



GUILD OF
AGRICULTURAL
JOURNALISTS

WRITING, BROADCASTING, PHOTOGRAPHY AND PROFESSIONAL COMMUNICATIONS IN FARMING & HORTICULTURE & OTHER RURAL INDUSTRIES

eAlert

OCTOBER 2010

Challenger

For the latest news on acre-
eating tracked tractors and
high-output applicators from
AGCO's Challenger line.

Paul Lay

(paulay@uk.agcocorp.com)
www.challenger-ag.com



Guild secretary appointed

After considering a number of high quality applications from within and outside the Guild membership, Norfolk freelance Clemmie Gleeson has been appointed as the Guild's new secretary.

"Clemmie clearly has an enthusiasm for the Guild and its objectives and has demonstrated that she is a well-organised person suited to this important role," says Nick Bond, Guild chairman. "She won an IFAJ *Young Leaders in Agricultural Journalism* Award in 2007 and as a result attended the IFAJ Congress in Japan that year, so we're delighted to appoint someone familiar with the opportunities that Guild membership brings."

Time spent on a BSc in agri-food marketing with business studies at Harper Adams included a 12-month placement with *Pig Farming* and *Farmers Guardian*. She then worked for an MA in develop-



ment studies and a post-graduate certificate in journalism.

Clemmie then spent eight months with WREN-media before joining *Farmers Guardian* as a regional reporter from 2004 to 2009. Since then, she has worked freelance for a number of farming titles.

Among her other interests she is a founder member of the Norfolk Smallholders Show committee and is the event's press officer.

Award deadline - Monday, November 1

A reminder that the entry deadline for two Guild awards is fast approaching.

Members with an interest in animal health and welfare can send in their favourite articles or broadcasts for the NOAH-sponsored Animal Health Writer/Broadcaster of the Year award in the hope of winning a share of the £1000 prize fund. Full details and an entry form are included with this eAlert.

Journalists writing for regional newspapers are urged to enter the Stuart Seaton Regional Agricultural Journalism awards, which highlight excel-

Yara journalism award winners

Congratulations to Guild members Philip Clarke (far left), Robert Harris (centre) and Nancy Nicolson (far right) for their success in the Guild's Yara Agricultural Journalism Awards presented at a packed Harvest Lunch last week. The awards, judged by independent farming industry specialists and previous winners, were presented by Yara UK CEO Tove Andersen (second from left) and Guild member Rosie Came, Yara's UK marketing manager. See the November eAlert for a full report.





lence in reporting on agricultural and rural affairs to the public at large as well as the farming community.

See full details attached to this eAlert.

Popular dairy show gathering

More than 40 members met up at the first Guild reception to be staged at the Dairy Event & Livestock Show.

Held in the event's media centre at the National Exhibition Centre, the reception sponsored by rural insurer NFU Mutual enabled members to unwind while sampling English wines and a splendid selection of fine English cheeses.

Following the demise of the Royal Show, and with it the Guild's popular summer Awards Party, the management council welcomed this new initiative.



NFU Mutual
Celebrating
100 YEARS

"Having enjoyed supporting the Guild's Royal Show event, NFU Mutual was delighted to transfer its sponsorship to the new reception at the Dairy Event & Livestock Show as part of our centenary celebrations," says corporate communications executive, Tim Price.

As a result of the popularity of this latest initiative, along with that of the Bangers 'n' Beer gathering at the Cereals Event, the Guild management council is exploring other opportunities for members to meet informally at shows and exhibitions - all suggestions welcome.

Introducing new members

Among recent new members of the Guild are the ARC Addington Fund's development, events & marketing manager, **Laura Dickinson**, who joined the organisation in April this year. She oversees the charity's marketing campaigns, press releases and publicity, as well as organising and attending events nationwide.



ARC Addington Fund is a charity that supports viable farming families encountering short-term financial problems. It also addresses the long-term housing needs of people leaving the agricultural industry.

Having graduated in 2006 from a Harper Adams business management and marketing

course, Laura spent four years with the Royal Association of British Dairy Farmers (RABDF) in the role of assistant events manager before joining ARC Addington Fund.

"I'm looking forward to forging a successful career in the agricultural sector and I welcome the networking opportunities that membership of the Guild provides," says Laura.

The director and co-founder of Ceres, **Jennifer John**, leads an award-winning creative PR and communications agency producing campaigns across the whole of the food industry from agriculture and producer to retailer.

