

SUCCESS IN PRESS

COUNTRY PRESS SA 2022 AWARDS



February 24, 2023

McCracken Country Club, Victor Harbor





2022 Country Press SA Awards - McCracken Country Club, Victor Harbor

The 112th Annual gathering of Country Press SA commenced on a balmy Thursday evening at the picturesque Port Elliot Lifesaving Club, hosted by Country Press SA Life Member, Andrew Manuel and the team at The Fleurieu Sun.

The following day, the conference initiated with an array of outstanding speakers, including distinguished personalities such as David Basham, State Member for Finniss, Rebekha Sharkie, Federal Member for May, Damian Morgan, Professor Kristy Hess from Deakin University, Leon Bignell, State Member for Mawson, Tim Silvers, CEO of the Adelaide Football Club, Michael and Nick Hutchinson from Fleurieu Milk Company, Leon Mead, a renowned commercial photographer, and Brendan McDonald from Pagemasters.

On Friday night The Honourable Frances Adamson AC, delivered an eloquent speech emphasising the

significance of regional newspapers.

The proceedings of the night were exceptionally orchestrated by the vivacious Les Pearson, who ensured that the event was lively and engaging.

As re-elected President, I was profoundly humbled to acknowledge Norm Marson's unwavering 70 years of service at The Courier and his remarkable contributions to the industry.

It was an honour for grandson, Steve Marston to accept a service plaque on behalf of Norm.

Tony Robinson's 50 years of service at The Leader were also recognised, and he was lauded for his distinguished achievements and exceptional service to the industry and The Association.

Isaac Lomman, Hypnotist, put on an enthralling performance.

The Leader was awarded best

newspaper in the circulation above 4,000, a feat they had never accomplished in their 105-year history. The Southern Argus was bestowed with the title of the best newspaper in circulation below 4,000, an accomplishment they had never achieved in their 157-year history.

Giorgina McKay from The Southern Argus was honoured with the title of Young Journalist of the Year, which added to the night's success.

The event was a resounding success, largely thanks to the commendable efforts of Trevor McAuliffe.

This year's event provided an opportunity for more than 130 attendees to reconnect with local and interstate friends.

This annual gathering serves as the foundation of the bond that unites the members, staff, and guests in a unique and meaningful way. This connection is invaluable as we all

strive for the continuous success of our industry. It also provides an excellent platform to celebrate the emerging talents of our industry, as we witnessed once again at this year's event. I wish everyone well as we collectively continue to achieve greatness within our industry.

Darren Robinson,
President
Country Press S.A.



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BEST NEWSPAPER - CIRCULATION OVER 4,000

THE LEADER



The Leader team. Back: Darren Robinson, Ashleigh Seedsman, Lisa Underwood, Jordan Stollznow, Jem Nash, Brett Alsop, Chris Russack, Adam Robinson, Robert Moore. Middle: Jennifer Minns, Sue Wilson, Rosanne Jenke, Georgina Mollet, Mel Siri, Paul Graue. Front: Peter Robinson, Dianne Hensel, Gretel Mead, Ruby Schutz, Matthew Webster, Angela Robinson, Tony Robinson and Verity Kew.

Photo by Sam Kroepsch

JUDGE'S COMMENTS BOB YEATES

It is a privilege to be asked to judge the over 4000 circulation, Best Newspaper in South Australia, but I would like to be considered still a student of our niche local community communication industry.

Research reflects.... The local newspaper is the most reliable and trustworthy news service in Australia.

Today we are surrounded by electronic comms that engage many but our charter is to continue to press home to our market & media buyers in capital cities the value of our papers & our developing ancillary services.

The newspapers that have been submitted for consideration appear to be justly delivering & chronicling local news, events and the lives of their communities on a weekly basis

very well, although the *Border Watch* & the *S.E. Voice* are produced twice a week.

Judging the best newspaper, four areas are awarded points, editorial & photographic content, typography, advertising content & placement plus reproduction and printing.

Most newspapers submitted covered local news, council, sport, farming, motoring, school news, TV, social & entertainment. No other medium does it so well.

A special mention goes to the *Mt Barker Courier* for their continued improvement & communication with their community at times of change.

Also to the *S.E. Voice* for the inclusion of the local football record in run of press, as part of their paper. It may have been a good move to promote the paper at the local football grounds.

This year again, the *Murray Pioneer* continues to feature a weekly double page spread of letters & text

comment from its readers. No other paper in this section displayed their communities letters & thoughts so prominently.

This year *The Leader Newspaper* scored first place. Editorial & picture scores were very close between nearly all papers, but *The Leader* pictures were consistently very bright and their advertising was well designed & well placed through the paper.

The Leader like all entrants touched many community groups with their collation of community news reporting. Also the printing of their papers produced a consistent result issue to issue with no mechanical marking or uneven ink coverage.

Second place went to *The Border Watch*. *The Border Watch* has a very strong clean & bold layout and appears to have more space for very good editorial & pictorial layout.

The Watch is consistent with its bold, clean and organized style making it

an easy read for their loyal readers.

All papers considered this year covered all points to produce good, solid local papers for their communities, they are to be congratulated.

The Yorke Peninsula Country Times took third place this year but what did stand out with the *Times* presentation was its consistent, uncluttered, colorful, bold & bright front page picture and layout.

The Y.P.T front page would make the paper stand out on the news stand or distribution point, something all papers need to consider well each week.

By demonstration the *Y.P.T.* do a first class job with their weekly front pages.

Thank you to all publication representatives who took the time to enter the SA Newspaper Awards this year and again make the event such a success.

The Leader
The Barossa's Favourite Newspaper
Volume 103 No. 5108 Wednesday, February 23, 2022 \$2.00 (inc. GST) PAGES 72

GLORY TO BAROSSA

Rentals in high demand

LOCAL BUSINESSES NEED YOUR SUPPORT.

The Leader
The Barossa's Favourite Newspaper
Volume 104 No. 5113 Wednesday, June 22, 2022 \$2.00 (inc. GST) 68 PAGES

"The worst I have ever seen"

Barossa families torn apart by housing and cost of living crisis

Barossa ratepayers to expect 3.75% rate rise

The Leader
The Barossa's Favourite Newspaper
Volume 104 No. 5215 Wednesday, September 14, 2022 \$2.00 (inc. GST) 72 PAGES

Our Royal tribute

Barossa, R U OK?

GRAND FINAL

The Leader
The Barossa's Favourite Newspaper
Volume 104 No. 5337 Wednesday, December 7, 2022 \$2.00 (inc. GST) 64 PAGES

Barossa Christmas Parade returns

the barossa mag SUMMER EDITION INSIDE



BEST NEWSPAPER - CIRCULATION UNDER 4,000

THE SOUTHERN ARGUS



Neil Casson, Sara Gilligan, Giorgina McKay and Tara Nash.

Photo by John Krüger

JUDGE'S COMMENTS CHRIS COOTE

While making it harder to judge, it was great to get a larger number of entries this year.

Overall the quality of papers was of a high standard and paging is generally excellent with readers getting value for money.

Mostly, all photographs were named and story counts were high.

