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## Reminder to enter Mackellar Media Awards

The NSW Farmers' Association is reminding all journalists that \$12,000 in prize money is on offer to reward journalistic excellence in the reporting of agricultural issues.

NSW Farmers' Association President Charles Armstrong says the Mackellar Media Awards deadline is fast approaching.

"We know journalists are normally pretty good with deadlines, but everyone needs a friendly reminder now and then," Mr Armstrong said.

Entries are due by 11 June 2010.

"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.

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. Call 02 82511 868 for Mackellar Media Award inquiries.

### Contact:

**Amanda Barwick (Media Manager) 0428 400 736**  
**Ellen McNamara (Media Officer) 0429 990 218**

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