

with... Barney Simon

This week, we find out what's really going on behind the selfie with Barney Simon, radio and TV presenter at Jacaranda FM...



Barney Simon, rocking on...

1. Where do you live, work and play?

Simon: I live in Boskruin, Johannesburg and work and play at Jacaranda FM in Midrand and Montecasino.

2. What's your claim to fame?

Simon: Alternative music, sleeveless t-shirts, Dr. Martens and the same hairstyle since the day I was born.

3. Describe your career so far.

Simon: An all-time rock and roll high!

4. Tell us a few of your favourite things.

Simon: Gardening; watching footie and rugby; my pub at home; braaing; eating out; live concerts; and my vinyl, CD and DVD collection.

5. What do you love about your industry?

Simon: Entertaining. I don't have to wear a boring grey suit, Interaction with listeners and meeting/interviewing famous people.

6. What are a few pain points your industry can improve on?

Simon: The quality of radio presenters. They need training before they put a microphone on. Most of them just want to become famous overnight. It takes hard work, passion and dedication. Supporting South African music. The same artists/bands are playlisted on radio stations and the new bands never get heard. Radio should be more daring and

unpredictable! We need more interviews and live sessions exposing SA artists/bands during the day.

7. Describe your average workday.

Simon: Voice-overs for radio or TV in the morning. Booking artists/bands and recording the TV show *Lekker TV* for KykNet Musiek 146 - Legendes. Prep for the daily radio show from 12pm to 4pm Monday to Friday: The night before the show 2 hours, and on the day 1 hour. Prep the Wednesday night show from 10pm to midnight 3 hours, prep the weekend radio show from 10am-1pm on Sundays: 4 hours. I also do gigs as a DJ at clubs, MC functions/corporate/charity events on a Friday and Saturday and sell advertising for Tuks FM 107.2.

8. What are the tools of your trade?

Simon: My voice and ears.

9. Who is getting it right in your industry?

Simon: Alex J and DJ Fresh.

10. What are you working on right now?

Simon: To improve my broadcasting skills, promoting my Rock On app, selling advertising on Tuks FM, doing a few club gigs, radio show syndication and maybe there will be a book published next year...

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

Simon: Jägermeister, hashtag, Facebook, apps, Twitter, Rock On, Instagram, cool, great, awesome, and 'if it's too loud, you're too old'!

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

Simon: While driving my car, in boring meetings and while I am on-air.

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

Simon: Arm wrestling and playing air-guitar.

14. Are you a technophobe or a technophile?

Simon: I am a technophobe, about two years behind the rest of the world but I have young friends to assist me. LOL. Now where did I leave my turntable, albums, cassettes and Samsung Galaxy S6 Edge again?

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

Simon: The Lions logo. Rock On and Uber apps. Pictures of parties at my house, bands and contact numbers for my mom, wife, DJs and a few famous people like Wayne Hussey, Arno Carstens, Karen Zoid, Koos Kombuis and Shaun Morgan of Seether, to mention a few.

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

Simon: Try not to be bigger than the station you work for! Be nice to the people on your way to the top, because you will meet them again on your way down. Ask for advice, work hard and show a lot of passion and dedication. Don't copy

Howard Stern. Always be yourself, have fun and talk to one person on radio.

17. Plug your contact details, punt yourself - list all the places people can find you/your work online.

Simon: [Email](#)

[Twitter](#)

[Instagram](#)

[Personal Facebook](#) and [Barney Simon's Rock On](#)

[Rock On app](#)

You can read more about Barney Simon by [clicking here](#) and here for more about his [Rock On app](#).

*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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