

Community Newspaper Association  
of Victoria  
Representing Community Owned Newspapers

# Roundabout

August 2012

## Eyes on awards at conference

The 2012 CNAV awards have nine categories.

They identify distinctive forms of newspaper writing and acknowledge the contribution community papers make to the flow of information in local communities and to the social wellbeing and sense of connectedness of people in those communities.

The awards also acknowledge the wide range of print media skills among community newspaper producers and the diversity of publications across Victoria.

They are for:-

### **Best community content**

This category recognises the breadth and depth of community news publishing.

### **Best news report**

This is a report of an important and newsworthy event, written in hard news style. These reports usually, but not always, appear on the front page or on page three.

News reports in community papers contribute importantly to the flow of vital and

new information in country towns and local neighbourhoods.

### **Best editorial comment**

An opinion piece written by or on behalf of the editor. Editorial comment is informed and relevant to the news in that edition of the paper, and it represents the position of the paper as a whole on that particular issue.

### **Best history story**

Community owned newspapers are renowned for their coverage of local histories. This is a narrative style story documenting an aspect of the region's history.

It might be about a person, a building, an aspect of the region's character, or a particular occasion in the history of the town.

### **Best feature story**

Feature stories are written in narrative style rather than hard news style, and they usually appear inside the paper and sometimes across two pages, with a photo or two.

They contain human interest and can be about people or events.

### **Best sports reporting**

This can be a hard news story or a feature story about sport or with a sports theme.

The entry can be a single story or the complete or part sports section of the paper.

### **Best article**

#### **by a person 18 years or younger**

This category rewards young people for their participation in community owned newspapers.

Entries can be about any subject and can be in news writing style or feature style.

### **Best design and layout**

Always a popular category; the entry is the whole publication.

### **Best newsletter**

#### **A4 or smaller; 12 pages or fewer**

This category recognises smaller publications, many of which have limited resources but terrific content.

The entry is the whole publication.

**Nominees must be financial members of CNAV as of Friday 14 September.**

## French Island meeting was a pinnacle of success



*Looking out over Tortoise Head from Tankerton toward Cowes on Phillip Island during a moment of relaxation. More photographs and report on page two.*

# No bridge after CNAV outreach meeting but a link

French Island's ten year old community owned newspaper, 'The Pinnacle', hosted the August CNAV committee meeting at the Eco Inn, Tankerton, on French Island, on Saturday 28 July.

CNAV committee members held their August meeting on the island, a few days early as part

of a policy aimed at reaching out to regional member papers. They enjoyed a special experience and pleasant hospitality.

Discussion during the meeting was thrown open to visiting members as well as committee members, which proved a plus.

Pinnacle committee president Fay Gordes

said the island newspaper grew from a small newsletter initially produced by the school and had been circulating for more than 10 years.

Fay said people wanted the paper to be independent and it had attained that goal with the general support of French Island people.

Nevertheless, she assured the meeting that everyone did not always agree with editorial policy and this was a challenge for the Pinnacle volunteers just as it was for any newspaper.

She said The Pinnacle bought an A3 color printer and committee member Roberta Esbitt had established a program that resulted in attractive and well produced pages.

One of the real benefits of the regional meeting was the opportunity for members to network and discuss issues common to all papers.

Roberta said they always had people willing to help produce the paper and plenty of people in the community contributed.

"We live on an island, but we still have many generous sponsors," she said.

CNAV acting president Mary Jo Fortuna, warmly thanked Pinnacle members for their hospitality.



Meeting chores. From left Somers Nautilus committee member Rosemary Birney, CNAV secretary Caroline Roff, and The Pinnacle president Fay Gordes.



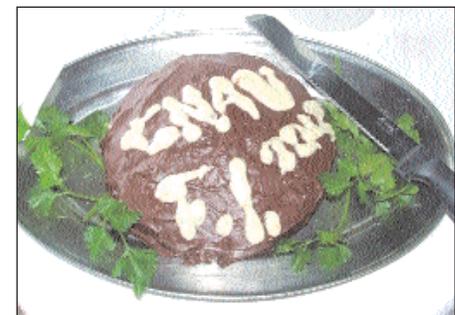
From left: The Pinnacle president Fay Gordes, CNAV committee member, John Ellis, secretary Caroline Roff, and vice president Mary Jo Fortuna.



CNAV treasurer, Helen Smith, and The Pinnacle committee member Angela Bonelli, discuss a member newspaper.



From left: The Pinnacle committee member, Roberta Esbitt, with CNAV treasurer, Helen Smith, and Village Bell committee members, Linda Burridge, and Jo Carter.



