



## News Release

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**FOR IMMEDIATE RELEASE**  
July 26, 2007

### **Fresno County Farm Bureau Salutes Journalism Excellence**

*Journalism Awards presented Thursday, July 26*

Fresno County Farm Bureau announced the recipients of its 13<sup>th</sup> annual Journalism Awards at the organization's Media Appreciation Night held Thursday, July 26 at the Clovis Rodeo Grounds.

Recognized for excellence in agriculture reporting were:

#### **General Print Media:**

First place in general print media: Dennis Pollock, *The Fresno Bee*.

A series of articles on the 2007 Citrus Freeze: "Citrus loses may hit \$1 billion," "Citrus growers short on propane," & "Lost: Valley growers of exotic greens suffer at least \$1.9M in damage from freeze."

Runner-up in general print media: Gabriel Dillard, *The Business Journal*.

"Old MacDonald's farm goes high tech," a look at the mechanization and increased technology used in agriculture.

Honorable Mention: Jullian Brackett, *Reedley Exponent*.

"Vanishing bees alarm ag community," an article about the Colony Collapse Disorder and the impact on bees and pollination.

#### **Agricultural Print Media**

First place in agricultural print media: Catherine Merlo, *Dairy Today*.

"Tarnished Gold: Dairies struggle with the downside of the ethanol boom," a look at how increases in corn prices from ethanol demand have affected dairies' bottom lines.

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Runner-Up in agricultural print media: Bob Krauter, *Capital Press*.

A series of articles: "Push in on for guest worker reform bill" & "Immigration reform heats up," a comprehensive review of immigration reform efforts in Washington D.C.

### **Television Media**

First place in television media: Dale Yurong/Sam Gill, *KFSN-ABC 30*

"Private Water Bank," a look at one way a west side farmer is coping with chronic water shortages -- by building his own water bank that also is used by local students to learn about waterfowl and the environment.

Runner-up in television media: Vanessa Ramirez/Joseph Munoz, *KFTV-21 Univision*

"Heladas- The freeze," A two-part series providing a comprehensive overview of the impacts from the January 2007 freeze on the citrus industry – its growers, farm workers, and communities – months after the freeze.

Honorable Mention: Francisco Lopez Mireles/Wayne Hutchinson, *KFTV-21 Univision*

"A day with an immigrant," a two-part series that follows the life of a family from Mexico that came to the Valley to work in the fields --a very compelling and artistically filmed view of a farmworker from sun-up to sun-down.

### **Radio Media**

First place in radio: Sasha Khokha, The California Report, *KQED Public Radio*.

"Hot Cows," a report about the effects of a prolonged heat wave on dairy cows the central San Joaquin Valley.

Runner-up in radio: Sasha Khokha, The California Report, *KQED Public Radio*.

"Small farmers cope with freeze losses," a report about the effects of the January 2007 freeze on small farmers of specialty crops

More than 35 entries were received from local publications, television and radio stations. The criteria for the awards are: awareness of agriculture's importance in the Valley, demonstration of knowledge, educational element for the non-farm public, and thorough and objective coverage of the issue. News articles or stories published or broadcasted from June 30, 2006 to June 30, 2007 were eligible.

Serving as judges were: Patrick Cavanaugh, editor, Malcolm Media; Russel Efir, FCFB President; Lanny Larson, University Communications, California State University, Fresno; Frances Squire, marketing director, West Hills Community College District; and Terrie Valdero, Fresno-Kings County CattleWomen and Clovis Rodeo Association.

(more)

There was no shortage of agricultural-related news during the judging period. Last summer's heat wave and its impacts on crops and livestock, legislative issues centered around immigration reform, food safety and water policy, and the 2007 Freeze that destroyed vulnerable crops and rural communities were subjects covered by the nominations. "The quality of the entries made the selection process difficult. Each entry was worthy of recognition," said Efird.

More than 200 people were on-hand for the annual media appreciation event.

Business sponsors for the event include:

Ag One Foundation	Machado Dairy L.P.
California Cotton Ginners and Growers Association	Martin Mazorra -Private Wealth Advisors
California Dairies Inc./ Challenge Food Products	Michelsen Packaging Co.-SUN-DRY Raisin Trays & Jumbo Rolls
Clovis Rodeo Association	Microdot Security Solutions LLC
Crown Jewels Marketing	Mid Valley Publishing
Fresno Cooperative Raisin Growers, Inc	PR Farms/Bella Frutta
Fresno Equipment Company	Proteus Inc
Fresno Madera Farm Credit	Rain for Rent/Westside Pump Company
Ganduglia Trucking	Rick Hutchinson – SmithBarney
Gar Tootelian, Inc.	Sawyers & Holland, LLP
H & L Auto Body - Sanger	The Big Fresno Fair
Hedrick's Chevrolet	The Burchell Nursery, Inc
High Desert Ag, Inc.	The Business Journal
Hudson Farms	The Clarksfield Company, Inc -Ben Ewell, President
Jeffrey T. Roberts	Wawona Frozen Foods
Jerry Tahajian -- Wills & Trusts Attorney	
Keith Nilmeier Trucking	

Fresno County Farm Bureau represents more than 5,000 members on trade, land use, water, labor and all agricultural related issues. Fresno County produces more than 350 commercial crops annually, totaling over \$4.8 billion dollars in gross production value. For information about Farm Bureau, call (559) 237-0263, or visit [www.fcfb.org](http://www.fcfb.org).

