

**Abridged Business Plan
for Public Consultation**

MAKETA MEDIA (PTY) LTD t/a MAPHOLI FM



19th February, 2023

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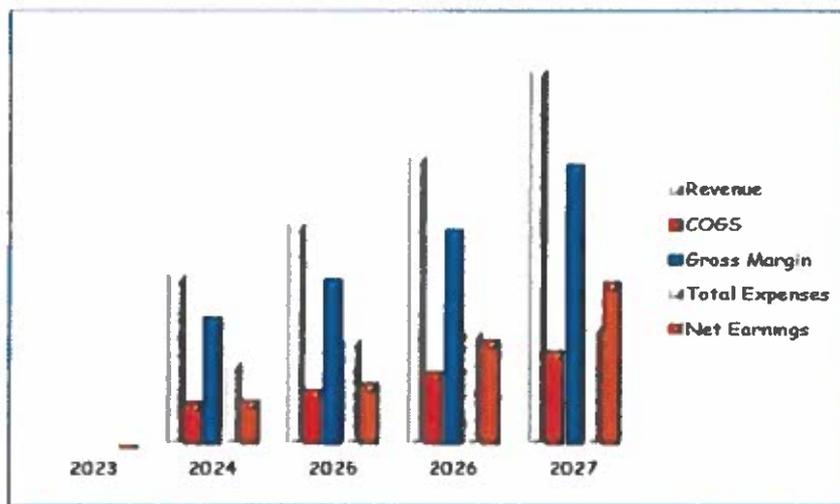


1.0 Summary

For time immemorial, long before the invention of the television, social media, cinema, telephone, cell phone and all other forms of communication; radio has always been there or was among the first that offered broad casting services/products. Until today, radio is still and an important medium of information, entertainment, education, et al and is available across all classes of people, across the globe.

The document therein, is a proposal by Maketa Media t/a Mapholi FM to request a Radio Station operating license from the Lesotho Telecommunications Authority.

Among others, the business plan will describe who Mapholi FM is, purpose of the business plan, key success factors, proposed products and services, organogram and projected financials; inter alia the projected financial results are summarized in the graph below:



From this table, net earnings are projected to grow from a negative position to one of relative strength as at the end of 2028 financial year.



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2.0 Business Description

Maketa Media (PTY) LTD t/a Mapholi FM was established under company's act 2011, of the Kingdom of Lesotho on 14th April 2022, under registration number 80737.

The proposed Radio Broadcasting business will mainly focus on Commercial Activities inter alia Entrepreneurship and Business Development; Culture, Religion and Tradition; Politics, Social Issues across Lesotho and Basotho; Local, District and National Current Affairs; and finally, Youth Development and Sports.

Maketa Media t/a Mapholi FM is 100% owned by Mr. Lebohang Maketa, who will assume the position of Managing Director and shall be responsible for the proposed broadcasting enterprise.

Mapholi FM radio station will be situated in the Maseru district, at Ha Leqele. This radio station will broadcast 24 hours, 365 days a year. Mr. Maketa has over 20 years radio and 3 years television experience. Further, He is well experienced in Marketing and Public relations in both radio and sports management or administration gained from the various roles occupied in the Republic of South Africa.

3.0 Purpose of Business Plan

The purpose of the business plan may be briefly outlined as follows:

- To meet licensing requirements of the Kingdom of Lesotho for radio stations or broadcasting.
- To meet the requirements of the Lesotho Telecommunication Authority.
- To meet the requirements of the Ministry of Communications.
- To illustrate purpose and plans of the radio station.
- To illustrate the current and future financial prospects of the radio station.
- To document goals, objectives and intensions of the proprietor/radio station.



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4.0 Key Success Factors

- Creation of business processes and implementation thereof
- Regular review of processes control and policies management
- Alignment to regulatory requirements in daily broadcasting operations
- Regular review of own performance against LCA requirements
- Competitive costing
- Market penetration
- Product and market knowledge
- Positive profitability
- Human resources development
- Recruitment of experienced management team and human resources
- Marketing strategy
- Quality control
- Performance management

5.0 Risks

- Competition from well-established radio stations
- Limited working capital
- Startup hick-ups
- Rapid growth or development
- Misalignment of activities or programmes from LCA guidelines

6.0 Pest Analysis

Political

There is a demand for a fresh radio content and Mapholi FM aims at giving the community real, informing, educating and reliable news and information. The current state of Radio in the country is appalling with inexperienced personnel at the helm of existing radio stations in particular the on-air personalities.

