



## December 2016

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

### Holiday greetings

After a very busy, challenging and surprising 12 months in so many different ways, it's going to be very nice to kick back and just sit for a while and relax at the beach for us.

Next year will be a challenging one for agricultural journalists and communicators, not least with the challenging global markets facing producers and exporters of our fabulous primary produce and products, but also with the 2017 elections coming up. 'Post-truth' will require fact-checking, challenging assumptions, positively embracing social media ... and taking time to think.

But, in the meantime, I hope Santa brings you everything you wish for and that you have a wonderful, quality time with family and friends over the holiday season.

Merry Christmas and Happy New Year to you all. See you in 2017.

*Ali Spencer*  
President



**No reindeer were harmed in the making of this newsletter. \*\***

### Great Tales from Rural New Zealand

The latest best-seller from master storyteller Gordon McLauchlan has 48 intriguing, quirky yarns on rural life, the land and the people.

As with his earlier books (both reprinted) – *Great Tales from New Zealand History* and *A Short History of New Zealand* – this acclaimed writer and commentator has found and retold the forgotten tales of our country revealing many unusual aspects of New Zealand life, this time focussing on rural New Zealand. Stories range from rabbits, to swaggers, to kauri gum, shearers, *land girls* and beyond.

Doing even better than his previous two books, *Great Tales From Rural New Zealand* sold out of its first print run in just four weeks. A quick reprint was ordered and the book is now in stock again, just in time for Christmas.

### Off to South African Congress

There will be two New Zealand Guild members at next year's IFAJ Congress in South Africa, and possibly a third.

National treasurer Mick Calder will be representing the NZ Guild, attending official IFAJ secretariat meetings and the delegates' assembly.



The recipient of this year's Congress 2015 Travel Grant is Jackie Harrigan, editor of *Dairy Exporter* and *Young Country*.

And Penny Clark-Hall, senior communications advisor for Ravensdown, has been nominated for selection for the IFAJ Alltech Young Leaders scholarship.

The 2017 Congress is being held in April, in Pretoria, then in Capetown.

## Guild website

Work on the website continues and will be going live in February. Recently added is a list all past president (under About Us) and over the next few months we will be adding a history of the guild and winners of all our current journalism awards.

Keep in touch with what is happening with guilds around the world, go to [ifaj.org](http://ifaj.org). Get regular updates from IFAJ ([ifaj.org](http://ifaj.org)) by clicking on IFAJ Network, the top left navigation button.

## Promote your blogs

If you write an agricultural or rural-based blog and want it to have wider exposure, drop me a note and I will compile a lists. email [kotuku.media@xtra.co.nz](mailto:kotuku.media@xtra.co.nz)



*The pohutukawa are blooming, which we hope means a settled and sunny holiday time.*

## IFAJ awards

The 2017 IFAJ Star Prize Contest programme has now been launched, with the sponsorship of John Deere and Rabobank. Key details include:

\* In the Star Prize contests for Print and Broadcast, (Digital, Audio and Video), one entry per guild will be accepted.

\* In the Star Prize for Photography, individuals may enter their own photos.

The entry forms for the Print and Broadcast Awards will be distributed tomorrow and be on the Guild's website early next week. <http://www.nzgajc.org.nz> The closing date for Print and Broadcast award will be 12 January, 2017. This allows time for judging before the winner is supplied to IFAJ at the end of the month.

The Photography Award closes with IFAJ on 1 February, <http://www.ifaj.org>, under Contests and Awards

## Round-up

\* We are going to do a review of the documentation and processes for the guild's journalism awards in the new year, to ensure consistency and transparency. Joining several of the national executive on this project will be former secretary and president, Janet Tyson.

\* We are still looking for proposals from members for the Professional Development Grant, funded from the Congress 2015 surplus. Members are welcome to submit their own suggestions/applications for grants. Alternatively, the Guild could organise some training, if sufficient members indicate they are interested. The types of options for grants that could be considered include: assistance with tertiary studies - to assist with fees/books etc, either one-off course or part of a diploma, degree course; assistance with travel to attend an agricultural conference, national or international; assistance with costs for a tutor to run a training course, such as his/her travel costs, venue hire, and some assistance for members to attend. Please contact [kotuku.media@xtra.co.nz](mailto:kotuku.media@xtra.co.nz), if you want further information.

\* We are trying to build our group membership -- companies or organisations with small (or large) groups of communications staff, who want a membership that will enable them to get our newsletter, keep up with that is happening in the guild, and at the same time support the guild. If you can think of possible group members, contact [kotuku.media@xtra.co.nz](mailto:kotuku.media@xtra.co.nz).

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*\*\* National secretary Sue Miller getting up close and personal with a reindeer during the Aberdeen IFAJ Congress in 2014.*