

AMASA opens 2013 Roger Garlick Awards

Issued by [Amasa](#)

6 Jun 2013

The much anticipated Roger Garlick Awards are open for submissions and this year, entries can be submitted online. Other changes to the award include entry by category and an Ignition Award aimed at students.

The Roger Garlick Awards recognise innovative media placement and strategy. Entrants will need to provide details on their challenge, insight, idea, strategy and result for each entry. Deadline for entries is the 12th July.

"The feedback from judges and the industry has been for AMASA to enable entrants to submit their entries online which eliminates the dearth of paperwork which needs to be duplicated for each judge," says AMASA Chairperson Lyn Jones. "The online entry mechanism also means that our judges are able to more efficiently judge the entries in their own time before group judging takes place."

Other changes to this year's awards include entry by category rather than media type. "Categorising the entries this way is in line with international media award standards, which is where we want to align the awards," she explains. "Other exciting news is that we've initiated an Ignition Award, aimed at students who are currently studying media and who would also like to showcase their innovative media thinking."

For more information on the awards, and to download the entry form, visit www.amasa.org.

AMASA can be found on Facebook/AMASA Joburg or on Twitter [@AMASAJoburg](https://twitter.com/AMASAJoburg).

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