



## **Press Release**

8 September 2020

### **OFFICIAL OPENING OF THE WATERBERG FM**

A new radio station opened its doors at Lephalale Square in the Waterberg District on 07 September 2020. The idea of having a community radio station in Lephalale started in 2011 and went through consultations and deliberations with the community to solicit their interest.

The establishment of the station nearly failed because of financial constrains but with the assistance of Media Development Diversity Agency (MDDA) the process was rescued as Zukiswa Potye, the CEO of MDDA said during the opening. “We heard the pleas of the management of Waterberg FM and gave them broadcasting equipments and we are still going to help them with the production studio very soon.” Potye continued.

Limpopo MEC for Sports, Arts and culture Thandi Moraka, accompanied by Lephalale Local Municipality Mayor, Cllr Moloko Jack Maeko attended the occasion and was joined by Kgoshi Phetogo Seleka ,Kgoshi Ranare Shongoane, Municipal councillors and employees.

The Mayor appealed to the stations’s board, management and presenters to guard against elements that collapse most community radio stations. Mayor’s words were echoed by Kgoshi Phethego Seleka, who said the station must play a role of uniting the people of Lephalale, not the other way around.

The MEC encouraged the station to play local music and also contribute towards uplifting upcoming musicians. “Please play eighty per cent of local music, go to communities and market their music by playing it on air”. She concluded by saying that her department will use the station to popularise the work of the department.

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