

Historic move for OFM

Issued by [OFM Radio](#)

12 Aug 2015

OFM began broadcasts from a custom-built state-of-the-art building this morning, where brand-new studios now provide OFM with cutting-edge digital broadcasting facilities.



The Breakfast Special with Andre Kunz and Jolanda Maartens had the honours at 6am this morning to switch on the Red Light for the very first time. A year's worth of preparation led to a seamless transition.

The new facilities are housed at CMG House, a multimedia facility developed by Central Media Group in the new Wild Olive Estate business precinct. The broadcast complex boasts two live broadcast units, and a further seven multi-purpose studios where pre- and post-production, news packaging and streaming solutions will be housed.

According to Gary Stroebe, CEO of Central Media Group, the new building reflects the group approach with specialist spaces designed specifically for brands and departments. Therefore, throughout the design phase, experts were closely involved with the layout and purchasing of equipment for the new space. CMG currently comprises the radio station OFM, Mahareng Publishing, Digital Platforms - a digital and web design company - and the promotions company, Red Star Talent.

Jan van der Walt, OFM's Technical Manager, says the most challenging aspect of the move is installing new studio and broadcasting equipment and making sure that the new technology functions as it should. He predicted a seamless transition, and is hugely excited by the wide range of new technology deployed - from a fully networked complex of studios to a remote access security system and the latest VOIP solutions.



Says Nick Efstathiou, OFM's General Manager: "We are all very excited about the move. Moving into a new building represents a huge milestone in OFM's existence. We have grown from a tiny radio station, with six permanent staff members, to a successful company housing over 15 different brands and 135 employees. The new building represents a new chapter in OFM's history. The team and I cannot wait to see what new and exciting challenges this new era will bring!"

The new building is located at 7 Christo Groenewald Street at the Wild Olive Estate in Bloemfontein. All other contact details of Central Media Group, including OFM will remain the same.



Reception: 051 505 09 00

Traffic Line: 084 327 94 97

Competition Line: 089 510 24 24

www.ofm.co.za

" **OFM returns as media partner for Central SA sports teams** 15 Apr 2024

" **Upington listener wins OFM's Big Radio Registration grand prize** 3 Apr 2024

" **From retail to radio** 22 Mar 2024

OFM Radio



OFM, is Central South Africa's premier commercial radio station, offering a mix of music, news and entertainment. The station serves the affluent SEM 7+ economically active marketplace with a broadcast footprint across the Free State, Northern Cape, southern Gauteng and North West.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>