

Algoa FM's *Morning Show*... now the *Daron Mann Breakfast*

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Algoa FM is relaunching its Morning Show as "Daron Mann Breakfast," with a new mix of topical content and music.



"In doing this, we're capitalising on the worldwide trend to brand our breakfast show in the name of its anchor - so starting Monday, September 3, we're waving farewell to the *The Morning Show* and giving a warm welcome to *Daron Mann Breakfast*", says Alfie Jay, Operations Director of Algoa FM.

Daron Mann will continue to spear-head the popular breakfast trio, which includes Carol-Ann Kelleher and Charlton Tobias. They have hosted the Eastern Cape's top radio show for the past eight years "with a tenacious style and a complimentary on-air chemistry that makes any morning worth starting," says Jay.

"With the revamp, their special mix of knowledge, charm and wit will delve even deeper into issues that directly affect the lives of our audience. Joined by 'topic relevant' guests and callers to give or defend their position, Daron will steer the ship to present the facts" adds Mio Khondleka,

Programme Manager at Algoa FM.

According to Khondleka, this will provide a balance between fun and informative in relation to previous conversations that leaned more towards the former. All current features have been reassessed against these guidelines and will either remain or be excluded from the new show.

Community upliftment and involvement has always been a fundamental element to Algoa FM and it is only fitting that *Daron Mann Breakfast* embody these sentiments as the leading show on the station. For this reason there will also be a quarterly CSI component which will be completely separate from Algoa Cares and from any of the station's other social investment initiatives, says Jay.

Music for *Daron Mann Breakfast* has also been reassessed to fit the new look and feel of the show and will take an upbeat stance. Daron Mann Breakfast will be flanked by producer Rory Petzer, deputy news editor Neil Bisseker and Doreen Loubser - herself a presenter and regular news reader on the show.

In short, *Daron Mann Breakfast* will serve up relevant content with additional flavour and a fresh approach to music, but with the same crazy trio of Daron, Carol-Anne and Charlton!

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