

Sunshine Radio reaches out to Western Cape

Sunshine Radio, 100.6FM, is a new community radio station, targeting 35+ audiences in the West Coast, Swartland and Cape Metropole, from its locations in Yzerfontein and Riebeek Kasteel.



One of its founders, well-known radio personality Allan Barnard, says, “The station has a selection of well-known presenters with big personalities who have cut their teeth at some of South Africa’s best-loved stations, as well as a few fresh new voices. We hope to fill the airwaves with the most memorable and entertaining radio, which includes up-to-the-minute news and actuality to complement our music programming.”

“The music mix is based on ‘remember radio’. It will be a nostalgic blend of light contemporary tunes and retro chic recordings from the 70s, 80s and 90s, giving equal preference to South African and international artists. Whether it’s a past hit or a potential hit, chances are you’ll hear it on this station.”

Broadcasting in English and Afrikaans, it is inspired by countryside living, wide-open spaces and the stories that define the West Coast and Swartland. “We are privileged to broadcast from this region, because we can draw inspiration from the rich tapestry of people, places, tastes and sounds that make up the daily fabric of life out here where the living is still easy.”

GM, Elmarie Mostert, adds that its broadcast reach extends to a combined region of more than 100,000km² that is home to almost two million unique and diverse listeners. “From Vredenburg to Langebaan, Blouberg to Malmesbury, Stellenbosch to Wolseley and Somerset West to Cape Town CBD, the station will always be there to keep listeners company.”

Mostert hopes to build strong relationships with advertisers and sponsors. “We hope to shake up the Western Cape radio landscape, delivering a unique audience to our sponsors and clients via the airwaves and the web. Our advertising rates are affordable and fair and we have some exciting launch packages and long-term deals. The first advertisers on board now will get preferential deals in the future.”

Barnard concludes, “We are confident that we have assembled an experienced and formidable team, which will be complemented by a group of young, energetic and fresh talent. Our team has the required skills, passion and commitment to ensure the long-term viability and sustainability of the station and more hits, more entertainment, more fun and more sunshine.”

For more information, go to www.sunshineradio.co.za.