



Awards Special – December 2018

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

This is a special edition of the Guild newsletter, focusing on the IFAJ awards.

There are five journalism awards, one photography award and the IFAJ Young Leaders Award. The deadline for the entries vary.

- The journalism ones close on January 30, so each can be judged and sent to the IFAJ by their deadline.
- The photography award is entered direct with IFAJ, and the deadline is 23 February. There are three different sections, People, Production, Nature and Landscape and you can enter one or all. The entry form is <https://www.ifaj.org/contests-and-awards/ifaj-star-prize-photography/#1482250325916-c8a1315b-70e5> - IFAJ, under contests and awards.
- Alltech Young Leaders in Agricultural Journalism is open to agricultural journalists under the age of 35 years of age on December 31, 2018.

The entry forms for all these awards should be on the Guild website, www.nzgajc.org.nz, under IFAJ in the next week. Or contact Sue on kotuku.media@xtra.co.nz

Several of these awards have been won by NZ guild members in the past, including Alexa Cook (broadcast awards 2018), Susan Murray (broadcast award 2017), and Jon Morgan (print journalism 2015)

So dig out your best articles in each section – even 2018 Guild award winning ones – and send them, with the entry forms!!

IFAJ/Caterpillar AgTech Reporting Award

This is administered for IFAJ in New Zealand by NZGAJC.

It recognises world-class reporting on the growing 'agtech' industry – the application of new technology in agriculture. Technology is transforming every industry, but only now is it really becoming visible in agriculture. Advances in the use of drones and satellites, robotics, irrigation, bioenergy and decision-support tools, across the supply chain – many of them integrated with the 'Internet of Things' – all have the potential to help increase output, efficiency, quality, animal welfare, environmental benefits, seasonality and shelf life.

Sponsored by Caterpillar, entries will be articles that convey the fast-developing nature of this sector and which best communicate its relevance and importance to key audiences such as farmers, investors, or consumers.

Entries may be print, video, audio or multimedia/online. However, entries in any of the Star Prize categories are not eligible for this award.

Each national guild may submit one entry on behalf of their guild for this contest.

Eligibility and entry criteria:

- Open to all members of the NZGAJC
- Be a story about the growing 'agtech' industry the application of new technology in agriculture.
- The story may be the work of more than one journalist.
- Have been published, broadcast or uploaded between January 1 and December 31, 2018.
- Be a single story. Providing multiple pieces that make up a series is not permitted. In such a situation, select one story from the series to enter.

The winner of the IFAJ/Caterpillar AgTech Reporting Award will be presented a personal trophy from Caterpillar, and a cash prize of €1000. The runner up will be awarded a certificate and a cash prize of €250. The awards will be presented during the 2019 IFAJ Congress.

The IFAJ Broadcast Video Award 2018

This is administered for IFAJ in New Zealand by the NZGAJC

The Star Prize for Broadcast (Video) recognises the best piece produced primarily for broadcast for television or online video streams among journalists in IFAJ member countries.

Who can enter: Each guild can submit one entry, running its own selection process. Any member of the NZ Guild may enter the category. There is a limit of one entry per country.

Eligibility: To be eligible, the entry must:

- Be a story of broad agricultural interest.
- The story may be the work of more than one journalist.
- Have been broadcast via television between January 1, 2018 and December 31 2018.
- Be a single story. Providing multiple pieces that make up a series is not allowed. In such a situation, select one story from the series to enter.

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 whole 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.

The prize:

The winner of the Star Prize for Broadcast (Video) will be presented a certificate and a cash prize of €500. The runner-up will receive a certificate and a cash prize of €250. The awards will be presented during the 2019 IFAJ Congress.

The IFAJ Broadcast Audio Award

This is administered for IFAJ in New Zealand by NZGAJC.

The Star Prize for Broadcast (Audio) recognises the best piece produced primarily for broadcast for radio among journalists in IFAJ member countries.

Who can enter: Each guild can submit one entry, running its own selection process. Any member of the NZ Guild may enter the category. There is a limit of one entry per country.

Eligibility: To be eligible, the entry must:

- Be a story of broad agricultural interest.
- The story may be the work of more than one journalist.
- Have been broadcast between January 2018 and December 31 2018.
- Be a single story. Providing multiple pieces that make up a series is not allowed. In such a situation, select one story from the series to enter.

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 whole 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.

The prize: The winner of the Star Prize for Broadcast (audio) will be presented a certificate and a cash prize of €500. The runner-up will receive a certificate and a cash prize of €250. The awards will be presented during the 2019 IFAJ Congress.

The IFAJ Rabobank Digital Media Award

This is administered for IFAJ in New Zealand by the NZGAJC.

This award recognises the best cross-platform communications piece, utilising at least three of the following: text, images, audio, video. The combination of these multimedia platforms into successful storytelling captures the true spirit of an online journalist. Judges will look for pieces that use a range of contemporary tools to convey a story.



Susan Murray and Alexa Cook are previous New Zealand winners of this award.

Who can enter: Each guild can submit one entry, running its own selection process. Any member of the NZ Guild may enter the category. There is a limit of one entry per country.

Eligibility: To be eligible, the entry must:

- Be a story of broad agricultural interest.
- The story may be the work of more than one journalist.
- Have been broadcast/uploaded via the internet between January 1 2018 and December 31 2018. Be broadcast in English, or, in the case of other languages, be submitted with a short written summary in English.
- Be a single story. Providing multiple pieces that make up a series is not allowed. In such a situation, select one story from the series to enter.

