



## Cape Town's fastest growing radio station

August saw the release of the new BRC "Baby RAMS".  
Smile 90.4FM are proud to announce that our listenership currently stands at 146 000.

**146 000  
listeners!**

### Don't miss out on our "Pot of Gold"

- High LSM audience
- 35 to 50+ years
- High disposable income
- Loyal and engaging
- Bilingual on-air content
- Family, lifestyle, health & well-being
- Making a difference with a positive approach
- 39% of the total audience exclusively listen to Smile 90.4FM



# Xmas in July

## WOW what a promotion!

In July **Smile 90.4FM** ran the above promotion starting with a 1-week pre-promotion on air followed by a 3-week actual promotion giving away a Christmas present in each show from Breakfast to Drive – 60 presents in total to the value of over R320k. In the last week we doubled up the present give-away on Breakfast. Prizes included appliances such as a Smeg gas stove and oven valued at R20k, smart TV's, fridges etc. as well as experiences, accommodation, shopping vouchers, a pool table ... to name a few. Listeners were requested to sms to enter or to download our app and enter for free. The presenters chose 3 wrapped presents from under the tree and asked the randomly selected listener if they would like the yellow, blue or gold present. Once selected the present was opened and the prize revealed. The participation and engagement in this promotion was absolutely amazing resulting in us achieving the remarkable amount of 521 869 entries and over 3 300 downloads of our app.

Over R500 00 worth of marketing was spent on the above which included billboard, MyCitybus advertising, robot activations where we gave away a Christmas fridge magnet photo frame, mall activations at Cape Gate, Bayside and Blue Route and newspaper advertising.



Cape Town's best mix  
of the 80's, 90's & now





## June was education month



In June, **Smile 90.4FM** celebrated Youth Day by concentrating on all aspects of education and tailoring our content accordingly. To quote our late president, Mr Nelson Mandela "Education is the most powerful weapon which you can use to change the world."

The first 2 weeks of June we ran on air campaign where we called for listeners to nominate a primary school in need of educational material for their Media Centre. On the 13th – 15th we visited 25 schools and donated R5k worth of educational products to each of these schools – R125k in total in conjunction with MapStudio, mapping YOUR future.

The second half of June we ran a campaign to raise Study Money to deserving listeners. We asked listeners to nominate a deserving recipient for a Study Money payout to someone who is struggling to keep up with their children's school fees, paying for their own studies or needs to pay for text books or study aids. From Monday 20th to Thursday 23rd Bobby and Lindy gave away R904 to a deserving winner each day. On Friday 24th an amount of R9 040 was given away. Congratulations Chelsea on your win. What a special lady and story. We wish you everything of the best for your future. Study Money was proudly sponsored by MySmartKid – SA's Leading Early Childhood Development Programme.

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# Smile, wherever you are

**3 300 listeners downloaded the app in just 3 weeks!**

In July 2016 **Smile90.4FM** launched its app through our Xmas in July Promotion. The unique selling points of our app are that:

- The content is immediate/current
- Listeners are able to interact with the station at all times, for free
- Listeners are able to engage in real time
- Listeners are able to call the station from the app
- Listeners are able to better stream the station
- Our popular features are downloaded immediately – our app serves as the “catch up” for radio.

Download the **Smile 90.4FM** app today!



Join the **Smile 90.4FM** family on our cruise to nowhere ... from the 28th to 30th April 2017. Not only will you be able to interact and play features with our presenters on deck ... we are hosting an exclusive **Smile all 80's Party** on the Saturday night.

All details are available on our website [www.smile904fm.net](http://www.smile904fm.net) or call Marcelé Bosh on 021 81880904

## Come cruise with us!

All Aboard the...  
**Smile all 80's Cruise**  
28 – 30 April 2017 **BOOK NOW!**  
Cruise to Nowhere on board the MSC Sinfonia | [www.smile904fm](http://www.smile904fm)

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# This is what our listeners have to say about our station

*Well done Rodney - and all the other winners! And to you Smile 90.4FM for bringing festive joy to July*  
~ Cape Canopy Tour

*Lawnmower Mecca Congrats to all the winners, hope you enjoy your prizes & Thank you to Smile 90.4FM for inviting us to take part in Xmas in July*  
~ Lawnmower Mecca

*Lekker rustig lê lekker warm met die Smile golden oldies ~ Karen Van Der Westhuizen*

*Good Morning from Sunny UK where I now live. Loving the tunes this morning. Thank you for making my weekend xx ~ Barbie Diedericks-Youngusband*

*To Lindy, Bobby and the Smile 90.4 marketing team Congratulations on a wonderful "Christmas in July" initiative. It was great ~ Neville Askew*

*Oh! Hi Reinard Ludick & Josie Eveleigh, I've got that sunshine in my pocket & that good soul in my feet ~ Jo Orr-Bosman*



## Mandela Day

**18 July 2016**

To celebrate Mandela Day, **Smile 90.4FM** supported The Mosaic initiative at Canal Walk shopping centre. This was supported by on air exposure and live appearances by presenters at the event. Listeners were asked to donate cans of food which were then used to build a mosaic of the Nelson Mandela Day logo. The size of this mosaic was 8 x 16 meters in size and used 6 700kg cans of food were used. These cans were distributed to social media development projects in the communities of LEAP 1 and 2 by our LEAP students and staff.

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I present Smile Breakfast 6-9am every weekday morning and also the Smile Breakfast Diary 7-10am, every second Saturday.

Somehow I also manage to do the iSmile Report technology feature every day.

My radio career started longer ago than I care to remember. I was asked to join SAfm's weekend breakfast show, alongside broadcasting legend Will Bernard.

I was instantly hooked by the immediacy of radio; the adrenaline of instant feedback.

But what appealed to me most was the fact that I could share some of myself with millions of people, while remaining relatively anonymous.

It also sharpened by natural ability to think on my feet and satisfied my restlessness and need for constant stimulation.

I later joined the fledgling, yet coveted reporting team of Talk Radio 702, where I was soon moved away from news on more towards programming.

Talk programming was exactly what a passionate and restless news junkie needed at the time.

Smile 90.4 FM is rounding off my experience and skill set very nicely. My favourite part of the day here is the show prep - taking current affairs and spinning it into something positive and uplifting. Giving people something to Smile about has become my main objective.

My fondest memories are of the month we had daily mock broadcasts, to test all our equipment and our readiness. I loved the excitement and the butterflies every single day we were on air.

It was like kids in a toy store; exactly how work should be every

day. And thankfully, that is the case most of the time to this day.

Smile Breakfast was really a surprise to me and I am humbled that the executive team at the time saw fit to offer it to me. I still enjoy it tremendously and will continue to give it my best shot for as long as I am allowed behind the mic.

If anything else, I would probably choose to host Mehboob's show. There's something very frontier about late-night radio; a sense that stuck with me from old TV shows that I use to be addicted to as a kid, like "WKRP in Cincinnati" and "Midnight Caller."

In fact, I unconsciously borrowed the name of Midnight Caller's radio show "Night Hawk" for my newspaper columns years later.

Doing a late-night radio show would truly take me full circle from my childhood days when I use to be glued to those shows and fantasize about being a radio jock.



## Off air with Bobby Brown

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