

Rabobank Australian Star Prize for Rural Broadcasting



Call for WA entries

Win a trip to Canada



The Rabobank Australian Star Prize for Rural Broadcasting recognizes excellence in radio, television and online journalism in the rural sector. The competition is being organised by Australian Council of Agricultural Journalists – the umbrella organisation which links Australia’s five rural press clubs with their peers overseas through the International Federation of Agricultural Journalists (IFAJ).

The national winner of the Rabobank Australian Star Prize for Rural Broadcasting will receive professional development in the form of a trip overseas to attend the annual IFAJ Congress in Canada in September 2011. The prize includes airfares and registration fees up to a value of \$5000, sponsored by Rabobank. The successful entry in each category will also represent Australia in the IFAJ Star Prize for Broadcast Journalism, which will be announced during the congress.

WA Call for entries



WA journalists who are members of the Rural Media Association of Western Australia have until April 4, 2011 to submit entries for the award. A panel of national judges will select finalists to represent the State in each category. These finalists will then compete against finalists from other States. The national winner of each category will then compete for overall prize and the trip to Canada.

Categories

- Television – for the best piece produced primarily for broadcast on television.
- Radio – for the best piece produced primarily for broadcast on radio.
- Online radio (podcasts) – best audio piece produced primarily for broadcast via internet.
- Online video – best audio visual piece produced primarily for broadcast via the internet.

Entries close April 4, 2011

Eligibility

- The story must be of broad agricultural interest, broadcast as a work of journalism and not as part of a public relations or communications campaign
- It may be the work of more than one journalist.
- Entries must have been broadcast via television or radio or uploaded to the internet between January 1, 2010 and December 31, 2010.
- Entries must be a single story. Providing multiple pieces that make up a series or a full program are not allowed. In such a situation, select piece of broadcast journalism to enter.

How to enter

Please provide the following material:

A completed entry form should be sent to award coordinator Liz Harfull, email lizharfull@internode.on.net. Entry forms are available at www.rmawa.asn.au.

- For internet entries - a weblink which leads directly to the story.
- For radio entries - where the file size is no more than 8MG, an MP3 file of the story may be provided. Larger files need to be uploaded to a website and the web link provided.
- For television entries – television entries must be uploaded to a website in a format that is easy to access via widely available media software such as Windows or Real Player, and the web link must be provided.

Note: Where the journalist's employer is not able to host the story online file sharing sites such as YouSendit may be used.

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 story, including the way the journalist uses their voice, the structure of the story, and the relevance of supporting images.
- Objectivity and balance, ie reflects effort to research and present an informed and balanced report.

For more information

ACAJ president and national award coordinator, Liz Harfull, email lizharfull@internode.on.net or mobile 0409 674 941. For more information about the ACAJ visit www.acaj.org.au