

Management changes at Gagasi FM

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Gagasi FM has made a few changes to the management team following the resignation of Minenhle Nxumalo who was heading up the Creative and On-air Promotions Department.



Ziphelele Ndokweni

Ziphelele Ndokweni, who has been the station's Marketing Manager, will move to take over as Head of Creative and On-air Promotions while the station's Media and Public Relations Specialist Khulekani Shandu has been seconded to the role of the acting Marketing Manager with effect from 3 August 2015.

"On behalf of Gagasi FM I would like to wish Minenhle all the best on her new endeavours. She made a significant contribution on various roles during her six-year stay in the station and we are very grateful for the opportunity we have had to work with her. In the same breath I would like to wish Ziphelele and Khulekani all the best on their new roles; I am confident that they will play a big part in taking the station forward. We have big plans for the business and these are the two departments that are strategic to the brand objectives that we have and I am confident that they will do a great job in driving their respective departmental functions towards those objectives. They know the station very well and they understand the strategic direction that we are taking as a business," says Gagasi FM Managing Director, Vukile Zondi.

Zondi also said that the station is currently undergoing the process of developing a new business strategy following the appointment of Mediamark as the partner for its Johannesburg sales. The appointment is with effect from 1 August 2015. "We are redefining our business model and the approach we are taking now is going to put us in a better position to offer integrated solutions to advertisers across on-air, digital and events platforms," says Zondi.

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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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