

brandhouse Responsible Drinking Media Awards selects judges

The judging panel for the 2015 brandhouse Responsible Drinking Media Awards (RDMAs) has been selected. This year's judges are Don Daniel Makatile, Craig Doonan, Kerry Cullinan and Joanne Botha. Entries for the awards close today, 8 May 2015.



The awards are open to all South African journalists who have demonstrated an effort to support responsible drinking by publishing or broadcasting an informative and educational piece of work between 1 May 2014 and 30 April 2015. It must have appeared in the South African media (print, broadcast or online). The piece needs to tackle any responsible drinking issue - including the related narratives of alcohol abuse and its consequences.

"We selected the judges based on their integrity, extensive experience, knowledge of the local journalism industry and for their active roles in supporting the responsible drinking agenda in South Africa. Our judges represent a wide skill set, and will undoubtedly provide us with a professional, independent and holistic approach," says Michael Mabasa, Corporate Relations Director at brandhouse.

Judges

- Don Daniel Makatile is a writer for the *Sunday Independent*. He is currently a board member of Jacana Literary Foundation (JLF) and the founding editor of www.Makatilemedia.com.
- Craig Doonan is a PR, media and marketing consultant. A journalist for many years, in 2002, he took a leap of faith and launched his existing PR consultancy, Leap Communications.
- Kerry Cullinan is the managing editor for Health-e News service.
- Joanne Botha is an experienced Reputation Strategist and Owner of Pillar9

Categories

Categories for this year's RDMAs include:

- Best Broadcast
- Best Blog
- Best Online entry
- Best Community entry
- Best Newspaper article
- Best Magazine article
- Journalist of the Year
- Best Campus Media
- Most Responsible Media House