

# Airing the contribution made by women

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A special focus is being placed on women and the contribution they make to society by Algoa FM to mark Women's Month.



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"Our focus for women's month is to 'inspire, celebrate and honour' the women who have made a difference in our lives," says Janice Kruger, Creative Liaison at Algoa FM.

"We are featuring leading women from the Eastern Cape on the 'Sunday Sitdown' with Charl Leslie, interviews with Mio and Queenie on Tuesday during their lunchtime show, and with Tové Kane on Sunday, August 9," says Baydu Adams, Algoa FM Programme Manager.

"Sunday Sitdown" is broadcast from 08h15 in the morning.

"In addition we will be broadcasting 'Girl Power Songs' and stimulating debate around the role of women through daily vox pops interviews," he says.

Women listeners to Algoa FM can win prizes to the value of R12,000, according to Kruger. "There are six competitions in total, each with a prize of R2,000," she says.

They are being run by Algoa FM's award-winning social media and online team.

In the "Women of Inspiration" competition listeners are invited to share a photograph of a woman who inspires them, along with a short message of thanks.

"Women's Month pays tribute to the more than 20,000 women who in August 1956 marched to the Union Buildings to protest against the extension of pass laws to women.

"We want to honour the women who are today carrying the torch for women's rights lit in 1956," says Kruger.

"In addition we want women listeners to recognise their own contribution to society. Listeners are invited to take a photograph of themselves holding an A4 piece of paper with one word that describes them (strong, determined, helpful) and post it to Facebook, Twitter or Instagram using #algoawomen.

Listeners are also invited to share a picture of themselves with their favourite 'girl' friend.

"Who could be anyone like your mom, sister, friend or aunt; take a 'girlfie' and upload to Instagram, using #girlfie #algoawomen," says Kruger.

The generations of women who have made a difference in people's lives are also being honoured through a competition in which listeners share a photo of themselves with several generations of women in their family.

On a lighter note, the cash prize is up for grabs to a female listener who changes her Facebook profile picture to Algoa FM's profile picture, and tells the station where they are from.

"This should be interesting because we know that we have internet listeners around the world," says Adams.

Another fun competition is "Dress up like your favourite song".

"After all, it is also fun to let your hair down at times," says Kruger.

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