This is a situation that has led most of the radio stations becoming mouthpieces for politicians and their parties and leaving the most important function of the radio which is to inform and educate.



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After carefully studying the political land scape in Lesotho, Mapholi FM understands that Politics play a crucial role in our audiences's lives hence duty call on us to play the role of surveillance. We will report, cover, analyze, interpret and educate our people on importance matters of politics. This shall be a collective approach of joining hands together as a nation to rebuild Brand Lesotho through radio as communication medium.

Economic

There are factors involving economic that in our view may also affect our business and these are factors such as the inflation, interest rates, economic growth, and the unemployment rate which is very high. Therefore, a moderate inflation rate is needed which will also help the business to grow and work positively towards increasing the consumer confidence. Mapholi FM will also contribute to the economic development through advertisement, and programme slots.

Social

The social factor details the social -economic environment of the market. This shall include studying the demographics, cultural limitations, life style attitudes, behavior and education of the customers.

Technological

We shall use all the technologies that are used to produce the content and the process involved using the technology such as the technological advancements, social media, and the role of internet. The country has no strong infrastructure with regards to technology. Radio station like Mapholi FM will incorporate technological up-gradations and innovations to increase business efficiency and effectively.



7.0 SWOT Analysis

| | |
|---|--|
| Strengths <ul style="list-style-type: none"> • Presence of face book page with fans • Experienced proprietor and staff across industry value chain • Adequate financing • Diverse radio programming | Weaknesses <ul style="list-style-type: none"> • Competition from well-established radio stations • Limited or no coverage in the rural areas • Start-up challenges • Limited operating funds |
| Opportunities <ul style="list-style-type: none"> • Dominating commercial broadcasting • Key NSDP initiative • 100% national coverage • Consumer acceptance of the radio station • Continuous staff training | Threats <ul style="list-style-type: none"> • Listeners misconduct • Rapid growth • Dwelling emphatically on politics • Non-compliance to LCA rules and regulations • Rejection by the consumer |

8.0 Mission

To be a trusted and indispensable source of information, news and entertainment while strengthening civic and cultural lives of communities we serve.

How do we intent to achieve this mission:

- By informing, educating and entertaining Basotho through diverse programming
- By contributing to the economic and business development, youth and community empowerment
- By promoting diverse cultural, social and interfaith practices in the communities that we shall serve
- By creating a conducive environment for people of different political backgrounds, religious denomination and education to exchange views that will assist in development across all walks of life
- By encouraging participation in sports and sports development for Basotho



9.0 Values

- **Learning:** we will provide systematic human resources development training that will optimize commercial, sports and personal in growth in all areas of key focus.
- **Responsibility and Accountability:** for team and individual goals; success and drawbacks within the organization.
- **Trust:** honour our commitments to one another by operating and communicating openly with one another within the organization.
- **Respect:** for staff members, customers, partners, suppliers in all our business activities, because we value their contribution to the organization.
- **Integrity:** Honest, upright and fair in all interactions with one another and we earn our reputation by adhering to moral and ethical standards.
- **Cohesiveness:** United in purpose and fellowship.
- **Customer service:** dedicated to satisfying both internal and external customers' needs by honouring our commitments.
- **Social responsibility:** strive to help/assist and improve communities where we operate in.

10.0 Products and Services

Products and services for Mapholi FM Broadcasting may be divided into the following six categories:

1. Commercial, economic and entrepreneurial affairs
2. Current affairs
3. Religion
4. Music
5. Sports
6. Youth development
7. Cultural affairs or issues, inter alia;

a. Services

- Brand awareness
- Marketing
- Radio content development
- Outside and satellite broadcasting
- Radio advertising



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- Promotions and activations
- Public relations communications

b. Content focus

- Entrepreneurship and business development (indigenous)
- Local, district and national commercial development
- Local, district and national policy debates, recommendations, et al
- Youth unemployment and development
- Health and safety
- Education and nutrition
- Culture, religion and tradition
- Politics
- Sports and sports development

c. Key programming objectives

- Development of content that will stimulate relevant conversations about the current and the future
- Provide a platform for dialogue on critical matters affecting communities, while striving to improve the general well-being of Basotho in general
- Our programmes to focus on addressing skills shortage and improving existing, through engaging relevant subject matter experts or specialists
- Improve communication within communities where we operate, with each other or relevant authorities, e.g. local government, government, et al. This is done with a view to encourage public or stakeholder participation in programs for government, civic organizations, political parties, business, sports, individuals and others
- Promotion and provision of PR services to Basotho business or businesses.



