

Jacaranda FM's Martin Bester on being the Best of Pretoria

Jacaranda FM's Martin Bester recently walked away with the title of Favourite Local Radio Personality at the Best of Pretoria Readers' Choice Awards, which was held at Candlewoods Boutique Venue in Centurion.

By  Juanita Pienaar 11 Nov 2019



Jacaranda FM's Martin Bester recently won the title of Favourite Local Radio Personality at the Best of Pretoria Readers' Choice Awards. Image supplied.

And for the second year in a row, Jacaranda FM won Best Local Radio Station and Best Local Radio Show.

"It is a massive honour for us to receive these awards, and we are greatly humbled by the positive feedback we received," says Jacaranda FM's marketing manager, Leith Smith.

"Everything that happens at Jacaranda FM is a team effort, with some of the best talent in SA radio working tirelessly to push the boundaries of this powerful medium. These awards provide an excellent benchmark to ensure that we are on the right track with bringing our listeners and advertisers world-class content, breaking news, engaging events, community projects that change SA for the better and a constant flow of more music you love."

We caught up with Bester who shared with us more about what the recognition means to him and what excites him most about the station and where it is going.

📺 *Congrats on the win! How do you feel about it?*

Thank you! It is always such a privilege to get recognition like this. To know that what we do in the morning and what we do at the station as a whole – the fun we have, the stuff we get up to – is in line with what people who voted here like.



RADIO & AUDIO

What's next for innovative marketing in South Africa? Jacaranda FM's collaboration with Sandton City!

Jacaranda FM 11 Sep 2019



📺 *What excites you most about the station and where it's going?*

I like the fact that we are reaching out to the rest of the country. We know now that we have a substantial amount of people listening in from all over South Africa through the Jacaranda FM app and our online Listen Live platform – now we are going

out to meet them!

“ We're national! Download our [@jacarandafm](#) App now and listen to us anywhere! [#JacaBreakfast](#) [pic.twitter.com/Nhl4hq8jil](#) — JacaBreakfast (@JacaBreakfast) [October 16, 2019](#) ”

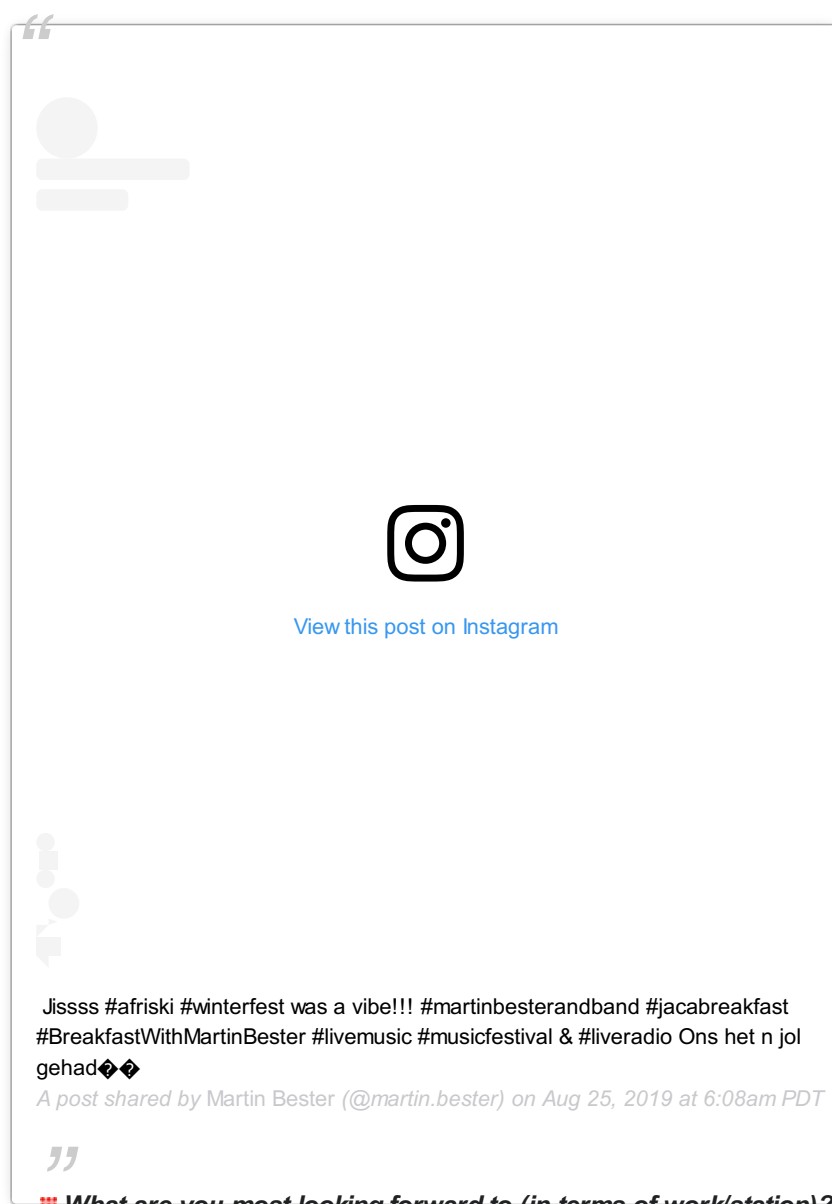
■ **What do you love most about your career?**

I get to do what I am passionate about, every day, every week. And I get paid for it!

■ **Any career highlights you're particularly proud of?**

I'm just loving our morning show so much right now. I really feel good about our morning family, listeners share so much with us – they make us laugh and cry with us.

Also, I got to do a tour with my band last year and take our radio show's listeners with me on the journey. Our *Vir die liefde* tour was very special. I love playing everywhere in our beautiful country, meeting new people, playing interesting stages and shows – as well as road trips.



■ **What are you most looking forward to (in terms of work/station)?**

Getting out there to our listeners in the Western Cape, Eastern Cape, KZN and other parts of the country. Taking 'My Sch Rocks' to schools all over – we were in Durban a few weeks ago – and bringing all sorts of other exciting, and often life-changing, Jacaranda FM initiatives to people all over SA.

■ **What's at the top of your to-do list (at work)?**

To give away another R100,000 in our Secret Sound competition!

▣ **What are you currently reading/watching/listening to for work?**

I recently had to read the book by the daughter of the 'Springs Monster', who was a guest on the show. I'm still recovering from that.

▣ **Tell us something about yourself not generally known?**

I guess many people still don't know about my career as a singer. I have an Afrikaans music career. I record, I perform with band pretty much whenever I can. I'm also the lead singer of Kinky Robot. We still record and perform from time to time too

Catch Bester weekdays on Jacaranda FM, from 6am to 9am and click through to Jacaranda FM's [press office](#) for the latest news and updates.

ABOUT JUANITA PIENAAR

Juanita is the former editor of the marketing & media portal on the Bizcommunity website. She was also a contributing writer.
[View my profile and articles...](#)

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