I know new gathering has become more challenging with organisations trying to control what is released, but I wonder if as a whole, more time could be spent reporting on local government affairs that affect people. In the past the industry sometimes became too absorbed with the goings on of our councils and less with the outcomes for people, but councils still can be an excellent source of news that directly affects our communities. I understand budgets and time are tight, but attendance at meetings not only provides a new source but also builds good relationships that can be fruitful for other news gathering.

Deciding on a winner was very hard and I've split hairs to make the decision between the top to this year.

Third: The Eyre Peninsula Advocate

The Advocate has a short history but the four papers presented show that it had fine breeding.

It is packed full of local advertising and had good paging – up to 80

pages in one issue – and in what must be unprecedented on Eyre Peninsula, one issue had 34 pages of sport. Admittedly it was grand final week for winter sports but the coverage was outstanding.

Across the papers there were plenty of photographs with names and faces, solid news and community news content, and a clean layout. It was pleasing to see regular real estate advertising and a healthy classified section.

There was a drop off in the 'harder' type news and breaking stories, but overall the readers would enjoy it.

Second: The Fleurieu Sun

As with the Advocate, this publication hasn't been around for very long but its quality was high.

It reflected well the concerns of the community and highlighted a number of issues that were affecting people within its readership. There were up to 64 pages in the issues presented this year and photographs were accompanied by names and featured local people.

The experience of the journalists and or editor shone through with a good eye for a story and well written and researched stories.

There was plenty of real estate advertising and editorial in the paper and the sports coverage was good.

Local letters to the editor were plenty, which is reflective of an engaged readership.

Again, this would be good value for local readers and will only improve as it further embeds itself into the

community.

First: The Southern Argus

The Argus got first place over the Sun by a whisker but it is a deserved winner.

The Argus is a shining light in what is local news gathering and sport reporting, as well as a solid outlet for local business to sell their wares.

The editorial team published a large number of good, local newsy stories about things that were affecting their community. There was solid local government coverage on things that mattered to people and the sport coverage, for which the Argus was well known, has only got better with loads of local faces along with names.

There was a series on homelessness in two of the papers presented that showed what country newspapers can do when they are close to their communities. It was informative and showed the journalist had done plenty of work to get the articles together.

As with the Sun, the local letters were many and about topics of concern for locals.

There were very healthy advertising features presented on different stock, which would entice the reader, and the local advertising levels would please the owners.

I'm not convinced the classics need to be on the back page but who is to say it's wrong.

The Argus isn't the 'prettiest' in the category but content is king and it has plenty of that.

Congratulations

Other comments:

The Barrier Daily Truth

There's a good mix of local and state/nation news in the paper each week as well as strong opinion pieces.

There was some quite hard-hitting news that was covered well in the editions but I would like to see fewer generic photographs and more photographs with local people and names on them.

Plains Producer

This is still a high quality publication that serves its readership well. It has a high advertising content and good real estate with editorial to back it up.

The Valley Magazine was a high quality and welcome addition to an already fat 88-page paper, with great production and photographs.

The middle two papers showed perhaps a lack of staff or other issue as the story count dropped away and photographs became bigger, but all in all this is still a solid publication.

Border Times

Journalist Deirdre Graham has again produced a high number of stories for each issue.

There are plenty of local stories and photographs in the issues presented, and a good sports coverage with local names to go with local faces.

There was good classified advertising and a health trade directory even given the small number of pages.

BEST COMMUNITY PROFILE

MT BARKER COURIER

JUDGE'S COMMENTS CARL PORTELLA

- Third Place: The Border Times** – A tale of Survival
- Second Place: Fleurieu Sun** – Inspirational Sid, A true local legend
- Winner: Mt Barker Courier** – Approaching the Abyss

While all the entries deserve a mention it was this article, in particular, that played on the heart strings.

It was well researched by the journalist who was obviously trusted by their subject.

The article flowed well and had great impact on the reader. Well done.!



Elisa Rose, editor of The Courier and David Basham, MP, Member for Finniss.

YOUNG JOURNALIST OF THE YEAR

GIORGINA MCKAY, THE SOUTHERN ARGUS

JUDGE'S COMMENTS LEIGH RADFORD OAM

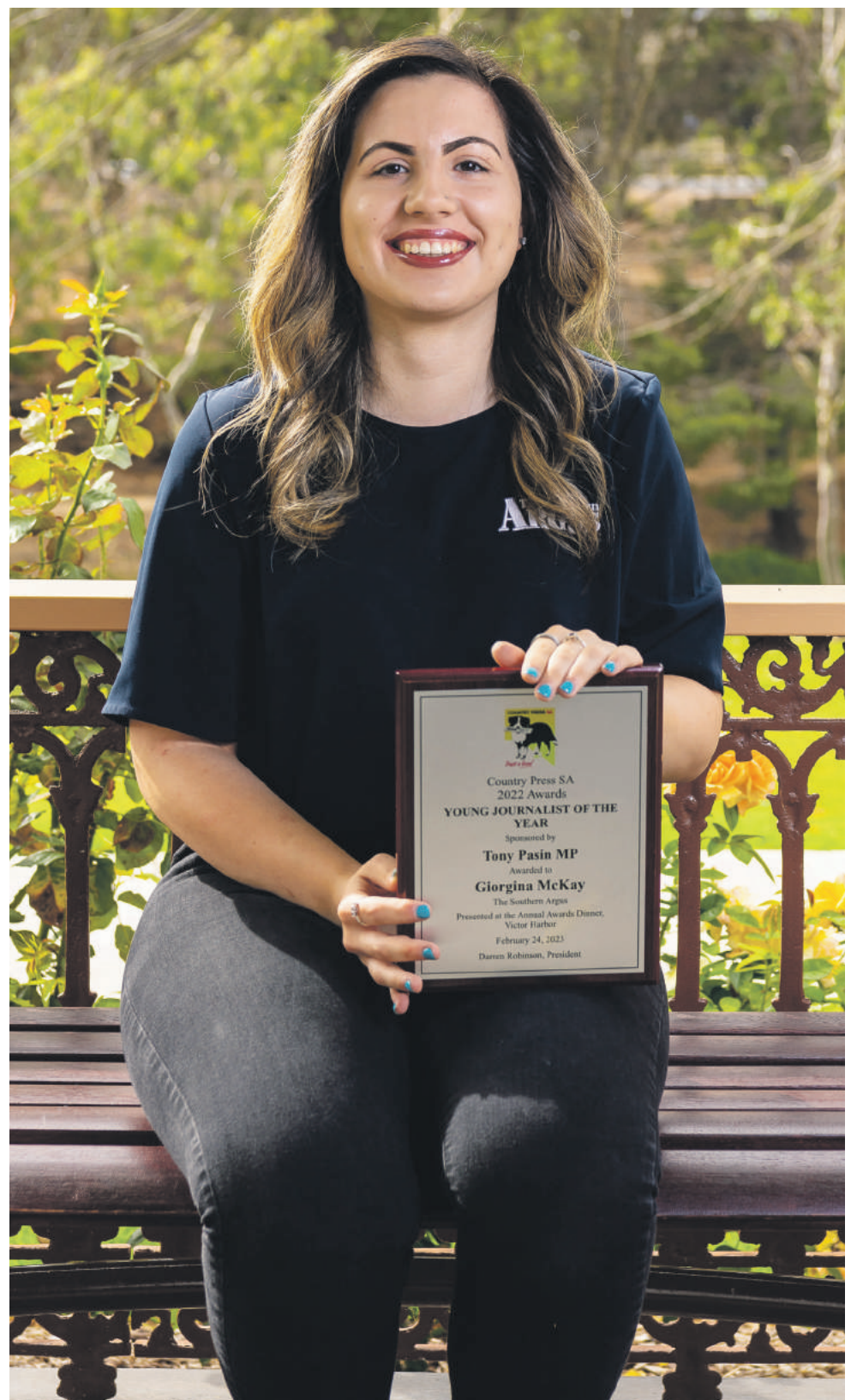
If this year's entries are an accurate indicator, the standard of young regional press Journalists in SA is strong. All entries exhibited good work and the variation in standard between the individuals was relatively small. In fact it was difficult to separate the top four, and with several others very close behind. The entries reflected an understanding of the communities which the individual Journalists serve and the issues which affect those communities. Most stories were well written and offered clear perspectives and insights into the issues they covered. The other notable feature was the standard of photography and this helped to further single out the best entrants. Given the challenging environment in which most regional Journalists operate and the expectations they carry to produce a quantity of work each week, it's encouraging to see the standards being achieved. It bodes well for what these young Journalists may achieve as their careers develop.

