

# Success in press



NEWSPAPER AWARDS 2014

## Vintage tribute to the best

Delegates to the 2015 Country Press SA conference were treated to some of the State's best food and wine in the Barossa Valley.

At two of the region's iconic locations – the Novotel Barossa Valley Resort and Seppeltfield Wines (pictured) - representatives from the 31 member newspapers heard from speakers including Barossa Co-op CEO Graeme Longmuir, local legend Maggie Beer, Jan Turbill of Intuito Market Research, Mark Hollands of Newspaper Works and real estate innovator Anthony Toop.

The 2014 Country Press SA Awards were celebrated with a gala dinner at the Novotel on Friday night February 19, where there were some surprises in store, especially in the Best Newspaper categories.



Country Press SA  
BAROSSA VALLEY  
CONFERENCE

# 2015

Best Newspaper 6000+

Port Lincoln Times



**Times is best in SA**  
THE Port Lincoln Times was on Friday night named the Best Newspaper with a circulation over 6000 at the SA Country Press Awards.  
According to the best judge, Bruce Morgan, the "outstanding commitment to community journalism came through on every page" of the Times.  
The Times won the award with 81 points, ahead of the Yorke Peninsula Country Times with 80 and the Border Watch (Mt Gambier) with 79.

LEFT: Mark Brownley, of SA Power Networks, with Port Lincoln Times' Managing Editor Chris Coote and judge Bruce Morgan.

ABOVE: How the Port Lincoln Times team celebrated its historic win.

# Times has community at heart

## Judge's comments Bruce Morgan

Generally, the standard of newspapers in this category was quite high, with a consistent commitment to "parish pump" community news, people photos and good sports detail.  
Most in this category committed to regular editorials and promoted letters to the editor, including social media comments.  
Layouts generally were modular and clean with a good balance between serif and sans serif headers. Story count was good although it could be improved in some publications.  
The advertising in some was exceptional, highly creative, bold and colourful.  
The printing was a contrast, with some papers of high quality on good print stock but others using a lighter stock that did not reproduce as well.  
It was difficult scoring the top seven newspapers; indeed only four points separated them.

In the end, it was quality community journalism that won the day.  
**First place – Port Lincoln Times.** The outstanding commitment to community journalism came through on every page. While the print stock quality/printing let this publication down somewhat, its strengths outweighed this.  
The "Our Community" section is a benchmark for all publications wanting to remain relevant in their communities. The Times has community leadership credentials, with good editorial comment and solid letters indicating engagement.  
Its junior sport was a highlight of this section, and overall, an excellent story count.  
Its typography was mixed with balance and a good use of photos, although again reproduction was a let-down.  
The advertising was clean, allowing modular layout, with the classifieds clean and reader friendly.

Overall, this seems a proud community newspaper that takes its leadership role seriously.  
**Second place – Yorke Peninsula Country Times**  
This is a clean newspaper on good stock with multiple strengths throughout its pages.  
Strong use of "people pics" and quality local content were the standouts. The story count was reasonable, but more briefs could make it better and busier. Editorial and letters page was substantial but readers could be encouraged to write more briefly.  
Sport was an excellent cover of those represented.  
The advertising was a high standard; the Mother's Day Gift Ideas a good example of busy but clean.

It was amusing to see Church Services under "entertainment". A subjective point!  
**Third place – The Border Watch**  
Easily the best, most consistent front page in this category and The Border Watch is every bit the daily paper it almost is.  
Inside was also consistent and the quality of the local content was high. Pictures were good but sometimes too big when considering the content of the frame.  
It editorialises well but lacks community engagement through letters, which could be encouraged.  
Sport also was good, although some reports were exceedingly long and seemingly printed as submitted.  
The advertising was of good quality, with a very good Real Estate Guide. Generally, the printing was good, although too much monochrome detracted from the overall product.

Country Press SA thanks its sponsors...

**Best Newspaper 2500-6000**

The Recorder  
 Setting  
 a new  
 standard  
 on 'sticky  
 issues'



Sponsor Mark Brownley, of SA Power Networks, Debbie Glastonbury and Greg Mayfield of *The Recorder*, and judge Margaret Manuel.

**Judge's comments**

**Margaret Manuel**

**First: The Recorder**  
**Second: The Naracoorte Herald**  
**Third: The Murray Valley Standard.**  
 I felt privileged and honoured to be the judge of newspapers in this category for 2014 and I knew it wouldn't be an easy job.  
 Judging was difficult with all newspapers showing good coverage of local events, proving they are an integral part of their communities.  
 Only four points separated the top four papers. Interestingly I found some papers were actually more exciting to look at from the back page than the front.  
 It is important to remember that it is front pages that sell newspapers and I believe nothing can compete with a good front page photo used well.  
 Also, I question the use of TV guides taking up two pages when most TVs have easy access to their own guides.  
 Also, many papers didn't use by-lines for their journalists.  
 Third this year is *The Murray Valley Standard*. It did a great job of covering sport in the area. In the issues submitted, its back pages were well presented with good use of photos which often outshone the front pages. I particularly loved the house ad "I'd be stranded without my *Standard*".  
 Second place goes to *The Naracoorte Herald*. A newspaper with good solid front pages and some well-written stories which I found myself reading more than I meant to.  
 They pulled the reader in to read more.  
 I did note a falling off of reporting in the November issue and on checking the house ads found the paper had one fewer journalists, maybe making life harder for the one still writing?  
 And first place goes to *The Recorder* from Port

Pirie. I loved its coverage of some sticky issues – including some difficult political situations which I felt were handled well by the journalists. Although small in size, the paper packs a punch and is full of life with good photos, used well.  
 Fourth was *Whyalla News*. Front pages had good variety with photos used well with imaginative layout. Editorial comment, social pictures, high standard of editorial and a well-used opinion page contributed to a well-rounded newspaper.  
 Great real estate advertising. I felt photos could be sharper. Best photos were in the real estate advertising.  
 Fifth – *Transcontinental*, Port Augusta. Not far behind the previous two papers, a neat and tidy paper with good modular layout. Photos could have been crisper – especially in the 40 and 50 years ago section. They're not worth using if they can't be reproduced well. I liked the fact opinion was sought from the community with Street Talk.  
 Page 2 changed during the year from just weather to include a story, which gave the paper much more appeal.  
 Sixth – *Northern Argus*, Clare. Although this paper can boast a great cross-section of news with good real estate advertising and sports coverage, I felt the paper generally had an old-fashioned look to it with lengthy stories on the front page and little use of photos. But I like the Trades and Services Directory - good use of colour and easy to read. Great front page photo at Marrabel but not attributed to any photographer.  
 I felt the camera competition photos could have been used better at times – at least one of them, with the others smaller as they were of excellent quality.  
 Another newspaper where the back page was often more appealing than the front.



The winning team: Editor Greg Mayfield, front centre, with manager Debbie Glastonbury, left, and Hollie Joyce. Back, Phil Hensel, Bianca Roeters, Shane Hendrickson, Jessica Brenton and administration manager Joyleen Eckert. Absent: Louis Mayfield and Laura Cook



**Newspaper Awards**

Save the date  
**Friday February 19, 2016**  
 Mortlock Chamber  
 State Library of South Australia,  
 North Terrace Adelaide  
 6.30pm for 7pm start



Celebrating regional journalism, photography, and advertising.  
 Registration Forms will be sent later in the year.



# Making the most of the Times

Lyndon Keane and Duana Job, Katherine Times.



## Life members

*C M R Dumas	The Courier	Mount Barker
*W K Robinson	The Leader	Angaston
*L M Judell	Gladstone, Jamestown, Laura paper	
*E G Sprigg	Naracoorte Herald & Border Chronicle	
*C B O'Reilly	Country Press Association of SA Inc	
*W Gilore Taylor	The Murray Pioneer	Renmark
*J Liddy	Barossa & Light Herald	Tanunda
*F W Hambidge	Murray Valley Standard	Murray Bridge
H J Peake, OBE	Naracoorte Herald	Naracoorte
*J F Power	Country Press Association of SA Inc	
*D T Tilbrook	Northern Argus	Clare
M G Hambidge	Murray Valley Standard	Murray Bridge
D B Hann	The Loxton News	Loxton
*D H G Taylor	The Murray Pioneer	Renmark
R J C Willson	Whyalla News	Whyalla
*P J Marston	The Courier	Mount Barker
M R Townsend	Country Press Association of SA Inc	
T F Ellis	Yorke Peninsula Country Times	Kadina
J D Pick	The River News	Waikerie
P H G Taylor	The Murray Pioneer	Renmark
M S Manuel	Plains Producer	Balaklava
T J McAuliffe	Fairfax Regional Media	Adelaide

\* deceased

### Best Newspaper under 2500

#### Katherine Times

#### Judge's comments

Joe Italiano

The top three newspapers in this year's competition had a lot in common. The *Katherine Times*, *Eyre Peninsula Tribune* and *The South Eastern Times* are all engaged with their communities. This is evident in their coverage of community events, sport and solid Letters-to-the-Editor sections.

The *Katherine Times* and *The South Eastern Times* have moved with the times and are making good use of technology. Layouts are clean and good use is made of space with both papers giving major news the full front page treatment when it is appropriate.

