

# Canadian Farm Writers' Federation



2002 Annual Report

# Canadian Farm Writers' Federation

## Annual Meeting

7:30 am  
Saturday, October 5<sup>th</sup>, 2003  
Ramada Lodge, Kelowna, BC

### Agenda

1. Welcome
2. Adoption of the agenda
3. Adoption of the minutes of the 2002 annual meeting
4. Business arising from the minutes
5. President's Report
6. Secretary-Treasurer's Report and Financial Statement
7. Conference Report
8. Awards Program Report
9. Senate Report
10. Regional Reports
11. IFAJ Report
12. Executive Elections
13. New Business
14. Adjournment

# Canadian Farm Writers' Federation

## Minutes of the Annual Meeting

Saturday, September 14, 2002  
Lord Beaverbrook Hotel, Fredericton, NB

**1. Welcome:**

The 2002 CFWF annual meeting convened at 7:40 a.m. Saturday, Sept. 14 in the Lord Beaverbrook Hotel, Fredericton, N.B. Hugh Maynard welcomed conference participants and displayed his colourful meeting socks, 'acquired' at the 2000 meeting in Lethbridge.

**2. Adoption of the Agenda:**

Moved by Elaine Shein, seconded by Jane Robinson.

**3. Adoption of the minutes of the 2000 annual meeting:**

Moved by Owen Roberts, seconded by Janet Kanters.

**4. Business arising from the minutes:**

None.

**5. President's Report:**

Laurie Harris reported there were two newsletters distributed electronically last year. The executive will be looking for feedback later this year. She reported that CFWF members Garry Enns and Les Kletke attended Green Week in Berlin, First Line Seeds continued its sponsorship for a CFWF participant at the IFAJ congress, Jane Robinson at Kahntact Marketing completed the work of revising the awards program, and the opportunity to attend American Agricultural Editors Association was provided at their regular rate and CFWF reciprocated the favour. She also thanked the conference organizers for postponing the conference after the events of September 11, 2001, encouraged members to sign up for the Listserv, thanked Owen Roberts and team for maintaining website, and encouraged regional representatives to become involved in the new executive.

Hugh thanked Laurie for her extended tour of duty.

**6. Secretary-Treasurer's Report and Financial Statement:**

Hugh referred to the electronic newsletters as a way to keep costs down and he asked for feedback about this format. Hard copies are mailed to members without email. There was no conference last year so there is no income to report from that event and there was a consequent drop in overall income of 25 percent. A deficit of \$3,173 was recorded, with an accumulated surplus of \$7,927 in the bank.

Elaine moved, John Morris seconded acceptance of the financial statement.

**7. Conference Report:**

## **2002**

Conference report: Laurie Harris reported there are 59 people registered. Organizers raised over \$25,000 in sponsorship.

## **2003**

The next conference will be at Kelowna, B.C.

### **Awards Program Report:**

Jane Robinson reported on 2001 and 2002 contests. In 2001 there were 181 entries; about five were ineligible. The website category was introduced. In 2002, 187 entries; five ineligible. Blind judging was introduced and the compliance rate with procedures was good. One entry form per entry and new judging "blind" also introduced. Jane said the intent was to raise the professional development side of the awards.

Hugh thanked Jane for her work. He noted participation in the awards program has increased by 127 percent in the last 10 years or so.

### **8. Senate Report:**

Tabled until the evening.

### **Regional Reports:**

Regional reports provided in hard copy.

### **IFAJ Report:**

IFAJ report: Owen Roberts said IFAJ listened to our concerns about more service. Conference costs will be lowered. Total cost for the entire four days in 2003 will be \$250 Euros if you're over 33, \$175 euros if you're under 33. More details in a hard copy of his report to be distributed this fall.

Query re First Line Seeds sponsorship. Owen said it will be reviewed annually. They want to send working journalists; one from the east one year and one from the west the next year.

### **9. Executive Elections:**

#### **Owen chaired elections process**

BCFWA - David Schmidt agreed to stay on another year.

AFWA - Clare Stanfield agreed to stay on.

SFWA - Karen Briere agreed to stay on.

MFWBA - John Morriss said, "Sure, I'll do it."

ECFWA - Andrew Douglas and Heather Jones put their names forward.

Members at Large: Hugh Maynard agreed to stay on as Eastern rep. Clare said two Alberta members indicated their willingness to let their names stand.

