



## THE KENNEDY AWARDS



### MEDIA RELEASE

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#### **Sky Sports Radio sponsors prestigious Scoop of the Year Award**

The NRMA Kennedy Awards for Excellence in NSW Journalism is delighted to announce *Sky Sports Radio* is sponsoring the prestigious *Scoop of the Year Award* which will be presented at this year's gala event on 8 August.

This is the second successive year that Sky Sports Radio has sponsored the Scoop of the Year Award which was won last year by the Sydney Morning Herald's Linton Besser and Kate McClymont for their series of explosive reports on the secret business dealings of Labor powerbroker Eddie Obeid, his family and his Labor mates.

The coveted Scoop of the Year Award recognises the most outstanding exclusive story carried in either print or electronic media throughout NSW in the 12 months from July last year.

Announcing Sky Sports Radio's sponsorship of the Scoop of the Year Award, Kennedy Foundation board member, Peter Ryan, thanked the organisation for its ongoing support and commitment to the awards.

"Sky Sports Radio has now sponsored awards at the Kennedy Awards for two consecutive years and it is indeed good news that this year the Sky has chosen to again support the Scoop of the Year Award," Mr Ryan said.

"The award recognises crack news stories which beat the media opposition to the punch and impacted around the country. The 'scoop' is the pot of gold for journalists working in both the print and electronic media and, arguably, no greater professional satisfaction can come than from leaving professional rivals in your wake.

“The Kennedy Awards and The Kennedy Foundation is extremely grateful to have the generous support of Sky Sports Radio for the second year running.”

The NRMA Kennedy Awards for Excellence in NSW Journalism, named in honour of legendary Sydney crime reporter Les Kennedy who died aged 53 years in 2011, 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 Sky Sports Radio, the Kennedy Awards continue to remain a prestigious annual event, worthy of the great legacy left by the late Les Kennedy,” Mr Ryan said.

Sky Sports Radio’s Chief Operating Officer, Mr Brendan Parnell, said the network welcomed the opportunity to again be involved in sponsorship of the Kennedy Awards.

“Sky Sports Radio is proud to be associated with this prestigious event which recognises excellence in journalism,” Mr Parnell said.

“The Scoop of the Year Award for the most outstanding exclusive story is one which every journo would be proud to win. Sky Sports Radio looks forward to the event later in the year.”

Entries for this year's awards close July 1, for work in the 12 months of the current **financial** year. The 2014 NRMA Kennedy Awards will be held on 8 August at the Royal Randwick Ballroom, Australian Turf Club.

This year the Kennedy Awards is forming The Kennedy Foundation to administer a benevolent fund for media professionals facing hardship, the children's cancer charity Redkite and the Aboriginal Medical Service.

The foundation’s first fundraiser will be the *Media Battle of the Bands*, April 10 at the loft, King St Wharf, sponsored by NRMA Insurance in support of veteran journalist Kevin Hitchcock. Tickets are available at [www.kennedyawards.com.au](http://www.kennedyawards.com.au)

The presentation of 33 awards will culminate with the announcement of the P&O Cruises NSW Journalist of the Year by NSW Premier, Barry O’Farrell.

Details on entry and tickets to the awards can be found at [www.kennedyawards.com.au](http://www.kennedyawards.com.au)

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