

# Sikuvile Awards closing date a week away

The closing date for the Standard Bank Sikuvile Awards is set at 25 April - just a week away.



Mathatha Tsedu, Sikuvile Awards judging panel convener judge. © [Publishers Support Services Facebook](#).

Mathatha Tsedu, judging panel convener judge says,

“Awards, such as the Sikuvile Awards, are an important occasion to say to journalists that we appreciate the sacrifice they make and appreciate the work they do. The theme this year relates to this as it is about energy reload for journalists.” ”

**Reloaded amplifies the need to reload trust**  
Reloaded, this year's theme, reflects that the increasing role of journalists in building trust, loyalty and community, with news audiences demanding serious content that cements the relationship between readers and news organisations. “Reloaded amplifies the need to reload trust at every turn,” he emphasises.

The theme also highlights the importance of journalism. “Journalism is an important part of the democratic process of any country. It is the means through which individuals, communities and societies as a whole converse about issues that affect them. Every day journalists look out for issues, sometimes at great risk to themselves, that need to be told,” says Tsedu.

“It is through associations such as the Publishers Support Services (PSS) and institutions like Standard Bank, that society has the opportunity to recognise the input made by journalists and to laud them for that,” he adds.

The theme also builds on last year's theme where the focus was on the value and importance of journalism, in the context of a news environment where a breakdown in the trust between the media and its' audience has occurred.

## Frewin, McCall and Mervis competitions

The winners take home of R15,000 cash, a trophy and a certificate. The fee per entry is R160 a slight increase on last year. (A reduced amount will be considered if a freelancer motivates why he/she should pay a reduced fee.)

Judging will take place on the 17 and 18 May. The judging panel, headed by convener judge, Mathatha Tsedu, comprises highly respected and independent experts in the industry, including: Dinesh Balliah, Gus Silber, Henry Jeffreys, Mike Siluma, Tyrone August, Phil Mtimkulu, Pippa Green, Liesl Louw-Vaudran, Thabo Leshilo, Mary Papayya, Ryland Fisher, Neo Ntsoma, Maud Motanyane and Lizeka Mda.

The Standard Bank Sikuville Journalism Awards will be presented at a prize-giving function on 13 September.

The Frewin, McCall and Mervis competitions also close on the 25 April. Please note that McCall's entry criterium has changed from a circulation of 50,000 and less to a circulation of 40,000 and less.

**Entries may be sent by registered post, courier or hand-delivered to:**

The Standard Bank Sikuville Journalism Awards

Attention: Penelope Dubbe ([penelope@pdmedia.org.za](mailto:penelope@pdmedia.org.za))

Address: First floor, Unit 8 Burnside Island Office Park Craighall Park

*For further information contact Penelope Dubbe or Rachel Kalukuta at (011) 326 4041 or send an email to [penelope@pdmedia.org.za](mailto:penelope@pdmedia.org.za) or [rachel@pdmedia.org.za](mailto:rachel@pdmedia.org.za).*

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