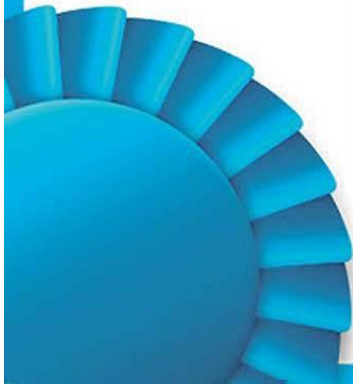


CNA AWARDS 2023

WINNERS



Presented in May 2024

WINNERS AND JUDGES' COMMENTS

CNA AWARDS WINNERS 2023

BEST IDEA/INNOVATION

There were no winners in this category.



BEST FEATURE/SUPPLEMENT

Winner: **Metropol Magazine – Wedding Feature**

A professional presentation, combining traditional advertising and advertorial style advertisements. Good use of the front cover of the main publication to direct readers to the feature inside. Layout is clean and crisp, and the advertorial style is consistent throughout the feature and has been well presented. Plenty of local bridal photographs and local images of function venues and wedding services provide a good balance. This does what an advertising feature should, driving additional revenue from sources which normally lie dormant for a large part of the year until a knock on the door from a salesperson with a compelling pitch.

Runner Up: **The Devonport Flagstaff – North Shore Rugby Club**

Well constructed advertising feature around a local and current rugby match, well supported with advertising, editorial content and a great selection of local people in addition to the on-the-field action photographs from the final.



BEST COMMUNITY INVOLVEMENT

Two of the entrants could not be separated. While coming from completely different angles, both were worthy of the win.

Joint Winner: **The Valley Profile**
Thames Homeless Crisis

A real example of how a community newspaper can bring people together with an action plan to help with a homeless crisis. An alternative for those sleeping rough, dealing with drug use and fights. The Valley Profile newspaper uncovered what was happening only 100 metres from the main street. The result, a safe haven providing meals, resources and a place for the homeless development in association with community minded people and a local church.

Joint Winner: **Gulf News**
Great Gulf News Trolley Derby

An event generated by the newspaper, building on past experience along with trying to create a sense of community/celebration as a result of Covid impacts from two years prior, which saw many events and visitor numbers severely cancelled or reduced. Well promoted in the paper both before and after the event with a special publication. All you see is the joy of the people who participated, built their own trolleys, plus the many hundreds watching. A real community experience.



BEST GRAPHIC DESIGNER

Winner: **Michelle Lewis, Waiheke Weekender/Gulf News**
The capturing of island food, wines, music, community events, with seasonal feasts is essential to not just one-off pages, but ongoing revenue. In particular the house advert 'word of mouth' starts in print, is convincing and a template all papers could use.

Runner Up: **Clare McGillivray, Times Newspapers**
Clare has created crisp, clear innovative works for clients and the house ads are spectacular.



BEST LIFESTYLE FEATURE WRITER

Winner: Rob Drent, The Devonport Flagstaff/The Rangitoto Observer

This entry demonstrated a wide range of journalistic skill. Rob tackled a broad range of topics from the local human-interest stories through to the in-depth investigative journalism that takes time to uncover, sift through and collate in a compelling offering. Often in journalism what starts out as a simple premise takes on a life of its own and this was clear in a couple of examples, but Rob demonstrated the ability to compile a cohesive narrative through a series of smaller articles telling the story in a number of different viewpoints, allowing the reader to digest as much or as little of the feature but still come away informed and engaged.

Other entries exhibited pure local journalism designed and told through the local community which is why locals would go out of their way to read their local paper. It was too difficult to choose a runner-up as the standard of entry was terrific across a very broad range of style of publications. The communities they represent are very well served with really hard working, passionate local journalists.



BEST SALES PROFESSIONAL

Winner: Robyn McLeod, The Beacon

Robyn has built up a substantial client portfolio and this is reflected in the sales she has achieved across a number of publications and special projects.

Runner Up: Nikki Sanders, The Valley Profile

Nikki continues to excel at sales in her local area, ensuring that the publication is well supported.



BEST HEADLINE WRITER – BRIAN ROGERS MEMORIAL AWARD

Winner: Ngaire Tai, The Beacon

Headlines should be short and sharp - and many stories offer the opportunity to also be clever. Most of all they should invite the reader to stop and read the story. Ngaire's portfolio passed those tests in style. She was, in my view, a clear winner - none more so than with her two word flood story heading - Water Torture.

Runner Up: Janetta McKay, The Rangitoto Observer

Janetta mentioned clever word play in her cover note and the Thor Point and Blood Brothers headings certainly achieved that.



BEST SPORTS JOURNALIST

Winner: Brayden Lindsay, The Beacon

A very strong portfolio of work. Engaging intros, quotes that evoke emotion and an easy-to-read style. Top sports writing across a range of subjects.