The *Eyre Peninsula Tribune* is more of a traditional newspaper. It has clear signals on each page as to what the reader should read with bold headings for its lead stories and lighter or smaller headings for other stories on the page. It also has a good story count.

Large colourful photos, social pic spreads and comprehensive coverage of sporting events are features of all three papers.

The winner's coverage and presentation of big news stories finally separated it from the pack. In a very close finish, the *Katherine Times* edged out the *Eyre Peninsula Tribune* and *The South Eastern Times* in second and third positions respectively.

**Katherine Times**  
This is a professionally produced newspaper which makes the most of every opportunity, giving front page news the full treatment when it is warranted, such as the murder of the sister of the Minister for Women's Policy (May 7 edition).

Local achievements are acknowledged and

celebrated. If you do well in Katherine, the local paper certainly looks like it will help spread the news.

Disappointingly in the editions judged was a lack of names under some photographs, particularly in sport and social pages. People have names and these should be used in captions, even if it means a little extra work to chase them up.

**Eyre Peninsula Tribune**  
This newspaper has a good mix of hard news, sport and local social events.

All four editions presented for judging featured a strong lead plus a second story and pointers on the front page – all good counter sales material.

Layouts are traditional and done well with the reader left in no doubt as to what is the lead on any of the early general news pages.

Photos could be improved by the use of a little imagination. This newspaper is better than the "line up" pics used on some of its pages.

**The South Eastern Times**  
This newspaper is doing things right. It promotes its content well on the front page and follows up with well presented and written stories on its news pages.

It is very clear what the newspaper sees as important and it is not afraid to champion local causes and issues in its well-written editorials.

Snapshot pages capture locals enjoying themselves at social events.

It also has good pictorial coverage of sporting events to support its strong community focus.



SA Power Networks' Mark Brownley with the Manager of the Katherine Times, Duana Job.

**Best Sports Photo**

Laura Wright, The Courier



**Judge's comments**

Lloyd Jenkins OAM

Sports coverage is a best-seller for newspapers and readers expect action and excellence in photographs.

The best photographers couple technical skill with creativity and patience to capture the really striking images that make readers stop, look and enthuse. Overall, entries in this section included high-standard pictures of football, cricket, basketball, rodeo and bowls.

Some fell away in reproduction, cropping and placement on pages while those in the top bracket

achieved immediate impact and news value.

THIRD: *The Murray Valley Standard* - Perfect timing and focus for a spectacular mark in country football.

SECOND: *The Leader* - Remarkable composition of bowlers with all eyes on the green.

FIRST: *The Courier* - "Anger surfaces" showing brilliant presentation of footballers splashing in mud and water with the ball barely recognisable. This illustrated a hard-hitting story about the shocking state of grounds.

*By Ben Goldfinch*  
 The standards of Hills Football League grounds have once again raised concerns following last Saturday's round of fixtures. Local club officials have queried the facilities on offer at Mt Torrens, whilst several other venues have come under notice because of the wet winter weather. HFL president Glen Sickerick confirmed the league was always assessing the oval situation, especially at this time of the year. "We are looking into the Mt Torrens issue... there are other ovals which are causing us concern," commented Sickerick. "We will always have problems at this time of the year. I don't really know what is expected of us as it we shift one game we have to shift more. I don't really know what is expected of us as it we shift one game we have to shift more. I don't really know what is expected of us as it we shift one game we have to shift more." (Text continues with details of the ground conditions and the impact on the match.)

**All the angles in news**

**Digital Initiative**

The Border Watch

First - *The Border Watch* for its effective and sustained integration of print, digital and social media

*The Border Watch* demonstrated the sustained integration of a range of traditional, digital and social media for the purpose of promoting and adding value to local news. Using QR codes to directly link news stories in the print edition to additional video content is a great way to encourage people to not only sample digital, but to have an ongoing relationship with it. It also reinforced the view that a successful local newspaper delivers news in many different ways and that each source has a unique, but complementary, purpose in the overall relevance of local news. Using the video content as a tool for the sales team provides further reinforcement of this to advertisers.

Overall, I felt that *The Border Watch* demonstrated the best level of integration across all platforms and its initiative was a sustained and permanent change to the way in which they publish.

Second - This is a tie between *The Recorder* and *The Murray Valley Standard* for their coverage of local bushfire emergencies

*The Recorder* and *The Murray Valley Standard* demonstrated the value of digital in providing rolling news, information and human interest stories during significant bushfires affecting their regions around the same time in 2014. In doing this they each received consid-

erable increases in traffic to their websites. In the case of *The Recorder*, it saw record levels of digital traffic for regional Fairfax Media sites, not only in South Australia but nationally. Overall, in a time when other forms of regional media have either wound down or centralised their "after hours" news resources, these newspapers harnessed the potential of their digital brand in being a 24/7 news leader and allowed them to demonstrate agility and social responsibility when their communities needed them most.

Honourable mention. *Victor Harbor Times* for its Best Schnitzel Competition. This was a fun and engaging promotion that captured the imagination of readers and promoted some great results. Schnitzels are a staple of the Australian diet and by using digital, social and print media, readers were engaged in a competition over something that was very down



**Judge's comments**  
 Mark Clemow

to earth and dear to them. In addition to the engagement in the campaign, it raised awareness of the digital editions and social feeds of the paper and gave advertisers a broad range of promotional vehicles. Overall, this was a great way for a regional paper to engage with its audience and it should provide a solid foundation for other similar ideas.

Celebrating wins for *The Border Watch* and *The South Eastern Times*, from left, J.L. 'Fred' Smith, Jason Wallace, Robin Reid and Dennis Jackson.

BELOW: How *The Border Watch* reported its win.



**Leading the way**  
*Border Watch* awarded for series of innovative videos highlighting importance of country news

ARTICLES of videos produced by *The Border Watch* highlighting the importance of country newspapers to keep regional communities connected and supported. Local business has been recognised at the 2014 South Australian Country Press Association awards.

The video series and promotion of the clips and links via Facebook and *The Border Watch's* website was the "digital initiative" at the awards.

An award for the year's best news photograph was also presented to *The Border Watch* for an image captured by *Border Watch* staff member Sam Dowdy of Minister Leon Rieggel with a black bull at the year's best news photograph award.

The winner epitomises press photography - a photo-journalism - at its very best, judge Terry O'Brien said.

"It shows an awareness of a tense situation, captured at exactly the right, finger-pointing moment."

J.L. "Fred" Smith won the best editorial writing award with the judge stating his opinion piece published in *The South Eastern Times*, which is part of the *Border Watch* newspaper, "served and resulted for his community in Millom."

"In an era when politicians will test the popularity of policies by announcing them and gauging the response, regional newspapers have a crucial role on their behalf," judge Shannon Black said.

"Fred understands this responsibility deeply and is prepared to speak frankly and passionately to the local content was high," he said.

*The South Eastern Times* also placed third in the 2014 award for newspapers with circulation under 100,000.

It was also acknowledged in the excellence in journalism category with Sandra Manolis presented second place for her "brave and sustained" coverage of the growing problem of use of the methamphetamine known as "ice" in *The Border Watch*.

"The reporting contributed to giving community awareness, prompting police to organise a forum to tackle the problem," judge Kim Tilbrook said. "Sandra's coverage included lengthy interview with police, community leaders and reformers."

Brett Kennedy placed third for his series of hard-hitting news stories in the potential for use of the controversial mining practice known as "backfilling".

Mr Tilbrook said "it is a divisive issue and Brett kept up a very high standard of journalism."

"He attended several public meetings, speaking to residents and protesters to make sure the wider community was kept fully informed," Mr Tilbrook said.

"At all times, he maintained balance in his reporting by ensuring the views of the exploration Request for Sale of the South Eastern Times was also fully covered for his coverage of issue involving methamphetamine use in the region."

**Best News Photo**

Sam Dowdy - The Border Watch

# Polly prank a winner for Sam



**Judge's comments** **Barry O'Brien**

- First: The Border Watch**
- Second: Plains Producer**
- Third: The Murray Pioneer**



**Winner: Sam Dowdy, The Border Watch**

It was a delight to judge this year's award with many excellent pictures contributing to the highest overall standard I can remember.

Firstly, once again I would ask that organisers standardise the entries. Here's a suggestion: perhaps the full page could be attached/stuck to a sheet of thin cardboard eg 50cm by 32cm. On the reverse side, the entry form stuck securely.

If the entry is presented in a plastic folder, please show the entry details face out on the reverse side. It would make life so much easier if entries, especially for the photographic sections, were all the same and didn't have to be taken in and out of folders.

Many entrants showed good creativity especially *The Murray Valley Standard* and *Port Lincoln Times*.

The trouble experienced by farmers was well illustrated by *The Loxton News* and *Northern Argus*.

I was drawn into the story by the picture of the teenage girl with the MRI brain scans in the *Whyalla News* and had a smile at *The Leader's* spirit-of-the-fringe picture.

It was so hard to separate the top entries. I loved both the *Yorke Peninsula Coun-*

*try Times* cooling off in the heat-wave picture taken by Lucy Short and the mobility scooter for local lad in my local paper, *The Bunyip* by Alex Urquhardt. I saw it when published in November and hoped it would be an entry.

Little did I know the quality of this year's entries. Unfortunately I couldn't include either in my top three, but highly commend them both.

