



OPSO

OPSO Media Awards Edition 2007

Media Awards 2007

Why have media awards?

by Val French AM
President, OPSO

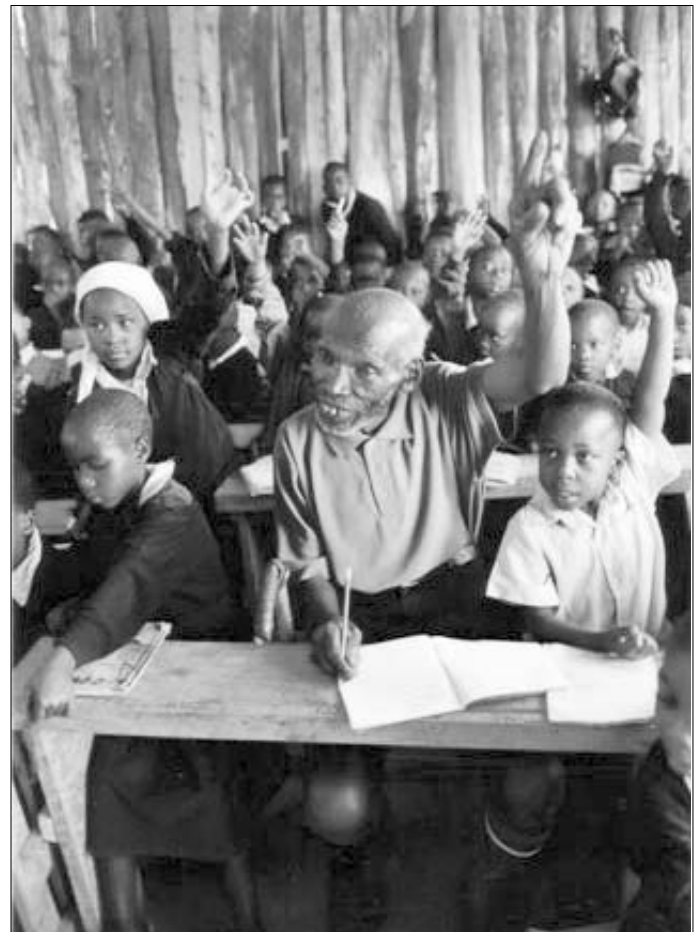
PEOPLE no longer need to ask. The social abuses that arise from negative attitudes towards ageing are common knowledge.

Seniors rely on the media to help address these social problems. One way to do this is to portray us as we really are: a diverse group. Most of us age well, are active and contributing members of society. However, the negative attitudes of the community to ageing threaten this.

We rely on the media to act as our social watchdog, to be our voice when we fight for justice in our later years. Because this injustice is caused by these negative community attitudes towards ageing, the solution can only come from the community itself.

The media is our voice when we speak of ageism and mature-age unemployment. It is our voice when we try to educate the community on the horrors of elder abuse – one of our fastest growing social problems – or on poverty among those on a single pension; or when we promote solutions to social isolation, depression and homelessness. With the media's assistance a new culture is growing – and a determination to turn these things around.

It is coming from two groups of people: the battlers of the older generation are being joined by the baby boomers. Both groups are determined to ensure the community's attitude towards ageing is changed – and changed soon. OPSO is a part of this movement. We are finding these allies in this younger ageing generation, particularly those in the media who have both an understanding of our needs and a passion for social justice.



Winner of this year's national photography for metropolitan newspapers and magazines was Leila Amanpour of *The Sydney Morning Herald* with 'The Moment'. The judges said this photo "captures the essence of an emotional moment when, after a lifetime of waiting, an older man was able to fulfil his dream of an education. A superb photograph...".

This is reflected in the increasing number of requests we have from the media to comment on these social problems. It is reflected in the growing number of profiles in the media on active and contributing older people; in stories on the growing number of news makers from the older generation: leaders in business, in the arts and social welfare.

As a journalist and as an advocate for older people I have always believed the media must remain the watchdog of the people.

The growing number of nominations portraying positive ageing and the increasingly high standard of journalism in these Awards each year shows that this has not changed. □

Media Awards 2007

The Judges

The OPSO Media Awards are judged by a combination of members of OPSO who understand older people and who work continually with their issues, journalists and journalists who are also journalism educators. The Awards go to those who, with excellence, best illustrate positive ageing.

