

## **2008 Country Press NSW Award Winners**

### ***EC Sommerlad Memorial Award for Journalism***

**Judged by:** Dan Austin OAM

#### Weeklies:

*This is a paper who is not frightened of controversy. It took on local council when allegations of misconduct arose and in consequence lost the council advertising. The controversy is still not resolved.*

**Winner:** Milton Ulladulla Times

#### Bi weeklies:

*This paper has lost little of its class over the years. It remains on top of local issues and provides excellent sport and pictorial coverage with a strong in-paper TV guide.*

**Winner:** Namoi Valley Independent

#### Tri Weeklies:

Winner: South Coast Register

*A paper with lots of news, pictures and sport and excellent local coverage had a run in with the Mayor directing readers against voting for him and as a consequence lost a lot of advertising.*

#### Dailies:

Winner: The Daily Advertiser

*This paper has won or been commended in this section many times – it delivers extensive coverage of issues, good coverage of world affairs and national issues and has well written copy. For the third year in a row the winner is The Daily Advertiser*

### ***EC Sommerlad Memorial Award for Editorial Leadership and Community Involvement***

**Judged by:** David Sommerlad

Winner: The Singleton Argus

*This paper first won this award in 1960 and claimed it back only in the last few years. For the third time now in 5 years, the winner is the Singleton Argus. The entry this year was a strong claim for Awards success.*

***EC Sommerlad Memorial Award for Editorial Writing***

**Judged by:** Graham Gorrel, Wagga Wagga

Winner: The Northern Daily Leader Tamworth

*An excellent prosecution of the argument that the federal governments' aboriginal intervention had the potential to do more harm than good was the highlight of four outstanding entries that were expertly written and presented.*

***EC Sommerlad Memorial Award for Local News Reporting***

**Judged by:** Mal Kearney

Winner: The Glen Innes Examiner

*Mr Kearney awarded this paper the winning position because of the commitment staff showed to two stories in quick succession, for the editors attempt to take whatever benefit the town could take from the tragedies and for rising to the challenge of a difficult and complex issue which could have been ignored. The winner is the Glen Innes Examiner.*

***EC Sommerlad Memorial Award for Photography***

**Judged by:** Neil Newitt

Winner: Manning River Times

*Neil Newitt, the judge of this award felt that the sports photograph was the crowning achievement – it was a great photo from the Wingham Rodeo and shows what can be achieved when conditions are right. The timing, the angle as well as the final crop was excellent.*

***EC Sommerlad Memorial Award for a Feature Supplement***

**Judged by:** Barry Wilson

Winner: Namoi Valley Independent

*The last time this paper won this award was over a decade ago. It has won this year for a feature supplement on “100 years of Rugby League” reflecting the proud history of league in the area – it was a smaller entry but supports the adage that great things come in small packages*

***Richards Award for Technical Presentation***

**Section 1** - General presentation

Circulation up to 4500

**Judge: Nick Hartgerink**

Winner:

The Courier, Narrabri

*The winner of this category was rewarded on the basis of the concept and execution of its youth magazine. Both design and content were considered excellent by the judge and it showed a genuine commitment to attracting the next generation of readers. The winner is 2be3 magazine in the Courier, Narrabri.*

**Section 1 - General presentation**

Circulation over 4500

**Judge: Nick Hartgerink**

Winner: The Northern Daily Leader

*This winning paper has the advantaged of being the host paper for a major event and prepared excellent wrap arounds but also had a high standard of presentation through the regular paper, features and its sport section.*

**Section 2 - Printing Quality**

Circulation up to 4500

**Judge: Bob Brandis (TAFE NSW),**

Winner: Cotton Magazine Narrabri

*Mr Brandis commented that this paper just gets better and better – there is still a little room for improvement with the colour fit, but as a whole it is excellent.*

**Advertising Awards for Locally Produced Advertising**

**Section 2 - Printing Quality**

Circulation up to 4500 mono

**Judge: Carl Rainer**

Winner: The Courier

*This paper won with a checky ad. It was a simple headline backed up by an eye catching imagine, simple layout and effective use of type.*

Circulation over 4500 mono

**Judge: Carl Rainer**

Winner: Armadale Express Extra

*The judge considered the winner in this category a clear winner with its eye catching layout and lots of interesting information. He stated that the layout was busy but it never looked cluttered. The winner is the Armadale express Extra*

Circulation up to 4500 colour

**Judge: Carl Rainer**

Winner: The Irrigator

*Carl rainer the judge commented that the image was very silly and very eyecatching. He said “How could I resist a baby eating pizza?? – Stating he was glad he didn’t have to change the nappy!!*

Circulation over 4500 mono

**Judge: Carl Rainer**

Winner: The Northern Daily Leader

*The judge considered this the best ad of all of the categories commenting on the use of an uncluttered double page spread which was well written and had meaningful sales copy.*

**Award for a Commercial Supplement**

**Judge: Jim Stride**

Winner: South Coast Register Nowra

*The winner was a 68pg supplement generating \$61,000 in ad revenue and has been around for over 35 years. The judge commented that being on newsprint the yield would have been very good indeed. It was a great effort all round for Shoalhaven Unlimited in the South coast register!*

**Newspaper Marketing and Promotion Award**

**Judge: Gary Lane**

Winner: Area News Griffith

*Mr Lane stated about the winner that the concept and marketing were great based for this submission titled “Fuel Up and Drive away. It was supported by contra radio advertising and the only suggestion from the judge was that colour could have enhanced the effectiveness of this promotion.*

***Award for an Advertising Idea***

**Judge: Councillor Shayne Mallard, Sydney City Council**

Winner: Deniliquin Pastoral Times

*The judge commented that this submission had a feel good element when many rural towns are at a low ebb through drought and drought caused water shortages. It was titled kids in the park and sought and obtained community engagement and was inclusive.*

***Award for Local Government Communication***

**Judge: Councillor Shayne Mallard**

Winner: The Area News, Griffith

*The winner was a submission focused on the important aspect of many of the services provided by local councils and had strong visual appeal and was well laid.*