Third place I awarded to *The Murray Pioneer* and Will Slee's running of the sheep. It would have been a good picture anyway, but to get the leader of the pack leaping was "gold" - in this case, bronze!

Second place went to the extraordinary picture by Lisa Redpath in the *Plains Producer* of the fire front which was frightening, showing the enormity of the challenge faced by one unit. Great picture, wonderfully used.

The winner epitomises press photography - or photo-journalism, at its very best. It shows an awareness of a tense situation, captured at exactly the right, finger-pointing moment. I refer to Sam Dowdy's excellent picture of Forestry Minister Leon Bignell's objection to the stunt of Liberal member Tony Pasin in *The Border Watch*.

# Pamela leading the way in country journalism



It was a delight to see nine entries for the Young Journalist of the Year 2014. All nine entrants are worthy winners of this award. They are all passionate journalists serving their mastheads in print and online, through journalism and photography, and all are actively involved in their local communities, developing contacts and generating story leads.

Entrants ranged in age from 18 to 25. The more senior entrants are already industry veterans, working on subbing and layout, and some have been acting editors. In judging this award, I have taken into consideration the merit of supporting articles, and also the individual aspirations and initiatives of the entrants, as outlined by their nominators.

**Winner - Pamela Perre, The Murray Pioneer**

Pamela Perre (pictured) is a great all-round country journalist, having taken up the social media challenge and also the role of digital editor at *The Murray Pioneer*. She's been a fantastic advocate for the

**Young Journalist**

Pamela Perre - The Murray Pioneer

**Judge's comments** **David Wright**

- Pioneer* in the community through:
- her dedication to local issues (her story about the demise of the local army cadets led to its rejuvenation),
  - involvement in community events (ice bucket challenge),
  - serving as acting editor of the *Loxton News*, and
  - promoting *The Murray Pioneer* with weekly radio spots.

Clearly Pamela has the versatility and drive required of young country journalists as our industry moves forward to embrace the digital age, while maintaining our traditional print editions.

**2nd - Nick Perry, Yorke Peninsula Country Times**

Nick Perry joined the *Yorke Peninsula Country Times* straight out of school in 2007, fuelled by a passion for journalism, and will serve as his masthead's acting editor in 2015. He's a great all-rounder tackling everything from hard news to sport, and is not afraid to tackle the big issues.

**3rd - Hollie Joyce, The Recorder**

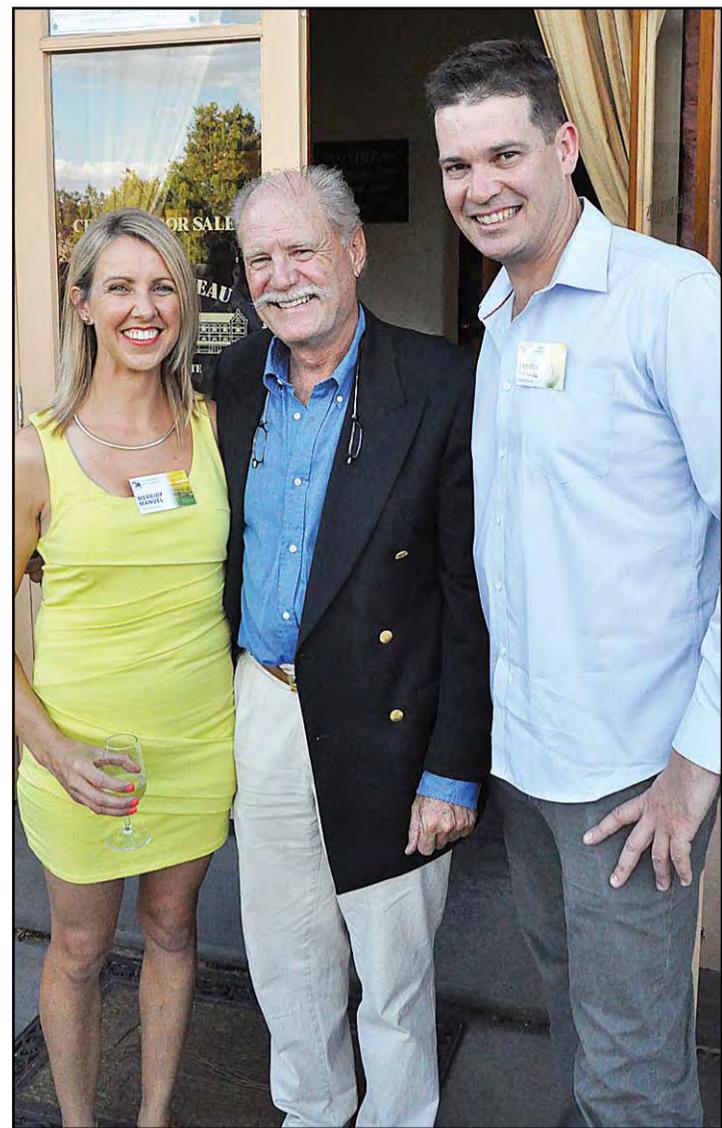
Described by her editor as one of the most talented, precocious young journalists he has met in 40 years of journalism, Hollie Joyce ticks all of the boxes for a country media employee. She's taken up the social media and digital challenges, has worked on subbing and layout, and has built on her existing network of contacts in the community.



## Art break at winery

Guests enjoyed a casual dinner at Chateau Tanunda on Thursday night. On Friday, guests heard from four speakers at the Barossa Novotel conference facilities before boarding a bus to Seppeltsfield winery and cellar door. Seppeltsfield hosts a Jam Factory workshop, which provides studio space for a dozen professional artisans and a gallery space. Guests met knife maker Barry Gardner, leather worker Rose-Anne Russell, milliner Julie Fleming and glass artist Brendan Scottfrench. Lunch was served at Seppeltsfield before guests returned to the Novotel for the awards dinner.

**LEFT: Merridy Manuel, Georgie Todd, Rosemary Duffield.**  
**RIGHT: Merridy Manuel, Chateau Tanunda owner John Geber and Andrew Manuel (Plains Producer) at the casual Thursday night dinner.**



**APEC shirts anyone? Ben Taylor (The Taylor Group), Graeme Longmuir of Barossa Co-op, Tony Mangan (HWR).**  
**BELOW: Ben Taylor (The Taylor Group), Margaret Manuel, Paul McEvey (Country Press Australia) at Chateau Tanunda on Thursday night.**



**ABOVE: That's not a knife! Ian Osterman (The Courier), knife maker Kevin Gardner and Trevor McAuliffe (Country Press SA).**  
**LEFT: Maggie Beer with Renee White (Barossa & Light Herald).**  
**BELOW: Guest speaker Anthony Toop.**





**FAR LEFT:** Nick Perry and Kayla Boyce (*YP Country Times*).  
**CENTRE LEFT:** Caitlin Faint (*The Leader*) and Stephanie Gann (*The Leader*).  
**LEFT:** Renee White and Todd Bennett (*Barossa & Light Herald*).  
**RIGHT:** Greg Mayfield (*The Recorder*), Darren and Genevieve Cooper (*The Courier*), Ros Mayfield.  
**BELOW RIGHT:** Paul McEvey (*Country Press Australia*), Matt Sharkady (*GOSS Graphics*), Tania Gordon (*Norske Skog*), Liz Papasergio, Lorraine Yeates.  
**BELOW:** Ben Taylor, (*The Taylor Group*) Wendy Forbes, Paul Mitchell, Pamela Perre (front), all from *The Murray Pioneer*.



**ABOVE:** Kirsty Davis and Kayleigh Bruce (both *Whyalla News*), Helen Luvisi and Celeste Newbery (both *Transcontinental*).



**LEFT:** Emma Clark and Simon Clark (*The Leader*).  
**RIGHT:** Nick Perry and Ian Shaw (*YP Country Times*).  
**FAR RIGHT:** Rob and Rosemary Duffield (*Country Press Victoria*).



**ABOVE LEFT:** Rob McLean (*The Bunyip*), with "The Andrews Sisters" entertainers.

**LEFT:** Lorena Lyon (Fairfax Sales), Barbara and Michael Sibley (*The Islander*), Tina Traeger (*EP Tribune*).

**BELOW LEFT:** Deidre Graham (*The Border Times*), Lloyd Jenkins OAM and Norma Jenkins.

**BELOW:** Greg Mayfield (*The Recorder*), Dylan Smith (Fairfax Digital), Debbie Glastonbury (*The Recorder*).

**RIGHT:** Libby and Les Pearson (*Plains Producer*), with baby Patrick.



**LEFT:** Hon John Dawkins, Margie Betts (*The Bunyip*).

**ABOVE LEFT:** Sonia Fowler (*Barossa & Light Herald*).

**ABOVE:** Sandy Shaw and Kaylene Ellis (*YP Country Times*).

**ABOVE RIGHT:** Jeremy Wohling and Brooke Dubois (*The Times*).

**RIGHT:** Brad Sargent and Jenny Wainwright (*The Flinders News*).





**ABOVE: Best Front Page.** Sponsor David Robins (DIC Australia) with Norman Marston (*The Courier*).  
**BELOW: Outstanding Ad Rep.** Sponsor Mark Brownley (SA Power Networks) with Wendy Forbes (*The Murray Pioneer*).



