

# OPSO launches 2001 media awards

**Older People Speak Out (OPSO) has announced the launch of the third annual Commonwealth Media and Advertising Awards.**

The national awards, which recognise excellence in the portrayal of older Australians in the media, were an

outstanding success last year, with more than 1200 entries from media professionals around Australia.

This year, for the first time, the public is invited to nominate articles or reports that they believe fulfil the award objectives.

Again, \$24,000 in prizemoney is on offer for the awards, which are conducted in association with the federal Department of Health and Aged Care.

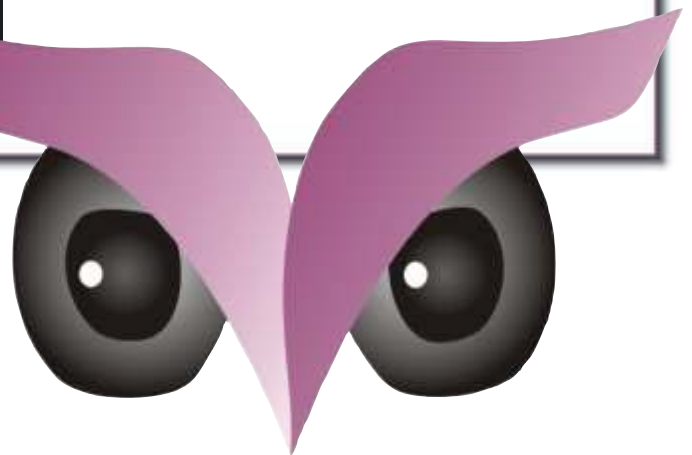
“The purpose of the Commonwealth Media and Advertising Awards is to reward members of the media who ‘get it right’ in showing us that the vast majority of older Australians are vital, contributing members of our society,” the chairperson of OPSO, Ms Val French, AM, said.

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*The 2000 media awards winners and finalists . . . see inside for a full list, and turn to the back page for more pictures.*

## Older People Speak Out



*OPSO news and information, Winter 2001*

### Workshop addresses a matter of attitude

**OPSO Consultative Forum members have developed a workshop kit to be used in training courses for university students, public servants and health professionals.**

The workshop, presented by older people, illustrates the diversity of their way of life and their contribution to society. It was developed in response to growing complaints about the failure to recognise the individuality of clients. There is a tendency to patronise, to believe it is necessary to make decisions for clients.

The workshop is based on a broad range of articles and photographs of older people. Participants are led through a stimulating discussion by older facilitators who ask: “What has age got to do with it?”

## What price the future?

**Advising on the future needs of the coming generation of over 50s is one of OPSO’s most rewarding tasks.**

While our generation tended to ‘make do’, theirs ‘want it now’ – and they are unlikely to change. They are used to the good time, to eating out and travel with a challenge. They enjoy keeping up with fashion, in cars, houses, furniture, clothes, food – the lot.

Government, businesses and developers planning to cater for these late years will need to change their attitudes now. OPSO offers an advice service to both industry and the professions.

Call OPSO on (07) 3219 2572 for more information.

## For the years ahead . . .

**Teams of OPSO members between the ages of 65 and 77 are travelling Queensland presenting the Royal Automobile Club of Queensland (RACQ) Years Ahead program.**

Drawing audiences of up to 120 people at a time, this program is a huge success. It is an exciting, informative initiative which looks at driving skills and changes in road rules.

Most older drivers are keen to keep up to date and this is an easy way to do so. Call OPSO on (07) 3219 2572 for details.

## Daily & Sunday newspapers

### 1) Adam Harvey

The Daily Telegraph, Sydney  
**The men from Snowy River** – an article on two men who won the Man from Snowy River Award . . . a rich, poignant story, written with vivid style; real characters and strong imagery.

### 2) Janet Hawley

Good Weekend,  
The Sydney Morning Herald  
**The last Anzac war bride** . . . a warm well written story capturing the character of Queenie Sunderland.

**Other finalists:** Rosalind Pulley, The Cairns Post; Richard Begbie, The Canberra Times; Leon Gettler, The Age; Judith Whelan, The Sydney Morning Herald.

## Suburban newspapers & magazines

### 1) Diana Bagnall

The Bulletin  
**Middle-aged dread** – a story on the unemployed middle-aged . . . this feature is an excellently written comprehensive article, with strong direct writing style, a mixture of facts and individual case studies.

### 2) Jenny Cullen and Jane de Teliga

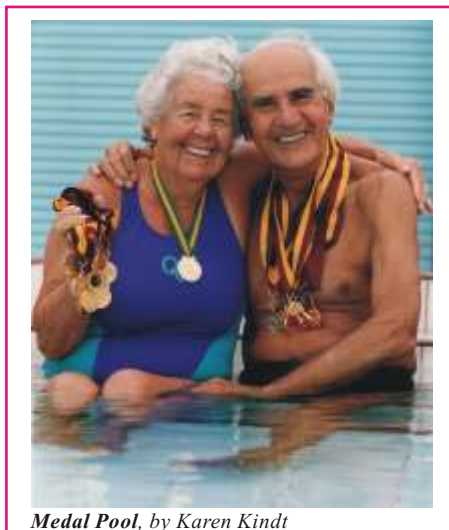
The Australian Women's Weekly  
**Platinum power** – an article on seven Australian women . . . an honest, unembellished, almost laidback look at some remarkable women in the older generation.

