

# KC VIBES

FRIDAY, 18 FEBRUARY 2022

## JOURNEY INTO AGRICULTURAL / EXPORT INDUSTRY

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## RUDI THE OUTSIDER RELEASES STIRRING DEBUT 'SERENDIPITY'

Rudi The Outsider's 'Serendipity' has an old-school charm that awakens your nostalgia. It is a real earworm that sits.

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## CHARLESTON HILL MARKET

Mr Errol van der Hoeven, Chairperson of the Charleston Hill Market Committee visited Avril on KC Lunch to talk about their initiative of having a Market every second Saturday.

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## "RADIO, THE LIFEBLOOD OF LOCAL DEVELOPMENT" YENKASA AFRICA CELEBRATES WORLD RADIO DAY 2022

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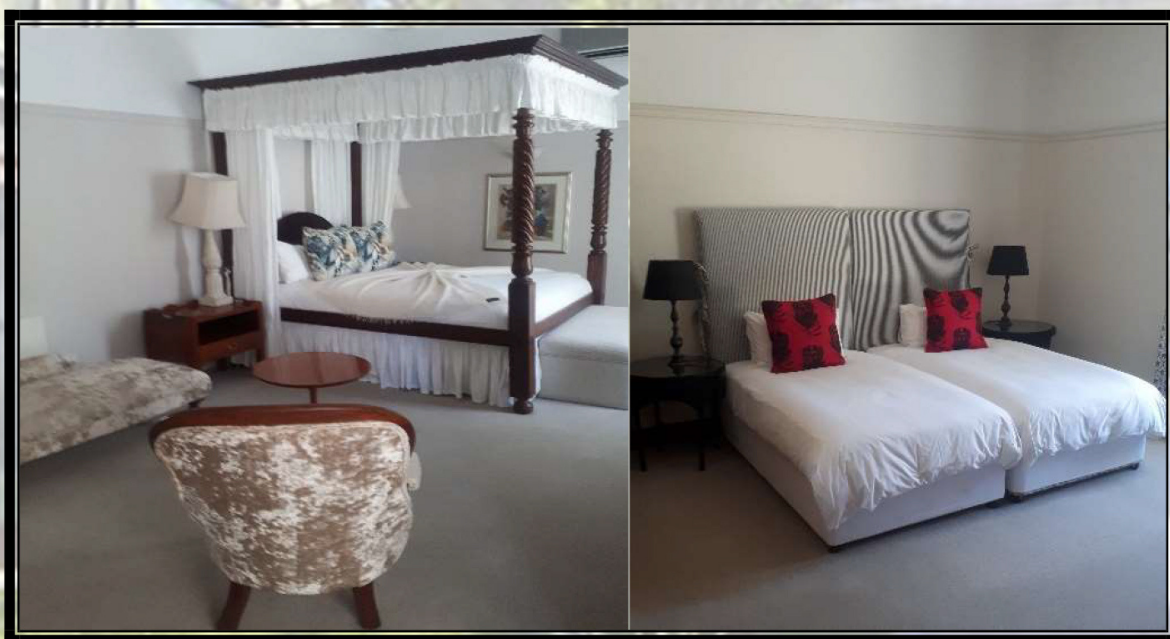
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## JOURNEY INTO AGRICULTURAL / EXPORT INDUSTRY

WRITTEN BY BANDILE XHOSA

On KC@Work, Bandile had an inspiring interview with agriculture graduate specifically in pomology and viticulture Danelene Ruiters,

She has big dreams of starting her own business empire, Danelene was raised by working on a farm which embraced her upbringing because of that she remains humble and appreciative of what she has achieved in an industry of male dominance.

She wants to change the perceptions and misinformation about agriculture among farmworkers and children by making farming fashionable, appealing, and attractive to young people so they can see how broad the industry is and the many career opportunities there are within the agriculture industry.







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# RUDI THE OUTSIDER RELEASES STIRRING DEBUT 'SERENDIPITY'

WRITTEN BY BRADLEY FORTUIN

Rudi The Outsider's 'Serendipity' has an old school charm that awakens your nostalgia. It is a real earworm that sits.

Brad and Sakhe caught up with the Singer/Songwriter from Pretoria this week on KC Drive.

