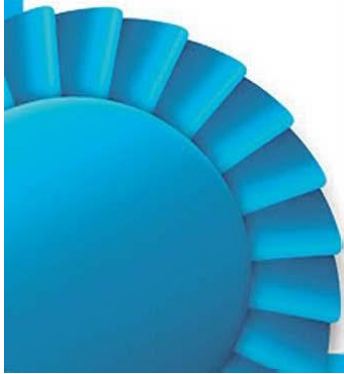


CNA **AWARDS** **2021** **WINNERS**



Presented in June 2022

WINNERS AND JUDGES' COMMENTS

BEST IDEA/INNOVATION

Winner: Devonport Flagstaff – Jabbed Campaign

This campaign cut across the various and often vocal proponents/opponents of vaccinations to provide a practical tool for shoppers to know that staff in shops displaying the Devonport Flagstaff initiated signage were all 100% vaccinated. Great timing too, with a launch early December. This project was timed to encourage locals to get back and support local retailers, many locals who may have been reluctant to return to normal shopping habits. With many letters to the paper supporting the `Jabbed` project, and it's bold stance to cut across the often misguided and vocal opponents of vaccination, this campaign stood out as dealing with the facts in Editorial coverage across many weeks.

It could have been a campaign suitable to be rolled out through all CNA Newspapers.

Runner Up: The Beacon – The Beacon Bachelor

The Beacon Bachelor is an example of what you normally expect on television, transferring successfully to print and The Beacon Facebook site.

A well-executed format requiring a Bachelor (a Beacon Reporter, nominated by his colleagues!) and prospective Bachelorettes sourced from Beacon readers.

Published over 9 weeks, the double page editorial followed progress of the `dates`, backed up with supporting advertisers and revenue in a quiet time of the year. Local activities were featured each week showcasing the immediate region e.g. kayaking on the Ohiwa Harbour.

The light hearted editorial approach involving local people more than likely will have gained younger readers following the Bachelors' progress over the 9 weeks.

The finale was also livestreamed via the Beacon Facebook site.



BEST FEATURE/SUPPLEMENT

Winner: The Beacon: The Sutherland Legacy 1929-2020

It is not unusual to publish a feature about a local business/businessperson, however it is rare to publish and gain the advertising support to produce a 24 page tabloid for a local businessperson who has passed away at the age of 92, all after selling off his businesses just over 12 months prior to his passing.

The Beacon published a celebration of Wally Sutherland's life in 2021 with material from Beacon archives, family, friends and business associates in an informative and tasteful story of his life, the impact he had on his employees, his contribution to Rotary and the town.

Certainly a rare publication, well laid out in chronological order with plenty of editorial content from colleagues, staff, associated businesspeople and friends.

Runner Up: King Country News – White Ribbon Day

There were a number of entries with similar aims and objectives in this category, notably gifting some of the advertising revenue generated to various charities. The King Country News stood out with five pages of well laid out content and advertising support highlighting White Ribbon Day. A strong headline on the first page 'Only weak men hit women' was direct and possibly confronting for some. In this case a portion of the revenue was donated to a local group, Maniapoto Family Violence Intervention Network, a group aimed at tackling the issue at the top of the cliff.

A noteworthy cause for all Community Newspapers to become involved with.



BEST COMMUNITY INVOLVEMENT

Winner: The Valley Profile – Road Safety Campaign

An extensive campaign to reduce accidents in the Karangahape Gorge (between Waihi and Paeroa). Using data obtained from the Official Information Act via NZTA showed high fatality and serious crashes in the region. and this was supported with articles from emergency services alongside general road safety advice. A particularly poignant front page published on March 31 with the caption 'Lucky to be alive' after horror crash, showed a Mum and Daughter recovering in a hospital bed.

As a result the speed limit was dropped in the gorge from 80kmh to 50kmh initially over the Christmas period, however was still in place two months later.

An excellent example of Community Newspaper power, as we all know, to get a government department to move on anything can only be described as success.

Runner Up: The Devonport Flagstaff – Protecting Heritage Buildings

Protecting the Heritage of the Devonport area has been a longstanding approach taken by the paper over 25 years. The entry submitted covered the recent attack by the Government in 2021 with proposed housing intensification, at first a mandate and later exacerbated by a bill to allow three, three storey townhouses on Auckland sites with only minimal controls.

