

# Innovation

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OFM, the sound of central South Africa, will introduce changes to the already popular on-air presenter line-up in April with new shows, engaging innovations and a few new voices.

Says Nick Efstathiou, OFM General Manager: "We have a rich history of great talent who has worked in our studios. In March we say farewell to legends of central South Africa radio. However, we welcome a few new voices to OFM and are excited at the innovative changes to some of our programmes that will bring a refreshing new dynamic to our product offering for our listeners and our clients."

Yolanda Maartens will be joining André Kunz as co-host of the *Breakfast Special* weekdays from 6am. Yolanda has presented *A Slice of Life* weekdays from 12pm for the past few years, proving herself more than up to the challenge of joining a breakfast show. Presenter Cyril Viljoen will move from after midnight to take over from 12pm. Cyril is a great asset to the station and will also present the *OFM Top 10 at 10* on Saturdays from 10am.

Isabel Venter and Samantha Wrightson will host the 09:00 to 12:00 program.

The evergreen James Kilbourn will present *Before Dawn* weekdays from 05:00 to 06:00. A new recruit, Zelda Goetz, will present midnight to 03:00 from Monday to Friday. Another new voice to the station is Duncan Bayne, who will join the *Siesta* team weekdays from 15:00 to 19:00 as a producer. He will replace Enriko Klopper, who will continue presenting weekdays from 19:00 to 22:00. Enriko will be joined by another new voice, Lerato Leila, who will bring a feminine touch to the show. Lerato will also get the party started on Saturdays from 19:00 to midnight.

The *Jeremy Mansfield Radio Show* will join the OFM line-up on Sundays from 19:00 with Pieter Venter presenting the innovative *This Week on OFM.co.za* from 21:00. The show is aimed at highlighting the engaging, informative and entertaining content the on-air team place on South Africa's fourth largest radio station webpage.

"We have a great team of radio professionals engaged in what they do - falling in love with our listeners, creating content that stirs emotion and playing good music all day! I hope that our listeners will be excited by the product offering. New innovative on-air executions are about to be placed on the station. I would advise you tune in. You will love it!" says Efstathiou.

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