'Serendipity' is a word Rudi finds refuge in and encapsulates the outcome of years. Inspired by his wife, Lezaan, he hopes the song lends perspective and motivates someone.

He says, "It isn't a one-dimensional, sugar-coated, happily ever after love song. It expresses the uncertainty and self-doubt that accompanies being in love, which is something I believe listeners will identify with."

You can follow Rudi The Outsider on his social media sites and show some love by supporting his wonderful craft:

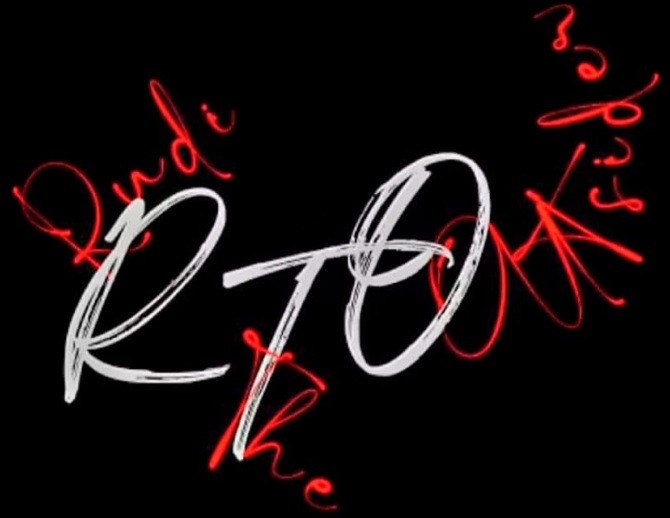
**Facebook:** <https://www.facebook.com/RudiTheOutsider>

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**Twitter:** @RudiTheOutsider

**Website:** [www.RudiTheOutsider.com](http://www.RudiTheOutsider.com)

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Serendipity







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# CHARLESTON HILL MARKET

WRITTEN BY AVRIL ESTERHUIZEN

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Mr. Errol van der Hoeven, Chairperson of the Charleston Hill Market Committee visited Avril on KC Lunch to talk about their initiative of having a Market every second Saturday.

The main goal is to create an extra income for households and also make the day a family day.

The Market is open to everybody in Paarl and they can decide what they want to sell.

The Market, initiated by the Charleston Hill Action Group (CHAG) takes place at the Mont Vue Park in Charleston Hill.







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# STAND A CHANCE TO WIN A BLIND DATE ON RADIO

WRITTEN BY SAMMY COLENE CHORDNUM

Januworry is gone and month of love is upon us, RadioKC has partnered up with Rawson Properties Paarl to give 4 lucky singles an opportunity to go on a Blind Date.

Now we know blind dates might not be everyone's cup of tea but it's a new year and who knows this could be your chance to find that special someone.

To enter send a text to our whatsapp line with a short description of yourself and the #BlindDate code. Tune in to #KC Breakfastshow KC@work, KCLunch and KC Drive to hear our 4 lucky singles ask their blind dates 3 questions.

Our lucky 4 lucky winners get to go on a romantic date night with movies under the stars, sushi and wine on the 26 Feb at Die Khoi for only R250 per couple- check Die Khoi Paarl Facebook page for details.

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**Photo Caption:** Students of the Nemisa & KC Internship of the Mandy Roussouw School of Journalism Celebrates World Radio Day at KC 107.7

## **“Radio, the lifeblood of local development” – Yenkasa Africa celebrates World Radio Day 2022**

The theme of the 2022 edition of World Radio Day is "Radio and Trust". This theme is so topical as the reality of our time has placed a renewed appreciation for the value and worth of relationships. The pandemic has forced us all to look at what is trustworthy and true.

Fake news seriously destabilizes and adversely affects various communities. All over the world, people have returned to focusing on finding the truth and strengthening their family and friend circles to rely on essential support.

Radio was tested in this era with the advent of new media and social media platforms. As AMARC, World Association of Community Broadcasters, we are steadfast in our belief that Radio continues to be one of the most trusted and used media in the world.

This position is confirmed by different international reports. Our experience in the world of radio is confirming that now, more than ever, we need radio as our trusted companion to give hope and share critical information that is true.

