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## MEDIA RELEASE

# 2009 EnhanceTV ATOM Award Finalists Announced!

*An extraordinary line up of a talent will be showcased on the big screen at this year's ATOM Awards*

**MELBOURNE – Thursday 20 August, 2008** – ATOM (the Australian Teachers of Media) is pleased to announce the impressive list of finalists for the 2009 *EnhanceTV* ATOM Awards, which recognise and celebrated the excellence displayed by Australian and New Zealand productions for the screen.

“Despite the doom and gloom of the global financial crisis, it seems that our media industry is still bursting at the seams with creativity and innovation, as was illustrated by the extraordinary number of outstanding productions entered into this year’s awards program,” commented 2009 *EnhanceTV* ATOM Awards Spokesperson, Amber Nelson.

The annual *EnhanceTV* ATOM Awards recognise excellence in over thirty categories of Film, Television, Animation and Multimedia (including video games) and celebrate the very best of Australian and New Zealand screen production.

The competition was open to anyone who had produced a short film, documentary, animation, electronic game, educational resource, television program or innovative new media work in the past twelve months.

“The *EnhanceTV* ATOM Awards are designed to award productions that are created for the screen – be it the cinema screen, television, PC, games console or even mobile phone screen and our judges were not disappointed with what they saw this year,” Mrs Nelson advised.

“We would like to congratulate everyone who entered for their dedication to this industry and to highlight the amazing list of finalists for this year’s awards program, our judges felt privileged to be able to view and judge this year’s entries,” she added.

The 2009 *EnhanceTV* ATOM Awards will be presented at a gala presentation ceremony, held in the Plaza Ballroom, Regent Theatre, Melbourne on Friday 23 October, 2009.

The 2009 *EnhanceTV* ATOM Awards program is presented by ATOM and *EnhanceTV*.

The 2009 *EnhanceTV* ATOM Awards program is sponsored by Madman, QANTM College, Monash University, Deakin University, Encore Magazine, Celtx and is supported by Open Channel, Qpix, MetroScreen, Wide Angle and Netagi.

The 2009 *EnhanceTV* ATOM Awards are funded by Screen Australia, South Australian Film Corporation, the New South Wales Film and Television Office and Film Victoria.

For more information about the 2009 *EnhanceTV* ATOM Awards please visit [www.atomawards.org](http://www.atomawards.org)

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**\*\* See attached list of 2009 EnhanceTV Finalists**



### **About the *EnhanceTV* ATOM Awards**

The ATOM Awards were established in 1982 by the Australian Teachers of Media (ATOM) - an independent, non-profit association promoting media education and screen literacy in primary, secondary and tertiary education and the broader community.

The ATOM Awards annually recognise excellence in over thirty categories of Film, Television, Animation and Multimedia and celebrate the very best of Australian and New Zealand production.

The 2009 *EnhanceTV* ATOM Awards were open to the education and industry sectors, students, production companies, independent filmmakers, educational bodies and educational producers in both countries.

Using the *EnhanceTV* ATOM Awards, ATOM publications and ATOM Professional Development Victoria, ATOM is actively engaged in the promotion of Australian product into the education and industry market. As such, the ATOM Awards are unique in their incorporation of the educational market with the broader industry.

The combination of student and professional awards not only allows the *EnhanceTV* ATOM Awards to provide all-important early career exposure and experience for emerging professionals, but also provides promotional opportunities for winners and finalists.

### **About *EnhanceTV* - [www.enhancetv.com.au](http://www.enhancetv.com.au)**

*EnhanceTV* is a unique online resource for Australian and New Zealand educators. The service helps educators find out about upcoming educational TV programs, get copies of broadcasts, and discover new teaching ideas and resources for using TV in the classroom.

*EnhanceTV* was developed by Screenrights, the not-for-profit organisation that licenses educational institutions to copy from TV. Nearly all schools, TAFEs and universities in Australia have a Screenrights licence.

*EnhanceTV* has been partner sponsor since 2007, and a sponsor for many years. The partnership recognises the fact that the *EnhanceTV* ATOM awards are unique in bringing together Screenrights members – the filmmakers – with the educators that use their work.

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