

OFM goes with Green Week

Issued by [OFM Radio](#)

10 Oct 2013

OFM went green from 8 to 10 October by airing content with a special focus on environmental issues.

During the week, programming will be dedicated to special reports on issues such as electricity and alternative energy sources, sustainable development, global warming, recycling, small gardening and illegal dumping of environmental waste as well as an overview of water use and water conservation.

Why 'Green Week' is important is because of our location in the heart of South Africa. We see Central South Africa as being closer to the environment than the rest of the country because we are the bread basket of the country.

This makes Central South Africa a region highly dependent on water resources and a clean environment. Should we fail to protect our environment, food security in Central South Africa and the rest of the country may take a knock.

According to Tumi Sefemo, communications manager at OFM, the environment is of global importance and a source of livelihood for man.

"As a radio station we contribute by making the public aware of the role that we need to play in saving the environment. Perception exists that saving the world is somebody else's responsibility and not mine. Fact is that it depends on everyone and hence we want to advocate this message."

"We also try to uplift tourism in Central South Africa by beautifying our environment in turn making it a pleasure for people to visit Central South Africa for longer than a day and not just drive through," she concluded.

Go green with OFM, the sound of your life on from 8 to 10 October 2013!

- ° **OFM celebrates moms with special broadcast** 10 May 2024
- ° **The value of relationships in content creation** 16 Apr 2024
- ° **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>