**REMARKS BY KWAZULU-NATAL PREMIER NOMUSA DUBE-NCUBE DURING VUMA FM’S 10TH ANNIVERSARY CELEBRATION AT INKOSI ALBERT LUTHULI INTERNATIONAL CONVENTION CENTRE ON FRIDAY, 25 NOVEMBER 2022**

Programme Director;

Vuma FM Management;

Staff and Presenters;

Advertisers;

Business Partners;

Captains of Industry;

Distinguished Guests;

Ladies and Gentlemen;

Greetings!

How does one say no to an invitation from Vuma FM, asking you to grace them with your presence as they celebrate a decade in the broadcasting industry?

How do you say no to an invitation from Vuma FM?

We are here because siVumile ukuba nani as you celebrate a milestone. Your celebration is not yours alone.

As a province, we share in your success. Your entry into the broadcasting arena gave employment opportunities to youngsters who were fresh from broadcasting schools.

You gave them opportunities and they did not disappoint – hence your powerful presence is today culminating into ten years of celebration.

It feels good to be part of your celebration.

True to your slogan: The Station for the Young at Heart, we are glad to feel young by being part of this vibrant, energetic and youthful atmosphere.

We are sure many did not give you a chance when you ventured into the broadcasting industry, ten years ago.

We are grateful that you turned a deaf ear to the doomsayers, otherwise we would not be here to celebrate this remarkable milestone with you.

We are also glad that when doomsayers gave you no chance, like an eagle, you took the fight and flight to the sky – where eagles soar beyond reach of doomsayers.

Today, those who doubted your ability to ride the airwaves, are now eating humble pie served with humility and creativity.

From humble beginnings, the station has grown in numbers and creative – attracting the best that the industry can offer.

Reaching 10 years in this industry is no mean feat – it is testimony to resilience and tenacious power behind the vision of entertaining, educating and informing your ardent listeners.

Ten years in service, you have already given the so-called big radio stations a run for their money.

How glad we are that you did not run away when the odds were stacked against you.

We are grateful to the advertisers who gave you a chance and believed in your vision and mission to change the broadcasting industry in KwaZulu-Natal and the country.

Ladies and gentlemen, Vuma FM saw the gap in the radio industry and used it fruitfully.

Today we are here to celebrate the fruits of dedication, diligence and determination to your craft, which has seen you spread your broadcasting wings far and wide.

Recently, you have made your presence felt in places like Dannhauser, Donnybrook, Dundee, Newcastle, and many other areas.

Your entry in these areas was received with elation and excitement – with listeners calling in, describing Vuma FM as a breath of fresh air.

Your fresh and youthful air has cleansed the airwaves, infusing vim, vitality and vooma to all the Vumalanders.

Many parts of KwaZulu-Natal have now turned into Vumaland – the place where Vuma FM live in peace and harmony.

As provincial government, we welcome the multiplicity of voices in the broadcasting industry. We also applaud and appreciate the great working relationship we enjoy with Vuma FM.

You were with us earlier today when we launched the 16 Days of Activism for no Violence against Women and Children.

Your station is always with us when we host events that speak to service delivery to communities who voted us in power.

We also appreciate and admire the thought-provoking questions your current affairs anchors pose to us in order to get to the bottom of pertinent issues affecting the community.

We are pleased to say that Vuma FM will always be our constant companion – seven days a week and 365 days a year.

The first ten years which you are celebrating today are just a beginning of bigger things to come.

KwaZulu-Natal is proud to be associated with the brand Vuma FM.

Continue to fly the provincial flag to lofty heights.

Listening to Vuma FM from the breakfast show to the late-night show is music to listeners’ eyes.

Keep on entertaining us with your original creativity.

SiyaVuma.

SingabaseVumaland.

Siyabonga.