Elaine nominated Janet Kanters.

Clare nominated Ron Wall.

Gerry Ryle and Renee McTaggart acted as scrutineers.  
Results: Janet Kanters is the new Western member at large.  
Elaine moved ballots be destroyed.

## **10. New Business:**

### *New Awards Category:*

A photojournalism category proposed by Jane Robinson. Moved CFWF introduce a photojournalism category beginning in 2003, and that a committee be struck to develop criteria for entry and judging, nominate an honouree and identify potential sponsors. Seconded by Elaine. Carried.

Hugh asked for people to sit on the photojournalism award committee: Elaine, Heather, Janet will co-ordinate. Elaine recommended Michael Raine from the Western Producer be on the committee.

### *Agricultural Communications Centre:*

Owen reported in Sept. 2004 (or 05) Guelph will launch Canada's first and only degree program for ag communications. The model is a four-year degree program, with third year spent at Loyalist College journalism program. Degree from Univ. of Guelph and diploma from Loyalist College.

Owen proposed that CFWF consider establishing its head office in the centre. Owen spoke of the benefits: identity, profile, new opportunities to connect with industry and people. John Muggeridge said it would provide continuity. Others agreed.

Hugh spoke of Canadian Society of Extension, which might also be interested in this concept. Janet moved that CFWF accept the offer in principle, pending further details, to establish the head office of CFWF at the Centre for Agricultural Communications.

Joanne Bergman seconded. Discussion. Carried unanimously.

### *FJ Editor:*

Barb Glen willing to stay on as newsletter editor. Elaine moved, Jane seconded.

### *AAEA-CFWF:*

Elaine reported AAEA interested in a joint conference. Would we be interested two or three years down the road? This will be considered by the Executive.

### *Awards administration:*

Given the success of contracting the awards administration of awards, but given the financial resources of the association, can this be continued? This item will be addressed by the executive.

### *Other business:*

John Morriss thanked Barb Glen for work on Farm Journalist.

## **11. Adjournment:**

Laurier moved adjournment.

# Annual Reports

## **Secretary-Treasurer's Report**

Prepared by Hugh Maynard

### Administration

The 2002 year was largely uneventful for the CFWF secretariat – the hum of paperwork may have been less exciting than having to manage a conference cancellation (see 2001), but just as rewarding nonetheless. There are, however, a couple of topics that need to be addressed:

### Membership

The number of members in CFWF has held steady in the last decade but have started to decline substantially in the last two years. Paid membership is now down by nearly 30% to 258 agricultural communicators. There must be some form of recruiting undertaken in order to maintain the organization at a healthy level of activity and finances.

### Finances

The Federation has been able to maintain a reasonable operational surplus due mainly to cost cutting measures. There is no more room for cuts and the decline in membership revenues highlights the need to seek more predictable revenues with which to serve the agricultural communications sector.

## CFWF Financial Statement - 2002

		2001	2002 <i>Budget</i>	2002 <i>Final</i>
<b><u>INCOME</u></b>				
Awards	Fees	\$2,030	\$2,000	\$ 2,040
	Sponsors	\$6,400	\$7,600	\$ 7,000
Conference	Registrations	\$ 0	\$ 0	\$ 0
	Sponsors	\$ 0	\$ 0	\$ 0
	Other	\$ 0	\$3,000	\$ 3,807
Memberships		\$6,540	\$6,000	\$ 5,700
Interest		\$ 4	\$ 1	\$ 1
Other		\$ 100	\$ 0	\$ 0
<b>TOTAL INCOME</b>		<b>\$15,074</b>	<b>\$18,601</b>	<b>\$18,548</b>
<b><u>EXPENSES</u></b>				
Administration	Sec.-Tres.	\$ 0	\$ 500	\$ 221
	Conf. calls	\$ 991	\$ 1,200	\$ 0
	Promotion	\$ 0	\$ 0	\$ 0
	Other	\$ 399	\$ 100	\$ 0
Awards	Administration	\$ 4,581	\$ 3,000	\$ 4,842
	Certificates	\$ 491	\$ 500	\$ 0
	Judging	\$ 1,250	\$ 1,500	\$ 1,250
	Prizes	\$ 6,000	\$ 7,200	\$ 6,700
	Travel	\$ 0	\$ 300	\$ 0
	Refunds	\$ 60	\$ 0	\$ 30
Conference	Expenses	\$ 0	\$ 0	\$ 0
	Refunds	\$ 0	\$ 0	\$ 0
Farm Journalist	Honourarium	\$ 250	\$ 500	\$ 0
	Newsletter	\$ 1,379	\$ 500	\$ 357
	Travel	\$ 300	\$ 1,000	\$ 0
Membership		\$ 124	\$ 0	\$ 0
IFAJ	Fees	\$ 2,422	\$ 2,250	\$ 1,761
<b>TOTAL EXPENSES</b>		<b>\$18,247</b>	<b>\$18,550</b>	<b>\$15,161</b>
<hr/>				
<b>TOTAL INCOME/EXPENSE</b>		<b>-\$ 3,173</b>	<b>\$ 51</b>	<b>\$ 3,387</b>
Surplus/Deficit		\$11,100	\$ 7,927	\$ 7,978
Adjustment to 2001 statement				\$ 143
Retained earnings		\$ 7,927	\$ 7,978	\$ 11,508

