

Mzo Jojwana steps up to take on 702 station manager role

Issued by [Primedia Broadcasting](#)

14 Jul 2021

Thabisile Mbete leaves to pursue new career direction.

702, part of Primedia Broadcasting, announced that station manager Thabisile Mbete is bidding farewell to the station to pursue a new career direction outside radio. Mzo Jojwana, who rejoined 702 last year after time with Power FM, will be taking up the role as 702 station manager. Jojwana, a 702 alumni, came back to the station in 2020 as programme manager, to boost its talk radio programming capabilities.

Mbete's total time with Primedia Broadcasting and 702 spans just under two decades. As station manager at 702, she has been a firm hand on the wheel successfully steering the station through a dynamically evolving broadcast media landscape and increasingly challenging waters. She oversaw the 702 station rebrand in September 2020, including 702's adoption and embedding of a new tagline, 'Let's walk the talk'. Under her stewardship, the station heralded in new voices that highlighted 702's commitment to this position, giving listeners a platform as the station 'walked the talk' alongside them.

Thabisile Mbete, 702 station manager, says: ***"I am delighted to have played my part in such an important transition in 702's history. What we have built together over the last few years is a testament to the commitment and vision of our team, and I believe the lineup we have curated has set 702 on a strong, upward trajectory. I know that I pass on the reins of a solid broadcast proposition to Mzo, and this leaves me confident to take the space I need to reflect on my next move. I am grateful for my time at 702 and will be taking the important lessons I have learnt from my role as station manager with me."***



Thabisile Mbete

Thabisile Mbete started her 702 career as the executive producer for the *John Robbie Show*, where she also served as part of 702's management team. When she rejoined Primedia some years later, she was appointed content editor at Primedia Broadcasting. In 2016, Mbete was promoted to 702 station manager, a role she has fulfilled for five years.

Geraint Crwys-Williams, group chief business officer and chairperson of Primedia Broadcasting, comments: ***"Thabisile has been central to the 702 we have built today. We have valued her insights and contributions, both in terms of programming and in how she has managed her team's development. Thabisile will be with the station until the end of August 2021, and we know that while she focuses on her handover to Mzo, we will also have the opportunity to recognise her more formally as an indelible part of the 702 family."***

I am delighted at Mzo's appointment and look forward to him leading 702 into the future. He is a recognised industry innovator who has already made important contributions as we worked to shape the new 702 talk radio proposition."

Mzo Jojwana's first day as 702 station manager will be 1 September 2021.



MARKETING & MEDIA

Walk The Talk with 702

Primedia Broadcasting 29 Sep 2020



About 702:

702 is South Africa's biggest talk radio station and the leading platform for engagement. For more than 40 years, it has provided a space for people from all walks of life to engage freely; exposing listeners to all sides of the story while holding the powerful to account.

79% of the 702 audience is SEM eight to 10. They are employed and entrepreneurial, family-oriented and often traditional in their values and worldview. They care deeply about their community and South Africa as a whole and find radio to be a trustworthy source of information. They value factual, balanced and well-researched radio discussions, and equally enjoy light-hearted, inspiring and positive success stories.

Our listeners expect 702 to walk the talk. They want us to champion their cause and to empower them to live their best lives. They respect us for our opinions, our connections and our courage to make a difference. 702 is deeply invested in our listeners' communities and their daily lives.

Every day, our bold personalities strive to be more empathetic, respectful, accessible, authentic, balanced and fair. Seasoned presenters like Bongani Bingwa, Azania Mosaka, John Perlman and Bruce Whitfield fearlessly shine a light on some of the country's most pressing issues, using their voices as instruments of change. Their shows bring across the light and shade of living in a complex South Africa.

On weekends, 702 takes a breather from hard news with a soulful mix of music and lifestyle content. #702SoulfulSundays is a time to celebrate family, togetherness and memories to the tune of the very best hits from local and international artists.

Our digital and social platforms seamlessly extend the 702 brand into the hands and hearts of our listeners, with 702 audio streaming and 702 podcasts becoming increasingly popular. Our website saw more than 820 000 pageviews in May 2021.

Walk the Talk with 702. Tune in on 92.7 or 106FM; download the 702 app to stream us on DSTV 856 to join the conversation.

Visit 702 online at www.702.co.za

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