

Awards Presentation

Winners will be notified prior to the Virginia Farm Bureau Federation Annual Convention in Hot Springs. They will be expected to attend the Nov. 29 awards presentation as luncheon guests.

OFFICIAL ENTRY FORM

Information is also available on our Web site at VaFarmBureau.org

Name(s) _____ Phone _____

Company _____

Address _____

City _____ State _____ ZIP _____

Media Outlet:

Non-daily Newspaper Daily Newspaper Radio Television

Signature _____

Questions and entries should be directed to: Communications Department, Virginia Farm Bureau Federation,
P.O. Box 27552, Richmond, VA, 23261 • 804-290-1138

Virginia Farm Bureau
Communications Department
P.O. Box 27552
Richmond, Virginia 23261



Virginia Farm Bureau's *23rd Annual* JOURNALISM AWARDS



2010

THE
23rd Annual
**VIRGINIA FARM
BUREAU
JOURNALISM
AWARDS**

AWARD CATEGORIES

**Weekly or
semi-weekly newspapers**

open to all non-daily newspapers
in Virginia (except farm publications)

Daily newspapers

open to all daily newspapers across Virginia

Radio

open to all radio stations across Virginia
(except farm programs)

Television

open to all television stations across Virginia
(except farm programs)

NEW IN 2010:

Members Choice

One or more media outlets will be chosen for this award. Nominations will be submitted by Farm Bureau members to Virginia Farm Bureau, which will present this award based on the aforementioned criteria

**Ishee-Quann (IQ)
Award for Media Excellence**

One winner will be selected for this new grand award that honors the best of the best. Judging criteria will be the same.

The Cream of the Crop

If your publication or radio or television station is covering agriculture on an ongoing basis, this is the award competition to enter. It's free, and winners receive statewide exposure. Judges look for entries that illustrate a commitment to keeping the public informed about agricultural issues. In addition to coverage generated by your news staff, your entry may include materials provided by outside sources that offer assistance.

Materials in your entry may include (but are not limited to) the following:

- ▶ coverage of national, state and local agricultural issues and their potential impact on the ag industry
- ▶ coverage of weather conditions or zoning issues that have an impact on farmers
- ▶ features about farm families or farming practices
- ▶ coverage that educates non-farming readers about ways agriculture touches their lives
- ▶ news items that recognize members of your local farming community for professional or personal achievements
- ▶ coverage of commodity prices or agricultural market trends
- ▶ coverage of agricultural aspects of your county fair
- ▶ coverage based on Virginia Farm Bureau news releases and News Leads or farming-related releases from other organizations
- ▶ editorials referencing any of the above.

Judging Criteria

The awards will be judged to identify work that:

- ▶ most thoroughly analyzes agricultural issues
- ▶ best demonstrates ongoing coverage of agricultural issues
- ▶ best blends researched information and interpretation to provoke thought and understanding
- ▶ meets universally acceptable technical standards associated with each medium, including grammar, style and delivery

This includes the ability to localize a state, national or international story

- ▶ best conveys the farmers' side of a story

Entry Guidelines

1. Deadline for entries is 4 p.m. Friday, Sept. 10, 2010.
2. There is no entry fee.
3. All entries must include an Official Entry Form or a photocopy thereof.
4. Entries should have been reported between Oct. 1, 2009, and Sept. 10, 2010.
5. Entries may include a variety of articles or tapes, a series, documentaries, editorials or features. Please note that a single clip or broadcast segment is not a representation of ongoing coverage.
6. We encourage the inclusion of Web site materials, including blogs, podcasts, videos and other accompanying materials that relate to the entry.
7. A publication or station may submit articles or DVDs by different reporters, either separately or as a single entry.
8. When an entry is the work of more than one person, the names of all persons involved should be included with the entry.
9. All broadcast segments from a single station should be together on one DVD for TV or CD for radio.
10. Clippings or photocopies from an original print publication should be pasted on 8½ x 11-inch sheets of paper. There is a limit of eight pages.
11. There is a 15-minute limit on the length of broadcast entries.
12. Accompanying photographs, sound effects, quotes, actualities, charts and graphics that foster reader, viewer or listener interest are encouraged.
13. Entries will not be judged on the number of potential readers, viewers or listeners they reach.