Runner Up: Sigrid Christiansen, King Country News



BEST JUNIOR NEWS JOURNALIST

Winner: Wyatt Ryder, Oamaru Mail

Wyatt won by a nose. Like others, he wrote with flair, and his story construction was excellent. Multiple sources were woven together with skill. It was his portfolio's balance that gave him the edge. Many topics of community importance graced the front page – whether it was the seagull horde on Thames St, or the state of Oamaru's retail precinct. His profile of the local mayor was a great read. For me, Wyatt showed his versatility with crime stories appearing on pages three and five. In particular, he deftly navigated a difficult story about the bullying of a local family, one of whom was accused of being a paedophile, after a house fire.

**Runners Up: Brianna Stewart, King Country News/The Beacon/Opotiki News
Sigrid Christiansen, King Country News**

Judge's Note:

Judging is an inexact art, and not an easy one. The 2023 batch was strong, with many, many bright spots. Every entry had worthy stories. Your editors, and communities, should be proud of your efforts. Please try again next year – whether it's for the junior or senior category.



BEST SENIOR NEWS JOURNALIST

Winner: Kelly Tantau, The Valley Profile

An investigation into homelessness in Thames showcased Kelley's ability to dig deep into a confronting story, accompanied by skilful writing. Clearly she's got great contacts who trust her to tell a sensitive story well. What I found most commendable was she didn't let it go. Follow-up stories gave the community several perspectives on an important issue. Kelley's portfolio was led by punchy news hits, including concerns over dental services to schools, and the proximity of a vape shop to an early childhood centre. A sculpture controversy and obituary showed her range, and depth of community links.

Runners Up: Daryl Holden, Ashburton Guardian
Rob Drent, The Devonport Flagstaff/The Rangitoto Observer



BEST PHOTOGRAPHER

Winner: John Borren, Sun Media

Outstanding photography for a community newspaper. Stunning composition and colour. These are images that would stop a reader in their tracks and demand they engage with the page. Extremely high quality work.

Runner Up: Troy Baker, Beacon Media Group



BEST FRONT PAGE - MAGAZINE

Winner: Nelson Magazine

Every cover is thoughtfully curated and strikingly presented. Investment in premium finishing gives *Nelson* the feel of a magazine that could have a valuable cover price.

Runner Up: Raglan Chronicle

A bespoke image on every issue does the main editorial feature true justice, and is cleanly and consistently designed.



BEST FRONT PAGE – NEWSPAPER

Winner: The Beacon

Talk about making a little go a long way. The Beacon shows real skill at offering both impact and variety in its front pages. Strong use of both imagery and text allied with excellent news judgement makes the most of the relatively restricted space. Brownie points for the best single front page - the November 15 edition with the Tame Iti photo. Nobody could walk past that front page and not stop to look.

Runner Up: The Valley Profile

Simple without being boring, colourful without being too busy. The Profile offers a nice mix of hard and soft news, and always makes the reader want to find out more. The August 23 (Warriors fan) and February 1 (slip damage), in particular, are examples of community front pages at their best.



BEST MAGAZINE

Winner: Waiheke Weekender

Every square inch says "we are Waiheke". In-depth local stories and island guides are all expertly designed. Given its weekly cadence, this is an impressive publication.

Runner Up: Nelson Magazine

Quality production values and a clear commitment to stories and people of the Nelson area - with clever distribution points ensuring every copy will be well read.



BEST COMMUNITY NEWSPAPER - FRANK VEALE MEMORIAL AWARD

Winner: Ashburton Guardian

The Guardian continues to produce a great newspaper that has its focus firmly on all facets of the Mid Canterbury region. Not only does it ask the tough questions of the councils, it also has a strong allegiance to the organisations that keep all communities running. The range of topics in each edition was impressive and show the journalists are maintaining contact with the groups in their various rounds. There are some strong lifestyle sections and a comprehensive sports offering. All of this adds up to a successful newspaper that strives to keep its readers informed. The regular editorial is written in such a way that it can take potshots at the bureaucracy and also offer bouquets where they are due. An all-round good community newspaper that all residents would be happy to pick up and spend more time reading than it takes to have a cup of coffee.

Runner Up: Mountain Scene

The Queenstown area is one of the most challenged areas in New Zealand when it comes to social issues. Mountain Scene is all over the issues and is constantly pointing out to the authorities where they have let their community down. The paper's following within its community is obvious in that it has solid support when it comes to campaigning against governmental decisions that have a large impact on the people of the district. Alongside that, the Mountain Scene shows it is very close to the community with its support and promotion of many community organisations. The regular socials pages depicting ordinary people doing great things are a welcome inclusion. The reporters are obviously very busy keeping their ears to the ground, and they are writing well-crafted stories.

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