

Smile 90.4FM acknowledged for radio innovation

Issued by [Smile 90.4FM](#)

3 Apr 2018

Smile 90.4FM has been nominated for two prestigious Liberty Radio Awards acknowledging how the young Cape Town radio station is making an impact in the Mother City.

Radio Innovation: Smile News - Amplifying the Good News in the Mother City

Best News and Actuality Programme: Smile 90.4FM The Honest Truth with Benito Vergotine and Christine Wessels



Christine Wessels and Benito Vergotine

"Being recognised for innovation is most gratifying because forward-thinking, creativity and relevance are Smile priorities. The Smile brand was intentionally created with present-forward-thinking in mind.

"Our broadcasting philosophy is based on the powers of optimism and hope. We fully embrace the mandate we have to entertain **and** add **real value** in the lives of our listeners.

"Providing well contextualised factual and useful content is today more important than ever given the proliferation of fake news engulfing social media, and negative news dominating traditional media spaces.

"Along with the Liberty Radio Award nominations, Smile 90.4FM's fast-rising listener number, currently on 169 thousand, affirms the decision to shift our news paradigm." - Clive Ridgway (Program Director, Smile 90.4FM).

- Smile News (Amplifying the Good News in the Mother City) runs on the hour weekdays from 6am to 8pm.
- The Honest Truth with Benito Vergotine and Christine Wessels, a hard-hitting late-night talk programme, runs Monday to Thursday nights from 8pm to 10pm.
- The Smile news product is now available digitally through the [Smile Good News Network](#).

" '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>