

# All the brandhouse Responsible Drinking Media Awards winners

The very first set of winners of the inaugural brandhouse Responsible Drinking Media Awards were announced yesterday evening, Wednesday, 1 June 2011, in Johannesburg. The awards acknowledged winners in five different categories, following a judging process of at least 60 entries received.



The brandhouse Responsible Drinking Media Awards, the first awards initiative of its kind in the country, aims to recognise journalistic efforts in supporting, promoting and contributing to the responsible drinking agenda. The awards form part of brandhouse's ongoing efforts not only to raise consumer awareness about the potentially harmful effects of alcohol abuse, but to change their behaviour and drink responsibly

## Winners

| Category               | Winner          | Publication           | Prize money |
|------------------------|-----------------|-----------------------|-------------|
| Journalist of the Year | Dalena Theron   | <i>Kuier</i> magazine | R 10 000    |
| Best Print             | Wall of Shame   | <i>Cape Argus</i>     | R 10 000    |
| Best Photograph        | Bafana Mahlangu | <i>Sowetan</i>        | R 10 000    |
| Best Online and Blog   | Bronwyn May     | Reviewme.co.za        | R 10 000    |
| Best Community         | Phiri Cawe      | Vukani                | R 5 000     |

The *Cape Argus* campaign comprised stories that had centred on the Name and Shame campaign.

Every six weeks, the newspaper publishes a list of the most recently convicted drivers sentenced in Western Cape criminal courts. The drivers' names have been handed over to the provincial transport department for capture on the electronic eNatis database. The names are given to the transport department by magistrate's courts across the province.

*Cape Argus* executive editor Gasant Abarder, who was in Johannesburg to collect the award, said he was very proud of the campaign. "It had an immediate impact right after our launch, with motorists telling traffic officers at roadblocks they would never drink and drive again. We are changing people's behaviour for the better. It's really great to get recognition for that."

**Open to all SA journalists**

The awards were open to all South African journalists who consistently demonstrated efforts to support and promote responsible drinking. Articles must have been published in SA media (print, broadcast, online) and could have covered any issues related to alcohol and its potential consequences.

The judging panel comprised leading media authorities Ruda Landman and Bizcommunity.com's very own Chris Moerdyk and well-known counselling psychologist, author and lecturer from the Western Cape, Jason Bantjes. A Deloitte representative verified that the judging was conducted in a fair and legitimate manner.

### **"True ambassadors for responsible drinking"**

Said Priscilla Singh, brandhouse corporate and brand PR manager, "We congratulate the winners and are very grateful of their support in entering the first-ever Responsible Drinking Media Awards [launched](#) by brandhouse earlier this year. These journalists are true ambassadors for responsible drinking and through their work, they have helped to raise awareness associated with various alcohol issues and helped promote responsible drinking.

"With this being the first year of the awards, we were very pleased with the overwhelming response and support we have received from the media, government and related industries. We look forward to making this an annual event.

"The media's role in spreading the word about responsible drinking cannot be underestimated. We need to recognise their contribution in raising awareness and helping to change consumer behaviour," concluded Singh.

The winners were announced a cocktail reception ceremony at the Radisson Blu Gautrain Hotel in Sandton, Johannesburg. Speakers included Gavin Krenski, brandhouse marketing and innovation director; Landman; and Thezi Mabuza, chief director of the National Liquor Authority NLA.

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