

FARM WRITERS' ASSOCIATION OF NSW INC.

GPO Box 1108, SYDNEY NSW 2001

Website: www.nswfarmwriters.org.au

Email: president@nswfarmwriters.org.au



NSW Farm Writers Star Prize for Rural Broadcasting

Call for NSW entries Win a trip to Denmark

Call for entries

The Star Prize for Rural Broadcasting recognises excellence in radio, television and online journalism in the rural sector. The Farm Writers' Association of NSW is offering new and continuing members an opportunity to attend the International Federation of Agriculture Journalists (IFAJ) 2020 World Congress in Denmark, June 24-29.

Journalists who are members of the Farm Writer's Association of NSW have until Monday 20 January, 2020 to submit entries in the categories shown below. The winner will be provided with up to \$5,000 to cover registration and travel expenses to attend the IFAJ congress.

Categories

- Television – for the best piece produced primarily for broadcast on television.
- Radio – for the best piece produced primarily for broadcast on radio.
- Online broadcasting – best web-based report produced primarily for broadcast via internet (must incorporate either a video or audio component as a key element).

Entries close Monday 20 January 2020

Prize

The winner of the NSW competition will be awarded a certificate and a prize, not exceeding \$5,000 in value, to enable him or her to attend the IFAJ congress to be held in Denmark from 24-29 June 2020. The prize is not transferable. The prize is to be taken in the form of registration fees plus a contribution towards airfare and may not be converted to cash. The winner will be entered as the NSW Finalist in the national judging, administered by the Australian Council of Agricultural Journalists, to select the Australian entrant in the IFAJ Star Prize writing contest. In the event that the NSW Finalist wins the national award, the NSW prize will lapse and Farm Writers may substitute a contribution to conference expenses to a maximum of \$1,500.

Eligibility

- The story must be of broad agricultural interest, broadcast as a work of journalism and not as part of a public relations or communications campaign.
- It may be the work of more than one journalist.
- Entries must have been broadcast via television or radio or uploaded to the internet between January 1, 2019 and December 31, 2019.

- Entries must be a single story. Providing multiple pieces that make up a series or a full program are not allowed. In such a situation, select a piece of broadcast journalism to enter.

How to enter

- A copy of the piece should be sent to ben.waters@fticonsulting.com.
 - For internet entries - a weblink which leads directly to the story.
 - For radio entries - where the file size is no more than 8MG, an MP3 file of the story may be provided. Larger files need to be uploaded to a website and the web link provided.
 - For television entries – television entries must be uploaded to a website in a format that is easy to access via widely available media software such as Windows or Real Player, and the web link must be provided.

Note: Where the journalist's employer is not able to host the story online, sharing sites such as YouSendit may be used.

Judging criteria

- Content and style, including originality and creativity, relevance and audience appeal.
- Technical merit, focussing on the work of the journalist and not the whole team involved in producing the story, including the way the journalist uses their voice, the structure of the story, and the relevance of supporting images.
- Objectivity and balance, i.e. reflects effort to research and present an informed and balanced report.

For more information: Ben Waters at ben.waters@fticonsulting.com or 0411 46 23 78.

Further information follows and can be found on <http://www.nswfarmwriters.org.au>