

Algoa FM celebrates four wins at MTN Radio awards

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Algoa FM received four awards at the annual MTN Radio Awards ceremony held in Johannesburg on Saturday, 18 April.

The station was nominated in seven categories, including the "Station of the Year" award - a first for an Eastern Cape and Garden Route radio station. "The Station of the Year award is the crème de la crème of recognition in commercial radio and we were honoured just by being nominated," says Algoa FM Operations Director Alfie Jay.

With seven nominations, Algoa FM was one of the radio stations with the most nominations for the 2015 MTN Radio Awards. "The response from both our audience and advertisers to the nominations has been inspiring. It has confirmed that we are clearly tuned in to our audience in the Eastern Cape and Garden Route," says Jay.

2013 winner in the category: Best Breakfast Show Presenter, Daron Mann, again walked away with the award. "Daron is an intelligent broadcaster with years of experience and a passion for keeping it fresh for his loyal and growing fan base. Competing against some big names in morning radio, he really is in a class of his own," says Jay.



Winning moments for the Algoa FM team at the MTN Radio Awards; from the left, Toinette Koumpfan, Lauren Mungur, Baydu Adams, Nadia Pieterse, Daron Mann, Marna Haskins, Jennilee Peremore, Alfie Jay and Dave Tiltmann.

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The Algoa FM Heritage Day/Virtual Flag campaign swept the board with awards for Best Multi Channel Promotion, the Best Programme Innovation, and the Best Promotion/Stunt/Event.

"These awards recognise the passion, innovation and creativity of all Algoa FM staff and directly highlights the level of engagement we feel privileged to share with our on-air and online communities.

"We are so very proud of these awards because it speaks directly to our values and strategy as a commercial media business," says Jay.

Messages of congratulations started pouring in as early as March when the station's announcers and creative team were nominated in various categories.

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Algoa FM

Algoa FM is the leading media house connecting people and companies from the Garden Route to the Wild Coast and inland through the Karoo through radio and online channels.

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