the advertising department a rare opportunity to target linked sports page advertising.

SECOND: *Yorke Peninsula Country Times* was only marginally behind the winner with its full gloss and beautifully presented York Peninsula Field Days entry.

As this was not the official field days program, they did very well to get enough support to produce 64 informative pages.

I was impressed by the detailed program and site map and found it difficult to choose between this entry and the winner. A bit less advertorial and some more gutsy agricultural news and features stories would have made the judging decision more difficult.

Most local farmers have probably attended these field days many times before and the feature will work best if, after reading it, they feel they might miss something new and exciting if they do not attend.

But an outstanding effort and very well printed.

FIRST: *The Leader*, Angaston for The Barossa Mag published quarterly.

The concept is not new but this magazine was done very professionally and was on par with efforts by much bigger publishers elsewhere.

Great layouts and pics and interesting editorial and I was impressed to see that it also had a purpose built website.

But I suggest that this could be better promoted within the printed version, driving traffic to the webpage and producing new digital advertising opportunities.

A top effort by a small and enthusiastic team. Their passion, community spirit and commitment to the Barossa Valley are very apparent



BEST ADVERTISING FEATUREThe Bunyip

JUDGE’S COMMENTSMargaret Manuel

The standard of features this year was very high with a great range of subjects made into features.

And of course features are the lifeblood of newspapers.

Apart from being informative they give newspapers a good base for making dollars.

The Courier entered a feature promoting local “Best coffees and cafes”.

Apparently a popular and easy to sell feature at a time of the year when things are generally quiet.

A good idea for other towns to pick up on? I ended with a tie in third place:

EQUAL THIRD:

- *YP Country Times* – for their promotion for Skinner Family Funerals. A well constructed, easy to read feature in a very different style of promotion – a four-page feature covering their extensive 90-year history which allowed them to thank their supporting businesses.

Presentation was excellent with easy-to-read editorial and good use of colour.

- *The Leader* – another brilliant “Shop locally” feature which was an

obvious winner for the newspaper.

This feature was an outstanding winner last year, so why not use the same formula again.

SECOND:

The Pennant – promoting a new event for Penola, the Penola + Coonawarra Arts Festival, this feature was lively and easy to read.

As a three-page feature, I would have liked to see it start on a right-hand page and finish on a right-hand page but the colourful heading throughout the feature made it easy to identify.

FIRST:

The Bunyip – for a feature about the new NDIS scheme and what it means for eligible participants.

Information of this sort is hard to find, especially all in one place so I commend Margie Betts and her team for picking up on this much-needed information.

Good, clear advertising throughout although I am not sure just how much would have been designed in-house?

An enterprising idea well-written, easy-to-read format over five pages with good layout won this award for me.

ndis update

Barkuma an industry leader for 50 years

BARKUMA has been supporting people with a disability since 1967 and continues to support its customers in northern Adelaide, with the introduction of the National Disability Insurance Scheme (NDIS).

Barkuma has supported Lisa for more than 30 years, through employment and independent living solutions.

Lisa's mother, Barbara, said that Barkuma has enhanced Lisa's life in a big way and the family has watched, over the past three decades, inclusion and choice for people living with a disability evolve, including through the introduction of the NDIS.

“The most exciting thing for us is that Lisa has choice, and access to so many community activities

that have enhanced her life and changed her as a person,” Barbara said.

“We used to get a very grumpy-faced Lisa, but now she is excited about her work and her independence.

“She has lots of things to look forward to with Barkuma's support.”

The disability support landscape has changed dramatically over the past 50 years, with Barkuma proudly remaining at the industry's forefront.

In 2013, Barkuma was one of the first disability organisations to adhere to the new Disability Quality Standards and has approached the NDIS with the same enthusiasm.

“Our experience – including our half-century of learning – will see us successfully adapt and continue to help lead our

industry through change,” Barkuma chief executive Geoff Blackwood said.

“We have spoken to our customers and they have provided their guidance on how they would best like us to support them moving into the future.”

Services include open and supported employment, training, transition services, accommodation and respite, and intervention services – including counselling and advocacy.

Barkuma provides services across South Australia, including the Adelaide metropolitan area (including northern Adelaide), and the Barossa, Light and Lower North regions.

To learn more about Barkuma's NDIS services, phone 8414 7100 or visit the Barkuma website (www.barkuma.com.au).

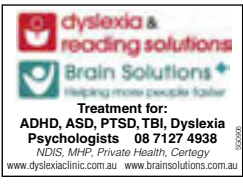


Where can I learn more?

There is a lot of information about the NDIS, you just need to know where to look.

For more participant and provider information, visit ndis.gov.au

Additionally, the site provides information on where to find local area co-ordinator partners, and the nearest SA National Disability Insurance Scheme office.



Getting started with the NDIS TOGETHER

SkyLight offers an extensive range of NDIS services to help you get started.

Your **Support Coordinator** will provide guidance to find and connect you with service providers in your community.

Your **Plan Manager** will help you keep your NDIS finances in good health, so you can focus on living the life you want.

Talk to us about your options

T 08 8378 4100
E ndis@skylight.org.au

Registered NDIS provider 4050000735 skylight.org.au

Barkuma is a registered NDIS provider and have been assisting people with disability in Northern Adelaide since 1967. Each day we work alongside South Australians with disabilities to become NDIS ready. Offering supports in the following areas:

HELP WITH YOUR NDIS PLAN

Coordination of NDIS support and provision of lifestyle services.

FINDING & KEEPING A JOB

Providing support employment.

IN YOUR COMMUNITY

Support to maintain an independent & healthy lifestyle

IN YOUR SCHOOL

Assisting high school students pursue their life goals.

IN YOUR HOME

Personalised living support in individual and shared settings.

FOR YOUR FAMILY

Assisting parents with disability to maintain and further develop their parenting skills.

Community

Quality of Life

Barkuma
For details call 8414 7100 or go to barkuma.com.au

The Leader

Mark Clemow

Bob Yeates

have been 20% bigger, white on black to compliment the local headline and the first class picture telling the story.

FIRST: *The Plains Producer*

The products were large, the big clear prices neatly placed over the products, the page was well printed and the pictures of the products reproduced very well.

Each product was described succinctly underneath the well-produced picture of the products.

For the serious potential purchaser of the products, the dimension and size of each unit could assist buyers with more information as well as their power usage rating, extra copy of course!

If any reader was in the market for these white goods the clean presentation would certainly arrest the eye of the reader.

Areas for a tiny improvement in this advertisement would be to perhaps increase the headline "Cool Ideas" and reduce the company name as it appears again at the tail of the advertisement.

Newspaper advertising these days often copies layouts that appear on websites, etc. with the company name at the top, then the offer, when in fact everyone is concerned about the offer and then who it is from or where you can get it.

The advertisement is clean, easy to read, good layout, crisp photographs, with a little extra care it could gracefully appear in a glossy magazine, well done.

FOOTNOTE: Many advertising designers think that wild collections of colour make for a great advertisement, rather than laying the principles of good advertising design to each advertisement, asking the questions: Can I easily read all the type? Is it eye catching? Does it have an offer? Does it reflect the professional nature of the business?

Is there an opportunity for results and the measurement of results? Is it part of a campaign? Has it been effective?

Whilst visually pleasing, there is a lot of information for the reader and it is likely that the Christmas trading banner detracts from the whole message.