Phillip Castle worked in print journalism, including two years in Vietnam. He was head of Federal Police Public Affairs before becoming a lecturer in journalism at QUT, where he has taught for the last 10 years.

Ray Goodey is editor of the *Albert and Logan News* and has worked in the media since 1962 in New Zealand, Papua New Guinea and Australia. He has worked as a journalist, sub-editor, chief sub-editor and editor.

Alan Hales has had an international career in journalism, marketing and advertising. He is now Senior Advisor and Vice-President of OPSO.

Susan Hetherington is a print journalist with 20 years' experience

working in newspapers in Australia. She has been a journalism educator for the past eight years. Her research area is children and the news, and she is also a radio columnist on children and entertainment issues.

Trina McLellan – journalist, sub-editor and editor and educator. She has worked on major newspapers in Victoria and Queensland. Her area of research is trauma and journalism.

Roger Patching is Associate Professor of Journalism at Bond University. He spent 11 of his 17 years in daily journalism working for the ABC. He has been teaching journalism for a quarter of a century and is co-author of the first book on broadcast journalism in Australia, *Now the News in Detail*.

Patsy McCarthy is currently an Adjunct Professor in Media and Communication at the University of Technology, having completed a 30-year career teaching, with special emphasis on the professions of

journalism, advertising and public relations. Educator, actor and business consultant, her book *Speaking Persuasively* was published in the UK and US as well as in Australia.

Ernestine Lavalle has been a tutor at QUT in TV and Ethics for the past five years. She has been a journalist for 18 years, and has worked in regional print, and regional and metropolitan TV. She worked in UK for six years with Reuters as an international producer, where she developed and implemented some new programs, particularly in entertainment.

OPSO representatives

Dr Mary Daly
Maida Lilley
Harry Garlick
Ilma Ferguson
Tony Townsend
Dr Marjorie Green

Judging Coordinator

Val French AM

Judges' comments ...

The stories submitted have been the best yet

The judges' consensus was that the submissions this year were the best received in any year, and it would appear from the quality of reports that many in the media are producing great stories and articles on older people. While it is wonderful and heartening to see so many fine articles, it therefore made it more difficult to judge and make a final decision on the 'best'. For those who submitted, please keep them coming as the standard and scope is greatly appreciated, even if you didn't win. Of course, for those who did, well done, you have won in a tough field.

QUEENSLAND AWARDS

Daily newspapers

1st John Andersen – *Townsville Bulletin*
– "A desperate battle"

Judges' comments: *This is a high-impact, breathtaking story of a life-or-death battle during Cyclone Larry. John Andersen uses language as an artist uses colour; his imagery is powerful and vibrant, the*

structure of each sentence builds the momentum of the story. This is an excellent piece of writing and reporting.

2nd Bernie Pramberg
– *The Courier-Mail* – "At 99, First Lady defies age barrier"

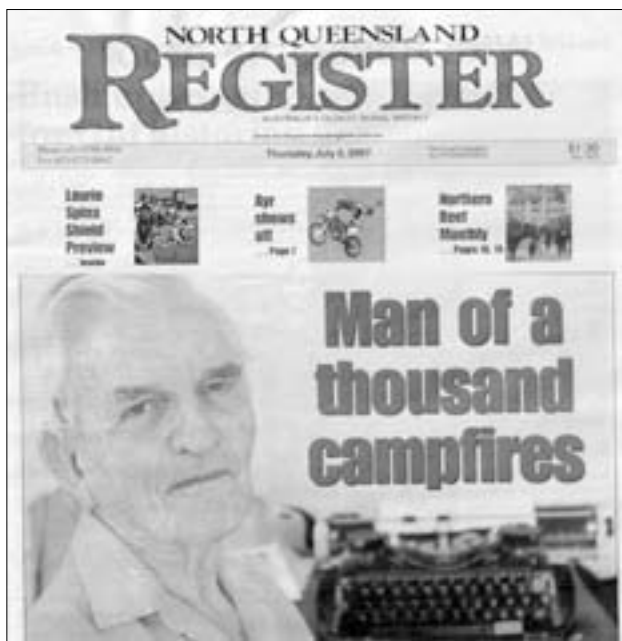
3rd John Andersen
– *Townsville Bulletin*
– "Elderly facing eviction"



Regional and bi-weekly newspapers

1st Ashley Walmsley

– North Queensland Register – “Man of a thousand campfires”



Judges' comments: This was a heart-warming story about a wonderful, persistent and passionate story-teller who has kept the bush stories alive for so long. It was also well told by its author using great photos and has now been preserved for future generations, for history and the recording of lives and events now mostly gone. Story-telling is the heart of journalism and the subject, author and publication all rightly deserve recognition.

