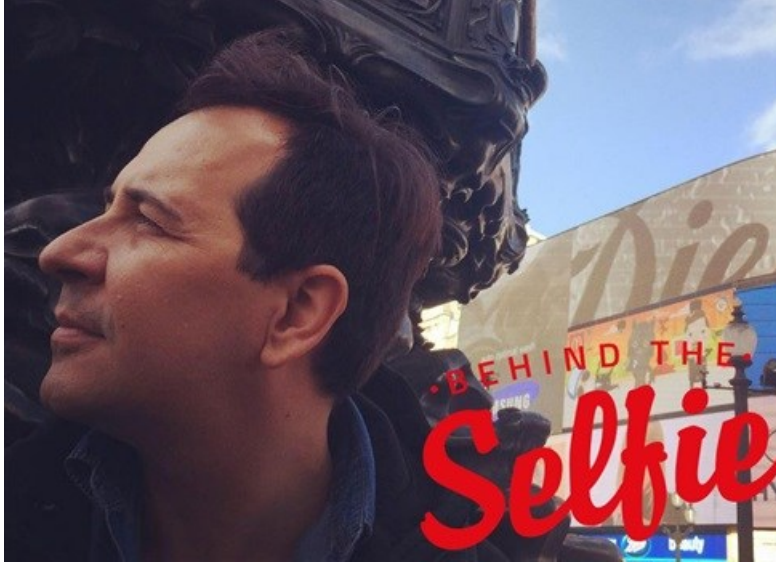


## with... Ian Bredenkamp

This week, we find out what's really going on behind the selfie with Ian Bredenkamp, MD of IBMedia and presenter on KFM and Cape Talk...



Ian shows us what a selfie's worth in Piccadilly Circus, London, last month

### 1. Where do you live, work and play?

**Bredenkamp:** I live in Cape Town, play in Cape Town and London and work in Joburg, Durban and Cape Town.

### 2. What's your claim to fame?

**Bredenkamp:** I talk to a million people on the radio every day... the rest of the time I talk to myself! I also own an entertainment company - IBMedia - with a client base that includes some of the biggest names in music, including Just Jinjer, Kahn Morbee from the Parlotones and Daniel Baron. The concerts we've worked on include Tori Amos, Mike + The Mechanics, Alison Moyet, and many more.

### 3. Describe your career so far.

**Bredenkamp:** I'd always wanted to work in the music industry. I started on campus radio in Stellenbosch at Matie FM. I've subsequently worked on Bush Radio, RMR in Grahamstown, Radio C-Flat, P4/Heart, KFM, 702 Talk Radio and Cape Talk. My radio experience includes on-the-air as well as programming management and has also seen me work on the LeadSA and Eyewitness News brands. Just over 18 months ago, I opened my entertainment publicity business, IBMedia. We operate nationally, with staff in Joburg and Cape Town.

### 4. Tell us a few of your favourite things.

**Bredenkamp:** Nothing beats a great song, especially when it sneaks up on you on the radio or on your iTunes playlist. I love the sun, my family, fast cars, kayaking in Table Bay and travelling abroad - the more exotic, the better.

### 5. What do you love about your industry?

**Bredenkamp:** I love that people can make money from being creative. There's also something special in making people feel good for a living. Some people's jobs are crap - their interactions with their customers are painful and tiring. My

industry is a pick-me-up.

## 6. What are a few pain points your industry can improve on?

**Bredenkamp:** My industry is similar to False Bay: it's littered with sharks!

## 7. Describe your average workday (if such a thing exists).

**Bredenkamp:** I'm up at 4am, and I track which songs have been playlisted by my clients, set up TV and online/print interviews. Then from 9am to midday I'm on the radio, doing the 9am to midday show on KFM. Thereafter, I'm back at the IBMedia offices working on clients and concerts until 7pm. The days are long, but I'm happy doing what I do.

## 8. What are the tools of your trade?

**Bredenkamp:** My MacBook and my ears.

## 9. Who is getting it right in your industry?

**Bredenkamp:** Independent artists writing catchy radio hits and radio presenters who sound like humans instead of sounding like corny DJs.

## 10. What are you working on right now?

**Bredenkamp:** The new Kahn Morbee EP - he's the frontman of the Parlotones and has released a solo project. About 15 other songs and shows. Recently, my company ran the social media for the Kings of Chaos concert tour, which featured Steven Tyler from Aerosmith and more. We've also just launched a talent-booking division for media personalities, musicians and film stars.

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

**Bredenkamp:** My most used phrase is: "Nothing matters more than a great hook in your song." Other buzzwords and phrases that float around include "Is it in their contract?", "Can you make it go louder?" and "Please, for God's sake, will you make sure they are on-time, please!"

## 12. Where and when do you have your best ideas?

**Bredenkamp:** Normally at the most inconvenient times, while watching TV or at the gym!

## 13. What's your secret talent/party trick

**Bredenkamp:** Play me any song and I'll tell you the year in which it was released - ANY song.

## 14. Are you a technophobe or a technophile?

**Bredenkamp:** Very much a technophile. Very, very much.

## 15. What would we find if we scrolled through your phone?

**Bredenkamp:** My guitar tab app (I'm learning to play), a pregnancy app (My wife is pregnant and I'm tracking the trimesters online) and, hopefully, a good selection of music on my playlist.

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

**Brendenkamp:** Build good connections and use the incredible power of social media to your advantage - it's an amazing networking tool, when used appropriately.

## 17. Plug your contact details, punt yourself - list all the places people can find you/your work online...

**Brendenkamp:** Twitter, Facebook, YouTube: @IanBrendenkamp and @IBMediaSA and my damn cool new website: [www.ibmediaentertainment.com](http://www.ibmediaentertainment.com).

[Click here](#) for a reminder of Brendenkamp's status as part of best [celebrity couple on social media](#) with wife Elana Afrika Brendenkamp, as voted in the first Channel24 awards.

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

## 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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