

Pabi's Power FM trip

Pabi Moloi blindsided all and sundry earlier this week when it was announced that she would join the lineup at new radio station, Power FM, after saying that she was leaving 94.7 Highveld Stereo to focus on her philanthropic commitments and an upcoming debut album.



Power FM launches on 18 June on 98.7 FM. She will host the 6pm to 9pm slot on Fridays and Saturdays.

At no stage, while station chairman Given Mkhari was calling out the name of each presenter at the talk station's home in Houghton, Johannesburg, did anybody at the press conference think Moloi was on the roster. She strode into the room to gasps and camera clicks before rushing off towards the car park, to complete one of her remaining shows on Highveld Stereo. She leaves the Primedia station at the end of this month.

Moloi told The Times: "I've wanted time to look at my other interests, like my [Kgaketsa] foundation. Shortly after my decision [to leave Highveld], I got a call from Power and thought long and hard about it. I'm thrilled at the response on social networks. People are saying: 'Wherever you're going, we'll follow'."

Listeners following

Azania Mosaka, who will anchor the noon to 3pm weekday slot, is another woman with a large following, after doing the 9am to noon show Total Bliss on Metro FM for many years.

"If Twitter is anything to go by, and from what people are saying, my listeners are definitely going to come with me. Over the years special and unique relationships developed, so I think that will be a natural part of this process and we must expect to share listeners," Mosaka said.

She said it didn't take too much to convince her to join Power FM.

The 24-hour Power FM was licensed in December 2011 by the Independent Communications Authority of SA. The station will target listeners aged 25 to 49 in the LSM (living-standard measurement) range 6-10.

Feeling "bullish"

Mkhari admitted that he was feeling "bullish".

Former journalist and government spin doctor Chris Vick was another surprise - he will host a 6pm-7pm weekday slot.

Veterans Tim Modise, Ursula Chikane, Lawrence Tlhabane, Paul Mnisi, Siki Mgabadeli, Thabiso Tema, Eusebius McKaiser and Sunday Times columnist and author Ndumiso Ngcobo are also part of the impressive line-up.

Former Algoa FM presenter and programme manager Mio Khondleka, now the music manager at Power FM, said his job was simple because he would play "the hits and only the hits and no fillers".

He said between 30% and 40% of the music would be South African music, 5% African and the rest international.

"We're not going to be following the traditional format of music," he added.

Source: The Times via I-Net Bridge

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