"With my extensive PR and broadcasting experience, I frequently act as spokesperson for clients and have been the driving force behind a range of promotional campaigns, including those for Farm-house Breakfast Week and Open Farm Sunday," she says.

Jennifer is a qualified home economist and past winner of the Guild of Food Writer's Recipe Writer of the Year award.

"Ceres offers a winning combination of experience in consumer and food marketing and we constantly strive to exceed expectations in delivering successful creative campaigns," Jennifer adds.

After 10 years working with the BBC producing and presenting different radio shows, **Matthew Peacock** was appointed Media Manager at RDP Advertising & Marketing to handle PR assignments and buying advertising space.

RDP is a full-service agency working with some of the leading companies and organisations within the agricultural industry.

"I'm enthusiastic about creativity, communication and the transfer of information across a variety of mediums, including radio, newspapers and magazines, TV and of course tapping into the huge potential of the internet," says Matthew.

Having gained experience working on both sides of the media fence, Matt believes he has acquired a comprehensive understanding of the requirements of both journalists and PR clients.

"I'm really enjoying being a part of the UK agricultural industry," he says. "Developing strategies, generating ideas and ensuring professional targeted PR coverage for a range of clients, whilst working with some excellent industry publi-





cations and talented journalists.”

A former winner of the Guild’s John Deere-sponsored new entrants training award, **Charlotte Johnston** is now working as Junior Editor at 5M Publishing.

“I had a brilliant time at Harper Adams from 2004 to 2008 studying Rural Enterprise & Land Management,” she says. “During that time I won the Guild’s training scheme award and completed work experience with *Farmers Guardian* before working as a self-employed shepherd for a year in New Zealand and Cumbria. I loved working outside - especially when the weather was warm and I could catch a good tan!”



A year ago, Charlotte joined 5M Publishing to write news and features for the company’s pig, poultry, cattle, fish, meat and bio-energy online publications.

“I really enjoy working for 5M Publishing,” she says. “It keeps me up to date with what is happening in the global agricultural industry.”

In her spare time, Charlotte keeps two Dexter cows (now accompanied by a pair of Angus x Dexter bull calves) at her home in Penistone near Barnsley, South Yorkshire. Also, she is press officer for The Snowploughing Event, which aims to take 1000 young farmers to France to enjoy a week of skiing and, she adds, plenty of après ski activities!

After graduating from Seale-Hayne college, **Suzanne Ingle** worked for several years in arable research at ADAS Boxworth in Cambridgeshire. But an interest in photography and passion for equines led her to



work as a picture editor on *Horse & Hound* and handle some news and feature writing.

“That gave me an invaluable insight into the world of media, as well as getting behind the scenes of equestrianism,” she says. “Picture editing was key and it was a real buzz to be there during

the development of digital technology.”

Suzanne then returned to Cambridge to take up a marketing role at seed company KWS UK, which involved designing and producing variety leaflets, brochures and trial reports, as well as managing displays at the Cereals Event and other shows.

“Being on a different side of the agricultural industry has given me a good insight into the commercial world,” she says. “I’m now looking to set up a business with my future husband, making use of the skills and experiences I’ve learned and developed over the years.”

Edward’s long-service award

Veteran Guild member Edward Hart received a Long Service Award from the Yorkshire Agricultural Society at its annual show in recognition of his lengthy writing career.

“Edward received a commemorative certificate and engraved tankard, and a buttonhole badge giving free admission to the Great Yorkshire Show for life,” says YAS press officer and fellow Guild member Judy Thompson.



The award, presented by then society president Richard Elmhirst, recognises Edward’s contribution to farming knowledge through the Year Round series of real-life farmer diaries he has written for the *Yorkshire Post* for the past 45 years, his freelance writing and the 31 books he has written.

Ben Briggs to rejoin *Farmers Guardian*

Journalist Guild member Ben Briggs is returning to *Farmers Guardian* as News Editor following a stint with *Lancashire Business View*, which he leaves early next month.

Ben says of his appointment, which he takes up on November 22: “I am extremely excited about returning to





the paper where I started my career. *Farmers Guardian* is a fantastic publication and the opportunity to be at the forefront of farming news is a great opportunity for me, both professionally and personally."

While between jobs, Ben can be contacted on his benbriggs78@hotmail.com personal email address.

Farmers Guardian editor Emma Penny explains: "The News Editor is a new position created as a result of Vickie Robinson stepping up to being full time deputy editor. Previously, she combined both roles but with a much increased workload as Deputy Editor, the logical solution was to split them."

