

# Algoa FM's Gordon Graham swaps radio for the road

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Algoa FM's *Border Drive Time* host for the past decade, Gordon Graham, is exchanging radio for his other love - ultra sport.



Gordon Graham

"We are extremely proud of our Ironman presenter, who has put the same energy into building our brand in East London as he has into his own training and personal development as a presenter and ultra athlete," says Alfie Jay, Operations Director of Algoa FM. He and Graham have worked together on the station for 20 years.

"Gordon has without a doubt, been one of the best radio voices I have ever had the privilege of coaching and he has grown tremendously as a business-savvy presenter since moving to East London," says Jay.

"It is exciting, but terrifying to go out on my own as an independent contractor, but the opportunity is too good to pass up. I will certainly miss my Algoa FM family and will forever be grateful to managing director Dave Tiltmann and Alfie Jay for giving me my break into commercial radio and their support for my growth as a presenter and a person over the

years," says Graham.

The ultra sport bug bit after he started participating in triathlon events. He has completed two Ironman events as well as "numerous" 70.3 Ironman races.

Competing in events led to commentating at events, and now Graham's diary is filled with bookings to present at Ironman and other events throughout South Africa, the Middle East and Europe. He has secured various opportunities to present at Ironman events in Europe as well as cycling and running events throughout South Africa.

"Looking at my diary, I'm scheduled to commentate up to three sporting events a month and it became clear that there was no way I could give Algoa FM the 100% focus the station deserves," says Graham.

"Gordon is the face of Algoa FM in the border region. Nothing is too much trouble for him – you will find him at outside broadcasts, meeting with clients, and working closely with both charity organisations as well as the local business community.

"It will be hard for East London to say 'goodbye' to him. But, we are already working on finding the right person to fill his shoes – a process that Gordon himself is helping with," says Jay.

Graham is due to "hang up [his] radio headphones" at the end of March and will be returning to his original home province of KwaZulu-Natal. His new programme should give him more time to train as well, with next year's Ironman in Barcelona, Spain, says Graham.

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