

Lesedi FM legend, Chomane Chomane honoured



SABC PBS Radio is honouring its legends and last week it celebrated Chomane Chomane's success in his role as on-air personality at Lesedi FM. It is also an acknowledgement of the valued contribution he has made to the growth of Lesedi FM and to the SABC.



According to Judi Nwokedi, Managing Director of SABC PBS Radio, "The event was essentially a demonstration of SABC's support of its people and talent, as well as a platform on which we can inspire and motivate other radio personalities to strive for similar achievements as Chomane Chomane."

Chomane Chomane commitment to the growth of Lesedi FM, his Sesotho heritage and listener base has yielded great results with 1.6 million listeners tuned in every morning to Lesedi FM. Chomane Chomane currently hosts the top Morning Drive show on Gauteng radio.

With over half a million listeners tuning into his Ha Re Ye Breakfast show every weekday, Chomane Chomane reaches almost one in 10 of Gauteng's citizens and almost half of the Free State population. Of the half million audience in Gauteng, 90% of them are in the LSM 4-8 category, making Chomane's Breakfast an attractive proposition to advertisers and sponsors.

"Chomane Chomane is the mark of success, a reward reserved for legends, such as those from whom he has learned and shared his story. As a leader in motion, he has and continues to ensure that his work grooms leaders of positive change able to apply what they learn to sustain their development and that of the communities they serve," concludes Nwokedi.

Editorial contact

Grapevine Communications on behalf of SABC PBS Radio