2019 LIBERTY RADIO AWARDS
ROAD SHOW

LIBERTY

RADIO
AWARDS

#LibertyRadioAwards

2018 HIGHLIGHTS

- 1864 entries received
- 135+ stations and organisations
- 180+ hours of contiguous audio
- 77 winners

LIBERTY

RADIO AWARDS

OBJECTIVES

- Present a credible, well-judged transparent programme

- Promote and recognise excellence in radio

- Ensure that radio remains one of South Africa's foremost media choices.

- Reward those individuals and organisations who combine talent, hard work and skill to ensure that their listeners are compelled

LIBERTY
RADIO
AWARDS

OBJECTIVES

- Celebrate the radio industry
- Covers the entire broadcast radio industry
- Includes online radio
- Secure the future of the radio industry

LIBERTY
RADIO
AWARDS

CHANGES FOR 2019

- Separation of Commercial and PBS
- Bright Stars mentorship program with NAB

LIBERTY
RADIO
AWARDS

So how do we get here?

ENTRY SYSTEM

- Online entries only
  - access the entry system via the website
- Complete registration details - **<u>re-register for 2019</u>**, 2018 login credentials won't work
  - Verification e-mail
  - Approval by Liberty Radio Awards team
  - Submit entries
- Entries can be edited right up until deadline

LIBERTY
RADIO
AWARDS

ADJUDICATION

- Recruitment of Adjudication Panel
- Allocation of Adjudication Tasks

LIBERTY
RADIO AWARDS

ADJUDICATION

Afternoon Drive Presenter			Afternoon Drive Show			Breakfast Presenter			Breakfast Show			Business and Finance Show
Campus	Community	Commercial	Campus	Community	Commercial	Campus	Community	Commercial	Campus	Community	Commercial	Combined
		X									X	
					X			X				
X						X		X			X	
		X			X							
			X						X			
											X	
	X			X		X						
				X						X		
X					X						X	
X							X		X			
												X
	X					X						
				X			X			X		
									X			
		X									X	X
										X		
	X						X					
												X
									X		X	
						X				X		

ADJUDICATION

- Conflict of interests are avoided
- Adjudicators work independently on online system
- Adjudicators are instructed to only judge those entries that they can and to avoid conflict

LIBERTY
RADIO
AWARDS

ADJUDICATION

- Scoring according to criteria and rubrik
- System precludes incorrect submissions
- System averages scores out

LIBERTY
RADIO
AWARDS

ADJUDICATION

Minimum Standard – Excellent Radio

• Creativity

• Presentation

• Value to the Listener

• Production

Is it compelling?

Only judge the submission

LIBERTY
RADIO
AWARDS

ADJUDICATION CRITERIA

Show and Presenter Categories:

- Creativity; Presentation; Value; Production

Community Project:

- Creativity; Effectiveness; Value; Production/Execution

News Reader:

- Presentation; Pace; Ease of Listening; Credibility

Multi-Channel Promotion:

- Creativity; Channel/Element Mix; Brand/identity enhancement; Production

LIBERTY
RADIO AWARDS

ADJUDICATION CRITERIA

Promotions Stunt/Event:

- Effectiveness; Creativity; Value; Production/Execution

Radio Innovation:

- Creativity; Value

Station Imaging:

- Creativity; Originality; Brand/identity enhancement; Production

LIBERTY
RADIO AWARDS

ADJUDICATION

- Audit/review process

ADJUDICATION

STATION OF THE YEAR:

- Quality and Depth of entries
- On-air innovation
- Audience trends
- Community outreach
- Target focus
- X-Factor

LIBERTY
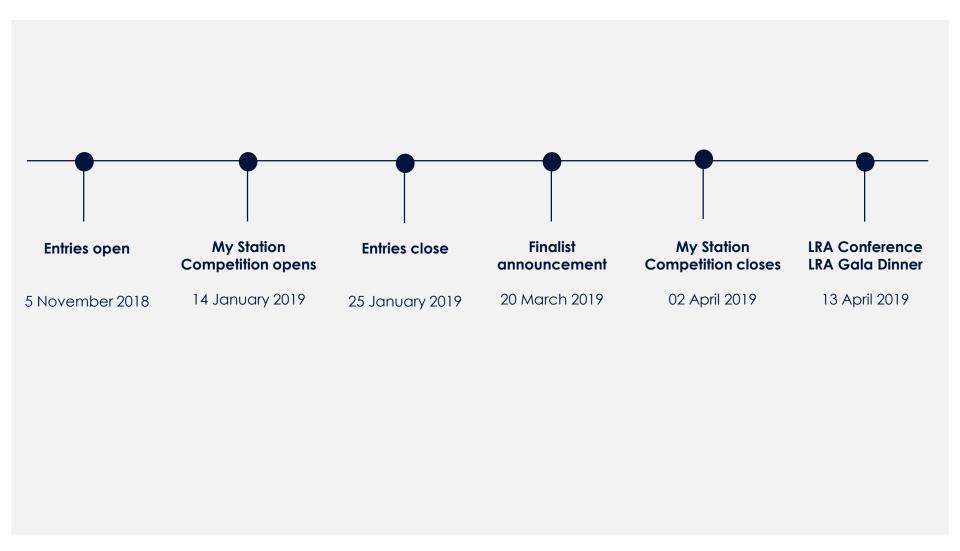RADIO AWARDS

ENTRY HINTS

Do great work

- R A D I O

- Capture and store moments of excellence

- Review/aircheck regularly, against the rubrik for your category

- Work on your entry early

LIBERTY
RADIO
AWARDS

IMPORTANT DATES

Entries open	My Station Competition opens	Entries close	Finalist announcement	My Station Competition closes	LRA Conference LRA Gala Dinner
5 November 2018	14 January 2019	25 January 2019	20 March 2019	02 April 2019	13 April 2019

🌐 www.libertyradioawards.co.za

🐦 @LibertyRadio_A   #LibertyRadioAwards

f @LibertyRadioAwards

CONTACT DETAILS:

Lance Rothschild
CEO
lance@libertyradioawards.co.za
082 443 1530

LIBERTY

R A D I O

AWARDS