

KFM remix reveals big changes

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KFM has surprised followers with a major line-up remix, including the big news that Darren Simpson will be joining the Cape station from 3 July.



Darren is one of South Africa's most prominent commercial broadcasters, having hosted 947's Breakfast Xpress for 7 years, and featuring on the breakfast show for 7 years before that. Despite his young age, Darren has already been in the industry for 24 years as he started working at Capital Radio when he was only 16, and went on to broadcast in the United Kingdom for three years and Australia for a year. He's won numerous awards including multiple nods for 'Best local radio personality' in the Best of Joburg Awards.

Darren achieved national fame through his notorious "Whackhead" pranks, which hit record sales year after year and have totaled over half a million units sold. The prank also featured on KFM breakfast so there is an existing connection between Darren and the Western Cape audience. The success of his pranks, plus his TV work and stand-up comedy have made him a household name in South African entertainment.

In April 2017 he moved to the afternoon drive slot on 947 for lifestyle reasons, and in another lifestyle motivated move, he will be fulfilling a long-term goal of relocating his young family to the fair Cape.

From July, Darren will take over the KFM breakfast show between 6am and 9am, bringing his brand of fun, funny, relatable radio to listeners across the Cape – and yes, there will be a daily prank!

"This is a dream come true for me and my family. To do the breakfast show on KFM in Africa's most beautiful city, is a once in a lifetime opportunity. I am incredibly excited," said Darren.

Joburgers will still get their fix as the two stations are both in the Primedia Broadcasting stable, and Darren will remain on Xpress Drive on 947, which he will broadcast from the Cape Town studios, from 4pm to 7pm.

"Darren has earned his reputation as a heavyweight in the South African radio industry and we are thrilled to be able to share his radio magic with audiences in both of our broadcast regions," said Primedia Broadcasting CEO, Omar Essack.

The move will see current breakfast host, Ryan O'Connor moving into the weekday work slot, from 10am to 1pm.

The weekday work slot has been a major focus area for KFM as it offers the station a chance to connect with audiences in the busy part of their day whether they are in their cars, offices, homes, or wherever they are going about their business.

Ryan is at the top of his game, having recently won the Best Breakfast Presenter title at the 2017 Liberty Radio Awards, becoming the only presenter to win this award twice. A born and bred Capetonian, he's got an innate understanding of what makes this region tick.

"Ryan has a fantastic connection with listeners," said Trish Taylor, CEO Primedia Broadcasting Western Cape. We believe that he's going to turn this show into 'can't-miss-it' radio and are thrilled to have such a dynamic broadcaster steering us through this new chapter as we shake up daytime radio."

Ryan will be followed by Sechaba G on early afternoons, 1pm to 4pm, a time channel which suits her easygoing style.

The afternoon drive will be taken over by pint-sized dynamite: Carl Wastie, whose energy will drive listeners through their homeward commute. Carl joined KFM in mid-2016 and his infectious enthusiasm quickly made him a hit with listeners. Wastie will also host a regional chart show on Saturdays.

The station says goodbye to Rob Vember, who has hosted the afternoon drive since 2014 as well as the Coca-Cola Top40SA.

"We thank Rob for his contribution to the station, and wish him the very best for the next part of his journey," said Taylor.

Essack said he believes that, "These are bold moves and with this line up, KFM will become a bold voice in the Cape media landscape."

Details of the supporting casts of the shows as well as formats and features will be finalised and announced in due course.

The weekday line up from 3 July 2017 will be:

06h00 to 09h00: Darren Simpson

09h00 to 10h00: What's up @ Work (all music requests)

10h00 to 13h00: Ryan O'Connor

13h00 to 16h00: Sechaba G

16h00 to 19h00: Carl Wastie

19h00 to 22h00: Brandon Leigh

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