

Linda Sibiya hosts breakfast show on Vuma103FM

Linda Sibiya, after a brief break from the airwaves, joins Vuma103FM in KwaZulu-Natal from 1 July 2014.

Known as 'Mr Magic', he will host the Kwasa Breakfast Show from 6-9am. The station, part of the Times Media group, is a commercial gospel music radio station.



His radio career began in 1995 and he is now one of the most recognisable voices in the South African radio industry. In recent years, Markinor rated him at number 20 in a survey of South Africa's top brands.

Reworking format

Ferdinand Mabalane, programming strategist at Vuma103FM says, "Sibiya's arrival at the station is not only timely, but part of the station's strategy. It has been reworking its format, tightening its on-air delivery since April and clearly defining its positioning. Subsequent listener feedback clearly shows that these interventions were widely well received. The station's decision to bring him on board will take these efforts to another level, lifting the station into a more competitive environment. This is a powerful statement about where we are going as a station."

Sibiya also appears on Sifun' Ukwazi, DStv's Mzansi Magic talk programme every Monday to Thursday evening.

New programme slots

With Sibiya stepping into the morning slot, Lucky Sefatsa will move to take over the drive time show, The Ride. Sister Kay returns to the mid-morning show from 9am to noon, while Linda Ndimande hosts the lunchtime show from noon to 3pm. Further shifts in the midweek programming while Vuma103FM returns to a normal three-hour cycle, include:

- 7-10pm Dumi B
- 10pm-2am Mandla Masondo
- 2-6am Ndoni Radebe

The weekend line-up will be a direct swap with Fundiswa Xaba taking the 2-6pm slot and Protas Mkhize the 2-6am show on both Saturday and Sunday.

Tony Mallam, Times Media's head of radio believes Sibiya is a real coup for the station and its listeners and further exemplifies the standards of excellence that the group strives to achieve in all areas of the media. For more information, go to www.vumafm.co.za.