Judging criteria:

- Content and style, including originality and creativity, relevance and audience appeal.
- Technical merit, focussing on the work of the journalist, including the structure of the story, the use of a variety of media and the relevance of supporting images,
- Objectivity and balance, i.e. reflects effort to research and present an informed and balanced report.
- Entrants should clearly exhibit their capacity to work across the multimedia platforms by presenting an entry that demonstrates the use of at least three, but not limited to, the following: text, images, audio, video.

The prize:

The winner of the Star Prize for Broadcast (Digital Media) will be presented a certificate and a cash prize of €500. The runner-up will receive a certificate and a cash prize of €250. The awards will be presented during the 2019 IFAJ Congress.



Jon Morgan is a previous New Zealand winner of this award.

IFAJ Star Prize for Print

This award recognises the best agricultural writing of the year among journalists in IFAJ member countries. (Administered in New Zealand by the NZGAJC)

The entry:

Any article of broad agricultural interest which

appeared in a print publication or on a website. Agricultural journalism guilds from member countries in the IFAJ are welcome to submit one entry from members of their guilds.

- Entries must be submitted by guilds, not by individual members.
- It is up to each member country to determine how it selects its entry.

Eligibility;

- Be a story of broad agricultural interest.
- The story may be the work of more than one journalist.
- Have been published between January 1 and December 31, 2018.
- Be submitted in English. Articles written in other languages must be translated into English.
- Be a single story. Providing multiple pieces that make up a series is not permitted. In such a situation, select one story from the series to enter.

The prize:

The winner of the Star Prize for Print will be presented a certificate and a cash prize of €500. The runner-up will receive a certificate and a cash prize of €250. The awards will be presented during the 2019 IFAJ Congress.

Entry criteria

- Open to all members of NZGAJC.
- The award will be made for one story that is the work of one individual or a group of individuals. Each person may submit only one entry.
- The winner will be judged on the basis of style (25%), content (50%) objectivity/balance (25%). Layout and design of the article will not be considered.
- The article selected to go forward to the IFAJ Star Prize Award must be available electronically.

IFAJ Star Prize for Photography

The Star Prize for Photography recognises the best agricultural photography of the year among journalists in IFAJ member countries.

Any member in good standing of a national association or guild that is a member of IFAJ may enter a published photograph in any of the three categories. National agricultural journalist associations and guilds that are members of IFAJ may also each enter one photo per category.

Entry fee: there is no entry fee for any member in good standing of a national guild.

Eligibility:

To be eligible, the entry must be a photo of broad agricultural interest. Have been published as editorial

material in a printed publication or on the Internet between January 1 and December 31, 2018. It may be either colour or black and white, and images must be no larger than 10 MB.

There are three categories:

1. People
2. Production - this includes photos of machinery or technical aspects of farming, plant and animal production, bioenergy etc.
3. Nature/landscape

The photo must have been published as editorial material in a printed publication or on the Internet between January 1 and December 31, 2018.

4. May be either colour or black & white.
5. Images must be no larger than 10 MB
6. Must attach either a web link or PDF of a tear sheet as proof of publication.

You must attach either a web link or PDF of a tear sheet as proof of publication.

Prizes:

The winners in each category of the Star Prize for Photography will be presented a certificate and a cash prize of €500.

An overall winner will be chosen from the three category winners. The overall winner will receive a trophy and an additional cash prize of €250. Three highly commended photos may be awarded at the judges' discretion. They will receive €100 each. The awards will be presented during the IFAJ Congress.

Submitting an entry:

You must fill out a current application form on line, off the IFAJ website. <http://www.ifaj.org/contests-and-awards/photo-contest.html>

Upload the image via that web application form.

IFAJ-Alltech Young Leaders Award

The IFAJ-Alltech Young Leaders in Agricultural Journalism Award recognises the leadership potential of young journalists from IFAJ member countries and supports their participation at an IFAJ congress through this award, designed to help offset travel and registration.

IFAJ is offering 10 travel scholarship for young journalists of member guilds to attend the 2019 IFAJ Congress in the USA in July. Guilds can nominate one candidate 35 years of age or younger for this award.

It includes participating in a unique boot camp that will provide expert training and feedback through on-site writing or broadcasting assignments. It further develops young leaders' skills through formal in-class training. As a part of the learning experience, participants will write or record spot news during the duration of the congress. Their stories will be made available to the general media and posted on the IFAJ website. Mentors will be assigned to the young leaders to work with them during the congress and guide them through their programme.

Rules and procedures for nomination and selection:

1. All applicants must be NZ Guild members.
2. Applicants must complete an application form and send it to kotuku.media@xtra.co.nz.
- 3) Applicants must clearly state why they believe they have leadership potential in their guild.
4. The IFAJ-Alltech Young Leaders in Agricultural Journalism Award is valued at 1000 Euro per winner.
5. Candidates must be nominated by their guild.
6. The candidate must be able to attend the congress in mid July and the boot camp. If the candidate ultimately cannot attend, the scholarship is forfeited and may be awarded to another candidate.
7. One nomination per guild is permitted.
8. Candidates must be involved in agricultural journalism or communications and must supply up to three electronic samples of their work.
9. Candidates must be no more than 35 years old as of December 31, 2018.
10. The NZ Guild will forward the selected NZ representative to IFAJ where he/she will be assessed against other entrants by a panel of three judges. Judges' decisions are final.

Deadline:

The New Zealand deadline for this award is 1 February.

Supplementing these awards:

Winners may need to supplement the award to cover their total expenses. Some ways include additional funds from the winners themselves, support from the winner's guild, support from other sponsors, and support from the winner's employers.