## Regional Reports

### **British Columbia Farm Writers' Association**

*Prepared by David Schmidt, President*

We were busy.

### **Alberta Farm Writers' Association**

*Prepared by Janet Kanters*

The latter part of 2001 started off on a sad note for Alberta farm writers and, indeed, Canadian farm writers, with the passing on Nov. 15 of CFWF/AFWA founding member Frank Jacobs. Born in 1917, Frank was best known as long-time editor of *Cattlemen* magazine, from 1954 to 1974. Before that he was a teacher of vocational agriculture for six years, a high school principal for two years and a rural schoolteacher for five years. In 1993, Frank published 'Cattle and Us, Frankly Speaking', a "frank and humorous account of why cattle come in five sexes, as well as other provocative facts about bovines."

Frank was an Honorary Life Member of the AFWA and the CFWF, former President of the Calgary Branch of the Alberta Institute of Agrologists, Honorary Life Member of the Western Stock Growers' Association, Fellow of the Agricultural Institute of Canada (1980), member of the Alberta Agriculture Hall of Fame (inducted in 1975), Canadian Cattlemen's Association Cattleman of the Year (1981), Outstanding Rangeman (Society for Range Management) and Paul Harris Fellow of Rotary International.

Many of you may remember Frank's presence at CFWF 2000 in Lethbridge, Alberta. Frank also last joined the AFWA during their annual tour at Strathmore in 2001.

AFWA members Reg Norby and Jack Howell are currently working on a proposal of an academic scholarship in recognition of Frank's contribution to Alberta and Canadian agriculture beef industries.

#### The year to date

In January, AFWA members met in Edmonton for a wine and cheese event, during FarmTech 2002. But our premiere event was held in June – our annual tour. This year, Alberta farm writers were treated to the beautiful scenery and hospitality of the central-east part of the province. Tour stops included the Vegreville Hutterite Colony to view their state-of-the-art egg operation; the Iron Creek Colony, where we were amazed by a new technology that converts pig poop into power; a visit to the Vermilion Standard, a weekly newspaper; St. Paul's UFO Landing Pad (seriously!); the Canadian Salt Plant at Lindbergh; and, finally, a tour of Highland Feeders.

During our annual tour and meeting, we 'elected' a new executive. While Janet Kanters remains Secretary/Treasurer, we have two new co-presidents: Larry Thomas and Lee Hart. The two are already planning next year's annual tour, which will be held in the Medicine Hat area. CFWF members are welcome to attend!

The AFWA has formed an Honorary Life Member committee, to ensure that current AFWA members who have contributed to agriculture/agriculture communications are recognized. This year, we bestowed an Honorary Life Membership on Bill Owen, a long-time member of the AFWA, and a very active one. Bill and his wife Marion are present here at CFWF in Kelowna, so please take a moment to offer your congrats!

Alberta's farm writer membership is holding steady, with 75 geographically scattered individuals.

### **Saskatchewan Farm Writers' Association**

*Prepared by Karen Briere, President*

The Saskatchewan Farm Writers Association met twice in the past year, including social events during the Western Canada Farm Progress Show in June and our annual meeting during Canadian Western Agribition last November.

The executive for 2003 was: president Karen Briere; vice-president Lorne McClinton; secretary Bonnie Stephenson (now Warnyca); and treasurer Judy Hume.

We had just 17 paid memberships for the year, but we know there are lots of potential members out there. Our focus for 2004 will be to offer more events and attract more members.

