

## ANNOUNCING WINNERS OF - LUMINOUS AWARD AUSTRALIA 2010 -



### **The ABC and Sydney Morning Herald take out this year's Luminous Awards for Cancer Reporting**

Suzanne Smith from the ABC Lateline Program took out the broadcast category of the Luminous Award Australia 2010 for her story on Gene Patenting in this country while Jemma Chapman from Channel 10 Adelaide received two highly commended awards for her stories on "Hodgkinson's Breakthrough" and Bowel Cancer.

The Sydney Morning Herald reporter Julie Robotham won the print category for her article entitled the 'Keen Edge of Cancer', a story about new surgery for prostate cancer.

The Financial Review's Jill Margo was highly commended for her two articles entitled 'HPV and Oral Sex' and 'When prostate Surgery'.

The announcement was made at the Luminous Award Australia Awards ceremony in Melbourne last night where winners Suzanne and Julie were both presented with cheques for \$5,000.

The Luminous Award Australia 2010 is a national competition open to all consumer journalists (print and broadcast) and recognises high quality cancer reporting.

This is the sixth year of the Luminous Awards in Australia – awards designed to reward the responsible reporting of cancer in both print and broadcast.

"Both Suzanne's and Julie's entries clearly met the award criteria and were undoubtedly high quality examples of 'cancer' journalism," commented John Stubbs, Chair of the Luminous Awards Australia judging panel.

With one in three men and one in four women directly affected by cancer before the age of 75 the general public relies on the media to interpret the facts about cancer and the latest developments in treatments clearly and accurately.

"The important role that the media plays cannot be underestimated and I am proud to be associated with an initiative which turns the spotlight on high quality journalism," said Mr Stubbs.

The awards are of particular interest to Mr Stubbs, Executive member of peak advocacy organisation Cancer Voices Australia, and a leukaemia and bone marrow transplant survivor of some nine years.

The Luminous Award Australia is hosted by COSA and sponsored by Eli Lilly Australia.

For further information please contact John Stubbs 0407 075525

**Tuesday 9<sup>th</sup> November 2010**