

Objectives

The objectives of the 2010 Rural Media Awards are to:

- recognise a sustained commitment to rural journalistic and photographic excellence over a period of 12 months.
- encourage high professional standards among journalists and photographers who report on rural South Australia.
- encourage metropolitan, regional and specialist media outlets to publish and broadcast material which promotes rural industries, people and issues.
- encourage and provide professional development opportunities for emerging young rural journalists.

The Telstra Rural Journalist and Photographer of the Year and Awards are an initiative of Rural Media South Australia and proudly supported by Telstra, the Royal Agricultural and Horticultural Society of SA, Fuller, Primary Industries and Resources SA and Horticulture Coalition SA.



The Telstra logo, consisting of a blue 'Telstra' text with a stylized orange and blue wave graphic to the left.



The Fuller logo, featuring a stylized 'F' icon followed by the text 'FULLER'.

Entry Checklist

Make sure your entry includes

- A declaration indicating when the articles/items were published/broadcast; and where the articles/items were published/broadcast.
- The completed entry form, signed by the nominee.
- A brief biography (no more than 300 words).
- A brief explanation (no more than 300 words) about the material submitted for the awards.
- Three individual articles/items published or broadcast between November 1, 2009 and October 31, 2010. Four copies are required.
- Your entry fee (financial members of RMSA are exempt).

Post to:

2010 Telstra Rural Journalist Awards
c/- RMSA
PO Box189
GOODWOOD SA 5034

Or deliver to:

2010 Telstra Rural Journalist Awards
Administration Office
RA&HS of SA Inc.,
Adelaide Showground
WAYVILLE SA 5034

Further information

Dale Manson
0418 811 233



2010 Telstra Rural Journalist Awards

- 2010 Telstra Best Rural Print Journalist – \$500 sponsored by FULLER
- 2010 Telstra Best Rural Radio Journalist – \$500 sponsored by Telstra
- 2010 Telstra Best Rural Television Journalist – \$500 sponsored by Telstra
- 2010 Telstra Best Rural On-line Journalist – \$500 sponsored by Telstra
- 2010 Telstra Rural Journalist of the Year \$1,000 & trophy sponsored by Telstra

The Telstra logo, consisting of a blue 'Telstra' text with a stylized orange and blue wave graphic to the left.

Terms and Conditions

Any journalist working in the print or electronic media who reports on rural South Australian issues is eligible to enter. All material to be judged in the Awards must have been published or broadcast in South Australia between November 1, 2009 and October 31, 2010.

The Telstra Rural Journalist of the Year will be selected from the winners of the four Award categories. This person cannot enter the following year.

Members of the judging panel and their families are ineligible to enter.

All entries will remain the property of Rural Media SA (RMSA), which shall retain discretionary power over future use.

Entries must include:

■ Three individual articles/items published or broadcast in the prescribed period. The articles/items may be unrelated or form part of a series which examines a single rural topic or issue. Four copies are required.

■ A brief biography of no more than 300 words.

■ A brief explanation of no more than 300 words about the material submitted for the awards, including information such as why the entrant selected the articles/items and their significance.

Entries must also be accompanied by a declaration indicating:

■ when the articles/items were published/broadcast

■ where the articles/items were published/broadcast

This brief declaration must be signed by the person entering the Awards. Individuals may nominate themselves or be nominated by others, with the nominee's signed consent.

An entry fee of \$50 applies (\$10 for cadet journalists or those under 25 on July 1, 2010). This fee also entitles entrants to free membership of RMSA for 2010-11. Financial members of RMSA are exempt from the entry fee.

Membership registration forms and copies of this entry form are available at www.ruralmediasa.com



Judging

The panel of judges includes one nominated by the major sponsor, Telstra; one nominated by Rural Media SA; one individual with broad media experience; and the previous year's winner.

Judging will be conducted in November. The Award will be presented on December 10, 2010, at a special RMSA lunch.

The judging panel will present the Telstra Rural Journalist Awards to those individuals whose nominations, in the judges' opinion, demonstrate a sustained commitment to rural journalistic excellence and effort during the period covered by the Awards. The judging panel will select the Telstra Rural Journalist of the Year from the winners of the four Award categories.

Please note that the emphasis is on rural rather than regional. The judging panel's decision shall be final and no correspondence shall be entered into.

RMSA reserves the right to present encouragement certificates as well as the major prizes.

Presentation of entries

■ Print nominations: The original and three copies must be submitted.

■ Television items: Must be submitted on DVD and four copies must be supplied.

■ Radio items are to be submitted on CD, and four copies must be supplied.

■ On-line entries must either be submitted on DVD, or be easily viewed at nominated web addresses. If on DVD, four copies must be supplied. On-line entries must have been initially produced with the primary intent of being published/broadcast in on-line format

■ Television, radio and on-line nominations must be accompanied by a running sheet indicating the length and order of items on the CD/DVD/Web Page.

Best Royal Adelaide Show Story Award

An award of \$500 will be presented for the best story about the 2010 Royal Adelaide Show. This award is sponsored by the Royal Agricultural & Horticultural Society of SA Inc and includes one year's membership of the Society. The story must have been published or broadcast between August 31, 2009 and October 31, 2010. The story may be separate to an entry for the 2010 Telstra Rural Journalist Awards, or form part of that entry. Please specify the title of the story on the entry form.



Entry form

**2010 Telstra Rural Journalist of the Year
2010 Telstra Rural Journalist Awards
2010 Best Royal Adelaide Show Story Award**

Having read and understood the conditions governing these awards, I hereby submit my entry in accordance with the conditions outlined herein:

Name _____

Home Address _____

Telephone:
Business _____

Home _____

Mobile _____

Email _____

Employer _____

Address _____

Position _____

Grade/title _____

Age Under 25 / 25 or Older at 01.07.10 (please circle one)

Signature _____

Date _____

I am a current financial member of RMSA Yes / No
(Membership forms can be downloaded from
www.ruralmediasa.com)

Award category entered: Print / Radio / Television / On-line

I wish to have the story/stories titled

.....
considered for the Best Royal Adelaide Show Story Award

Post to:

2010 Telstra Rural Journalist Awards
c/- RMSA, PO Box 189, GOODWOOD SA 5034

Entries close: 5 pm, Monday November 1, 2010