Brendan Simpkins and Elysse Armanini were strong contenders in the final four of entrants. Brendan is from the Gawler *Bunyip* continues to build the reputation of this paper on the city/country fringe. His entries were varied and addressed key issues in the region. Brendan was born in Gawler and clearly enjoys writing hard news, putting time and effort into researching stories and drawing out their local relevance. He seems acutely aware of the paper's 160 year history and ensuring that he lives up to it with the team he now leads as Editor. Elysse works for the *Murray Pioneer* and it's easy to see why she's so highly valued by her Editor and readers. Her work shows a maturity in the way she

tackles stories and the diversity of topics covered. One of her entries was an impressive feature in the SA Farmer magazine, which highlighted the work and business approach of a local almond grower. It's not surprising that Elysse has been appointed to the senior role of publications co-ordinator. Both Elysse and Brendan demonstrate a standard which could have won the overall award this year.

Adam Sheldon is this year's runner-up and like Elysse and Brendan, produces strong work. Adam covers a very large area of the state, including one of the key large towns of Eyre Peninsula, in Port Lincoln. His entries were diverse and he is good at tackling challenging issues. The subjects investigated required sensitivity, maturity and insight. Subjects tackled included serious staff safety concerns at the local hospital, local teenage bullying problems and the destruction caused by a severe weather event. Like most other entrants this year, Adam is also skilled with the camera and captures good photos to support his written work.

The best Young Regional Journalist this year is Giorgina McKay from the *Southern Argus*. She impressed with the depth and strength of her articles. Her entries were diverse and covered issues from homelessness, to life-saving rehabilitation, to recognising outstanding long term local volunteer efforts. Giorgina writes with a maturity that matches seasoned Journalists and produces work which sets a standard for her paper. Her overall entry was nuanced, provided insight into her work and clear context for her stories. This was complimented by good, and at times her evocative photography. Giorgina demonstrates a standard of work which makes her a very worthy winner of Young Journalist of the year for 2022.



Giorgina McKay from The Southern Argus.

BEST SPORT PHOTO

ASH PENHALL, THE BUNYIP

JUDGE'S COMMENTS SEAN MCGOWAN

Winner: "Bucked" Ash Penhall, The Bunyip.

Great crop of an exciting capture featuring excellent symmetry and an unusual juxtaposition of horse and

rider. Judge's recommendation: blur the background a bit to simulate a shallower depth of field and blow it up for your wall!

(A comment, if you'd like to pass it on) Next time take a 70-200mm lens and crank the aperture open to about f2.8 to really separate your subject from the background.



Second: "Speed Racers" Rod Penna, Yorke Peninsula Country Times.

Excellent technical execution and composition. Negative space well used by ed with off-kilter text to highlight the drama and speed of karting.

Third: "What a Catch" Jesse Ehlers, Fleurieu Sun.

A difficult capture showing a soon-

to-be-awkward landing. Just a split second earlier showing the ball-to-hand action would have been even better.

There were many entries this year, which was great, but only a small number stood out for their outstanding captures of sporting moments so I have not made any "special mentions" this year.



Ash Penhall from The Bunyip and Tanya Gordon from Advanced Publishing Systems.

BEST SPORT STORY

PAUL MITCHELL, THE MURRAY PIONEER

JUDGE'S COMMENTS IAN SHUTTLEWORTH

First Prize- The Murray Pioneer (Paul Mitchell)

Writing a story that informs and entertains takes great skill however, creating a narrative that brings about positive change requires incredible passion and a greater level of journalistic nous. In this instance, *The Murray Pioneer's* Paul Mitchell has used the power of journalism to help save the Mindarie-Halidon Cup and in turn secure the local racing club's future, as well as ensuring the subsequent economic benefits continue to flow for the community. The reporting is thorough and well-rounded, and the dire nature of the situation is portrayed with carefully chosen phrasings and appropriate tone. It is clear to see Paul has gone above and beyond to cover every angle, particularly when justifying how valuable the race meet is to the local economy, and his willingness to assist other media outlets in covering the issue is to be commended. This is a meaningful and constructive piece of journalism and a very deserving winner.

Second Prize- The Bunyip (Luke Marchioro)

There was a number of high quality stories relating to women's football among this year's entries and *The Bunyip's* piece on South Gawler Football Club and its 20-year-old coach Aisha Thomas is deserving of praise. The article went beyond the common themes of growing participation numbers and wins and losses, and highlighted the human side to the sport with a particular focus on South Gawler's inclusive approach. Succinct sentences and well-chosen quotes made for an easy and enjoyable read. Writer Luke Marchioro captured the essence of why football holds a special place in the hearts of many people across the country.

Third Prize- The Barrier Truth (Stuart Kavanagh)

Another quality entry that brought to life the football journeys of locals Megan Ryan and Jasmine Simmons, who have risen to playing at the elite level. These articles were not only informative and inspiring but contained the right amount of detail so the reader was able to gain a full appreciation of the players' achievements. Overall writer Stuart Kavanagh produced entertaining articles that are cleverly pieced together with colourful quotes and appropriate background information.



Chris Tierney, Agfa Graphics and Paul Mitchell from The Murray Pioneer.

BEST ROAD SAFETY REPORTING

MICHAEL SIMMONS, FLEURIEU SUN

JUDGE'S COMMENTS BRAD KEIGHRAN

Overall comment

With a significant number of road fatalities and serious injuries occurring in rural areas, there is a genuine need to highlight this issue. This year's entries covered a broad range of topics from dangerous roads, community advocacy, and stories of road trauma highlighting the importance of road safety. The high level of writing, research, quality interviews and ability to speak to local needs is to be commended across every entry.

Winner: Fleurieu Sun – Michael Simmons

This is a worthy winner of this year's award. The article covered not only the issue of the very dangerous Victor Harbor to Adelaide Road, but

also captured the concerns of the community and outlined federal, state and local government inaction. Great example of journalism that understands it's community and the commitment required to deliver a comprehensive picture of the issue. Great work!