Some members attended the national science writers' conference held in Saskatoon. Others plan to attend the Canadian Association of Journalists writing symposium coming up Oct. 25-26, also in Saskatoon.

We also said good-bye to long time member and former provincial and national president Elaine Shein, who left The Western Producer to become publisher and editor of Capital Press Agriculture Weekly. The paper is based in Salem, Oregon but serves the four western states of Oregon, Idaho, Washington and California.

### **Manitoba Farm Writers and Broadcasters Association**

*Prepared by Jay Whetter, President*

Hello everyone. I trust you're having fun in the burned-out crust of the Okanagan. I haven't been to Kelowna and would love to be there, but in the days of penny-pinching employers, I can't justify the trip. I'll have to wait for the report in the next Farm Journalist.

Here in the keystone province, we spent the past year drinking wine, studying the financial pages and taking virtual world tours. The wine drinking came at our annual meeting in January. Manitoba's only two winemakers talked about their trade and uncorked a few bottles

of raspberry, strawberry and wild blueberry wine. Everything went smoothly until teetotaler members crashed the meeting and asked for equal rights. Just kidding.

We had 5 luncheon or breakfast meetings through the year. It's times like this that I wish I kept a diary because I don't remember names, dates and details for each event. Two guys from North Dakota came to Winnipeg and debated the U.S. Farm Bill with Bob Friesen of the Canadian Federation of Agriculture. Another time, we had an accountant from Meyers Norris Penny explain as best he could in one hour how to make sense of corporate financial statements. Paul Earl of the Western Canada Wheat Growers

Association and Stu Clark of the Canada Foodgrains Bank discussed the ups and downs of foreign aid. In February, we linked up with CAMA to present a talk by Fred Siemens, also from Meyers Norris Penny, on entrepreneurial spirit and its value to successful farmers. And finally, MFWBA member Richard Phillips presented a slide show and commentary on his trip to Afghanistan with the Canadian Foodgrains Bank.

The past few years we have combined our annual fall BBQ with a golf game. This week (I wrote this in September) we are going to Fantasy Lake, a new par-3 course east of Winnipeg, for the second year in a row. Hopefully the second time's a charm, because we had only 6 golfers and 10 BBQers last year.

Getting people interested in events is always a struggle. A good turnout is 25 people, and we reached that number 2 or 3 times last year. Serious and useful events tend to attract more people than fun events. Our annual tour, which combined serious and fun in past years, was all business this year. We shortened it to one day, cutting out the liver-destroying overnight, and went into the backwoods of Manitoba's Interlake. I was surprised; we didn't see one single wood chipper. For details, read the next Farm Journalist where you'll see "12 kids" and "blossoming udder" used in the same sentence.

Those were the events. Now for news.

Farm Business Communications, based in Winnipeg, has been sold to Glacier Ventures of Vancouver. That means I and the other folks at Country Guide, Cattlemen, Grainews, Manitoba Co-operator, Canola Guide, Wheat, Oats & Barley and Alberta Crops & Beef < the former Agricore United publications < join hand in hand with arch rivals at the Western Producer. Ask Barb Glen for details. I don't know anything.

Sadly, we lost 3 of our 4 lifetime members in the past year or so. Most recently was Bill Morriss, who died of cancer September 19. Bill was born in Winnipeg in 1919. After serving with the RCAF during World War II, Bill went to work at the Winnipeg Free Press. He left the Free Press in 1967 to join the Manitoba Co-operator as editor. He took on the additional responsibility of publisher in 1971. Bill retired for the first time in 1985, then came back for a year in 1988-89 during a transition period while his son John took over the position.

Garth Taylor died December 11, 2002 at age 80. Taylor worked with the Winnipeg Free Press and CBC Winnipeg. And Bob Mcguire died February 21, 2002 at age 81. Mcguire was publisher

of Country Guide and Canadian Cattleman during the '60s, '70s and '80s. I was not in the business while these guys were in their prime, and I didn't get to know them. From what I've heard, they will be missed.

That's all from Manitoba.

## **Eastern Canadian Farm Writers' Association**

*Prepared by John Greig, President*

### Hosting CFWF annual meetings

Last year's CFWF annual meeting was a success in Fredericton and the ECFWA members who put together that program did an excellent job, despite having to postpone it for a year due to Sept. 11, 2001 challenges.