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In order to achieve the above the following programmes of programming is envisaged or proposed:

8.1 Monday to Friday Programmes

| Time | Name of Programme |
|---------------|-------------------|
| 04:00 - 06:00 | Ka Matjeke |
| 06:00 - 09:00 | Theha Tsebe |
| 09:00 - 12:00 | Malebela |
| 12:00 - 14:00 | Makatolle |
| 14:00 - 15:00 | Rea Mebileng |
| 15:00 - 18:00 | Mapholi Drive |
| 18:00 - 19:00 | Mapholi Sports |
| 19:00 - 21:30 | Rea Menyeletsa |
| 21:30 - 00:00 | Bua le 'na |
| 00:00 - 04:00 | 'Mesa Mohloane |

8.2 Saturday Programmes

| Time | Name of Programme |
|---------------|-------------------|
| 06:00- 09:00 | Se-ea-le-Methati |
| 09:00 - 12:00 | Khomo ea Koti |
| 12:00 - 15:00 | Ma-Afrika |
| 15:00 - 18:00 | Mapholi Sports |
| 18:00 - 21:00 | Rea Haila |
| 21:00 - 00:00 | Bua le 'na |
| 00:00 - 06:00 | 'Mesa Mohloane |



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8.3 Sunday Programmes

| Time | Name of Programme |
|---------------|---------------------|
| 06:00 - 08:00 | Ha re eeng kerekeng |
| 08:00 - 11:00 | Lekunutu le Morena |
| 11:00 - 13:00 | Bana |
| 13:00 - 15:00 | Kopelanang |
| 15:00 - 18:00 | Sports |
| 18:00 - 20:00 | Monyanyako |
| 20:00 - 00:00 | Thoriso |
| 00:00 - 06:00 | 'Mesa Mohloane |

8.4 Special Programmes and Time

| Time | Name of Programme |
|---------------|-------------------|
| 21:30 - 22:00 | Tsa-Temo |
| 21:30 - 22:00 | Buang Basotho |
| 21:30 - 22:00 | Youth Program |
| 21:30 - 22:00 | Informal Market |

8.5 Proposed Broadcast or Coverage Area

Mapholi FM station intends or proposes to have coverage and presence in the following districts: Thuathe (Berea), Chafo (Leribe) and Likhoele (Mafeteng).

