Here they are... 2014 MTN Radio Awards My Station listener votes finalists

The one MTN Radio Awards category where listeners are totally in control of the outcome is the My Station category. Stations had to get their listeners to vote for them by SMS and were encouraged to promote this competition on air and on social media.

For listeners there was good reason to vote besides showing support for your favourite station - there was the added incentive of a prize that includes a VIP trip to the MTN Radio Awards, a smartphone with R500 Airtime, and a trip for two to Florida in the USA, sponsored by Delta Air Lines. The lucky listener who won the bumper prize is Cornelia Smit who voted for Radio Pretoria.

"It was fascinating to see the various stations' executions of their promotions to get their listeners to vote," says Lance Rothschild, CEO of the MTN Radio Awards. "When the voting lines closed, the total number of votes exceeded 740,000 - a growth of 85% over last year."

"This category is important for the stations as it demonstrates the affinity that the listeners have for the brand," says Brain Gouldie, Chief Marketing Officer of MTN. "When your customers are prepared to endorse you in this fashion, it means that your brand has substantial traction and that you are making a significant impact in your customers' lives. This resonates with MTN's objectives in that we strive to build lasting relationships with our clients."

MTN Radio Awards 2013 were a great success. The 2014 awards promise to be as memorable.

The finalists in the My Station - Most Votes category are:

- Lesedi FM
- Ligwalagwala
- RSG
- Thobela FM
- Umhlobo Wenene FM

The winners will be announced at the MTN Radio Awards Banquet at the Sandton Convention Centre on Saturday 12 April.

Together these stations amassed more than 60% of the total votes in the competition.

The finalists in the My Station - Most loyal listeners category are:

- Chai FM
- Groot FM
- MFM 92.6
- Mix 93.8FM
- Radio Pretoria

The winners of these awards will only be announced at the MTN Radio Awards Banquet at the Sandton Convention Centre on Saturday 12 April. Please follow us on twitter using #MTNRadio for live updates throughout the night.

For more information, go to www.mtnradioawards.com.

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