

PICA awards to have new judging process

This year's awards for publishing excellence in the consumer, customer and business-to-business sectors of the South African magazine publishing industry, the MPASA PICA Awards, will see the judging align the awards with international standards. This is according to Jonathan Harris, chairperson of the 2010 PICA Committee, and CEO and co-founder of Thought24.

"Not only have we unpacked the judging process, but we've developed a more streamlined entry process; identified first-rate judging panels; and agreed that every magazine entrant will receive feedback on its entry so that the entry can benchmark itself against its peers. I am confident that the 2010 event will set the standard for publishing excellence in this context," he added.

Entries open 23 July 2010 and the awards will be held on 11 November 2010 at the Zip Zap Circus in Capetown. Riaad Moosa will be the evening's MC, with entertainment provided by one of South Africa's top hip hop stars HHP, the African Drums and performances from the Zip Zap crew. The evening will then wrap up with an after-party at the venue hosted by a top radio DJ.

For more about MPASA, go to www.mpasa.org.za or view the [MPASA press office](#) on Bizcommunity.