

Finalists announced for newspaper industry awards

Finalists for the 2006 Frewin, McCall and Joel Mervis competitions have been announced. Organised by the Newspaper Association of South Africa, these three competitions recognise newspaper excellence in all areas of disciplines - advertising, print and production, layout and typography, and the balance between the use of pictures and graphics - using industry-set criteria.

Says convenor of judges Professor Reddy, "Broadly, the overall performance of this year's entrants falls into three categories: a small group that competes with the best in the world; a much larger and growing group that is quite professional in its approach; and a smaller (and declining) number with a great deal of catching up to do."

The 57-year old Frewin Competition recognises all urban daily newspapers with a circulation above 50 000; the 45-year old McCall Competition is for urban daily newspapers with a circulation of 50 000 or less; and the 11-year old Joel Mervis Competition is for urban weekly newspapers irrespective of their circulation. Entries totalled 17 dailies and 36 weeklies.

This year's judging panel consisted of Clive Loxton from the AAA School of Advertising, Kerry Swift from Rhodes University, Logan Naidu from the Cross Media Training Centre and Prof Govin Reddy, visiting professor at Rhodes University.

The finalists, in no order of preference, are:

Frewin Competition:

- *Beeld*
- *Cape Times*
- *Daily Sun*
- *Die Burger*

McCall Competition:

- *Die Volksblad*
- *Pretoria News*
- *The Mercury*
- *The Witness*

Joel Mervis Competition:

- *Mail & Guardian*
- *Naweek Beeld*
- *Rapport*
- *Weekend Witness*

Winners will be announced at the Mondi Shanduka Newspaper Awards ceremony scheduled for 5 April 2006.

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