



**NEW ZEALAND GUILD  
OF AGRICULTURAL  
JOURNALISTS  
& COMMUNICATORS  
CELEBRATING 60 YEARS**

## December 2018

Email all queries and feedback to: [kotuku.media@xtra.co.nz](mailto:kotuku.media@xtra.co.nz)

### Christmas greetings from the President

2018 is the year that the Guild celebrated its 60th anniversary. It's a significant achievement for an organisation to survive and flourish through six decades of rapid and disruptive change in the media world in which its members work.

That it has endured is due to its members and most of all, the commitment of those who have stepped up to take leadership roles, believing in the value of a collegiate organisation which provides networking opportunities for its members, and also through its awards, a way to recognise and promote excellence in their 'craft'.

However, 2018 has also been a year of disruption for many Guild members as media companies manoeuvre and restructure to remain profitable in the digital age. New technology brings with it both opportunity and adversity and the latter has been true for many Guild members – I hope 2019 will bring better fortune for you.

I know many Guild members will be working through the holiday break – news – like rust – never sleeps – but I hope there is time for you all to enjoy some summer sun and R&R with loved ones, families and friends.

I wish you all a Happy Christmas and a safe and prosperous 2019.

*Elaine*

### Have a Happy Christmas, a relaxing New Year and safe holidays

Reindeer regularly appear at Christmas, in decorations, cards, t-shirts and jerseys, posters in shop windows, earrings etc. They are part of Christmas, even though they are part of the northern hemisphere winter rather than a New Zealand summer Christmas.

In 2014 I attended the annual IFAJ congress in Aberdeen and one of the day trips featured a visit to a reindeer farm. I fell in love with these friendly creatures, which I was able to hand feed, pat and move among them.

So when Christmas comes around, with reindeer highly visible here, I have vivid memories of that unique experience.



On behalf of the guild I would like to wish our members, valued sponsors and friends a wonderful Christmas, an enjoyable New Year, and safe driving on the roads!

Sue

## IFAJ Journalism Awards

The end of the year is a time for reflection—including taking a look back at the great work you did in 2018. IFAJ's Star Prize contests are a great way to celebrate and share the best agricultural print, photography, broadcast and online reporting in the world. (And winners receive cash prizes!)



The entry details were released overnight, and I will send official notification before January 1. The process seems to be the same as normal – the guild invites entries to represent the New Zealand guild, and the deadline for IFAJ to receive entries is 23 February. So start thinking very soon!!

## New national executive

### Anne-Marie Case-Miller

A former broadcast journalist, Anne-Marie has plenty of experience in the agrisector. She grew up on a dairy farm at Motumaoho in the Waikato and understands the challenges journalists face. She is currently the New Zealand Dairy Industry Award's Communications & Social Media Advisor.

She is adept at social media and trains others in how to use this powerful channel. Her energy and organisational skills will be a great asset to the new team as the Guild looks to the future. *Pictured: She obviously also has energy for other pursuits.*

### Hayley Gavan

Hayley has worked in the marketing and communication team at DairyNZ for nine years. She is from a rural background and started out in local newspapers, covering everything from sport to agribusiness.

## Young Leaders Award

Applications are invited (from financial members only) for the 2019 IFAJ /Alltech Young Leaders Award. Each guild can submit one nomination for the award which recognises outstanding young journalists who demonstrate great potential to become leaders in the agricultural journalism industry.

Ten young journalists—aged 35 or younger by December 31, 2018—are selected by an international jury for the prize, which includes a 1000-Euro stipend to attend the 2019 IFAJ Congress in Minnesota, USA, in July. The Young Leaders also participate in a Boot Camp in the days prior to Congress, which includes farm visits in Minnesota as well as professional development and networking workshops.

“Over the past 13 years, the IFAJ/Alltech Young Leaders programme has helped build the careers of many outstanding journalists and communicators, and has also helped build IFAJ,” says general secretary Steve Werblow. “Throughout the world, alumni of the Young Leaders programme have become deeply involved in their guilds, and several now serve on IFAJ's Executive committee or play other essential roles in the organisation through their enthusiastic involvement.”

Individual applications must be submitted to the NZ Guild by 1 February, by journalists under the age of 35 at 31 December, 2018. The guild will select its nominee and submit his or her application by February 22, 2018.

Applications must include three samples of work. Nominees must be willing and able to attend Congress and Boot Camp. Boot Camp will be conducted in English. An application form will be distributed to members by early January.

