

## **A Victory at the Liberty Radio Awards is something for all of SABC to be proud about!**

The 2019 **Liberty Radio Awards** took place at the *Sandton Convention Centre* with the best of the best on South African radio, beaming with excitement to see new and old faces, personalities and influencers alike, all in one room in anticipation of the evening ahead. The event was attended by industry veterans and practitioners in their various capacities including programming, production; marketing and station management, who gathered from all provinces to celebrate, and acknowledge each other and the importance of radio in the daily lives of their audiences..

The special night honours those wonderful people who make it possible to deliver real content to the listeners and are also making an impact in the medial landscape. The awards focus on work produced by community, public service broadcasting and commercial radio stations and looks into various categories like the hotly contested slots, exemplified by the best drive time shows, best weekend radio show, best sport show, best content producer; station of the year and listeners voted favourite station to mention a few.

The **SABC** as a public broadcaster and the leader in educating, informing and entertaining the nation, our radio content empowers and inspires the public in all official languages through 19 radio stations via their multi-platform offering. The SABC distinguished itself by scooping 22 awards and achieving 4 Hall of Fame inductions which went to stations like Metro FM, Radio 2000, Lotus FM, SA FM, Thobela FM, TRUFM, Motsweding FM, Ligwalagwala Fm and Umhlobo Wenene FM collectively. [Click here for the full list of winners.](#)

Talking to the GE of SABC Radio on the night, Mrs Nada Wotshela highlighted that the SABC Radio remains the leader of its pack. “No one does edutainment like our stations and we're still able to remain relevant and competitive while meeting our mandate obligations. Being honoured in this way reassures our brands and strengthens their drive to empower while entertaining the nation.” said Nada. This is also important reassurance sought by our commercial partners at all.

The Liberty Awards in their recognition of the radio industry brought in great excitement, energy and a sense of achievement in the commitment and work of all the winners and went a long award in re-affirming SABC's good news story that doesn't always make front page news. The night was a success and surely the date of 13<sup>th</sup> April, will forever be etched in the hearts of all the winners. Warm Congratulations to all the teams who made this SABC victory possible! #SABCRadioRules.

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