

OFM gets broadcasting studio in Potchefstroom

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Central South African radio station, OFM is now boasting with a top-of-the-range radio broadcasting studio in Potchefstroom!

Although OFM's head office is based in Bloemfontein, the station's management recognised that with an office in the North West Province they will be more accessible to their clients and listeners in the northern part of their broadcasting footprint. As their reach into the North West and the Vaal Triangle grew, so did the plans for a satellite office in the region.

In 2005, OFM opened their office doors in Potchefstroom. In 2007, they moved to bigger premises at the Mooirivier Mall and from the start a broadcasting studio formed part of the design. On Friday, 2 October 2009 the first crossings were done from the new studio and on Sunday, 4 October, the Gold Retold show was the first show to hit the airwaves from there. Currently, OFM is broadcasting two weekend shows from their new studio - Yolanda Maartens on Saturday afternoons and Paul Freathy's Gold Retold on Sundays.

According to Jan van der Walt, OFM's Technical Manager, "The new studio is equipped with state of the art IP audio technology and can easily compete with the best radio studios in the country. The IP technology made the installation of the studio easier as the cabling is less than half of a typical analogue studio. The studio will be able to feed the entire OFM network."

OFM is extremely proud of their new studio in Potchefstroom and foresees that in the future they might start presenting a weekday show from there. In addition, the studio will also act as a back up studio for the main studio in Bloemfontein.

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