

# 702.



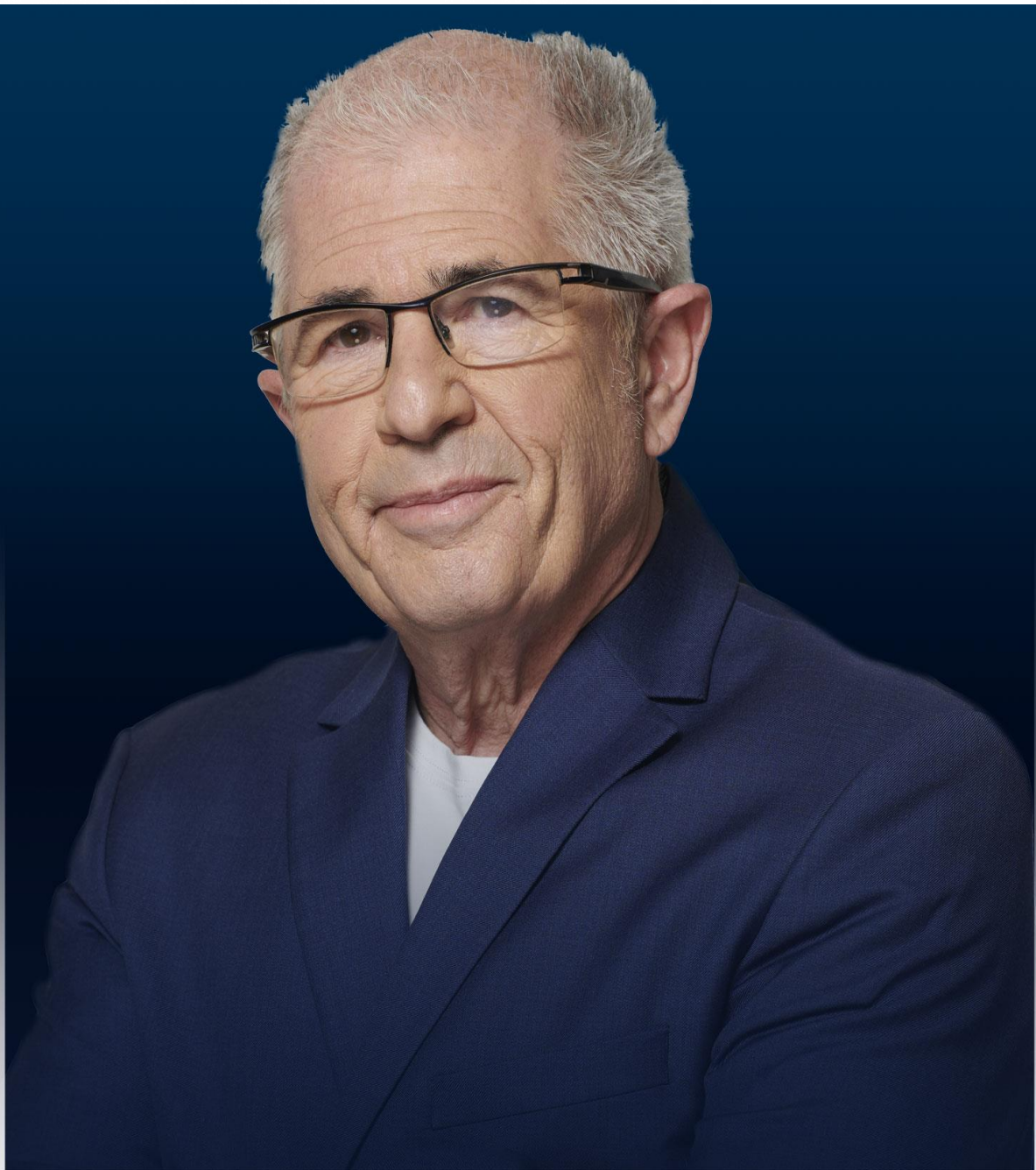
**PRIMEDIA**  
BROADCASTING

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CREATING CONNECTIONS

## The Afternoon Drive Show with John Perlman

BRC RAMS : April 2019  
- March 2020



## About John Perlman

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Award-winning journalist and businessman, John Perlman is the new host of the Afternoon Drive on 702. His experience as a radio broadcaster, print journalist and TV football commentator has earned him the respect of newsmakers and audiences across the country.

