

## FREWIN, MCCALL AND JOEL MERVIS AWARD FINALISTS ANNOUNCED

**14 May 2014, Johannesburg** - The Print and Digital Media South Africa (PDMSA) is pleased to announce the finalists of the Frewin, McCall and Joel Mervis Awards. These awards recognise newspaper excellence in advertising, printing, production, layout, typography as well as the balanced use of pictures and graphics.

The awards are segmented into three newspaper categories', the Frewin award category reviews urban dailies with a circulation of above 50,000, while the McCall award category reviews urban dailies with a circulation of below 50,000, and the Joel Mervis award reviews urban weeklies irrespective of circulation.

Ingrid Louw, PDMSA Chief Executive said that the Frewin, McCall and Joel Mervis awards seek to acknowledge publishers who excel in producing quality driven newspapers and considers their all-round capabilities in the newspaper production process.

The number of entries increased slightly this year, with the work submitted being a clear indication that newspaper companies still invest a great deal of time and money in creating newspapers that appeal to various audiences.

"It is pleasing to see that all South African mainstream newspapers are able to display knowledge of their audiences by the ongoing enhancement of their newspaper production capabilities. As a result these newspaper publications are able to retain and grow their newspaper readers," said Louw.

Conveners of judges, Clive Loxton, Creative Faculty Head of the AAA School of Advertising, said, "2013 proved to be an interesting year with the industry's refocus on craftsmanship. Considering the tough times we are experiencing, it is good to see such a positive attitude and the investment in both time and money to produce results that South Africa can be proud of."

He thanked his fellow judges – Logan Naidu, Tebogo Serabatse and Linda Rademan – all recognised experts in their fields for their valuable contribution. He also thanked Print and Digital Media SA for their organisation of the judging set-up.

- The **Frewin award** category named the following publications as finalists:
  - *Die Burger* *Finalist*

- *Beeld* *Finalist*
- *Daily Sun* *Commended*
  
- The **McCall award** category, named the following publications as finalists:
  - *The Witness* *Finalist*
  - *Die Volksblad* *Finalist*
  - *Daily News and Pretoria News* *Commended*
  
- The **Joel Mervis** category, named the following publications as finalists:
  - *Rapport* *Finalist*
  - *City Press* *Finalist*
  - *Mail & Guardian* *Commended*

The awards ceremony will be held on Wednesday, 21 May 2014 at the Soweto Theatre.

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