**LEFT: Best Sports Story.** Sponsor Steve Marshall (Agfa Graphics), Les Pearson (*Plains Producer*).

**RIGHT: Best Editorial Writing.** Fred Smith (*The South Eastern Times*), sponsor Tom Raggatt (HWR Media and Communications).



**ABOVE: Young Journalist.** Sponsor Tony Pasin MP, Pamela Perre (*The Murray Pioneer*), judge David Wright.  
**ABOVE LEFT: Best Advertisement (Image/Branding).** Judge Bob Yeates, Margaret Betts (*The Bunyip*), sponsor Bob Lockley (Fairfax Print and Distribution).  
**LEFT: Best Advertisement (Priced Product).** Judge Bob Yeates, Michael Ellis (*YP Country Times*), sponsor Matt Sharkady (GOSS Graphics).



**LEFT: Best Advertising Feature.** Christopher Coote (*Port Lincoln Times*), sponsor Tania Gordon (Norske Skog).

**ABOVE: Best Sports Photo.** Norman Marston (*The Courier*), judge Lloyd Jenkins OAM.

**ABOVE MIDDLE: Excellence in Journalism.** Genevieve Cooper (*The Courier*), sponsor Paul Roberts (SA Power Networks).

**ABOVE RIGHT: Best Supplement.** Michael Ellis (*YP Country Times*), sponsor Paul Sayner (Brissett Rollers).



**Best Community Profile.** Judge Brad Perry, Michael Murphy (*Barrier Daily Truth*), sponsor Hon John Dawkins.



**Best News Photo.** Sponsor Lindsay Cope (Graphic Art Supplies), Jason Wallace (*The Border Watch*), judge Barry O'Brien.



**Digital Initiative.** Robin Reid (*The Border Watch*), sponsor Dorothy Staruchowicz (Media Super), judge Mark Clemow.

# THE Courier

Newspaper of the Adelaide Hills since 1880

PHONE 8391 1388 FAX 8391 2312 MT BARKER, SA, WEDNESDAY, OCTOBER 29, 2014 60 Pages - \$1.30 (inc GST)



## JUMPING FOR JOY

There was something for the whole family at Sunday's Callington Show. The event attracted a record crowd and featured Chris Sperou's amazing acrobatic display, sheep races and multi-cultural dancers. But for all the effort by organisers Elii Tonkin, 4, from Mt Barker proved that an empty sack and a starting line is all it takes to have a good time. Full report and photos pages 16-17.

# I LIED TO SAVE MATE



## MAYORAL CANDIDATE DECEIVED COUNCIL

**By Genevieve Cooper**

Adelaide Hills Mayoral candidate Leone Taylor lied to the council two years ago about the leaking of a ratepayer's email meant for council eyes only.

Ms Taylor, who is heading the Back to Basics team in the current council election, admitted to *The Courier* last week she deliberately falsified information in an email to senior council officials on September 22, 2012, after the leak was discovered, in order to "protect a mate".

Ms Taylor wrote to Mayor Bill Spragg, Deputy Mayor Bill Gale, acting chief executive Tim Pipes and director Tim Hancock, telling them she acted alone and was "opportunistic" when she accessed the council-supplied iPad of an elected member who was visiting her house but who had left the room to have a drink with her husband.

Continued page 4

## Best Front Page

# The Courier Jaw-dropping header a winner

## Judge's comments Graham Gorrel

This was an exciting and high standard competition with 26 entries making it extremely difficult but a pleasurable task to select the three top entries.

This made "news value and impact" a crucial factor in decision making because the other four criteria were handled superbly in most entries.

Where once headline "labels" were frowned upon, today the impact factor on readers, particularly casual readers, is all important.

Also, if the newspaper has a top photograph it must be used to its full potential. Some entries lost points as the photograph was used in a montage effect competing for prominence against pointers, advertisements and major headline - much too busy for page one.

I particularly liked the elevation to front page of a sports story or a sports personality with an accompanying photograph where, clearly, it was of a major community interest. *The Murray Pioneer* and *The Loxton News* did this well.

*The Border Times* gave a great example of how a stand-alone photograph with an explicit caption can be not just an eye-catching front page pic but a pointer to the full story inside.

Bushfire pictures and stories dominated many of the entries this year, some of the photographs were stunning but the *Plains Producer* should be highly commended for its use of a "happy" picture of a fire fighter who died while protecting his property and a story based on an interview with his wife. The personal interviews in these tragic situations are crucial to readers.

If there was any criticism it was the lack of effective kicker heads to bolster the main headline in some entries. The *Port Lincoln Times* entry, Fed Up, about a councillor who

resigned because of a colleague's abusive behaviour used a kicker head, - This was an utter

disgrace - which added weight to both the page layout and its news value.

HIGHLY COMMENDED: *Plains Producer*; *Port Lincoln Times*.

THIRD PLACE: *The Recorder*, Pori Pirie: Brilliant use of a reader's photograph taken as the fire raged in the Southern Flinders Ranges and the flames' reflection in the water with a graphic one-word heading -Inferno - was very effective.

SECOND: *The Bunyip*, Gawler: Wonderful use of all five criteria for Best Front Page judging was used by the newspaper to bring together two newsworthy incidents using excellent typography and graphic reproduction which brought readers into a highly charged local political storm using the heading Electoral Storm.

FIRST: *The Courier*; The jaw-dropping confession by a mayoral candidate that she lied to protect a mate and deceived her council contrasted dramatically with the happy snap of a young girl having fun at the local show. The layout was used to perfection to highlight the delightful photograph without detracting from the huge impact and strength of the story. As the Editor, Ian Osterman, wrote: "It's hard for words to compete with an amazing pic", but the newspaper got it right.

<b>LENSWOOD GAS CENTRE</b> Also trading as <b>HILLS PLUMBING &amp; GAS SERVICES</b> Covering all Adelaide Hills For all Plumbing needs 8389-8400	<b>WEDNESDAY</b> PARTLY CLOUDY 24°	<b>SATURDAY</b> POSSIBLE SHOWER 21°	<b>Cold feet?</b> Throw out with LP Gas. Call us for a delivery. <b>Thomas Gas</b> Phone: 8339-2388 ALD GATE Your Origin Energy Authorised Dealer
	<b>THURSDAY</b> PARTLY CLOUDY 27°	<b>SUNDAY</b> MOSTLY SUNNY 25°	
	<b>FRIDAY</b> POSSIBLE SHOWER 30°	<b>MONDAY</b> MOSTLY SUNNY 31°	

# MEDIA SUPER

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Editorial Writing Award

Fred Smith - The South Eastern Times

# Real results for the community

Judge's comments

Shauna Black

It is encouraging to hear the voice of country and community journalism speaking strongly in this year's entries. SA's regions, cities and towns still rely heavily on their local newspapers to reflect the important issues, to speak out on their behalf and to encourage the prosperity and responsibility of communities.

It was disappointing that several significant mastheads chose not to enter this category and that several well-established newspapers still do not carry an editorial. If a newspaper is not publishing an editorial, then it is little more than a newsletter. Absence of editorials shows a lack of courage and engagement with the community.

Among the entries this year were a good number from younger editors, still honing their craft but ready to fully engage with their communities.

Some editors would benefit from understanding more about the unspoken rules of editorials, perhaps by reading the work of larger newspapers and more experienced editors. An editorial should rarely, if ever, speak in the first person. It is the view of the newspaper, not an individual, even when there might be only one journalist at the helm. For the same reason, it should not carry a byline or be signed by the editor.

The insidious creeping usage of "that" instead of "who", when referring to a person, was present in some entries and the dreaded social media scourge "would of", usurping "would have", even appeared in one entry!

Three entries were disqualified because they entered comment pieces or general editorial, not leaders. Others could have benefited from a statement by the authors to give context and report about the outcomes of the editorial campaigns conducted.

However, the diversity and quality of editorials this year was generally pleasing, ranging from wry commentary to community celebration and covering a broad range of often difficult topics. Special mentions go to:

Ryneisha Bollard: *The River News*. With



Winner Fred Smith and, right, with Minister Tony Piccolo at the awards night.

her sympathetic editorial on the demolition of citrus orchards, her call to Waikerie residents to unite to save their caravan park, and ensuring developers consult the local community, Ryneisha is obviously fully engaged with her community.

Ian Osterman, *The Courier*: The acerbic Mr Osterman again bridges the metropolitan/regional gap with his take-no-prisoners view on government issues affecting his Hills readers, such as the Emergency Service Levy, political expediency (lying) and a cynical view of the Community Cabinet.

Greg Mayfield, *The Recorder*: This assured and experienced writer obviously enjoys his craft. Though done with a light touch, his three entries invite the reader to ponder the cost of drugs in the community, conflict of interest in the local council and memories of a Vietnam War veteran.

THIRD PLACE: Jason Wallace, *The Penola Pennant*. The small South-East com-



MINISTERIAL PRAISE: Emergency Services Minister Tony Piccolo congratulates *The South Eastern Times* journalist Fred Smith on winning the Best Editorial Writing award.

