

Media Release

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Mackellar Media Awards open

Journalists are being encouraged to enter their work in the 2008 NSW Farmers' Association's Mackellar Media Awards, with six prizes of \$2000 each to reward journalistic excellence in reporting of agricultural issues in NSW.

NSW Farmers' Association President Jock Laurie says he encourages all sections of the media to enter any work that has helped to increase the awareness and understanding of the issues facing farmers and rural communities in NSW.

"We always receive a huge response to the awards, which shows the important role journalists play in enhancing public awareness of rural issues in the city and country," Mr Laurie said.

"There are so many issues facing regional and rural Australia, and how journalists deal with these has a major impact on how they are viewed. We hope to recognise those people excelling in their field," Mr Laurie said.

Jock Laurie says Members can also submit an entry for their favourite journalist, simply by sending the Association a copy of their work with an application form.

The 2008 Media Awards are open to journalists from all fields, including print, news photography, radio and television. Entries must have been broadcast or published from 19 May 2007 to 16 May 2008.

Finalists will be invited to attend the Awards Dinner in Sydney on Wednesday 30 July, hosted by the NSW Farmers' Association.

"It's always a great event, so I would really encourage all eligible journalists to enter," Mr Laurie concluded.

Application forms are available from the Association's website at www.nswfarmers.org.au. The closing date for all entries is Friday 16 May, 2008.

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