Second: The Southern Argus – Georgina McKay

The firsthand experiences of John Illingworth had a significant impact on me, and I have no doubt that other readers had the same experience. Great example of why authentic story telling will always be important for capturing attention.

Third: The Border Times – Deirdre Graham

This article promoted the Road Trauma Prevention Forum which was created on the back of a local drug and drink driving in 18-25 years olds. I thought the article covered



Clare Scriven MLC; Michael Simmons, editor from the Fleurieu Sun and Brad Keighran

the reason behind the Forum well by highlighting the input from the sporting club, police and medical

experts. I am left wanting to know more about the impact of this initiative.

BEST ADVERTISEMENT - PRICED PRODUCT

THE SE VOICE

JUDGE'S COMMENTS GREG HERRICK

Entries this year for the Best Advertisement – Priced Product for 2022 was excellent, the quality of advertisements was of a very high standard and made the judging very difficult, it wasn't an easy task in choosing the winner that's how it should be and I congratulate all newspapers who entered this category.

Third place: The Mount Barker Courier.

The Barre Colab.

The advertisement size T32 Certainly stood out on the page, the first thing you notice is the \$99 Welcome offer, straight away this got my attention,

what do I get for \$99.

A well balanced advertisement utilising the small space perfectly that had all the information needed, good point form and welcoming pictures...

Another high quality advertisement that was seriously considered for the award...very close indeed.

Second place: Yorke Peninsula Country Times.

Full page advertisement... Gunnings Kadina Used and Demo Vehicles.

Great full page advertisement that is well designed, has great images that certainly grabs your attention, the listing of Used Vehicles and Demo Vehicles is a terrific idea as it shows that there are plenty of vehicles for you to choose from, the

advertisement has a real clean look to it, the shadow at the top and bottom of the advertisement with white space in the middle is a real clever use of shades of colour.

*Best Advertisement – Priced Product 2022:

Winner: The SE Voice.

Full page advertisement...Christmas Wish list.

Amazing full page advertisement that perfectly fits the criteria, it has impact straight away, you want to look at it, you want to look at the products advertised, very easy on the eye and easy to follow, *The SE Voice* and the sales team are to be congratulated for coming up with a terrific concept, the graphic team are to be congratulated for the

design, it has even space for the advertisers, the products advertised for each of those businesses are extremely clear and the light drop shadow behind each product gives it a real dimensional look, minimal wording with the right font used, this type of page allows all businesses big or small the opportunity to be part of an advertising campaign that is affordable leading into Christmas, to have the Christmas Wish list promotion run for 13 weeks is incredible, an absolute fantastic effort.

This concept is a must for all newspapers to embrace.

Congratulations to the team at *The SE Voice* on an innovative advertising/marketing campaign "Christmas Wish List 2022.

BEST ADVERTISING FEATURE

THE LEADER, WHISTLER WINES

JUDGE'S COMMENTS ROB DUFFIELD

First: The Leader

A very worthy winner in a strong bank of category entrants. This eight-page feature on a local boutique winery, Whistler Barossa Valley Winery, professionally profiles the winery on 25 years of winemaking locally. Beautifully laid out with outstanding graphic design with so much thought and care put into the design /copy of

linked advertisements. The Whistler staff profiles were superb. The black and white page banners really complimented the colour photography throughout the feature as well. The photo of the guys sitting on the barrels on page eight was a beauty. A great template feature for all anniversary features...

Second: Eyre Peninsula Advocate

A really different feature which superbly promoted the *Eyre Peninsula's* community local newspaper and its significant ongoing local contribution in its

first year of publication. A great cover page design and a wonderful alive staff photo led readers into this unique feature. The making headlines page was really well done as were the thank you pages to local businesses which were eye-catching and very pertinent to the feature theme. Council comments and Street Talk with community members added much to the power of this product. An outstanding feature which nearly got the main gong.

Third: Barrier Truth

Liked the simplicity of this Christmas

feature which captured all local Christmas events in the Broken Hill region in the one promotional feature. Including Carols, Best Shopfront Display, Christmas Pageant, Christmas Lights competition and shopping photo pages. There were some pretty good Christmas feature entries in this well patronized category section.

Highly commended:

Plains Producer: SJM 20th Anniversary Feature.

Mt Barker Courier: Annual Christmas Feature 2022

BEST NEWS PHOTO

BRYAN LITTLELY, FLEURIEU SUN

JUDGE'S COMMENTS

SEAN MCGOWAN

As the category title suggests, scoring is weighted in favour of newsworthiness followed by technical and artistic merit.

Winner: Bryan Littlely, Fleurieu Sun, Floods in Victor Harbor

Current newsworthiness, good composition and human element as subject.

The most important aspect of an excellent news photo is to actually be there to take the photo, which Littlely was. After that, there must be a subject, in this case the two people who own the store, posed simply outside their sandbagged shopfront. And there's a hook in this photo which is the guy on crutches, a great heart-string tugger and a question for the viewer which might be answered by reading the copy. Importantly there must be a news aspect to the image which, in

this case, is the flood. Visually, the floods are intriguing and the image poses further questions for the viewer

which require reading of the story. "Importantly", because stories sell papers and sold papers pay for journos and togs!

Finally comes the artistic and technical ability which is exactly right in this image. The composition is just right and the exposure is perfect for the situation.

Second: Patrick Goldsmith, Yorke Peninsula Country Times. "Returned to Country"

Current newsworthiness, good composition, human element but subject not making eye contact with camera or his task

This is a story 200 years in the making. It was a set up shot. The subject really REALLY needed to be either looking at camera or at the box of bones he's burying.

Third: Cannot separate:



Bryan Littlely from The Fleurieu Sun and Josh Zugajev from NL SA Water.

Louise Mayfield, Mt Barker Courier, "Earmarked for Arts"

Great setting, composition and lighting, please feel free to assist

subject with attire in a set shot

Rod Penna, Yorke Peninsula Country Times, "Every Hour Counts" A spectacular image lacking only a human element.

EXCELLENCE IN JOURNALISM

GABRIELLE HALL, THE PLAINS PRODUCER

JUDGE'S COMMENTS

KYM TILBROOK

It was good to see an increase in entries in Excellence in Journalism this year. There were 14 entries – up from nine in 2021 and nine in 2020. Like last year, the standard of entries was high, with journalists showcasing their craft in investigative reporting and day to day reporting.

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."

Issues tackled and put under the spotlight included domestic violence, flooding, cost-of-living, anti-social behaviour, local government misconduct and community radio.

Picking a winner was not easy. There was some excellent journalism and, like last year, there could have been more than one winner...however, I could only pick one.

First place: Gabrielle Hall of the Plains Producer

For her reporting over several months on an investigation by the Ombudsman into the behaviour of the Northern Areas Council Chief Executive Officer Colin Byles.

As she reported the story, she made good use of contacts and had five Page 1 leads. The issue of misconduct split the Council and became a divisive matter in the community. The

divisiveness continued even after the Council sacked Mr Byles.

Gabrielle is to be congratulated for providing balanced reporting by giving all sides the chance to put their case.

It was excellent reporting, hard-hitting and well-researched.

Second – Bryan Littlely, The Fleurieu Sun.