Food chain partnerships PR

Public affairs and strategic communications at English Food & Farming Partnerships are being handled by Guild member Jane Craigie as the organisation faces an interesting time following the management team's decision to invest in a newly formed agri-food consultancy.

"EFFP was formed after the Curry Commission Report six years ago to foster partnerships and relationships the length of the food chain,"



explains Jane. "It has developed a unique role in bringing together food and farming businesses for mutual gain."

"It is great to work with a team adept at identifying and implementing win:win initiatives from producers right through the food supply chain," she adds. "Their

work is very close to my heart; that of making food chain links that are fair and based on mutual understanding and respect."

The original business will continue as the Food & Farming Foundation (FFF) and remains a 'not for profit' organisation. It will have a 40% stake in the newly formed consultancy, European Food & Farming Partnerships LLP, and so will receive income if EFFP is a successful venture.

"That is particularly important given the current austerity measures facing public finances," notes Jane.

New farming monthly for north England

Guild member Mike Bridgen, Farming Editor on the *Darlington & Stockton Times* and Rural Affairs

Editor of the *Northern Echo*, is part of the editorial team launching a new tabloid publication for farmers in the north of England.

The Northern Farmer is a monthly publication circulated via newsagents and selected agricultural outlets across Yorkshire, County Durham, Cumbria and North-umberland.



Editor Malcolm Warne, who also heads the *Darlington & Stockton Times*, says the new publication will provide a monthly summary of all the essential farming news that matters to those involved in agriculture in the north of England. It will also bring readers in-depth features and analysis of the trends affecting the industry, he adds.



Design inspiration is from *The Scottish Farmer* of the same parent publishing group. Editor Alasdair Fletcher welcomes the new publication, which will have a similar layout and editorial philosophy, albeit tuned to its monthly frequency.

"*The Northern Farmer* will strive to be a mainstay of the North of England farming industry, providing unrivalled news, views, market intelligence and features on all aspects of agriculture," he says.

Book publishing venture

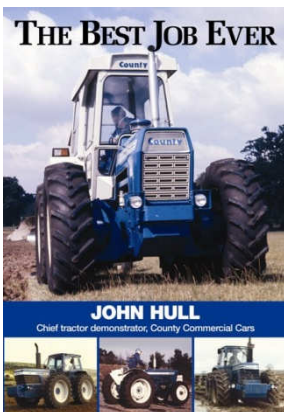
Guild member Rory Day, editor of the monthly *Classic Tractor* magazine, has started his own publishing enterprise.

Farm Power Publishing will focus on books for tractor enthusiasts - and not just on the machines themselves but also the people involved in designing, engineering, demonstrating and selling them. Rory's first book *The Best Job Ever* recounts the experiences of well-known County tractor field test and development engineer John Hull, who travelled the world testing and demonstrating to potential customers the popular four-wheel drive pioneering machines.

"The book contains many previously unseen archive photographs of County's best-known tractors and a wealth of stories from John's interesting career," says Rory.



As a keen collector of agricultural tractor literature, old farming periodicals and scale models, Rory was the ideal candidate for the editor's role when *Classic Tractor*, which covers the late 1960s to 1980s, as well as modern tractors, was launched in 2000. Before that, he established his



writing credentials as a freelance contributor.

Today, *Classic Tractor* is one of the world's best-read tractor magazines with a monthly circulation of more than 60,000 copies.

While continuing to edit the magazine, Rory and his wife Sally are looking forward to Farm Power Publishing's first book becoming available at

the end of this month. The 100-page softback costs £9.95 (www.farmpowerpublishing.co.uk).

"The whole process of setting up Farm Power Publishing has been a very satisfying experience, but I've no intention of giving up the 'day job' editing *Classic Tractor*," says Rory. "Now everything is in place, I'll pass the baton to Sally who has more than 12 years' experience in retail and so is ideally placed to handle the day-to-day running of the business."

UK speakers at CropWorld conference

Guild member Denis Chamberlain is among a number of UK-based speakers joining international experts at the CropWorld sustainable crop production conference, **November 1-3**, ExCeL London exhibition centre.

Representing the RASE and speaking on the need for high standards of training in the agricultural sector,

Denis joins Chris Dawson of the Potash Development Association, James Town-

shend, chief executive of Velcourt Group and Dr Tina Barsby, chief executive of NIAB on the agenda.

Other UK contributors include Prof Maggie Gill, chief scientific adviser on rural affairs and environment to the Scottish government, Dr David Ellerton, technical development director at HL Hutchinson, Prof Paul Miller, head of The Arable

Group's Silsoe Spray Applications Unit and independent agronomist Simon Draper.