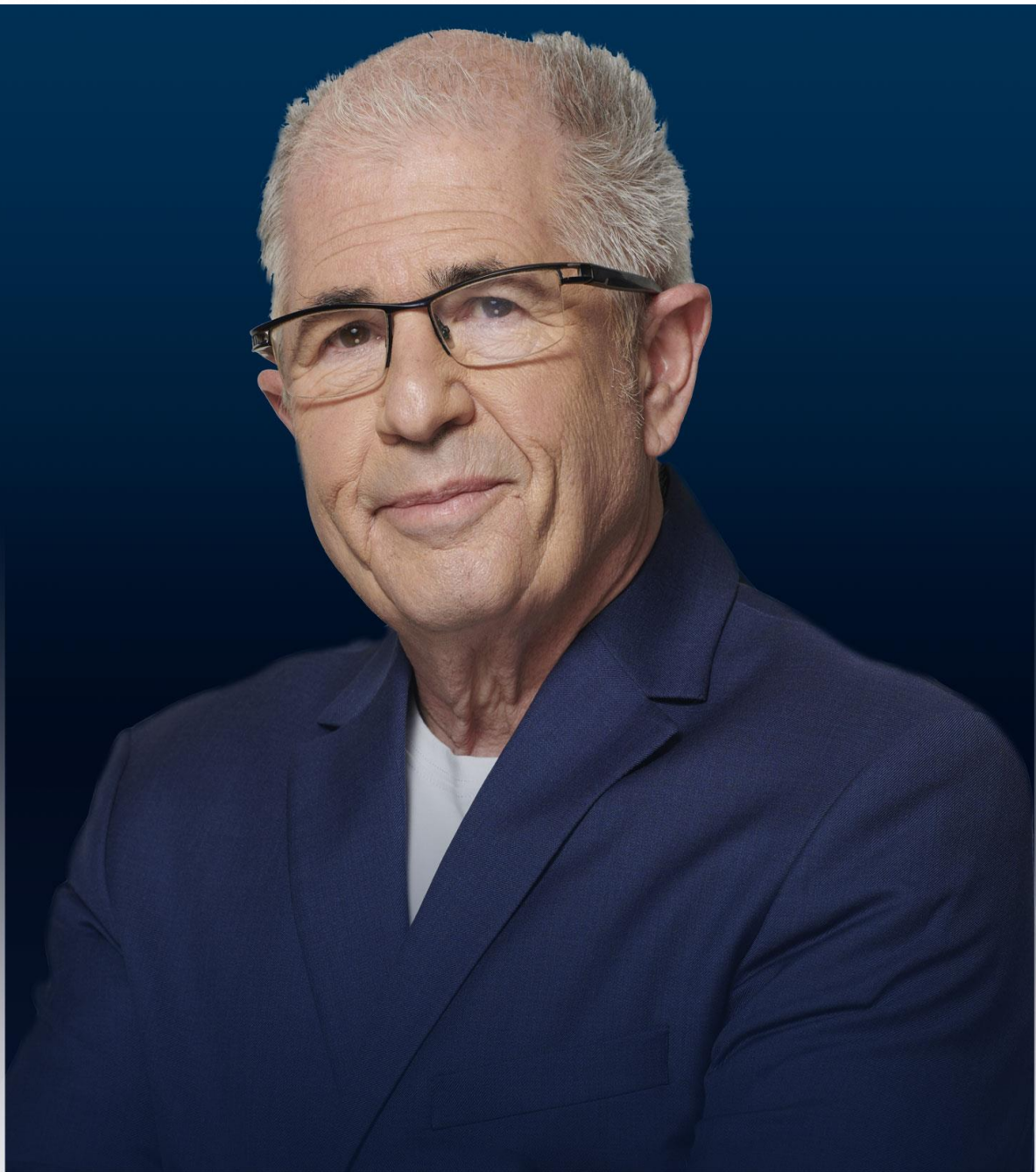
With more than 20 years in the industry, John has won numerous accolades. He has been inducted into South Africa's Radio Hall of Fame and was the 2013 winner of the News and Actuality Presenter of the Year award. His radio show on Kaya FM which he hosted for 13 years.

