

AMASA announces judges for 2004 Roger Garlick Awards

Issued by [Owlhurst Communications](#)

22 Jan 2004

The Advertising Media Association of South Africa (AMASA) has announced its judging chairman and panel for the 2004 Roger Garlick Awards.

Kim Penstone will chair the 2004 Roger Garlick Awards jury, while Chris Moerdyk, last year's chairperson, will be vice chair in 2004 to ensure continuity. Other members of the jury will include:

- Humphrey Mokhesi, Nedbank (Client)
- Harry Herber, The MediaShop (Media)
- Donald Lephoko, FCB (Media)
- Steve Miller, SA Breweries (Strategy)
- Rajesh Ranchod, Saatchi & Saatchi JHB (Creative)
- Peter McKenzie, Oracle Airtime Sales (Media Owner)
- Karen Bailey, Chairperson AMASA

Says Kevin Kirby, head of AMASA's Roger Garlick sub-committee: "As with 2003 we have taken cognisance of all the disciplines that could add value to judging such highly acclaimed media award and are satisfied that while the panel is weighted towards media expertise, it is inclusive of all the relevant disciplines."

All entries must have been implemented for the first time between 1 January 2003 and 31 December 2003. The judges will be looking for entries that demonstrate innovative use of media and the intelligent strategic application of a creative idea. Although not mandatory, post campaign results will assist in motivating entries.

Judging criteria and eligibility for the Youth Award is the same as that for the Roger Garlick Award, with the exception that Youth Award entrants must be under the age of 25 on 31 December 2003.

Thanks to our sponsor, Oracle Air Time Sales, this years winner will be jetting of to attend the Cannes International Advertising Festival in June 2004, so get those entries in and stand in line to win.

Full details of entry requirements are available on the AMASA website at www.amasa.org.za. **Cost** of entry is **R350.00 ex VAT** per entry. Entries close at 17h00 on Friday 27 February 2004.

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