CropWorld 2010 is staged in association with BCPC as an international conference and exhibition focused on issues affecting the global crop production value chain. In addition to the two-day formal agenda, a new 'Speakers Corner' feature will provide 20 minute presentations on new products, services and research findings on the exhibition floor.

The Guild and IFAJ will have a presence in the media centre as supporting partners. Full details and press pass registration are available at the www.Crop-World.com website or from Hazel Miller (020 7955 3913) or Nicola Bowen (020 7560 4313) at organiser UBM Conferences.

Food Standards Agency briefing

Guild members who attended the Scottish group's second meeting with the Food Standards Agency in Aberdeen - Joe Watson of the *Press & Journal*, Eddie Gillanders, *Farm North-East* and freelance Nancy Nicolson - were rewarded with several good stories.

These included an update on how the FSA is dealing with *campylobacter* in the poultry sector and ongoing research into tackling *e.coli* O157.

Read Joe's report using the following link:

<http://www.pressandjournal.co.uk/Article.aspx/1939513>

Reducing environmental impact

Eastern region members visiting RB Organic at the end of September witnessed the processing and packing of fresh vegetables, and learned about the company's approach to addressing its corporate social responsibilities.

During an introduction to parent company Produce World and the different vegetable businesses in the group, agricultural director Andrew Burgess reported that RB Organic, which has become a leading supplier of organic carrots and other produce in the past ten years, now counts Waitrose, Sainsbury's and the Co-operative among its major customers.

Mr Burgess revealed that the company's success in meeting its corporate social responsibilities, without excessive investment in technology, has played a key role in its relationship with multiple retailers. Management and staff buy-in, rather than costly consultants, has been the approach employed, he explained.

As a result, since 2007, RB Organic has reduced the amount of waste sent to landfill by



1-3 November 2010 | ExCeL London



43%, cut carbon emissions by 10%, reduced water use by 20% and cut energy use by 28%.

The company has achieved this by creating four pillars - environmental stewardship, community impact, workplace culture and responsible sourcing. Progress is measured against stated targets, so that everyone is informed about performance and can make a contribution to future priorities.

Year Book updates

Bayer's PR and communications manager **Clive Rainbird** has a new email address (clive.rainbird@bayer.com).

Four Seasons Publicity has moved to new premises so proprietor **Richard Whiskard** has new contact details: Bury Barn Farm, Bury Barn Lane, Bourton-on-the-Water, Cheltenham, Glos GL54 2HB. Tel: 01451 822709 Fax: 01451 810691.

Now that **Lucy de la Pasture** has moved house and left Pinstone Communications to work freelance again, she has new contact details: Newtown Cottage, Romers Common, Bockleton, Tenbury Wells, Worcs WR15 8PU. Tel: 01568 750032 Mobile: 07977 576733 Email: lucy.delap@btinternet.com

Please remember

If you change email address, home or business address, employer or telephone, notify Wendy Ryder (wendy@lancer.enterprise-plc.com). Also, new bank account details for subscription direct debits should be notified to Guild treasurer Tim Price (tim_price@nfmutual.co.uk).

Recruiting

As a result of Sarah Trickett's promotion to Live-stock Editor, **Farmers Weekly** is looking to recruit a journalist to fill her former role as deputy live-stock editor. See details in this eAlert or email

Isabel Davies (isabel.davies@rbi.co.uk), FW's content editor.

The **British Grassland Society** has a vacancy for a Project Co-ordinator, based at the society's Warwickshire office, organising and promoting one day events, conferences and farm tours as well as working on its website and magazine. Contact society director Jessica Buss (jessica@britishgrassland.com) or visit www.britishgrassland.com for details.

Something to share?

Send news and pictures on award wins, new publishing or PR ventures etc to website and eAlerts editor Peter Hill (peterhillguild@aol.com).

Dates & Deadlines

Monday, November 1 Entries deadline for Guild's NOAH-sponsored animal health and welfare writing and broadcasting awards. Details from Kerry-Ann Rookyard at Kendalls Comms (kerry-anne.rookyard@kendallscom.co.uk).

Monday, November 1 Deadline for entries to Stuart Seaton Regional Agricultural Journalism Awards for individual journalist and regional newspaper providing top coverage of agriculture and rural affairs.

