

New agricultural broadcast contest announced

By Megan Houghton (Canada)

The International Federation of Agricultural Journalists (IFAJ) will introduce a new contest for broadcast journalists in 2009.

The concept of an IFAJ Star Prize for Agricultural Broadcasting was approved at the IFAJ executive meeting in Berlin, in January. Although a sponsor is still being sought, it is expected the winner will receive a large cash prize.

The contest will parallel others offered by IFAJ, which are aimed at recognizing excellence in photography and writing.

“This contest is consistent with the IFAJ’s professional development mandate to serve as many members as possible with programs in which they can further develop their skills and learn from their colleagues,” said Owen Roberts (Canada), IFAJ vice president of professional development and education.

Roberts credits professional development and education committee member Marina Tell (Sweden) for her diligence in developing the new award.

While the finer details of the award and its criteria are still being developed, it is envisaged it will be open to editorial of wide agricultural interest broadcast via radio, television or the internet in 2008. Each piece will be judged on content, style, objectivity and balance.

It is expected that entry will be limited to members of national guilds affiliated with the IFAJ, with each country selecting one finalist to represent them in the contest, and that entries will be posted on the IFAJ website.

Deadlines, sponsorship and contact information will be announced before entries open in early 2009.

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