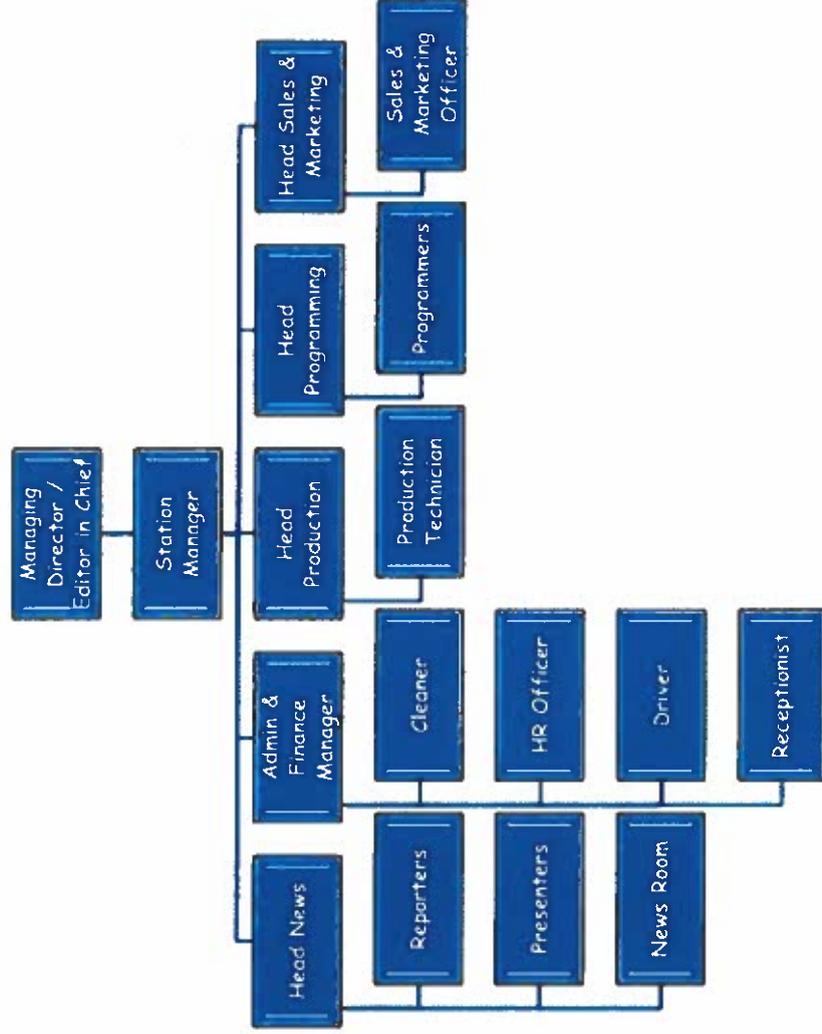
a. Proposed broadcasting hours

Twenty-four (24) broadcasting hours are proposed.



11.0 Organogram and Management

11.1 Organogram





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11.2 Personnel/Staffing

| Department | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|----------------|-----------|--------|--------|--------|--------|--------|
| Management | | 6 | 6 | 6 | 6 | 6 |
| Non-Management | | 4 | 4 | 4 | 4 | 4 |
| Operations | Permanent | 3 | 3 | 3 | 3 | 3 |
| | Flexi | 2 | 2 | 2 | 2 | 2 |

11.3 Personnel and Staffing

| Position | Activities / Duties |
|-------------------------------------|--|
| Managing Director / Editor in Chief | <ul style="list-style-type: none"> • Owner and proprietor of the radio station. • Responsible for administration and ensuring compliance. • Responsible for policies and compliance. • Serves as a liaison between Editor in chief and radio station |
| Station Manager | <ul style="list-style-type: none"> • Responsible for day to day management of the station. • Responsible for maintaining discipline and standards. |
| Head Radio Programs | <ul style="list-style-type: none"> • Responsible for managing programs and programs content • Responsible for supervising presenters, reporters and news room |
| Admin. & Finance Manager | <ul style="list-style-type: none"> • Responsible for human resources and financial matters of the radio station. • Responsible for maintaining adverts pricing. • Responsible for equipment maintenance and back office operations. |
| Receptionist | <ul style="list-style-type: none"> • Responsible for answering phones, receiving visitors, issuing advertising rates to customers, assisting management with secretarial services. |
| Head Production | <ul style="list-style-type: none"> • Responsible for production of radio programmes, content, ensuring alignment and record keeping |
| Head Sales & Marketing | <ul style="list-style-type: none"> • Responsible for all sales and marketing activities of the radio station |
| Reporters | <ul style="list-style-type: none"> • Responsible for reporting issues from outside the radio station. |
| Presenters | <ul style="list-style-type: none"> • Responsible for presenting radio programmes. |
| New Room | <ul style="list-style-type: none"> • Responsible for compiling and editing of news, airing news, sourcing news. • Responsible for live broadcast of news. |



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| | |
|------------|--|
| Cleaner | <ul style="list-style-type: none">• Responsible for cleaning offices and serving tea, water or meals. |
| HR Officer | <ul style="list-style-type: none">• Responsible for administering staff welfare and maintenance of their records.• Responsible for learning and development of staff. |
| Driver | <ul style="list-style-type: none">• Responsible for delivering office messages and others.• Responsible for driving reporters in executing his/her |

12.0 Marketing

12.1 Marketing

12.1.1 Print

12.1.1.2 Representation

12.1.1.3 Road shows

12.1.1.4 Social media

Maketa medial will also continue to utilize social media for on line marketing. To date they have 10,000 followers, while Mapholi FM and more than 60,000 viewers. These two pages will continue to expose both companies.

In addition, there is a plan to create a website that will form part of the marketing strategy and interaction with listeners and consumers. Last but not least, we will activate on line radio listening features so that Mapholi FM is available across the globe.

12.2 Competitor Analysis

According to the Lesotho Telecommunications Authority website, there are 27 licensed radio stations and 3 licensed TV stations in Lesotho.

Competitive land scape for radio stations in Lesotho comprises of government radio stations, private radio stations, community radio stations; including religiously



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affiliated radio stations. Therefore, competition is quite "stiff" and our chosen competitive advantage to provide a platform to stand out.

Among others direct competition will be from Radio Lesotho, Mo-Africa FM, People Choice FM, Harvest FM, Ts'enolo FM, Ultimate FM and others.

Given the radio station's objective of operating within the Commercial Space, one would mention that we do have direct competition in this field and the closest competitors are mentioned the pervious paragraph.

