

DETAILS:

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# 94.7 HIGHVELD STEREO

Catering for an affluent audience of 25 to 49 year olds, 94.7 Highveld Stereo attracts 1.3 million listeners. The most aspirational radio brand in the country, it broadcasts in English and plays hot adult contemporary music.



## INTERESTING FACTS AND FIGURES

Head: Terry Volkwyn  
Employee nos: 174 including freelancers  
BEE Credentials: in the process of renewing.

### THE COMPANY'S CSI POLICY

The station strives to benefit a wide range of charity organisations through almost every event or promotion it is associated with.

### CSI INITIATIVES

#### CRIME LINE

94.7 Highveld Stereo supports CRIME LINE by flying awareness advertisements on a monthly basis and keeps listeners informed of the success of the project. In June and July 2007 the station dedicated over R1.1 million worth of airtime to promote this initiative and in October 2007 it dedicated over R600 000.00 worth of airtime.

#### Community Service

The station is committed to assisting various charity organisations with public service announcements (PSAs), including Narcotics Anonymous, Vista Nova, Wings and Wishes, Salvation Army, Organ Donor Foundation, Shosholozza Marketing, Star School, World Wildlife Fund, Children of Fire, Sanca / Council on Alcoholism & Drugs, Johannesburg Child Welfare Society, City Year SA / National Youth Service Movement, Cida City Campus, Starfish Foundation, Embark Foundation Arts & Crafts Expo, Life College SA, SA Guide Dogs Association, World Retina Treatment campaign, Moment in Time cancer organisation, Teddy Bear Clinic for Abused Children, The Motorcycle Toy Run (Round Table), Think Bike!, Sanctuary Safe Haven, Topsy Foundation, Garden of Lights (Emperors Palace), CANSA Shavathon, The Stroke Aid Society, Al-Anon, Citizen's Commission of Human Rights, World Vision 40-Hour Famine, Society for Animals in Distress, and Headway (National Traumatic Brain). Total value of these equalled R2 205 060.00

## ACHIEVEMENTS

### 94.7 Bidvest "Hear For Life Trust" Official Launch

Launched in 2006, the Trust assists those less fortunate with funding to secure cochlear implants. The need for this was identified during 94.7 Highveld Stereo's popular Christmas Wish feature in 2001. In December 2005, JSE-listed Bidvest partnered with 94.7, pledging funding of R1 million a year for five years to provide cochlear implants for people from historically and financially disadvantaged backgrounds. The radio station also raised money and last year donated R1 million to the fund. Sales of Darren 'Whackhead' Simpson's CDs, the Rude Awakening's RAW Cruise and many other listener-driven initiatives, contributed a further R300 000.00 to the trust. For the period January to March 2008 R400 000.00 was raised through sales of Darren "Whackhead" Simpson's CD. To date, 18 people have benefited from these life-changing implants, funded by the Trust.

### Pick 'n Pay 94.7 Cycle Challenge

The 11<sup>th</sup> annual Pick 'n Pay 94.7 Cycle Challenge took place on Sunday, 18 November 2007. The station raised over R51 600.00 for the Cycle Challenge beneficiary charity, Homeless Talk Pre-School/Crèche.

### 46664 Concert

The fifth international 46664 Concert took place on World Aids Day, Saturday, 1 December 2007, at Ellis Park Stadium, Johannesburg. 94.7 was one of the media sponsors to the concert and contributed over R4 million worth of airtime to promote the event.

### 94.7 Christmas Carols Concert

94.7 Highveld Stereo and Spar hosted the annual 94.7 Christmas Carols Concert at The Coca Cola Dome, Northgate in December 2007. Round Table, the event's charity sold candles and distributed song sheets to raise funds for the various charities they support on an annual basis. The money raised exceeded R38 000.00 and went to Sinethemba Orphanage. Listeners attending the event also bought unused toys, clothes or blankets and nonperishable foodstuffs to the event which were distributed by 94.7 and the Round Table during the build-up to Christmas.

### 94.7 RAW Christmas Wish Outside Broadcast

Almost 60 wishes were granted over the three-week period of the Christmas Wish with a total monetary value of R 5 331 000.00

In the biggest wish of all, The Rude Awakening, with the help of various sponsors, were able to help save the lives of children desperately needing heart surgery. Professor Robin Kinsley, of Walter Sisulu Paediatric Cardiac Centre, had on his wish list 12 children suffering from heart conditions, who without immediate intervention, would not survive.

The Rude Awakening rallied up sponsors – including Standard Bank, Southern Sun, Vodacom, Netcare, Spar, First For Women

Insurance, Emperor's Palace, Sony Ericsson, Virgin Atlantic, Fuchs Foundation – and each pledged to pay the costs of a child's operation. All the children underwent life-saving operations during the first week of February 2008. Total value of this wish was R1 million.

To mark the end of the 16 Days of Activism: No Violence against Women and Children' campaign, First for Women also donated R2 million towards setting up a second-stage housing project in partnership with People Opposing Women Abuse (POWA). This was the largest monetary donation pledged to a worthy cause as part of the Christmas Wish since the initiative started.

### 94.7 Ground Patrol School Collection

In January 2008, 94.7 Highveld Stereo, together with Mimmos Italian Family Restaurant, collected stationery for underprivileged school children around Joburg. Called Operation Ground Cover 3, it was facilitated by 94.7's Ground Patrol team stationed at shopping centres across Gauteng. An estimated R1 million's worth of back to school goodies was collected. This included, amongst others, R100 000.00 from Elite Truck Hire, R120 000.00 from Cecil Aaron & Sons (school uniforms including blazers, dresses etc.), 12 000 books and stationery from Office National Group, Text books, computer monitors and exercise books from IR Griffiths Primary, 250 files from Da Vinci Institute and bottles of juice from Kool Kids Corporation.

### 94.7 Birthday Cruise With RAW and Friends

94.7's RAW team participated in a listener trip on the Melody from 22 to 25 February 2008 with Nandos as sponsor. Starlight Cruises donated the profits generated from the sale of cabins and the R65 charged per person booking for the cruise – a total of R283 588.00 – to the Nandos Kingsley Holgate Mosquito Net Fund.

### 94.7 CANSA "Shavathon" Outside Broadcast

94.7 presenter, Mark Pilgrim, a cancer survivor, broadcast the "Take 40 SA" chart show live from the Fountain Court at the Sandton City Shopping Centre in support of this event. Sandton City raised a total amount of R46 719.00

### 94.7 Diepkloof Park Project

The 24 hour construction of the 24-hour Diepkloof XtremePark (a multi-functional, two hectare park in Diepkloof, Soweto with water features, soccer field, playgrounds, multipurpose court, splash pool, landscaped lawns, park furniture, concrete walkways and an amphitheatre area with a big screen) started on Thursday, 8 May 2008, and the final countdown to its completion on Friday, 9 May was broadcast live on the 94.7 Rude Awakening show in an outside broadcast to support the community project.

