



# There ain't nothing like a DAME

 By [Emeka Enyadike](#)

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It's time again for Nigeria's legendary awards - the Diamond Awards for Media (DAME).

It's time once again for the much-sought-after, Nigeria media "Oscars" – The DAME Awards, which are now entering their 16th edition. A total of 33 prizes are up for grabs but hopefuls need to get their entries in soon - the deadline is July 21st 2007, for entries to be received at the DAME secretariat.

There are three categories: Journalism, covering a total of 18 disciplines; Broadcasting, covering six disciplines; and Advertising, covering nine.

The DAME Awards are open to media professionals and relevant media houses, advertising and marketing communications firms, and a maximum of three entries per individual/organization is allowed per category.

## The winning edge

Advertising entries will be scored on their effective exploitation of the AIDA Principle to stimulate attention, Interest, Desire and Action.

All others will be scored on the ABCADER Principle of Accuracy, Balance, Contextual Analysis, Depth of Research, Engaging use of Language and Relevance of subject matter.

Over the last 15 Editions, 288 Awards have been given out.

Details are available in media and online at the [DAME website](#)

## ABOUT EMEKA ENYADIKE

Emeka Enyadike is a multi-dimensional writer on sports, marketing, sponsorship, broadcasting and online trends drawing from his rich diverse global expertise. He has deep industry know-how, built through a distinguished sporting career that makes him one of the most respected sports commentators and analysts from Africa. Contact Emeka at [livermeka@yahoo.co.uk](mailto:livermeka@yahoo.co.uk).

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