

SUCCESS IN PRESS

COUNTRY PRESS SA
2018 AWARDS

February 22, 2019

Vine Inn Barossa Community Hotel





2018 CPSA Conference and Awards As smooth as a Barossa red!

The 108th Annual gathering of Country Press SA commenced on Thursday, February 21 when more than thirty guests enjoyed a scenic drive throughout the Barossa.

Learning of the region's proud history was fast-tracked thanks to special guest, Jess Greatwich, owner of "Barossa Walks" and "Krondorf Creek Wines."

The night was capped off with drinks and food in a comfortable setting at The Clubhouse, Tanunda before returning to The Vine Inn Barossa Community Hotel that evening.

The following day, conference delegates enjoyed hearing from Chris Linden, CEO of the Vine Inn Barossa Community Hotel. Chris spoke about the importance of nurturing a strong community.

Shortly after, Josh Helbig, Co-owner of Beam Internet, Kodo Tech and Hypatech explained how he has self-funded his booming tech businesses in a tight market.

Sighting a gap in the market, Josh has worked hard to create an I.T. and

internet solution for the residential and commercial sectors.

After a short break, industry speakers included Liam Runnals from AAP; Verity Edwards, Business SA; Greg Watson, Queensland Country Press and Lukas White, Your Local Business Guide.

A high level of efficiency afforded an additional break prior to welcoming our final guest speaker, His Excellency the Governor, Hieu Van Le.

Previous delegates may remember hearing the first part of the Governor's story two years ago at the Mount Barker conference.

Part two was equally as enjoyable, although, slightly more humorous.

Shortly after lunch, the AGM commenced whereby I was fortunate enough to be elected President of this proud Association.

Personally, I feel humbled with such an honour

However, I am eager to roll up my sleeves and continue to work on the objectives that the immediate and

past Presidents have been focusing on.

Again, I wish to thank immediate past President, Mr Ian Osterman for his commitment to the role over the last two years.

Ian has always demonstrated a high level of enthusiasm and provided clarity and direction for the Association and its members during a difficult time.

Later that evening, more than 120 guests eased their way into a beautifully presented function space to enjoy the Awards night.

Another successful event was achieved and a lot of this can be attributed to the work that Trevor McAuliffe has managed.

Personally, I love everything about the format.

This annual event is the glue that continues to connect the members, publishers, staff and special guests.

It is also a terrific way to engage with, and acknowledge the success of the emerging superstars of our industry as

we all witnessed at this year's Awards.

It is important for us to nurture this talent and encourage these young team members to fulfil a long-term commitment to our industry.

It was wonderful that most member newspapers were recognised for their efforts in some way.

I wish everyone continued success as we tackle this year, together.

Darren Robinson,
President
Country Press S.A.



OUR VALUED SPONSORS



Major Sponsor



BEST NEWSPAPER - CIRCULATION OVER 4,000

THE BORDER WATCH



Joe Italiano, Brett Kennedy, Dennis Jackson and Melissa Prior.

JUDGE'S COMMENTS JOE ITALIANO

Readers of the newspapers entered in the Best Newspaper, Circulation over 4000, are getting good value for money.

Among those up for judging was *The Leader*, which celebrated its centenary in 2018. This paper proves the old saying that "content is king". Although it could be tidied up with tighter editing and layout, the paper has an abundance and varied offering of stories from across the community.

All papers judged, although somewhat diverse in terms of location, frequency and publishing strategies, have one thing in common – they are very good servants of their respective communities, recording history and reporting news in a professional and timely manner.

All papers are making use of the tools at their disposal, including the linking of online offerings with mastheads.

However, there are some areas which could be improved, including consistency in the use of captions below photographs and story count which in some papers was relatively low. Two, three and four paragraph stories help improve story count and enable papers to cover a much broader range of activities.

Overwhelmingly, however, positives far outweighed negatives in the each of the entrants' submissions.

The winning paper, *The Border Watch* demands attention with its bright and inviting front pages, giving it great newsstand appeal. This is no doubt an asset in gaining and retaining readers for its four-days-a-week publishing cycle.

The paper uses colour well, providing well-designed front-page pointers, along with at least one or two news

stories to complement good front page photos in the 16 editions submitted for judging.

It shaded its major rivals in most of the judging categories, particularly in editorial and photographic content and typography.

"The Border Watch uses colour well, providing well-designed front-page pointers"

In second place was the *York Peninsula Country Times*.

This is a very bright, well presented newspaper with crisp printing and vibrant photographs.

It makes good use of pic boxes and tints to separate stories, making it easier for readers to navigate their way around its page.

The paper is obviously well

supported by its readership with editions judged running two pages of letters – pages 2 and 6. The rationale behind splitting the opinion pages is unknown and they may be better presented on facing pages back in the book, enticing readers to dig deeper into the paper.

Third place went to *The Courier*, which was just a "whiff" behind the top two.

A feature of the paper is its sports lift-out which runs to an impressive 16 pages and in two editions (summer) carried reports and scores for three cricket leagues, plus comprehensive coverage of other sports. Sport is important component in any newspaper's offerings, and the *Courier* does it very well.

Photographs are generally well taken and their presentation was first class, often using more than one picture with a story to better illustrate the subject matter.

BEST NEWSPAPER - CIRCULATION UNDER 4,000

THE SOUTH EASTERN TIMES



Paul Roberts, Brett Kennedy, Brooke Littlewood and Dennis Jackson.

JUDGE'S COMMENTS BRUCE MORGAN

Congratulations to the six entries in this year's under 4000 category. It is pleasing to see the high standard of production and the busy, colourful presentations. I was particularly pleased to see the commitment to paging to ensure quality journalism remains a priority for publishers, who clearly understand that unique content is their most important asset.

