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## **Media Alert: Mackellar Media Awards deadline extended**

The NSW Farmers' Association has today announced an extension to the closing date of its Mackellar Media Awards program, allowing journalists and photographers a further three month window in which to apply.

The closing date for the Awards is now Friday 14 August, and all print, radio and television journalists and news photographers who are yet to submit an application are encouraged to apply.

In order to be eligible, entries must have been broadcast or published from 17 May 2008 to the revised date of 14 August 2009.

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.

Application forms are available to download from the Association's website: [www.nswfarmers.org.au](http://www.nswfarmers.org.au). Entries will be shortlisted and finalists will be invited to attend the special Mackellar Media Awards dinner and presentation, hosted by the Association in Sydney in October.

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