

# Winners announced for 2015 brandhouse Responsible Drinking Media Awards

Brandhouse Beverages announced the winners of the 2015 Responsible Drinking Media Awards (RDMAs) at the awards ceremony on 2 June in Johannesburg. The winner of each category received R15,000 and was acknowledged for their journalistic skill and the level of influence and support they have given the responsible drinking agenda.



Each year brandhouse calls on journalists to use their influence to promote responsible drinking amongst the South Africa public by publishing media pieces covering responsible drinking and issues related to it, such as alcohol abuse, drink driving, underage drinking, foetal alcohol syndrome, binge drinking and alcohol related violence etc. Bloggers, Community media, Campus media, Online Media, Newspaper, Magazine, and Broadcast category media pieces are eligible to enter the annual brandhouse RDMAs.

## Winners

### Journalist of the Year

- Mia Malan - *I gave my children booze* (Mail & Guardian)

### Media House of the Year

- Media24 - This was based on the number of valid entries received from this media house

### Best Broadcast

- YFM Rise N Tap breakfast show - Blood Alcohol Limit (YFM)

### Best Campus Media

- Charita van der Berg - Drinking and driving consequences (MFM 92.6)

### Best Community Radio

- Nothile Goodness Zwane - Former Boozers on sobriety week (Radio Khwezi)

### Best Magazine

- Ziphezinhle Msimango and Zama Gabela - *Alcohol: How much is too much?* (True Love)

### Best Newspaper

- Mia Malan - *I gave my children booze (Mail & Guardian)*

### **Best Online Media**

- Angelique Ruzicka - What is foetal alcohol syndrome (Just Money)

"Thanks to this year's outstanding judging panel, made up of Don Daniel Makatile, Craig Doonan, Kerry Cullinan and Joar Botha - our judges represented a wide skill set and provided the awards with a completely holistic judging approach," says Jeff Milliken, MD at brandhouse.

It is the first awards initiative of its kind in the country and recognises journalistic efforts in supporting, promoting and contributing to the responsible drinking agenda and ultimately helping change consumer behaviour.

For more, visit: <https://www.bizcommunity.com>