

Primedia Broadcasting shakes up top structure



Primedia Broadcasting, owners of radio stations 94.7 Highveld Stereo, Talk Radio 702, 94.5 Kfm and 567 CapeTalk, has announced a number of structural changes and promotions in its senior management team, as part of their strategy to grow into a "great" company.

In a



Pheladi Gwangwa, 702's
new Station Manager

statement released today, Primedia Broadcasting CEO, Terry Volkwyn, said the "new appointments were all in line with the changing and growing needs of the group. At the same time, it allows the individuals concerned to grow and develop".

"The new structure forms part of our strategy to grow Primedia Broadcasting from a "Good to a Great" company," Volkwyn emphasized.

Primedia Broadcasting acquired 94.5 Kfm late last year. The four stations have a combined listenership of almost three million.

"These changes will enable the expanded group to maximize growth and allow the four radio stations to provide world-class service," said Primedia Broadcasting Executive Chairman, Dan Moyane.

The changes include:

- Ryan Till, currently Promotions Manager, has been appointed Group General Manager. Till has been with Primedia since 1997, shortly after it bought 94.7 Highveld Stereo. He has been involved in almost all facets of the business from sales to on-line and programming promotions.
- 702 Station Manager, Yusuf Abramjee, has been promoted to Group Head: News and Talk Programming. Abramjee has

been station manager for three years. Prior to that, he was 702's man in Pretoria, crime editor and acting news editor. In his new role, Abramjee will oversee news and information, including traffic, sport and business for all four stations. He will also head-up the talk programming side of 702 and 567. The four stations will continue to run their independent newsrooms.

"The group will continue to grow the news and information services. We boast some of the best journalists and talk-show hosts in South Africa -many of whom have been with us for years and have worked their way up the ranks," said Abramjee.

"I am looking forward to working across the four premium brands," he added.

- Primedia Broadcasting's Regulatory Affairs Manager, Pheladi Gwangwa, succeeds Abramjee as 702's new station manager. Her successor is to be announced later. Gwangwa joined Primedia in October 2002. She cut her teeth in the sector at the Independent Communications Authority of South Africa (ICASA) and its predecessor the Independent Broadcasting Authority (IBA). She is a qualified attorney.

"I am thrilled to take up this new role... We will continue our strategy of providing a platform for robust debate and talk and engaging 702landers," said Gwangwa.

- 567 CapeTalk's Station Manager, Colleen Louw, has been appointed Joint Station Manager of 567 Cape Talk and 94.5 Kfm. Louw was appointed Station Manager of 567 in 2003. Louw was Marketing Manager of 567 prior to her appointment as head of the station.

"I am looking forward to my additional role and will be exposed to a different format," said Louw. "There are most certainly exciting times that lie ahead."

- Current Operations Manager at 94.5 Kfm, Jaco Viljoen, has been appointed Group IT/Technical Manager. He has been with the station since 1997 and started out as a sound engineer and worked himself up the ranks.

The summary of the new Primedia Broadcasting structure is as follows:

EXCO

Executive Chairman, Dan Moyane

CEO, Terry Volkwyn

Financial Director, Chris Borain

GROUP SENIOR MANAGEMENT

Group General Manager, Ryan Till

Group Head: News and Talk Programming, Yusuf Abramjee

Group Regulatory Manager - To be announced (June)

Group Human Capital Manager - To be announced

Group IT & Technical Manager, Jaco Viljoen

JOHANNESBURG SENIOR MANAGEMENT

Station Manager 94.7 Highveld Stereo, Ravi Naidoo

Station Manager Talk Radio 702, Pheladi Gwangwa

Sales Manager, Jenni Critchfield

Sales Promotions Manager, Malani van Huyssteen

News Editor, Katy Katopodis

702 Marketing Manager, Dex de Bruin

Promotions Manager - To be announced

Finance Manager, Amina Dangor

Services Manager, Kay Pillay

Human Capital Manager, nn Matthews

CAPE TOWN SENIOR MANAGEMENT

Joint Station Manager 94.5 Kfm & 567 CapeTalk, Colleen Louw

Programme Manager Kfm, Clive Ridgway

Sales Manager, Pippa Cohen

News - To be announced

Marketing Manager, Pulane Baloyi

Promotions Manager - To be announced

Finance Manager, Juanita Bloemetjie

Services Manager, Jeff van Zyl

Human Capital Manager - To be announced

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