Publishers and their communities face a relentless challenge from digital platforms that give nothing back, so it is a positive sign. Let us hope that the communities they serve come to appreciate this more as the battle continues to remain strong and effective.

Generally, the quality of advertising was high. Both colourful, informative and often highly original.

Printing also is of a consistently high standard.

While not having judged this category before, the local volume mostly seemed healthy given the difficult trading environment.

The community approach to the journalism overall was pleasingly positive. In some cases, story count could improve but there was solid editorial content, from campaigning journalism, to people, places, sport

and all kinds of activities that show once again that the local newspaper is the glue that helps hold regional and rural communities together.

As usual, it was difficult to separate the contenders, but here goes:

FIRST: The South Eastern Times

For a small bi-weekly, The South Eastern Times shows an impressively strong commitment to community journalism, combining hard news with balanced opinion. Clearly it is a campaigning newspaper, with a high awareness of the need for inclusion. The issue of shop trading deregulation was a very good case-in-point. But in all editions, it showed a constructive approach to reporting, feedback and opinion.

The photography showed a commendable effort at originality and if there was a criticism it was with story count on some pages, leaving some big slabs of type

Elsewhere, the standard remained strong. The advertising content was consistent, with effort made to make local ads stand out, and it was a very good car guide.

Generally, serif types are avoided for main headlines these days but I liked the overall effect, which compliments the traditional front page masthead.

The printing was clean, with decent stock

Overall, this wins on quality journalism committed to community.

Second: The Loxton News

There was a lot to like about The Loxton News. It has by far the most impressive Real Estate section, reproduced on heavier stock, and some excellent front pages, in both design and content.

The local advertising was impressive and added to the busy layouts and its sports was second to none.

The typefaces were well balanced. Indeed, this was arguably the best "looking" of all entries.

The journalism was solid, positive and lifted by good design and good story count. Sport seemed to be well covered. The opinion page suggested good community interaction.

Only a couple of points behind the winner.

Third: Plains Producer

Wonderfully big, busy newspaper and shows clearly why it is a previous winner.

The strong commitment to sport was impressive, although splitting it from the back section, but not as a lift-out, interrupted the flow.

Overall, good grassroots journalism and solid content, and generally good story count.

The advertising was vibrant and there was plenty of it, a good sign in these difficult newspaper days.

Not always the best use of

type fonts but, largely, this is an impressive journal and one doing its regional community proud.

...And the rest (in no particular order):

The Border Times

The Border Times was always going to struggle against the winners with its limited paging. However, as a small, community newspaper, it presents quite well and has a nice balance of news, photos, and advertising. For what is able to do, it does well.

The River News

A consistent, solid weekly newspaper, colourful and, also with a first-class real estate section, on quality stock. Consistently good also, were the front pages, with appealing layouts and a strong ad presence. The editorial content was at times excellent but occasionally let down by large slabs of type, making for poor story count. Very good community engagement however.

The Pennant

Good looking newspaper with strong front pages, and a busy sport section. I'm sure the community enjoys the 3.5 pages of television guide, although it is a lot of space in limited weekly paging. However, no doubt it would be an outcry if tampered with. Overall, a good package of editorial and advertising, with a notable car guide.

BEST FRONT PAGE

THE BORDER WATCH

JUDGE'S COMMENTS GRAHAM GORREL

There was an outstanding array of entries in the section this year and they set a high standard of newspaper skills across the five industry components I was required to take into judging consideration. This meant some excellent entries missed out but that serves to underline the high class journalism, photography and especially graphics and design that Country Press South Australia newspapers are maintaining.

There was flair in greater abundance than previous years that would have been eye-catching to potential buyers. The big uncluttered front page with a dominant graphic, heading or picture (or combination of the three) and a snappy few pars as a pointer to the big story/more pictures inside strategy should win you more readers.

It was an absolute pleasure - and exciting, too - to judge the section again this year.

HIGHLY COMMENDED - Murray Pioneer: Not surprisingly the newspaper reported a "great response" from the public to this front page about the local government elections with The Three Amayoroos promotion, all of which was very much enhanced by the staff ensuring they got banners and fonts to add emphasis.

THIRD PLACE - The Courier: A major community announcement like an alternative major heavy freight corridor needs to leave no stone unturned in giving readers the route and essential dimensions in the one package. This was cleverly done with a graphic and a map, backed with a short, snappy story.

SECOND PLACE - Yorke Peninsula Country Times: Modern communications are vital to small, hard-working newspaper editorial teams and the stunning bushfire picture on the Country Times entry was a result of a request from the newspaper to the Country Fire Service crew member to take a picture, contributing to this spectacular page one.

WINNER - The Border Watch: A stunning page one and not a colour picture or graphic in sight! According to editor, Brett Kennedy, few front pages had the impact of sub-editor Luke Duff's page one design concept, previously untried by the newspaper which played a key role in highlighting legitimate safety concerns at the local hospital. In the best tradition of inter-department newspaper teamwork the sub-editing team and the print staff collaborated to ensure the highest quality outcome in the final printing to achieve a deep and full finish to the black ink for the Code Black edition.

Three weeks after The Border Watch Code Black edition a metropolitan newspaper used a similar style and design to highlight a key issue thus maintaining the very high standards consistently set across many years by The Border Watch and, it should also be recorded and acknowledged, by all members of Country Press South Australia; outstanding achievements reflecting the finest traditions of the Australian Country Press newspaper departments.



Brett Kennedy, Melissa Prior, Brooke Littlewood and Dennis Jackson.



BEST SPORT PHOTO

PHIL WILLIAMS, THE BUNYIP



Phil Williams.

JUDGE'S COMMENTS SEAN MCGOWAN

FIRST: Phil Williams, The Bunyip
Nothing shouts "Country Sports" louder than a great rodeo photo and Phil Williams' winning image was clearly the loudest shout of 2018.

