

Yfm partners with the arts

BASA, Business and Arts South Africa, has announced that it has partnered with youth radio station Yfm, to produce Kami-Artsy, an arts and culture feature running on Tuesdays and Thursday on Kamikaze Heat with Rude Boy Paul and Unathi show which runs from 10:00 to 14:00.

The partnership is intended to create interest in arts and culture amongst the 16 to 34 year old age groups drive attendance at any art related event and fit Yfm's orientation as a lifestyle station. Nicola Danby, CEO BASA says, "1.7 million people tune into Yfm each week - let's get them into the theatre's, galleries and art spaces in our city!"

Initially, the feature will run as a guide to what's on with potential for competitions and give-aways; Informat will be featured at Yfm's discretion.

This is in line with BASA's mandate, which is to promote mutually beneficial and sustainable business-arts partnerships that will benefit society on a larger scale.

In addition to the partnership with Yfm, BASA has also formed successful partnerships with SAFM's Michelle Constant with daily arts coverage between 12:00 and 13:30, twice weekly on Summit TV and on Saturdays with Nicholas Head on Classic FM.

BASA works across all arts disciplines - visual arts, performing arts, literary arts, film, craft, music, song and dance. Business and Arts South Africa assists arts projects in their approach to business by helping them understand the sponsorship environment and the needs of the private sector, develops their business skill through a voluntary scheme in which business people may mentor individuals within an arts organisation, lobbies the media to increase coverage of South African arts, conducts research into the attitudes of the general public, the corporate sector and the media to inform practice within the arts, and supports conferences and events that benefit the arts directly.

Art galleries, theatres and publicists who want to make use of this opportunity can forward their information to taryn@yfm.co.za or if there are items or issues that they want to hear discussed, or artists they think should be interviewed, let Tsholo Tshepe at BASA know on info@basa.co.za.

Editorial contact
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