

Algoa FM celebrates 10 years of broadcasting in the Garden Route

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Algoa FM brought the first dedicated commercial radio show to the Garden Route a decade ago at the request of businesses and listeners. This started a mutually beneficial relationship which dates back to the first day of broadcasting, according to sales manager Dennis Karantges.



The Garden Route Drive presenter Lance du Plessis toasts 10 years of broadcasting to the Garden Route with Algoa FM managing director Alfie Jay.

“We still have some original advertisers on air with us, from when we first went ‘live’ 10 years ago. Three of our original Garden Route advertisers, Klopers, Watsons Meat and Van Rensburgs Foods have all expanded their footprint in partnership with us. Algoa FM has hosted competitions, as well as birthday and promotional activities,” he says.

The relationship has seen Garden Route-based businesses expand their reach throughout the Algoa FM footprint, which stretches from Mossel Bay to the Wild Coast and through the Karoo hinterland, according to managing director Alfie Jay.

The station has seen a steady growth in audience, with Lance du Plessis presenting a Garden Route-focused drive show every weekday afternoon.

“A big ‘thank you’ to all those businesses and individuals who invited Algoa FM to be a part of their community a decade ago. Successful radio relies on trust – from both listeners and advertisers,” says Jay.

“So, we say thank you to the listeners who put their faith in us to keep them informed about the things that matter to them as Garden Route residents. And thank you to the local businesses which have put their trust in Algoa FM partnerships to help them move products off their shelves,” he adds.



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The company has deepened its business relationships through its involvement with the Mossel Bay and George chambers of business. It also works closely with Plettenberg Bay and Knysna Tourism to help promote the many festivals and events that have historically been held in the Garden Route.

Events in which the station has been involved include the Simola Hillclimb, Knysna Oyster Festival, the Strawberry Festival and the Reed Valley Wine Farm Family Festival. Algoa FM celebrities have also hosted many beach roadshows from Hartenbos in Mossel Bay to Plettenberg Bay.

The station is working with organisers to help revive the events as the Covid-19 restrictions ease.

“We have built up a good relationship with local business, the municipalities and the Western Cape government through our involvement on the ground in the region, as well as our dedicated *Garden Route Drive Show*,” he says.

Every weekday afternoon there is a dedicated Garden Route broadcast which provides Lance du Plessis, the show host, with an opportunity to focus on the music, information and news which informs and entertains listeners in the region.

“The advantage of broadcasting a dedicated four-hour Garden Route Drive Show allows us to create unique promotional and conversational opportunities for the businesses operating in the market,” adds Karantges.

“On the ground activations include live broadcasts from the region, crossings to events hosted by advertisers and appearances by Algoa FM celebrities. We love connecting with the Garden Route and being involved in the many festivals hosted in the region,” says programme manager Baydu Adams.

“It’s always a comforting and homely feeling to hear Lance’s show play at shopping centres and filling station forecourts while visiting the region,” he adds.



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According to Algoa FM marketing manager Lesley Geyer, the station is also involved in supporting the community. For Mandela Day 2020, Algoa FM supported a donation drive in partnership with the George Municipality to feed thousands of people affected by the Covid-19 lockdown restrictions.

The station also supports the annual Outeniqua Wheelchair Challenge. Numerous charities have also benefited from the opportunity to introduce themselves and their work during the weekly Algoa Cares slot.

“As the Covid-19 restrictions ease, we plan to be more active in the region. Plans include an Algoa FM charity golf day, as well as a number of partnerships with events and companies in the Garden Route,” she adds.

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