The impact on Devonport would be immense.

The Devonport Flagstaff took a leadership role as the story unfolded, writing editorials, running letters, opinion pieces. Devonport councillor's email addresses were published so residents could lobby directly, with many submissions massed together. This pressure caused the bill to be watered down somewhat to give Auckland Council more sway in which areas and which houses could be protected.

The campaign is a great example on how a local community newspaper can deliver real change, and while the debate is ongoing the paper led the way people were informed in one of the most challenging years for historic buildings in Devonport.



BEST GRAPHIC DESIGNER

Winner: **Clare McGillivray, Times Media**

Clean, upmarket and classy are words that come to mind when looking at Clare's work. Sympathetic use of photographs and colour to produce compelling work.

Runner Up: **Kat Wash, The Beacon**

Kat's work is eye-catching in its simplicity. Using bold photographs with few words, her work delivers its message quickly to time poor readers.



BEST LIFESTYLE FEATURE WRITER

Winner: **Erin Johnson, Gulf News and Waiheke Weekender**

A solid series of environment articles on a topic that is important and interesting to the local community. The passion between the author and topic comes through in the writing. These feature articles are given enough space to cover the topic from a number of angles giving the stories depth.

Runner Up: **Angela Kemp, Times Media**

Great topics chosen for the award presentation. A mix of human interest and semi-commercial pieces. The writing is easy to follow and engaging. There were two really stand out pieces in the presentation. The structure of the text in all the stories however wasn't always clear and could leave me wondering at the end where was the rest.

Overall the writing and topics covered a broad range of topics that the readership would have enjoyed.



BEST SALES PROFESSIONAL

Winner: Nikki Sanders, The Valley Profile

An outstanding achievement in this current climate to source and maintain sales at a level sufficient to move the publication from monthly, to fortnightly to weekly over a 12 month period.

Runner Up: Kylee Evan, Lakes Weekly Bulletin

Excellent initiatives shown during a period of prolonged disruption in one of the NZ's most hard hit areas, with outstanding results



BEST HEADLINE

Winner: James Belfield, Gulf News

A fabulous mix of the serious, the clever, the funny, the catchy and the pointed. The crisp and engaging headlines achieve the ultimate aim - catching the eye and making the reader want to see what the story is about.

Runner Up: Shawn McAvinue, Southern Rural Life

Snappy and fun. You can say a lot in three or four words, and Shawn does a lovely job in hooking the reader's attention. CATTLE CHATTLE BATTLE might be my favourite headline of the entire entry list.



BEST JUNIOR SPORTS JOURNALIST

There were no entries in this category this year.



BEST SENIOR SPORTS JOURNALIST

Winner: Jon Rawlinson, Times Media

Jon’s experience and inside knowledge of sport in his region translates into a series of cleverly-written, highly-informative stories. All eight offerings flow smoothly, with Jon using judicious quotes to add to the narrative, rather than merely repeating what has already been paraphrased. His headings, stand-firsts and intros are colourful and insightful. He investigates lesser-known sports (such as pickleball, polo, speed shearing and distance swimming) by engaging with leading participants, using informative sidebars to produce strong reader buy-in. For consistency, engagement and quality of writing, Jon gets the nod from an accomplished, talented field.

Runner Up: Jonty Dine, Top South Media

Jonty offered up a more varied portfolio than the winner and produced notable work in all areas. Particularly appealing was his front-page piece on getting into the ring with boxer Shane Cameron. It was humorous and concise, making it very entertaining. His feature profiles generally flowed smoothly and were topical, producing strong reader engagement, while his historical pieces were relevant and well-sourced.

Judge’s Comment

Comparing the work of these very worthy, finalists was difficult, given that they offered up such diverse portfolios across a range of writing styles. With some, the story quality varied, probably given the time constraints the authors worked under. A well-cultivated connection with their local sporting scene was a common thread, coupled with an obvious passion for “getting the story out there”, enhancing their publication while enlightening their readership.