Bryan's extensive media experience as a senior reporter and editor came to the fore as he covered the devastating flooding at Middleton on November 12.

He was on the scene quickly as the full impact of the flooding came to light. His series of stories covered the emotional toll, financial losses, heroics, facts and figures of what was an unprecedented storm event.

Bryan's reports were well-crafted and kept his community informed as the massive clean-up began.

Third – Josh Brine, The Murray Pioneer.

Josh reported on the problem of anti-social behaviour in the CBD of Berri – an issue that has bubbled away under the surface for years.

He tackled what is a very sensitive issue, particularly as it involved mostly the local indigenous community. Josh began reporting the issue in May and, eventually, in August a motion without notice was passed by Council to install CCTV along the CBD.

Josh's work was of a high standard and well-researched. It certainly met the criteria for the award of delving into an issue in the community.

Because of the calibre of the entries, I also gave two honourable mentions.

Honourable mentions:

Joseph Moore of *The Courier* for his series on how the national housing and cost of living crisis has impacted the Adelaide Hills region. The series was well-written and it was obvious Joseph had spent a lot of time researching the issue.

Ellouise Crawford of *The Bunyip* for

her report on domestic violence. She said in her entry that the article for which she interviewed a domestic violence victim was not about shocking readers but about offering learning through lived experiences. She also noted: "It was so readers could empathise with someone who has suffered because of domestic violence, so they could understand that it happens in our community and it is not always as obvious as yelling and bruises."

Ellouise's article was powerful and will help to raise awareness of the issue.



Paul Roberts, SA Power Networks; Jarrad Delaney, editor of The Plains Producer and Kym Tilbrook, Judge.

BEST EDITORIAL WRITING

PAUL MITCHELL, THE MURRAY PIONEER

JUDGE'S COMMENTS SHAUNA BLACK

The most powerful editorials are focused on local issues. Commentary about statewide, national or international issues is everywhere and readily available: regional newspapers need not repeat nor enter debate, unless there is an obvious connection to the local area.

Your readers want to hear about their own backyard, their own town, their own council, their local sports club. Clever research and writing may be able to link a national or international event to local interests and these perspectives are welcome, but it can also be easy to fall back on writing a personal opinion about a big issue. Editors must resist this temptation; your personal opinion is of small interest to readers. Your editorial must speak for the community and be formed from your research, interviews, thoughtful reflection and with the best interests of the community at heart.

In a big election year – local, State and Federal – there should have been easy pickings for editorials.

The power of a well-written editorial to effect change through politics should not be underestimated. Imagine yourself a candidate and where you might turn for guidance about what is important and what views are held in the community. The local newspaper, its letters page and its editorial should be an important source. Don't waste this opportunity. Local journalists know much about the mood of the community and should not be afraid to let leaders know what people are discussing.

Just the usual gentle reminders:

- There should not be a name or a byline on the editorial. The editorial reflects the opinion of the masthead, not the individual. This does not prohibit the entry form including the name of the author – credit where it is due after all.

- Please read the entry form. A couple of mastheads submitted only one piece.

Third Place: Sara Gilligan, The Southern Argus.

There's nothing more local than the annual agricultural show. Sara does her bit to support and encourage continuation of the events which are critical to regional life and also has a



Shauna Black with Paul Mitchell from *The Murray Pioneer*.

go at encouraging residents to vote in local government elections.

Second Place: Ian Ostermann, The Courier.

With his usual understatement and rational approach, Ian calls attention to some important issues in local and State Government. His pre-election call for the State to honour commitments to infrastructure improvement in Mt Barker is particularly noteworthy.

First Place: Paul Mitchell, The Murray Pioneer.

A powerful turn of phrase and courage to confront authority are hallmarks of Paul's editorials. He is unafraid to tackle complex issues in his lengthy editorials, giving voice to people's concerns about flood relocations, lingering COVID restrictions and water allocations. And the obligatory comment on more prosaic matters, such as football finals!

BEST HEADLINE

"BEACH WAVED OFF", THE BORDER WATCH

JUDGE'S COMMENTS ROSS MCPHERSON AM

The headline writer today has more to think about than ever: with an increasing proportion of our audience accessing us online and, perhaps even more challenging, on mobile, headlines need to entice the reader in to spend more than a few seconds with us. We are constantly learning more about what works best in these online environments.

Aside from the length of the desired headline – which will often be longer on mobile than we would use in print – what we can still be sure of, however, is that dullness is the enemy: it is clear from this year's competition entries that our headline writers understand that implicitly.

Confronted with a strong field of entries, the judge's dilemma this year was choosing on the one hand between the "fun-pun" headlines accompanied by a pertinent illustration – the attention-grabbers, you might say – and on the other those headlines addressing a serious community issue in a clever, if less colourful, manner.

The second group often presents the greater challenge for the headline writer, whereas the former can be something of a gift that cries out

for a lively and amusing adornment. I have leaned towards the more challenging type this year, in what is a highly subjective assessment that hopefully serves to illustrate the importance of each.

First – The Border Watch – "Beach Waved Off"

This smart, powerful headline handily captures the essence of the story about Beach Energy departing Penola after failing to find viable sources of gas – to the relief of locals concerned about the possibility of fracking – while playing cleverly on the double meaning of "beach."

Second – The Bunyip – "Life Support"

A three-year struggle to secure a second ambulance crew for Gawler prompted this arresting and pertinent headline, which demands attention while reminding readers of the life-and-death nature of the service.

Third – The Southern Argus – "Down In The Dumps"

Last year's winner features again with another edgy entry, at once addressing a serious issue of unsatisfactory sanitation in a public venue in an amusing, if jolting, way.

Special mentions

In the former "fun-pun" category,



Elisabeth Champion, editor of *The Border Watch* with Brendan McDonald from *Pagemasters*.

it was hard to go past the *Murray Pioneer*'s "Scubaru" picture-story about a drowned Subaru; or the *YP Times*' "Something to Crow about" with its terrific accompanying

photo of three local members of the premiership AFLW team; or the *Mt Barker Courier*'s fun report of a local wag's stunt in "River warning is just a crock." A fine group of entries!

BEST PHOTO

JOHN SCANLON, THE SE VOICE

JUDGE'S COMMENTS SEAN MCGOWAN

Winner: John Scanlon, The SE Voice, "City Streets Illuminated"

Scanlon's image of a new car at night in rain is exciting to view with its great contrasts and strange colours. The rain would have created some anxiety for the photographer and balancing the bright headlights with the dark background was done very well. The depth of field is almost perfect, isolating the vehicle from the background quite well, although the park bench is a little too dominant in its focus and runs out from the car's grille. Lighting works very well to bring the viewer's attention to the "face" of the vehicle and the textural pavers create a lovely leading line from the front-of-frame to the subject. Other ambient lighting provides intriguing incidental highlights on the car's body and (unfortunately no original image was supplied) it seems some clever Lightroom or Photoshop selective vignetting was applied in post to further highlight the vehicle as the image subject.

