

# Gagasi FM reaffirms the number one spot

Issued by [Gagasi FM](#)

7 Mar 2018

KwaZulu-Natal-based commercial radio station Gagasi FM keeps on getting stronger! According to the latest BRC RAM figures, the station's listenership has grown by more than 10% diary-on-diary to 1.680 million listeners (Source: BRC RAM Jul 17 - Dec 17), maintaining its position as the biggest regional radio station in the country.



*Mzokoloko, Njabs Zwane and Heazy*

The overall station growth is the direct results of the exceptional performance by the individual shows. The day-time shows have shown significant growth with both the breakfast show (*I Love Mornings*) and afternoon drive show (*The Kings Drive*) going over the one million listeners mark. *I love Mornings* is hosted by Mzokoloko with Njabs Zwane as co-host and producer, *The Kings Drive* is co-hosted by the DJ Spectacular and DJ Naves.

Other daytime shows, *Midday Shandis*, hosted by Felix Hlophe with DJ Le Soul as co-host, as well as *Golden Circle*, hosted by Nomfundo Mzolo, have both reached over 900,000 listeners and still growing.

"We are very excited with the latest figures, the growth that is shown by the shows is amazing. We are very proud of the team, all the hard work being put in behind the scenes is now showing up. We have been taking some bold decisions with the line-up, from changing the breakfast show three years ago, to changing the afternoon drive show last year, all these are now starting to show positive results. Broadly speaking, we have a perfect balance when it comes to talent, from the seasoned personalities to the younger ones who are beginning to make their mark in the industry," says Gagasi FM Head of Programming Mimi Kesaris.

"We would like to thank our listeners throughout KZN as well as those who catch us via digital channels from all corners of the country for the support that they have committed to the station over the years. We will continue to ensure that we deliver on quality programming across the board, from the music that we play, to shows and their content, news and the talent that does the execution. In whatever we do, we will always put our listener first," concludes Kesaris.

The growth in audience figures comes at the time when Gagasi FM is celebrating its 12th anniversary which is traditionally

during the month of March. While there will be birthday celebrations throughout the month, these will however be building up to the milestone celebration later on that will also coincides with the launch of the new on-air season. Watch this space!

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#### Gagasi FM



Gagasi FM is the number one commercial radio station in KwaZulu Natal to reach the black urban and peri-urban black youth.

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