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MEDIA RELEASE**

Be part of the future of Australian Screen... enter the 2009 EnhanceTV ATOM Awards today!

MELBOURNE – Thursday 16 April, 2009 - Entries officially opened today for the 2009 *Enhance TV* ATOM awards – Australia and New Zealand's most prestigious awards for achievements in Film, Television, Animation and Multimedia (including video games).

Production houses, students, game developers, educational resource developers, independent film makers, documentary makers, animators, multimedia developers... anyone who has produced anything for the screen is encouraged to enter the 2009 *EnhanceTV* ATOM Awards.

This year, the ATOM Awards program will recognise and celebrate excellence, featuring thirty six awards across three categories - Student, Educational / Vocational and General.

"The ATOM Awards program is designed to acknowledge the work that our current and future talent is contributing to the big screen, across a wide range of media," commented Amber Nelson, ATOM Awards Spokesperson.

"What really sets the ATOM Awards program apart from other award programs in this industry is the fact that it is the only program that judges both student and industry work and then celebrates the achievements of both at the one awards night. The ATOM Awards also takes a strong focus on education and our judging panels comprise both educators and industry professionals in the relevant media. For some awards we also draw upon the 'expertise' of sample audiences, for instance, we include children on our judging panels for children relevant awards," Ms Nelson added.

"Winning an ATOM provides students and professionals alike with increased exposure and opportunities within the industry and their field and gives them access to more avenues by which to excel at their craft. Similarly, being recognised as a finalist also helps open lots of doors. However, you have to be in it, to win it, so we are encouraging anyone who has created a production in the past twelve months to enter this year's program," she concluded.

Entries for the 2009 EnhanceTV ATOM Awards will close at 12pm on Monday 15 June, 2009.

Awards will be presented to the most outstanding entrants at the 2009 EnhanceTV ATOM Awards Gala Presentation, held in the Plaza Ballroom at the Regent Theatre on Friday 23 October, 2009.

The judging panels for the 2009 *Enhance TV* ATOM Awards will include a number of film and multimedia industry specialists as well as a number of judges representing a 'sample' of the target audience in certain sections – for example teachers and children in the Best Children's Television Series and Primary School categories.

For more information or to enter the 2009 *Enhance TV* ATOM Awards please visit www.atomawards.org

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About the 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.

Each year, the ATOM Awards 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 are open to the education and industry sectors, students, production companies, independent filmmakers, educational bodies and educational producers in both countries.

Using the 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 ATOM Awards to provide all-important early career exposure and experience for emerging professionals, but also provides promotional opportunities for winners and finalists.

For event and media information, contact:

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