

# Gagasi 99.5FM appoints a new programmes manager and extends its audience reach

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Gagasi 99.5FM has appointed Vukile Zondi as its new Programmes Manager with effect from 01 September 2011. The station has also announced that it is getting an additional transmitter that will cover areas like Ladysmith, Greytown, Mooi River and other surrounding towns. It's going to be the first time that Gagasi 99.5FM will be able to broadcast in these areas.



From left: Gagasi 99.5 Chairman Peter-Paul Ngwenya, new Programmes Manager Vukile Zondi and MD Chris Meyiwa

Addressing the media briefing today, Gagasi 99.5 Managing Director Chris Meyiwa said these are major developments for the station.

"This couldn't have come at a better time than this one where we are going all out to reach that 2 million listeners mark by next year and a further 2, 5 million listeners by 2014. To us this is more than just being able to broadcast in these areas but it is also about building the connection between the station and the people living in these areas," said Meyiwa.

The additional transmitter will enable the station to reach a further 1 million people that it previously could not reach. Gagasi 99.5 will be available on 88.6 frequency in these areas.

Chris also welcomed Vukile to the station and said he is confident that he will take the station to the next level, saying that his experience and track record speaks for itself. Vukile has, until recently, worked as a Programmes Manager for 5FM and he previously held the similar position at YFM.

"Clearly from here, we can only grow from strength to strength to become one of the powerful forces in the country's radio industry," concluding Meyiwa after making the two announcements. Vukile said he is very happy and honoured to be part of the KZN's urban black station.

"I'm very excited about joining Gagasi 99.5FM. This is a station that has done very well up until this point, having made big strides in very short space of time. The fact that I am born and bred in KwaZulu-Natal and know the market fairly well, not only gives me an advantage but, gives me a good feeling as this is where my heart is and has always been. There is a lot of work to be done, and my intention is to inject a listener focused approach to the programming of the station. I really look forward to working with the team, under the guidance of Chris, and playing in a space that I am all too familiar with. It's good to be back home," said Vukile.

Gagasi 99.5 is the KZN based commercial radio station targeting urban black listeners from 15 to 35 years old. The station currently has just over 1, 8 million listeners.

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## Gagasi FM

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