

MTN Radio Awards entries exceed expectations

Having closed entries for the 2014 MTN Radio Awards on 4 February 2014, the subsequent cataloguing, sorting and coding has seen more than 1600 entries enter from more than 90 stations.



"It's always gratifying to see growth in the number of entries, but what we targeted was increased participation across the entire radio sector and we are thrilled to have seen this number grow from 68 stations last year," says Lance Rothschild CEO of the MTN Radio Awards.

"With this being the fifth year of the MTN Radio Awards, I was a little nervous that we had been somewhat ambitious in setting a target of 80 stations, so I am really knocked out to see such growth."

Recognition in the radio industry

"The growth in the number of entries entrenches these awards as the pinnacle of recognition in the radio industry," says Brian Gouldie, chief marketing officer of MTN.

The entries will be distributed to the panel of over 50 adjudicators through the course of this week and adjudication will close on Wednesday 12 March. The results will then be audited before finalists are announced on 19 March.

The MTN Radio Awards gala event will be held on 12 April 2014 at the Sandton Convention Centre. Contact Michelle McBride on +27 (0) 11 803 2040 or michellem@thefuture.co.za for tickets.

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