Second Scott Murphy, The Mt Barker Courier, "The Roaring Reds"

Substantial planning is evident in the final product of this series of images by Murphy. The talent and costumes are eye-catching and the framing with the old mill's wheel as a backdrop is striking and immediately

recognisable. Diffuse off-camera flash is evident and contributes greatly to a dramatic, contrasty image. However, care should be taken when posing subjects, especially when using wider-angle perspectives as this sort of lens can accentuate or distort the size and shape of a model. For instance, always ensuring a gap is visible between the elbow and the waist creates curves of bodylines and turning the closer hip to camera can be more flattering. (Wedding photographer Jerry Ghionis is "recommended viewing" on YouTube.) Please note, also, that the secondary image of three models shows the foreground female subject "long-sided", with the bright side of her face to camera. This can cause a face to look rounder in an image than "shortsiding" by showing the darker side of the face to camera. Herein lies the trap for users of off-camera flash - it must be used carefully to

highlight shape and texture from the side, or behind, whilst creating extra shade and depth. Easiest rule of thumb is 45x45. (Set up the flash 45 degrees away from the camera to the far side of the subject's face, then 45 degrees above the subject's face from the horizon to create "Rembrandt Lighting" with the nose's shadow ... And season to taste.

Third Gabrielle Hall, The Plains Producer, "Hart Beats Strong"

Hall's image of a beaming baby toddling through a thick crop of wheat is endearing and quintessentially "country". The framing is good for the image's purpose and overall ambient lighting works well. An on-camera flash pointed straight up but with an extended bounce-card would have created a nice little catch-light in the baby's eyes and really brought the image to life. An alternative is to use the pop-up flash on a prosumer grade camera but dial back the flash

exposure value by at least a full stop (-1 FEV) This puts a little extra light into the frame without making it look too "flashy" but, more importantly, still sparks a little light in the eyes.

Not entered in this category but could have been a winner if it was.

Rod Penna, YPCT, "Every Hour Counts"

Penna's striking image of a header in action at sunset depicts the plight of farmers racing against time to reap what has been sowed. The composition of this image is ideal for use in newspaper publishing with plenty of negative space for text, as witnessed by the final layout with headline and copy overlaid. The image subject is quintessentially "country" and is set within a ripe crop of farmland. The spectacular background sunset drives home the hour of work, as do the starry spotlights on the header, speaking to the necessity of farming at all hours.



BEST COMMUNITY ADVERTISING PROMOTION

THE YORKE PENINSULA COUNTRY TIMES

JUDGE'S COMMENTS WANDA DUNNET

There were 13 entries in this category for the 2022 Country Press SA newspaper awards. All newspapers nicely portrayed their commitment to their communities.

There was keen competition, however the winner was the *Yorke Peninsula Country Times* with its outstanding one-off feature on the Central York Cougars marking the achievement of 25 years.

The feature and 32-page supplement were well designed and well supported with advertising. Congratulations to Cynthia Jericho the advertising consultant for her initiative in formulating the campaign and who was instrumental in the publication's success, undertaking archival research amongst other things to add value to the occasion and to Rhiannon Koch for the editorial.

The information presented to support the entry was comprehensive and instructive.

Congratulations to the team at the *Yorke Peninsula Country Times* for this well presented promotion.

The Murray Pioneer's Riverland Rose and Garden Festival promotion was a very close second. This professionally presented feature and the well-coordinated accompanying coverage of the annual event demonstrated community support and leadership.

In third place is the *Border Watch's* Breast Cancer Awareness Month feature. The beautifully designed and well written 5 page run-of-press production was well supported by advertising and relevant locally in its content.

The judge found many entries would have benefited by providing more information to support the entry, such as a clear explanation of the event/promotion and a statement of intent and outcome.

Congratulations to all entrants.



Wanda Dunnet with Michael Ellis, Yorke Peninsula Country Times and Mr Tony Piccolo, MP, Member for Light.

BEST FRONT PAGE

THE EYRE PENINSULA ADVOCATE

JUDGE'S COMMENTS BOB MACKIE

This year's entries varied from the more traditional style of newspaper layout with a photo story and strong but separate hard news story to the increasingly popular "newsmagazine" style where a strong photo dominates and takes up most of the front page.

In the latter style of layout, editors need to resist the urge to place multiple graphics (headlines, text boxes, more photos, etc) on top of their main photo. Technology now makes it easy to place graphics and text on our photos, but the ensuing visually "busy" result can detract from the intended result of using the photo large in the first place.

Traditionally tabloid newspapers' shape has leant to vertical layouts. Not one entry this year featured a vertical layout; every photo was printed in the "landscape" format. I'm not sure if that's because more and more we are using templates for the base of the design or if photographers no longer turn their cameras vertically.

That said, all of the entries were strong examples of displaying the "shop window" of the newspaper to draw in readers. Many of the front pages would be more than welcome at our more fancied metropolitan outlets.

First: Eyre Peninsula Advocate

A fantastic photo of a farmer walking through a new giant chasm

gouged into his paddock after a "once in a lifetime" deluge of rain dominates the page and serves as a powerful illustration to the main story. The story is aptly headlined in very large capitals: THE BIG WET. This is a very well-balanced layout which works well, in part, because of the restraint shown in placing additional graphics. There is only a handful of lines of text and a small headline placed over the photo which is all it needs – this picture tells the story and the layout allows it to.

Second: SE Voice

Again, a truly great photo dominates this front page, showing an aircraft dumping fire retardant on an out of control bush fire. The page also features a separate news story which has been nicely differentiated from the fire story by a light blue screen isolating it without reducing the text's readability. This entry was a very strong contender for first prize but lost a few points due to the distracting graphic elements placed on top of the photo. A large white headline accompanied by a slab of text on a white screen pulls the reader's attention away from the impact of the photo. The text could have been much better displayed; a light brown screen appears to have been blended in at the bottom of the photo and the text could have been placed directly on it in much the same manner as the pointers have been treated at the top of the page. This is a great front page which could have benefited with a bit of tweaking of the text elements.

Third: The Courier

The Courier entry followed much the same format; a very good large photo dominating the top of the page with a strong lead story – announcing a new Mt Barker Mayor for the first time in 16 years – at the bottom. Strong headlining of the Mayor story ensured it wasn't totally overshadowed by the "striking" storm photo above it showing a lightning strike hitting the hills in the night skies above Mt Barker. Again, this entry was a strong contender for the top prize but again lost points due to the placement of text over the photo. The white screen background for the block of text rips the reader's eyes away from the point of the photo – ie the lightning strike. This distraction could have been overcome by putting it in an

extended caption below the photo which had plenty of opportunity for tighter cropping or by photo shopping in a dark shadow and running the text in reverse. That said this is also a great front page and does well to equally promote two, separate hard news stories.

Honourable Mention: The Southern Argus

This is a neat and tidy layout with a strong photo used well – and a good example of blending colours to enhance the layout. It is a simple but logical layout which works well. With the photo promoting a drag queen show at Strathalbyn, the editor also made a "courageous" decision in the accompanying text by linking the "Queens" performance to the recent passing of Queen Elizabeth.



Vince Maio from SA Print Supplies with Luca Cetta, editor of the Eyre Peninsula Advocate



First Place, Eyre Peninsula Advocate.



Second Place, The SE Voice.



Third Place, The Courier.



Honourable Mention, The Southern Argus.

