

# New structure for Pendoring Advertising Awards

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In its new structure of a fully-fledged Section 21 company with a board of directors, with plenary powers, consisting of representatives of all the stakeholders, Pendoring 2010 is set to take Afrikaans advertising to new heights going forward.



Japie Gouws, group managing director of the ATKV, has been appointed chairman of the Pendoring board, and Franette Klerck, who filled the position of senior Pendoring coordinator since 2007, as general manager.

Together with the founding members, sponsors, partners and other stakeholders, the board wishes to ensure that Afrikaans not only maintains its position in the advertising environment, but also further strengthens it.

"There are many Afrikaans-speaking people in the marketing world. They need to harness their talents for the sake of Afrikaans and convince companies to advertise in the language. Afrikaans advertising not only scores highly with the consumer, it also ensures lucrative business for the marketer," stresses Gouws.

According to Klerck, Pendoring 2010 will come with a number of surprises, launching several new initiatives that are bound to take these advertising awards to a new level and create much excitement in the industry.

Already the Pendoring wheels are rolling fast and furiously, she says, and more details about all the new developments will soon be announced. "These will not only lead to renewed interest in Pendoring and Afrikaans advertising from the man in the street; it should result in a significant increase in sharp Afrikaans advertisements and Pendoring entries," Klerck reckons.

Important dates to diarise:

- 24 May - Entries open
- 29 October - Glittering awards event at Vodaworld, Midrand

Members of the Pendoring board who have been appointed for the next two years are: Japie Gouws (ATKV, chairman), Elzilda Becker (DEKAT), Sarel du Plessis (Media24), Karen Meiring (kykNET), Astrid de Vos (Dagbreek Trust) and Gary Stroebe (Ofm).

Other Pendoring appointments are Wilma de Bruin for media liaison and PR, and Drafftcb as creator of the 2010 Pendoring marketing campaign.

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## Pendoring

Pendoring is the platform that embraces country and industry to promote, unify and celebrate the richness of South Africa's creative content in all its indigenous languages.

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