

DJ Sbu has syndicated breakfast shows on Rise Fm, Vuma 103 Fm

Radio star and entrepreneur Sbu Leope, aka DJ Sbu, is launching a syndicated breakfast show on two of the fastest growing radio stations in South Africa, Rise Fm in Mpumalanga and Vuma 103 Fm in KwaZulu Natal. The shows begin airing on Monday 4 July 2016.



DJ Sbu

"I am excited to work with a media company such as Times Media, which appreciates I am into business and more than a cut-and-paste disc jockey. As this relationship makes impact, you will see how my new partners were open to thinking how a radio product cross-syndicated with media assets owned by the group.

The Times Media-owned radio stations have had a rise after the company repositioned them to appeal to the growing number of black middle-class listeners.

Times Media programming manager Ferdinand Mabalane says, "While Sbu brings the impact of a national figure, his show will still have a strong regional focus through breakaways for traffic, weather, local reports and interviews. We will also be unveiling further line-up changes at both stations, so that after listeners have had their DJ Sbu Breakfast, they will want to stay tuned the whole day."

For more, visit: <https://www.bizcommunity.com>