



**NEW ZEALAND GUILD
OF AGRICULTURAL
JOURNALISTS
& COMMUNICATORS**

November 2016

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

Ravensdown Agricultural Communicator of the Year

Welcome to Ravensdown, which has joined our wonderful family of sponsors, through the Ravensdown Agricultural Communicator of the Year.

We were saddened when Landcorp decided to change its sponsorship policy after 30 years, and the Guild thanks them very much for their long-term association with the Guild and with this very important award. However, we are delighted to welcome Ravensdown and trust that we have an equally long and fruitful relationship.

Ravensdown's CEO Greg Campbell says the award is about honouring the people and groups who are showcasing and communicating relevant and important information to both the sector and the wider audience. For this Guild, this was the reason behind setting the award up in the first place.

"New Zealand's primary industry is made up of a diverse bunch of sectors, from scientists to teachers to farmers and everything in-between, all working towards a common goal of being the world's best and most sustainable producer of food.

There are significant challenges and innovations that these people deal with and those stories and learnings need to be told. That's why Ravensdown wants to champion those talented communicators who do just that," he said.

Nominations for the Ravensdown Agricultural Communicator of the Year will open in early May, and the winner will be announced at the Awards Dinner

in Hamilton on Wednesday, 14 June, 2017. Members should start thinking about people to nominate, people they feel are worthy of winning – and put the dinner date in their 2017 diaries!!

To view the list of previous winners of this award, go to nzgajc.org, awards and roll of honour.

Registrations for South Africa congress open



Registrations are now open for the IFAJ Congress 2017 in South Africa. It runs from 2 -7 April, and you can go to the congress website, www.IFAJ2017.com to register. Early bird registration closes on 15 January.

The congress starts in Pretoria with farm tours in the northern summer rainfall area, with the focus on game farming, crop production, horticulture, citrus farming and livestock. The second part of the congress will be in the Western Cape's winter rainfall area where the focus will mainly be on wine, table grapes, deciduous fruit, dairy and winter grains.


ravensdown


ifaj
Congress 2017
South Africa
Africa - it's time



Don't miss out!!!

Come see for yourself
what South Africa
has to offer!

www.ifaj2017.com

Reminder IFAJ Alltech Young Leaders Award

A reminder – if you are 35 or younger on 31 December, you could be attending the South African congress courtesy of IFAJ and Alltech.

IFAJ is offering 10 travel scholarships for young journalists to attend the Young Leaders bootcamp and Congress 2017. The bootcamp is a two-day blend of training and feedback on writing and broadcasting assignments as well as leadership mentoring.

Applications for this award has to be with the NZ Guild by 21 November, and then the successful NZ applicant will be forwarded to IFAJ for selection process by the end of November. For an application form, contact kotuku.media@xtra.co.nz

If selected to be one of the 10, IFAJ and Alltech will provide 1000 Euro to cover the cost of the Young Leader's participation in the boot camp and congress registration. If selected you would be expected to fund the remainder of costs – airfares and spending money.

Another deadline

Remember that the deadline for the Guild's Congress Travel Grant is December 1. The Guild will provide either the cost of registration and accommodation for the Congress, or travel costs to and from South Africa. Applicants must be a New Zealand Guild member, must have a current passport or be able to get one, and must be able to travel to South Africa in April next year.

Game farming in South Africa.



Registration has opened now and the early bird registration closes on 15 January. If you are interested in applying for this travel grant, you need to do a bit of research on the website, <http://www.ifaj-congress.org>.

In addition, an applicant must supply:

- information on why he/she should be selected;
- supporting information from the employer, unless self-employed;
- an outline of how attending the congress would benefit NZ agriculture/NZ farmers;
- comments on specific aspects of Congress activities he/she hopes to focus on;
- a portfolio of two articles from the previous 12 months;
- a commitment to write and get articles published, and identifying what these are.
- an indication of how the remainder is going to be funded – savings, employer contribution, sponsorship, etc,

Application forms were sent out recently but if you want one, email kotuku.media@xtra.co.nz

New grant for professional development

The Guild is introducing a programme to assist members with aspects of their professional development. This could be for their own personal development, could be journalism-based, or expanding some specific aspect of agricultural knowledge.

Members are welcome to submit their own suggestions / applications for grants. Alternatively, the Guild could organise some training, if sufficient members indicate they would be interested.

The types of options that could be considered include:

- assistance with relevant 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 journalism-based training course, such as his / her travel costs, venue hire, and some assistance for members to attend.

Members need to complete an application form, outlining why they should be selected and how it will benefit them as an individual or as an agricultural journalist, in their knowledge and understanding of particular/specific aspects of agriculture.

The guild has allocated \$3000 a year for this programme, from the surplus resulting from Congress

2015. The deadline for the 2017 year is Monday 30 January, and an application form is available from kotuku.media@xtra.co.nz and on the website soon.

To assist us with identifying the types of training courses you think could be useful to you and/or your colleagues, can you send an email to kotuku.media@xtra.co.nz with your ideas.

Here are some suggestions:

- multi-media
- editing for print
- editing for broadcast
- photography
- writing
- story structure – packing in the facts
- Video
- Others????

Award winners on website

The winning entries of the 2016 journalism awards are now on the Guild's website, under Awards.

www.nzgajc.org.nz

New website early next year

The Guild's website is undergoing a revamp, with the new-look site being released to the world in the new year.

New book out for Mick

Guild treasurer, Mick Calder, has donned his other hat and has worked with Wairarapa stock agent John Griffith on a book about Griffith's more than 50 years in the industry. The book recalls his interactions with the many farmers, livestock traders, occasional rogues and others operating in the livestock sector of the Wairarapa.

John's many friends, acquaintances and clients urged him to document his life and times, but it was the request from his eldest daughter Jackie that spurred him into action.

All in a Day's Work is published by Mick Calder, WorkinWords, mick.w.calder@gmail.com

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.co.nz

IFAJ website

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