



Farm Writers' Association of NSW Inc
P O Box 1108
Sydney, NSW 2001



New Award for Rural Broadcasting.

Could you be our first winner? If so, you could go on to be Australia's first entrant in the inaugural Star Prize for Rural Broadcasting contest run by the International Federation of Agricultural Journalists (IFAJ).

This new award forms a suite of international awards recognising excellence in rural journalism and Farm Writers' is pleased to participate – providing the gateway for journalists in NSW and the ACT.

The winner in each category will be entered, as the NSW & ACT finalist, in the national competition to find Australia's entry to the 2010 Star Prize run by the IFAJ. Individuals cannot enter the international competition direct – they must be entered by the ACAJ, who will select from finalists nominated by its five state affiliates.

Finalists in the Australian Star Prize for Rural Broadcasting will now compete for \$1000 in prize money, thanks to the support of Rabobank. The winner will also get to represent their country in the first ever international award for rural broadcasting, due to be announced in Belgium in April 2010. Entrants need not be present to win.

The Star Prize (a certificate, 250 Euro and a gold pin) is presented at the IFAJ World Congress in Belgium during April 2010. Entrants need not be present to win.

The deadline for NSW & ACT entries is **close of business Thursday, December 31st**.

RULES

1. **Eligibility:** The contest is open only to members in good standing of Farm Writers' Association of NSW Inc. Corporate members may nominate up to three entrants. An individual may not enter more than one piece in each category and must be normally a resident or working in New South Wales or the ACT.
2. **Pieces must be** on a subject of broad agricultural interest and have been broadcast/uploaded via television, radio or the internet as editorial material between January 1, 2009 and December 31, 2009. Pieces must be a single story. Multiple pieces that make up a series will not be accepted. Entrants should select one story from the series as their entry.
3. **Prize:** The winner of the NSW & ACT round will be awarded a certificate and entry as the NSW & ACT Finalist in the national judging, administered by the Australian Council of Agricultural Journalists, to select the Australian entrant in the IFAJ Star Prize.

Farm Writers' Association of NSW Inc

<http://www.nswfarmwriters.org>

a member of the Australian Council of Agricultural Journalists, affiliated to the International Federation of Agricultural Journalists.

4. **The piece will be judged** on style, content, objectivity/balance and likelihood of winning the national prize. Judging will focus primarily on the work of the journalist and not the work of the team involved in producing the finished piece. The judge's decision is final and no correspondence will be entered into.

Categories:

- ⇒ **Television** – for the best piece produced primarily for broadcast on television.
- ⇒ **Radio** – for the best piece produced primarily for broadcast on radio.
- ⇒ **Online Radio** – for the best piece produced primarily for broadcast via the internet.
- ⇒ **Online Video** – for the best piece produced primarily for broadcast via the internet.

To enter:

- E-mail an MP3 file attachment or a web-link to the story (in a format/file type that can be easily played using widely available media software such as Windows Media Player or Real Player) to starprize@nswfarmwriters.org.
- The email must be received by **close of business Thursday 31st December 2009**.
- The e-mail must contain the following:
 - If the entrant is an individual, rural or retired member: the name, address, e-mail address and telephone number of the entrant. If the entrant is a corporate member: the name and address of the organisation, the name, email address and telephone number of the principal corporate contact and the name, position, email address and telephone number of the author.
 - The name of the station, program or web site where the piece was broadcast, together with the date of the broadcast or the date when the material was uploaded to the website.
- A brief (maximum 100-word) summary of the journalist's role in creating the piece.

Background information:

Farm Writers' Association of NSW holds regular forums in Sydney, and is a unique platform for the exchange of ideas pertaining to agriculture in NSW, Australia and internationally. Farm Writers' members come from a wide range of backgrounds but share a common dedication to promoting quality communication and a deeper understanding of rural issues amongst the urban community. Members include Australia's leading agri-business companies and consultancies, rural industry organizations, banks, communication and consultancies, advertising agencies as well as the state's regional print and electronic media organisations. This unique mix has always had a core commitment to rural journalism.

Farm Writers' is affiliated to the International Federation of Agricultural Journalists through our founding membership of the Australian Council of Agricultural Journalists (ACAJ).

The IFAJ Star Prizes for Excellence are presented at the annual IFAJ World Congress and now include prizes for print journalism, broadcasting and photography. Australia's entry in each category for print and broadcasting will be chosen by the ACAJ from finalists put forward by each of ACAJ's affiliated (State) organisations. John Deere sponsors the print award in Australia, where the prize is \$1000 and a certificate presented in the winner's home State. Farm Writers' also provides a prize to a value not exceeding \$5,000 to enable the NSW & ACT print finalist to attend the international prize-giving at the IFAJ Congress. For more information see <http://www.nswfarmwriters.org>.

The **IFAJ Agricultural Photo Star Prize** is open to any member of a national association or guild that is a member of IFAJ - and more information on how to participate in this competition can be found at <http://www.ifaj.org>.

The **Australian Star Prize for Rural Photography** is organised by the ACAJ to recognize excellence in rural photography. Winners are chosen from finalists nominated by State rural media organisations affiliated with the ACAJ. The winning entry in each category will officially represent the ACAJ in the IFAJ Star Prize for Agricultural Photography, sponsored by DeLaval. International winners will be announced during the annual IFAJ Congress in Belgium, April 17 to 21.

The application deadline is close of business, Monday, January 8 2010.

For more information on the ACAJ Australian Star Prize for Rural Photography contact national award coordinator Gordon Collie, Phone: 07 3856 3614. Mobile: 0409 473343 or Email: gordon@agriprose.com.au