2nd Sharon Kells

– Gold Coast Sun – “Sex in your seventies”

3rd Jessica Train

– Bayside & Northern Suburbs Star – “Going to work for long hours”

Radio news, interviews and current affairs

1st Steve Austin

– ABC Radio Brisbane – “Aged care”

Judges' comments: Good diversity chosen for this interview shown in different family situations. Three women comment on their perspectives on nursing homes and retirement villages. From the well-planned choice to the frail age in crisis, to the Muslim family caring situation, these women openly share their thoughts. Steve Austin navigates his way through these three perspectives with great professionalism.

2nd Megan Pailthorpe

– ABC Radio Townsville – “Finding family”

Television news and public affairs

1st Megan Pailthorpe

– Stateline – ABC Townsville – “Seniors week teachers”

Judges' comments: This is an inspired, well-rounded, well-filmed and well-edited story about two older TAFE teachers who could have easily long retired, and which captured the true spirit of older teachers and the obvious positive response from their pupils in a TAFE context. It was

an uplifting and encouraging portrayal. It showed their investment in younger people is mutually invaluable and wonderfully rewarding. It was one of those TV stories which leave everyone feeling heartened.

1st Scott Beveridge

– Channel 10 Queensland – “Queensland grandparents babysitting”

Judges' comments: Scott and Channel 10 are acknowledged for their obvious sympathy and understanding of the issues confronting older citizens. The entry is applauded for its portrayal and reality.

3rd Kylie Hodge

– Seven Local News – “Lollipop legend”

Print media photography



1st

Brian Hurst

– The Redland Times – “Lighthouse crossing”

Judges' comments: A moment in time – this photograph perfectly captures a gracious gesture with humour and respect. It grabs the attention of the viewer just as immediately as it obviously did the photographer.

2nd Scott Radford-Chisolm

– Townsville Bulletin – “The skater”

3rd Scott Radford-Chisolm

– Townsville Bulletin – “Woo hoo – me and my girls”

Senior-specific newsletters

1st Roy Crombie

– Noosa Waters – The Village Pump

Judges' comments: A retirement village is like a mini town: a good newsletter plays the role of a town's newspaper, telling residents what's going on with vitality and communication



professionalism. This newsletter has good readability that uses colour, content, enthusiasm and a good balance of white space to captivate its readers.

2nd Judi Donnelly – *Acacia Ridge 50 & Better*

3rd Robert Lasca – *Round-a-Bout for Seniors* – Ayr, Qld.

Intergenerational journalism – print, electronic or photo

1st Charles Sonnex
– *Bayside Bulletin* – “Memorial”

Judges’ comments: A sensitive, intergenerational photograph that illustrates two generations sharing the memory of history, loss and human victory.



and rewards of grandparents and their grandchildren. Professional journalism at its best.

2nd Janet Hawley
– *Good Weekend* – “Wendy’s secret garden”

3rd Fiona Smith
– *The Australian Financial Review* – “Retirement doesn’t come naturally” & “Retirement – new career break”

Regional and suburban newspapers – weekly, bi-weekly and daily

1st Nadine Fisher – *Daily News* – APN – “Hawke, windsurfer, fitness, wheelchair”



Judges’ comments: Ms Fisher has been a consistently good writer of stories about older people and it was difficult to distinguish between her many positive pieces submitted. She deserves recognition and praise for her skills in bringing out the real issues and people who are often overlooked in other media. The judges wanted to encourage her work, passion and perception in presenting wonderful stories and insights not occasionally but consistently. It speaks volumes for her professionalism and her paper.

