



**Print&Digital  
MediaSA**

**PRESS RELEASE**

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**2015 FREWIN JOEL FINALISTS ANNOUNCED**

**Johannesburg** – The Print and Digital Media South Africa (PDMSA) is pleased to announce the finalists in the 2015 Frewin, McCall and Joel Mervis Awards Joel Awards.

The Awards recognize newspaper excellence in advertising, printing and production, layout and typography as well as the balanced use of pictures and graphics.

Convener of judges, Clive Loxton, Creative faculty head of the AAA School of Advertising, says this year's entries, once again, show that the industry continues to assert itself in a quest for excellence.

“Considering the tough times the economy is experiencing, it is good to see such a positive attitude toward competing - between publishers and in the Awards - as though these are normal times. We commend the shareholders for their considerable investment; both in terms of time and money, to produce a result South Africa can be proud of.”

Loxton thanked his fellow judges – Logan Naidu, Tebogo Serobatse and Linda Rademan – for the valuable contribution they made to the judging of the entries. “My fellow judges are all recognised experts in their fields, while not directly linked to any one stakeholder in the newspaper industry. This makes them the ideal judging panel.”

He also thanked Print and Digital Media SA (PDMSA) for their faultless organisation of the judging set-up. Ingrid Louw, Chief Executive, PDMSA says the Awards are part of a long and proud history of newspapers in this country.

“The Frewin Awards has been in existence for 66 years, and the McCall Award for 54 years. This year’s entries are proof that despite the changes in the media landscape and the challenges newspapers are facing, the quality of the medium has not been neglected.”

The winners will be announced at the 2015 Standard Bank SikuVile Awards ceremony that takes place on 24 June 2015 at “The Venue Green Park” also known as Johannesburg World Trade Centre.

## **FINALISTS**

### **Category: The Frewin Award**

Description: Recognition of urban daily newspapers with a circulation above 50 000.

Finalists:

- Beeld
- Die Burger
- Commended: The Star

### **Category: McCall Award**

Description: Honours urban daily newspapers with a circulation of 50 000 or less

Finalists:

- Volksblad
- The Witness
- Commended: Pretoria News

### **Category: Joel Mervis**

Description: Recognition of urban weekly newspapers irrespective of their circulation

Finalists:

- Naweek Beeld
- Rapport
- Commended: City Press

## **NOTE TO EDITORS:**

Print and Digital Media South Africa is an umbrella body incorporating print and digital media. It is a natural progression from the long-established Print Media South Africa and illustrates our commitment as an interactive organisation to keeping pace with the fast-changing media world of the 21<sup>st</sup> Century. An evolving and vibrant association, our express purpose is to represent and promote all aspects concerning the industry and our members.

PDMSA is a non-profit, voluntary association. Its’ membership includes more than 700 newspapers and magazine titles that cater for four different language groups.

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**PLEASE NOTE:** Print and Digital Media SA has new offices and a new **ADDRESS: Burnside Island Office Park, Building 8 – First Floor, 410 Jan Smuts, Craighall.**