Today with John Perlman won the award for Best News and Actuality Show in 2011, in 2019 and 2020. Before that, he presented the news programme AM Live on national radio at SAfm for nine years.

John has worked in television, as the presenter of the current affairs programme The Round Table on SABC1 he was also the host of Under the Skin on eNCA.







## About John Perlman

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John has been a newspaper journalist with the Weekly Mail, the Saturday Star, the Sunday Independent and has written for several international publications including The Guardian and the Financial Times.

He is the founder and CEO of The Dreamfields Project, an NGO which provides football and netball equipment, coaching and league programmes for primary school children in South Africa's townships and rural areas.

Founded in 2007, Dreamfields has invested more than R80-million in disadvantaged communities. Dreamfields has been honored as best sports development project at the Discovery Sport Industry Awards.

John has a first degree in History, African Politics and Southern Sotho, and second degrees in Development Studies and Journalism.





# Features



## Monday

- **16:40pm (Every second Mon) - #Coronalives**

Putting a human face on the pandemic: not just talking about statistics and failures of the state. Everyone who dies represents a hole ripped in the lives of the living who loved and admired them. A celebration of a life lived, and lives touched.

- **16:40pm (Every second Mon) - #Coronahope**

Putting a human face on the pandemic: not just talking about statistics and failures of the state. This feature compensates for and amplify things that people are missing out on, e.g. graduations, book and music launches. Also celebrating people and groups bringing innovation, heroism, clear thinking and optimism to this incredibly difficult time.

## Tuesday

- **16:40pm – Have a rant/let off some steam**

Something really got under your skin? You've counted to ten and you are still mad!! Each week, John invites a listener onto the show to let off some steam. And they'll feel better afterwards!





# Features



## Wednesday

- **16:40pm - *Financial wellness***

Each week John turns to private banker turned wealth coach Samke Mhlongo for tips on how to manage one's personal finance and money.

## Thursday

- **16:40pm – *Promises, Promises!***

Following up to make sure that someone in power has kept a promise to fix something. John holds those in power to account on behalf of the listener

