

Behind the station: Thando Makhunga

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BEHIND THE STATION



THANDO MAKHUNGA
947 STATION MANAGER

Thando Makhunga is at the helm of 947 - Gauteng's biggest and most successful commercial radio station. As 947 Station Manager she recently spearheaded the weekday and weekend presenter line-up refresh.

REGIONAL RADIO

Originally from Durban, Thando's career started at UKZN Radio. She soon moved on from on-air presenting to the programming side of the business with positions at East Coast Radio, Kfm 94.5 and later as Programming Manager at Vuma FM.

She credits her early career for her deep appreciation of regional radio and regional audiences.

**"The power of community
and shared identity is
something national brands**

...don't always understand.
947 is no different - it's
about the shared Joburg
experience, and about realising
your dreams and ambitions.
It's about speaking to that
very particular Joburg mindset
in an authentic way."

NEW LINE-UP

Thando was appointed 947 Station Manager in 2019. The 2020 global pandemic and resulting economic downturn brought with it a new set of challenges - and new opportunities. One of these was the successful migration of 947's flagship music festival, Huawei Joburg Day, to the virtual eventing space. The event was a massive success - exceeding real world attendance records. In 2021 Thando also led the rebrand of the morning drive show to "Anele and the Club on 947" and the line-up refresh that saw actress and presenter Thando Thabethe host the afternoon drive show called "947 Drive with Thando".

And this self-proclaimed nerdy vegetarian is just getting started. She finds inspiration in anything to do with arts and creativity. Movies, theatre, live music and discovering new artists on Soundcloud - creative energy is what feeds her soul.

"At Primedia Broadcasting, even our sales team is highly creative. Every day I realise anew just how lucky I am to be in such a vibrant space..."

...At the end of the day,
947 is in the business
of creativity and innovation.
And that's what I love most"



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