



May 2017

Email all queries and feedback to: kotuku.media@xtra.co.nz

Congratulations on Canon Media Awards Wins



Congratulations to the team of *Dairy Exporter* and Aaron Smale on their awards at the recent Canon Media Awards.

Jackie Harrigan has been editor of *Dairy Exporter* for almost two years, and she said it was a great thrill for her team to win the award for the Best Trade Publication.

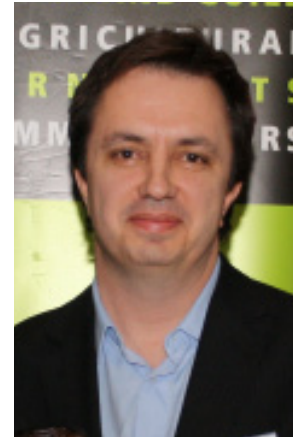
The NZ Farm Life Team, which is headed by Tony Leggett, consists of Jackie, Sheryl Brown (sub editor), Cheyenne Stein (ag journalist), Jo Hannam (designer), Andy Maciver (sub editor), Gillian Boyle and Rebecca Steenkamer (subs and admin), along with Terry Brosnahan (Editor *Country-Wide* magazine). Contributing writers are Glenys Christian (Editor at large), Anne Lee, Karen Trebilcock, Anne Hardie, Hugh Stringleman, Bob Edlin, Tim McVeagh, Susan Kilsby and Brian Hocking and other contributors.

The judges said: *NZ Dairy Exporter* is an authoritative publication with expert commentary and in-depth analysis, providing thought-leadership to its readers in a complex market.

Winner of last year's MPI Rongo Award recognising Excellence in Agricultural Journalism, Aaron Smale won the award for Feature Writing – feature writer general, with a feature which appeared on RNZ's

website, on state welfare abuse.

He was also runner-up in the overall award Feature Writer of the Year, with the item on RNZ website on state welfare abuse; an article on the housing crisis in Auckland and how it is affecting Maori, for *Mana* Magazine; and one of the articles which won him the Rongo and the AGMARDT Agribusiness award last year, on Fonterra which appeared in *North & South* magazine. In addition, he was a finalist in both the Reviewer of the Year and Best Reporter in Maori and Ethnic Affairs Category.



Great achievements, all involved!!!

Ravensdown Agricultural Communicator of the Year

This year, there were seven nominations for the 2017 Ravensdown Agricultural Communicator of the Year Award. All of them are worthy of winning this award! The nominations are currently out with the judges and the winner will be announced at the dinner in Hamilton on 14 June.

Invitations to the dinner were sent out last week.

The deadline for acceptances is Wednesday, 8 June,

but some acceptances have come in already. I can re-send the invitation, if you want, but I will send a reminder out next week.

ravensdown

Awards Review 2017

Work has been underway on a thorough review of the Guild's Agricultural Journalism Awards, led by president Ali Spencer, member Janet Tyson along with national secretary and awards administrator Sue Miller and input from treasurer Mick Calder and vice-president Elaine Fisher.

The National Executive considered a paper put to it in mid-May. Key was to ensure the awards continue to be seen as fair, independent and transparent, but also to take account of the limited resources and capacity of a small Guild. It is apparent the awards are central to Guild activities, are meaningful for members and raise awareness of the Guild with potential members.

We were pleased to note there is enthusiastic support from sponsors, there are healthy numbers of good quality entries from members (and non-members where appropriate), we were also satisfied that we have enough qualified judges to date and that the judging criteria is sound. However, we have noted a number of ways we can streamline processes to enhance our awards and will be moving further to use modern technology in the system.

In addition, we noted a few gaps in media types that bring us up-to-date with the current media landscape. From 2018, we will explore the possible addition of awards for multi-media, editorials/columns/bloggers, PR/communication award and a possible 'Special Award' for special projects eg books, campaigns. Note that these will be dependent on sponsor interest and the availability of suitable judges (interested potential sponsors can contact Sue Miller).

We shall continue with two judges per award who, because of the small industry will not be publicly named, but members can be assured of their competence, integrity and intense focus on the task.

We considered the introduction of a TMO/chief judge but this was dismissed as it was felt it would add further complexity and possibly costs. However, it was decided that in the event of a tie or close result, judges for all awards will now be able to confer with their co-judge AFTER they have completed their individual assessments.

The president/treasurer will be brought in as arbitrators as the last resort, if required.

We have noted entrant members' eagerness for awards feedback, but regretfully concede the number of awards and entrants per award make it a logistical impossibility to give individual feedback for the majority of awards. However, it was decided that it would be possible to do this for the Guild's Agricultural Journalism Encouragement Award, which would provide meaningful support for new entrants to the sector. Generic feedback will be provided for all awards, based on judges' comments, in a post-awards article in Guild News and the winning entries will all be posted at the Guild website www.nzgajc.org.nz.

It was felt that the introduction of a new Facebook Page for the Guild will add value to the awards, and for the sponsors, and we are in the throes of introducing that this year, so keep an eye open for that.

Thanks to all involved in the review, everybody who enters the awards, everyone who judges them, and especially to Sue Miller for her passion and dedication to the administration task, often rising above and beyond the call of duty and for keeping us all on track. Contact Ali Spencer (ali@spencerpr.co.nz) if you have any further comments or thoughts on the awards.

Some subs still due

The Guild's financial year ends on 31 May. Treasurer Mick is tidying up the finances prior closing them off on Wednesday evening. So if you have not yet paid your sub and meant to, he would be grateful if you do so by Wednesday morning. Alternatively, if you don't intend to renew it, please let Mick know - mick.w.calder@gmail.com

Website – 1 June

A lot of work has gone into updating the current Guild website and getting content ready for the draft new website to be ready for a launch by 1 June. The URL will remain the same <http://www.nzgajc.org.nz>. Much of the existing content will be there, but also some new features, and a new look. So take a look next week.