1st John Andersen
– *Townsville Bulletin* – “A desperate battle”

Judges’ comments: This is a high-impact, breath-taking story of a life or death battle during Cyclone Larry. John Andersen uses language as an artist uses colour; his imagery is powerful and vibrant, the structure of each sentence builds the momentum of the story. This is an excellent piece of writing and reporting. [see photo page 3]

2nd Place and Special Mention to Philippa Prior
– *Kalgoorlie Miner* – “Looking after the people”

3rd Ashley Walmsley – *North Qld Register*
– “Man of a thousand campfires”

National magazine feature articles

1st Andres Lomp
– *About the House* – “Navigating the ageing minefield”

Judges’ comments: This was a significant contribution to the examination and media coverage of older people’s issues, and because



1st Evan Morgan – *Townsville Bulletin* – “Holding the torch”

Judges’ comments: The photograph captures the Olympic spirit via intergenerational togetherness, with colour, movement and expression.

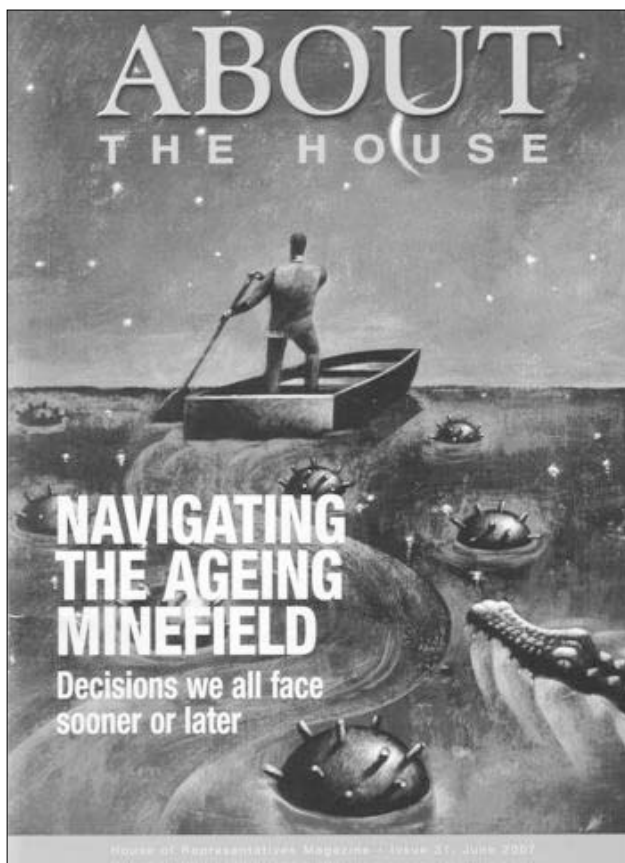
NATIONAL AWARDS

Metropolitan daily, weekend newspaper & newspaper magazine articles

1st Marissa Williams – *The West Australian*
– “Wearing your children’s shoes”

Judges’ comments: This was a moving story about the now extremely rewarding relationship between grandparents and their grandchildren. It was an insightful, realistic, helpful and positive story about the typical challenges





it was so detailed and helpful, it deserved recognition not just because of where it was published. However, it was the judges' view that because it was published in the Federal Parliament's House of Representatives journal it would be widely read by politicians and their staff – it therefore also should be rewarded, recognised and widely published.

- 2nd Kate Johnston**
– *Your Life* – “Noni Hazelhurst – what really matters”
- 3rd Pamela Oddy and Di Websdale Morrisey**
– *Your Life* – “Jobs of the future”

Television news

- 1st Kylie Hodge**
– *Seven Local News* – “Lollipop legend”

Judges' comments: This story of a 78-year-old man is a wonderful example of reporting that reflects positively on the role older people play in our community. It showed him giving his time firstly as a lollipop man, bringing a smile to faces of students on their way to school, and also working with them inside the classroom. This is a warm, positive story illustrating how older people are still valuable and contributing members of our society

- 1st Scott Beveridge**
– *Channel Ten News* – “Grandparents babysitting”

NB: See State Results for comment

- 3rd Alan Raskall**
– *Network Ten* – “Internet”
- 3rd Jennifer Nichols**
– *Seven News* – “Golden wedding”

Television public affairs & interviews under 10 minutes

- 1st Greg Hoy**
– *ABC Melbourne* – “Duigan Brothers”

Judges' comments: These two brothers built the first Australian aircraft to successfully lift off the ground in 1910 – even before the famous Wright Brothers. Today, only one child of one of the Duigan brothers remains alive. John Duigan, aged 80, is a farmer in the Bass Strait. Greg Hoy's story showed him embarking on a major airborne expedition of his own to celebrate his birthday and pay homage to his forebears. This is a great story showing age is no barrier to having a dream and striving to reach it.

