

# Finalists for the Responsible Drinking Media Awards announced

Brandhouse Beverages today announced the finalists for the 2014 Responsible Drinking Media Awards (#RDMAwards).

**The finalists in each of the categories are:**

## **Best Blog:**

- Brenden Nel, Think when you drink rugby fans; [www.supersport.com](http://www.supersport.com)
- Joanne Gibson, Alcohol dependency corrupt good manners in society; [www.winewriter.co.za](http://www.winewriter.co.za)
- Sive Konkwana, Mother's little helper (and all her enablers); Interconnectedness medium

## **Best Broadcast:**

- Nothile Zwane, KZN Liquor Authority and licences; Radio Khwezi
- Ntombi Phiri-Kanyoka, SA alcohol abuse, Radio 2000
- Takalane Nemangowe, Is the government doing enough to promote responsible drinking? Alex FM

## **Best Campus:**

- Lelethu Gxuluwe, The real cost of alcohol abuse; Rhodes University
- Sive Konkwana, Alcohol dependency corrupt good manners in society; Nelson Mandela Metropolitan University
- Wendy Nyoni, Confessions - I wish I had gone with them; UJ Observer

## **Best Community:**

- Nadine Moodie, Ugly truths of Foetal Alcohol Syndrome; People's Post Claremont
- Precious Maphumulo, Foetal alcohol syndrome, Radio Khwezi
- Takalane Nemangowe, Is the government doing enough to promote responsible drinking? Alex FM

## **Best Magazine:**

- Amanda Ndlangisa, Things fall apart; Bona Magazine
- Charlene Naidoo, Starving to drink; Marie Claire
- Siyabonga Kamnqa, One for the road; Move! Magazine

## **Best Newspaper:**

- Ina Skosana, Violence, pregnant teenagers and booze at De Aar; Mail & Guardian
- Jabu Kumalo, I drank while I was pregnant; Daily Sun
- Lindsay Ord, Women - the anonymous alcoholics? Daily News

## Best Online:

- Ina Skosana, Violence, pregnant teenagers and booze at De Aar; [www.mg.co.za](http://www.mg.co.za)
- Kyla Herrmannsen, Correctional services is a misnomer; [www.iol.co.za](http://www.iol.co.za)
- Sipokazi Fokazi, Code Red at all Hours; [www.iol.co.za](http://www.iol.co.za)

Now in its fourth 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 winners of each category will be announced at an awards ceremony, taking place at the One and Only Hotel in Cape Town on Friday, 27 June, 2014. Each of the category winners will walk away with a R10,000 cash prize.

## The judging panel judged 166 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."

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.

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