



Excellence in Agricultural Journalism 2009

Achieving Food Security in Trinidad and Tobago: A National Priority

The Award Competition

The **IICA/CARDI Excellence in Agricultural Journalism** awards competition is being initiated under the IICA/CARDI¹ project (2008-2009) entitled: Enhancing Information and Communications for Food Security in Trinidad and Tobago. The theme for the inaugural competition is: **Achieving Food Security in Trinidad and Tobago: A National Priority**.

Objectives

The competition aims to:

1. Foster greater understanding of food security and related issues among the media in Trinidad and Tobago;
2. Increase interaction and create new partnerships between the agriculture sector and the media;
3. Encourage more informed reporting on food security issues;
4. Encourage awareness of food security issues among citizens of Trinidad and Tobago.

Categories & Prizes

One (1) overall winner from each category will be chosen and will receive a cash award of US\$800.00

Prizes:

Excellence in Agricultural Journalism - Print

Excellence in Agricultural Journalism - Television

Excellence in Agricultural Journalism - Radio

Excellence in Agricultural Journalism - Photography

Special Award

Excellence in Agricultural Journalism - Citizen Journalism

Media House Recognition Awards

Media houses carrying winning awards will receive special recognition.

SUBMISSION CRITERIA

- There is no limit to the number of entries or categories for each contestant.
- One person can submit entries in several categories.
- No late entries will be accepted.
- The Judges decisions are FINAL.
- All submissions must include the following:
 1. A completed Entry Form
 2. A 150-word biography of the creator
 3. A brief description of no more than 300 words on the submission - summary of content, its significance to the issues being highlighted, any challenges experienced in producing the work (e.g. gathering information).
 4. A signed statement from the relevant authorised person in the media house as copyright holder allowing use of the submission by the organisers on its websites or other outreach materials or methods.

Scope

- Stories must promote or raise awareness on practices which promote food security and nutrition, support sustainable agriculture, reinforce multi-sectoral linkages, encourage rural communities, youth and women development and engender proper management of the environment.
- **Entries should be published and/or broadcast in Trinidad and Tobago between October 6, 2009 and January 29, 2010.**
- Radio, Television, Print and photography categories entries should have first been published or broadcast in recognised media, whether conventional (print publications, television/radio networks) or new media (Web 2.0: such as social network websites and blogs).
- Citizen Journalism category entries should first have been aired/published within the given time frame - October 6, 2009 to January 29, 2010 in any conventional media or new media, which satisfy the judges' criteria for reaching a wide local audience, with clarity and impact.
- Entries may take the form of news reports, special features, talk shows documentaries, editorials, pictorials, weblogs and other online broadcasts, docu-dramas and serials.

Special Submission Requirements for Each Category

- **Print:** Submit three (3) hard copies of each entry and 3 soft copies in MS Word, in addition to the other supporting materials. The hard copies may be submitted in the form of newspaper clippings, with the masthead or a tear sheet of web printouts. For material published exclusively online, submit the location of an active or archived URL link.
- **Television and Radio:** Submit three (3) copies of the audio transcription and the final three (3) copies of the final airing of the programme on DVD or mpeg format (television) or audio CD in flv (flash video), Mp3, etc. format. The CDs and DVDs submitted for consideration must be labelled with category, name of entrant, title of entry and playing time.
- **Photography:** Submit three (3) CDs and three (3) copies on 5 x 7 photo paper of each photograph entered. Also include three tear-sheets or original newspaper or webpage of recognised media showing how the photograph was used.
- **Special Citizen Journalism Award.** This award is open to citizens of Trinidad and Tobago with no formal training or experience in journalism. Requirements apply as indicated above.

¹ Inter-American Institute for Cooperation on Agriculture (IICA);
Caribbean Agricultural Research and Development Institute (CARDI)

JUDGING

Panel

The panel of judges, composed of experts in the field of agriculture, information dissemination, journalism and communications, will adjudicate the process.

Criteria

For judging print, radio and television submissions:

- 1) Relevance (to local agricultural development) - 15%
- 2) Accuracy - 15%
- 3) Fairness/Objectivity - 15%
- 4) Originality/Creativity - 15%
- 5) Research (Depth and Comprehensiveness) - 15%
- 6) Impact (accessibility of entry and reach) - 15%
- 7) Overall journalistic ability (style, language, clarity) - 10%

For judging photographic submissions:

- 1) Relevance - 40%
- 2) Originality/Creativity - 30%
- 3) Impact and Reach - 30%

GENERAL COMPETITION RULES

- 1) The decision of the panel of judges is final.
- 2) The competition sponsors will not accept liability for late or lost entries. Illegible or fraudulent entries or acts shall render the entrant ineligible.
- 3) Members of the judging panel cannot vote on work entered by their organisation, employees or family members and will be excused from judging entries in those categories.
- 4) In the interest of upholding the integrity of the competition judges reserve the right to disqualify any piece of work and/or finalist if, in the judges' reasonable opinion, there exists reasonable doubt surrounding the authenticity and/or accuracy of the submitted entry.
- 5) In the interest of upholding the integrity of the award, judges reserve the right to withhold granting of an award in any category if entry requirements and standards are not met.

COPYRIGHT

- 6) By submitting an entry, the entrant acknowledges himself/herself to be the creator of the work being submitted.
- 7) The entrant automatically certifies that entry does not infringe upon the rights of any third party and that it does not violate any copyright.
- 8) Entries must be accompanied by a signed statement from the copyright holder allowing use of the submission by the organisers on its websites or other outreach materials or methods.
- 9) The competition sponsors will not accept liability for plagiarised or fraudulent entries.
- 10) By submitting an entry, contestants agree to grant the IICA Secretariat and its associated organisations the right to use their names, voices, pictures and work submitted, without compensation, in any media for the purposes of advertising and public relations, media training in journalist workshops and publicizing all matters related to the competition.

DEADLINES AND OTHER IMPORTANT DATES

Competition launch: October 6, 2009
Competition opens: October 6, 2009
Competition closes: **JANUARY 29, 2010**
Judging period: February 2010
Announcement of winners: February 2010

Entry forms and detailed instructions can be downloaded from the official website at www.iica.int/trinidadandtobago.

Copies of entries should be delivered by **4:00p.m. on Friday January 29, 2009** to:

*The Coordinator
Excellence in Agricultural Journalism
c/o IICA Office in Trinidad and Tobago
10 Austin Street, St. Augustine*

Soft copies can be submitted via email to: agrijournalism@gmail.com, but these **must be** supported by three (3) hard copy versions of the submission.

All winning entries will be published on the IICA website at:
www.iica.int/trinidadandtobago

For further information, please contact:

Email: agrijournalism@gmail.com or
Tel: 645-4555; 645-5020