

#BehindtheSelfie with... Sherlin Barends

 By Leigh Andrews

18 Apr 2018

This week we find out what's really going on behind the selfie with Sherlin Barends, radio presenter on KFM 94.5's #KFMMornings, which was announced as best commercial breakfast show at the recent Liberty Radio Awards.



Just one of Barends' impressive number of selfies.

1. Where do you live, work and play?

Live: Vredehoek.

Work: Green Point.

Play: The Cape Town CBD or wine farms.

2. What's your claim to fame?

Radio presenter on #KFMMornings, weekdays from 6am to 9am.



#LibertyRadioAwards2018: All the winners!

14 Apr 2018



I also used to be a waitress while studying. I was brilliant. It's the one thing I refuse to be modest about!

3. Describe your career so far.

I'm extremely blessed to work on various platforms: Radio, print and my debut TV show, *Wat Maak Jy* launched at the end of March on Via!

4. Tell us a few of your favourite things.

Good food, good wine, good people. I love dogs.

5. What do you love about your industry?

People are my passion. Connecting with them is my purpose. The media industry allows me to do just that by creating content and telling and listening to stories.

What I love about radio is that you get to be part of people's lives. They welcome you into their cars and homes. Radio is immediate and has the power to lift moods and change lives.



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For example, my most powerful on-air moment was with Onna and his mom, Pinky. We helped the young boy after he was shot in the mouth by police and secured a job for his unemployed mom. Credit to our sponsors and amazing listeners who are always keen to help!

6. Describe your average workday, if such a thing exists.

I wake up at 4am. I don't like leaving the house before I've meditated and had tea. After the 6-9am show there's usually one or two meetings. This is followed by gym and admin. I try to be in bed by 10pm, but evening events don't always allow for it.

I use weekends to refuel to deliver during the week.

7. What are the tools of your trade?

I am, as a personality. I use my voice and face. Social media is also a fantastic tool.

“ MOOD: [@Liberty_RadioA](#) this weekend!

It'll be my first time attending as part of [@KFMza](#)'s [#KfmMornings!](#) [#TBT](#) to last year's event

Dress: [@droomer_](#) [pic.twitter.com/KT5JJc4JS5](#)— Sherlin Barends ([@Sherlin_Barends](#)) [April 12, 2018](#)

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8. Who is getting it right in your industry?

Those who understand the value of fusing traditional platforms of print, radio and TV with social media. People with authentic brands will always get it right. I love our sister station's Anele Mdoda!

9. What are you working on right now?

My radio show, column and marketing my TV show.

In my weekly column for the *Weekend Argus*, I'm inspired by whatever excites or frustrates me and Capetonians.

10. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

- 'Content is king' – this is an oldie, but a goodie.
- 'Tastemakers' instead of 'influencers'.

11. Where and when do you have your best ideas?

When I live an exciting life.

12. What's your secret talent/party trick?

I'm a nervous host, but the perfect guest. I read a room and ensure there's a flow.

13. Are you a technophobe or a technophile?

Somewhere in the middle.

14. What would we find if we scrolled through your phone?

- Uber receipts
- Messages from my dad – my biggest fan
- Inspirational quotes
- Selfies

15. What advice would you give to newbies hoping to crack into the industry?

Broadcasting is hard work and a big business, but you can only do your best and be yourself. So be yourself. You need to be comfortable in your own skin if you want a sustainable career in media.

Simple as that. Visit the [Primedia Broadcasting press office](#) and the [#KFMMornings hashtag](#), be sure to follow Barends on

the following social media channels for more:

[Instagram](#) | [Twitter](#) | [Facebook](#)

**Interviewed by [Leigh Andrews](#).*



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ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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