

Finalists named for Responsible Drinking Media Awards

The finalists in the 2015 Responsible Drinking Media Awards have been announced. They are:

Best Broadcast:

- Capricorn FM - Hlekani Shikhwambana, Alcohol Affecting Functionality in the Workplace
- SABC - Mbali Madikwa, Insert - Rights and Recourse
- Yfm - Phindile Ziqubu, Blood Alcohol Limit

Best Campus:

- MFM 92.6 - Charita van der Berg, Drinking and Driving
- TUT Ga-Rankuwa campus - Seshupo Kgabi, Responsible drinking made easy
- UJ - Tshimangadzo Mphaphuli, Responsible Drinking

Best Community:

- Alex FM - Takalane Nemangowe, The Sunset, Responsible Drinking
- Radio Khwezi - Nothile Zwane, Former Boozers on sobriety week
- Radio Khwezi - Saziso Dlamini, Alcoholics Anonymous and Department of Health

Best Magazine:

- *Rooi Rose* - Salome Delport, Worcester Aspoesters
- *True Love* - Ziphezinhle Msimango, Alcohol: How much is too much
- *Your Family* - Angela Snyman, Stepping In

Best Newspaper:

- *City Press* - Zinhle Mapumulo, Phuza Nation
- Independent Media - Arthi Sanpath, Don't take the beers lightly
- *Mail & Guardian* - Mia Milan, I gave my children booze

Best Online:

- JustMoney - Angelique Ruzicka, How to get a free ride after a night out
- MFM 92.6 Online - Charita van der Berg, Survive the drink
- Moneybags - Jessica Anne Wood, What is foetal alcohol syndrome

Best Blog:

- No bloggers were shortlisted for this category as the entries received did not meet the competition criteria.

Now in its fifth year, the Awards recognise journalists who use their influence to promote responsible drinking amongst the South African public by publishing media pieces covering responsible drinking and issues related to it.

The winner of each category, along with the Journalist of the Year and Media House of the Year will be announced on the night of the awards ceremony taking place in Johannesburg on 2 June 2015. Each of the category winners will walk away with a R15,000 cash prize.



Judging criteria

The judging panel judged entries on the following criteria;

- Ability to highlight, profile and engage with the issues around responsible drinking;
- Approach to the various responsible drinking campaigns;
- Level of support (balance between quality and frequency of articles); and
- Level of influence (creating awareness, challenging target audiences, encouraging change)

"The media's deep commitment to support, promote and contribute to the responsible drinking agenda makes these awards a success," says Michael Mabasa, Corporate Relations Director at brandhouse. "We would like to express our gratitude to all of the entrants, and extend our heartfelt congratulations to the finalists."

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