

# Afrikaans, Pendoring reverberates in OFM-land

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"AS 57% of our audience is Afrikaans speaking, OFM is a proudly Afrikaans radio station that plays Afrikaans music, with news and sport coverage in Afrikaans as well. That's part of the lifestyle of our station and our audience. To further the Afrikaans language with a unique kind of event such as the Pendoring Advertising Awards, makes perfect sense to us."



OFM Marketing Manager Nick Efstathiou:  
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So says OFM Marketing Manager Nick Efstathiou, who adds that OFM not only enjoys celebrating its Afrikaans nature through the sponsorship of various arts and cultural events, but also to do Afrikaans listeners justice as a broadcast medium.

He points out that the core of OFM's 550 000 listeners is in the 25-49 age group and in LSM 7-10. OFM also boasts the highest time spent listening to radio - over 20 hours a week, which is at least 2-3 hours longer than any other radio station in SA.

"On the one hand, our Afrikaans listeners clearly are totally engaged, very loyal, affluent and educated. They also cover a very vast area. On the other hand, we've also got some of the best radio talent in SA with the likes of Rian van Heerden who does amazing things in Afrikaans. For example, his blog on ofm.co.za is the number one media and marketing blog in the country - and this from an Afrikaans radio station in the heart of the country!"

"This shows that as a language Afrikaans is still very much alive and well in SA," Efstathiou adds. "Besides being a very expressive language that makes a significant contribution to the rich South African cultural tapestry, the spending capacity of Afrikaans speakers is still of the highest in the country compared to that of other language groups."

OFM has a considerable footprint insofar as it broadcasts in four provinces, namely the Free State, Northern Cape, Northwest and Southern Gauteng. "Part of our strategy is to be involved in at least one arts and culture event in each province. So we support Volksblad-kunsteftes, the Gariep-ftes in Kimberley and Aardklop in Potchefstroom as premier radio sponsor, as well as the Cherry Festival in Ficksburg. OFM also supports more music festivals in Vanderbijlpark where the likes of Nicholas Louw, Kurt Darren, Nadine and Liani May often perform.

"Because we play their music on the station as well, this kind of support is very critical to us. At the same time, it gives us the opportunity to showcase the OFM brand when we get out in the market."

Unbeknown to many, OFM is part of a multimedia company that includes OFM Digital Platforms, which specialises in the creation of website solutions for clients. "The creation of the Pendoring website showcases OFM's ability to create different platforms for businesses - we're very good at it to boot. In addition, we've created a booking system for a flight company in central SA as well as a number of other sites, including auction sites. Through new technology, radio is the most powerful force offering people access to websites and bringing it to life through radio," says Efstathiou.

Besides its head office in Bloemfontein, OFM also has satellite offices and a studio in Potchefstroom.

Pendoring GM Franette Klerck says OFM's continued support is invaluable. "While the radio station continues to broadcast the Pendoring message far and wide, OFM Digital Platforms, operated and maintained the 2010 Pendoring website smoothly, ensuring heavy, but easy traffic to the website throughout the year."

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