

Western Cape community radio station joins Afstereo

Radio Tygerberg is reportedly the first station in the Western Cape to move towards being a compliant media owner by concluding an agreement with [Afstereo](#), making it part of the AirCheck network. Tonya Khoury, MD of Afstereo says, "With this move, Tygerberg will be viewed as 'one of the stations in the Western Cape' and not merely as a 'community station'. It will be able to benchmark its activity against other stations on our network and, where necessary, institute actions with the intention of improving performance." Its evaluation of a recent campaign for Reckitt tested exceptionally well, with the station outperforming many commercial stations from the perspective of compliance, reach and inventiveness.

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