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-----Original Message-----

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THE GUILD OF
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JOURNALISTS
 OF GREAT BRITAIN
*Writing, broadcasting and press communications
 in farming, horticulture and countryside*

eAlert

July 2010

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Bob Davies Memorial Award

The Farmers Union of Wales has presented a new 'media personality' award created in memory of former Guild member, freelance journalist Bob Davies, who died last November.

The Bob Davies Memorial Award recognises the major contribution Bob made to agricultural journalism in Wales, including 44 years as *Farmers Weekly's* Wales correspondent. His widow Jennifer and daughter Emma attended the presentation ceremony during the Royal Welsh Show.

The recipient of the inaugural award - offered to a media personality who has raised the public profile of Welsh farming - is BBC *Countryfile* presenter Adam Henson. The award recognises the poignant manner in which he reported on the sad outcome of bovine TB testing on his Cotswold farm and for his work on the BBC's popular *Lambing Live* series, broadcast from a farm in Wales this spring.

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Guild gathering at Dairy Show

The Guild is staging a new event at the Dairy Event & Livestock Show this year - it's first at the National Exhibition Centre, Birmingham.

NFU Mutual is generously sponsoring the reception, thanks to the good offices of communications executive and Guild treasurer Tim Price. It will be held on the first day of the show - **Wednesday September 7** - in the media centre from 5pm.

Refreshments will be served as members wind down and compare notes with colleagues and friends after a busy day at the event.

Don Gomery memorial service

The high esteem in which former Guild secretary Don Gomery was held - not only by all members of the Guild but throughout the farming industry - was evident from the capacity attendance at his memorial service at St Bride's Church, Fleet Street earlier this month.

Current Guild president Lord Cameron and past president Lady Byford were among the congregation together with Peter Bell, now in his nineties and Guild secretary before handing over to Don in 1984, a

former treasurer Derek Watson.

The renowned St Bride's choir excelled itself with a rendition of the classical hymns and pieces before closing with a selection of Don's favourite Sinatra melodies.

Guild chairman Nick Bond, Rosie Carne of Yara and Don's daughter Rebecca gave readings. Addresses were from James Campbell, representing the IFAJ (one of Don's great interests) and former Guild chairman and long-time professional colleague Denis Chamberlain. Both painted personal pictures of Don's career and his devotion to the Guild.

The service was conducted by Guild Chaplain, the Venerable David Meara, and the reception afterwards was kindly provided by the Farmers Club whose journal Don edited with distinction for a number of years. The retiring collection and other donations are being shared between St Bride's and the Guild's Charitable Trust, details of which are available on the Guild website [here](#).

John Parry's legacy

A further contribution to the work of the Guild's Charitable Trust has been received in the form of a cheque for £1000 from Liz Parry in memory of her husband John, the well-known and highly respected freelance journalist from Harrogate, North Yorkshire, who died last November following a long battle against cancer.

The Charitable Trust was in contact with John up to the end and it was his wish to leave a sum of money to help further its aims.

"We are most grateful to John and Liz for this generous donation," says Guild Trust Chairman, Stephen Howe. "I knew John both as a journalist and as a friend since his time on *Farmer & Stockbreeder* to recent years in his capacity as a freelance. He was a true professional in every sense of the word, always maintaining the highest standards of journalism and integrity; our profession is all the poorer for his passing."

New website

With generous sponsorship from Perkins Engines, a project has begun to create a new website for the Guild with a fresh, more modern appearance and easier navigation. This will also lead to a modernised design for the monthly eAlert, which will have the continued support of AGCO's tractor brands.

At present, the plan is to retain the content and features of the existing website - but any Guild members with suggestions for changes or new content should send their ideas to website editor [Peter Hill](#) without delay.

Regional events

All Guild members can attend regional events as long as there is space available - please register for a particular event with the regional organiser.

Eastern - A clash of diary dates and the prospect of a new product launch caused the visit to RB Organics (part of the Produce World Group) to be postponed. It is likely to go ahead in September, so watch for details in the August eAlert or register your interest with eastern organiser [Louise Impey](#) 01582 872271

Midlands - Read a report on the photography workshops on the Guild website. A second photography session is being organised. Details from Midlands secretary [Liz Snaith](#).

Scotland - Scottish organiser is [Joe Watson](#).

