

Media Award for Print is presented to

MS MARNIE MCKIMMIE

Accepting her award is Ms Marnie McKimmie, a journalist with the *West Australian*, West Australia's premier daily newspaper. She is a senior writer for the *Health and Medicine* liftout, a dedicated health supplement published weekly within every West Australian newspaper, with a reach of over 250,000 households.

In the process of researching her stories, Ms McKimmie consistently seeks opinion and advice from experts in the relevant fields, ensuring that issues aren't sensationalized or glamorized. Her approach is of health promotion and prevention, using real-life stories to get the reader to 'connect' with key messages in her articles, and to demonstrate transitions from recognizing a problem to help-seeking and positively dealing with issues.

Suicide prevention, mental health issues, and self-harm articles have featured steadily amongst a range of other health topics within the supplement. Ms McKimmie identifies the issues and the strategies to help overcome them, always consciously aware that vulnerable people may be reading her articles. Her responsible reporting in 'feature' articles is focused on raising community awareness and positive promotion of help-seeking for the community in need.