Speaking of CFWF annual conventions and meetings, ECFWA is hosting the 2004 convention in Ontario's deep south - in the Windsor area. Come see one of the most diverse agriculture areas in the country including North America's largest concentration of greenhouses, along with wineries, fruit and vegetable production as well as the Ontario staples of corn and soybeans. The convention will be held Sept. 30 to Oct. 3, 2004. Planning is well underway lead by an enthusiastic group of organizers.

This past year ECFWA continued its professional development seminars with an informative session on photography with experienced Guelph agriculture photographer Ross Davidson-Pilon. More seminars are planned for 2004, including a foray into the east of the country for our members there.

The ECFWA annual meeting was held in April in Stratford and was well attended once again. A panel of farmers told members what they did and did not like about how agriculture was being covered by the farm media. Author and sheep farmer Barbara McLean talked about her experience moving from the city to the farm and read from her book *Lambsquarters: Scenes from a handmade life*.

The ECFWA now has a new constitution after work by the one-person committee of Bernard Tobin. It was the first revision since 1966 and updates governance practices and gender references to better reflect what we now do.

This summer saw the return of the popular ECFWA bus tour. A bus full of farm writers toured through Grey and Bruce counties July 17-19. It made stops at a wind farm, a producer-owned chicken processing plant and a project to keep cattle from waterways.

# AWARDS PROGRAM

*Prepared by Hugh Maynard, Secretary-Treasurer*

## PHOTOGRAPHY AWARD

*Proposed changes to committee recommendations*

### Background

Committee had proposed comprehensive awards package for photography which the Executive greatly appreciated but did have some concerns:

- Administrative burden of so many new classes
- Difficulty in finding sufficient judges and sponsorships

The Executive mandated Hugh Maynard to review the recommendations and come up with an amended proposal. Hugh reviewed the recommendations with the production manager at the Quebec Farmers Advocate who was a photographer with the Montreal Gazette and has had experience with awards judging.

### *From a photographic perspective:*

- Class 1, 2 and 4 are the essential elements of any good photograph and shouldn't be divided into three classes; therefore, 1, 2 and 4 could be combined into one class called "feature"
- Photo of the year becomes a competition between the different class winners, which makes it difficult to judge

### *From an administrative perspective:*

- Photographer of the year would imply that there should also be a writer of the year, editor of the year, etc., thus spawning a whole new segment of awards
- Classes 5 and 7, while containing photographic merit, will take considerable work in terms of preparing and judging, and should be set aside until the initial photo categories get underway and we can gauge the level of interest. The elements of class 7 could be incorporated into the general periodical category.

### Recommendations

Therefore, it is recommended for your consideration that two photo categories be added for 2004:

- Feature photograph

To be awarded to the best photograph published in a Canadian agricultural medium that accompanies written copy to improve the editorial story telling capacity of the medium.

The following will be added into the guidelines:

A feature photograph should be a portrait image, in either black & white or colour, that implies a relationship, even if momentary, between the subject matter and the writer, and which relies on composition and the fullest use of the medium in order to enhance and convey the written message.

- News photograph

To be awarded to the best photograph published in a Canadian agricultural medium that portrays found situations or news coverage that conveys elements of human interest and provides an interesting perspective of commonplace subjects.

## **OTHER AWARD PROGRAM RECOMMENDATIONS**

### Background

A regular complaint about the awards guidelines is the definition of “agriculture” as being too restrictive or out-dated, in particular “commercial-scale” and “ornamental”. In order to address these concerns, the following change is proposed:

### ORIGINAL

- ðAgricultureö refers to the commercial production, processing and marketing of food in Canada. Eligible entries must cover some aspect of commercial-scale primary food production and/or agricultural business and/or public and private institutions that serve commercial-scale farmers.
- ðAgricultureö DOES NOT include home gardening, ornamental horticulture or hobby farming, defined here as an agricultural operation in which the producers' primary occupation in terms of income and labour is something other than commercial-scale food production. Other entry restrictions may apply in individual category descriptions.

### PROPOSED CHANGES

- ðAgricultureö refers to the production, processing and marketing of food and fibre in Canada. Eligible entries must cover some aspect of primary food and fibre production and/or agricultural business and/or public and private institutions that serve farmers (as defined by the Government of Canada.)
- ðAgricultureö does not include home gardening. Other entry restrictions may apply in individual category descriptions.

Adoption of this change would require that the term “commercial-scale farmer” be replaced by the word “farmer.”