12.3 Targeted Market and Customers

The target market for the radio station may be illustrated as follows:

- Initially, Maseru, Berea and Leribe Districts
- Thereafter, Mafeteng, Mohale's Hoek and Botha-Bothe
- The rest of the districts are targeted for the Medium to long term period

As previously alluded in this document our key target customers include listeners in the following categories:

- Current affairs and politics
- Economy and political economics
- Business and entrepreneurship
- Youth and youth development, in both Business and political land scapes
- Sports and sports development
- Religious education and music
- Culture
- Agriculture, markets and development



13.0 Proposed Complaints Handling Procedure

The overall process for handling complaints will include the following:

- **Informing listeners of the complaint handling procedure**

Consumers, sometimes referred as listeners for broad casting products and services are the main key stakeholders in any radio station. Sometimes, it happens that unacceptable content is broadcasted, either intentionally or unintentionally. When this happens, the consumer needs notify the broad caster; Secondly, in the process of broadcasting invited guests may utter unacceptable comments, words or others; and in the process corrective action be required from the consumer perspective.

It is this respect, that listeners should be regularly informed of the radio station's complaints handling process. Secondly, publication of the complaint's procedure is part of licensing requirement from LCA and forms part of the broadcasting code of practice, therefore, should be adhered to 100%

Mapholi FM will strive to broadcast the complaints handling procedure to listeners atleast 2 times in 24 hours and will be a prerecorded announcement for uniformity.

- **Training and informing all broadcasting employees of their responsibilities, expected behavior and conduct on "air"**

It is Mapholi FM's responsibility to ensure that all broadcasters are thoroughly trained to what constitutes unacceptable content in a radio Programme, secondly, code of conduct on live media, language and others.

These will form part of broadcaster's training, on boarding process and will be backed up by written policy that will be displayed. Regular workshops and tool box meeting on the issue will be regularly featured at Mapholi FM.

Further, each employee will be required sign that they have been taught of this policy and a copy will be kept in their employment files.

- **Receiving complaints**

Mapholi FM understands that it is important that the consumer's views or complaints make to the radio station without any hinderance, because we believe complaints are contractive and can work to the radio station's favour.



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All complaints will be directed to the Station Manager or Editor in Chief/Managing Director. These should be directed the following two e-mail addresses:

- ❖ Thestationmanager@Mapholifm.co.ls
- ❖ Theeditorinchief@Mapholifm.co.ls

Or, sealed envelopes can be hand delivered to Mapholi FM at Ha Leqele
Pela Main Bus Stop
Maseru 100
Lesotho

All complaints should be in writing and a sample of the form to be completed is available at the end of this document and another will be made available on our website once it is operational.

Abusive complaints will not be dealt with or entertained.

- Notification of complaints; consumer, broadcasters and LCA

Once consumer or listeners complaint are received the following procedure will be followed:

- ❖ Complaints will be registered
- ❖ The complainant will be provided confirmation of receipt of the complaint by the Editor in Chief
- ❖ The concerned broadcaster will be notified and provided a copy of the complaint
- ❖ LCA will also be informed of the complaint

- Resolving complaints

A resolution panel involving the Editor in Chief, Station Manager, Concerned Broadcaster and their Head of Department will be constituted. All parties will review the complaint end-to-end with a view to resolve within 60 working days, including providing feedback to the complainant, Head of department and LCA.

A review of the complaint will also include a review of the relevant footage during broadcasting of the Programme that ultimately led to the complaint.



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Where necessary, the complainant maybe required to provide additional context to the complaint either in writing or in a meeting.

- Responding to complaints

It is most appropriate to respond in writing to the complainant within 60 days of receipt. While the required response will be in writing to the complainant, in some cases, there could be a requirement for management to meet in person with the complainant.

Secondly, all concerned parties should be provided with written outcome or resolution to the complainant, His / Her head of department and the LCA. Further, where disciplinary action is required, the relevant of head of department shall be instructed and compelled to undertake the process within 7 days the decision being made.

- Unresolved complaints

In line with LCA guidelines, all unresolved complaints should be directed to

The Secretary, Broadcasting Disputes Resolution Panel

C/O Lesotho Telecommunications Authority

30 Princess Margaret Road

Old Europa, Maseru 100, Lesotho

- Record keeping of complaints and resolutions

All complaints, resolution should be filled within the library of the Radio Station, including results of the disciplinary action taken where was undertaken.

