

the nib

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Winter 2007

Here's what's in this issue:

- ECFWA members attend Faces of Farming photo shoot
- ECFWA AGM in London
- Hone your interview techniques
- IFAJ coming to Canada
- Taste the Future at CFWF 2007
- Niblets

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Nib Editor

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Prez says

An exciting line up of professional development and networking events is promising to make 2007 a memorable year for farm writers in Eastern Canada!

Our winter professional development seminar – March 8 – will not only help us improve our interviewing techniques, it will also take us into a new realm of technology. As part of our ongoing efforts to expand our reach to members who live outside of south-central Ontario, this event will be offered to our Maritime members via video conference. It coincides with the Farm Mech Show in Moncton, New Brunswick, where Maritime farm journalists traditionally gather, and will allow them to participate in the event almost as if they were present at the “live” location in Guelph.

Our annual general meeting in early May will take us to London, and in September, we are inviting Canada's farm writers to beautiful Belleville as we host the 2007 national conference. Our organizing committee has been working hard at putting together tour and professional development ideas, and we hope to be able to share details with you by the end of February via our soon to be launched CFWF 2007 website.

A little – ok, a LOT – further down the line, we will be hosting the 2011 world congress of the International Federation of Agricultural Journalists (IFAJ) – to which we all belong by virtue of being members of ECFWA – right here in Ontario. More than 200 farm journalists and agricultural communicators from approximately 30 countries will be coming here to learn about Canadian agriculture and see the best of what we have to offer. What a fantastic opportunity this will present to all of us to showcase our people and our products to the world!

The success of all of these activities, of course, depends on your involvement – whether as a member of our Executive, a planning committee member, a conference volunteer or as a member who participates by coming out to events. We appreciate your support and your feedback.

If you would like to take a more active role in ECFWA or if you would like to be involved with the planning and/or organizing of the 2011 IFAJ world congress, please email me at lilian@uoguelph.ca or give me a call at 519-824-4120 ext 53781.

Lilian Schaer
ECFWA President

ECFWA members attend Faces of Farming photo shoot

Ontario's agricultural journalists and photographers were the big winners this year thanks to a seminar staged by ECFWA.

After a photography seminar last winter, eight members of ECFWA were chosen to spend a day on location with Terry Scott White, the photographic genius behind the hugely popular and successful Ontario Farm Animal Council's Faces of Farming calendar.

Winners included Christa Ormiston, Kyle Maw, Anne Howden Thompson, Suzanne Atkinson, Ralph Pearce and Karen Dallimore.

The photo shoots were held in late August and early September of 2006. Shoots were held at two Guelph and Uxbridge area farms as well as Country Heritage Park in Milton. Two ECFWA members attended each session.

White, photographing 14 different groupings for the calendar, spent time with Ontario's budding farm photographers discussing lighting, setting, equipment, posing and make-up, encouraging them to ask questions, make suggestions and view the shots as he worked.

White demonstrated, said one participant, that props are often best utilized if they're merely present in the photograph.

Suzanne Atkinson

ECFWA AGM coming up in May

Travel to London for the day on Wednesday, May 2 for the ECFWA annual meeting. The day starts at 10:30 and wraps up mid-afternoon, and we've got guest speakers lined up in addition to the business meeting. Watch your email for more details.

Hone your interview techniques

Come and hear different perspectives for getting to the heart of the matter during an interview. We've got an interesting panel to help you enhance your interview skills – perhaps from an angle you never thought of – that includes an OPP officer, broadcast news director and market researcher.

- ? Detective Constable Paula King, Ontario Provincial Police
- ? Simon Crouch, news director, Blackburn Farm Radio
- ? Susan Jones, Vice President, Agribusiness, Food and Animal Health, Ipsos-Reid

Thursday, March 8, 2007

4:30 – 6:30 PM

Ontario AgriCentre, 100 Stone Road West in Guelph

\$15 for members and students

\$25 for non-members

Join us afterwards at Shakespeare Arms for pay-your-way dinner and drinks.

Pre-registration required by **March 1, 2007** by contacting secretary-treasurer Sarah Brown at sbrown@quarry.com or (519) 570-2020 x 2427.

Note: Maritime members attending the Farm Mech Show in Moncton will be viewing the seminar via webcast.

IFAJ heading to Canada

Canada and the Canadian Farm Writers' Federation (CFWF) will be welcoming IFAJ members for the first time in more than 40 years as host of the 2011 annual congress. The congress will be held in the Guelph area of Ontario, with pre- and post-congress tours to other parts of the country.

The Canadian farm writers have named Owen Roberts and Lilian Schaer of the University of Guelph co-chairs for IFAJ 2011. Owen is IFAJ's vice-president of Professional Development and Education and a past president of CFWF. Lilian is president of the Eastern Canada Farm Writers' Association, and co-chair of the 2007 CFWF annual conference.

For more information on the IFAJ 2011 congress in Canada, please contact Owen at owen@uoguelph.ca or Lilian at lilian@uoguelph.ca.

Taste the Future at CFWF 2007

Tour The Quinte Area near Belleville, Ontario at the **2007 CFWF conference** from September 28-31, 2007. The tours are all but finalized, and there's still time to help out on one of the organizing committees. For more information, contact conference co-chairs Lilian Schaer (lilian@uoguelph.ca) or Kelly Daynard (kdaynard@ofac.org).

Niblets

Bernard Tobin has joined AdFarm in Guelph to lead the company's Eastern Canada business and can be reached at Bernard.tobin@adfarmonline.com or (519) 767-4641.

John Greig and his wife Cailin had a baby boy, Gilvan, on December 21, 2006. Congratulations John!

Sarah Brown has joined Quarry Integrated Communications in Waterloo as Public Relations Specialist and can be reached at sbrown@quarry.com or (519) 570-2020 x 2427.

Welcome to the following new ECFWA member:
Christine Eisler, SPARK

ECFWA 2006/07 executive

President: Lilian Schaer, University of Guelph lilian@uoguelph.ca

Vice President: Kelly Daynard, Ontario Farm Animal Council, kdaynard@ofac.org

Vice President: Blair Andrews, AgRadio Network, blaira@agradio.ciaccess.com

Secretary Treasurer: Sarah Brown, Quarry Integrated Communications, sbrown@quarry.com

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The Nib is produced periodically for the members of the Eastern Canada Farm Writers' Association. Editor: Jane Robinson, jane.robinson@adfarmonline.com If you have any comments or suggestions, please forward them to the editor.

www.cfwf.ca