



News Release

Contact: Ryan Jacobsen,
(559) 237-0263
Cell, (559) 696-0932
Liz Hudson, (559) 237-0263
Cell (559) 779-1569
Email: lizh@fcfb.org

FOR IMMEDIATE RELEASE

July 31, 2008

Fresno County Farm Bureau Salutes Journalism Excellence

Journalism Awards presented Thursday, July 31

Fresno County Farm Bureau announced the recipients of its 14th annual Journalism Awards at the organization's Media Appreciation Night held Thursday, July 31 at the Clovis Rodeo Grounds.

Recognized for excellence in agriculture reporting were:

2008 FCFB Journalism Awards winners **Print Media—General Media**

First place: Gabriel Dillard, *The Business Journal*

"Developers Mine Gold in Triangle" – 3/14/08, an article that describes the challenges farmers, who are located within the Golden Triangle of eastern Fresno County, face from economic pressures to sell their farmland to developers.

Runner-up: Beth Wamerdam, *Selma Enterprise*

"Harvest Time" – 9/5/07, a comprehensive report of the effects of rain during last year's raisin harvest.

Print Media—Farm Trade Media

First place: Vicky Boyd, *The Grower Magazine*,

"Preparing for the Worst" – 2/8/08, an account of how west side farmers are preparing for reduced water supplies.

Runner-up: Sara Souza, *Agribusiness Dairyman Magazine*,

Series of articles on "Niche Marketing: Thinking Outside the Box" – Aug. 07-Dec.07, a showcase of different marketing options for dairy operations.

Television Media

First place: Jon Brent, reporter; Kelly Vale, photographer; KSEE-TV 24

"Light Brown Apple Moth" – 6/19/08, an informative story about the Light Brown Apple Moth and its potential impacts to agriculture, addressing concerns of both consumers and producers with eradication efforts.

Runner-up: Tony Botti, reporter; Justin Terro, photographer; KGPE-CBS 47
“Rodeo Behind the Scenes”—4/26/08, a look behind the chutes of the Clovis Rodeo and a comprehensive portrayal of the “human” side of rodeo participants.

Photojournalism Media

First place: Dean Slagel, *Clovis Independent*,
“Big Bad Bully” – 5/2/08, a dramatic photo capturing a bucking bull in action at the Clovis Rodeo.

Runner-up: Corey Ralston, *Selma Enterprise*,
“Harvest time” – 9/5/08, a visual account of the raisin crop after an unseasonable rain hit in early-September.

Several entries were received from local publications and television stations. The criteria for the awards are: awareness of agriculture’s importance in the Valley; use of visuals to tell the story, where applicable; thorough and objective coverage of the issue, given time and space limitations; educational element for farmers/producers (Ag Print category) and for the consumer (General Media); portraying the “human side” of the industry, making the issues relevant to consumers and/or producers. News articles or stories published or broadcasted from July 1, 2007 to June 30, 2008 were eligible.

Serving as judges were: Paul Betancourt, FCFB past-president and director; Eric Cisneros, general manager, Fresno Cooperative Raisin Growers; Sasha Khokha, last year’s radio first-place winner and KQED Radio’s “The California Report” reporter; Betsy Hays, assistant professor, Department of Mass Communication & Journalism, California State University, Fresno; Daniel Hartwig, vice president growers relations, Nisei Farmers League; and Russel Efird, FCFB president

“The quality of the entries made the selection process difficult. Each entry was worthy of recognition,” said Efird.

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

Business sponsors for the event include: Clovis Rodeo Association; Vons, A Safeway Company; Harris Ranch Beef Company; Sun Empire Foods; California Cotton Ginners & Growers Association; California State University, Fresno – College of Agricultural Sciences & Technology; Clovis Feed; Crown Jewels Marketing, LLC; Ewell Group of Companies, A. Ben Ewell, Jr.; Federal Land Bank Association of Kingsburg; Fresno Cooperative Raisin Growers, Inc.; Fresno Madera Farm Credit; Fresno-Kings County

Cattlemen's Association; Ganduglia Trucking; Gar Tootelian Inc.; Gerald Tahajian, Estate Planning Attorney; Hedrick's Chevrolet; High Desert Ag, Inc.; Hudson Farms; Jeffrey T. Roberts; Keith Nilmeier Trucking; Koll-Pallesi; Machado Dairy; Michelsen Packaging Co.; Pacific Distributing Inc.; Private Wealth Advisors; Proteus, Inc.; The Business Journal; Valley Type & Design; Valley Wide Beverage Co.; West Hills College Coalinga- Farm of the Future; and Westlands Water District

Fresno County Farm Bureau represents more than 4,800 members on trade, land use, water, immigration and major agricultural related issues. Fresno County produces more than 350 commercial crops annually, totaling over \$5.3 billion dollars in gross production value. For information about Farm Bureau, call (559) 237-0263, or visit www.fcfb.org.

-end-