BEST HOUSE AD

THE BUNYIP

JUDGE'S COMMENTS MARK CLEWOW

Winner: The Bunyip - Keeping you connected since 1863

This is a visually rich, engaging and impactful advertisement that reminds readers of the functional and emotional responsibility of *The Bunyip* over almost 160 years.

The layout is detailed with photos that will resonate with all readers and prompt a range of emotional responses, not the least of which is a nostalgic connection with the masthead.

This advertisement is an outstanding example of the newspaper adage that "a picture paints a thousand words".

Second: The Yorke Peninsula Country Times - Online subscriptions

Here is an ad that worked because it used appropriate imagery to convey a simple call to action. The online edition is clearly illustrated on a computer and a mobile device, the information is comprehensive and the call to action is easy to follow. The overall layout even represents the online experience - large, clean and uncluttered.

An excellent advertisement that is clearly getting results.

Third: SE Voice - Catalogue distribution

This advertisement, published at the onset of winter, addresses a common and frustrating problem for advertisers who perceive letter-

boxing to more effective. The advantage of distributing via the newspaper is clearly stated with good colours, a strong image and great text.

The call to action is simple any easy, although the inclusion of a telephone number would have been helpful.

Special mentions

The Plains Producer - Share the big...

An appealing layout with a strong hero image and suggestive headline that leaves no doubt about the call to action. It also reinforces the personal connection that readers have with a local newspaper, especially in celebrating the important moments and events in our lives. It is a great step in promoting the idea of "user-generated content" in print.

The Courier - Football Tipping competition

This is a bright and informative advertisement that not just excites the reader about the competition, but tells them everything they need to know to be a part of it. The footy tipping fanatic wouldn't miss it and is likely the reason why the competition is over-subscribed so quickly.

The corporate palette of Wallis Cinemas makes the layout quite attractive, but on the other hand it distracts the "ownership" of the competition away from *The Courier*.

Other entries (in no order)

Fleurieu Sun - Step up your business

A simple and colourful ad that

stands out and addresses tradespeople, as opposed to shopfront businesses. Straightforward text and clear call to action.

Eyre Peninsula Advocate - Got a story to tell

A visually appealing advertisement, with a terrific hero image, but let down by two very bad errors in the email address and the web address. Requires more care with proof reading as anyone responding to the ad will be frustrated and get a negative impression.

Murray Pioneer - The paper you love
A simple message and call to action that reinforces the connection with the newspaper, using a strongly local front page image. Might have been good to have used different front pages with similar appeal, rather than the same.

Fleurieu Sun - Normanville feature
I could not judge this one as the submission didn't appear to fit the category and there were no explanatory notes with it.

Eyre Peninsula Advocate - Leaders in the field

An excellent advertisement that reinforces the credentials of the newspapers with a strong hero image that resonates with the target market. A good offer to promote interest in a group buy.

Plains Producer - Get in on this ad space

A cleverly amusing advertisement that effectively gets the message

across that advertisers will be flocking for a piece of the space. A nice, bright design works perfectly for the position and lifts the regular house advertisement layout into something different.

The SE Voice - Publication days

Simple and effective message and use of colour and space, with a reinforcement of the additional publishing day.

The Border Watch - Additional publication day

Great headline, straightforward information and clear call to action. A very effective advertisement that fulfils its purpose well.



Cassie Mower from *The Bunyip* and Peter Kennedy, Regional Media Connect.



First Place, *The Bunyip* - Keeping you connected since 1863.



Second Place, *The Yorke Peninsula Country Times* - Online subscriptions.



Third Place, *SE Voice* - Catalogue distribution.



Special Mention, *The Plains Producer* - Share the big



Special Mention, *The Courier* - Football tipping competition.

BEST SUPPLEMENT

MURRAY PIONEER, 130 YEARS SOUVENIR EDITION

JUDGE'S COMMENTS ANDREW SCHREYER

General comments:

A most difficult task to be the judge of this award this year – but I enjoyed it. The category attracted so many high-quality entries with only very minor elements separating those in the running. I put myself in the position of the reader – what would I like to pick up and read? The strongest entries used modern and crisp layout styles, innovative photography, interesting and relevant editorials and plenty of well-designed ads. The use of gloss or other high-quality stock is also a feature of many of the entries and I've noted an overall improvement in the stock used for entries in this category this year.



Second: The Barossa Mag The Leader

A top-quality publication that would be a must-read for locals and tourists in and around the Barossa Valley and further afield. The 72-page Winter 2022 edition submitted for judging is filled with information on local events, stories on local people, well used large photos, strong advertising, recipes, fashion, history, local weddings, a book review and a beautifully laid out wine review section. The publication uses creative photography well and its modern layouts make the content very easy to consume. The publication is also supported by its own website, social media and e-Newsletter adding value for advertisers. Congratulations to the team at *The Leader*.



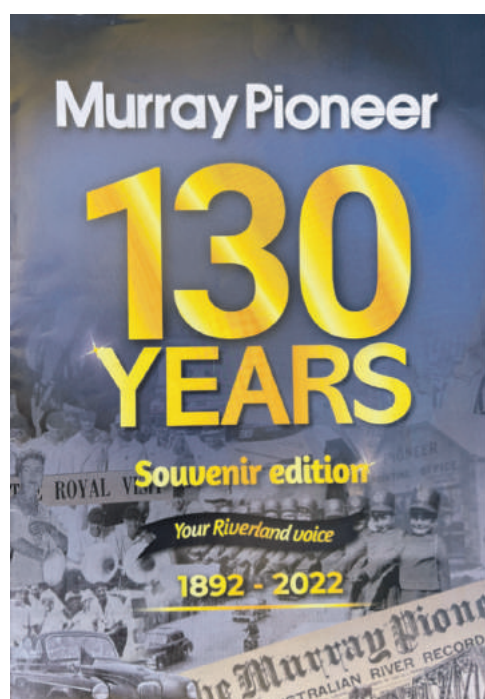
Third: Hills Wanderer The Mt Barker Courier

Printed on top quality gloss stock throughout this publication would be right at home on any coffee table in Australia. The Summer 2022 publication submitted for judging was the second edition published and I believe the team has it nailed. The use of large photos, a good size editorial font and style on either a white or light background, no reverse in editorials and great separation between advertising and editorials makes this a very easy magazine to read and enjoy. The editorial content focused on locals is exceptional. The insta gallery, calendar of events, weddings section, things we love section, gourmet bits and bites section, cocktails pages, gardening pages and home style page would all resonate well with the reader. Excellent work by the team at *The Mt Barker Courier*.



Special Mention: Valley Magazine

A monster effort by the team at *Plains Producer* to produce this back-to-back 56-page Valley and Flinders Magazine all in one. This Autumn 2022 magazine submitted for judging features modern layouts, strong local editorial showcasing the diversity of the district, creative and well used photography all backed up by strong advertising. The well-designed wine review pages add a feature to the magazine allowing additional advertising to be sold. The quality gloss stock throughout makes the publication easy to read and adds to the shelf life of the magazine. Well done to the team at *Plains Producer*.



First: Murray Pioneer 130 Years Souvenir Edition

This highly impressive 44-page souvenir edition celebrates the *Murray Pioneer's* 130 years of publishing. The modern and clean layout makes you want to keep turning the pages and the content pops with excellent use of historical photos and extracts from old editions as well as newly created editorials and images. The advertising support is solid but does not dominate the pages. The content is so interesting – locals would have loved this publication and kept it. The gloss cover and good quality newsprint inside, combined with the layout style make it work so well. For me, every element is covered here. Well done to the team at *Murray Pioneer*.