Mapholi FM will also provide LCA with regular updates on complaints and their resolution

1. Mapholi FM Consumer Complaints Process

- Customer should identify the Programme in breach of code of conduct
- Customer completes a consume complaints form
- Mapholi FM confirms receipt
- Complaints resolution body constituted
- Collective review of Programme where misconduct occurred
- Resolution agreed, documented and complainant informed in writing

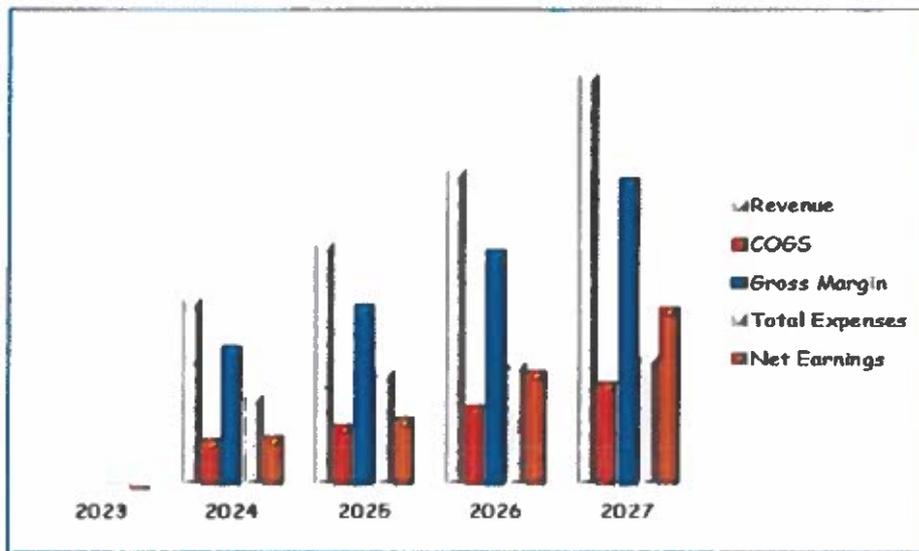


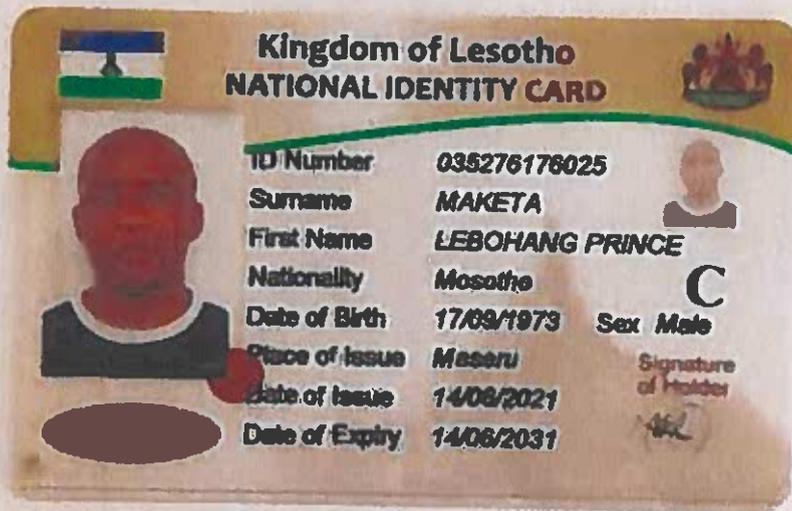
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- Resolution filed in Mapholi FM library
- LCA furnished with a written copy of resolution
- N.B. where a resolution could not be reached: Consumer is written to and LCA duly informed by Mapholi FM. Reasons will be provided in both respects.

14.0 Projected Financial Projections

Summary of projected financials is thus:



A photograph of a Lesotho National Identity Card. The card is yellow and green with a portrait of a man on the left. It contains personal information such as ID Number, Surname, First Name, Nationality, Date of Birth, Place of Issue, Date of Issue, and Date of Expiry. There is also a signature field on the right.

Kingdom of Lesotho
NATIONAL IDENTITY CARD

| | | |
|---|-----------------------------------|---|
|  | ID Number 035276176025 |  |
| | Surname MAKETA | |
| | First Name LEBOHANG PRINCE | |
| | Nationality Mosotho | C |
| | Date of Birth 17/09/1973 | Sex Male |
| | Place of Issue Maseru | Signature of Holder |
| | Date of Issue 14/06/2021 |  |
| | Date of Expiry 14/06/2031 | |



KINGDOM OF LESOTHO
THE COMPANIES ACT 2011

CERTIFICATE OF INCORPORATION

Reg Number. **80737**
TIN Number. **200119269-5**

I hereby certify that:

MAKETA MEDIA PTY LTD

was incorporated under the Companies Act 2011 as a private company on **14 April 2022** and that the liability of the shareholders thereof is limited.



