



Royal Agricultural & Horticultural Education Foundation of SA and Rural Media SA

## 2017 YOUNG RURAL & REGIONAL JOURNALIST PROFESSIONAL DEVELOPMENT AWARD

The Young Rural and Regional Journalist Professional Development Award is an initiative of the Royal Agricultural & Horticultural Education Foundation of SA and Rural Media South Australia (RMSA) and proudly supported by media mentor partners Stock Journal, ABC Rural, Channel Seven and Advertiser.

### Objectives

1. Foster high professional standards and provide professional development opportunities for young regionally-based journalists.
2. Encourage greater participation among journalists in reporting on the activities of their local SA Country Show and their local community's participation in the Royal Adelaide Show.
3. Develop reporting that elevates the importance of regional communities and rural issues for all South Australians.

### Prize

- \$1,000 to the winner, sponsored jointly by RMSA and the RA&HS Education Foundation.
- \$500 to the winner's employer to cover their absence while attending the 2016 Royal Adelaide Show.
- tailored two-day education program coordinated by the RMSA committee to be undertaken during the 2017 Royal Adelaide Show on Wednesday 6 September 2017 and Thursday 7 September 2017.

The goal of the two-day education program is to expose the winner to metropolitan media experiences of their choice related to or occurring at the Royal Adelaide Show, providing valuable insight into metropolitan media in a broad or specific way, depending on the winner's interests and aspirations.

Entrants have opportunity to indicate special areas of interest in their cover letter and if successful, to negotiate their two-day program with RMSA.

During the two day education program, it is envisaged the winner will compile one or more stories regarding people from their local area who are participating at the Royal Adelaide Show for publication/broadcast by their regional media employer.

It is suggested the prize money is used for expenses incurred for travel and accommodation in Adelaide for the two-day program, although this is not a stipulation.

### Entries must include:

- A covering letter containing:
  - Your name, current position, employer, your contact details and those of your editor
  - List of published stories (unrelated or part of a series) that directly relate to one or more SA Country Shows (not Field Days) and declaration of when and where the stories were published/broadcast
  - The letter of application should be signed by both the entrant and employer
  - Preferred Adelaide media placement (ie Stock Journal, Channel Seven, Advertiser or ABC Rural) and/or any special interest areas
- A 300-500 word statement outlining why this opportunity is important to you and what benefits it would bring to you personally, your employer and your region.
- A brief CV



## Entry information

- There is no fee to enter.
- Financial members of RMSA are encouraged to enter
- As an entry incentive, non-members of RMSA will receive free membership of RMSA for 2017 - 2018.

## Eligibility, terms and conditions

- Entries open 1 August 2016 and close 30 April 2017 encompassing the 2016 - 2017 SA Country Show season (1 August – 31 March).
- Open to print, radio and television journalists living in a regional area and working for a South Australian country newspaper/ media outlet or freelance within South Australia.
- Entrants must be aged 30 years and under as at closing date of entries (30 April 2017).
- Entry is free. Non-members of RMSA are encouraged to enter and will receive free membership of RMSA for 2016 - 2017.
- Members of the judging panel and their families are ineligible to enter.
- All entries will remain the property of RMSA, which shall retain discretionary power over future use.
- The winner cannot enter the following year.
- Entrants are obligated to attend the two-day Royal Adelaide Show placement on Wednesday 6 September 2017 and Thursday 7 September 2017, attend the RMSA Royal Show breakfast on Thursday morning and participate in activities arranged by their media mentor. The entrant and their employer commit to this as a condition of entry.
- The winner is also required to make a brief address during the RMSA Royal Show breakfast regarding their experience and anticipated learning outcomes.

## The Process

Entries will be considered by a panel consisting of a representative from:

- The RA&HS Education Foundation
- Rural Media SA
- The Agricultural Societies Council of SA (Country Shows)

Entries will be assessed in May and June 2017. The winner will be notified in late June and the award will be presented at the RMSA Royal Show Breakfast, Thursday 7 September 2017.

The award will be presented to the individual whose entry in the panels' opinion best demonstrates a commitment to journalism in rural and regional sectors and shows potential for excellence in journalism.

The Editor of the proposed winner may be contacted confidentially to discuss arrangements for the placement. The judging panel's decision shall be final and no correspondence shall be entered into.

## Post to:

Rural Journalist Professional Development Award  
c/- RMSA, PO Box 189, GOODWOOD SA 5034  
Entries close: 5 pm, 30 April 2017