Complete with roped steer, hard-braking horse and airborne cowboy flying through the dust, Williams captured this iconic photograph at just the right time of day. The low

sun cast a golden hue through the frame throwing long shadows across the ground, enhancing the feeling of depth and three-dimensionality. The crop creates strong composition around the three players in the action and the cowboy's height above both the steer and horse give him his due command of the scene. Faces are crucial to excellent sports photography, providing a window to emotion and focus is crisp on the cowboy's, which is deep in concentration as he prepares to land.

A fine example of sports photography capturing a spectacular moment at the height of the action.

SECOND: James Murphy, The Border Watch

A well-timed footy photo filed with a great mix of facial expressions. The composition creates a lingering dwell factor with its long line of players leading in and up to the man marking the ball.

Interestingly, there's an even number of players from each side in this

shot and the game was a draw!

THIRD: Grant Schwarzkopff, The River News

Schwarzkopff's capture of a racing dinghy under extreme steer is well framed and sharply focused. The heavy contrast and sharpening increase the contemporary "extreme sports" feel of the photo and overprinting with the newspaper's masthead heightens the overall effect of an action-filled magazine cover.

BEST SPORT STORY

PAUL MITCHELL, THE MURRAY PIONEER

JUDGE'S COMMENTS IAN SHUTTLEWORTH

It is worth noting that the overall standard of 'Best Sports Story' entries was the highest it has been in recent years. There was a number of interesting and well-written stories with the top three finishers very hard to separate.

FIRST PLACE- Paul Mitchell, The Murray Pioneer

This entry is not your standard preview of an upcoming major local sporting event but rather an entertaining, interesting and well-researched piece which fulfils an important obligation of any regional newspaper. It features the excellent use of colourful quotes, descriptive phrase and a few anecdotes, which paints a clear picture of why people are drawn to the once-a-year race meeting at a small Mallee town. A very good read!

SECOND PLACE- Jack Hudson & Grady Hudd, The Bunyip

The story on Willaston FC breaching the salary cap is a quality piece of journalism. The news is presented in a clear and easy to understand manner with the journalists working hard to glean comment from the key parties involved. Importantly, they provided ample background information, including a timeline of events, which highlighted the significance of the news event.

THIRD PLACE- Gabrielle Hall, Plains Producer

A heart-warming piece where the reporter has captured the emotion of a teenager's premiership triumph after serious health issues. Medical-based stories can be challenging because interview talent often use complex terminologies and alike but in this instance the reporter has been able to relay the situation in layman's terms, while making the most of well-chosen quotes.



Chris Tierney and Paul Mitchell.

COUNTRY PRESS SA CONFERENCE

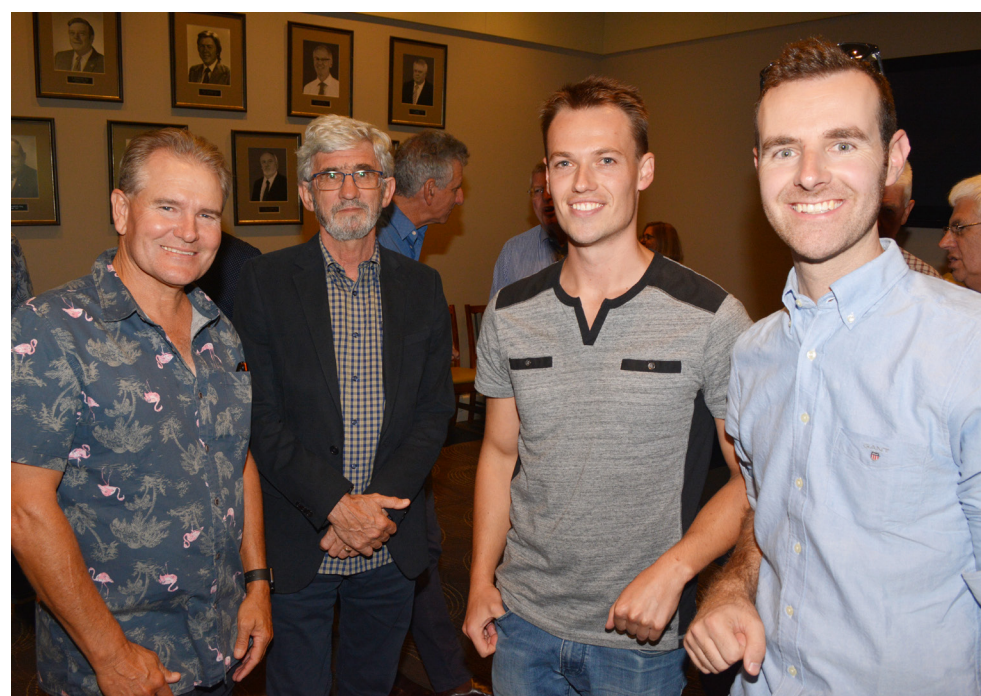
THURSDAY, FEBRUARY 21



A group of thirty guests were able to live like a "Barossan" for the night.



Greg Watson, Angela Robinson, Bob Yeates and Tony Robinson.



Ian Shaw, Bruce Morgan, Nick Perry and Darren Robinson.



Ross Lanyon, Tom Raggatt and Paul Thomas.



Michael Ellis and Ian Osterman.



Emma Taylor and Andrew Manuel.

COUNTRY PRESS SA CONFERENCE

FRIDAY, FEBRUARY 22



Lukas White and David Galeano.



Josh Helbig.



Ian Shaw and Brett Kennedy.



Liam Runnalls, Luke Donnelley and Nick Hopton.



Chris Linden.



Trevor McAuliffe and Verity Edwards.