Just a touch of kindness when CNAV members had a slice of their very own cake for morning tea.

## 'Switch On' for cheaper power

Energy and Resources Minister Michael O'Brien said the State Government's Switch On campaign featured practical information to help Victorians manage rising energy bills.

He said the campaign was designed to give households information and practical tools to help them manage power consumption and their bills with advice on energy efficiency, shopping around for the best retail deal, and how to access Coalition Government initiatives.

"While the State Government does not own energy retailers or energy networks, we can support consumers through providing information on how to lower their energy costs. "The Switch On campaign will help people take better control of their energy usage and also drive further competition in the market place," Mr O'Brien said.

The new Switch On website features a range of energy saving tips and tools, including an energy calculator, an interactive energy efficient house and advice on shopping around for the best energy retailer.

The website directs consumers to details on other Coalition Government cost of living and energy efficiency initiatives, like the Energy Saver Incentive Scheme, which provides discounts on energy efficient products. The site will also raise awareness of the Government's energy retailer price comparator website, Your Choice.

The Minister said the Victorian Government was assisting families to reduce energy bills through energy efficiency and advice programs, such as Switch On.

If you learn one thing at a conference, in addition to networking and fellowship, it is worth attending.

## Keep an eye on those headlines

Thought we would share some headlines that have popped up here and there.

### Something went wrong in jet crash, expert says

It takes an expert to work these things out.

### Police begin campaign to run down jaywalkers

That's one way to get them off the roads, but probably taking things too far!

## French Island is a peaceful escape

Committee members and representatives from nearby member papers, besides enjoying a lovely venue with warm hospitality for the CNAV August meeting, were given a first hand look at an ideal place for a peaceful holiday when they visited French Island.

Three styles of accommodation are available at the island's Eco Inn, just a short walk from the Tankerton Jetty.

Holidayers can enjoy cabins, dorms for backpackers, or unpowered camping sites with access to showers.

French Island is off the power grid, so residents rely on solar, wind and diesel generated power.

Eco Inn also caters for conferences, meet-

## Fire Awards open

Entries are open for the 2012 fire awareness awards.

Fire awareness awards are made throughout Victoria to recognise individuals, groups, and organisations involved in fire safety projects. Fifteen awards are available carrying generous cash prizes.

Categories cover help with bushfire recovery, improvements to fire service delivery, and increased community safety.

Applications can be made on line [www.fireawarenessawards.com.au](http://www.fireawarenessawards.com.au)

## Changes to speed sign mess

Regional Victorian speed zones will be overhauled under sweeping changes to Victoria's speed limit system

Minister for Roads Terry Mulder said one of the most significant changes for country Victoria would be the removal of 80 km/h buffer zones on the edge of most rural towns and cities. Guidelines for where and when 40 km/h speed zones should be introduced will also be rolled out across the state.

Several regional roads and streets with confusing or conflicting speed zone changes will have their signage simplified.

ings, parties, weddings and any function requiring space and old-fashioned home-style hospitality.

The island has an abundance of birds and other wildlife that can be seen from the property, including some resident koalas.

Probably the most popular pastime here is relaxing, so guests usually bring a favourite book, game or laptop.

Travel to the island is by Ferry from Stony Point, just a little on from Crib Point, at \$24 return, or by using the vehicle barge from Corinella.

Be sure to have your ambulance membership paid up because it is air ambulance only.

Parking is available at the Stony Point caravan park, which needs to be booked on 5983 9242.

## Well how are we to know?

Besides the hospitality, and the lovely experience we had at the French Island regional meeting, much of the time was spent in serious discussion about the whys and wherefores of what we publish.

I gained from the discussion a feeling that we had a duty to publish, and perhaps, we needed to go with our conscience.

The debate reminded me of a clipping I took from a paper years ago.

### Forgive us our press passes

Editors from the Campbell British Columbia Courier wrote: *Getting out this newspaper is no picnic.*

*If we print jokes, people say we are being silly; if we don't, they say we are too serious and need a laugh. If we stick too close to the job, the boss says we ought to be out hunting up news. If we are out too much, he wonders where we were instead of being here for phone calls and unannounced visitors.*

*"If we don't print contributions, we don't appreciate genius. If we do, the paper is filled with junk. If we make a change in the other fellow's write up, we are too critical; if we don't, we are sloppy or asleep.*

*"If we clip things from other papers, we are too lazy to write them ourselves; if we don't, we are too stuck on our own stuff. Like as not, someone will say we swiped this from some newspaper. We did.*

JM.

