

Radio veteran Ravi Naidoo at the helm as 947 station manager

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Johannesburg's leading commercial station, 947, have announced that station manager, Thando Makhunga, has decided to take on a new broadcasting opportunity outside radio. Programming guru, Ravi Naidoo, steps up into this role with effect from 8 November.



Speaking about Thando Makhunga, Primedia Broadcasting's chairman, Geraint Crwys-Williams, said: "Thando has been instrumental in 947's ability to effectively respond to the unprecedented challenges brought on by Covid. Under her leadership, the station has demonstrated dexterity through challenging times, identifying and pursuing new growth opportunities and sounding great on air. On behalf of the entire Primedia Broadcasting team, I thank Thando for her many contributions and wish her success with her new opportunity."

Makhunga oversaw the successful migration of 947's flagship music festival (Huawei Joburg Day) to the virtual eventing space and cemented the station's refreshed presenter line-up earlier in the year. Thando shared the following: "I will be taking up a broadcasting opportunity outside radio in due course, which I am very excited about. I have been afforded the most amazing opportunities at Primedia, worked with some phenomenal individuals and been a custodian for one of the most innovative and creative radio stations in the country – I'm proud of the work 947 has done and the people who have devoted their time and passion to the brand."

"In welcoming Ravi to 947, I am excited by the opportunity to leverage Ravi's creativity and deep experience of broadcasting gained over the past 30 years in radio. I have no doubt that through Ravi's intuitive understanding of the brand, his programming excellence and commercial understanding, 947 will enhance its response to the many opportunities the market is presenting," added Crwys-Williams.

"I am excited by the vision for the Primedia Broadcasting business and specifically for 947. It's great for me to be taking on such an important leadership role. I am looking forward to working with the team to deliver awesome music radio, grow our listenership and offer even more compelling propositions to our advertisers," concludes Naidoo.

About 947

If Joburg is South Africa's heart, then 947 is its racing pulse. 947 keeps listeners connected to the city, engaged with the

boldest personalities and moving to the biggest hits – all day and all night. 947 is all about having fun in Joburg. Our job is to make our audience laugh and to give them a lift. As a station, we also have a passion for changing lives in Joburg by amplifying the generosity of its people.

Our music playlist features the familiar, energetic tunes you want to sing along to. The 'Hot AC' music format brings home the biggest hits, and the biggest artists from the late '90s to the current Top 40. In 2020 our epic music event, Huawei Joburg Day, successfully transferred online, seeing a higher viewership than previous live events.

Our social sites are flaming hot with presenter-generated content, videos and competitions, while our website had over 370,000 page views in January 2021. Commercially, our motto is to be better than our competitors. As your commercial partner, we will strive to delight and impress you with our executions and the power of our personalities.

If you love Joburg, 947 loves you! Tune into 94.7 FM every day and never miss a beat. Visit 947 online at www.947.co.za.

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