

# Responsible Drinking Media Awards open for entries

The sixth Responsible Drinking Media Awards (RDMAs) are officially open for entries from South African journalists who write articles that relate to responsible drinking and the impact of alcohol abuse, including issues such as drunk driving, underage drinking, foetal alcohol syndrome, binge drinking and alcohol-related violence.



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Sponsored by Diageo SA, the RDMAs recognise journalists and media at large for their efforts to influence perceptions and habits related to the irresponsible use of alcohol. Any published material on any media platform that aims to support this cause is eligible to enter the awards and win a prize.

“The RDMAs have had invaluable support from the South African media over the last few years. The more awareness raised out there about responsible drinking, the more chance we have of positively impacting South Africans and the way they think about their alcohol consumption,” says Jeff Milliken, MD of Diageo SA.

The 2016 awards will be divided into six categories across Best Magazine, Best Newspaper, Best Online, Best Broadcast, Best Community Media and Best Campus Media, with two overarching awards for Journalist of the Year and Media House of the Year. The winner of each category will walk away with R15,000 and a public acknowledgment for his or her efforts to help combat alcohol abuse in South Africa.

Entries are open until 12 August 2016. For more information, click [here](#). Winners will be announced at an official awards ceremony on 31 August 2016.

For more, visit: <https://www.bizcommunity.com>