- 2nd Shane McLeod** – *ABC 7.30 Report Sydney*
– “Japanese doctors claim to know the secret of longevity”
- 3rd Simon Royal**
– *ABC TV Adelaide* – “Matinee idols”

Television public affairs, documentaries & interviews

- 1st Andrew Denton**
– *ABC TV NSW* – *Enough Rope* – “Mount Isa”

Judges' comments: Andrew Denton's piece which delved into the heart of “the Isa” was an honest, humorous and often laugh-out-loud look at some of the characters of this iconic Queensland town. People like Kath Swift and her ‘the Kath’ hairdo embody the term ‘rough diamond’. Age has not wearied them, it's given them more interesting stories to tell. A great, enduring piece which should be re-used whenever these types of stories are used as an example of how to do it well.

- 2nd Ben Cheshire**
– *ABC TV Sydney* – “Down to earth”

- 3rd Ges D'Souza**
– *ABC TV Australian Story* – “Comes a time”

Photography – metropolitan newspapers and magazines

- 1st Leila Amanpour**
– *The Sydney Morning Herald* – “The moment”

Judges' comments: The photography captures the essence of an emotional moment when, after a lifetime of waiting, an older man was able to fulfil his dream of an education. A superb photograph that completely tells its own story (photo on front page).

- 2nd Place and Special Mention to Edwina Pickles**
– *The Sydney Morning Herald*
– “If you feel buoyant, you play a buoyant way”

- 3rd Barry Baker**
– *The West Australian* – “High flyer”

- 3rd Renee Nowytarger**
– *The Australian* – “Police and three indigenous lads”



Photography – regional & suburban newspapers

- 1st Nat Thompson**
– *Messenger Press* – “Vintage veteran OAM”

Judges' comments: A photograph of Gavin Stanford-Morgan, who received his OAM for his commitment to the preservation of vintage and veteran cars. The photographer captures a mixture of pride and contentment on the face of a man who knows his is a job well done.



Photo above: *Vintage veteran* by Nat Thompson

- 2nd Andrew Ritchie**
– *Community Newspapers* – “Swing into festivities”
- 3rd Dominique Menegaldo**
– *Community Newspapers* – “Making the difference”

National radio, city and regional news, public affairs and interviews

- 1st Annie Thomson**
– *ABC Radio National* – “Street stories”

Judges’ comments: *This was a high-impact story. The interview was sensitive and probing. The chosen grandparents were inspirational. The judges particularly enjoyed the background atmosphere of children at play that enhanced the reality of grandparents who cannot give them back.*

- 2nd Deb Welch**
– *Radio Adelaide* – “Five tables for five”
- 3rd Steve Austin**
– *ABC Radio Brisbane* – “Aged Care”

Advertising

- 1st Annabelle Hayes**
– *Hibiscus Gardens* – “Buderim happiness is Hibiscus”

Judges’ comments: *This Hibiscus Gardens advertisement captures the spirit of retirement. It was one of a series created by the media manager. The whole series is so appealing and inviting to retirees and a credit to the organisation for its empathy*

- 2nd Andrology Australia**
– “Open to see something shocking”
- 3rd Graphic by Design**
– “Viceroy and Living Choice Retirement Villages”

Senior-specific newspaper articles

- 1st Linda Muller**
– *Senior Lifestyle* – “Doris finds elixir of life at 93”

Judges’ comments: *The essence of positive ageing is spelt out loud and clear in this portrait about Doris who, at 93, has the formula for not growing old. A light-hearted piece which captures the essence of the character with a clever use of quotes that allows Doris to shine through the print. Excellent piece of writing.*



- 2nd Don Simmons**
– *Senior Newspaper* – “Not your average nan”
- 3rd Leigh Pritchard**
– *Coastal Views* – “Never too old”

Intergenerational journalism – print, electronic or photo

- 1st Natasha Johnson and team**
– *ABC TV Melbourne* – “Mangrove Man”

Judges’ comments: *This endearing and well-edited extended program epitomised all of the aspects of intergenerational relationships, as well as promoting conservation and understanding of sea life. It demonstrated how an older person can effectively relate their acquired knowledge and skills to interested school-age children to the benefit of all. It is clear these children will remember this relationship for the rest of their lives.*

