

#BehindtheSelfie with... Stephen Werner, station manager at KFM

By Leigh Andrews

27 Nov 2019

This week, we go behind the selfie with Stephen Werner, now station manager at KFM for Primedia Broadcasting, Cape Town.



Werner captions this: "Behind the scenes... radio life".

1. Where do you live, work and play?

I'm a born-and-bred Capetonian. I grew up in Tokai, attended Bergvliet High and now live in Green Point. I also work in Green Point, and play in town and the southern suburbs, with the occasional trip to one of our beautiful wine farms in the Cape.

2. What's your claim to fame?

I'm now the station manager for Kfm 94.5. We broke the BRC's most recent Rams' results records from May 2019 for the highest number of listeners in the Western Cape, with more than 900,000 regional listeners per week.

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I directed our brand refresh in 2017, which included a tactical shift in the music strategy, with “less yada yada” and more music in comparison to competitors in the Cape.



Kfm 94.5 breaks Western Cape BRC RAMS record

Primedia Broadcasting 28 May 2019



That’s why I’m always wearing earphones, with music providing the perfect soundtrack to my day.

3. Describe your career so far.

Incredibly rewarding – and never a dull moment! Working in commercial radio is a lifestyle, not just a job.



Behind the station - Stephen Werner, Kfm 94.5, Programme Manager

Primedia Broadcasting 1 Apr 2019



I started my career as a freelance producer on our Cape Town talk radio station, 567 CapeTalk in 2005. I dreamt of a career as a filmmaker, but this is when the radio bug bit, in my early 20s.

I become morning show producer for the station in 2006 and worked across the talk format until the end of 2007.

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6 December 2018. I ran into Johnny at our studios on my way into the office, and managed to share a two floor elevator journey with him as he left the building (he had just finished an interview on Kfm and was rushing to the airport). He was in good spirits... we shared a joke and he even let me grab this selfie with him and his longtime manager and friend, Roddy Quin. Looking back, it's moment I will hold dear to my heart for many years to come. Rest In Peace Johnny. You will forever be remember as man who brought South Africans together through your music. Your legacy will live on forever. ♥️ #johnnyclegg

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I took over as the Kfm morning show producer in 2008, and was appointed as programming manager for Kfm 94.5 at the beginning of 2014.

4. Tell us a few of your favourite things.

I'm a music lover, I collect vinyl records, and have a love for vintage Bang & Olufsen audio equipment, which I restore in my spare time. Oh, and I enjoy the occasional glass of Chenin.

5. What do you love about your industry?

The pace, creativity, working with interesting people, and the opportunity to connect with audiences and tell great stories.





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My people. #libertyradioawards @kfmza

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6. Describe your average workday, if such a thing exists.

I'm usually up at 5.30am. I check email, aircheck the morning show and aim to get to the office by 7.30am. Much of my day is filled with meetings with programming, sales and marketing, as well as talent and show sessions. I usually destress with a workout at the gym, or a walk to the promenade (in summer!)

7. What are the tools of your trade?

Tenacity, patience, an ability to formulate and follow a clear strategy.

“ It's also critical to be able to effectively coach talent and teams. It's also important to maintain openness to learning as part of your leadership journey. ”

8. Who is getting it right in your industry?

Anyone pushing themselves to be better, every day.



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#HuaweiKDay #Kweens

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Excellence and consistency in planning and execution is critical to success in our industry.

9. List a few pain points the industry can improve on.

There's certainly a lack of talent development in the industry – not only in the Western Cape, but across the country.

It's important that we continue to search for the next wave of broadcast talent and storytellers, both on- and off-the-air.

10. What are you working on right now?

My summer body, and of course our next big station campaign.

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Gym things. #summer

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

“Agitate”, “surface” and “digital-first”.

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

In the shower.

13. What’s your secret talent/party trick?

I’m known for my awful impressions of people.

14. Are you a technophobe or a technophile?

Technophile, definitely. I’m usually that guy who discovers the latest tech or trends before others.

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And now for a message from 2052. #agechallenge

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

Pics of my family, WhatsApp chats with my team, station-related content, and the finest collection of memes.

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#KfmLovesKaapstad

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

“ In a South Africa with limited job opportunities, it calls for more agility and being open to new career paths and not being hung up on what you studied. ”

Be passionate, hungry and driven. Be willing to take feedback and learn, and realise it takes hard work to succeed. Simple as that. [Email Werner](#), follow him on [LinkedIn](#), [Twitter](#) and [Instagram](#); and follow KFM on their [LinkedIn](#), [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#) feeds, as well as the [Primedia Broadcasting press office](#), for the latest updates.

**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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