Registrar of Companies

14 April 2022

The validation code for this certificate is LESOTHO-33562017. To check the validity of this certificate, go to <http://www.companies.org.ls/lesotho-companies-br/service.create.html?service=verifyDocumentCode> and enter the validation code.



KINGDOM OF LESOTHO
THE COMPANIES ACT 2011

Company Extract

General Details

| | |
|--|---|
| Company Number: | 80737 |
| Company Name: | MAKETA MEDIA PTY LTD |
| Company Status: | Active |
| Previous Statuses: | Awaiting LRA from 14-Apr-2022 to 14-Apr-2022 |
| Incorporation Date: | 14-Apr-2022 |
| Company Type: | Private Company |
| Single or Multiple Shareholders: | Single |
| Does the company adopt its own articles?: | No |
| Share Capital: | 1000 |
| Annual Filing Month: | April |
| Annual Filing Day: | 14 |
| Business Activities: | 1811 Printing 1812 Service activities related to printing 1820 Reproduction of recorded media 5813 Publishing of newspapers, journals and periodicals 5819 Other publishing activities 6010 Radio broadcasting 6020 Television programming and broadcasting activities 6391 News agency activities 7310 Advertising 7330 Marketing |

Addresses

Registered Office Address

| | |
|--------------------------|---|
| Physical Address: | Chief Tsosane Mphutlane, Ha Leqele Pela Setopong Se Seholo, Maseru, Lesotho |
| Postal Address: | P. O. Box 1287, Maseru, 100, Lesotho |



KINGDOM OF LESOTHO
THE COMPANIES ACT 2011

Location of Company Registers

Physical Address: Chief Tsosane Mphutlane, Ha Leqele Pela Setopong Se Seholo, Maseru, Lesotho

Postal Address: P. O. Box 1287, Maseru, 100, Lesotho

Main Business Address

Physical Address: Chief Tsosane Mphutlane, Ha Leqele Pela Setopong Se Seholo, Maseru, Lesotho

Postal Address: P. O. Box 1287, Maseru, 100, Lesotho

Officers

Officer

Name: Mr Lebohang Prince MAKETA

Position: Director

Physical Address: Tsosane Mphutlane, Ha Leqele Pela Setopong Se Seholo, Maseru, Lesotho

Postal Address: P.O. Box 1287, Maseru, 100, Lesotho

Nationality: Lesotho

Date of Appointment: 14-Apr-2022

Shares & Shareholders

Total Shares: 1000

Do you have extensive shareholding?: No

Individual Shareholder

Name: Mr Lebohang Prince MAKETA

Residential or Registered Office Address: Tsosane Mphutlane, Ha Leqele Pela Setopong Se Seholo, Maseru, Lesotho

Postal Address: P.O. Box 1287, Maseru, 100, Lesotho

Appointed: 14-Apr-2022

Share Allocations

Allocation

Number of shares: 1000

Name: Mr Lebohang Prince MAKETA

LEBOHANG MAKETA(MR)

Radio Personality



CONTACT

HOME ADDRESS
Ha Leqele
Maseru

PHONE:
+266 51 63 5228

EMAIL:
maketal@yahoo.com

SKILLS

- Communication and presentation
- Clear voice
- Clear reading
- Organizational and planning
- Ability to generate original ideas
- Good interviewing
- Media ethics
- Public Relations
- Ability to take initiative and make quick decisions under pressure
- Creative and problem - solving
- Social Media
- Content development

PROFILE

Talented Radio Host, Producer and Sports Commentator with over seven (20) years of experience engaging and entertaining public through captivating shows and discussions of sports and current news events. Outgoing personality and a distinct, clear speaking voice coupled by some radio enterprising skills. Skilled at producing shows that have fun and interesting for diverse audiences to increase the amount of listeners. Great radio interviewing skills and researcher on topics so that the listener is able to form conclusion on the validity of issues a guest is been interviewed about.

