

Judging panel ready for Responsible Drinking Media Awards

Chris Moerdyk, Raymond Louw, Pippa Green and Caro Smit will sit on the judging panel for the 2013 brandhouse Responsible Drinking Media Awards (RDMA). The awards aim to influence consumer behaviour by encouraging South African media to promote responsible drinking amongst their audiences. Entries close at 12pm on 31 May 2013.



The awards 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.

"We selected judges based on their extensive experience and knowledge of the journalism industry and for their active roles in supporting the responsible drinking agenda in South Africa. They represent a wide skill set and will undoubtedly provide us with a professional and holistic judging approach," says Mike Mabasa, corporate relations director at brandhouse.

Judges' experience

Chris Moerdyk, who was for many years, the weekly marketing columnist for Sunday Times, as well as marketing, media, business strategy and communications columnist for the Journal of the Marketing, the IMC Magazine, AdVantage Magazine, Retail Edition, Enterprise Magazine, Leadership and SABC 3 TV's Media Focus, is still an active marketing commentator and writer. Chris has been a part of the RDMA since its inception in 2011 and has provided an invaluable contribution to the Awards.

Caro Smit, an alcohol and drug educator, counsellor and psychiatric social worker, founded the non-profit organisation, South Africans Against Drunk Driving (SADD) after her 23 year old son was killed in a car accident in 2005, by a drunk driver. She supports all initiatives that aim to change negative drinking behaviour and brings an important social element to the judging panel.

Former editor Raymond Louw has received several awards for promoting and defending press freedom and was awarded an honorary doctorate of literature by Rhodes University in 2012. His extensive experience and impressive résumé make

him an ideal judge candidate and role model for many aspiring journalists. He is a fellow of the International Press Institute, VP of South African PEN, deputy chairman of the Media Freedom Committee of the SA National Editors' Forum, executive committee member and former chairman of the Freedom of Expression Institute and former Africa representative of the World Press Freedom Committee.

Pippa Green is a graduate of the School of Journalism at Columbia University in New York City. She has been a journalist and writer for the past 25 years and brings with her a vast range of experience across a variety of media platforms. Her past positions include head of SABC Radio News, deputy editor of the Sunday Independent and Pretoria News, and political editor of SABC Radio News. She is also the author of "Choice, not Fate: The Life and Times of Trevor Manuel," (Penguin, 2008), which was short-listed for the Alan Paton Award in 2009. Pippa currently heads the journalism program at the University of Pretoria.

Categories

Categories for this year's RDMA include: Best Broadcast, Best Blog, Best Online, Best Community, Best Newspaper, Best Magazine and Journalist of the Year, as well as two new additions: Best Campus Media and Most Responsible Media House. The winner of each category will walk away with R10 000 and the knowledge that he or she has helped contribute towards fellow South Africans' well-being.

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