

Smile 90.4fm lineup announced

[Smile 90.4fm](#), the new Cape Town radio station which will hit the airwaves on Monday, 25 March at 7am, has announced its lineup.



Tony Mallam

Managing director Tony Mallam and programme director Clive Ridgway of Smile 90.4fm, says: "We're entering a new era in broadcasting in the Cape Metropolitan area. True to the station's forward thinking approach, the new lineup will not only entertain and inform, but also inspire our listeners. Each individual has been handpicked for their skills and we're confident that we have a strong and competent team on board."

Ridgway continues: "Our talk and tunes format has been designed to provide a unique listening experience to the Capetonian audience and an attractive modern platform for radio advertisers. Our music format is a mix of adult contemporary and pop hits aimed at 25 to 49 year olds. The play list comprises 50% South African songs and 50% international songs. Regular music

research will be conducted on the playlist to ensure that the station is in tune with our target audience."

Lizma van Zyl, head of talk content at the station, adds: "The other 50% of our content will be talk. Our talk will be a mix of news, actuality, listener participation, regular features as well as interaction between news and actuality presenters and anchors.

"A typical Cape Town flavour"

"The talk will be a seamless mix of Afrikaans and English with a typical Cape Town flavour. Our overall programming sound will be positive and energising with the intention of making a real contribution to the Cape Town community," says Van Zyl.

The station will kick off with an 'info hour' from 6 to 7am, spearheaded by news heavyweights Reinard Ludick and Bobby Brown. Says Ridgway: "The Breakfast Show will follow, anchored by the best young radio professional around right now, former Ofm presenter, Eloise Pretorius. Cato Bekker, another talented youngster with local and American radio experience, will produce the 7 to 10am Good Morning Cape Town.

"It will be the first time in the history of radio in Cape Town that a breakfast team will be led by two women. On the content side, they will be supported by Bobby Brown and well known sports journalist, Brandon Baatjies," Ridgway says.

A familiar voice to Cape Town audiences, Benito Vergotine, takes over from 10am to 1pm. "Benito has years of broadcasting experience and brings a wonderful warmth to the airwaves. Newcomer Danie Marais will follow from 1 to 4pm. Marais, an accomplished journalist with broad knowledge of pop culture, will guarantee entertaining radio," Ridgway comments.

The afternoon drive time slot (4 to 7pm) will be spearheaded by someone who needs little introduction, Maurice Carpede. "Maurice has been on radio up north for years and has also hosted various programmes on national television. We're delighted that 'Mr Personality' has decided to make the move to Cape Town and join our exciting new venture," says Ridgway.

Tracey Lange will take over from Carpede. "Tracey is another familiar voice and face in Cape Town, as well as a Bravo! presenter. We're really excited about her joining the team. She's a bubbly on-air personality and will keep it upbeat during her 7 to 10pm time slot."

"Happy-go-lucky-chappy"

Mehboob Bawa late night radio's 'Doctor Love', will take over from Lange from 10pm to 2am. Named after famous Indian film director, Mehboob Khan, Bawa's other interests include movies and being an actor himself, Mehboob is sure to keep his listeners informed on the subject. Jeffrey Stevens will present the 2 to 6am show. Describing himself as the "happy-go-lucky chappy and the most optimistic person I know", his show is bound to be uplifting.

The lineup changes over weekends with veteran anchor Dmitri Jegels taking care of the 6 to 10am slot. "Many people will remember Dmitri from his early radio days and we look forward to welcoming him back on the airwaves," says Ridgway. Gavin Arends is the other daytime host, filling the 2 to 6pm seat. A street-smart Capetonian, Arends uses the radio platform to show how perfect the city can be. "Gavin has been involved in radio for the past 20 years and relishes the chance to work with some of his radio heroes."

Kia Johnson takes over from 6 to 10pm with Party Central. "Kia is a television and radio presenter as well as producer. She's passionate about people, the environment and 'down to earth'. Party Central will be a first for Cape Town in that Kia will play both English and Afrikaans party hits - music that blends into Cape Town weekend culture. It will be the coolest and most inclusive party in town," says Ridgway. Philip de Lange will take over the Party Central desk from Kia during 10pm to 2am slot. He describes himself as "a Free State kid with a curious brain and a passion for radio".

The anchors will be supported by experienced content presenters. Says Van Zyl: "Reinard Ludick is a passionate Capetonian, TV devotee and animal lover and Bobby Brown has worked in all the mainstream media. Brandon Baatjies is a familiar face and voice on SABC and we're delighted that this sports enthusiast has joined our ranks. Unity Ruiters has been working in the media industry for close to ten years and is a self-confessed news aficionado. Jo Lennox is a former media liaison officer in the Ministry of Community Safety and has diverse media experience, among other having worked in radio for many years. Florentia Roman is a recently qualified journalist whose ultimate goal was to work in radio.

"Our weekend team Leoni Kok and Lynne Matthysen have their work cut out for them, presenting news bulletins and generating compelling content. I'm confident that the content team will keep listeners up to date with the latest news and events not only happening in Cape Town, but around the world."

"Smile 90.4fm is committed to developing new and ground-breaking anchor talent and this new lineup comprises experts in their respective fields. Hear it . feel it . Smile 90.4fm," concludes Mallam.

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