

Responsible Drinking Media Awards judges announced

Cape Talk presenter [Kieno Kammies](#), National Liquor Authority (NLA) chief director [Thezi Mabuza](#) and industry analyst and Bizcommunity.com non-executive chairman and regular columnist [Chris Moerdyk](#), who is also a former RDMA judge, will judge this year's entries into the [Responsible Drinking Media Awards](#) (RDMA).



"The awards, now in its second year, showcase journalistic efforts in supporting, promoting and contributing to the responsible drinking agenda and ultimately helping change consumer behaviour," says Heather Noble, responsible drinking campaign manager at brandhouse.

"Being part of the 2011 event was a great experience. The awards were a success and I am looking forward to honouring journalists who are making a difference by informing South Africans about responsible drinking, at this year's awards," says Moerdyk.

Support and promote

The awards are open to all South African journalists who consistently demonstrate efforts to support and promote responsible drinking and associated issues. Articles must be published in South African media (print, broadcast, online). Any stories on responsible drinking can be covered including issues related to alcohol abuse, its consequences and how to address these challenges.

"The company is committed to responsible drinking and is involved in numerous interventions to spread this important message to consumers. The awards form part of the company's ongoing efforts to inform and raise consumer awareness about alcohol abuse and to ultimately impact the responsible use of alcohol," says Noble.

There are [seven entry categories](#) with prize money of R10 000 for each. There will be three finalists per category.

Judging criteria

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

For more, go to www.brandhouse.co.za or email rd.media.sc@fticonsulting.com. Entries close at noon on 30 April 2012.