RABI's hot runner

Congratulations to Guild member Rosie Carne, marketing manager at Yara, for completing the British 10k London Run 2010 during the recent hot weather to celebrate the 150th year of the Royal Agricultural Benevolent Institution (RABI).

"RABI is such a wonderful charity that I decided to break the habit of a lifetime and run to raise as much

money as possible," says Rosie. "Moving house rather interrupted my training schedule and the hot weather was a great concern but I was determined to take part and get to the finish - which I did, taking 1 hour 26 minutes on a very warm day!"

Several Guild members have already contributed to boost Rosie's fund towards her Â£1000 target. To add a donation by way of congratulation, send her a cheque made out to RABI (add your postcode to enable the charity to get the Gift Aid allowance) or visit Rosie's [JustGiving](#) web page for an easy online donation.

Future IAgRE president

Guild member Andy Newbold, a chartered engineer and managing director of technical exhibitions company Fusion Events, has been appointed President Elect of IAgRE, the agricultural engineers' organisation.

In addition to staging the Precision Farming Event, UK Grain, the Agricultural Buildings Show and the Farm Energy Event, Andy publishes *Pro Operator*, the specialist technical magazine for all NROSO registered sprayer operators edited by fellow Guild member Mick Roberts. He also runs an engineering risk management consultancy.

Andy recently received the IAgRE's Michael Dwyer Memorial Prize, presented to a mid-career engineer who has made outstanding progress in the agricultural engineering industry.

Details of IAgRE seminars and conferences that may be of interest are available from press officer, Guild member [Marion King](#).

Account win for Broglio

Guild member Kevin Brewer, managing director of Oxfordshire-based PR agency Broglio, is heading a 12 month community and media relations PR project related to the re-powering of the Goonhilly Downs Wind Farm.

The project, awarded following a four-way pitch, includes liaison with schools, town and parish councils and numerous community organisations on and around the Lizard Peninsula; all other community relations including a newsletter and community website; and managing all media relations on the Â£12 million re-power including local, regional, trade and national press.

Developer Cornwall Light & Power will install six new turbines to replace the current 14 old models, enabling the Lizard Peninsula to meet 100% of its domestic electricity supply from local wind power and make it the most powerful wind farm in Cornwall and the South West. Goonhilly was one of the very first wind farms in the UK when it was commissioned in 1993.

Whisper.pr expands

Glos-based agency Whisper.pr, run by Guild members Ruth Jewkes and Adrian Bell, is expanding with the appointment of Natalie Reed as agricultural technical writer.

Natalie is a post-graduate student of the Royal Agricultural College, Cirencester, where she studied rural development and sustainable agriculture. She has previously worked at the Royal Agricultural Society of England.

"I'm pleased to welcome Natalie to Whisper," says Adrian Bell. "Her enthusiasm and passion for agriculture is evident. Having Natalie aboard will be a valuable addition to the team as the business continues to grow."

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Rural stress support in Scotland

Guild member Anna Davies of agency Scene & Heard reports that the Royal Scottish Agricultural Benevolent Institution (RSABI) is establishing a stress-support service for the rural community in Scotland.

The Gatepost service will have a dedicated helpline, staffed by people who not only understand farming but also have specialist knowledge and experience within stress and crisis support, and is scheduled to

go live later this summer once staff members are in place.

Full details from [Anna](#).

Fiction for farmers: taking a career break in the tropics

Be warned! Guild member George Macpherson reckons his first novel *The Floating Island - a tale of Africa* is a bit racy in parts!

Whether his raunchier paragraphs are written from personal experience or a lively imagination is not revealed. But elements of this story about a prospective farm manager's time spent in Africa doubtless draws on the author's own years in the country.

"This very readable book captures the spirit of the end of the British colonial era and the emergence of African independence," says publisher Tom Bayliss. "It highlights the devotion of some of the expatriates, including an elderly Belgian missionary and British agricultural scientists, while introducing the reality of the joys, fears and culture of village people whose way of life was precarious and often tragic in confronting nature in the raw."

The story may transport readers back 50 years but the novel is very much of the modern age in being an e-book that downloads in seconds to an Amazon Kindle reader, the Apple iPad, a laptop or desk computer or 3-G portable telephone.

The book is priced Â£8.50 at the Amazon [website](#). Guild members can ask for a review copy for their publications by emailing [George](#) or [Tom Bayliss](#).

