

# **2010 Call for Entries**

## **NEW HOLLAND OSCAR IN AGRICULTURE**

Although it shares no relationship with the Oscar given by the Motion Picture academy of Arts and Sciences, the New Holland Oscar in Agriculture program has served the same purpose for many journalism professionals who have provided information to the agricultural industry. It represents the highest level of professional excellence.

### **RULES**

The New Holland Oscar in Agriculture program is designed to recognize and encourage excellence in broadcast reporting on a wide variety of issues.

Broadcasters interested in applying for the Oscar should consider submitting entries that:

- Relate broadly to food, agriculture, natural resources, rural affairs and related matters of vital public interest;
- Have the necessary components to potentially cause or encourage positive changes, or neutralize negative issues impacting agriculture;
- Encourage a call to action by listeners to improve themselves, their communities, their industry or the communities in which they live.
- The purpose of this award is to recognize excellence in reporting skill, thoroughness and attention to audience interest. Each entry should describe the approach used to develop the reporting and coverage of that issue.
- The nomination should also include enough examples of articles or taped programs to illustrate the scope of the work.
- All work submitted must have been aired since September 1, 2009.

### **JUDGING**

The New Holland Oscar in Agriculture program is administered by Kansas State University.

### **ELIGIBILITY**

The intent of the New Holland Oscar in Agriculture program is to provide recognition to an individual who is a professional agricultural communicator and is a voting member of the National Association of Farm Broadcasting.

### **AWARD**

The winner of the New Holland Oscar in Agriculture is named at the NAFB Conference. He or she will walk out of the awards ceremony embracing the 2010 New Holland Oscar in Agriculture, knowing that the award represents the highest honor given for broadcasting excellence on an individual agricultural issue.

### **PROGRAM ADMINISTRATION**

Kansas State University, in conjunction with the National Association of Farm Broadcasting, administers the Oscar in Agriculture. A panel of distinguished professional representing media, industry, educational, and government will select the 2010 Oscar in Agriculture winner. New Holland serves as the official sponsor of the program.

**Entries must be postmarked by October 8, 2010**

Mail entries to:  
Dr. Kristina M. Boone  
301 Umberger Hall  
Dept. of Communications  
Kansas State University  
Manhattan, KS 66506-3402

# 2010 NEW HOLLAND OSCAR IN AGRICULTURE REGISTRATION FORM

*Please complete and attach this registration form to each entry.*

All inquiries and entries should be addressed to:

Dr. Kristina M. Boone  
301 Umberger Hall  
Dept. of Communications  
Kansas State University  
Manhattan, KS 66506-3402  
Phone: 785-532-5804

NAME: \_\_\_\_\_

STATION/NETWORK: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

**Entries must be postmarked by October 8, 2010**