COUNTRY PRESS SA AWARDS NIGHT

FRIDAY, FEBRUARY 22



Rachel Telling, Narissa Venables, Glenda Malinovski and Sophie Thompson.



Deirdre Graham, Sonia Fowler and McKenzie Thompson.



The Hon. Zoe Bettison MP, Grady Hudd, Nick Perry and Eddie Hughes MP.



Angela, Darren and Tony Robinson.



Stephanie Thompson, Sara Gilligan, Samantha Thomas, Celeste Newbery and Deirdre Graham.



Norm Marston and Elizabeth Grove.



David Galeano and Wanda Dunnet.



Judy and Joe Italiano.



Mark and Elenore Clemow.



The Hon. Emily Bourke MLC, Mr Peter Malinauskas MP, The Hon. Clare Scriven MLC, Mr Eddie Hughes MP, The Hon. Zoe Bettison MP and The Hon. Tony Piccolo MP.



Sara Gilligan, Pamela Perre and Celeste Newbery.



Tegan and Darren Robinson.



The Hon. John Dawkins MLC, Julie and Kym Tilbrook and Andrew Manuel.



Ian Shaw, The Hon. Emily Bourke MLC and Merridy Manuel.



Sonia Fowler, Jack Hudson, Steve Nelson, Tom Counce, The Hon. Tony Piccolo MP and Grady Hudd.



Louise Michael and Renee Bennett.



Dorothy Staruchowicz, Ian Shaw and Bernice Williams.



Darren Robinson presenting an award of recognition to Kim Tilbrook for 20 years of judging for CPSA.

COUNTRY PRESS SA AWARDS NIGHT

FRIDAY, FEBRUARY 22



Irene and John Pick.



The Hon. Vickie Chapman MP and Greg Watson.



Ian Osterman and Mr Peter Malinauskas MP.



James Fechner, Jordan Stollznow, Lucy Fechner, Sarah Craker-Stollznow, Jess Waldhuter, Adam Robinson and Maddison Krause.



Paul Mitchell, Sara Gilligan, Celeste Newbery, Samantha Thomas, Stephanie Thompson and Tony Pasin MP.



Ian Osterman.



Isaac Lomman and Daryl Irwin.



Neil Holthouse, Louise Michael, Daryl Irwin and Margaret Manuel.



Nick Perry, Sonia Fowler and McKenzie Thompson.



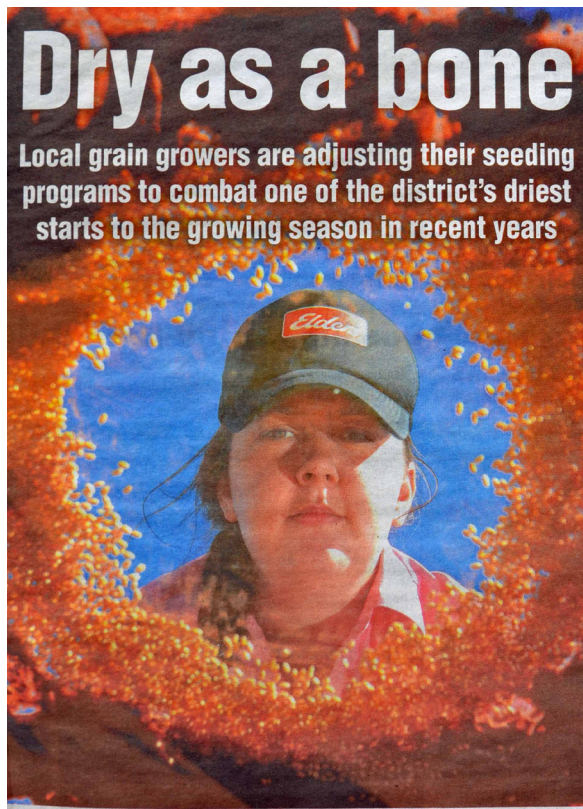
Izaac Lomman, Neil Holthouse, Louise Michael, Daryl Irwin and Margaret Manuel.



Adam Robinson, Jordan Stollznow and Sarah Craker-Stollznow.

BEST NEWS PHOTO

STEPHANIE THOMPSON, THE LOXTON NEWS



JUDGE'S COMMENTS SEAN MCGOWAN

FIRST: Stephanie Thompson, The Loxton News

Thompson's excellently composed artistic image draws the viewer's gaze through an intriguing circular frame of grain to the somber expression of the subject's face where one latches onto a perfectly focused eye. It is literally an eye-catching image and relates perfectly to the article as the subject is also a quoted source while grain is a topic.

A front page photo should always demand further attention and, in this case, the clever use of clear Perspex to perplex the eye begs the question, "How was that done?"

A great idea executed well.

SECOND: Jane Kuerschner, Murray Pioneer

Kuerschner's capture of two dancers in mid-hair-flick is a fine example of a photograph demanding further inspection of its viewer. A well composed image utilizing eye-catching lines and dynamic poses, the picture had only negligible newsworthiness but its artistic nature still made it a strong choice for front page.

Technically difficult, the sun's backlighting creates excellent edge lights on the foreground dancer. The image may have benefitted from one stop of underexposure in order to save the clouds, saturate the blues and greens and a blacken silhouette but, on newsprint it is striking.

THIRD: Ethan Allen, Plains Producer

Allen's simple image depicting

the emotions of loss and relief following a fire is a classic piece of photojournalistic storytelling. While it tells some of the tale itself, it also encourages the reader to delve into the article for more information.

SPECIAL MENTION: Alicia Luedi-Schutz, The Leader

Set against a backdrop of barren paddock and scrawny sheep, Luedi-Schutz perfectly framed her image of farmers kicking up dust. She included the onions fed to the sheep in the foreground and the degree of difficulty was increased by needing to coordinate the dance of two blokes.

