



## **MEDIA RELEASE**

Friday December 9, 2011

# **Rural Media Awards Announced**

South Australia's rural journalists and photographers were recognised today with the announcement of the Telstra Rural Media Awards.

ABC journalist Kerry Staight and Advertiser photographer Tricia Watkinson were this year's Telstra Rural Journalist and Photographer of the Year award winners.

Prize money and trophies exceeding \$5,000 were presented to the category and overall award winners by Mark Bolton, Area General Manager, Telstra.

"We are delighted to sponsor these awards that aim to recognise photographers and journalists who have shown a sustained commitment to excellence and effort in covering rural issues in South Australia," Mr Bolton said.

RMSA President Ian Doyle thanked Telstra for their significant support as the major sponsor. He also recognised Primary Industries SA (PIRSA), Rural Solutions SA, the SA Horticultural Services and Trevor Ranford Pty Ltd, Fuller, and the Royal Agricultural & Horticultural Society (RA & HS) Education Foundation for their valued supporting sponsorship and making these awards possible.

Mr Doyle outlined that each journalist and photographer was asked to submit a portfolio of work, published or broadcast in the twelve months to October 31<sup>st</sup> 2011. He said the judges urge more regional journalists and photographers to consider entering next year.

"They are increasingly required to cover both roles, so have the opportunity to develop their skills in both areas of these awards, so we'd like to see more of their excellent and diverse work" Mr Doyle said.

"Since these awards have been expanded into sub-sections; journalism into print, radio, television and online; and photography into production, people and landscape, the awards have been greatly enhanced", Mr Doyle said.

"It is good to see the judges of both awards again had difficulty in separating the winners from the field of very high standard entries," Mr Doyle said.

### **More information:**

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## **2011 Telstra Rural Media Awards – Photography**

### **2011 Telstra Best Rural Photographer – People Award**

**Sponsored by Telstra**

Winner Tricia Watkinson, The Advertiser

### **2011 Telstra Best Rural Photographer – Nature/Landscape Award**

**Sponsored by SA Horticultural Services & Trevor Ranford Pty Ltd**

Winner Brenton Edwards, The Advertiser

### **2011 Telstra Best Rural Photographer - Production Award**

**Sponsored by PIRSA**

Winner Tricia Watkinson, The Advertiser

## **2011 Telstra Rural Photographer of the Year**

**Sponsored by Telstra**

Winner Tricia Watkinson, The Advertiser

### **About the winner – 2011 Photographer of the Year**

Tricia submitted an outstanding portfolio of 9 images. They were excellently executed, with clearly a lot of thought and effort into composing each shot. Tricia's clear skill in composition and capturing colour, movement and emotion in each image placed her entries above the others.

She started her career with The Advertiser in 1992 as an editorial messenger. She says she has always loved photography but it wasn't until she started with the company that she realised she wanted to work in the "exciting field of press photography".

She set out to gain as much photographic experience as possible and was eventually awarded a 3 year photographic cadetship. She has since spent four months on The Times newspaper in London as well as a stint as picture editor of the Sunday Mail before coming back to The Advertiser as a senior photographer.

## **2011 Best Adelaide Show Story Award**

**Sponsored by RA & HS Education Foundation**

Winner Paul Klaric, ABC Television  
Highly Commended Malcolm Sutton, Stock Journal

### **About the winner:**

Paul Klaric's television piece, "*Young Judges*" far outshone all other entries in this award in promoting the Royal Adelaide Show as a worthwhile event in the rural calendar.

This story highlighted the tremendous role played by the Young Judge competitions in the cattle and sheep sections of the 2011 Royal Adelaide Show.

It related how the competitions link into the national scene, how they fit the general school education curriculum and how they relate to what occurs in the real world of primary production.

Paul Klaric's story is positive, encouraging and inclusive.

It brought a vital aspect of the Royal Adelaide Show to a national audience through the ABC Landline program and to a state wide audience via the ABC Stateline program.

Paul Klaric has done a fine job of highlighting the true spirit of the Royal Adelaide Show.

## **2011 Best Adelaide Show Photograph Award**

**Sponsored by RA & HS Education Foundation**

Winner Tricia Watkinson, The Advertiser

### **About the winner:**

A photograph of a 'show pony costume' from New Zealand fabric artists is this year's winner. Judges believed the entry best displayed a connection to the Royal Adelaide Show with the colourful broad ribbons, light and laughter portrayed in the shot as well as its location at the showgrounds.