

Telkom Radio Awards

Category List 2026

How to use the list:

This document provides an overview of the 2026 award categories and divisions. Choose the category that best reflects the entry's primary purpose, content and format.

Show awards recognise the complete show, while People awards recognise the work of a named individual. Breakfast and Drive shows must enter their respective daypart categories and should not also enter Music Entertainment or Talk Show for the same body of work.

“Open – all sectors” means that eligible entries from every sector compete for one national award. “Campus and Community combined” means those sectors compete for one combined award, with separate awards for Commercial and PBS.

Full eligibility rules, entry requirements, audio limits and judging criteria will be available on the entry portal.

Programming

Category	About	Shows that can Enter	Subcategories
Breakfast Show	Recognises the year's most outstanding breakfast radio programme, demonstrating excellence in content, entertainment, presentation and audience connection.	Breakfast Show remains. Presenter recognition moves to On-Air Personality.	Campus; Commercial; Community; PBS
Drive Show	Recognises the year's most outstanding afternoon drive radio programme, demonstrating excellence in content, entertainment, presentation and audience connection.	Afternoon Drive Show remains. Presenter recognition moves to On-Air Personality.	Campus; Commercial; Community; PBS
Music Entertainment Show	Recognises the year's most outstanding music entertainment radio programme, where music forms part of the station's broader entertainment format, demonstrating excellence in presentation, content, production and audience connection.	Daytime Show + Night Time Show + Weekend Radio Show, where these are entertainment programmes on music-format stations.	Campus; Commercial; Community; PBS
Specialist Music Show	Recognises the year's most outstanding specialist music programme, where music, its genres, artists, culture or curation form the central identity and purpose of the programme.	Music Show, specifically where music itself is the central focus and identity of the programme.	Open - all sectors
Talk Show	Recognises the year's most outstanding talk-led radio programme, where conversation, interviews, discussion or debate form the central element of the programme.	Best Talk Show + relevant Daytime, Night Time and Weekend Radio Shows where talk is the primary format.	Campus; Commercial; Community; PBS

News & Actuality	Recognises the year's most outstanding news or actuality show, demonstrating excellence in accuracy, editorial judgement, reporting, access, real-world audio and audience value.	News & Actuality Show + Business & Finance	Campus and Community (combined); Commercial; PBS
Sports Show	Recognises the year's most outstanding sports programme, demonstrating excellence in sports coverage, analysis, commentary, storytelling and audience engagement.	Sports Presenter recognition moves to On-Air Personality or Broadcast Journalist, depending on role.	Campus and Community (combined); Commercial; PBS
Drama	Recognises the year's most outstanding scripted audio drama, demonstrating excellence in storytelling, performance, writing and audio production.	Drama Programme	Open - all sectors
Documentary	Recognises the year's most outstanding factual audio documentary, demonstrating excellence in research, storytelling, actuality, interviews and sound.	Radio Documentary	Open - all sectors

People

Category	About	Shows that can Enter	Subcategories
On-Air Personality	Recognises the year's most outstanding on-air individual, demonstrating excellence in personality, communication, originality and audience connection.	Afternoon Drive Presenter + Breakfast Show Presenter + Sports Presenter, together with presenters previously recognised through programme and daypart categories.	Campus; Commercial; Community; PBS
Broadcast Journalist	Recognises the year's most outstanding broadcast journalist, demonstrating excellence in reporting, interviewing, investigation, news presentation or journalistic storytelling.	Field News Reporter + News Bulletin Reader + Sports Bulletin Reader + Traffic Presenter, together with relevant journalistic presenters	Campus; Commercial; Community; PBS

Craft and Innovation

Category	About	Shows that can Enter	Subcategories
Content Producer	Recognises an individual or production team whose editorial and creative input played a defining role in shaping the content of a radio programme, distinct from its on-air presentation.	Content Producer remains, but with a clearer definition and boundary.	Campus and Community (combined); Commercial; PBS
Station Imaging / Sonic Branding	Recognises the year's most outstanding station imaging or sonic branding, demonstrating excellence in sound design, audio production and the creation of a distinctive station identity.	Station Imaging, modernised to explicitly include sonic branding.	Campus and Community (combined); Commercial; PBS
Radio Innovation	Recognises the year's most outstanding innovation in radio or audio, demonstrating originality and meaningful advancement in how content is created, delivered, experienced or used to engage audiences.	Radio Innovation	Open - all sectors
Best Commercial Partnership	Recognises the year's most outstanding partnership between a radio station, programme or audio platform and a commercial brand, demonstrating creativity, effective integration, audience engagement and value for both the brand and broadcaster.	Multi Channel Promotion + Promotions Stunt/Event, where commercially driven.	Open - all sectors

Community Impact	Recognises the year's most outstanding radio or audio initiative delivering meaningful and demonstrable positive impact within a community.	Community Project + relevant Promotions Stunt/Event entries, where the primary purpose is community or social impact.	Campus; Commercial; Community; PBS
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Digital Audio

Category	About	Shows that can Enter	Subcategories
Internet / Digital Radio	Recognises the year's most outstanding digital-first radio service, demonstrating excellence in programming, presentation, innovation and audience experience.	Best Internet Radio, modernised to reflect digital-first radio.	Open - all sectors
Podcast	Recognises the year's most outstanding on-demand audio programme or series created primarily for podcast distribution.	Best Podcast	Open - all sectors

Recognition

Category	About	Shows that can Enter	Subcategories
Bright Star	Recognises the year's most outstanding emerging radio professional, demonstrating exceptional talent, achievement and potential within the industry.	Bright Star	Open - all sectors
Hall of Fame	Recognises an individual whose sustained contribution and achievements have had a significant and lasting impact on South African radio.	Hall of Fame	Open - all sectors

Station

Category	About	Shows that can Enter	Subcategories
Station of the Year	Recognises the year's most outstanding radio station, demonstrating excellence in programming, talent, innovation, audience service and overall performance.	Station of the Year: Campus + Commercial + Community + PBS remain as divisions of the overarching award.	Campus; Commercial; Community; PBS
MyStation	Recognises the station receiving the greatest public support through the Awards' audience vote.	MyStation: Most Votes	Open public vote