

# IFAJ STAR PRIZE FOR BROADCASTING ENTRY FORM



## Details of national guild

Name and country: Australian Council of Agricultural Journalists

Contact person: Kaaren Latham

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## Details of entrant

Name/s: Sean Murphy

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## Details of entry

Category in which the piece is being entered:

Video - for the best piece produced primarily for broadcast on television

Date of broadcast/posting online: 8 July 2012

Weblink for judges to view entry:

<http://www.abc.net.au/landline/content/2012/s3541322.htm>

Name of program or website where the story was broadcast: Landline, ABC Television

### **Please provide some brief background information about the program or website and its intended audience:**

Landline is the ABC's national rural current affairs program.

### **Please explain briefly what issue the story covers and why it is important in your country:**

"Freedom of Choice" previews a controversial Supreme Court case pitting neighbours over alleged contamination with genetically modified canola and also examines how the contamination issue was managed in Western Australia after the government lifted its moratorium on GM cultivation as well as continuing research on GM crops.

### **Please explain briefly the role the entrant played in creating and producing the story to help judges distinguish the work of the journalist from other members of the production team.**

The entrant researched, produced, directed and presented the 30 minute production, which involved filming in eight locations across the wheat-belt from Geraldton to Esperance and interviewing 17 stakeholders for the case or the broader contamination issue.