



RMA

The Rural Media Association
of Western Australia

2022 Rural Media Award categories

Outstanding Commitment to Rural and Regional Media - \$1500

A journalism or communication professional who has demonstrated a wide breadth of skills in the production or creation of rural media in WA.

This award is open to a range of professionals including, but not limited to, journalists, writers, freelancers, editors, photographers, public relations and communication professionals and broadcast hosts (such as radio, podcasts, television), who have demonstrated an excellent ability to tell stories of importance to the rural/regional community.

The individual has built a strong reputation in their field, either over a short or long period of time.

The entrant has demonstrated exceptional dedication and passion to their work.

- Entries must include three pieces of work. If any piece forms part of a series, or is the product of investigative reporting, a 200-250 word explanatory note must be included detailing the work of the journalist to produce the story.
- Entrants must include a 500 word maximum synopsis outlining their commitment to the WA rural media sector.

- Two referees must be provided with phone numbers and email addresses for the judges to contact.
- Others can nominate candidates for this category with these outlined requirements.

Best New Entrant - \$500

Communications or journalism professional who has been in the industry for three years or less.

- Commitment to ongoing improvement in the field, quality, consistency of work and involvement in industry activities to be considered.
- Entries to comprise a portfolio of three journalism or communications works with a rural or regional focus.
- Nominations can be submitted for individuals by other RMA WA members.
- Entries to be accompanied by an executive summary of no more than 200 words, outlining previous work history.

Best Communication Campaign - \$500

Applies to public relations practice carried out in country WA or with a rural/regional element.

- Applicable to promotions, campaigns or events.
- Judged on an executive summary up to 1000 words in length addressing any of the following: situation analysis, goals and objectives, research, target audience, communication strategy, implementation, budget, results and evaluation process.

- Supporting materials such as media releases, printed material, photographs, posters, media clippings or electronic material can be included for this entry

Best Photograph - \$500

A photograph published in print or online primarily for WA rural and regional media.

- Original image and copy of printed or online feature to be provided electronically.
- Judged according to impact, technical application and relevance.
- Entries must be an individual photograph, however, the submitted work may be extracted from a photographic feature or series.
- Entries to be accompanied by an executive summary of no more than 200 words.

Best Feature – Print - \$500

One feature article on one subject published in the WA rural or regional media.

- Recognises 'background' information in a form Best News Coverage print/broadcast cannot. This is not necessarily first page news, however, must be considered best practice journalism to reward research, story development, consideration of task and crafting of the final piece.
- The article or segment should be both detailed and easy to read.
- Content may cover topics such as human interest, on-farm features, sport or other relevant rural or regional issues.

- It should be an in-depth story, enabling the audience to gain a clear understanding of the issue that a single news story cannot provide.
- Minimum word count of 800 required.

Best Feature – Broadcast - \$500

One feature broadcast story on one subject published in the WA rural or regional media.

- Recognises 'background' information in a form Best News Coverage print/broadcast cannot. This is not necessarily first page news, however, must be considered best practice journalism to reward research, story development, consideration of task and crafting of the final piece.
- The segment should be both detailed and easy to watch or listen to.
- Content may cover topics such as human interest, on-farm features, sport or other relevant rural or regional issues.
- It should be an in-depth story, enabling the audience to gain a clear understanding of the issue that a single news story cannot provide.

Best News Coverage – Print - \$500

Regional or rural community/industry news story published either online or in hardcopy in print media to WA audiences.

- Judged on newsworthiness, style, content, objectivity and balance.
- Applicable to one story only. If this coverage forms part of a series, or is the product of investigative reporting, a 200-250 word explanatory note must be included detailing the work of the journalist to

- produce the story.
- Entries for online print stories must be print-based articles only.

Best News Coverage – Broadcast - \$500

Regional or rural community/industry news story broadcast on television, radio or online (including podcasts) to WA audiences.

- Judged on newsworthiness, style, content, objectivity and balance.
- Applicable to one story only. If this coverage forms part of a series, or is the product of investigative reporting, a 200-250 word explanatory note must be included detailing the work of the journalist to produce the story.
- Entries for stories published online must have their key component as broadcast of audio or video.

Best Coverage of an Agricultural Issue - \$500

Agriculture news story broadcast or published to WA audiences.

- Judged on newsworthiness, style, content, objectivity and balance.
- Applicable to one story only. If this coverage forms part of a series, or is the product of investigative reporting a 200-250 word explanatory note must be included detailing the work of the journalist to
- produce the story.

Best Audio - \$500

Audio segment broadcast in the WA rural or regional media.

- The audio segment should be both engaging and of high quality production value.
- Content may cover topics such as human interest, on-farm features, sport or other relevant rural or regional issues.
- Can be a live or pre-recorded broadcast, either in an interview or segment including podcast and flow-radio.
- No minimum length requirement

Best Support/Behind the Scenes Work

Individual or group dedicated to servicing or supporting rural and regional media and assisting in sharing information or entertainment to WA audiences.

- Entries must outline a scenario with a 500 word maximum where individual or group delivered an ideal outcome for delivering a service to audiences by the media outlet.
- Others can nominate candidates for this category with these outlined requirements.
- Examples can include technical support, outdoor broadcast scenarios, rolling news coverage and how a team banded together in a really tough broadcasting situation!