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## 2007 FCFB Journalism Awards Nominations

### Print Media—Farm Trade Media Category

Vicky Boyd, *The Grower*  
(3 individual entries)

- \* "Hide & Seek"
- \* "IPM never rests"
- \* "An eye in the sky"

Bob Krauter, *Capital Press*  
(1 individual and 1 series)

- \* "The year in review"
- \* "Push in on for guest worker reform bill" & "Immigration reform heats up"

Megan Pierce, *Agribusiness Dairyman*  
(3 individual entries)

- \* "Methane powered milk trucks coming soon to a dairy near you"
- \* "EQIP what is it & how do I apply?"
- \* "Prosilac- making a choice"

Barbara Mulhern, *CA Fresh Fruit & Raisin News*  
(1 series)

- \* "Hand-harvest workers at high risk of ergonomic injuries" & "Clearly communicating hazards to your Hispanic workers"

Cecilia Parsons, *Capital Press*  
(1 series)

- \* "Senator tastes bitter fruit on citrus tour"; "Ag leader wants speedy action on freeze & food safety bills," & "Workers feel freeze's sting"

Catherine Merlo, *Dairy Today*  
(1 individual entry)

- \* "Tarnished Gold"

## Print Media—General Media Category

Jullian Brackett, *Reedley Exponent*  
Mid-Valley Publishing  
(2 individual entries)  
tourism”

- \* “Vanishing bees alarm ag community”
- \* “Blossoms embody state’s agri-

Kim Fletcher, *Reedley Exponent*  
Mid-Valley Publishing

- \* “The right weather for copious crops”

Dennis Pollock, *The Fresno Bee*  
(2 series and 1 individual)

- \* “Governor seeks funds for farm losses” & “Dead cattle backlog spurs urgent actions”
- \* “Citrus loses may hit \$1 billion,” “Citrus growers short on propane,” & “Lost: Valley growers of exotic greens suffer at least \$1.9M in damage from freeze”

(w/ Susie Pakoua Vang)

- \* “Hmong hopes shaken”

Christina Vance, *The Fresno Bee*  
(1 individual entry)

- \* “Freeze causes spotty damage to Valley ag, homes”

Joe Proudman, *Twin City Times*  
(3 individual entries)

- \* “Metal thefts plague country”
- \* “Farmers take a hit in the fields with thefts”
- \* “A nightmare year for farmers”

Joshua Bacon, *Sanger Herald*  
(1 individual entry)

- \* “Sanger farmers receive freeze relief”

Gabriel Dillard, *The Business Journal*  
(3 individual entries)

- \* “Old MacDonald’s farm goes high tech”
- \* “Form down under to the San Joaquin”
- \* “Ethanol puts the squeeze on corn prices, ag industries”

## Television Category

Christina Musson/Jeff Cook, <i>KGPE-CBS 47</i>	"Orange freeze"
Dale Yurong/Sam Gill, <i>KFSN-ABC 30</i>	"Private Water Bank"
Nancy Osborne/Jeff Sanford, <i>KFSN-ABC 30</i>	"The Mother Trees"
Jenny Toste, <i>KSEE-TV 24</i>	"Freeze Coverage"
Anabel Monge/Carlos Gaviria, <i>KFTV-21 Univision</i>	"Preparing for the freeze"
Vanessa Ramirez/Joseph Munoz, <i>KFTV-21 Univision</i>	"Heladas- The freeze, 2 parts"
Anabel Monge/Joe Chacon, <i>KFTV-21 Univision</i>	"Huron fieldworkers, 2-parts"
Sandy Sirias/ Samuel Belilty/ Javier Escalante, <i>KFTV-21 Univision</i>	"Project Hope" freeze campaign
Francisco Lopez Mireles/Wayne Hutchinson, <i>KFTV-21 Univision</i>	"A day with an immigrant"
Kathryn Herr & Misha George <i>KGPE-CBS 47</i>	"Biodiesel Plant"

## Radio Category

Sasha Khokha, The California Report, <i>KQED Public Radio</i> (3 individual entries)	*"Farmers & heat regulations" *"Small farmers cope with freeze losses" *"Hot Cows"
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