

Kfm 94.5's new line-up puts women on top

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Cape radio station Kfm 94.5's new line-up for 2004 features three new female presenters: Melanie Jones, Irma G, and Kim Peterson.

A born entertainer, Melanie comes from Mitchell's Plain and has made a name for herself in the comedy industry. Jones started her career as a comedian with the Cape Comedy Collective and has also starred in the King Size Comedy Breakout in Johannesburg and Cape Town. "I've always wanted to entertain people," says Melanie. Melanie Jones can be heard on Kfm Breakfast with Nic Marais, weekdays from 06h00 till 10h00.

Irma G, who takes over from Robin Clarke, slips behind the microphone on the Kfm Weekend Sundown Show from 18h00 till 22h00. Irma G is no a stranger to radio and started off 7 years ago at Kfm 94.5. As a 19-year-old, also from Mitchell's Plain, she found herself in the right place at the right time and never quite dreamed that she would make it in radio. But, Irma felt that she needed some growing up and experience and so left for another Cape Town-based radio station. Irma says, "It's very exciting but also scary coming back to Kfm 94.5. It's like a process of coming back and having to prove myself, but I always try to push myself."

Last, but certainly not least, Kim Petersen fills the Kfm Weekend NiteShift from 02h00 till 06h00. Kim Petersen, although an academic by profession with a Masters in Human Rights, has always had her sights within the broadcasting industry. She is determined, disciplined and dedicated to make sure that the sky is not the limit, it IS limitless. "Everytime I put my headphones on and turn on my mike, it's a dream that is audio - and in stereo *no gals!*" says Kim. "The theatre of the mind, the ability to communicate to an audience of millions, is a reality of beauty!"

Clive Ridgway, Kfm 94.5 Programming Director, says that the change to the line-up is a great step toward making the station an even greater reason to tune in. "I enjoy working with fresh talent. The new voices on air and some exciting programming innovations that kick in on 1 January will re-energize the 94.5 frequency", says Clive.

Among the changes, three shows will be changed, Mehboob Bawa moves back to the Kfm Lovesongs show (the popular late-night format show he pioneered) and Jeffrey Stevens takes over the Kfm Sundown Show. In addition, Kfm's Breakfast show producer, Ian Bredenkamp takes over the Kfm Weekend Brunch show on Saturday from Bobby Brown.

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