## Editorial praise

Newspaper awarded Country Press title

From front page  
"He understands this responsibility deeply and is prepared to speak frankly and passionately to his readers," Ms Black said.  
For the second year in a row, a *South Eastern Times* journalist also received a high commendation in the coveted Excellence in Journalism category.  
Raquel Mustilo was praised for telling the inspirational story of a young woman who overcame challenges posed by illicit drug use and mental health issues.  
He also praised Ms Mustilo

Facing tough competition from more than a dozen regional newspapers, *The South Eastern Times* also finished third in the category for best newspaper with a circulation of less than 2500.  
The newspaper won the category in the past two years.  
Editor Jason Wallace said Mr Smith's editorials championed the views of the people of the South East and were read in the halls of parliament, ensuring the opinion of the community was not forgotten in public debate.

SECOND PLACE: Paul Mitchell, *The Murray Pioneer*: Paul champions local police and Loxton residents in his attack on SAPOL's media unit, advocating on the community's behalf for better communication. After a series of meetings with police he

community is well-served by having an editor of the quality and dedication of Jason. He takes the Federal Member for Barker Tony Pasin to task over his lack of support for the Penola bypass; encourages those who oppose fracking to voice their concerns through the correct channels; and calls for a broad inquiry into fracking. His writing is unemotional but appealing and he speaks with reason and authority on these important local topics.

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achieved the means to keep his community better informed. In his report of the Yamba fruit fly incident he also calls for better communication and defends the Riverland in this important, but not sexy, imperative. In his third entry, the local councils and residents are called to action over proposals to reduce speed limits in the region. Paul reflects the concerns of the community he serves and is frank in his assessment of these important topics.

FIRST PLACE: J.L. "Fred" Smith, *The South-Eastern Times*: Fred's editorials have secured real results for his community in Millicent. He defended the local detective's position after an internal police review recommended the position be made redundant. The position was retained. Another of his entries attacked the State Government for proposing to strip more jobs from the region, which had already suffered from the forestry sales. Jobs were saved. In his third

entry he gives state politicians a history lesson about the South-East Drainage Scheme and its benefits to the entire region and state. The State proposes a levy on farmers for the maintenance of the Scheme. Fred rightly points out that no one else in the state is levied for specific major infrastructure and he gives examples too compelling to ignore. In an era when politicians will test the popularity of policies by announcing them and gauging response, regional newspapers have a crucial role in making their communities aware and advocating on their behalf. Fred understands this responsibility deeply and is prepared to speak frankly and passionately to his readers. Congratulations, Fred.

Best Community Profile

Michael Murphy - Barrier Daily Truth

# Rollercoaster ride for readers



Winner Michael Murphy.

The community profile plays a very important role in country newspapers and has always been one of my favourite styles of article.

The standard of entries was of a high level and it is clear that a number of journalists have mastered the craft of engaging with their interviewee and putting that into words. After a lengthy process, I was able to narrow it down to three stand-out pieces.

I'd like to firstly acknowledge some of the strong profiles which were impressive but just missed out on a top three spot. Billie Harrison (*Port Lincoln Times*), Les Pearson (*Plains Producer*), Peri Strathearn (*Murray Valley Standard*) and Jack McGuire (*Roxby Downs Sun*) all provided well-written, researched and enjoyable reads.

FIRST: Michael Murphy (*Barrier Daily Truth*) Most community profiles have an interesting subject to work with but what makes an outstanding profile is the journalist's ability to extract the best from his interviewee. Michael's story on a well-known Broken Hill identity is

Judge's comments

Hon. John Dawkins

full of colour and flows as a great community profile should. The story takes the reader on a rollercoaster ride that is both punchy and impressive.

SECOND: Ben Kelly (*The Times*, Victor Harbor)

Ben approaches a subject that is sensitive and challenging with intent to inform the community of a matter that is rarely discussed in the public spotlight. His ability to establish trust with his interviewee and then carefully construct an insightful and often confronting profile is a credit to his journalistic skills.

THIRD: Alicia Ludi-Schutz (*The Leader*)

There are community profiles that you read and instantly smile. This is one of them. Alicia has conducted an extensive interview and con-



verted this into an interesting portrayal about the life of a local identity. The profile is well constructed, flows well and is a great tale that I'm sure was well received by the newspaper's readership.

**Excellence in Journalism**

Genevieve Cooper - The Courier  
**Old-fashioned legwork  
 exposes lying leader**

**Judge's comments**

**Kym Tilbrook**



Genevieve Cooper and the winning report.

- First - Genevieve Cooper, *The Courier*
- Second - Sandra Morello, *The Border Watch*
- Third - Brett Kennedy - *The Pennant*

There were 21 entries in the Excellence in Journalism category, down five from last year. The thing that stood out this year was the high number of strong entries, the best I can remember in the years I have been judging Excellence in Journalism.

Papers certainly delved deep into a number of key issues affecting their communities. Some of the issues under the microscope included illegal drugs, mining of gas (fracking), local government elections, bushfires, marine parks and mental health.

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

They were to:

\* Raquel Mustillo, *The South Eastern Times*, for her excellent coverage on problems with the use of methamphetamine in the region. Raquel covered all angles and strong research was evident in her stories.

\* Greg Mayfield, *The Flinders News*, for his coverage of the Bangor fire in the Southern Flinders Ranges. Greg wrote a series of articles from the start of the blaze and continued his excellent coverage for several weeks, asking some vital questions about the fire-fighting tactics, the community's response and the threat to the operation of a sawmill. Greg is always a strong performer in the annual awards and, as usual, his professionalism shone through.

\* Rob McLean, *The Bunyip*, for his coverage of bickering by mayoral candidates in the local government election. His series of interviews with candidates were a great read and certainly kept them honest on a wide range of issues.

I gave third place to Brett Kennedy of *The Pennant* for his reporting on issues surrounding the mining of gas (fracking) in the region. It is a divisive issue and Brett kept up a very high standard of journalism as he reported on it throughout 2014.

He attended several public meetings, speaking to residents and protesters to make sure the wider community was kept fully informed.

At all times he maintained balance in his reporting by ensuring the views of the exploration company were put forward.

Second place went to Sandra Morello of *The Border Watch* for strong and sustained coverage of the growing problem of methamphetamine use in the South-East.

Her reporting contributed to growing community awareness, prompting police to organise a forum on the topic in a bid to promote a broad approach to tackling the problem. Sandra's coverage included lengthy interviews with police, community leaders and reformed addicts.

First place goes to Genevieve Cooper of *The Courier*. Genevieve is always a very strong performer in the Excellence in Journalism category and her story, "I lied to save mate" was another excellent entry. Her front page article about a former councillor and mayoral candidate certainly livened up the local government election campaign in the Hills.

*Courier* editor Ian Osterman noted that he believed it was the strongest story *The Courier* published all year and it was followed up by Adelaide media.

Genevieve obviously has very good contacts in the community who respect her reporting. In this case they anonymously sent her a series of incriminating emails. To get the story to print required a huge amount of good, old-fashioned journalistic legwork.

Through interviews and research she managed to prove that a mayoral candidate had told council investigators a carefully orchestrated and pre-meditated lie about the leaking of a document in 2012.

*The Courier* withstood threats of legal action and published, deciding that exposing a potential political leader who was prepared to access confidential information and lie about it to the organisation they wanted to lead was clearly in the public interest.

The story obviously had a huge impact on the election for mayor – the candidate lost by the largest margin in the council's history.

Genevieve's work was first-rate and highlighted her journalistic talent. She certainly met the criteria for the award: "A local news and human interest story – must be breaking news, delving into an issue in the entrant newspaper's community."

Her investigation and story ticked every box.

Hills since 1880  
 SEPTEMBER 29, 2014 60 Pages - \$1.30 (inc GST)

# I LIED TO SAVE MATE



**MAYORAL CANDIDATE DECEIVED COUNCIL**

By Genevieve Cooper

September 22, 2012, after the leak was discovered, in order to "protect a mate".

Ms Taylor wrote to Mayor Bill Spragg, Deputy Mayor Bill Gale, acting chief executive Tim Piper and director Tim Hancock, telling them she acted alone and was "opportunistic" when she accessed the council-supplied iPad of an elected member who was visiting her house but who had left the room to have a drink with her husband.

Continued page 4

Adelaide Hills Mayoral candidate Leona Taylor lied to the council two years ago about the leaking of a ratepayer's email meant for council eyes only.

Ms Taylor, who is heading the Back to Basics team in the current council election, admitted to *The Courier* last week she deliberately falsified information in an email to senior council officials on

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 SUNNY 25°  
 SUNNY 31°

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 Throw out with LP Gas. Call us for a delivery.  
**Thomas Gas**  
 Phone: 8339-2388 ALDGATE  
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**Best Supplement**

YP Country Times  
 'Emily's advice' too good to ignore

Last year special mention was made of the need for newspapers to make supplements more reader-friendly by using typography and leading that could be easily read. Some newspapers took up the advice and they have figured highly in the awards.

It is important to remember that if the text is too small or the leading too tight, readers will find it difficult to read the articles. Advertisers will have wasted their money.

**HIGHLY COMMENDED:**

**Katherine Times.**  
 A very clever school feature, done with a blackboard in the background of all the various school photographs. It would have been a big hit with the children and their parents in schools and communities up to 800km from Katherine.

**THIRD PLACE:**

**The River News**  
 Good, tidy editorial, which ranged from vital information to reasons why people lived in that particular township. One of the great features of this supplement was the excellent work done by production on the advertising.

