

# 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.



# Entry Checklist

For your entry to be considered in the Awards you must include:

- A declaration indicating when and where the photographs were published.
- 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.
- Up to 10 photographs, including three photographs per award category and/or one for the Best Royal Adelaide Show Photograph, printed to 28 x 35 cm (approx) size and as 1Mb jpg files on CD or DVD.
- Your entry fee, or you must be a current financial member of RMSA.

### Post to:

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

### Or deliver to:

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

### Further information

Deanna Lush  
0419 783 436



## 2010 Telstra Rural Photography Awards

- **2010 Telstra Rural Photographer of the Year – \$1,000 and trophy**  
sponsored by Telstra
- **2010 Telstra Best Rural Photographer Award : Production – \$500**  
sponsored by PIRSA
- **2010 Telstra Best Rural Photographer Award : People – \$500**  
sponsored by Telstra
- **2010 Telstra Best Rural Photographer Award : Nature/Landscape – \$500**  
sponsored by Horticulture Coalition SA
- **2010 Best Royal Adelaide Show Photograph Award – \$500**  
sponsored by the Royal Agricultural & Horticultural Society of SA



## Terms and Conditions

The Telstra Rural Photography Awards are open to all photographers/journalists who have had published photographic work related to rural South Australia.

This year, awards will be given in three categories:

- 2010 Telstra Best Rural Photographer Award – Production
- 2010 Telstra Best Rural Photographer Award – People
- 2010 Telstra Best Rural Photographer Award – Nature/Landscape

The Telstra Rural Photographer of the Year will then be selected from the winners of these three award categories. This overall winner 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.

All material to be judged in the Awards must have been published in South Australia between November 1, 2009, and October 31, 2010.

Entries in each category must include three individual photographs published in the prescribed period. The photographs may be unrelated or form part of a series examining a single rural topic or issue.

Entrants are allowed to enter all three categories, as well as the Best Royal Adelaide Show Photograph Award. This means a maximum of 10 photographs can be submitted per entry. Entrants are asked to submit a brief biography of no more than 300 words and 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 photographs, the circumstances under which they were taken and any relevant technical information.

Entries must also be accompanied by a declaration indicating when and where the photographs were published. 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 cadets 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](http://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 professional photographic 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 Photography Awards to those individuals whose nominations, in the judges' opinion, demonstrate a sustained commitment to rural photographic excellence and effort during the period covered by the Awards.

Please note that the emphasis is on rural rather than regional material. While a maximum of 10 photographs can be submitted per entrant, the judging panel will be focusing on the overall quality of the entry rather than the quantity of photographs submitted.

The judging panel will select the Telstra Rural Photographer of the Year from the winners of the three individual award categories.

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 three major prizes.

### Presentation of entries

- Work may be entered either in black and white or colour.
- All photographs must be submitted as 28 x 35 cm (approx) prints and as 1Mb (approx) .jpg files on CD or DVD.
- Entrants must clearly mark which group of 3 photographs is to be considered in the Production, People and Nature/Landscape categories.
- Work submitted as part of a series must be clearly marked as such.

## Best Royal Adelaide Show Photograph Award

An award of \$500 will be presented for the best photograph of 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 photograph must have been published between August 31, 2010 and October 31, 2010.



## Entry form

**2010 Telstra Rural Photographer of the Year  
2010 Telstra Rural Photography Awards  
2010 Best Royal Adelaide Show Photograph 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 \_\_\_\_\_

Age Under 25 / 25 or Older at 31.10.09 (please circle one)

Signature \_\_\_\_\_

Date \_\_\_\_\_

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

**Award categories entered (circle):**

- Production • People • Nature/landscape
- Royal Show Photograph

(Entries will be accepted in more than one category)

**Post to:**

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

**Entries close: 5 pm, Monday, November 1, 2010**