

TERMS AND CONDITIONS 2021

The Responsible Drinking Media Awards (RDMAs) are open to all South African journalists who have demonstrated an effort to support Responsible Drinking, by publishing an article in the South African media (print, broadcast and online) that covers any story on Responsible Drinking – including issues related to alcohol abuse and its consequences in the period from 1 February 2020 to 15 November 2021. These issues include, but are not limited to drink driving, underage drinking, foetal alcohol syndrome, binge drinking, alcohol related violence and policy.

The RDMAs recognises journalistic efforts that aim to change perceptions and habits related to alcohol abuse.

This Diageo SA initiative aims to encourage journalists to become true ambassadors for Responsible Drinking and Diageo SA believes that the journalists' efforts will ultimately help to change consumer behaviour.

The entries will open from 24 August 2021 and close again on 15 November 2021.

The categories for 2021 and prize money to be won are as follows:

- Best Magazine (Prize money of R20 000)
- Best Online (Prize money of R20 000)
- Best Newspaper (Commercial) (Prize money of R20 000)
- Best Newspaper (Non-Commercial / Community) (Prize money of R20 000)
- Best Radio (Commercial) (Prize money of R20 000)
- Best Radio (Non-Commercial / Community) (Prize money of R20 000)
- Best TV (Prize money of R20 000)
- Best Up & Coming (Only Journalism students eligible to enter) (Prize money of R20 000)
- Alcohol Policy (Prize money of R10 000)
- Influential Voice (Prize money of R10 000)
- Journalist of the Year (Prize money of R30 000)
- Media House of the Year (no prize money)

More than one piece of work can be entered by each journalist and each entry can be entered multiple times.

The winner of each category will walk away with between R10 000/R20 000 depending on the category and the acknowledgement of their contribution towards the social wellbeing of their fellow South Africans. All finalists will receive a certificate in recognition of their participation and contribution.

There will be three finalists per category and one winner per category. The three finalists in each category will be shortlisted by an appointed judging panel and notified by the 22 November 2021. The finalists will be invited to attend the awards dinner in Johannesburg on the 25 November 2021. The winners will be announced at this event.

All participants will be judged on the following: Ability to highlight, profile and engage with the issues around Responsible Drinking, approach to various campaigns (proactive/unique/relative), level of support (balance between quality and frequency) and level of influence (creating awareness/challenging target audience/encouraging change).

Journalists wishing to enter the competition and stand a chance to win the awards must visit the www.diageo.co.za site to enter with an entry form.

Entries must include the following: Full name and surname, contact details, email address, cell phone number, alternate contact number, the media house and publication she/he represents, freelancers to specify which publication(s) she/he works for, publication/media where the submission appeared, date of issue/broadcast copies of the work submitted for entry.

Participants are requested to only include scanned copies and no files bigger than 2MB. Broadcast must include link(s) to videos or sound clips. Articles must be published in South African media across print, broadcast and online. Any stories on Responsible Drinking can be covered including issues related to alcohol abuse and its consequences.

The entries will be collated by a Diageo SA appointed PR agency and submitted to a panel of expert judges. The judging process will be overseen by an independent auditor.

All participants must be over the age of 18 years at the date of entry and will be required to exhibit valid identity documents as proof thereof.

By entering the competition, all participants accept and agree to abide by these rules and terms and conditions. All participants consent to the processing by Diageo SA of any personal information received as a result of entering this competition.

The decision as to the winners is final and no correspondence will be entered into. Diageo SA reserves the right to substitute the prize with any other prize of comparable commercial value.

Neither Diageo SA and their respective advertising, media and PR agencies, nor their trading partners shall be liable in any way whatsoever for any loss, damage or costs, howsoever arising, suffered by an entrant of this prize draw and or participant in the prize offered.

Diageo SA reserves the right to terminate or temporarily suspend this campaign in the event of technical or other difficulties that might compromise its integrity.

Diageo SA and their agents accept no responsibility for difficulties experienced in submitting an entry to this competition.

Under no circumstances shall Diageo SA be liable to anyone who enters this competition for any direct or consequential loss howsoever arising which may be suffered in relation to the prize draw, whether as a result of any negligent act or omission or any default on the part of Diageo SA or otherwise.

The winners may be required to take part in publicity and participation in the prize draw is conditional upon agreement to take part in such publicity. Winners will not be entitled to any payment or other remuneration for any such publicity or otherwise. All and any materials, including publicity materials, will be the sole property of Diageo SA.

The laws of the Republic of South Africa govern these Terms and Conditions and participants agree to be subject to the exclusive jurisdiction of the South African courts.

Diageo SA, Maxwell Office Park, Building 4, Magwa Crescent, Waterfall City, 1685, South Africa