

FNB Agricultural Writers SA Communicator of the Year Award for 2019

The aim of the competition is to honour the efforts of any member (excluding corporate members) of the Agricultural Writers SA (the North and !Xhariep regions) who excel at communicating important and interesting information about the agricultural sector to their intended audience. This audience may be the primary agricultural sector, related industries in the sector or the general public, if the communication effort focuses primarily on agriculture. This may include communication in print, broadcast, electronic or social media platforms and can include communication projects at events, entered by an individual (with supportive material to describe it).

Judging criteria:

When judging the portfolios of articles/reports/stories/projects the following will be considered (marks to be awarded up to a total of 100:

- The relevance to the agricultural sector/intended audience (40 marks)
- Logical explanation and flow of the information/presentation (10 marks)
- Is the content user friendly and the audience able to understand the relevance of the story/information? (20 marks)
- Supportive material – i.e. the use of photographs, video, graphics, displays etc. (30 marks)

Closing date for entries: 15 October 2019

Prize money:

First:	R15 000
Second:	R7 000
Third:	R3 500

Judges will be judging the work in both English or Afrikaans

Sponsored by



Requirements

Articles/TV/Video/radio broadcasts/projects will only be valid for entry if published/broadcast/took place between 1 September 2018 and 31 August 2019.

Entries are limited to three articles/reports/broadcasts/projects per candidate and these are to be packaged in a portfolio. The portfolio may include more than one medium as part of the entry (eg. an article published in printed media, a video and a radio broadcast.)

Language of entries:

- English
- Afrikaans
- Any other language must be accompanied by an English translation/description.

Entries must be e-mailed to the secretariat of the Agricultural Writers SA (charmaine@abevents.co.za), after which it will be sent on to the chair of the judging committee at FNB.

Each entry must be accompanied by:

- The entry form
- A word document of the article/a word document explaining the video and/or radio insert and/or project
- A copy of the original article/a link of the relevant online material/a link of the relevant video material/a link of the relevant radio material/a copy of the pamphlet, etc
- The publication date of the material entered must be indicated clearly.



ENTRY FORM

GENERAL INFORMATION

First name & surname		
Contact details	Telephone	
	Cell phone	
	E-mail	
Publication/organisation/company where currently employed		
Short bio (50 words or less) about your career in agricultural journalism/communications.		

ARTICLE/REPORT/STORY/PROJECT

1.	The title of the entry is:
2.	The article/report/story/visual or audio material was first published in/on:



3. Brief summary of the portfolio submitted: (maximum of 500 words)

I hereby declare that the above information is correct and the material submitted, my own work.

Name	Publication/Company
Signature	Date



Rules of the competition:

1. A panel of judges comprising the Agricultural Writers SA, the sponsor, FNB as well as an external role player in the agriculture sector as decided on by the Agricultural Writers SA and FNB, will choose a winner, as well as a second and third prize from all the entries received. The judges' decision is final.
2. Any member of the Agricultural Writers SA may enter the competition.
3. Participants must complete the entry form and submit it with the work being entered.
4. The Agricultural Writers SA will also have the right to invite journalists/members to enter.
5. The entries must be submitted in electronic format.
6. Closing date for entries is 15 October 2019 at 12h00.
7. No late entries will be considered.
8. Contributions for the period 1 September 2018 and 31 August 2019 will be eligible.
9. Any material published within this period in print/on radio/television/on a website/as part of a project or event will be eligible.
10. Articles, visual and audio material will have to be submitted together with an entry form to be considered.
11. Contributions in any one of the recognised SA languages, accompanied with a concise translation if not originally in English or Afrikaans, are welcome.
12. The winner of the award will be announced at the Agricultural Writers SA's Farmer and Agriculturist of the Year gala event in November 2019.

