

Emerald Resort & Casino to host new OFM broadcasting studio

Emerald Resort & Casino will offer live broadcasts of OFM, from December 2012, as the new broadcasting studio goes live onsite.



The new studio is located at the entrance to the main entertainment centre, on the way to the Aquadome, which will give resort visitors the opportunity to experience the live action and enjoy a variety of promotional activations on the property.

There is said to be a certain appeal for people to see and watch their favourite radio DJ broadcasting live, it adds the visual element to radio and puts a face to the DJs that listeners may only ever have heard. There is also the attraction that a listener may get a chance to be invited into the booth or even go live on air.

Potential for both parties

Sharon de Leur, marketing executive at Emerald Resort & Casino says, "We have been in negotiations with OFM for quite some time. We believe that the opportunity has potential for both parties and are pleased to have OFM broadcasting from the property."

"We have developed a very close working relationship over a long period. With the culmination of this agreement, this will become an ideal platform for us to reach our respective markets."

Nick Efstathiou, GM of OFM adds, "The station is excited to partner with the resort in the building of a state of the art radio studio from where it will broadcast many weekend shows. OFM presenters Gert van Schalkwyk, Success Lekabe and Eric Snyders will call the resort home from December."