



Radio Today

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Radio Today Weekly Newsletter No. 1

Hello Dear Friends of Radio Today!

We have been working ardently to find easier ways for you to listen to Radio Today, and to be your constant companion in your Best Years.

We have seriously upped our game to produce the best content for our friends who are enjoying their retirement, or maybe facing challenges, illness, or loneliness. We want to ease those challenges and pains, and carve a path through the technological jungle to reach you, **Wherever you are... in South Africa, or the World !**

We are a well seasoned team, in years as well as experience, and we realise that technology is not making life easier for the elderly, but certainly more challenging. Unfortunately, technology marches on relentlessly, and quite simply insidiously marginalises us, the senior citizens of the world.

Well we are having none of that !

We have engaged with the tech experts to find ways to keep in touch with you, while staying ahead of the pack.

Radio Today was created in 1996, with a very specific vision: to provide content for Post 50 year-old people. Managers of Radio Today sometimes lost that vision over the years, but we have well and truly brought it right back into focus.

Our founders Peter Lotis and Bob Courtney could not have foreseen the change in longevity of the people of the world in 1996. In fact the number of post-65 year old people in South Africa climbed from 1,824,905 in 1996 to almost double being 3,546,983 by 2021.

However, Entertainment has not adapted to accommodate these people: it has skewed in the opposite direction, and stations have "Youthified" their content. This has left you and I marginalised, and forced us to look to technologically-orientated methods to provide you with companionship and entertainment.

We have assembled a fine team of presenters with content which we are sure you will love and enjoy, and with some very specific instructions to those presenters:

- **Keep it Real:** Music on real instruments played by real artists and sung by people who actually can sing.
- **Keep politics and religion to yourself:** We seniors don't want to hear about who's suing the Con Court, or who's got money hidden under his bed.
- We don't get up everyday to go to work, so we really don't want to know about potholes, load shedding, or endless other gripes: we want to rise and shine and thank whoever for another day, regardless of the pitfalls and potholes etc.

We want to know what we can do, to make this day the **Best Day of Our Lives**.

Of course I could go on and on: we constantly find new ways to make your day better! For example we find amazing research issues which tell us how we can reduce the possibility of debilitating illnesses, or new understandings on stress management... and much more!

Radio Today has adopted a two pronged method to correct this:

- The first is to massage our content into a variety that will be pleasing to most people from 60 to 99 years old; the centenarians are still a challenge, more from a hearing point of view than a content preference point of view.
- The second is to develop our reach to you, wherever you are, without adding technology challenges to your life.

On the first prong, we have created a 2 hour show from Monday to Friday from 10am to 12pm which we call **Living Our Best Years**. This show has a magazine article each day, and excellent music and companionship chat for the rest. Magazine items include Reading Matters reviewing books; Legal Matters affecting us; such as Life Rights, Sectional Titles, Wills, Downsizing, Emigrating, sadly also Abuse, Wining and Dining, Theatre, Lifestyle, Health and Welfare, Stress Management... the list is endless and is evolving as we go.

We will post the expected issues to be addressed each week, as well as our schedules of shows,

Now about that dreaded Technology Challenge: As you know, we have been captured by the internet, and in truth, it is the best vehicle by far to reach the entire Senior Citizen Community.

Therefore, we have found a way for you to listen to Radio Today in EXACTLY the way you are used to: on your radio. however, its coming to you via the Internet, and it is in high quality audio, and low, or Zero Cost in data, depending on whether you have free WiFi access, or are providing your own connection.

We are proud to announce that over and above our Medium Wave Band 1485 am and our DSTV channel 869 feed, we now have **3 new methods** of reaching every single person in South Africa.

I will tell you more next week, the future is bright.

Please visit [HERE](#) for our Website, where you can listen to Radio Today, right now, wherever you are! You can also see who's in the team, and when to hear them.

You can find our "Indulge Yourself" page where you can shop online for Scrumptious Gifts, really good Radio Today Items, (and more!) as well as our Radios on special offer.

Please don't hesitate to send us a comment, we will send a "I Love Radio Today" sticker to every person who comments and submits their correct email address, and, if you wish, a copy of our weekly Newsletter and Schedule to your Inbox.

We believe we feature what you will be happy to hear, and our ears are wide open for your comments and advice.

If you would like to send us a message, or subscribe for free to our newsletter then please [Click Here to go to our Contact Us Page.](#)

SOUTH AFRICA'S LEADING RADIO STATION IN THE DIGITAL AGE.

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Best Love

A handwritten signature in black ink, appearing to read "Mike de Bruyn", enclosed within a simple, hand-drawn oval border.

Mike de Bruyn and the Team at Radio Today