



May 2020

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

Lunch break briefings

On Thursday last week, the Guild hosted the first of our Lunch Break Briefings. Our guest was the new Chief Executive of the Meat Industry Association, Sirma Karapeeva.

Sirma spoke for about 35 minutes, covering a wide range of issues facing the meat industry at the moment, in the recent past, and looking into future. Then she answered questions for about 10 minutes. We had 25 on the Zoom call, which we felt was an excellent turnout. If you want to look at a youtube of the session, go to

<https://www.youtube.com/watch?v=GHu-iVaMN6A>

This Thursday, the second in our Lunch Break Briefings will be Katie Milne, currently president of Federated



Farmers. She also has a few pertinent things to discuss, including an update on what shovel-ready projects that the agricultural sector hopes to get funding for!

We have several more speakers lined up, just waiting to confirm dates. We will keep you informed as more are signed up.

The Lunch Break Briefings start at noon. Everyone who connected to the first will be sent an invitation. If you didn't reply to the first session, contact Sara Passmore on Sara.Passmore@tetumupaeroa.co.nz. She will send you an invite.

Webinars

As another part of our professional development programme for members, we are doing several webinars over the rest of the year. The first we are commissioning is video-making for journalists. More details on that later.

IFAJ is also doing some webinars with a couple completed and more coming up. The latest is entitled *Beat the Boredom: Finding New Approaches to Old Stories* by American freelancer Steve Werblow.

In this hour-long webinar on the IFAJ website, Steve shares tips on creating new approaches and using new story structures that add life to articles—even the topics we have to approach again and again. Journalists and communicators alike can inject new excitement into their work, which is good for them and their readers. He has been named both Master Writer and Master Photographer by the American Agricultural Editors Association (AAEA) and awarded the guild's Writer of the Year title twice.

Other IFAJ webinars in the series are *The Isolated Office: Blessing or a Curse?* by South African journalists Lindi Botha and Lloyd Phillips and *Photography* by Canadian art director Janice Thoroughgood. More webinars are on the way. The link to these webinars is <https://www.ifaj.org/our-programmes/webinars/>

Joint Event: Ravensdown / Guild Awards

This is a reminder that this year we will be holding a joint event for the Ravensdown Agricultural Communicator of the Year, and our journalism awards. This will be in Wellington on Friday 16 October.

I will be distributing nomination forms for the Ravensdown Agricultural Communicator of the Year in later July - early August, so do start thinking about people you could nominate.

And I will be distributing award entry forms around about the same time. I will remind you, but keep a look out for them. These are restricted to members, so if you haven't paid



your membership subscription you might want to think about it. I have seen some excellent journalism since August last year, so starting think about what you could enter.

Congress 2021

When Australia pulled out of hosting next year's IFAJ congress next year, the latest from the recent IFAJ teleconference is that it's looking likely that the 2021 Congress will be held in Denmark. They are looking at rebooting this year's planned event, but stress that it will be quite different through necessity, and more expensive. A final decision will be made by the Danes at their June AGM.

All other planned congresses to proceed as scheduled - Switzerland 2022, Canada 2023, Israel 2024, Kenya 2025, Croatia 2026.



Hopefully Denmark 2021

Extreme farming conditions in Denmark's Faroe Islands.