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**DAME/29/FT/DO/**

**September 22, 2020**

The Editor in Chief  
Premium Times  
Abuja.

Dear Sir,

**INVITATION TO PARTICIPATE IN THE 29<sup>th</sup> DAME**

The Diamond Awards for Media Excellence (DAME) is pleased to invite entries from your esteemed organization for the 29<sup>th</sup> 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 29<sup>th</sup> edition of DAME through submission of entries in the relevant following categories:

*Agriculture Reporting, Best Designed Newspaper, Business Reporting, Child Friendly Reporting, Education Reporting, Editorial Cartooning, Editorial Writing, Informed Commentary, Insurance Reporting, Investigative Reporting, Judicial Reporting, News Photography, Nutrition Reporting, Lagos Reporting and Sports Reporting.*

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](mailto: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](http://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 29<sup>TH</sup> DAME

Trustees of the Diamond Awards for Media Excellence (DAME) Trust Fund—Africa's longest-running media awards programme—invite entries for its 29<sup>th</sup> 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](http://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](mailto:dame@dameawards.com) or 0703-319-0190, 0802-350-8533.

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

