

# Newspaper production, advertising, graphics awards finalists announced

Following on the heels of the finalists for the Standard Bank Sikuile Journalism awards, PDMSA (Print and Digital Media South Africa) has announced the finalists in the Frewin, McCall and Joel Mervis awards.

The awards are championed by the Newspaper Association of South Africa, under the auspices of Print & Digital Media SA and recognise newspaper excellence in advertising, printing and production, layout and typography as well as the balanced use of pictures and graphics.

Urban dailies with a circulation above 50,000 are judged in the Frewin award category; urban dailies with a circulation below 50,000 fall under the McCall award category and, urban weeklies, irrespective of circulation, are in line to win the Joel Mervis award.

Conveners of judges, Clive Loxton, creative faculty head of the AAA School of Advertising, said, "The standard of printing is still not as high as it was five years ago, with notable exceptions. Possibly this is the result of shareholders finding it difficult to invest in equipment in tough economic times. However, these comments should be seen in the light of the very high standards the industry sets for itself, and that we as judges have become accustomed to over the years."

He added that there was more visual innovation this year and would specifically like to draw attention to Rapport's bold and daring new innovations.

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 faultless organisation of the judging set-up, concluding: "It's always a pleasure working with them."

## Frewin, McCall and Joel Mervis finalist and commended lists

- The **Frewin award** category recognises urban daily newspapers with a circulation above 50,000. Finalists in this category are:
  - Beeld
  - Die Burger

Commended: The Star

- The finalists in the **McCall award** category, which honours urban daily newspapers with a circulation of 50,000 or

less, are:

- Die Volksblad
- The Witness

Commended: The Mercury

- The **Joel Mervis** category, recognising urban weekly newspapers irrespective of their circulation, yielded the following finalists:

- City Press
- Mail & Guardian
  
- Rapport

Commended: Naweek Beeld.

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