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## Take note: Mackellar Media Awards now open

The NSW Farmers' Association is calling for entries for the seventh annual Mackellar Media Awards, with \$12,000 in prizes on offer to reward journalistic excellence in the reporting of agricultural issues.

NSW Farmers' Association President Charles Armstrong says the Awards recognise the importance of the media in raising awareness of farmers and rural communities in NSW.

"The importance of agriculture in terms of food production, environmental protection and innovation cannot be overstated. The Association wants to acknowledge the media professionals playing an essential role in increasing the public awareness of rural issues," Mr Armstrong said.

"There are an abundance of stories from the regional and rural sector dealing with the many issues and challenges we face, and the positive and proactive successes the industry continues to achieve.

"How these issues and opportunities are portrayed in the media has an obvious influence on how they are perceived by audiences. The Mackellar Media Awards aim to recognise this and acknowledge those journalists excelling in their fields," Mr Armstrong said.

The 2010 Mackellar Media Awards are open to print, radio and television journalists and news photographers. In order to be eligible, entries must have been broadcast or published from 15 August 2009 to 15 June 2010.

Members of the Association can also submit entries on behalf of their favourite journalist by sending the Association a copy of the news story or photo as it appeared in publication or on air, along with an application form.

Entries are encouraged in six categories – city print, city broadcast (radio and television), country print, country radio, country television and news photography. A \$2,000 prize will be awarded to the winner of each of these categories, as judged by an esteemed panel of respected media personalities.

Previous winners of the awards include journalists from The Australian, Channel Seven, Channel Nine, Sydney Morning Herald, ABC 7:30 Report, Stateline and Landline, The Land, Town & Country Hunter Valley, Prime Tamworth, ABC Riverina, Cowra Guardian, and the Namoi Valley Independent.

Application forms are available to download from the Association's website: [www.nswfarmers.org.au](http://www.nswfarmers.org.au). Winners of each category will be chosen from a shortlist of finalists and announced at the NSW Farmers' Association Annual Conference in July 2010.

The closing date for entries is Friday 11 June 2010. Please include a headshot of yourself in your entry.

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