Wednesday, November 10 Eastern region visit with Natural England to Pilkington Farms, near Hitchin, Herts (10.30am). Home of Guild member Sarah Birchall and farm manager husband Jon. A traditional farming estate transformed through stewardship and diversification projects, including native and rare breeds meat box scheme. Visit www.offleyhoofarm.co.uk for background, register with Louise Impey (louise.impey@fwi.co.uk) to attend.



Generate great copy at the Farm Energy Event

Journalists are invited to the Farm Energy Event on Wednesday 8th December 2010 at the East of England Showground, Peterborough. A full seminar programme and static exhibits offer many opportunities for generating copy and making new contacts in the fast expanding renewable energy business.

For a press pack and free ticket contact Faye Waters admin@farm-smart.co.uk or telephone 015396 20255. Show and exhibitors' press releases and pictures are available at www.farm-smart.co.uk/press-area/



THE CHARITABLE TRUST CHRISTMAS CARD



This year's Guild Christmas card, from which all the proceeds go to the GAJ Charitable Trust (reg.no. 1025968), is available once again at the very competitive price of just £15 (including post and packing) for 25 quality cards and envelopes delivered to your door.

This is possible through the generosity of Tony Collier, who has donated the image and of Agribusiness Communications who handle the orders and dispatch the cards to members. The image on this year's card is of Nipper, one of Tony and Stephanie Collier's Gloucester Old Spot sows and, as well as the Guild logo, the card carries the greeting "Peace and Goodwill at Christmas".

By taking this opportunity to send a genuine agricultural card to your friends, family and contacts this Christmas, you will also be publicising the Guild and helping our very own charity, which is there to help any of us who fall on hard times.

To ensure your order is secured, please apply on the order form below by November 30th.

Nicholas Bond
Chairman, Guild of Agricultural Journalists



GUILD CHARITABLE TRUST CHRISTMAS CARD ORDER FORM

Please send me.....pack(s) of 25 Guild Christmas Cards at £15 (incl. p & p) each.

I enclose a cheque (made out to GAJ Charitable Trust) for £.....

Name.....(Block capitals)

Address.....

.....Post code.....

Please send form and cheque (made out to GAJ Charitable Trust) to:
AGRIBUSINESS COMMUNICATIONS LTD., Mosterley Farm, Cound Moor, Shrewsbury,
Shropshire, SY5 6BH



Deputy Livestock Editor

A dynamic, enthusiastic person is required to support the Livestock Editor deliver top quality technical content across *Farmers Weekly*'s portfolio of titles.

The right candidate for this job will be a flexible, resourceful individual with a passion to succeed. You will handle stories ranging from major disease outbreaks to show reports, and farmer testimonials to in-depth investigations.

The ability to develop interesting storylines within tight deadlines is essential. The role also includes domestic and foreign travel, representing the FW Group to the industry and co-operating on a wide range of commercial projects.

Key Accountabilities/Responsibilities:

- Generating original content for *Farmers Weekly*, FWi.co.uk and other Farmers Weekly Group products including *Dairy Update*
- Managing staff and freelance writers
- Producing videos, blogging and forum posting
- Representing *Farmers Weekly* at conferences, events and client meetings
- Developing industry contacts

Key Skills Required:

- Ideally, a good knowledge of livestock farming or a willingness to learn
- Creativity, enthusiasm, teamwork, accuracy
- Confidence to manage others
- Ability to juggle tasks, while retaining attention to detail
- Strong time management and organisational skills
- Interest in online journalism, including audio and video

For more information or to apply contact Isabel Davies, Content Editor, *Farmers Weekly*, Quadrant House, The Quadrant, Sutton, Surrey, SM2 5AS or email isabel.davies@rbi.co.uk enclosing a CV and covering letter.



Guild of Agricultural Journalists

ANIMAL HEALTH WRITER/BROADCASTER OF THE YEAR 2010

Deadline: 1st November 2010

This National Office of Animal Health sponsored award offers £750 for the writer or broadcaster who submits a news story or feature which best highlights critical aspects of animal health, welfare and management or examines topical and relevant issues on any aspect of farm animal care. The runner up will receive £250.

Submissions will be judged by a panel of three, appointed by the Guild, and their decision shall be final.

This award is open to all fully paid-up members of the Guild. Only one entry per member is permitted.

Entries must have been either published or broadcast between January 1st 2010 and October 31st 2010. The closing date for entry is 1st November 2010.

