

NEWS RELEASE

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**COUNSEL AND CARE CELEBRATES POSITIVE COVERAGE OF OLDER PEOPLE
IN THE MEDIA AS IT ANNOUNCES THE WINNERS OF ITS 2009
COMPETITION**

Counsel and Care, the national charity working with older people, their families and carers to get the best care and support, announce the winners of the 2009 Counsel and Care 'Older People in the Media' Awards, which searched for good examples of media coverage of older people and ageing from the radio, print media, television and the internet.

Nominations were sought for individuals and organisations that positively portrayed older people in a way that was sensitive, respectful, diverse and age neutral.

The awards are to be presented at the Counsel and Care Annual Graham Lecture on 10 September 2009 where the charity is also holding a debate on the portrayal of older people in the media on the same day. The events form part of the third Eldercare Week from 7-13 September 2009.

Chosen by a panel of expert judges, the Winners are:

- **Best Print Winner: Mature Times – range of issues submitted, editor Tony Watts.**
- **Best Radio Winner: BBC Radio Ulster: Good Morning Ulster, Radio Ulster News, Talk Back, Community Safety for Older People**
- **Best TV Winner: BBC One Imagine: Save the Last Dance for Me. Presented by Alan Yentob, Director Fran Landsman, Executive Producer Janet Lee.**
- **Best Web Winner and Overall Winner: BBC You and Yours Care in the UK Season website**
(www.bbc.co.uk/radio4/youandyours/careintheuk/index.shtml)

Stephen Burke, Chief Executive of Counsel and Care, said: “Counsel and Care is delighted to announce the winners of our ‘Older People in the Media’ Awards.

“The charity is committed to improving the portrayal of older people in the media and the society as a whole.

“To this end, this year’s awards marks the first of what is to be an annual competition with the aim of developing greater awareness in the media of when or where ageism or prejudice can occur.

“It is to be hoped that such improved awareness will encourage a move away from use of traditional stereotypes of older people and advance a new understanding in the media as a whole about the interests and values of such a vast and diverse group in society.”

-ENDS-

NOTES TO EDITORS

1. Winners were chosen from five categories:

- **Best Print Winner**
 - **Best Radio Winner**
 - **Best TV Winner**
 - **Best Web Winner**
 - **Overall Winner**
2. Counsel and Care's 2009 Graham Lecture will be given by the Rt Hon the Lord Heseltine. In delivering this year's Graham Lecture, Lord Heseltine, founder of Haymarket Media Group and former Deputy Prime Minister, will reflect on his experiences with the media as a practitioner, a politician, and more recently as someone entering later life.
 3. The Counsel and Care *Older People in the Media* debate, awards and Annual Graham Lecture will take place from 11.00am to 3.30pm on Thursday 10 September 2009 at the Grange City Hotel, central London.
 4. Members of the media are invited to attend the event on 10 September. Please contact Anna Passingham at 020 7241 8523 or email anna.passingham@counselandcare.org.uk to obtain a media pass.
 5. Counsel and Care is a national charity working with older people, their families and carers to get the best care and support. Advice on issues affecting older people and carers can be obtained by calling 0845 300 7585 or emailing advice@counselandcare.org.uk
 6. Counsel and Care's Advice Service opening hours are 10am-4pm Monday-Friday except Wednesday afternoons.
 7. More information about Counsel and Care can be obtained from www.counselandcare.org.uk