BEST JUNIOR NEWS JOURNALIST

Winner: **Hazel Osborne, The Beacon**

Hazel's portfolio was wide-ranging and showed that she made certain she had a good grasp of the topics in each of her stories. Her entry showed that she has developed some strong relationships with members of the community, and she writes clear, concise and totally readable copy. I was impressed with the sensitivity she applied when dealing with the drink-drive policeman.

Runner Up: **Erin Johnson, Gulf News**

Getting a person to talk following the devastation of enduring a house fire is not an easy task, but it was one that Erin tackled with aplomb. Erin's coverage of the marina protest was extensive and her stories made me feel as though I was right there.



BEST SENIOR NEWS JOURNALIST

Winner: **Vonny Fowler, King Country News**

Heady topics such as Waitangi Treaty settlements and tribal factions are not stories to take lightly by a reporter. Vonny showed through her stories that she had a great understanding of the issues; she had developed good relationships with the various factions, and she wrote her stories with the sensitivity they required. It's always hard when a long-established business suffers from the big international companies' ability to undercut on pricing for services. Vonny's story about the lost school bus contract was well-written and explained the situation well.

Runner Up: **Rob Drent, Devonport Flagstaff**

Rob's portfolio was the result of a reporter who has his ears close to the ground and knows his community extremely well. And he is one of few awards entrants who have used the power of the Official Information Act to get to the bottom of some of the major issues in his community. These days, the task of dealing with the stonewalling from central and local government through communications departments makes a reporter's task so much more challenging. Rob's use of the IOA shows one of few opportunities to get closer to the truth beyond the spin doctors.

Special **Shawn McAvinue, Southern Rural Life**

Mention: Shawn has an obvious passion for all things rural and obviously knows that there is a great yarn through every farm gate. His work on human interest stories, alongside significant agricultural developments shows he has a great understanding of the rural world. His stories are easy to read and understand.

BEST PHOTOGRAPHER

Winner: John Borren, Sun Media

John has presented a diverse range of images covering all the bases – news, sports and portraiture. They are well composed with clever use of light and showcase his very good technical camera skills. Any of these images would sit comfortably on the front cover of a daily metropolitan newspaper.

Runner Up: Troy Baker, The Beacon

Troy entered a sparkling set of images, beautifully sharp and well presented. The inclusion of a nice image or two of community events or similar may have elevated the entry by a place.



BEST FRONT PAGE - MAGAZINE

Winner: Rural Living, Times Media

The covers were really clever. All four submitted used different images (people/food/car/person) and all were equally striking. The cover strategy followed a simple formulae that really worked. The fantastic photography helped.

Runner Up: South, Times Media

Clever use of colour that drew the reader in. The coverlines were on target with the image.



BEST FRONT PAGE – NEWSPAPER

Winner: Weekend Sun

A simply fantastic collection of arresting, engaging, interesting front pages. Clean layout, striking main images and snappy headlines form a wonderful combination. Lovely all round.

Runner Up: King Country News

Powerful and direct. Strong use of imagery, and a fine sense for how to attract the reader's eye. Simple without being formulaic.



BEST MAGAZINE

Winner: Nelson Magazine

Runner Up: Metropol

This category was very difficult to judge and both these titles met the judging criteria very well. They both had great editorial, target market advertising and photography but Nelson magazine's presentation and layout was cleaner and easy to follow.



BEST COMMUNITY NEWSPAPER - FRANK VEALE MEMORIAL AWARD

Winner: Gulf News

Runner Up: The Devonport Flagstaff

The Gulf News and Devonport Flagstaff have many similarities – both are smaller publications and both serve a small and compact population. Neither allow photographs to dominate their pages. They are driven by the words, and because of the smaller pages don't have the luxury of going big with pictures.

They also, because of their limited circulation areas, can cover their communities in depth. Almost anything that moves – or doesn't move – in Devonport and Waiheke will end up in the local paper.

The Gulf News got the win because it has slightly more of everything: more space to display their stories, more variety with their layouts, and consistently good front pages to lead readers into each week's publication.

Judge's Comment

As times get tougher in the newspaper industry, what is being offered by New Zealand's independents continues to get better.



CONGRATULATIONS TO ALL THE WINNERS