

Votes for My Station Awards now open

Votes for the My Station Awards are now open, giving listeners the opportunity to vote for their favourite radio station in the MTN Radio Awards. Audience voting closes at midnight on Friday, 15 March 2013.



Recognition is given to two radio stations, one for the most listener votes and the other for the most number of votes as a ratio against its RAMS audience numbers. Ukhozi FM (highest RAMS audience) and Radio Islam (most listener votes) were the most popular stations among listeners at last year's awards.

Each radio station participates in the My Station Awards voluntarily and listeners vote by sending their station's code via SMS to 40616 (Standard SMS rates apply). One lucky voter stands a chance to win a prize that includes two tickets to the MTN Radio Awards banquet, a smartphone, R500 worth of MTN airtime and an all-expenses paid trip for two to the 19th MTN SAMA Awards in May.

Demand for audience participation

"We introduced the My Station Awards category in 2012, as there was a demand for audience participation in the awards programme and it ran exceptionally well," says Lance Rothschild, MTN Radio Awards CEO.

The MTN Radio Awards culminate in a gala awards banquet at the Sandton Convention Centre on Saturday, 13 April. For more, go to www.mtnradioawards.com.

For more, visit: <https://www.bizcommunity.com>