

Africa Business Reporting Awards open for online entry

Diageo, the global drinks business, has launched its annual Africa Business Reporting Awards for 2013. This year marks the 10th anniversary of the awards, which were initiated by Diageo to recognise journalists and editors who provide high quality coverage of the business environment across Africa. Online entries are now open.



Following commissioned research, Diageo launched the awards in order to raise awareness of the need for reliable, objective and comprehensive reporting on African business. Such reporting plays an important part in increasing investment flows to the continent by improving investors' perceptions and challenging negative stereotypes.

Nick Blazquez, president of Diageo Africa, Turkey, Russia and Eastern Europe, said, "As we celebrate the ten-year anniversary of the Diageo Africa Business Reporting Awards, I am proud to look back over a decade of strong, original and insightful journalism on business in Africa. I am pleased to say that both the quantity and quality of the entries we receive has increased significantly every year, and I am also encouraged by the greater standards of media coverage within Africa which is reflective of the improving business environment in many African countries.

This has undoubtedly played a crucial part in raising awareness of the many opportunities the continent offers to businesses and investors. We hope that this year's Awards will once again prove that there are many more stories to be told about Africa."

Categories

1. Best Information and Communication Technology (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.

2. 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.

3. 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.

4. 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.

5. Best Tourism feature

A feature or series of related features delivered on any media platform (print, broadcast, online) that examines any business aspect of the tourism industry in a thoughtful and engaging way.

6. 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

7. Best Business feature

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 and relevant background material for readers
- Provides the bigger picture and importance to Africa, as well as specific issues it might be addressing
- Brings the business and economy to life through examples and use of language, while answering the serious questions

8. Best Newcomer

A portfolio of three features (can be across different platforms) by a journalist who has been working a reporter for less than five years. Proof of first date of accreditation will be required.

9. 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).

10. Journalist of the Year

A portfolio of three features (on any one or a mixture of media platforms) of no more than 5 000 word or 1 hour each. Submitted pieces can cover different topics, industries or people, or be part of a series of reportage. Judges will be looking for features that reflect journalistic integrity and ethics and a true

commitment to reporting that does not sensationalise stories or individuals.

Enter now!

Entries are open in 10 categories and are open to reporters and editors working on all media platforms. All entries are assessed and judged by an independent panel. The awards ceremony will be held on 11 July 2013 in central London. The closing date for entry is Friday, 15 March 2013.

Entries can be submitted online at www.diageoafricabusinessreportingawards.com. There is no entry fee.

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