September 22, 2020

The Editor in Chief
Premium Times
Abuja.

Dear Sir,

INVITATION TO PARTICIPATE IN THE 29th DAME

The Diamond Awards for Media Excellence (DAME) is pleased to invite entries from your esteemed organization for the 29th edition of the awards.

Since 1992, DAME has bestowed annual recognition on individuals and institutions for outstanding works in the field of mass communication in the conviction that by so doing we can benchmark performance and strengthen public confidence in our craft. We will be encouraged to sustain this robust tradition if you participate actively in the 29th edition of DAME through submission of entries in the relevant following categories:


We look forward to receiving well researched entries that are worthy of winning the DAME.

Entries are limited to two per individual in a category and must be for works published in 2019. The deadline for submission is October 16, 2020. All entry materials must be submitted via E-mail to dame@dameawards.com.

Knowing that DAME is a not-for-profit trust, please publish the attached advert/material gratis as a public service gesture to encourage keen competition, extol the media’s commitment to a benchmark assessment of its contributions to national development, and nurture a culture of appreciating authentic achievers.

For further details, please visit our website www.dameawards.com, like our page on Facebook and follow our conversation.

Best of Luck!

Funke Thompson
(0805-213-8563)
Programme Manager
NO PANDEMIC CAN QUARANTINE DAME

CALL FOR ENTRIES: THE 29TH DAME

Trustees of the Diamond Awards for Media Excellence (DAME) Trust Fund—Africa’s longest-running media awards programme—invite entries for its 29th edition of works produced in 2019 in the following Print, Online and Broadcast categories:

**Reporting**
- Agriculture Reporting
- Education Reporting
- Insurance Reporting
- Investigative Reporting
- Judicial Reporting
- Lagos Reporting
- Nutrition Reporting
- Radio Reporting
- Sports Reporting
- Television Reporting

**Documentary-Drama**
- Radio Drama
- Television Drama
- Television Documentary

**Commentary**
- Editorial Cartooning
- Editorial Writing
- Informed Commentary

**Aesthetics**
- Best Designed Newspaper
- News Photography

**Overall Awards**
- Child-Friendly Medium
- Editor of the Year
- Newspaper of the Year

---

**The Winning Edge**
Entries in the **Reporting categories** should conform to DAME’s ABCADER principle of Accuracy, Balance, Contextual Analysis, Depth of research, Engaging use of language, and Relevance of the subject.

Entries in the **Commentary categories** (Editorial Writing and Informed Commentary) will be judged on the basis of the essential sextets: Subject, Substance, Significance, Size, Structure, and Style; whilst emphasis will be placed on effective use of art and copy in Editorial Cartooning.

Entries for the Aesthetics categories will be assessed on how art illuminates news.

The overall prizes reward total performance of the news organisations in all the categories.

**The Prizes**
Individual winners: DAME Plaque, Cash prize and Books/Laptop/Tablet
Institutional winners: DAME Plaque and Certificate of Merit

**Mode of Entry**
All entry materials should be uploaded on the DAME website www.dameawards.com on or before the close of business on **Friday, October 16, 2020**. Materials required include the links to the published works, one page profile of the individual/organisation, and one page background information on the entries. A work can only be entered in a category. Series will be counted as one.

Further inquiries should be directed to dame@dameawards.com or 0703 319 0196, 0802 350 8533.

**DAME:** Desired. Adored. Merited. Embraced.