Unfortunately, the farmer in Hi-Vis threw his right arm behind himself at the crucial moment which unbalanced an otherwise well staged and executed shot.

EXCELLENCE IN JOURNALISM

PAUL MITCHELL, THE MURRAY PIONEER

JUDGE'S COMMENTS KYM TILBROOK

Kym Tilbrook is the author of *Through Our Eyes*, the history of the Country Press Association of South Australia and the history of SA country newspapers. He is a former senior journalist and manager with *The Advertiser* for 37 years. He is also the author of three best-selling books on bushwalking in South Australia. His fifth book, titled *Pastoralism to Tourism*, was launched last April by then Federal Environment Minister Josh Frydenberg.

This is his 20th straight year judging the Country Press Awards.

There were 10 entries in this category which gives journalist the opportunity to showcase their investigative and writing skills. Criteria for the award states: "A local news or human-interest story – must be breaking news, delving into an issue in the entrant newspaper's community."

As I mentioned last year, 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? Who else can dig deep into social issues faced by local communities?

The community needs papers to take up issues and fight on their behalf and that can only be done through

hard work and quality journalism. And from this year's entries it is quite obvious papers are working hard to protect and support their communities.

I continue to be impressed by the standard of entries. Once again, there was some excellent journalism which made it very difficult to pick a winner. In fact, there were three entries which I believed would be worthy winners. But there can only be one winner...

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

They were to: Raquel Mustillo, of *The South Eastern Times* for her comprehensive coverage of shop trading hours in Millicent. She provided readers with strong reporting of the divisive issue. Her diligent and persistent reporting resulted in SA Best MLC Frank Pangallo holding a Public Forum in Millicent.

It is the second year in a row Raquel has been commended for her reporting.

Emma Clark, of *The Leader*, for her extensive reporting of the loss of obstetric services at Tanunda Hospital. Her stories kept the local community well informed of every move.

I gave third place to Todd Lewis, of *The Border Watch*, for his well-researched articles on the uncovering of one of the largest ice distribution networks in the South East. Todd, who was also commended last year for his reporting, took the story beyond the

court case and revealed the history of the offenders. His articles became the most viewed page on the paper's website.

I have taken the unusual step of naming two equal seconds. They are Lisa Pahl, of *The Courier*, and Stephanie Thompson, of *The Loxton News*.

Lisa did a fine job of reporting in her expose of "scandalous allegations" against a prominent member of the Hills community. Through diligent cultivation of contacts, Lisa was able to reveal that the general manager of the non-profit community radio Hills Radio was behaving inappropriately towards female volunteers at the station. The paper, through its Editor, Ian Osterman, and Lisa showed great courage in taking on the issue and publishing.

Stephanie, who won Excellence in Journalism last year for her investigation into the ice scourge faced by the local community, once again provided an excellent entry as she tackled the issue of depression and suicide leading up to R U OK Day. Through a series of four articles, Stephanie brought the issue to the fore. Her interview with Suzi, who had recently lost her son to suicide was emotive, confronting and well-crafted.

First place goes to Paul Mitchell, of the *Murray Pioneer*. Paul, as I have often noted, over a number of years, has been very consistent in his coverage of issues affecting the Riverland community. The community is lucky to have such a talented reporter protecting its back.

In this year's entry, Paul detailed

staffing problems at the Renmark Police Station. Matters came to a head after it took a patrol 16 minutes to attend a stabbing at Renmark High School. Police defended the time taken, but Paul believed that the response time simply did not pass the pub test. By gaining the trust of a police officer, Paul was able to get the background on staffing issues....and it did not make for good reading for residents of Renmark. His informant revealed that police – based at nearby Berri – were bogged down on domestic violence, drugs and paperwork.

Disturbingly, for the Riverland's biggest town, the informant revealed that occasionally the town had zero police presence as authorities rolled the dice on policing numbers.

Paul's reporting resulted in police HQ investigating who leaked information to him. As a result of his work, the Renmark Police Station is now being manned more often.

Paul's story certainly met all the criteria – "A local news or human-interest story – must be breaking news, delving into an issue in the entrant newspaper's community."



BEST HEADLINE

“THE THREE AMAYORGOS”, MURRAY PIONEER



JUDGE'S COMMENTS ROSS MCPHERSON

This was a strong field of entries and it is gratifying to see editors and subs putting such creative effort into headline writing when working under the pressures they face every day.

Winner - "The Three Amayorgos" - Murray Pioneer

When three local mayors decided to seek re-election the paper produced an entertaining front page playing on the central idea of a witty headline. The word Amayorgos is of course initially impenetrable - this would normally count it out - but the creative use of type, along with the illustrations, invites the reader to work it out. Few headlines can produce, in the reader, a warm feeling of achievement like that. Excellent!

Second - "From Bricklayer to Nick-slayer?" - The Bunyip

A tilt at the long-standing local member by a local bricklayer offered editor Grady Hudd an opening - and

he took it. The result is a headline offering instant entry into the story, aided by the impact of the rhyming "layer."

The question mark and rhyming also keeps the headline light-hearted - unlikely to upset readers on one side the fence or the other.

Third - "No honey for Badger" - The Border Watch

A story featuring a former Mt Gambier contestant on The Bachelor noted her prediction that the then-star, Nick "Badger" Cummins would not find love on her show prompted this delightful headline, playing on the Honey Badger in a way that was topical and the talk of many in the town. It is a reminder that whatever the town is talking about is news and we should be alert to pick up local angles on it - of which this is a superb example.

Special mention...

To the Plains Producer for clever use of alliteration on Drug Data Down the Drain - an effective way to add impact to a headline on any kind of story, even one that might initially seem dull.