Use of colour was first class, advert designs provided good variation and it shows what can be done on basic newsprint, if a little initiative and good design is put into practice.

**SECOND PLACE:**

**Northern Argus**  
 This innovative, four-page project centred on one business but it was done so effectively there is no wonder it proved a huge success. Done in an historic menu format, more than 12,000 were made available to thousands of customers at the hotel and as well,

**Judge's comments**  
**Graham Greenwood**

the newspaper delivered the menu feature to 20 businesses and tourist locations throughout the circulation district.

The clever use of black and red lettering, combined with heritage-style chamois colour for the menu and other sections fitted in nicely with the history of the hotel which goes back to 1851.

**WINNER:**

**Yorke Peninsula Country Times**  
 This was a clear winner. Many newspapers have done wedding guides, some well, others not so well, but this one rated highly.

From the clever front cover of a bride being piggy-backed by the groom through the informative, racy, but easy-to-read text and high class photographs, to a full back page which simply said: "And they lived happily ever after", the 24-page feature is a must-read for anyone planning a wedding.

Sections include, "planning the best day of your life", "Advice for ring shopping", Church versus garden" for the ceremony and the "Four Commandments of preparing the bride's hair" along with "tips to finding your dream dress".

However the one section that won over this judge was "Emily's Advice", written by a bride of two years and in the article she takes future brides through her day, offering advice and hints on how she handled some of the stressful yet wonderful moments of a very special day.



# Wendy's career still blooming

## Outstanding Advertising Rep

### Wendy Forbes - The Murray Pioneer

Wendy Forbes, pictured, started her newspaper career in 1977 working in the administration department at *The Murray Pioneer*. She later became a telesales person one day per week while juggling work with motherhood.

Her sales career blossomed from here and Wendy has become our longest serving sales person probably in the history of this business and certainly in the last 30 years.

Her passion for the product and genuine excitement at the end result when a supplement rolls off the press is as strong today as it was 20 years ago. Wendy uses her excellent client

rapport and well-honed sales skills to achieve her targets.

In 2014, Wendy sold her 20,000th advert according to our current ad booking software but we know it's thousands more as she sold ads for about eight years before the current booking system was installed.

Wendy achieved budget in eight of 12 months in 2014 and increased ad revenue for the *The Loxton News* Christmas Feature by 10 per cent in a very tough market.

Our annual tourism magazine 'Riverland Experiences' saw Wendy's sales effort increase 132 per cent on

2013 – an outstanding performance.

Our first ever sales program using an outside media sales business saw Wendy sell several 52-week sales packages attracting \$32,000 worth of incremental advertising revenue.

Wendy has had an excellent 2014 and in a difficult and turbulent year she has remained focused and stayed positive. While reps around her have come and gone Wendy has always been the employee the company can turn to in its hour of need.

She worked a 25-30 hour week in 2014 and usually outshone the full-time sales staff around her in sales achieved. Her experience and knowledge of the local market is invaluable to the business. We wish we could clone her.

Ben Taylor – Managing Director,  
Taylor Group Newspapers.

# The best of what co-ops are about

## Best Advertising Feature

### Port Lincoln Times

#### Judge's comments

Frank Reed

First - Port Lincoln Times

Second - The Loxton News

Third - Barossa & Light Herald

The three features are certainly locally focused, of high reader value and very well supported by the advertisers. Production quality is good, as are the layouts.

*The Loxton News* has produced a very effective and interesting spread on The Brown's Well Centenary of Towns feature. This well supported coverage of the small communities around Loxton, showed just how important the local newspaper is in bringing relevant news and information to the region.

Advertisers also saw the opportunity to target readers (and customers) in those small towns and promote in what was a specific interest feature with regional appeal.

The editorial was well written, informative and provided enough interesting details covering the original idea behind the event (a school reunion) through to conception as well as some local history. The fact that 24 advertisers supported the feature shows just how commercially valuable it was to them. The layout of the feature was clear and print quality was good.

The *Port Lincoln Times*, has captured the real spirit of the 'good old co-op feature' as we know it with DK Quarries' 50 Years Celebration. However, there are key differences that separate it from other similar entries like:

Variety of the business scope locally and state-wide; Development phases; Community support employment; Longevity of local staff; Helpful time line details.

The feature certainly has an ample amount of copy devoted to 'chest beating', which is standard for co-ops, but not at the expense of the reader, as many are. The feature has generated strong support

from 33 advertisers, which is a testament to its standing in the business community.

The *Barossa & Light Herald's* "Lest we Forget" treatment of the ANZAC Day commemoration has taken this evergreen, important and popular feature to another level. Built around an inquiry from a Scottish historian, the *Herald* thought outside the square to combine the inquiry about a lost airman in WWII who was connected to another airman buried in the local cemetery.

Again, reader interest is put before the commercial value to draw specific attention to ANZAC Day commemorations, which are growing in interest and drawing huge numbers of people (young and old) around Australia. The content then expands to cover the broader scope of local community involvement in military service in war time.

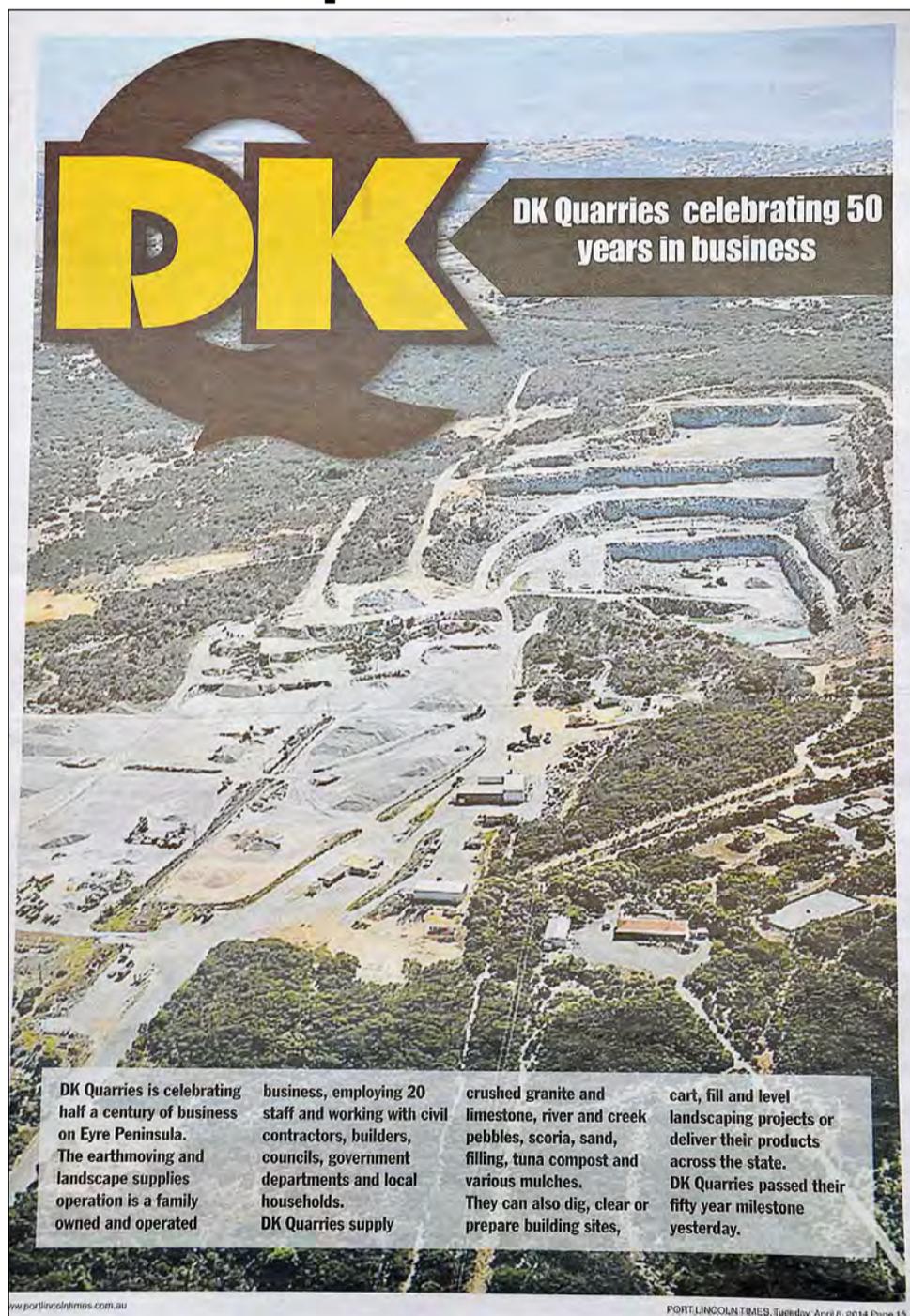
ANZAC is a part of our national history from the point of marking Australia and New Zealand's contribution and sacrifice on the world stage.

This approach to features can only generate interest and readership long-term. Sure, the 50 advertisers supporting the feature are not out their selling products (and nor should they in this type of feature) but supporting what is an important community event.

The cover treatment is first class, layout clear and relevant to the type of feature. Editorially, it covers all the key interest factors of the 'why, how and what'.

