



28 June 2012

The Lilac Awards Celebrate Botswana's Media Houses

The first instalment of The Lilac Media Awards took place last night, Thursday 28th June 2012 in Gaborone. The inaugural event aimed to recognise and celebrate Botswana's media houses, as surveyed in terms of the public's perception. The big winners of the night, for Best Overall Newspaper and Best Overall Radio Station went to The Sunday Standard and Yarona FM respectively.

Award recipients were based on an annual independent media survey conducted by Hotwire Public Relations Consultancy. This year's media survey is the third consecutive polling. The results of the survey were used as the basis for The Lilac Media Awards, with the colour lilac having come to represent recognition in Botswana's media industry.

The awards were broken down into two key categories: radio and newspapers, each with a number of accolades within the respective categories. Sunday Standard walked away with their lilac ceramic cow, a nod to their being recognised as the Best Overall Newspaper.

"It's a true honor to hear that our beloved and loyal consumers hold us in this high regard. We are also so thankful to Hotwire PRC for launching such an initiative and working with their fellow industry professionals to recognize the value of the consumers; our readers, in this manner," said David Seema of The Sunday Standard.

The second major award of the night went to Yarona FM, applauded as the Best Station in Local News. Holding onto his award, Station Manager Owen Rampha commented, "It's refreshing to be involved in such a wonderful event and we look forward to the next Lilac Media Awards. For us this kind of recognition from our public and our fellow industry professionals is the greatest prize of all. It's definitely been a night to remember, and our Hotwire PRC friends, once more, have pulled of an incredible night to remember."

Concluded Mr. Kabelo Binns, MD of Hotwire PRC and Wired Y&R, "It certainly took a lot of planning and hard work to pull this off, and we're grateful to everyone involved. Special thanks go out to Showgroup, Global Holdings, KBL, Glenfiddich, St. Louis Export, Chandu, Marketing Mix, and the Hotwire PRC and Wired Y&R family. Shedding greater light on the importance of public perception and the relationship with the media is an important part of how we at Hotwire PRC and Wired Y&R do business, and we look forward to making this an annual calendar event not to be missed."

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