

Loeries segments TV categories

The Loeries 2009 category of Television Identity and Content Promos has been split into two separate categories for 2010. These will now be TV Channel Branding & Identity, which uses originally produced or shot materials, and TV Content & Station Promos, which uses existing content from the shows being promoted.



“While we were judging the category last year, we felt that we were comparing apples with pomegranates,” says Studio Zoo's MD, Adi Leech, who heads up the separate specialist judging panel for this category. “The entries were very different in terms of what their jobs were and how they were produced.

“We feel that this will encourage more entries, as there is a better chance of winning in each category and it is a fairer judging process, comparing like with like.”

The closing date for entries into The 2010 Loerie Awards is 31 May 2010. For further information on categories, rates and dates, go to www.theloerieawards.co.za.

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