BEST EDITORIAL WRITING

THE SOUTH EASTERN TIMES, RAQUEL MUSTILLO AND J.L. "FRED" SMITH

JUDGE'S COMMENTS SHAUNA BLACK

A dwindling number of entries in this category is disappointing, with some excellent regional publications - winners and placegetters in previous years - failing to enter this year.

The small number of entries were of a high standard, which is heartening, and it is good to see younger journalists speaking up on behalf of their communities. Particular mention goes to editors at the Yorke Peninsula Country Times, The Bunyip and The Loxton News for their outspokenness and passion - you are an inspiration to your communities and to young journalists everywhere.

One entry was disqualified because it did not include the masthead's editorials or leaders but rather lead stories; I implore serial offender Plains Producer to address this issue of qualification. A long-standing, quality newspaper of its stature in Country Press needs to get this right and deserves to be considered.

Younger editors should resist the temptation to put their names to their editorials; remember, you speak for the masthead. It might seem old-fashioned but it is a strong tradition maintained by most publications. However, I have not made this a

cause for disqualification.

3rd place The Courier - the quality of Ian Osterman's writing is unparalleled and there can be no doubt it creates an impact with his readers. The passion with which he speaks must provoke readers to think deeply about the issues - the Catholic Church's response to abuse, the Australia Day date debate, and bushfire readiness. He chose to enter three broad-issue editorials this year, commenting on issues of State and national significance. This is not necessarily a bad thing but it was difficult to judge the connection with local community. Increasingly, Mt Barker is an audience with metropolitan concerns and it is good to see a regional editor tackling these.

2nd place The Murray Pioneer - Paul Mitchell is unafraid to speak truth to power: rejecting recommendations of an inquiry by the Local Government Association into local government strife in the Riverland; taking the ABC to task over its poor coverage of local politics; and challenging the State Government over speed limits his community finds inappropriate. Paul's editorials are well-written, informative and entertaining, canvassing a wide variety of issues.

1st place The South Eastern Times - The work of Raquel Mustillo and J.L. "Fred" Smith has effected positive



Liam Runnalls and Brooke Littlewood.

change for their community. A campaign against changes to shop trading hours resulted in those legislative changes being stymied by Parliament. They held their local Member accountable. The campaign to limit mining access to farms also yielded a result when the local State Member voted against the party

line to protect farmers' interests. In both cases, editorials from the South-Eastern Times were quoted in Parliament. The serious issue of no doctor in Millicent over a 56-hour period was a thorough indictment of deliberate State Government decision-making and inaction over a decade.

YOUNG JOURNALIST OF THE YEAR

BROOKE LITTLEWOOD FROM THE SOUTH EASTERN TIMES

JUDGE'S COMMENTS

JOHN PICK

This year we received four exceptional nominations for the Young Journalist of the Year and it's a pity not all can experience a week in the Canberra Press Gallery for their efforts.

Only a few points separated the four nominees who all received the commendation from their respective editors for producing high calibre work and displaying initiative in sourcing leads and delivering positive changes within their communities.

Again all four nominees Sara Gilligan (Murray Pioneer), Katie Jackson (The Border Watch), Brooke Littlewood (The South Eastern Times) and Samantha Thomas (The Loxton News) have displayed maturity and skill, and above all else built trust with their readers. Examples of their work showed their empathy for others when dealing with very sensitive topics such as a suicide in the family, declining health issues due to breast implants, fighting the

stigma of mental health, tackling drug abuse and helping an 80 year old charitable organisation survive after a lack of membership.

Each of the nominees has taken on extra responsibilities early in their careers and all are considered important and reliable employees of their respective publications. They are all producing hard news, sport reports, human interest stories and most are doing the usual rounds of reporting that city young journalists can only dream about.

Congratulations to all four nominees, but there can be just one winner and this year the award goes to : BROOKE LITTLEWOOD from THE SOUTH EASTERN TIMES.

Brooke is a valued member of the newspaper where she started her cadetship as a 17 year old. After completion she lived and worked overseas for four years, gaining valuable life experiences before taking up a job offer and returning to The South Eastern Times.

She is described by her editor, Brett Kennedy, as a hard working journalist who has left her mark on

the community. That is more than evident from a body of work she produced last year to reduce the stigma of Mental Health.

Suicides in any community often go unreported, usually as a mark of respect for the families left grieving. Brooke Littlewood helped break the silence and stigma of suicide and mental health.

She told the tragic story of a Penola family grieving the loss of a loving husband and father. Brooke wound back the clock to the day the mother and two daughters lost their loved one to suicide and her empathy for the family and the four year struggle they endured following the death was the basis of a heart wrenching story.

Together with the family, Brooke helped to break the silence and alert the wider community that suicide is too often the result of ongoing, undiagnosed mental health issues.

Like the family concerned, Brooke was determined to turn this negative into a positive and make sure no family goes through what they experienced.

In another of her stories also related to mental health, Brooke vividly told the story of how a young woman's traumatic memories of being a child in the oncology ward fighting Hodgkin Lymphoma left her battling mental illness on a daily basis.

Such sensitive issues were handled professionally and with empathy and because of the trust she built among locals, other people with their own battles are reaching out to her for help. Brooke's willingness to go the extra mile with her reporting saw her join the region's Suicide Prevention Network.

Her editor said "Brooke is an upcoming journalist, and has shown maturity and skill beyond her years in reporting sensitive issues. Her work ethic has been outstanding and her positive attitude is a great asset to the company."

"Congratulations Brooke, I hope you enjoy the journalistic experience of a lifetime."

BEST COMMUNITY PROFILE

AMIE PRICE, YORKE PENINSULA COUNTRY TIMES

JUDGE'S COMMENTS

PAUL STARICK

Profile of Karimi Manners, a Kenyan woman who has opened a food business in Alford, a farming town of 158 people.