Visit George Macpherson's Grande Vigne Press [website](#) for details of his other books.

Writing about the environment

The Field Studies Council is running a [weekend course](#) to hone writing skills on environment topics. Based at Flatford Mill close to the Suffolk/Essex border, the course will explore research skills, and eco-tourism and the process of contributing features to magazines and newspapers.

Tutor Susan Grossman is a freelance journalist, broadcaster and photographer who, according to the Field Studies Council, has developed a unique and lively approach to lectures on writing skills improvement and getting published.

The course runs from October 15 to 17 and costs from Â£159 non-residential to Â£224 single room occupancy.

Recruiting?

Employment and publishing opportunities are mentioned in eAlerts whenever possible but there is also an enhanced paid-for service available to companies recruiting staff. Click [here](#) for details.

New members

The Guild is always keen to recruit new members who meet the criteria. A new leaflet in pdf format describing activities and the benefits of being a member is available to download [here](#). Alternatively, contact membership secretary [Liz Snaith](#) or visit the Guild [website](#) for more details and to download an application form. The following new members have been welcomed to the Guild:

Jo Biggs, press officer, EBLEX, Stoneleigh Park, Warwicks CV8 2TL. Tel: 02476 478836Â Mobile: 07816 940164Â [Email](#).

Laura Dickinson (Friend), marketing and events manager, ARC Addington Fund, The Red Stable Block, Stoneleigh Park, Warwicks CV8 2LZ. Tel: 02476 690587Â Fax: 02476 696274Â Mobile: 07702 815868Â [Email](#).

Jennifer John (Friend), director, Ceres PR, The Long Barn, Kiln Road, Dunsden, Berks RG4 9PB. Tel: 0118 9475956Â Mobile: 07860 555233Â [Email](#).

Matthew Peacock, media manager, RDP Advertising and Marketing Ltd, Unit 3 Highnam Business Centre, Newent Road, Highnam, Glos GL2 8DN. Tel: 01452 429177Â Fax: 01452 419270Â Mobile: 07584 238401Â [Email](#).
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Year Book updates

Freelance **Rose Beddington** has a new [email address](#), while machinery specialist freelancer Michael Bird has a new home and office telephone number (01452 226335) as a result of moving to a new address. Mobile and email remain unchanged.

Tim Brigstocke is no longer chairman of RABDF but remains policy director of the dairy farmers' organisation. He is also now executive chairman of the Rare Breeds Survival Trust and chairman of the English Cattle Health & Welfare Group. Contact numbers and address in the current Year Book are correct but members can also reach him by mobile on 07710 741440.

Yara marketing manager **Rosie Carne** has moved from Yorkshire to Bath. Her mobile number and email address are unchanged but the home contact details are now: The Garden Flat, 8 Johnstone Street, Bath BA2 4DH. Tel: 01225 481515.

Wales-based **Sheila Coleman**, who works under the Coleman Roberts Communications banner, would like members to note her work [email address](#), and Guild member **Ian Harris** also has a new address for his [email](#).

Richard Saunders is rationalising telephone lines as he winds down his Landwriter operation to enjoy a well-deserved retirement and is now contactable only via the home number published in the Year Book. His Landwriter email address remains unchanged.

Having retired from writing and editing, **Stella Scarr** has decided to leave the Guild.

The Women's Food & Farming Union has moved to a new office based at:
Cargill plc, Witham St. Hughs, Lincoln LN6 9TN.Â Tel: 0844 335 0342Â [Email](#).Â President: Helen Bower

News links

Click on the individual story headline or go to the Guild [website](#) and use the News navigation link for a complete list of Guild news stories.

[Popular workshop set for re-run](#)

What's on the website?

Check when there are conferences, shows and technical events worth covering by looking up the Guild's Industry Events Calendar [here](#).

Update contact details

Please remember - if you change email address, postal address or telephone number, send a note to [Wendy Ryder](#). Also, please advise the [treasurer](#) if your subscription direct debit bank account is changed.

Something to share?

Journalists - have you won an award or been involved in an investigation or campaign?

Editors and publishers - have you redesigned or relaunched an existing title or introduced a new publication?

PR agencies - have you taken on a new client or started a new PR campaign that you would like Guild members to know about?

Send your news and pictures to the Guild website and eAlerts editor [Peter Hill](#)

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