SA radio's 'Oscar' winners announced

By Luise Allemann

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Proof of the extent to which the MTN Radio Awards has grown in stature in just five short years was the more than 1,000 industry stalwarts and young guns in attendance at this year's award's ceremony held at the Sandton Convention Centre in Johannesburg.



MTN Radio Awards Station of the Year - 702.

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Bedecked in various states of finery their enthusiasm and patience never waned, despite the almost six-hour length of the ceremony.

Much as the Loeries recognises creative prowess in the advertising arena, the MTN Radio Awards recognises and encourages excellence in the radio sector and it is now broadly recognised as the Oscars of the local broadcast industry.



MTN Radio Awards Station of the Year Community Radio Tygerberg.

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One of the strongest aspects of the awards is the sheer size of the judging panel consisting of 52 professionals drawn from a broad range of sectors including media owners, sales houses and various art, culture and education enterprises. The scope of this year's adjudication process was no different and judges poured over more than 2,000 hours' worth of content packages over a period of months, which gave them a deep perspective on what constituted great radio and ultimately, gives extra kudos to the eventual winners in each category.

Close competition



MTN Radio Awards Station of the Year PBS Umhlobo Wenene.

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MTN Radio Awards CEO Lance Rothschild said that the overall quality of the entries was excellent and competition at the top of the categories was extremely close. "One thing that was noticed and commented on by the various adjudicators is the standard of radio in South Africa, which is excellent and most certainly on a par with some of the best radio elsewhere in the world. I certainly believe that the MTN Radio Awards has contributed to an increased focus on excellence and has raised the overall standard of the industry."



MTN Radio Awards News Bulletin Reader Lebogang Mbeketsi.

To ensure a level playing field each category was broken down into four subsets namely campus, community, PBS and commercial sectors. The highlights package of the winners is as follows (for the full list click here).

1. Afternoon Drive Presenter: **567 CAPETALK - John Maytham - John Maytham Show**
2. Afternoon Drive Show: **GOOD HOPE FM - Ozone**
3. Breakfast Show Presenter: **TALK RADIO 702 - John Robbie - The John Robbie Show**
4. Breakfast Show: **TALK RADIO 702 - The John Robbie Show**
5. Business and Finance: **KAYA FM 95.9 - KAYA Bizz**
6. Community Presenter: **RADIO TYGERBERG - Benescke Janse van Rensburg**
7. Community Project: **PRIMEDIA BROADCASTING - Stop Rape**
8. Content Producer: **GAGASI FM - Jacinta Ngobese**

9. Daytime Show: **KAYA FM 95.9 - Georgie in the Afternoon**
10. Multi-Channel Promotion: **JACARANDA FM 94.2 - Lala Kakuhle Tata**
11. Music Show: **METRO FM - Metro FM Experience**
13. News and Actuality Presenter: **94.7 HIGHVELD STEREO - Jacob Moshokoa**
14. News and Actuality Producer: **TALK RADIO 702 & 567 CAPE TALK - Cecile Basson - The Money Show**
15. News and Actuality Show: **METRO FM - Talk with Sakina**
16. News Bulletin Reader: **TALK RADIO 702 - Lebogang Moeketsi**
17. Programme Innovation: **JACARANDA FM 94.2 - Martin Bester Drive Let's Give Kili Horns**
18. Promotions Stunt / Event: **EAST COAST RADIO - Freebie Thursday**
19. Radio Advertisement of the Year: **Crickley Dairy**
20. Sports Reporter: **Primedia Broadcasting - Mark Lewis**
21. Sports Show: **METRO FM - 083Sports@6 with Marawa**
22. Traffic Presenter: **METRO FM - Rob Byrne**
23. Weekend Radio Show: **KAYAFM95.9 - Top 40**
24. Lifetime Achiever: **John Berks**

25. Stations of the Year
Campus: **TUKS FM 107.2**
Community: **RADIO TYGERBERG**
PBS: **UMHLOBO WENENE FM**
Commercial: **TALK RADIO 702**


MTN Radio Awards Sports Reporter Mark Lewis.

One of the most interesting categories of this year's awards was the My Station category where stations invited their listeners to vote for them by SMS and were encouraged to promote this via an on-air promotion and throughout their social media channels. The total number of votes exceeded 740,000 - a growth of 85% over last year. This category was described as vital for stations as it demonstrates the affinity that listeners have for a brand

Most Votes received went to:

LESEDI FM
LIGWALAGWALA
RSG
THOBELA FM
UMHLOBO WENENE FM

Winner: **THOBELA FM**


MTN Radio Awards Station of the Year 702.
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Most Loyal Listeners:

CHAI FM
GROOT FM
MFM 92.6
MIX 93.8FM
RADIO PRETORIA

Winner: **GROOT FM**

Radio Tygerberg comments on success at awards

I asked Sedrick Taljaard, General Manager, Radio Tygerberg, "*What would you say are the key*

strategies/ideas/innovations that allowed you to produce such sterling results?"

"Well, I would say that our new record of five awards at this year's MTN Radio Awards can be attributed to four main factors. First and foremost a well-motivated team that seek to work towards a common purpose - namely serving its community in the Cape Metropole by giving hope to the hopeless and a voice to the destitute. Secondly, investment in our staff by providing training opportunities, adding skills and value to the business. Thirdly, during 2013 we set about revamping and revitalizing our program line-up and this has resonated well with our more than 415,000 listeners (AMPS 2013A). Lastly, we reinforced the close relationship with our listeners through various projects and campaigns that reach way beyond broadcasting and meet a multitude of needs within our broader community - including health, well being, education and involving the community in vital initiatives."

"*How does this fall in line with your broader vision for the station's growth?*"

"We believe that Radio Tygerberg's growth in performance at the MTN Radio Awards from five nominations in 2013 to eleven nominations this year is a confirmation that we are steadily but surely on the right track in upping the quality and excellence of our broadcasting to the advantage of our listeners. But take note that we are not in the first instance focused on winning awards. As a Christian community radio station we are in the business of changing lives. And the better we connect and impact on the lives of our current audience, the more loyal they will become and the stronger the station's growth will be through their word of mouth."

View images of all the winners here

ABOUT LUISE ALLEMANN

Luise Allemann is a communications specialist with more than 20 years experience in the media and marketing industries including her time as a newspaper and magazine journalist and editor. She founded MediaInk Communications in 2004 with a primary focus on content generation with a subsequent specialisation in PR & social media and has worked with iconic South African brands such as FNB, MTN and Hollard Insurance and most recently @NielsenAfrica and @Sassda_sa.

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