

Rural media award winners unveiled

10 December 2010 – Advertiser journalist and Rural Editor, Nigel Austin and photographer, Tait Schmaal were awarded South Australia's Best Rural Journalist and Photographer at the 2010 Telstra Rural Media Awards today.

Telstra National Sales Manager, Michael McGlashan presented trophies and cheques for five-thousand dollars in prize money to the top performers at a lunch at the Adelaide Showground's today.

This is the second time the pair has been recognised for their excellence in producing work of the highest calibre.

"I'm delighted that two such fitting recipients have again been awarded the top gongs," Mr McGlashan said.

"It's fitting that we also pay tribute to the role local media play in bringing issues of rural importance to the fore," he continued.

"Over the last 12 months, both Nigel and Tait have highlighted a broad range of rural issues impacting local communities. They've demonstrated a commitment to quality work, across a variety of media."

RMSA President Ian Doyle said the pair stood out amongst a field of highly talented pool of entries.

"There's no doubt there were a range of entries that impressed the judges. Take the online journalist category for example. Many of the submissions combined audio, text, video and photography in one entry, illustrating both a breadth of skill and passion for their field.

"Similarly, the photography awards were equally difficult to separate. The nature and landscape section was most highly contested. Entries from city-based photographers increased this year, highlighting the increasing number of rural issues crossing over into metropolitan media," Mr Doyle said.

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Rural Media South Australia thanked its major sponsors:

- Telstra, Primary Industries SA (PIRSA), Rural Solutions SA, Fuller, the Horticulture Coalition of SA and the Royal Agricultural & Horticultural Society (RA & HS) Education Foundation.

weekend photographer and, for the past eight months Michael has worked as a casual photographer with Stock Journal.

The winning photograph captured all the elements of the 2010 show. It was easy to place the composition at the showgrounds but it also added the elements of the rainy weather, mud and manure on the boots and the agricultural nature of the show in one image which was perfect for the award.

Other Prize Winners:

- **2010 Telstra Best Rural Print Journalist Award** (Sponsored by Fuller)
Winner Nigel Austin, The Advertiser
Highly Commended Ros White, Yorke Peninsula Country Times
Highly Commended Louise McBride, Stock Journal
- **2010 Telstra Best Rural Radio Journalist Award** (Sponsored by Telstra)
Winner Annabelle Homer, ABC Rural Radio
Highly Commended Brooke Neindorf, ABC Rural Radio
- **2010 Telstra Best Rural Television Journalist Award** (Sponsored by Telstra)
Winner Kerry Staight, ABC Television
Highly Commended Prue Adams, ABC Television
- **2010 Telstra Best Rural On-Line Journalist Award** (Sponsored by Telstra)
Winner Natalie Oliveri, ABC Rural
Highly Commended Kendall Jackson, ABC Rural
- **2010 Telstra Best Rural Photographer - Production Award** (Sponsored by PIRSA)
Winner Tait Schmaal, The Advertiser
- **2010 Telstra Best Rural Photographer – People Award** (Sponsored by Telstra)
Winner Matt Turner, The Advertiser
- **2010 Telstra Best Rural Photographer – Nature/Landscape Award** (Sponsored by Horticulture Coalition SA)
Winner Mark Brake, The Advertiser