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94.5 Kfm

The Cape's No.1 Hit Music Station, 94.5 Kfm broadcasts adult contemporary music, provides world-class promotions and events, as well as news, current affairs and sport in English and Afrikaans.



CSI POLICY

94.5 Kfm is committed to the upliftment and welfare of its community and listeners through the powerful medium of radio.

ACHIEVEMENTS

94.5 Kfm Radio Rookies with M-Web

94.5 Kfm teamed up with M-Web to find the hottest, freshest talent in the Cape – behind the mic and behind the scenes. The station took to the roads and held auditions in three malls in Cape Town. Overall, 1 500 listeners streamed through the audition process in the hopes of landing a job with 94.5 Kfm. The first phase of securing an on-air personality resulted in Andre "may de Vos be with you" walking away with the title and securing himself a three month contract with the station. Off-air applications were processed and interviews were arranged to find the much-needed talent in various areas of the business.

94.5 Kfm Ground Patrol

Continuing from their successful launch in December the Ground Patrol crew teamed up with Waltons and promoted the 94.5 Kfm Stationery Drive for disadvantaged schools in the Western Cape. For five days listeners and companies were challenged to donate stationery or cash in support of learners going back to school and this resulted in over R170 000.00 in donations. This was distributed to 27 disadvantaged schools throughout the Province.

Cansa Shavathon

94.5 Kfm joined 94.7 Highveld in support of the Cansa Shavathon. Kfm was represented at the event by Richard Hardiman, who shaved and coloured his hair in support. This very successful event raised R1.6 million.

The Johan de Klerk story

On Wednesday, 19 March, Karen de Klerk (41), and her pregnant 18-year-old daughter, Erika, died during a horror crash on the N1 on their way to Somerset Hospital from their home in Summer Greens.

The tragic loss of husband and father, Johan de Klerk and his 21-year-old sole surviving daughter was highlighted in the Breakfast Show that morning. The next day family friend Zelda Swart called in to Kfm to appeal for assistance for Johan and messages of support and donations came flooding in for de Klerk family.

The station set up a bank account and managed to raise more than R160 000.00 through the station's listeners and clients.

The bereaved husband and father told breakfast show host Nic Marais that the response from strangers was overwhelming. "It's unimaginable, I didn't even realise, thousands and thousands of people, all the Kfm listeners, supporting us, praying for us, donating stuff that we really needed. The only thing I can do is out of the bottom of my heart thank them dearly for all their support."

Christmas Wish 2007 and Outside Broadcast

After three weeks of making wishes come true on the Cape's biggest breakfast show, the 94.5 Kfm Breakfast Christmas Wish ended on Friday, 14 December 2007 with a live broadcast from the station's entertainment area. For the fourth year running, breakfast show hosts, Nic Marais and Mel Jones, asked listeners to send in a wish for someone in need and thousands of wishes were received. The station then turned to clients, sponsors and friends to turn 47 dreams into reality.

Many tears were shed when Nombulelo Magadla, who lost her daughter and her home in a shack fire in 2006, received R75 000.00 towards a house in Khayelitsha from Pam Golding Properties. This was just one example of how this campaign, with the help of the stations clients, listeners and sponsors, has improved the lives of many Capetonians.

Christmas Wish Concert

The 94.5 Kfm Christmas Wish Concert was held at The Grand Arena, Grandwest Casino. Artists performing at the concert included local acts NKD, Loyiso, Emo Adams and the Fezeka School Choir. A total of 4 300 tickets were sold at R20 each. Profits from the concert – R59 000.00 – were donated to The Christine Revell Childrens Home for abused and abandoned children.

CSI INITIATIVES

Community Service

The station assists various charity organisations through public service announcements (PSAs). Total airtime value of these announcements for FY2007/08 is R1 990 963.99. Total value of features/interviews/outside broadcasts is R15 597 617.50.

Random Act of Kindness Week

Kfm Breakfast's Random Act of Kindness Week ran from 17 to 20 June in preparation for the inevitable disasters caused by the Cape's winter storms and floods. The breakfast show urged listeners to donate tinned and non-perishable food. The show was broadcast live from various locations in the Cape for the week. The station's listeners donated about 45 000 cans of tinned food and other non-perishable foodstuff with an estimated value of R250 000.00, which was distributed by the Western Cape Disaster Management to those in need.

Kfm Breakfast – Daily Random Act of Kindness

Random Act of Kindness has been a daily initiative on the show for a number of years and it's all about giving without expecting something in return. Acts of Kindness during the year include: Laugh at Work Day, Sibling Day, Go Green Day, Nurses Day, Bread Donation Week, Plant Affection Week, Pensioners Day, Winter Warmer Day, Pay for Groceries Day, Fun at Work Day, Bubble Wrap Appreciation Day, Xhosa Speaking Day, Fill Petrol Tank Day, Valentines Day, Clean Windshield Appreciation Day, Tea Lady Appreciation Day, Easter, Organise Your Office Day, Snack Pack Day on the Cape Flats, Balloons Around the World, Take a teddy bear to work day, Dictionary day, and Halloween.

INTERESTING FACTS AND FIGURES

Head: Colleen Louw

Employee nos: Over 92 employees