- 1st Katrina Germein**
– *Sydney’s Child* – “Grand Designs”

Judges’ comments: *This is a story that many relate to: a story of a grandmother who wants to do it her way. The expectations of the daughter that her mother will fit into her program of dropping off the kids and baby sitting on-demand, and the determination of her mother to keep the freedom of choice as to when and how she will help, the daughter’s resentment and, finally, the understanding that there are many ways of being a beloved grandmother – all this makes for a sensitive and timely article.*



- 3rd Allan Raskall**
– *Network 10 Victoria* – “Play” □

People's Choice Awards

MAGAZINE or NEWS ARTICLE

Timothy Nolan – "2 of Us" (*The Age – Good Weekend*) by **John Van Tiggelen**

ADVERTISING

Dulcie Forno – *Brisbane Seniors Newspaper* (June ed.) "Forever Young"

PHOTOGRAPHY

Anne Ring – "The Moment" (*The Sydney Morning Herald*) by **Leila Amanpour**

TELEVISION

George Apps – "Mt Isa" (*More Rope*) by **Andrew Denton**

SCHOOLS

Jamieson Kane – Scotch College

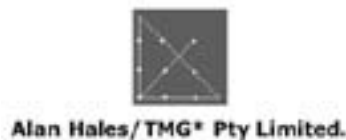
Joshua Nicholls – Pulteney Grammar

Emily Webb-Smith – Geraldton Grammar

Reagen Joice – Rockhampton Grammar School

Matilda Braun – Trinity College

A special thankyou to our sponsors...



What we have been up to this year?

THE MOST SIGNIFICANT happening this year could well be the establishment of the Seniors' Roundtable by seniors' organisations.

For the first time we have a united voice in Queensland with which to speak to all sections of government. Former Communities Minister Warren Pitt agreed to meet the Roundtable regularly, and that the Roundtable develop a State Budget. This analysis is now being finalised.

OPSO has played an active role in the election campaign throughout the year. Our major thrust has been to expose the poverty of those on a single pension. This poverty was clearly indicated by the research report of the Commonwealth Government's Office of Women. We continue our push for better financial support for grandparents bringing up grandchildren, and for solutions to the growing social problem of appropriate housing for low-income seniors. On this we are holding two *SpeakOuts* in November to begin a creative brainstorming of alternative housing.

A report in the media that about 50 percent of older patients in hospitals are not eating properly led us to meet with three major hospitals to set up a volunteer feeding program. As a result, a pilot program is being organised within these major hospitals.

OPSO ran the publicity campaign on the new State Government initiative for grandparents that enables eligible grandparents and grandchildren to go to special camps, and also to have the



Val French AM
President, OPSO

costs met for after-school and holiday activities and school camps.

We are now in the process of preparing both a media campaign on elder abuse, and a video with the Police Department to build understanding of older citizens.

Supervision of university student research, speeches for different community functions, and papers presented at various conferences has kept us busy as usual, but the results are always well worth the effort.

Our positive ageing campaign through the Media Awards and People's Choice Awards is a major project. They take a tremendous amount of organisation, but enthusiastic members and great team of judges have led to important outcomes in terms of media awareness and support – as well as in change of public attitude towards ageing

We held our first multicultural function this year with a Dance Extravaganza organised by OPSO and the Ethnic Women's Network. Held in the evening

during Seniors Week, this event aimed to bring all cultures together to dance, share their national foods, and to generally have laughter and fun ... and it really worked! We are already planning another for next year ... even though some of the dances stretched our bones with the unaccustomed movements and lots of laughter.

We have continued our campaign for better community transport across the state, but the process is slow, with the usual bogged-down policy development used as an excuse for inaction on what is obviously a major need.

At present we are doing case-history investigations into what happens when illness leads to the end of driving, the assessment processes and the problems for those not close to alternative transport.

Our representation on numerous government and health advisory committees and the support of the media have helped move some of the mountains of need among seniors this year. We are grateful to the help from the members of the Police Department, the Department of Communities and the Department of Transport, and the medical profession for the trouble they have taken to help us with our many requests, and for giving us the opportunity to be heard.

OPSO thank the Department of Health and Ageing for its continued support and the constant assistance the staff give us in every way.

To the OPSO sponsors – thank you so much – we could not work without you. □

OPSO

Promoting positive ageing and the contributions of older Australians

