

Behind the station: Kfm 94.5 station manager: Stephen Werner

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Go behind the station with Kfm 94.5's station manager Stephen Werner.

Behind the station:



Stephen Werner
Kfm 94.5 Station manager

His friends jokingly call him Mister Kfm. And they're not wrong - Stephen Werner very much lives and breathes the medium.

Stephen discovered radio in primary school while doing his homework in the evenings. He soon realised he listens to radio in a different way to his friends - they were tuning in only for the music, while he had a deep curiosity of what was going on behind the scenes. After school, his interest in media saw him enrol in a 3-year BA in Media, Journalism and Film Studies at UCT.



Career

Although he planned on becoming a filmmaker, Stephen approached CapeTalk and started working at the station - unpaid and in any possible role. His tenacity paid off and in 2006 he was appointed as support breakfast show producer

for Mike Wills. Over the next 2 years he also produced shows for respected talk broadcasters Tim Modise, John Maytham and Chris Gibbons.

At the end of 2007 Stephen joined Kfm 94.5 as breakfast show producer and built his reputation as the man who could get the big names - securing interviews with the likes of Gordon Ramsay, Matt Damon, Bryan Adams, Kylie Minogue, Morgan Freeman and Jeremy Clarkson to name just a few.

In 2013 Stephen became Kfm Programme Manager and in 2019, Kfm Station Manager. This role allowed him to jump into and lead the station strategy including the repositioning, re-imaging and line-up refresh for Kfm. Since then, the Kfm 94.5 team has beaten all previous listenership figures in the province and is now unequivocally the biggest regional radio station in the Western Cape.

According to Stephen, radio is a team sport. He puts down the success of the station to the team he works with and their passion for the role they play at the station and in the lives of listeners every single day.



Loving radio

When asked why he loves radio - the answer is simple: radio has an incredible ability to connect people, tell stories and pull communities together. The past year has highlighted this more than ever:

"Radio is the original social media platform. People connect with each other through the station. They come to us for a sense of a shared experience, local and national information and escapism. The sense of community is extremely powerful".



The long haul

Stephen will be the first to tell you that it's one thing to get

to the number one positioning, but a totally different challenge to stay on top.

"Our work is now is focused on a surgical-sharp approach to details, on keeping the team inspired, and ensuring we don't get complacent. As a station we constantly listen to our audiences and continue to reinvent ourselves to stay relevant."

As for future aspirations, for now he loves his life working and living in the beautiful Cape - always keeping an eye out for new additions to his growing vinyl record collection.



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