

# Behind the station - Stephen Werner, Kfm 94.5, Programme Manager

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Kfm 94.5's head of programming, Steve Werner, dreamt of career as a film-maker when the radio bug bit in his early 20s during a stint as producer for talk radio sister station, CapeTalk.

But his love for music and ultimately long-standing career in radio broadcasting career is not by chance. Werner has a passion for playing records on vinyl, sampling music through audio products by Danish company, Bang & Olufsen, and is always sporting his earphones - with music providing the perfect soundtrack to his day.

After many years producing award-winning radio shows, Steve took the helm of the Cape's biggest radio station in 2014 and has continued growing the station from strength to strength.

## Behind the station

**STEPHEN WERNER**  
Kfm 94.5 Programme manager



### *about Stephen Werner*

Kfm 94.5's head of programming, Stephen Werner, studied at UCT and planned on a career as a film-maker when the radio bug bit in his early 20s. Stephen followed this passion, and spent three years producing talk radio for sister station, 567 CapeTalk.

But his love for radio, music and ultimately a long-standing career in radio broadcasting career is not by chance. Werner has a passion for music, collects vinyl records, and even restores vintage audio equipment by Danish company, Bang & Olufsen. He's always sporting his earphones - with music providing the perfect soundtrack to his day.

After many years producing award-winning talk and music radio shows across CapeTalk and Kfm, Stephen took the helm of the Cape's biggest radio station in 2014, and has continued growing the station from strength to strength.





In 2017 Kfm 94.5 underwent a brand refresh which was directed by Werner, and included a tactical shift in the music and content strategies. The station now boasts the most music in the city (in comparison to competitors), a star-studded presenter lineup, and a strong content proposition for listeners.

In the five years since running the station, Werner has done more than just run Kfm from a programming perspective: He is a trend setter, a man that has put many radio personalities on the map, and taken not only the station but the market to new heights.

**Kfm 94.5 bigger, better, best:**

### *2018: The Cape's biggest music station*

Kfm 94.5 regains its position as the radio station with the most listeners in the Cape following the latest BRC RAMS release.

The station has documented its second diary of growth, and the best performance (growth) in the Cape relative to all the other commercial stations in the Cape. The station has increased its listenership from 787 000 listeners in the May dairy results to 806 000 - a growth of 2.4%.

Kfm also breaks the 800k listener mark for the first time under the new BRC RAMS model.

In 2018, Kfm Mornings with Darren, Sherlin and Sibs also wins the award for Breakfast Show of the Year at the Liberty Radio Awards

### *February 2019:*

Kfm has a one-week cume of 869 000 listeners. The station grows year on year (up 22 percent since the same time last year). The station gains the undisputed the largest share of audience in the Cape.

The station's TSL (time spent listening) increases by 18 minutes a day.

### *March 2019:*

Cape Town's No. 1 music radio station, Kfm 94.5 scoops 11 nominations at this year's Liberty Radio Awards - The most nominations for any radio station in the Western Cape. The nominations include key categories: Breakfast show, Drive show, and Radio Innovation.

**"We are elated by this acknowledgment from industry tastemakers. Receiving more nominations than any other commercial radio station in the Cape is testament to our world-class approach to broadcasting and content. This, together with Kfm gaining the largest one-week cume of any station in the Cape according to the latest BRC RAMs are key highlights for the station. Kfm 94.5 has always been focused on creating a deep connection with audiences, and these nominations are evidence of our 360-degree approach to radio and storytelling, our incredible talent, and our quest to make the brand come alive both on-air and**

**off-air,”** said Stephen Werner, Kfm 94.5 Programme Manager



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