



News Advisory

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FOR IMMEDIATE RELEASE

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FCFB is accepting nominations for Annual Journalism Awards

Fresno County Farm Bureau is looking for the best in agricultural reporting. The call for entries is underway for the 15th Annual Journalism Awards, which will be presented at the annual Media Appreciation Night on July 30 at P-R Farms, 2917 E. Shepherd Ave. in Clovis, beginning at 5:30 p.m.

News articles or stories published or broadcast from June 30, 2008 to June 30, 2009 are eligible. The deadline to submit entries is July 1. Any full-time, part-time or free-lance journalist who covers agricultural-related topics may enter the competition, limited to two entries per individual reporter/editor/producer/team. First place winners from 2008 are ineligible for 2009 competition.

The annual awards recognize excellence in reporting on agricultural issues from journalists throughout the region. Farm Bureau presents two awards in the print media category, recognizing the best in general media publications and in agricultural trade publications. Awards also will be presented for the best in radio and television reporting and in photojournalism. A first place and runner-up will be selected in each category.

Entries may include any regional agricultural-related story or series in any newspaper, magazine, radio or television format. The criteria for the awards are: thorough and objective coverage of the issue, given time and space limitations;

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educational element for farmers/producers (Ag Print category) and for the consumer (General Media); portraying the “human side” of the food and agriculture industry, making the issues relevant to consumers and Valley residents; and use of visuals to tell the story, where applicable.

The winners will be announced at 6:45 p.m. on July 30 during FCFB’s Media Appreciation Night. Contact the FCFB office at (559) 237-0263 or visit the Web site at: www.fcfb.org for a nomination form and information about the program.

Fresno County is the nation’s number one agricultural county, producing more than 350 commercial crops annually, totaling more than \$5.6 billion in gross production value in 2008. FCFB’s membership exceeds 4,800 members, part of a network of over five-million Farm Bureau members nationwide.

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