**Other finalists:** Virginia Imhoff, Inside Melbourne; Denis Craven, Geelong Advertiser; Cathy McQueen, Courier Newspapers.

## Regional weekly & bi-weekly newspapers

### 1) Karen McCann

The Echo, Geelong.



Medal Pool, by Karen Kindt

**Surfing legend lives on** – an interview with Rex 'China' Gilbert . . . a great article that depicts someone who's still a larrikin and full of vitality, after a very full life; crisply and brightly written.

### 2) David Call

Bayside Seniors Lifestyle, Queensland  
**Marathon's ageless man, still running for a dream** – interview with Bob Horman . . . a good story, colourfully written about a man who still follows his dream.

**Other finalists:** Kerry Heaney, 50 Something; Cheryl Field, The Australian Senior Newspaper; Lana Best, Ararat Advertiser.

## Metropolitan television

### 1) Scott Bevan

A Current Affair, Nine Network  
**Veterans and students** – a report shown on A Current Affair . . . this program shows a wonderful interchange between generations. The veterans also exorcise their own demons as they put something back into the community through their communication with the children, who obviously love every moment.

### 2) Richard Forbes

HSV-7, Melbourne  
**Blind farmer** – a report shown on Today Tonight . . . this is a program about the courage of a blind farmer who becomes an expert on the horses he never sees – a

program of inspiration with a touch of humour.

**Other finalists:** Geoff Hutchison, 7.30 Report, ABC TV; Graham Archer, Channel 7, Adelaide; Ian Harley & David Marshall, Australian Story, ABC TV.

## Regional television

### 1) Richard Bruinsma

Seven Queensland, Sunshine Coast  
**Mountain Creek nanny** . . . a delightful report that illustrates a great inter-generational connection between an older person and the children who love her – a sort of foster nanny; great illustration of character.

### 2) Michael Beatty

Today Tonight, BTQ-7, Queensland  
**Oldies show, Charters Towers** . . . a bright, happy report that is full of fun, energy and the excitement of meeting new challenges.

**Other finalists:** Tanya Carlyle, NBN News; Sandra Sully & David Threlfo, TEN Newcastle; Rosanna Natoli, Seven Queensland.

## Radio

### 1) Anthony Frangi & Simon Scoble

Talk Radio 4BC, Brisbane  
**Valuing our older workers** – a broadcast on Radio 4BC . . . this program reaches out to the community to highlight the social and emotional challenges of the older unemployed. Facts and testimonies emphasise the value of the older worker.

### 2) Ric Paterson & Lynn Hawkes

ABC, Hobart  
**Full on – full time** – ABC Radio report . . . a timely program about an emerging issue of significance to members of the older generation, the generation they care for and the generation who is not there to do so.

**Other finalists:** Heather Anderson, 4ZZZ-FM;

# & Advertising Awards 2000

## – Real Images of Older Australians

Mary Keily, ABC Radio, Central Victoria;  
Madeleine Randall & Natasha Schaad, The Sunday  
Show, ABC Radio, Newcastle; Brian Abbott, SBS  
Radio.

### Daily & Sunday newspaper photography

#### 1) Barry Baker

The West Australian

*Dynamo Joe . . . a zany activity of an  
older person – original, striking and  
difficult. The photo makes you want to  
swing on the pole!*

#### 2) Jamie Hanson

The Sunday Mail, Brisbane

*Many happy returns . . . a beautifully  
composed photo of nostalgia with a  
great use of light.*

**Other finalists:** Lori Neilsen, Townsville Bulletin;  
Mark Calleja, The Advertiser.

### Suburban newspaper & magazine photography

#### 1) Bruce Hunt

Community Newspaper,  
Western Australia

*Anzac vet tells war tales . . . a  
beautifully balanced and evocative  
picture; the charm of the little girl  
obviously has impact on the digger.*

#### 2) Michelle Stanley

Post Newspapers,  
Western Australia

*Dreamtime . . . this photo really  
connects. There is a wonderful*

*expression of fun, patience and  
satisfaction in someone firmly anchored  
to their culture.*

**Other finalists:** Colin Stockey, Leader  
Newspapers; Derrick Tonkin, Quest Newspaper  
Group.

### Regional weekly & bi-weekly newspaper photography

#### 1) Karen Kindt

The Weekender, Sunshine Coast

*Medal Pool . . . pure charm, as well as  
achievement – a very expressive photo.*

#### 2) Sally Walker-Brown

Bayside Seniors Lifestyle, Queensland  
*Ageless Marathon Man, Still Running  
for a Dream . . . a photo that depicts  
energy, action, determination and  
achievement.*

