

# **News Media Awards 2018 winners announced**

## **NEWS BRANDS**

### **2018 NEWS BRAND OF THE YEAR**

- The Weekend Australian, News Corp Australia

### **COMMUNITY NEWS BRAND OF THE YEAR**

- The Gympie Times, News Corp Australia

### **REGIONAL NEWS BRAND OF THE YEAR**

- NT News, News Corp Australia

### **DAILY NEWS BRAND OF THE YEAR**

- The New Zealand Herald, NZME

### **WEEKEND NEWS BRAND OF THE YEAR**

- The Weekend Australian, News Corp Australia

### **NEWS STORY OF THE YEAR**

- China's Operation Australia, Nick McKenzie, Richard Baker, The Age, Fairfax Media

## **ADVERTISING**

### **BEST EXECUTION OF PRINT ADVERTISING FOR A CLIENT**

#### COMMUNITY

- 7 Bridges Walk and help beat Cancer, Cancer Council of NSW, North

Shore Times, News Corp Australia

## REGIONAL

- The Examiner 175, The Examiner, Fairfax Media

## NATIONAL/METRO

- Women in Leadership, Westpac, The New Zealand Herald, NZME

## **BEST EXECUTION OF DIGITAL ADVERTISING FOR A CLIENT**

## COMMUNITY

- Keep Your Children Home Day, United Voice, Quest Community News, News Corp Australia

## NATIONAL/METRO

- Click & Play in the USA, Brand USA, NZME

## **BEST EXECUTION OF NATIVE ADVERTISING FOR A CLIENT (OPEN)**

- The Survivors Collection, The NZ Breast Cancer Foundation, The New Zealand Herald, NZME

## **BEST EXECUTION OF INTEGRATED ADVERTISING FOR A CLIENT (OPEN)**

- This is Where, Brand USA, NZME

## **BEST INNOVATION FOR AN ADVERTISING CLIENT (OPEN)**

- Daze Point Travel Research, APT Travel Group, The Australian, News Corp Australia

# **MARKETING**

## **BEST TRADE MARKETING CAMPAIGN (OPEN)**

- Audiences Captured, NZME

## **BEST CONSUMER BRAND CAMPAIGN (OPEN)**

- Discover More, The New Zealand Herald, NZME

## **BEST SUBSCRIBER ACQUISITION CAMPAIGN (OPEN)**

- The Creative DM Design Challenge, NZME

## **BEST COMMUNITY OR SOCIAL-PURPOSE INITIATIVE (OPEN)**

- Do Something! Day 2017, News Community, News Corp Australia

# **TECHNICAL**

## **BEST RUN OF PRESS (OPEN)**

- Apple Daily Hong Kong, Next Digital

## **PRINT CENTRE OF THE YEAR (OPEN)**

- Townsville Print Centre, News Corp Australia

# **PRODUCT INNOVATION**

## **BEST USE OF PRINT (OPEN)**

- S.O.S - Save Our Schoolkids, The Courier-Mail, News Corp Australia

## **BEST USE OF DIGITAL (OPEN)**

- How to spot a rip, theage.com.au, Fairfax Media

## **BEST USE OF MOBILE (OPEN)**

- The Valley - Stuff Circuit, Stuff.co.nz, Stuff

## **INNOVATION OF THE YEAR (OPEN)**

- A Digital Playbook for Every Newsroom, News Regional Media, News

Corp Australia

## **EXECUTIVE EXCELLENCE**

### **HEGARTY SCHOLARSHIP FOR BEST YOUNG EXECUTIVE (UNDER 35)**

- Lauren Moloney, Head of Digital Business Development, News Xtend, News Corp Australia

### **NEWS MEDIA EXECUTIVE OF THE YEAR**

- Fred Wesley, Editor in Chief, The Fiji Times

## **PHOTOGRAPHY**

### **PORTRAIT, FEATURE OR LIFESTYLE PHOTOGRAPHY**

#### COMMUNITY

- Community left shattered, Christel Yardley, Stuff.co.nz, Stuff

#### REGIONAL

- Animals in aged care, Glenn Daniels, Bendigo Advertiser, Fairfax Media

#### NATIONAL/METRO

- The Last Swagman, Justin McManus, The Sunday Age, Fairfax Media

### **SPORT PHOTOGRAPHY**

#### COMMUNITY

- Cage Fighting, Andrew Ritchie, Community Newspapers, Community News Group

#### REGIONAL

- #Sweethandz, Jon Gellweiler, South Western Times, Seven West Media (WAN)

#### NATIONAL/METRO

- Hugh Bowman fall from Performer, Daniel Munoz, Australian Associated Press, News Corp Australia

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### **NEWS PHOTOGRAPHY**

#### COMMUNITY

- Under The Spotlight, Texas Reeks, Mandurah Mail, Fairfax Media

#### REGIONAL

- Paddle Out, Georgia Matts, Illawarra Mercury, Fairfax Media

#### NATIONAL/METRO

- Return of Mungo Man, Justin McManus, The Saturday Age, Fairfax Media

### **PHOTOGRAPHIC ESSAY (OPEN)**

- Battle for Mosul, Kate Geraghty, The Sydney Morning Herald, Fairfax Media

Congratulations to this year's winners and thank you to our judges;

Adrienne Nixon, Alan Oakley, Andy Moger, Ben Sharp, Brian Hill, Bruce Davidson, Camila Carmody, Charlie Murdoch, Chelsea Wymer, Cheryl Stanion, Chris Freel, Damien Munday, David Krug, David Roles, Ed Efchak, Eva Rinaldi, Gerard Noonan, Grant Booker, Ian Moore, Jane Ractliffe (nee Schulze), Janine Perrett, Jason Howard, Jodie Sangster, John Trevorrow, Julia Spencer, Karyn Krawford, Kellie Northwood, Linda Wong, Magdoom Mohamed, Mal Dale, Mark Dadswell, Mark Sharman, Michael Van Wyk, Miguel D'Souza, Nic Hodges, Nicole McInnes, Peter Miller, Phillip Campbell, Rick Neville,

Rick Slowgrove, Rosie Baker, Steve Packham, Sunita Gloster, Ted Horton, Tim Bauer, Tim Burrowes, Tony Gillies, Udesch Gunatunga, Virginia Hyland.