

Alex Jay to leave 5FM

5FM's veteran mid-morning DJ, Alex Jay, will be leaving the station at the end of November after more than 17 years on air. His mid-morning slot will be filled by Ian F.

Ian F, one of the station's youngest DJ's currently hosts the lunchtime show on 5FM. He's been with the station since 1993, when he began behind the scenes as Alex's producer. From those humble beginnings, Ian developed into one of 5FM's leading on-air personalities.

Commenting on the change, Ian said, "Alex taught me most of what I know about radio today - it's an honour to be in a position to draw on this knowledge as homage to the master."

Jay's departure comes at a time when 5FM is refocusing its DJ line up which will come into effect on 1 December 2002.

"Alex has been an enormous presence on 5FM making a huge impact from day one," commented 5FM's Acting Station Manager John Langford. "However with the fresh image at 5FM - Alex, after 17 years with us, unfortunately no longer fits our profile. We wish him well in his new ventures."

Randall Abrahams General Manager of Public Commercial radio at the SABC added that "5FM is driven by very clear revenue and audience objectives and in order to remain competitive, we need to pay continual attention to our DJ line up. In Alex's case, his seventeen-year run with a young adult station is remarkable and he has become something of an institution. However, radio is a fluid business and there's a new generation of listeners we're talking to. Despite this, I'm sure Alex will feel proud that a part of him lives on at the station as it is one of his protégés Ian F that will host the mid morning slot."

It was also recently announced that Gareth Cliff will be joining 5FM from 1 December 2002- a date that marks implementation of the full changes to the station's line up.

Alex Jay currently presents Brunch With Alex from 09h00 - 12h00 on 5FM and Ian F is on air from 12h00 - 15h00.