

# Diageo Awards 2011 final call for entries

LONDON, UK: All journalists, writers, reporters and media houses are encouraged to apply as soon as possible as entries into the Diageo Africa Business Reporting Awards 2011 close this week. The closing date has been officially extended until Friday 25 March to allow as many people as possible to enter.



Diageo, one of the world's leading premium drinks businesses, has issued the final call for the eighth Diageo Africa Business Reporting Awards. These annual awards were launched in 2004, as a practical response to encourage more prolific reporting of economic opportunity in Africa and to celebrate excellence in business journalism.

The awards aim to represent a real and prestigious opportunity for business journalists writing about the continent to distinguish themselves and receive credit for their work. Philip Isakpa, editor of *Business Day Nigeria*, expressed his pleasure after winning the 'Media of the Year' category last year: "I feel so fulfilled, because this shows that there is recognition for what we are doing." Shortlisted candidates from each category will be flown to London for the gala ceremony in June and winners are awarded £500 and a specially commissioned sculpture. The best journalistic talent and influential media outlets from Africa, as well as international sources, are strongly encouraged to submit entries into the Awards and have their work seen by the high-profile judging panel.

## The role of business journalism

Eight years on from the Awards' inception, Africa is home to some of the world's fastest growing economies and the Awards continue to recognise the fact that excellent business journalism plays an important role in sustaining Africa's investment flows. We believe that better and more accurate reporting generates more business interest on the continent. The awards have grown year on year and in 2010 attracted over 700 entries from more than 25 countries. The 2011 Awards are free to enter and are open for entries until **25 March 2011**, a four-day extension to give as many people a chance to apply as possible. We welcome submissions from the following categories:

- Best ICT Feature
- Best Finance Feature
- Best Infrastructure Feature
- Best Agribusiness/Environment Feature
- Best Tourism Feature
- Best use of New Media in a Story
- Best Business News Story
- Best Business Feature Story
- Best Newcomer
- Media of the Year
- Journalist of the Year

Nick Blazquez, president, Diageo Africa, commented: "The Diageo Africa Business Reporting Awards continue to seek out and recognise journalists from around the world who have excelled in reporting accurate and unbiased information about the region, and who have helped shape opinions and create an enabling environment for business in Africa to succeed. This year our judging panel will be particularly looking for journalists demonstrating integrity and a true commitment to reporting."

Chukwu-Emeka Chikezie, long-standing master of ceremonies at the Awards and co-founder and former executive director of AFFORD UK, an organisation that supports African entrepreneurship, commented: "The Diageo Africa Business Reporting Awards, by recognising and rewarding the best business reporting on Africa across a number of categories, plays a vital role bringing hope and dignity to millions of Africans in helping them to realise their aspirations to fulfil their own potential."

## **Crucial dates**

Closing date for entries is 25 March 2011.

Finalists will be announced on 2 May 2011.

The Awards Ceremony will be held at the Landmark Hotel in Central London on 30 June 2011.

There are no entry fees. For details and guidelines, go to [www.diageoafribusinessreportingawards.com](http://www.diageoafribusinessreportingawards.com).

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