

The Liberty Radio Awards roadshow, entries open

 By [Jessica Tennant](#)

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The Liberty Radio Awards roadshow took place over the last three days across Johannesburg, Durban and Cape Town respectively, where CEO and convener of the Awards Lance Rothschild explained the new entry system for the 2018 Awards, among other things, to ensure applicants have a clear understanding of what's involved.

Introducing the 8th rendition of the Awards, Rothschild reminded that the point is to promote excellence in radio through acknowledging 'fine-tuned talent'. "Ultimately, it's an independent, transparent and audited process that strives to acknowledge and reward excellence in the practice of radio," he said.



Fine-tuning talent with the #LibertyRadioAwards

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It's about making radio that people don't just listen to but befriend, he went on to say, referring to Commercial Radio Australia's [brand campaign](#) that highlights the loyal relationship commercial radio listeners have with their favourite stations, illustrating that when you advertise on radio, it's like hearing from a friend. "We want people to have that relationship with radio," and for radio to provide what listeners look for in a friend: companionship, knowledge, information, interest, debate.

"Currently across the industry on a daily basis we reach about 93% of population of country," he said, referring to the actual Awards themselves.



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Besides the new entry system, the PBS and commercial sectors have been combined into one Commercial Radio category, and two new categories including a new Internet-only category, namely Best Internet Radio Show and Best Podcast, as well as some online radio and 'My Station' elements (more to be shared on this in January). Categories are divided between Commercial, Community and Campus.



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Important to note when entering: your material must have been broadcast within the period 1 January to 31 December 2017 (otherwise you'll be disqualified) and it's advised that you give the judges your best material as you're only allowed one entry per presenter or show per category and a maximum of three entries per station, per category.

How to enter:

- Online entries only
- Register and create a profile on entry section of website
- Upload entry and audio
- Importance of motivation section of entry

As far as the judging goes, the judges are looking for excellent radio – creativity, presentation, value to the listener and production. They ask themselves, “Is this compelling? Will it attract listeners and strengthen their loyalty to the show/station and the medium?” Important to note is that the judges have to judge the material submitted and will not be able to take reputation and other factors into account.

The adjudication process involves the following:

- Call for adjudicators
- Allocation of tasks
- Adjudication done independently and online
- Scoring according to category criteria and scoring matrix
- Scores averaged out
- Audit process
- Closes on 9 March

“The 2018 programme will determine the best of the best in several categories including: Best Breakfast Show Presenter; Best Breakfast Show; Best Afternoon Drive; Best Afternoon Show Presenter; Best Business & Finance Show and many more,” concluded Rothschild. So may the best fine-tuned talent win!

Key dates:

- 29 January - My Station voting opens
- 31 January – Entries close (no exceptions)
- 5 February – Adjudication commences
- 12 February – Ticket sales start
- 9 March – Adjudication cut-off
- 19 March – Announcement of finalists
- 30 March – My Station voting closes
- 14 April – Liberty Radio Awards Conference
- 14 April – Liberty Radio Awards banquet at Sandton Convention Centre
- 15 April – *Sunday Times* winners page
- 11 May – *Financial Mail* Redzone Radio Feature

Click [here](#) to enter and follow [#LibertyRadioAwards](#) on Twitter [@Liberty_RadioA](#) or [Facebook](#).

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