Making a final judgement for a winner in this category was a difficult and in some way a tearing experience. However these awards demand only one ultimate winner and in this case I have swayed slightly to the *Port Lincoln Times* – DK Quarries' 50 Years Celebration.

The key factor is that local service to a community comes in a number of ways and business is



certainly one.

Also, to start, build and grow a business that can last 50 years is a supreme challenge in today's competitive markets.

The feature as I have said earlier is a very good example of combining sensible reader and community interest with commercial importance, which has been achieved in the right balance here.

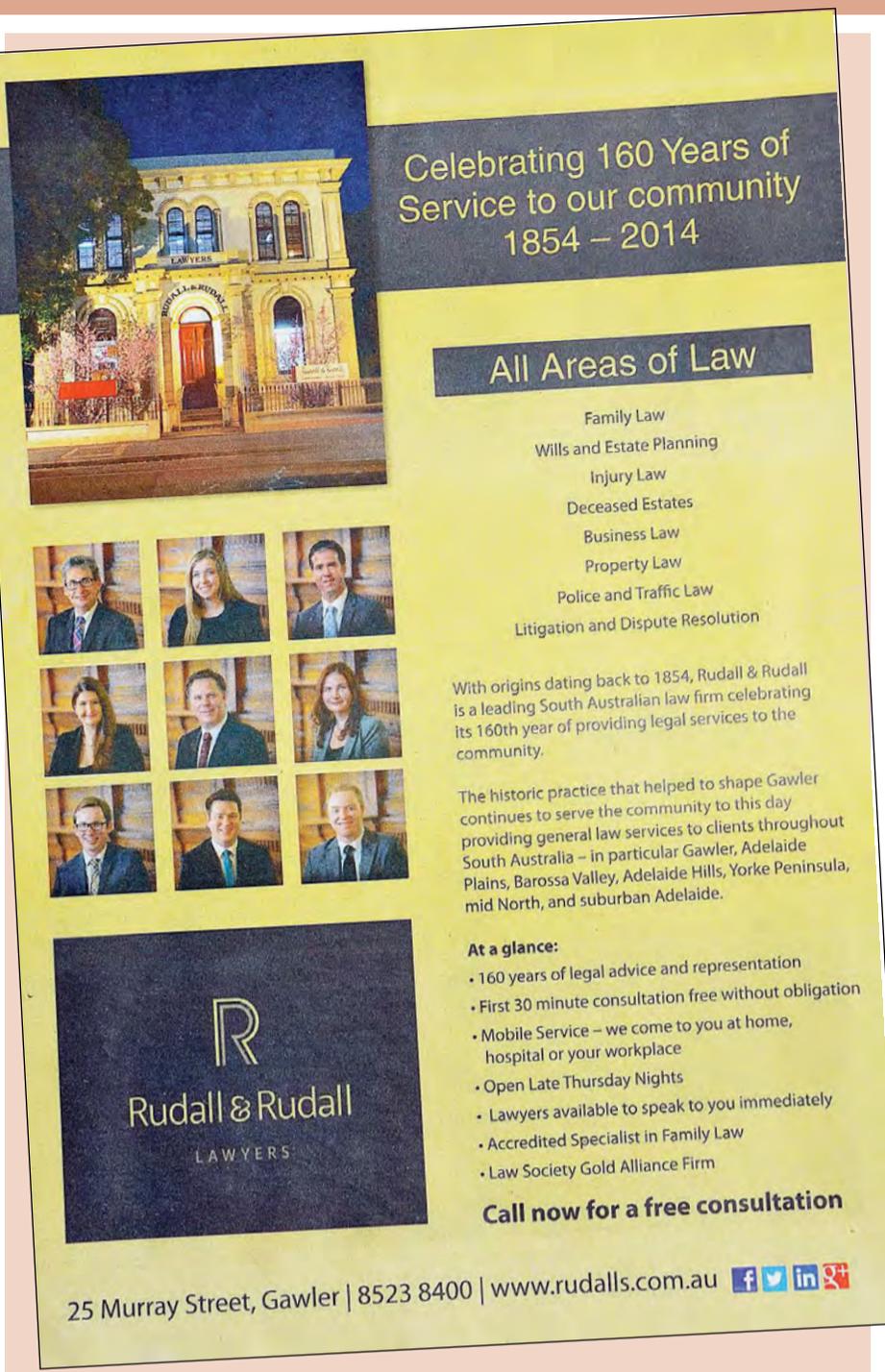
Second place goes to *The Loxton News* for the Brown's Wells Centenary of Towns feature. It is always

a challenge to garner strong advertising support for the small community events but this well written and produced example shows just what can be achieved with the right combination.

Finally, third place to the heart-tugging Lest We Forget coverage from the *Barossa & Light Herald* was a standout for this type of feature and should be held up as an example to other publishers as a better way to serve the ANZAC cause and reader interest combined.

DK Quarries is celebrating half a century of business on Eyre Peninsula. The earthmoving and landscape supplies operation is a family owned and operated business, employing 20 staff and working with civil contractors, builders, councils, government departments and local households. DK Quarries supply crushed granite and limestone, river and creek pebbles, scoria, sand, filling, tuna compost and various mulches. They can also dig, clear or prepare building sites, cart, fill and level landscaping projects or deliver their products across the state. DK Quarries passed their fifty year milestone yesterday.

ABOVE: The DK Quarries feature in the Port Lincoln Times.



**Celebrating 160 Years of Service to our community 1854 – 2014**

**All Areas of Law**

- Family Law
- Wills and Estate Planning
- Injury Law
- Deceased Estates
- Business Law
- Property Law
- Police and Traffic Law
- Litigation and Dispute Resolution

With origins dating back to 1854, Rudall & Rudall is a leading South Australian law firm celebrating its 160th year of providing legal services to the community.

The historic practice that helped to shape Gawler continues to serve the community to this day providing general law services to clients throughout South Australia – in particular Gawler, Adelaide Plains, Barossa Valley, Adelaide Hills, Yorke Peninsula, mid North, and suburban Adelaide.

**At a glance:**

- 160 years of legal advice and representation
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- Mobile Service – we come to you at home, hospital or your workplace
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**Judge's comments** **Bob Yeates**

# Too much colour can hurt your eyes

There were more than 20 entries in the Best Advertisement (priced product) and almost 30 entries in the Best Advertisement (image/branding) section. Congratulations to all those who entered.

The advertisements ranged in standard and size. In the priced product category it is important I believe that we remember illustrations, headlines, body copy, price, perhaps a call to action and contact details.

Some advertisements in both categories had too much splashing of colours bouncing between their borders.

Pasting broad brushes of colour can wear

your eyes out and often the message is lost.

Advertising in newspapers is different to the digital space message. The name of the company should still be at the bottom of the advertisement; a number of advertisements had the name of the company at the top of the advertisement, just like web ads.

If we are employing young people in our newspapers they need training in layout and design. This training also needs to be transferred information to the Sales Representatives who may have to deal with often unschooled local business owners, in the visual communication sometimes a challenge for all of us.

## Local lawyers the winners

First place in the image branding advertisement went to *The Bunyip* Gawler team for the Rudall & Rudall Lawyer advertisement celebrating the company's 160 years of community service.

The full-page advertisement was eye-catching, well laid out, with the use of one family of type.

A fast glance and the reader knew it was a celebration, they do law, all areas of it, at a glance how they can perform, plus call for a free consultation at the bottom – address, telephone, website, facebook, etc, etc, etc.

I might add the pictures of the good-looking team were a little on the soft-focus side. I would have had their heads a tad bigger, but lawyers being lawyers they would be happy not to be too "out there".

On a lighter note their new logo looks like it is leaning towards a Rolls Royce badge!!

I hope the lawyers are copyright safe.

Second Place – The Courier

Second place in the image branding went to *The Courier* for its advertisement for Barn Fresh Fruiterers.

The advertisement heralds the soon-to-be-opened, newly developed Stirling Mall where Barn Fresh Fruiterers will have its fresh fruits, fresh flowers, and fresh juice in the first week of December.

**Best Ad - Branded Product**

### The Bunyip

The advertisement carried a tag, "watch this space" for super opening specials, inviting the reader to look at next week's edition.

This advertisement was strong and clean using one bold type face stamped on a red graphic adding colour to the space, creating a feel and style of how you may well want your fruits, flowers and juice delivered.

Third Place – The Transcontinental

Third in the image branding category was the simple clean message placed in *The Transcontinental*, for Alinta Energy, a national energy company which promotes safety in the workplace and as well with this advertisement, safety on our roads to the broader community

The advertisement has a single safety message, simple picture and graphics, very secondary is the company brand, but it is there! It is an image branding exercise for the large company, unashamedly.

## Creative lark is pick of the bunch

The standout and winning advertisement in the price product category this year was the Ardrossan Foodland advertisement for a punnet of strawberries in the *Yorke Peninsula Country Times*.

This advertisement was clean, using red and green colours and featuring a happy-faced strawberry excited about his strawberry friends being sold at only \$2.69 a punnet.

The print reproduction of the strawberries made me want to eat them and caught my eye straight away.

Headline words 'Jam Sesh' and the product price were easy as green is to see, although perhaps the script font could have been made a little easier to read. Well done to the creative lark at the *Yorke Peninsula Country Times*, keep up the good work.

