

# Radio - listeners are reconnecting

By [Alfie Jay](#), issued by [Algoa FM](#)

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The Covid-19 crisis is confirming that radio has retained its stronghold as the medium of choice which people turn to in times of trouble; for information, companionship and entertainment.

Confused and startled by the “rash of fake news” on social media, listeners tune-in for the news and visit [algoafm.co.za](http://algoafm.co.za) to find the facts.

Our news team’s long standing philosophy to “rather be right than first” is well respected in our footprint and is core to this increased tune-in trend.

We know that more people are tuning in because of the growth in engagement with listeners via our social media pages: Telegram, SMS and phone-ins.

For those of us who “live and breathe” radio, this has by no means come as a surprise.

These are the strengths of quality radio which epitomise Algoa FM:

- We are trusted because we are mindful... not to broadcast fake information;
- We report the facts; do so fairly, accurately and within context; all the while serving in the interests of nation building and a better life for all who live in our footprint... and we are not streamed from a remote location disconnected from the Eastern Cape;
- The trust we have built and the relevance to our audience helps to connect our advertisers with their customers;
- Radio advertising is an essential and accepted part of the mix, particularly in our region where client’s offerings serve the interests of our loyal and growing audience;
- We are proud to have been instrumental in the growth of a number of local companies by introducing them to their customers;
- We are accessible and portable... listeners tune in from their cars, their homes and their mobile devices;
- We help to combat loneliness - which is particularly important during a time like this and our radio personalities are treated as friends by their listeners, who invite them into their lives merely by flicking a switch;
- Our on-air personalities relate to their audience because they are a part of the community. They live where the listeners live and they understand as well as feel the daily highs and lows of life as experienced by our audience.
- We have always welcomed engagement and feedback “live” and in the moment;
- Online, Algoa FM also respects the privacy of its audience and is fully POPI compliant;
- Our digital and social media are integrated into the information and entertainment mix offered on Algoa FM;

In short, at heart and in practice we are the champion of “fun, fact and context” in our community.

Join us, we live here too!

## ABOUT THE AUTHOR

Alfie Jay is the managing director at Algoa FM.

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