The slogan and mission statements of various community radio stations says it all... “Radio KC – The Sound That Sets You Free”; “Radio Nfm – The Voice of the Namakwa people”; “Riverside fm – To inform, educate and empower our community” and “Jozi Fm More Than Just Radio”.

Within the Yenkasa Africa initiative, Amarc is celebrating World Radio Day 2022 by distributing a series of locally produced radio magazines from eight (8) African countries.

The series showcases the trustful relationship between family farmers and their local radio stations.

These programs focus on how countries are responding to the UNDF 2021 Communication campaign, whose main theme is “Family Farmers at the heart of sustainable food systems”.

The campaign addresses both family farmers and the general public to raise awareness on the UNDF and the role that family farming plays in achieving sustainable food systems and the 2030 Agenda. The series has been produced in the framework of the Yenkasa Africa communication for development platform.

Come and celebrate World Radio Day 2022 by listening and broadcasting our series of unique radio magazines from Zambia, Sierra Leone, Ghana, Kenya, Tanzania, Togo, Madagascar and The Gambia.

Download or listen to these programs here: <https://yenkasa.org/campaign-materials-phase-ii/>



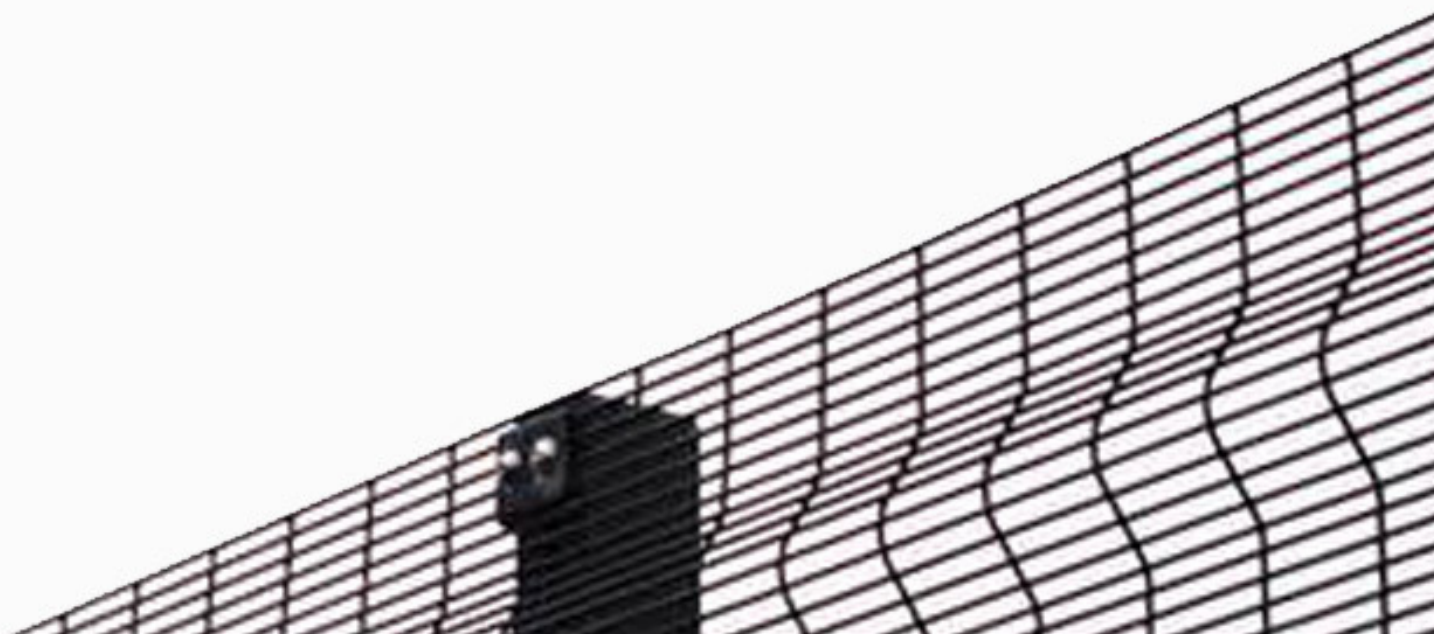
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