



THE KENNEDY AWARDS

MEDIA RELEASE

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Sydney Morning Herald sponsors online news breaking award

The NRMA Kennedy Awards for Excellence in NSW Journalism is delighted to announce the Sydney Morning Herald is sponsoring the *Outstanding Online News Breaking Award* at this year's gala event on August 8th.

The Sydney Morning Herald's generous support of the coveted award, which the SMH won in the first year of the Kennedy Awards, means the competitive category of online news breaking has attracted a major sponsor for the first time.

The Herald's Paul Bibby was the inaugural winner of the award in 2012 for his story on the shock decision by the NSW Court of Criminal Appeal to set Jeffrey Gilham free, quashing his conviction for the murder of his parents and allowing him a retrial. Bibby went online with his story on December 2, 2011, to break the sensational news.

Last year, The Australian newspaper's Ean Higgins won the Outstanding Online News Breaking Award for a first-person piece delivered as a bushfire raged along the Kydra River in southeast NSW.

Announcing the Sydney Morning Herald's sponsorship of the award, Kennedy Foundation Chairman, Peter Ryan, said it was fitting that the Herald, which recruited the late legendary crime reporter Les Kennedy in 1996 and published hundreds of his stories over many years, should be a major supporter of the NRMA Kennedy Awards.

"It is indeed great news that the Sydney Morning Herald – which was a 'home' to Les as he kept readers abreast of breaking news on the Sydney crime scene - has come on board with generous sponsorship of the Outstanding Online News Breaking Award, an award the SMH won in the first year of the Kennedy Awards," Mr Ryan said.

"The awards are named in Les Kennedy's honour and he would indeed be proud that the Outstanding Online News Breaking Award is now being sponsored by the Sydney Morning Herald, one of the media organisations to whom he devoted much of his professional talent, time and energy over the years.

"The prestigious award recognises crack online coverage of breaking news over and above that of rival media organisations throughout NSW. It is a fitting recognition of the skills and enterprise of journalists who continue to break new ground in this revolutionary news medium.

“The Kennedy Awards and the Kennedy Foundation is extremely grateful to have the generous support of the Sydney Morning Herald in 2014.”

The Editor-in-Chief of the Sydney Morning Herald and The Sun Herald, Darren Goodsir, said it was an honour to support awards named after a friend and colleague.

"We are pleased to play a key role in supporting the recognition of excellence in journalism, especially in such a key category," Mr Goodsir said.

The NRMA Kennedy Awards for Excellence in NSW Journalism continue to recognise the State's finest media professionals and those who have put so much back into the industry.

“With the ongoing generous support of all our loyal sponsors and partners like the Sydney Morning Herald, the Kennedy Awards continue to remain a prestigious annual event, worthy of the great legacy left by the late Les Kennedy,” Mr Ryan said.

Early this month the Kennedy Foundation was registered as a charity to administer a benevolent fund for media professionals facing hardship, the children's cancer charity Redkite and the Aboriginal Medical Service.

Entries for this year's awards close July 1, for work in the current financial year. The 2014 NRMA Kennedy Awards will be held on 8 August at the Royal Randwick Grand Ballroom, Australian Turf Club.

The presentation of 33 awards will culminate with the announcement of the P&O Cruises NSW Journalist of the Year by the NSW Premier. Details on entry and tickets to the awards can be found at www.kennedyawards.com.au

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