Daryl Irwin, Ben Taylor and Andrew Schreyer.

BEST ADVERTISEMENT - IMAGE/BRANDING

YORKE PENINSULA COUNTRY TIMES

JUDGE'S COMMENTS MARK CLEMOW

Overall judging comment

I have been judging the best advertising category for several years and continue to find it difficult to decide on the winners. Thank you to all of those newspapers who with the desire to share and celebrate their good work, took the time to enter.

I was pleased this year to judge a new category for the house advertising. This is a category often overlooked amongst the advertising that is done for clients, yet promoting your own product is no less important. House advertising is also a great way to demonstrate, practice and develop in-house creativity. As I judged these entries I saw a great depth of pride in product and a belief in the power of the local newspaper.

Image branding is at the heart of advertising in all media. As reflected in the effort behind every idea and execution for this category, I could see they are driven by a passion to do the best for the client and to reinforce their strong relationship with the local newspaper. In my opinion, this is what makes every locally produced advertisement a winner. Every one of them keeps alive the significance of local advertising for business success.

More than the image and layout of the advertising is the story behind how it came to be and how it performed. Consistent to every story is a trusted relationship and a recognition that advertising in a local newspaper still works a treat.

As I judge the awards my only disappointment is that I rarely get any information about the background and impact of the advertising. Where this information is provided by the entrant, it adds a different layer to my appreciation of the work. It would be very helpful if in the future every entry is accompanied by a paragraph of information, rather than just supplying the advertisement itself.

Congratulations to the place-getters in both categories, but also congratulations to you all. Your pride and professionalism for country newspapers makes you all winners.

Best Advertisement - Image/Branding

Winner: Yorke Peninsula Country Times. Moonta and Kadina Gourmet Meats

This series of advertisements is an outstanding example of good design, captivating headline, humour and localised content. Seeing familiar faces and reading the "plays" on their names can't fail to engage the audience and reinforce the brand as top of mind.

Well done to all involved.

Second: Barrier Daily Truth. Far West Auto

This advertisement is a perfect example of less being more. Solid white, simple statement and a clever image supporting the proposition. It really stood out on the page.

Third: Murray Pioneer. Warburtons Butchers

Having seen the advertisements for Warburtons over several years I can see the creation of a very strong brand in the use of consistent colour, layout and hero images.

This advertisement is a strong statement with a magnificent image that further reinforces the name and status of the business.

Special mentions

Fleurieu Sun - Beachside Bedding

The simple use of colours in this advertisement is what makes it good. Engagement is immediate and the shades of beaches and warmth support the business name and the proposition. A strong hero image and offer, with important information about the business is clearly stated.

SE Voice - Kalangadoo Hotel

These relatively small series of advertisements pack quite an impact in communicating the brand of the client. Simple messages and images about the things people love about country pubs, are very effective in positioning the character of the client as top of mind.

The Advocate - Cleve Rural Traders

I liked this advertisement. It's colourful, warm and friendly. The colour of canola creates a very local feel. Smiling faces of real people are always great to have in an advertisement. Clear statement of purpose and contact details.

Other entries (in no order)

The SE Voice - Limestone Coast Party Hire

A visually pleasing advertisement, using nice colour and images, appropriately placed with a story about a local wedding. Informative, with clear call to action.

The Advocate - Eyre Peninsula Field Days

A colourful and informative advertisement, using bright agricultural colours of yellow, brown and green and a distinct hero image to bring attention. Clear information and call to action.

The Plains Producer - Docair

A small and informative advertisement that effectively uses a humorous image and irony to brand the business.

Plains Producer - Platinum Ag Services

A nice simple advertisement with an engaging hero image that captures

attention and supports the copy. Good play on words in the headline and clear contact details. A website would have been a good addition for "after hours" information.

South Eastern Times - Denton Sportspower

A great front page advertisement using the strong corporate colours of the client and including a message of support for local sports team. Good use of position and easy to spot brand and message.

The Border Watch - Bi-Rite

A simple ad using the colours of the business - even in the product image. Informative about the product, however the branding and contact details of the business were fairly small and easily missed.

Fleurieu Sun - FP Ag

I liked what this advertisement was saying, but some aspects of it unsettled me. I understood the implication of the last meal for the mouse, however I saw in the imagery that the doomed mouse might also be the last meal for the cat. Clever though and perhaps the different interpretations are useful. Good imagery, with clear client branding and contact details.

Barrier Truth - North West Radiology

This is an interesting advertisement with an expensive piece of media equipment the unlikely hero. It is clear in stating what it is about and provides comprehensive information. Contact details and business hours are very clear.

The Border Times - O'Brien Solicitors

I liked this advertisement for it's

warmth and friendliness. The presentation of the people matches the headlines and creates a nice connection that is trustworthy, without being intimidating. A very appropriate style of advertisement for the industry.

Murray Pioneer - Casey's Pest Control

I like this advertisement because it wouldn't fail to resonate with people who are intimidated by bugs. Spiders invoke the worst of their fears and promote the need to take action. The use of black and red effectively intensifies the sinister nature of the imagery.

Yorke Peninsula Country Times - Eat, Shop, Play Guide

These are attractive and informative full page advertisements. Not too cluttered, colourful and with quite a bit of information. I understand this is an ongoing feature sponsored by one client and supported by others. Useful for locals and visitors and good branding for all participants.

The Courier - Adelaide Fuel

This is an attractive advertisement that is very corporate for the brands that the client represents. It carries a simple and informative message. The solid colours make it stand out on the page and the call to action and location is clear.

The Courier - Great Eastern Hotel

This is a pleasant looking advertisement, with nice cool shades of colour and a simple message that resonates with both regulars and new customers. All aspects of the hotel - food, entertainment and drink sales - are covered.



Michael Ellis from Yorke Peninsula Country Times and Martha Coro from Media Super.



Steve Marsdon with Her Excellency, the Honourable Frances Adamson AC and Tony Robinson.



Ben Lennon, Josh Brine, Elyse Armanini, Deirdre Graham, Glenda Malinovski, Paul Mitchell and Ben Taylor.



David Donehue and Glenda Malinovski.



Kim and Vince Maio from SA Print Supplies.



Andrea Ascencio and Tim Curnow.



Sara De Paulis, Peter Kennedy, Colleen Boyd and Dora Debonis.



Dylan Smith, Wanda Dunnet and Peter Kennedy.



Ian and Sandy Shaw.



Daryl Irwin and Brad Keighron.



Gordon and Shauna Black.



Adam Robinson and Tegan Robinson.



Isaac Lomman, Hypnotist.



*Renee Bennett and Mr Tony Piccolo, MP,
Member for Light.*



Merridy Manuel and Ben Taylor.



Sarah Brooks and Steve Marston.



Les Pearson and Tara Bell.



*Kate and Mr David Basham, MP,
Member for Finniss.*



*Andrea Ascencio, Madeline Dell'oro and
June Taylor.*



Wendy Chapman and Sarah Brooks.



Tony and Angela Robinson.