This is a memorable story about an unusual and interesting person, who has started a thriving food business in a small country town. The exceptional nature of Karimi Manners' situation gave Amie a good head start but she ensured the story was told in a lively, entertaining manner. Her copy flows extremely well and is packed with relevant detail. For me, the key was that this was the story I went home and told my family about after reading through the entries at work. I could not find any record of the Karimi's story being published elsewhere. Congratulations Amie. Perhaps you could celebrate with a meal at Karimi's Kitchen Takeaway.

Special mention: Plains Producer, Louise Michael

This also was an extremely interesting and intriguing story. It made me want to read on and had plenty of relevant detail. The difference between this and the winner was the copy did not seem to flow quite as well, even though it was a fine piece of writing. I found myself going back several times and re-reading, just to ensure I did not miss something. Perhaps this had something to do with the layout - longer paragraphs - and over two pages. Regardless, it was a narrow contest but I had to choose one winner.



The Hon. John Dawkins MLC and Michael Ellis.

BEST SUPPLEMENT

THE YORKE PENINSULA COUNTRY TIMES

JUDGE'S COMMENTS

PETER READ

Very little separated the best of the very impressive entries in the CPSA Best Supplement 2018 awards.

Supplements are inevitably a vehicle to sell themed advertising. They work best when the design is eye-catching and they contain advertorial that successfully masquerades as editorial and most of the entrants this year achieved this aim.

The photo quality was outstanding in many cases and the layouts were creative. Although most of the entries were on well-trodden themes, they showed pleasing creativity.

Having the smaller and larger papers all in the one section made judging more difficult.

A Special Mention goes to The

Bunyip for their innovative On the Ball publication – a one-stop shop for all things football, netball, hockey, soccer and basketball.

Third place goes to The Angaston Leader, for their impressive Celebrating 100 Years publication, covering their colourful company history. The Robinson's family's newspaper passion over four generations was imaginatively documented and the team spirit that has been a feature of this company was appropriately celebrated and this made interesting reading. Incredibly good advertising support reflected the paper's outstanding community connection. The cover was outstanding. Including some of their most interesting front pages over the years and coverage of their editorial campaign successes would have lifted them in the placings.

In second place, and only marginally behind the winner, is The Murray

Pioneer, for their impressive annual tourist publication, River Time. Great pics, impressive and detailed local maps, an interesting layout and good content were a feature. Excellent front and back covers and comprehensive tourist information will make repeat advertising easier to sell, an important consideration with annual productions. I

felt that some of the editorial was more blatantly advertorial and the winning publication managed to present similar content that was better disguised.

The winner is The Copper Coast 2019 Visitors' Guide produced by The Yorke Peninsula Country Times. This annual, full gloss tourist



Nick Perry, Michael Ellis, Sheila Cranwell, Bernice Williams, Cynthia Jerico and Amie Price.

guide was on par with efforts by much bigger publishers, including State Tourist bodies, elsewhere. It has great layouts and pics and interesting editorial with the town by town layout making it very readable. The maps at the back of the book were large and informative and the circulation of this guide is impressively wide.

BEST ADVERTISING FEATURE

THE PLAINS PRODUCER "A-Z HOME GUIDE"

JUDGE'S COMMENTS

CHRIS COOTE

It is good to see there is still thought and planning going in to producing advertising features as they are good for revenue. The traditional 50:50 or thereabouts advertisement/editorial rule seems to still apply but breaking with that type of tradition may be the way to create more interest for readers and advertisers. Graphics from advertisements breaking into editorial, all advertorial features, and other non-traditional ideas could help reinvigorate features.

First place – Plains Producer: A-Z Home Guide. This eight-page feature was a standout. The editorial was clean and well laid out, and the use of background colour was, in this case, appealing to the eye. It is obvious the feature was well planned and broke away from the traditional ad stack and editorial on top. This type of break from tradition generally pleases advertisers and readers tend to focus more on the content as it is different. No doubt this was a good earner and would, one would expect, be easy to sell again.

Second place – Angaston Leader: Rediscover Angaston. The Leader has done a good job of making what sometimes can be standard fare about a town into something appealing and interesting. The six pages are opened with a story that gives a good introduction and to the feature and a good photo with lots

of local faces, and local faces and stories continue to feature strongly throughout the pages. The ad layout is neat and consistent, and while healthy in terms of advertising, it is clear editorial was given plenty of space too.

Third place – Yorke Peninsula Country Times: What's On For The Summer Holidays. While this type of feature has been a regular in a number of papers over the years, the YP Country Times has ensured this is anything but standard. There are plenty of well designed and laid out ads, local faces and the editorial relates directly to the topic to deliver exactly what the advertisers and readers would want – clear information about what is on. It would have been a nice revenue generator to finish off the year too.

Others

Angaston Leader: 100 years of Remembrance. Local stories and information help lift a style of feature that has been done widely for many years. The ad stack was repetitive, and the poppies became the centre of attention, but as revenue was donated to RSLs, and judging by the number of ads, businesses were happy to take part.

YP Country Times: Wine, Wheels & Whiting. This delivered clear information about the event it was promoting with a clean layout and good use of a graphic. The ad layout and production is clean and clear.

Plains Producer: WSB Distributors 80 Years. Fairly standard co-operative advertising feature that

no doubt generated good income. Editorially one could have expected more history after 80 years rather than the large number of photos.

The Bunyip: Nurioopta. Five pages of solid revenue was supported by editorial on the town. It lacked a story at the start to give reason for the feature would have been a good promotion for Nurioopta.

Loxton News – Council Elections. Good for revenue and good for readers as they can't miss a profile on the candidates. The editorial that was accompanied by an ad certainly popped from the page more than the editorial alone. This is a good way to monetise an election that in a lot of places lacks advertising.

