

Women in The Media Awards 2012 finalists announced

Shortlisted out of 41 women in media, [Ferial Haffajee](#) (editor-in-chief of *City Press*), [Terry Volkwyn](#) (CEO of Primedia Broadcasting) and [Esmare Weideman](#) (CEO of Media24) have been selected as the 1st for Women Insurance Brokers' [Women in The Media Awards](#) 2012 finalists. They will vie for the Media Woman of the Decade Award, established to mark the occasion of the 10th anniversary of the awards.



Said [Sandra Gordon](#), CEO of [Wag the Dog Publishers](#) and founder of the event, "They epitomise what this award has come to stand for. They have dedicated their lives to the media and to its advancement, and we find it apt that their contributions will be acknowledged at such an important occasion."

"Elevate the role of women"

Gordon added that the company launched the awards a decade ago in a bid to celebrate the achievements of women within the media sector, many of whom were not acknowledged despite their significant contribution. "What we have uncovered is a wealth of excellence, dedication and thoughtful mentorship. We have seen previously all-male environments such as newspapers, responding positively to the role of woman by appointing them into senior positions. We continue to run the awards to elevate the role of women in this space and highlight their stance on quality, standards and impact of the sector."

The Media magazine's editorial board made up the judging panel; while some of the 41 finalists initially chosen are a part of the editorial board, they recused themselves from the final judging.

"We hope that younger women in media will be inspired to follow in the footsteps of these remarkable finalists. Their tenacity and courage in such a very challenging sector is commendable," said [Robyn Farrell](#), managing director of 1st for Women Insurance Brokers.

In addition to the main prize accolade, awards are also given to a Rising Star and Lifetime Achiever. The event takes place on 26 July 2012.

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