

# Smile 90.4FM exceeds the 200k listenership mark

Issued by [Smile 90.4FM](#)

31 May 2019

2019 saw Smile 90.4FM navigate through a series of programming shifts in order to bring only the best mix of content and music to their listeners. Fast-forward to May 2019 and the Smile 90.4FM team is realising those rewards... with a listenership of 212,000, this young station, is growing bigger, better and stronger.



Lois O'Brien, Smile 90.4FM Managing Director

"This has been a phenomenal result for Smile 90.4FM. We love doing what we do and that infectious energy is now transferring to our listeners. We have an exciting second half planned for 2019, that is set to thrill, entertain and continue to deliver the best programming for our listeners," said Programming Manager, Naveen Singh.

The Smile 90.4FM 'No repeat Workday', where our audience is guaranteed *not* to hear the same song between 9am and 5pm, has resulted in the daily time spent listening increasing to a new high. In addition to this, *Smile Breakfast* as well as *Smile Drive* have grown in listenership.

Our personalities becoming household names, stronger promotions with more to win and the best music has grown Smile 90.4FM's attraction to listeners.

In challenging and tough times, Smile 90.4FM continues to amplify the good news in the Mother City. The differentiation of the news product certainly offers Capetonians a more optimistic, solutions driven and compassionate perspective on life whilst being credible.

"I am thrilled at our constant growth and evolution. This is thanks to working with the most dynamic and committed team," said Smile 90.4FM Managing Director, Lois O'Brien.

- " 'Tis the season to tune in: Smile Christmas is back! 30 Nov 2023
- " Smile FM pledges to help 10,000 people find jobs by Christmas 19 Sep 2023
- " Ryan O'Connor to host Smile FM's breakfast show 24 Apr 2023
- " Who will it be? Smile FM reveals the date 18 Apr 2023
- " Smile FM celebrates 10 years with big changes 4 Apr 2023

**Smile 90.4FM**



Smile 90.4FM is a bilingual radio station that offers entertainment, information and inspiration to the upper LSM Metropolitan audience of Cape Town.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>