EDUCATION

Alison College

Diploma in Public Relations

Uniathena University

Diploma in Business Communication

Ayethu National Computer College

Certificate in Radio Production Level 5 (Broadcasting Programme)

Damelin Management College

Certificate in Sales and Marketing

Damelin Management College

Diploma in Personal Assistant

COURSES & WORKSHOPS

- Introduction to First in Football
- CAF Coaching D License organized by Lesotho Football Association in Lesotho
- Diploma in Coaching
- Certificate in Physical Education and Coaching Styles & Techniques
- SABC Football Commentary Workshop for TV Football Commentators
- Participated in the African Peer Review Mechanism Workshop in partnership with the Ministry of Foreign Affairs of Lesotho, MISA and Civil Society Organizations aimed at reviving the APRM in Lesotho so that Lesotho can start reporting on the government issues to ensure promotion and consolidation of democracy and good governance

- Journalism seminar on 'More than a Mother Program' organized by Merck Foundation in partnership with MISA Lesotho. The seminar focused more on reporting on infertility matters.
- TMS Training Course for International Players Transfer organized by SAFA in collaborations with the PSL clubs
- Com –Unity Course for community relationship building under the auspices of Federation International de Football Association in collaboration with the Lesotho Football Association.
- Journalism Workshop organized by Moafrika FM in conjunction with KAYA FM

WORK EXPERIENCE

Radio Presenter, A.C.L Radio

Nov 2022 – May 2023

- Hosted Morning Breakfast show Mondays – Fridays
- Rehearsed the scripts with the producer before going on air
- Interviewed guests both in studios and telephonically
- Researched topics and background information for items to be featured on the programme
- Generated ideas for on air content to underline what the station stood for and worked with marketing and events teams to promote the brand

Radio Presenter, 357 FM

Oct 2019 – Nov 2021

- Hosted a Morning Breakfast show Mondays – Fridays
- Wrote and rehearsed scripts before going on air
- Interviewed guests both in studio and telephonic interviews
- Researched topics and background information for items to be featured on the programme
- Generated ideas for an air content to underline what the station stood for and worked with digital, marketing and events teams to promote the brand
- Developed content for current affairs programmes
- Assisted in overseeing other business administrative matters of the station such as sourcing of funding and sponsorships
- Promoted the radio slogans and taglines

Radio Presenter, Bokamoso 974

Dec 2018 – May 2019

- Hosted Morning Breakfast show Mondays – Fridays
- Wrote and rehearsed scripts before going on air
- Met with programme producer and news teams on issues of programming
- Interviewed guests both in studio and telephonically

- Researched topics and background information for items to be featured on the programme.
- Generated ideas for on air content to underline what the station stood for and worked with marketing and events team to promote the brand

Football Commentator, SACB Laduma Sports

May 2014 – June 2017

- Attended soccer matches and provide commentary and analysis
- Collected information about upcoming games, and other sports personalities
- Provided analysis of past performances, highlighting strengths and weaknesses of teams playing
- Reviewed previous games and made predictions about upcoming games based on the team's records and player performance statistics

Sports Presenter, Moafrika FM

Mar 2005 - Mar 2017

- Presented sports stories and events over the weekends
- Researched topics and background information for items to be featured on the programme
- Interviewed guests by telephone or location
- Attended sporting events and provide coverage
- Responsible for sourcing sponsorships programme
- Played music in studio
- Read live reads and other promotional announcements
- Liaised with other members of the production and technical teams
Keep the program running to schedule, responding positively and quickly to problems or changes and improvising where necessary.

ACCOMPLISHMENTS

- Securing Programme Sponsorship from Global Cure Organic Remedy, Thari Funeral, LDA Water, Lerumo la Chaka and Tlotsa Cosmetics for 357 FM
- Securing Programme Sponsorship from Alliance Insurance Sponsoring Sports Show for Moafrika FM
- Securing Programme Sponsorship from Global Cure Organic Remedy sponsoring Global Cure Breakfast Show for A.C.L Radio
- Securing Programme Sponsorship from Lesotho Post Bank and JP Finance for Bokamoso 974
- Launched 42.1km Moafrika Marathon in 2006 under the auspices of Moafrika FM
- Honored by the Department of Sports of the Free State as one of the Sesotho Experts who formulated the "Sesotho Vocabulary Book" in 2009 for Radio Sports Presenters/Journalists and TV Soccer

Commentators. This was a Welcoming Note Book for visitors in the Free State Province during the 2010 World Cup aimed to serve as one of the Legacy Projects for the successful hosting of the World Cup in South Africa.

PUBLICATION

Launched a 'Sesotho Vocabulary Book' for Sesotho Sports Journalists, Radio Presenters and TV Sports Commentators in partnership with the department of Arts and Sports of the Free State in 2009.

HOBIIES & INTERESTS

- Soccer
- Organizing and conducting Soccer Tournaments for youths during festive seasons and CSR projects
- Hosting Radio shows