

Diageo Africa Business Reporting Awards 2010 open

LONDON: Diageo, yesterday, Tuesday, 26 January 2010, launched its annual Africa Business Reporting Awards. The number of categories has been extended with sector-specific categories. The awards ceremony will be held on 1 July in Central London and the closing date for entry is 31 March.



Initiated by Diageo in 2004, the awards aims to encourage more prolific business journalism within Africa in a drive to increase the continent's share of voice in the international media.

Nick Blazquez, Africa managing director, Diageo, commented: "The world has been impacted by the global recession and so has Africa. However, the dynamism and the opportunities that doing business across Africa continues. We recognise that the media has a key role across the world in shaping business sentiment and Diageo will continue to support initiatives that encourage balanced reporting on Africa's business environment."

"Looking ahead, 2010 is a very important year for African business. As 16 African countries celebrate their 50th Year of Independence and South Africa hosts the 2010 World Cup, there is a greater sense of optimism and excitement than there was last year," added Blazquez.

Award categories (entries can be on any platform - online, print, broadcast):

Best ICT feature

A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of the ICT sector in a thoughtful and engaging way. This might include, but is not limited to, telecommunications infrastructure, mobile, networking, security, cyber crime, e-learning, hardware, software, Internet.

Best Finance feature

A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of the finance/banking sector in a thoughtful and engaging way. This might include, but is not limited to, investment opportunities, retail banking, credit cards, corporate finance, mobile money, payment systems.

Best Infrastructure feature

A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of infrastructure (physical or otherwise) in a thoughtful and engaging way. Features

addressing issues of energy and transport can enter this category. This might include, but is not limited to, infrastructure development projects, aviation, oil, roads, rail, energy.

Best Agribusiness / Environment feature

A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of agribusiness or environmental issues in a thoughtful and engaging way. This might include, but is not limited to, climate change, agriculture, food security, water management, farming, resource management.

Best Tourism feature

A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any aspect of the tourism industry in a thoughtful and engaging way. This might include, but is not limited to, hotels, eco-tourism, travel, 2010 FIFA World Cup South Africa™.

Best use of New Media in a story

A piece developed using new media (online digital photography, blogs, vodcasts, videos, podcasts or a mixture of these) that effectively supports a story about business or the economy in an African context. The topic is open, but use of new media must help deliver a fresh perspective that helps the audience engage with a story in a way not possible through traditional media alone. Entry must include a live URL.

Best Business News story

A news story or series of related stories delivered on any media platform (print, broadcast, online) that:

- Addresses a breaking news story from the time period of the awards
- Answers all basic questions in a clear and balanced fashion
- Demonstrates journalistic flair - a style that is engaging, thought-provoking and accessible to its audience

Best Business Feature story

A feature or series of related features delivered on any media platform (print, broadcast, online) that:

- Examines business or the economy in an African context
- Provides useful background material for readers to understand relevance
- Gives bigger picture and importance to Africa, as well as specific issues it might be addressing
- Brings the business and economy to life, while answering the serious questions

Best Newcomer

A portfolio of three features (can be across different platforms) by a journalist who has been working as a reporter for less than five years. Proof of first date of accreditation will be required. Judges will be looking for overall quality of reporting, understanding of business issues and personal insights, as well as a commitment to sustained coverage of the business and economic climate in Africa, which serves to highlight opportunities as well as challenges.

Media of the Year

A print publication, broadcast programme/channel, website or blog that is a comprehensive resource for its audience providing sustained coverage of Africa's business and economic news, issues and analysis (sector-specific or otherwise). Please submit a portfolio of five articles of no more than 5,000 words each, five broadcast programmes, of no more than 3 hours in total. In addition to quality of reporting, balanced perspective, insight and analysis, judges will be looking for style and presentation, as well as outlets that are building a reputation amongst business and investor communities as a valued source of information about Africa.

Journalist of the Year

A portfolio of three features (on any one or a mixture of media platforms) of no more than 5,000 words or hour each. Submitted pieces can cover different topics, industries or people, or be part of a series of reportage. As well as quality, style, presentation and a way of engaging the audience, judges will be looking for a commitment to sustained coverage of the business and economic climate in Africa which serves to highlight opportunities as well as challenges.

Entries can be submitted online at www.diafrica.com/businessreportingawards.com. There is no entry fee.

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