



6th May, 2019



MEDIA RELEASE

ENTRIES OPEN TODAY FOR THE 2019 NEWS MEDIA AWARDS, PRESENTED BY NEWSMEDIWORKS

- Recognising excellence in news publishing across platforms –

Entries for the 2019 News Media Awards, recognising excellence in news publishing in Australia, New Zealand and the Asia Pacific region, open today, May 6th.

The awards showcase and celebrate the best professionally generated content, industry innovations and the people that are driving the industry forward across news media publishing.

NewsMediaWorks CEO, Peter Miller, said: “Last year our awards attracted in excess of 500 entries from the region from multiple publishers and countries and we look forward to similar friendly competition that our awards engender again this year.

“The News Media Awards recognise excellence in the people, the products, the purpose and performance of news media brands today. Excellence that is a key driver of trust in our brands.”

Last year’s Hegarty Award and Scholarship for the best young executive was awarded to News Corp Head of Digital Business Development, News Xtend, Lauren Moloney, who used her scholarship for two trips to the US and Israel to further her career development. She said: “It has been something that I will remember forever in my career, it has refreshed my approach and reawakened my curiosity.”

The 2019 News Media Awards gala dinner will be held on September 24th at The Ivy Sydney, at the conclusion of the annual INFORM News Media Summit.

Entries open on May 6th and close on June 21st and entry criteria are available at <https://newsmediaworks.com.au/awards19/>.

The News Media Awards welcome back sponsors Media Super, Norske Skog, AAP and DIC, and announce new sponsors Ipsos, Amazon Web Services (AWS) and Nielsen.

The 2019 categories (and list of 2018 winners) are:

News Brand Categories

- News Brand of the Year (Daily, Weekend, Regional, Community and Overall winner)
 - 2018 winners were The Weekend Australian (Weekend and Overall), The Gympie Times (Community), Northern Territory News (Regional) and The New Zealand Herald (Daily)
- News Story of the Year
 - 2018 winner was “China’s operation Australia” by Nick McKenzie, and Richard Baker, The Age)
- Newspaper Inserted Magazine – New category

Advertising Categories

- Best Execution of Print Advertising for a Client
 - 2018 winners were “7 Bridges Walk and help beat Cancer”, Cancer Council of NSW, North Shore Times (Community), “The Examiner 175”, The Examiner (Regional) and “Women in Leadership”, Westpac, The New Zealand Herald (National/Metro)
- Best Execution of Digital Advertising for a Client
 - 2018 winners were “Keep Your Children Home Day”, United Voice, Quest Community News (Community) and “Click & Play in the USA”, Brand USA, NZME (National/Metro)
- Best Execution of Native Advertising for a Client
 - 2018 winner was “The Survivors’ Collection”, The NZ Breast Cancer Foundation, The New Zealand Herald
- Best Execution of Integrated Advertising for a Client
 - 2018 winner was “This is Where”, Brand USA, NZME
- Best Innovation for an Advertising Client
 - 2018 winner was “Daze Point Travel Research”, APT Travel Group, The Australian

Marketing Categories

- Best Trade Marketing Campaign
 - 2018 winner was “Audiences Captured”, NZME
- Best Consumer Brand Campaign
 - 2018 winner was “Discover More”, The New Zealand Herald, NZME
- Best Subscriber Acquisition Campaign
 - 2018 winner was “The Creative DM Design Challenge”, NZME
- Best Community or Social-Purpose Initiative
 - 2018 winner was “Do Something! Day 2017”, News Community

Product Innovation Categories

- Best Use of Print
 - 2018 winner was “S.O.S – Save Our Schoolkids”, The Courier-Mail
- Best Use of Digital
 - 2018 winner was “How to spot a rip”, theage.com.au
- Best Use of Mobile
 - 2018 winner was “The Valley – Stuff Circuit”, Stuff.co.nz

- Innovation of the Year
 - 2018 winner was “A Digital Playbook for Every Newsroom”, News Regional Media

Photography Categories

- Portrait, Feature or Lifestyle photography
 - 2018 winners were “Community left shattered”, Christel Yardley, Stuff.co.nz (Community), “Animals in aged care”, Glenn Daniels, Bendigo Advertiser (Regional) and “The Last Swagman”, Justin McManus, The Sunday Age (National/Metro)
- Sport Photography
 - 2018 winners were “Cage Fighting”, Andrew Ritchie, Community Newspapers (Community), “#Sweethandz”, Jon Gellweiler, South Western Times (Regional) and “Hugh Bowman fall from Performer”, Daniel Munoz, Australian Associated Press (National/Metro)
- News Photography
 - 2018 winners were “Under The Spotlight”, Texas Reeks, Mandurah Mail (Community), “Paddle Out”, Georgia Matts, Illawarra Mercury (Regional) and “Return of Mungo Man”, Justin McManus, The Saturday Age (National/Metro)
- Photographic Essay
 - 2018 winner was “Battle for Mosul”, Kate Geraghty, The Sydney Morning Herald.

Technical Categories

- Best Run of Press
 - 2018 winner was Apple Daily Hong Kong, Next Digital
- Print Centre of the Year
 - 2018 winner was Townsville Print Centre, News Corp Australia

Executive Excellence Categories

- Hegarty Scholarship for Best Young Executive (under 35)
 - 2018 winner was Lauren Moloney, Head of Digital Business Development, News Xtend, News Corp Australia
- News Media Executive of the Year
 - 2018 winner was Fred Wesley, Editor in Chief, The Fiji Times.

For further information visit www.newsmediaawards.com.au.

ends.

About NewsMediaWorks: NewsMediaWorks is the peak organisation representing Australia’s leading news media publishers. Established in 2006, it focuses on promoting the unique power and value of print and digital news brands as trusted and effective advertising partners that engage more than 90% of Australians every month. NewsMediaWorks also supports the regulatory interests of the sector including advertising codes and environmental sustainability. Its stakeholders are Fairfax Media, News Corp Australia and Seven West Media’s West Australian Newspapers.

For more information, please contact:

Rochelle Burbury, Third Avenue Consulting
0408 774 577 | rochelle@thirdavenue.com.au