

# Call for young judges

 By [Juanita Pienaar](#)

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The Prism Awards are once again searching for 11 of the best young minds seeking the title of Prisms Young Judge for the 2018 awards.



Palesa Madumo, executive director of strategy at Vuma Reputation Management and founder of Prisms Young Judges and Bongani Mogari, PR coordinator at Seven Colors Communications and 2017 Prisms Young Judge.

The Young Judges selection committee, made up mainly of last year's winners, is looking for students, enthusiasts and professionals in public relations interested in experiencing unique exposure to the industry by judging entries submitted to the 2018 Prism Awards alongside a panel of senior practitioners and communication specialists.



## All the 2017 Prisa Prism Award winners!

6 May 2017



## Requirements

- Be between the ages of 18 and 30.
- Reside in Johannesburg, Durban or Cape Town.
- Be currently employed, self-employed or studying towards a qualification in public relations or actively involved in the industry in any other way.

"After this year's positively overwhelming response, we want 2018 to be bigger and better. We're looking for young people to bring their raw and natural talent to the judging process and we're providing a platform for them to learn, engage and gain some valuable insight into the industry," said Palesa Madumo, executive director of strategy at Vuma Reputation Management and founder of Prisms Young Judges.



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"I enjoyed meeting the industry greats and learning about not just how to judge the awards, but how the industry works and the standards that are expected from PR professionals. So, I'm so excited to be part of the committee selecting next year's judges because I know how much they're going to benefit from the experience," said Bongani Mogari, PR coordinator at

I spoke to Madumo and Mogari to find out more about what the judging process entails, their opinion on what award shows means for the industry as a whole and what factors will make winning work stand out for them.

Mogari says being announced as one of the young judges was one of the best highlights in his PR and communication career. "It made me realise that my work is being noticed and I am part of a body that takes priority in how campaigns are being conveyed to the public. I now understand the ethics and the importance of ensuring that campaigns are communicated according to be well received by the public."

## Prisms are opening up the industry

He also says that awards like Prisms are important because they unearth services provided by different agencies.

*“ Collaborations emerge and we see who is also the best in the industry. Also with the element of involving young judges, skills and knowledge us being transferred. Such awards create a cycle of success within the PR space. Prisms are sure opening up the industry. ”*

Maduma revealed that the judging process is extremely detailed and requires a minimum of five days, but she says that it can take up to two weeks depending on the number of entries allocated to you. "Each public relations campaign entered in the Prism Awards must exhibit a high standard of excellence in a variety of campaign aspects. Specifically, each entry is judged on the basis of its competence in five areas, namely, statement of opportunity, research, planning, execution and measurement. And then, a day is dedicated to all the judges convening to discuss, assess and make a decision on each entry leading to the final winners per category."

Mogari adds that what will make winning work stand out, is new ideas, innovative solutions and a team that will implement a new concept to be the best. "At the moment my A team is my fellow young judges we are the first generation and we plan to take others through our journey as we wait for the 2018 Prism Awards."

The awards will take place in April 2018 and the closing date for entries is on 2 February 2018. For rules and how to enter, click [here](#).

## ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

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