Guild of Agricultural Journalists

NOAH Writer/Broadcaster of the Year 2010

1. Entries can be made by post, using this form – please send three copies of the article entered (clear photocopies are acceptable).
2. They can also be sent in electronic format:
 - a. broadcast entries should be submitted on CD or memory stick in WAV, MP3, WMV or MOV format, or uploaded to YouTube and the URL e-mailed to **kerry-anne.rookyard@kendallscom.co.uk**;
 - b. articles can be submitted electronically **in their published format**, preferably as a PDF (JPG acceptable) of less than 5Mb and e-mailed to **kerry-anne.rookyard@kendallscom.co.uk**

Name of entrant:

E-mail Telephone

Headline of entry

Name of Publication/broadcast station

Date of publication

Please send your entry to: Kerry-Anne Rookyard, Kendalls Communications, 4 East Bank House, Tide Mill Way, Woodbridge, Suffolk. IP12 1BY



**GUILD OF
AGRICULTURAL
JOURNALISTS**

Stuart Seaton Regional Newspaper Award 2010

Entry deadline: Monday, November 1

Now in its third year of revival, the Stuart Seaton Newspaper Award - established in memory of Farmers Guardian's founder editor – is open to all regional journalists writing about agriculture and/or rural affairs.

The winning regional title and its agricultural/rural affairs journalist will be honoured for demonstrating the ability to deliver consistent quality and clarity of writing, originality, depth of thought and value to the reader.

Equally important, the journalist must demonstrate an ability to inform the wider public about agriculture and those who work in the sector, as well as ensuring that the core agri-readers have all the relevant information at their fingertips.

The winning title will be entitled to carry the strapline:

The Guild of Agricultural Journalists of Great Britain – Regional Farming Newspaper of the Year

while the winning journalist will be recognised as the Guild's:

Regional Journalist of the Year



Last year's overall winner was Joe Watson, agricultural editor for the Aberdeen-based *Press and Journal*. Of Joe's content, the judges said: *"His entry demonstrated originality and depth of thought, which added real value for the paper's readers as well as helping to interest and inform those outside the agricultural industry."*

"Joe is an outstanding writer, presenting facts clearly and in an interesting way, while focusing on what is relevant to his paper's readership. In doing so, he enables his paper to rightly justify its reputation as an authoritative farming voice in its region."

The runner-up for the regional publication award was the *Western Morning News* and its farming editor Peter Hall, whom the judges said provided an authoritative package in empathy with his paper's West Country readers' interests.

Terms of entry

- 1: All relevant journalists are eligible to apply or to be nominated by their editor.
- 2: The entry must show any four consecutive issues of the title's regular farming coverage published between September 2009 and August 2010. Entries can be submitted either by post, or electronically. Postal entries should take the form of three sets of copies – originals or photocopies will suffice. E-mail entries will require PDF files of the articles in layout (files not to exceed 5Mb).
- 3: Entries must have been edited by one person.
- 4: Only one entry per journalist is allowed.
- 5: Submissions will be assessed by independent judges appointed by the Guild.
- 6: The judges' decision will be final.
- 7: The closing date for entries is Monday, November 1.
- 8: Entry forms, plus four copies of the submissions, must be posted to the Guild's awards co-ordinator: Adrian Bell, Pancake Cottage, Pancake Hill, Chedworth, Gloucestershire GL54 4AW. Alternatively, electronic entries can be sent to adrian.bell@whisper.pr. Only entries sent electronically will be acknowledged; in case of any doubt over receipt, entrants should call Adrian Bell on 01608 637808.



GUILD OF
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Stuart Seaton Regional Newspaper Award 2010

I would like to nominate/be considered* for the Guild of Agricultural Journalists **Stuart Seaton Regional Newspaper Award 2010** and the Guild's **Regional Journalist of the Year** title and enclose four consecutive issues/farming sections from the

..... (publication title)
containing original editorial material.

*I am making a postal entry and each issue has been photocopied three times

or

*I am submitting my entries by e-mail and am supplying PDFs of less than 5Mb

* delete as applicable

Name of nominee / entrant

Address

.....

.....

Telephone: landline / mobile

E-mail

I hereby declare that I / the entrant agree to abide by the decision of the judging panel which will be final.

I / the entrant understand that the judging panel reserves the right to withhold presentation of the award if the quality of the submitted work does not reach what is considered to be a sufficiently high standard

Signature of entrant / nominatorTITLE.....

Name (block capitals)

Date.....

All entries to

Adrian Bell, Pancake Cottage, Pancake Hill, Chedworth, Gloucestershire GL54 4AW.
Alternatively, electronic entries can be sent to adrian.bell@whisper.pr. ONLY
electronic entries will be acknowledged.