



April 2020

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

Lockdown continues and it looks like it could continue at least until the end of next week, maybe longer. Hopefully all our members and families are well and coping with the stresses of restricted contact, limited outside time and for many of us – having to work from home for the first time.

Ravensdown Agricultural Communicator of the Year

Three weeks ago, we announced that the Ravensdown Agricultural Communicator of the Year was being postponed, as a result of the postponement of National Fieldays.

There is still no indication when, or if, National Fieldays will be happening this year. And so in consultation with Ravensdown, we have made the decision to hold a joint event in mid-October for the announcement of the winner of the Ravensdown Agricultural Communicator of the Year, our AGM and the winners of our journalism awards.

In May-June, I will send out a detailed time line for nominations for the Ravensdown Award and for entries for the Guild's journalism awards. Do start thinking about who would be a worthy recipient of the Ravensdown Award. At the same time, make notes of some of your work you think could be worth entering in awards.

From the president

The general media has been taking a huge hit through the lockdown period due to Covid-19 and those of us in the agricultural media count ourselves very fortunate that our products are deemed essential to farmers to carry out their farming business.

We have been very busy making sure our titles get through the printing process to keep farmers well informed and connected with the wider industry and country.

I feel very sorry for the 200 NZME workers

who have lost their jobs, seemingly in the motoring, sport and lifestyle sections of the NZME business.

Coming on top of the shutdown of Bauer Media group a couple of weeks ago, there is a huge hole in the media and, in particular, the magazine landscape, and talk in the industry of more pain to come as advertising incomes plummet during the lockdown. So it's good to hear that the Government has this week been discussing the 'perilous state' of the industry and how it could step up to support the industry in some form.

I am sure there will be more to come on this in the near future.

– Jackie Harrigan

PS I have a whole new admiration for freelancers now – working from home is not as easy as it sounds – too many distractions in my household.

Other plans for 2020

- As part of a professional development programme, we are hoping to set up a few webinars over the next six months. Are there any topics members would like us to cover?
- We thought it might be a good idea to hold briefing sessions over Zoom. Maybe a weekly session, with two people on each who members could question. Maybe two a time, at lunch time? Maybe start on Thursday, 7 May, at 12 noon. Any comments or suggestions who we should/could invite? And weekly or fortnightly?

Do get back to me with any comments!!!

Hopeful but maybe bad timing?

Long time member, Jo Grigg, has forwarded a message from a friend of hers, a trained journalist from the UK, who has an award for her coverage of the Manchester bombings. She is wanting to stay in NZ, and had a job lined up in communications for the Mt Hutt ski field, and so is now looking for another job. If you are interested, I can send you her cv, or you could email her direct bethanylodge1@outlook.com

