



# Rural Media Association of Western Australia

## Awards 2008

Category 1	AWARD FOR EXCELLENCE IN RURAL COMMUNICATIONS	Prize \$400
Category 2	BEST NEWS COVERAGE - PRINT	Prize \$400
Category 3	BEST NEWS COVERAGE – BROADCAST	Prize \$400
Category 4	BEST MEDIA FEATURE	Prize \$400
Category 5	BEST REGIONAL NEWS COVERAGE OUTSIDE OF AGRICULTURE	Prize \$400
Category 6	BEST COMMUNICATIONS CAMPAIGN	Prize \$400
Category 7	BEST PHOTOGRAPH	Prize \$400
Category 8	BEST NEW ENTRANT TO RURAL COMMUNICATIONS	Prize \$400

## **CATEGORY 1**

### **AWARD FOR EXCELLENCE IN RURAL COMMUNICATIONS**

**Prize: \$400**

- Best overall contribution covering any field of rural media or communications.
- Members can nominate another member (on the attached nomination form) who they believe has made a major contribution to the advancement of rural media and excellence in rural journalism over the past 12 months.
- To be nominated, they must be considered a high achiever and someone who has worked above and beyond the call of duty to attain respect and high regard for rural media and the people who they report.
- The award will be determined from the nomination received. This award will be judged by the full RMA committee.

## **CATEGORY 2**

### **BEST NEWS COVERAGE - PRINT**

**Prize: \$400**

- Coverage of a rural news story published in the WA media.
- Judged according to newsworthiness, impact, relevance and correct use of the English language.
- Also includes excellence of method and results. The award can be for just the one big splash to break a story OR the journalist who has every angle nailed down week after week.

## **CATEGORY 3**

### **BEST NEWS COVERAGE – BROADCAST**

**Prize: \$400**

- Coverage of a rural news story broadcast in the WA media.
- Judged according to newsworthiness, impact, relevance and correct use of the English language.
- Also includes excellence of method and results. The award can be for just the one big splash to break a story OR the journalist who has every angle nailed down week after week.

## CATEGORY 4

### BEST FEATURE ARTICLE

**Prize: \$400**

- One feature article or segment on the one subject published or broadcast in the WA rural media.
- Recognises 'background' information in a form Category 2 or 3 cannot. This is not necessarily first page news -however it is best practice journalism to reward research, development of story, consideration of task and crafting of final piece.
- The article or segment should be both detailed and easy to read or listen to. The content should cover topics such as human interest, on-farm features, sport or other relevant rural or regional issues.
- It should be an in-depth story, enabling the reader to gain a clear understanding of the issue that a single news story cannot provide.

## CATEGORY 5

### BEST REGIONAL NEWS COVERAGE OUTSIDE OF AGRICULTURE

**Prize: \$400**

- Coverage of a rural news story published or broadcast in the WA media.
- The story must cover non-agricultural regional issue for example regional health, roads, policing, sport, services or infrastructure.
- Judged according to newsworthiness, impact, relevance and correct use of the English language.
- Also includes excellence of method and results. The award can be for just the one big splash to break a story OR the journalist who has every angle nailed down week after week.

## CATEGORY 6

### BEST COMMUNICATIONS CAMPAIGN

**Prize: \$400**

- This award recognises outstanding public relations practice in rural Western Australia.
- The award is open to public relations practitioners involved in rural communications.
- Entries must involve public relations activities such as campaigns, promotions and events primarily carried out during the past 12 months.

**Rationale:** This award cannot be judged on "published" material in the same way a photograph or new story can be.

- Each entry should contain an **executive summary of up to 1000 words** which details, where applicable, should address the following: situation analysis, goals and objectives, research, target publics, communication strategy, implementation, budget, results and evaluation process.
- **A copy of supporting materials** such as media releases, printed material, photographs, posters, media clippings or copies of electronic material should also be provided. These must fit inside one A4 folder.

*Please note all financial information provided will be kept private and confidential.*

## **CATEGORY 7**

### **BEST PHOTOGRAPH**

**Prize: \$400**

- A photograph published in the WA rural media. Judged according to impact, technical application and relevance.
- Original print/slide as well as the page it appeared on must be submitted.
- Entries to be accompanied by an executive summary of no more than 200 words.

## **CATEGORY 8**

### **BEST NEW ENTRANT TO RURAL COMMUNICATIONS**

**Prize: \$400**

- This award recognises the contribution and talent of a RMA member who has been in the industry for three years or less.
- The nominee should have a commitment to their ongoing improvement in the rural journalism or communications field.
- The following should also be considered: quality and consistency of work and involvement in industry activities.
- Nominations can be submitted by RMA members.

#### **Specific Criteria:**

- Four copies of a portfolio of journalism or communications work undertaken to be submitted.
- The RMA Committee will contact the nominee's employer for a reference prior to judging.



## RURAL MEDIA ASSOCIATION OF WESTERN AUSTRALIA

### AWARD ENTRY RULES

- To nominate for an awards category, entrants must be an **Individual or Corporate member** of the Rural Media Association of Western Australia.
  - **Non-members must become a financial member of the Rural Media Association to be eligible to enter the awards.**
  - An Individual membership is \$40 per year. Membership forms are available on the RMA website [www.rmawa.asn.au](http://www.rmawa.asn.au)
1. Only three entries may be submitted per person per category.
  2. Three copies, as published, of the story/ies or communications work undertaken must be submitted for each entry and be accompanied by an entry form. Broadcast entries to be provided on a CD ROM.
  3. All components of an entry should be presented in one hard cover A4 or A3 binder.
  4. Entries must have been published / aired between September 15, 2007 and October 1, 2008.
  5. Award entry deadline is 5pm Friday, October 10, 2008.

**Competition inquiries:**

**Travis King**

**President**

**Rural Media Association Western Australia**

**Ph: 9365 2634**

**[travis.king@ruralpress.com](mailto:travis.king@ruralpress.com)**

# ENTRY FORM - CATEGORIES 2 TO 7

(PRINT CLEARLY)

Full Name: \_\_\_\_\_

of \_\_\_\_\_

(organisation / publication)

Wish to enter the Rural Media Association of Western Australian Annual Awards in category:

(PLEASE TICK)

Category 2	BEST NEWS COVERAGE - PRINT	
Category 3	BEST NEWS COVERAGE – BROADCAST	
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Category 5	BEST REGIONAL NEWS COVERAGE OUTSIDE OF AGRICULTURE	
Category 6	BEST COMMUNICATIONS CAMPAIGN	
Category 7	BEST PHOTOGRAPH	

Title/subject (of entry): \_\_\_\_\_

The story/campaign was first published/broadcast on:

(date published/aired) \_\_\_\_\_

In/by (organisation or publication) \_\_\_\_\_

and is entirely my own work.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Send or deliver three copies of entries to the RMA committee member:**

***Award entry deadline is 5pm Friday, October 10, 2008***

Katrina Bonser  
Department of Agriculture and Food  
3 Baron-Hay Court  
South Perth WA 6151

Postal address:  
Locked Bag 4  
Bentley Delivery Centre WA 6983