Loxton News – Morgan. Solid advertising in this four and a bit-page feature. The editorial went well with the ads but could have benefited from more on the town.

The Border Times – The Year That Was 2018. A good wrap up of the year combined into an advertising feature. A higher percentage of editorial to advertising suggests this was more about delivering information that focussing solely on revenue generation. A high number of local faces would have created strong readership.

Murray Pioneer – Jarahs Hair. No doubt there was good income from this co-operative advertising feature. The editorial was simple and had a more interesting layout than the traditional. Not a lot of space meant there wasn't a high story count.



The Courier – Summer Sports Guide. No doubt this generated plenty of revenue. It featured a high number of local people in the photographs although names were lacking from team photographs. The modular layout was somewhat repetitive but the ads in general popped from the page.

The Border Watch – Travel. This promised much with a beautiful photograph as a front page. There would have been plenty of income from the large number of advertisements. There was a number of 'generic' stories but a feature such as this benefitted from such editorial. This type of feature would make a good 'regular' spread for continued revenue generation.

BEST ADVERTISEMENT BRANDING

THE YORKE PENINSULA COUNTRY TIMES

JUDGE'S COMMENTS MARK CLEWOW

First. Yorke Peninsula Country Times for the Copper Coast Produce Wholesalers.

This advertisement proved that size doesn't matter when a brand is consistently and frequently reinforced in the right media. This small ad delivered a big impact through being clear and colourful, with an unambiguous offer and a strong call to action. The ad rated highly on all the criteria for this award. Having invested in regular brand advertising in their local newspaper, the client reports good feedback and significant increases in turnover.

Second. Murray Pioneer for Warburton's Butchers

These bold and engaging ads effectively conveyed a slightly different approach to meat and butchering. The memorable deadline aligned with the image to make the experience of the meat affectionate, flirtatious and fun.

Colours, typography and photography all worked well together and the inclusion of Emma's face against the shop brand was an effective call to action.

Note. This ad was scored down from first because the entry did not include any narrative about how it came about or performed.

Third. The Bunyip for Hillier Park Residential Village

This is a nicely packaged ad that uses a strong emotional image and straightforward copy to reinforce family as a

buying decision. The colours and strength of image create an economy of words that can focus on the key issues of independent retirement living.

Retirement living is a cluttered sector and this ad proves that the simplest of emotional messages can be the most effective.

Note. It would have been good to know the results of the campaign.

Commendation. The Leader for the Barossa Distilling Company

An attractive ad that ties in the colours and activity of spring in the Barossa Valley with the product. Nice image, simple layout. Note: Perhaps the photo of the product could have been larger as other aspects of the layout tend to dominate over the product itself.



BEST ADVERTISEMENT PRICED PRODUCT

THE COURIER

JUDGE'S COMMENTS BOB YEATES

I appreciate the sometimes limited time we have to stop and have a critical look at the advertising material we produce but it is a good exercise for constant improvement.

It is important that the production departments of all local newspapers understand the importance of well designed and laid out advertisements.

They are a key to selling advertising.

If the advertising department have professional advertising material to present to clients, especially a campaign or a series of advertisements, perhaps a storyboard, then it makes selling newspaper advertising so much easier for sales people and clients appreciate the sales representative's forward thinking about their business.

Newspaper clients cannot be bothered with a sales rep who presents well at the door but has nothing for the client to consider.

This year about half of the entries added notes to their advertisements for the judge to consider along with their entry.

There were still some advertisements that were not cleanly laid out or in other words keep the gazing eye very busy!

First this year was the entry from The Courier Mt Barker.

A full-page advertisement with big, bold prices and easy to read from a distance.

The advertisement had three parts:

1. Pictures of staff stating how long the staff had been serving the company (most interesting for clients). 2. The bold

price product section; and 3. The bottom of the page, a competition.

The advertisement surprised the client with its result, the client said "we believe the advert worked in many ways."

"The mountains of feedback from the public was fantastic and made us realise how many people like to read our local paper."

Great words of encouragement for the newspaper, and a confidence builder for all.

Second place went to Plains Producer for an advertisement that played by the rules.

A clean, easy to read layout...with one family of type through the advertisement - excellent work, with bold, clean colour stopping the eye, complimented with easy to read copy.

The advertisement was an old classic layout, the prices jumped off the page for the reader.

A more detailed look of the advertisement and some of the copy type could have been aligned better, making the ad a little cleaner.

Third went to the Border Watch for regular weekly advertisement from She's Apples market.

Each week the products are presented in the paper in a well-banded advertisement.

The advertisement is easy to see and well reproduced, a tick for production and the printers.

Again the prices are an easy to read size (they may be better printed just in reverse, not green on black).

The advertisement is presented clean



Jo Conyers and Jenny Noske.

and regular each week developing the brand as well as well-priced products.

The advertiser must be getting results as the advertisement runs weekly with "special" changes each week

The tail of the advertisement also has all the necessary information all about the company, telephone number and address for the newcomer to town!

In summary, there has been over time, constant improvement in the layout and design of advertising in local newspapers.

With more competition from all market communication mediums in a challenging environment, it has never been so important for the local newspaper salesperson to be professional and enlightened about his or her clients, their business and their marketplace.

I would like to thank all local newspapers that reviewed their advertising for this year's awards, and congratulations to the winner.





Empowering our stories

At SA Power Networks, we support country newspapers because, like us, they are a big part of the community.

The Country Press Awards give deserved recognition to the best of the best.

From SA Power Networks, congratulations to all the award winners and everyone in our country media working to keep our communities connected.

If you'd like to know more about how we support our communities, visit us at sapowernetworks.com.au