



## ***NEWS RELEASE***

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**FOR IMMEDIATE RELEASE**

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### **FCFB Journalism Awards deadline for entries is July 2**

*Annual Media Appreciation Night is July 26*

Fresno County Farm Bureau is looking for the best in agricultural reporting. The call for entries is underway for the 13th Annual Journalism Award, which will be presented at the annual Media Appreciation Night on July 26 at the Clovis Rodeo Grounds in Clovis.

With last summer's peach fruit fly quarantine and excessive heat and crop/livestock losses, this January's freeze, and the ongoing immigration reform debates, there were no shortages of farm-related issues to cover in 2006-07. News articles or stories published or broadcast from June 30, 2006 to June 30, 2007 are eligible. The deadline to submit entries is July 2.

The annual award recognizes excellence in reporting on agricultural issues. Farm Bureau will present print media awards in two categories, recognizing the best in general media publications and in agricultural trade publications. The electronic media category now includes a separate category each for radio and television. First place and runner-up awards will be presented in each category. This year's first place winners will receive a silver western belt buckle.

Entries may include any regional agricultural-related story or series in any newspaper, magazine, radio or television format. The criteria for the award are: awareness of agriculture's importance in the Valley; demonstration of knowledge; thorough and objective coverage of the issue; and educational element for the non-farm public.

Any full-time, part-time or free-lance journalist who covers agricultural-related topics may enter the competition. However, first place winners in 2006 are asked not to submit entries for the 2007 competition.

The winners will be announced on July 26 during FCFB's Media Appreciation Night. The event will be held at the Clovis Rodeo Grounds, from 5:30 to 9 p.m. This is an air-conditioned venue!

Contact the FCFB office at (559) 237-0263 for a nomination form and information about the program.

Fresno County Farm Bureau represents more than 5,000 members on air quality, trade, land use, water, labor and various agricultural related issues. Fresno County produces more than 350 commercial crops annually, totaling more than \$4.6 billion dollars in gross production value.

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