**Other finalist:** Renae Payne, Leader Newspapers.

### Radio & television advertising

#### 1) Phil Deer

The Campaign Palace, Sydney

*Westpac Olympic parents – TV ads for  
Westpac . . . a strong idea that is great  
fun; a spoof, but with good family  
values. A good contrast with the typical  
athletic advertisements.*

#### 2) Garry Horner

DDB, Sydney

*Great escape – a TV commercial for  
McDonalds . . . good humour – great fun*

*and ingenuity. Old or young will laugh  
with them.*

**Other finalists:** Sonette Johnson, Imparja  
Television; Jonathon Borthwick, Qld Rail, &  
Sandy Peacock, creative director, Clemenger  
BBDO Brisbane; Robert Puntton, Singleton Ogilvy  
Mather, Sydney.

### Newspaper/magazine advertising

#### 1) Graham Nunn

Foster Nunn Loveder, Sydney

*Lots of walking – an ad for Zurich  
Financial Services. . . an ad that shows  
vitality and energy in a strong photo.  
Good layout with clever use of white  
space.*

#### 2) Sue Fitzgerald

Lifestyle, The West Australian  
Seniors Week '99 liftout; for The West  
Australian . . . *bright and clear  
throughout, with a cover full of energy  
and activity.*

**Other finalists:** Doug Watson, Fame Advertising;  
Wayne Geale, The Australian Senior; Susan  
Russell, Redland District Committee on the  
Ageing; Jacinta Finger, Lifeline Brisbane; Katie  
Zimmerman, Huxbury Quinn Group.

### Captioning

#### 1) Seven Local News (Rob Brough & Rosanna Natoli)

Seven Queensland, Sunshine Coast  
Captioning of Seven Queensland's *Local  
News . . . this entry is an outstanding  
winner in the captioning category. Seven  
Queensland Local News has recognised  
the importance of its older viewers  
through both positive portrayal of  
seniors' issues and by being the first  
regional news bulletin in Australia to  
include closed captions, well ahead of  
the Federal Government deadline.*

**Other finalists:** Paul Richardson, Seven Network;  
Murray Berghan, Advertising Depot.



*Dynamo Joe, by Barry Baker*



## from front page

“The awards, which are supported by state-based award programs in Queensland and Western Australia, have already gone a long way toward removing negative age stereotypes from the Australian media, and their continuation helps to reinforce this positive image with the media, the community in general and older people themselves.

“This year, we are again particularly grateful for the support and assistance from the Minister for Aged Care, the Honourable Bronwyn Bishop, MP, and her department.”

Journalists, photographers, cameramen, broadcasters, advertising agencies and other members of the media active in print, radio or television are invited to submit articles, pictures, programs and ads that portray older people in a positive way.

The entry deadline for this year’s Commonwealth Media and Advertising Awards is August 27, and the winners will be presented with their prizes at a luncheon at the National Press Club in Canberra on Friday, September 28.

**To find out more about the awards or obtain entry/nomination forms, visit [www.opso.com.au](http://www.opso.com.au), or call 1300 132 840.**



**Top:** The National Press Club foyer shortly before last year’s awards luncheon.

**Above:** Jimmy Little entertains the luncheon crowd.

**Left:** OPSO’s Val French addresses the luncheon.

**Right:** Sunshine Coast photographer Karen Kindt receives her winner’s award from the Minister for Aged Care, the Honourable Bronwyn Bishop, MP.



## Queensland update

**Entries are being received for this year’s Queensland Media Awards, which will be held at the end of October.**

Journalists, photographers and advertisers from regional and metropolitan areas, and editors of newsletters and web pages can enter the following categories: Daily and Sunday print; Regional and suburban print; Advertising; Photography; Radio; Television; Web pages and Senior-specific newspapers and newsletters.

To celebrate the International Year of Volunteers, there are three new categories for news stories/ features and photos about volunteers and their issues. After all, a large number of volunteers are ‘older’.

These are: Print; Photography and Electronic.

## 2001 awards categories . . .

Daily & Sunday newspapers; Suburban newspapers & magazines; Regional weekly & bi-weekly newspapers; Metropolitan television; Regional television; Radio; Daily & Sunday newspaper photography; Suburban newspaper & magazine photography; Regional weekly & bi-weekly newspaper photography; Radio & television advertising; Newspaper/magazine advertising; Captioning.

## Grandparents’ role

**A Speak Out on ‘Grandparents’ will be held on the Gold Coast.**

The Speak Out, on a date to be announced, follows Speak Outs on ‘Rip-Offs’ and ‘Health’ held at the coast earlier this year.

Why grandparents? It appears that, in the eyes of some government departments, grandparents don’t qualify as ‘part of the family’.

To them, a family is parents and children. Yet this is an age when many families rely on grandparents for child-minding so both partners can work; when single parents depend on grandparents so they can work; and when family breakdowns leave grandparents with the task of full-time child-raising.

Please call OPSO on (07) 3219 2572 for Speak Out details.