

OFM dedicates airwaves to farmers with OFM Farmer Appreciation Day 2020

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OFM, the sound of your life, honoured central South Africa's agricultural communities on Wednesday, 2 December - a day dedicated to these unsung heroes who passionately pursue this noble 'profession of hope'.

Listeners could tune in from 5am – 7pm to get to know the region's agricultural icons and to hear how they can lend a helping hand to this crucial sector, which literally feeds us all.

OFM encouraged listeners to send a message of encouragement to thank farmers, and their labourers for what they do for us every day. A voice note could be sent via Telegram to 084 222 9497 (data rates apply), or photos and videos could be shared to OFM's social platforms (Facebook, Twitter or Instagram) with #OFMFarmerDay.



According to Lindiwe Mtwentula, OFM marketing manager: "As the profound quote by Brenda Schoepp goes, 'once in your life you need a doctor, a lawyer, a policeman and a preacher. But every day, three times a day, you need a farmer.' At OFM, we're proud to support the farmers of central South Africa. Our hearts beat agri, so we want to do our part to show the men and women working in that sector how important they are to us and to society, as well as promote ways in which people can assist them during times of need."

Who is OFM?

OFM is Central South Africa's premier commercial radio station offering a mix of music, news and entertainment.

The station serves the influential SEM 7-10 market with a footprint across the Free State, Northern Cape, southern Gauteng and North West. The brand is synonymous with the people of central South Africa and covers the full spectrum of listeners: from urban youngsters to retired pensioners, from working moms and dads to successful professionals, from rural communities to agricultural producers. As such, OFM offers a number of niche features – including an agricultural programme, agri news twice a day, entertainment and sports features.

Our audience is incredibly loyal and supportive and as such OFM enjoys one of the highest instances of time spent listening to the radio in South Africa. OFM is part of the Central Media Group with its head office located in Bloemfontein and a studio in Welkom.

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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.

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