



March 2018

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

Ravensdown Agricultural Communicator of the Year

We will be calling for nominations for the Ravensdown Agricultural Communicator of the Year very soon. Start giving some thought about who you feel would be a suitable candidate to nominate.

This award recognises and honours people or groups who have made major contributions to the agricultural sector by communicating relevant

and important information to the sector or about the sector. People being nominated don't have to be



Guild members (but people nominating them must be), just anyone you think has done an excellent job in communicating with or to the rural sector or on behalf of the rural sector.

Nomination forms will be sent out early next week.

Previous winners have included journalists and newspapers, authors, television producers, lobbyists, vets, consultants, information analysts... the list goes on. So give it some serious thought and get your nomination completed and sent in. A full list of previous winners is on the guild website www.nzgajc.org.n

Change of job at the top

Our president, Elaine Fisher, has resigned her job at SunMedia in the Bay of Plenty, where she has been editor of *Coast and Country News*. With her husband, Elaine is travelling around the South Island for much of March. Her future plans are a bit uncertain but she is hoping an agreement on writing a book is confirmed shortly. She has been replaced by Merle Foster.

Membership drive starting soon

One of the guild's objectives for 2018 is to increase its membership, after we have seen our membership drop annually over the past few years. From our AGM in October last year, the national executive was tasked with looking at a number of ways of generating new members.

We currently have three categories of members:

Individual members.

Corporate members – applies to any an organisation or company, not to the individual, where a small team is working in public relations, media or communications. The rate is equal to three individual memberships. We currently have one corporate member but there are plenty of organisations / companies with comms groups of 2 – 6 people.

Group members – covers larger newsrooms. We currently have three of these. In the next few weeks, we will be contacting an extensive list of organisations and companies who could potentially fit in the Corporate membership. Corporate members receive our newsletters which keep them update with guild and some industry activities, receiving invitations to guild events (at member rates), links from the website, acknowledgement in the newsletters. However they don't have voting rights.

We will also be contacting some individual members about rejoining. Updates on the list will be provided. If you have any ideas who we should be approaching to be corporate members, let me know

Discounts until the end of March

Guild subscriptions were sent out in late January – early February. Don't forget that if you pay it by the end of March. Contact the treasurer, Mick Calder, mick.w.calder@gmail.com, if you have mislaid it!