*The importance of journalism is to maintain the threat of fairness.*

# Community owned newspapers have new status through State Government communication forums

John Ellis looks at the way forward as CNAV papers find new recognition

CNAV has been invited to be a party in the Regional Media Forums run by the Department of Premier and Cabinet for many years.

The forums have representatives from the state's major communication organisations, such as press, radio and television, and are attended by the public relations people from the state government's various departments. The state government's advertising agency, Mitchell and Partners, are also integral to the forum's proceedings.

I've been the CNAV representative at these forums for several years now, and CNAV played a role in lobbying for their re-instatement under the new state government.

They are important occasions because CNAV has traditionally been overlooked by government departments when planning advertising campaigns.

Whilst advertising revenue is important, equally important is the fact the communities we represent are overlooked for important

advertising messaging.

The Fire Ready messages last fire season didn't flow to community owned newspapers until February.

Flood recovery messages have bypassed community owned newspapers in flood affected communities, and the Transport Accident Commission (TAC) advertisements have bypassed us as well.

Departments of Primary Industry, Sustainability and Environment, Health, Small Business have messaged extensively, but not in community owned newspapers.

The forums provide opportunity for CNAV to have a voice about this situation, and a wonderful opportunity to lobby the communications people from the various government departments.

This has to be constant and ongoing because the turnover of these people is quite high. CNAV needs to be constantly placed before these representatives, many of whom have never come across community owned news-

papers and have no concept of the communication opportunities they offer.

At the December 2011 forum the Transport Accident Commission people were introduced to CNAV, and later this month CNAV will be meeting in Geelong with TAC's marketing team.

Wouldn't it be wonderful if our communities were given access to the current (pardon the pun) Switched On campaign being run by the Department of Primary Industry?

Our communities are also experiencing rising electricity prices yet are not receiving the Switched On messaging.

The Regional Media Forums are the regular opportunities for CNAV to argue our case and to promote our credentials and potential to the decision makers in state government communications.

This is a slow process but strong links are now being forged.

## Grants available for crime prevention awareness

Community owned newspapers could be eligible for government grants if they promote innovative crime prevention initiatives.

Minister for Crime Prevention Andrew McIntosh said applications were open for the latest rounds of two popular crime prevention grants, the Community Safety Fund (CSF) and Graffiti Prevention and Removal grant programs.

To mark the opening of this year's grant rounds, Mr McIntosh visited Mitchell Community Radio station last month to see how the funding could make a difference to local communities.

The station used funding from the CSF program to produce a series of community service announcements, warning of the consequences of underage drinking, and reminding young people that it was their decision whether or not to drink.

"Mitchell Community Radio station identified an issue of concern in the community, and came up with an effective way to help change young people's perceptions about drinking, specifically underage drinking," Mr McIntosh said.

"That's the basis of our whole Crime Prevention Program. The idea is for local

communities to come up with local solutions, and we are here to help make it happen."

The station also worked with Mitchell Shire Youth Council to tackle the issue of underage drinking at a wider level.

The CSF grants provide funding of up to \$10,000 each for local crime prevention initiatives and both councils and community groups may apply.

The Graffiti Prevention and Removal grants provide funding of up to \$25,000 to councils working in partnership with the community. Last year the Coalition Government provided \$1 million to fund 155 projects through the CSF grants and \$300,000 towards 18 graffiti projects through Graffiti Prevention and Removal grants.

"I encourage community groups and councils across the state to think innovatively about projects that will make a difference to the safety and security of your communities, no matter how big or small."

Program information, grant application guidelines and links to the application forms for both grants can be found at [www.justice.vic.gov.au/communitycrimeprevention](http://www.justice.vic.gov.au/communitycrimeprevention).

## Sorry Goornong

Not such a good start for our new member newspaper Goornong Guide when we called it Goornang. All fixed on the database now.

**Please send Roundabout on to members of your team or have it emailed direct by contacting [mynardmedia6@bigpond.com](mailto:mynardmedia6@bigpond.com)**

## Information Corner

The State Government Regional Communication Policy can be found at [www.dpc.vic.gov.au](http://www.dpc.vic.gov.au)  
Media contact: Sonia Heath 0413 485 526  
[sonia.heath@minstaff.vic.gov.au](mailto:sonia.heath@minstaff.vic.gov.au)

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Items in Roundabout may be used in CNAV member newspapers

## News items

If you have information useful to other community owned newspapers please send it to

## Roundabout

[mynardmedia6@bigpond.com](mailto:mynardmedia6@bigpond.com)

To include snippets of news about your publication, please send to [Jim Mynard](mailto:Jim.Mynard@mynardmedia6@bigpond.com)  
[mynardmedia6@bigpond.com](mailto:mynardmedia6@bigpond.com)