



GUIDELINES AND ENTRY FORM

VIRGINIA FARM BUREAU 2018 JOURNALISM AWARDS

Award Categories

Entries will be judged in the following categories. All media outlets must be Virginia-based. Farming publications and programs are excluded from all categories except the agriculture category, and those outlets must cover Virginia.

- weekly or semi-weekly newspapers
- daily newspapers
- television
- radio
- agriculture
- Members' Choice Award – presented to media outlets nominated by Farm Bureau members
- Ishee-Quann (IQ) Award for Media Excellence – honors the best of the best among each year's participants

Questions?

Contact the Farm Bureau
Communications Department
at 804-290-1133 or
sara.owens@vafb.com.

Judging Criteria

Entries will be judged to identify work that

- most thoroughly analyzes agricultural issues
- best demonstrates ongoing coverage of those issues
- best blends researched information and interpretation to provoke thought and foster understanding
- fairly conveys farmers' side of a story
- meets universally acceptable technical standards associated with each medium

Entry Guidelines

1. The 2018 entry deadline is **4 p.m. on Monday, Sept. 3**. There is no entry fee.
2. All entries must include a completed entry form.
3. Entries should have been reported between Sept. 1, 2017, and Sept. 2, 2018.
4. Entries may include a variety of articles or broadcasts, a series, documentaries, editorials or features. **Please note that a single clip or broadcast segment is not a representation of ongoing coverage.** Publications and stations are encouraged to submit articles or broadcasts by different reporters as a single entry. When an entry is the work of more than one person, the names of all persons involved should be included with the entry.
5. We encourage the inclusion of online materials, including blogs, podcasts, videos and other accompanying materials that relate to the entry. Accompanying photographs, sound effects, quotes, actualities, charts and graphics that foster reader, viewer or listener interest are encouraged.
6. Clippings or photocopies from an original print publication should be pasted on 8½" x 11" sheets of paper. Please limit to eight pages; front and back is acceptable. **Do not submit loose newspaper clippings or whole newspaper sections that include material not related to the entry. You also have the option to email your entry to sara.owens@vafb.com. Files as .pdfs preferred; do not simply copy and paste URLs. Contact Sara Owens for more information.**
7. All broadcast segments from a single station should be together on one DVD for TV or one CD for radio. There is a 15-minute limit on the length of broadcast entries. You also may send files electronically.
8. Virginia Farm Bureau reserves the right to reject and return any entry that does not conform to these guidelines.

Potential Submissions

Materials in your entry may include, but are not limited to, the following

- coverage of national, state and local agriculture issues and their potential impact on the agriculture industry
- coverage of weather conditions or zoning issues that have an impact on farmers
- features about farm families or farming practices
- coverage that educates the non-farming audience about ways agriculture touches their lives
- news items that recognize members of your local farming community for professional or personal achievements
- coverage of commodity prices or agricultural market trends
- coverage of agricultural aspects of your county fair
- coverage based on Virginia Farm Bureau news releases and News Leads or farming-related releases from other organizations
- editorials referencing any of the above

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NAME(S) _____

EMAIL ADDRESS _____

PHONE _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

MEDIA OUTLET (Choose one): Daily Newspaper Non-daily Newspaper Radio Television Agriculture

NUMBER OF ITEMS IN THIS ENTRY: _____

Please list headlines or topics for each (Continue list on a separate page if needed):

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

Signature _____

Questions and entries should be directed to Communications Department, Virginia Farm Bureau Federation, P.O. Box 27552, Richmond, VA, 23261 • 804-290-1133 • sara.owens@vafb.com • For UPS–shipped entries, use: 12580 West Creek Parkway, Richmond, VA 23238