Second – The Murray Valley Standard

Second place went to the *Standard* with the classic Stihl advertisement with well-placed and sized pictures of Stihl products and great sized prices for the products.

I understand Stihl has a template for the local papers to follow but it is still possible for the layout artist to get sizes wrong.

The advertisement has a good headline, pic-

**Best Ad - Priced Product**

### YP Country Times

tures of the product you can see, corporate colours easy to read, and the black information type is not too small.

Third – Northern Argus

Third in this section is the Clewers Betta Home Living advertisement for Last Minute Gift Ideas.

The full-page advertisement had 12 large items that were well reproduced and the prices were easy to read and stuck to the products.

The advertisement did break the rule having the store name at the top of the advertisement rather than the bottom, but other than that it is well laid out and easy to get around quickly with the eye. There were products for Christmas for everyone's budget. The bottom of the advertisement was a little cluttered with unnecessary colour.



Let's have a **Jam Sesh**

Punnet of Strawberries \$2.69

**FOODLAND** THE MIGHTY SOUTH AUSSIES

Specials available from Wednesday to Sunday [www.ardrossanfoodland.com.au](http://www.ardrossanfoodland.com.au)

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**OPEN DAYS 7**

Yorke Peninsula Country Times Tuesday, August 5, 2014 17

# Plains Producer

Wednesday, June 18, 2014

STAR OF THE NORTH

\$1.50

THIS WEEK



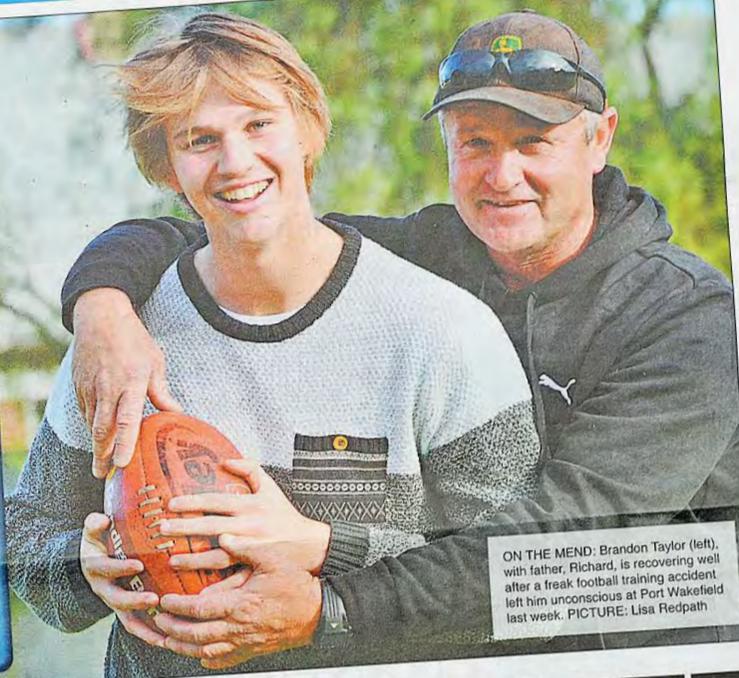
Council elections P8



Night footy first P6



Honours even P28



ON THE MEND: Brandon Taylor (left), with father, Richard, is recovering well after a freak football training accident left him unconscious at Port Wakefield last week. PICTURE: Lisa Redpath

## BREATH OF LIFE

Quick-thinking parent helps save son's life in training emergency

IT IS a parent's worst nightmare - having to revive their own child. This is what local farmer, Richard Taylor, faced last Wednesday night, when his youngest son, Brandon, collapsed at football training on Port Wakefield oval.

Louise Michael reports:

One minute, Brandon was running around the oval, the next, he was slumped on the grass, hardly breathing.

"Brandon had trained earlier with the senior colts, and was training with the A grade, when he jumped to smother a kick," Richard said. The ball speared into Brandon's chest, which normally wouldn't be too much of a problem.

However in the split millisecond it hit him, his heart was sent into shock and somehow into a type of arrhythmia - an irregular heartbeat.

Richard, who had been standing only 15-20 metres away from

Brandon at the time, said he initially thought his son had been winded as he had seen the ball hit Brandon's chest, (not his head as some suspected later).

Continued Page 7

### Best Sports Story

Plains Producer

### Judge's comments

**FIRST PLACE**  
Plains Producer  
Louise Michael

A standout article among a quality list of entries.

Louise (pictured) portrayed a shocking and interesting story in an emotive, entertaining and easy-to-read manner.

It typifies the story-telling that many people look for from their local newspaper.

As a reader, you are swept along by well-chosen quotes from a parent who was forced to revive his son on a football ground.

Louise is a very worthy winner!

**SECOND PLACE**

The Bunyip  
Carl Pfeiffer

Journalists who break stories or produce content with a point of difference deserve reward in an era where press releases and media management dominate the landscape.

### Ian Shuttleworth

Carl not only broke the news of the local football competition exploring the use of a salary cap, but he presented the story in a clear and concise way.

The supporting quotes from each of the club presidents added further weight to this balanced and informative piece. Well done Carl!

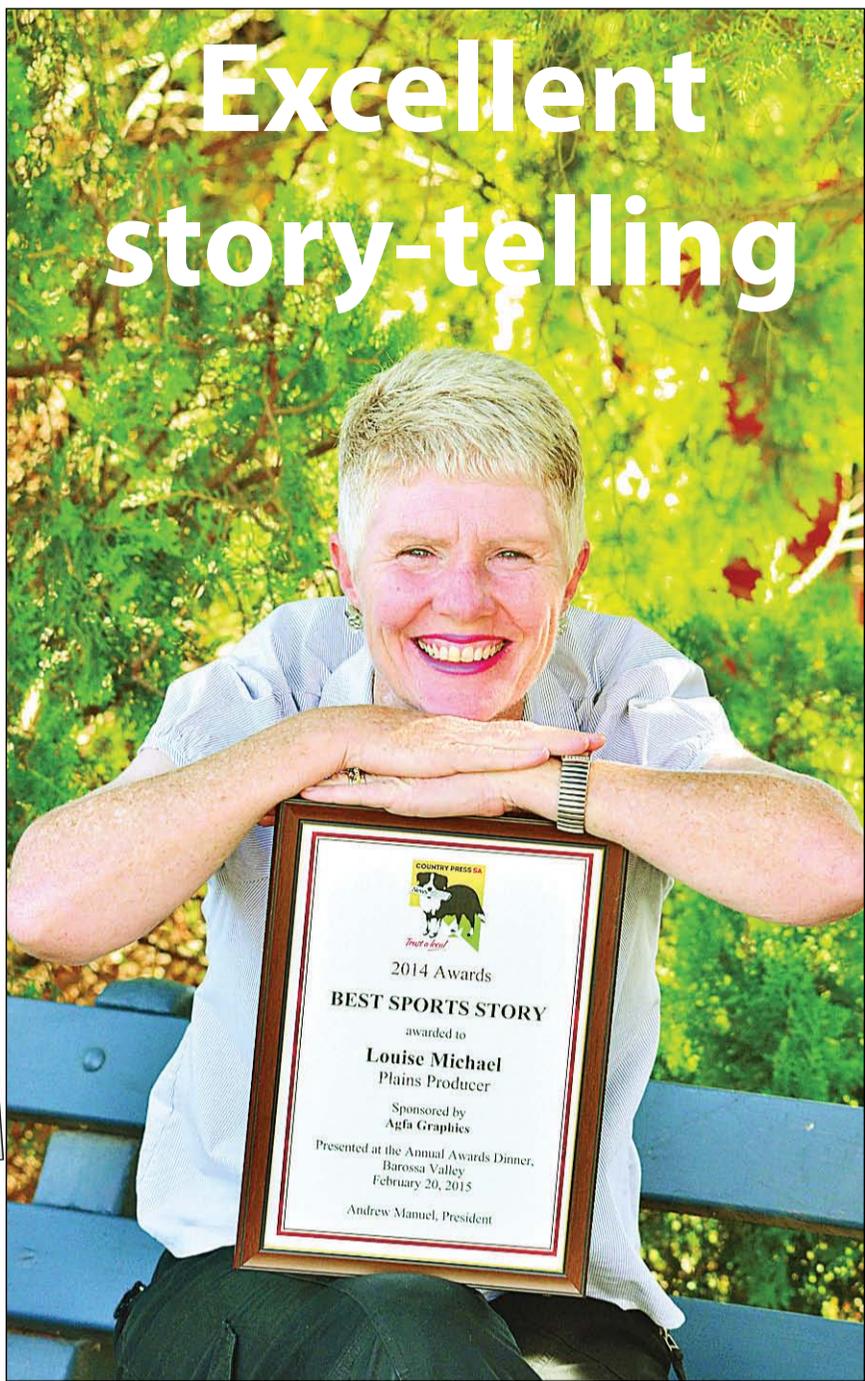
**THIRD PLACE**

The Loxton News  
Stephanie Gropler

Stephanie produced a well-written piece documenting a significant moment in the sporting community.

It shows the value of a journalist and a newspaper investing time in developing relationships with key contacts and in this instance forging a strong bond with local administrators.

An emotional subject is presented in a respectful and professional manner.



# Excellent story-telling



Country Press SA

# 2015

