

## Now here's a lekker response from Jacaranda FM

In response to Bonnie Ramaila's opinion piece, [Lekker not to read a billboard!](#), Jacaranda FM's GM, Kevin Fine said yesterday, 26 July 2012: "We were quick to realize that the application of the billboards for the Jacaranda FM 'Lekker to be here' campaign did not translate in the way we had imagined. Within a day we were able to change the billboards to reflect the campaign that we envisaged and now it is in fact 'lekker to read the billboard'."



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