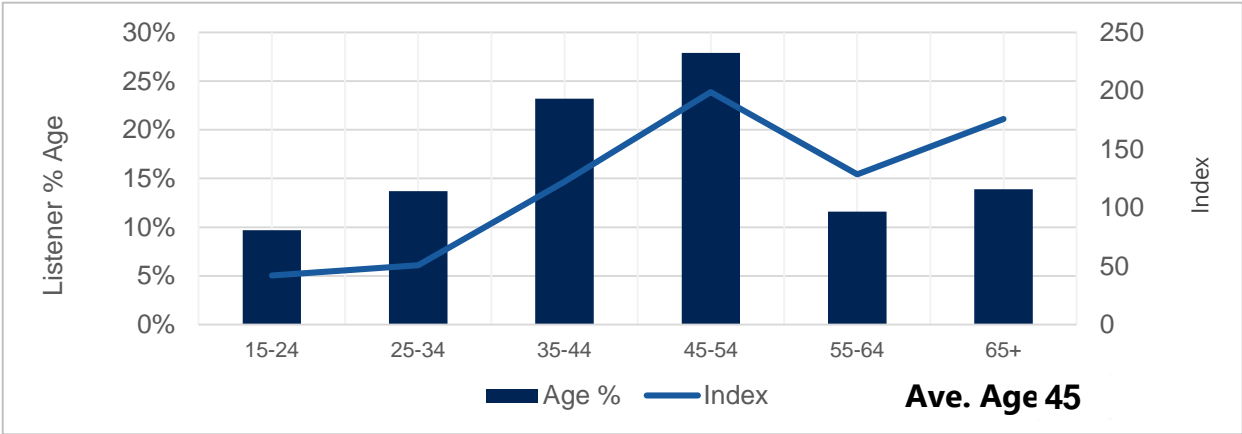
## Friday

- **16:40pm – *Call of the week***

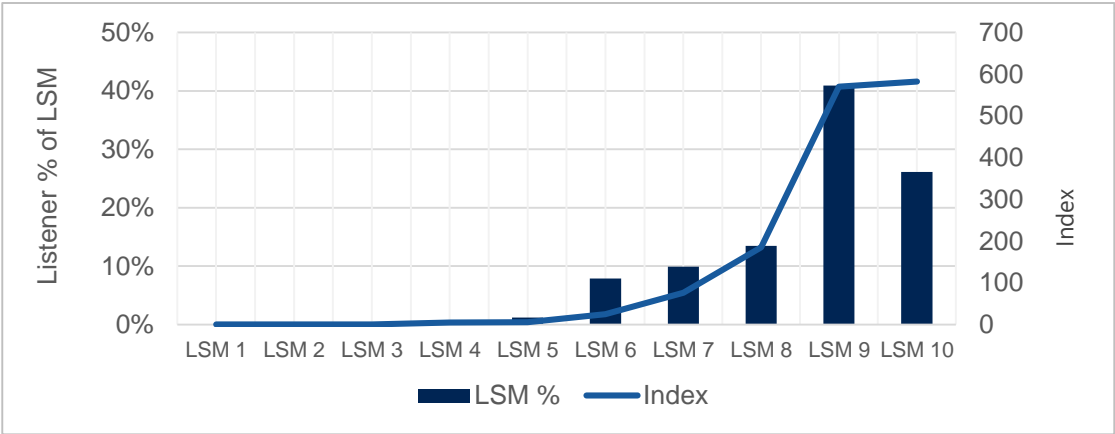
Each week John Perlman replays and celebrates his best call of the week. It could be something interesting, profound, that makes you think, or just funny and entertaining.

# Audience Reach & Profile

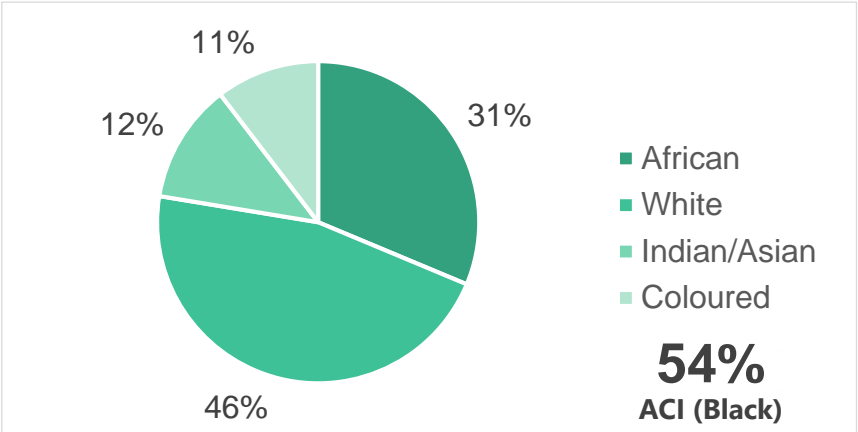
## Age



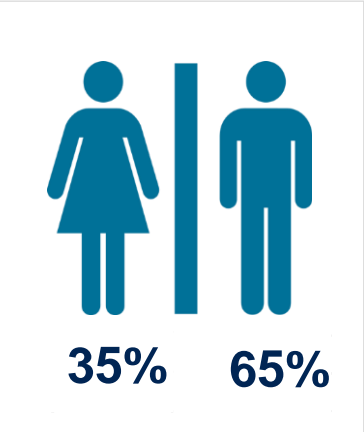
## LSM



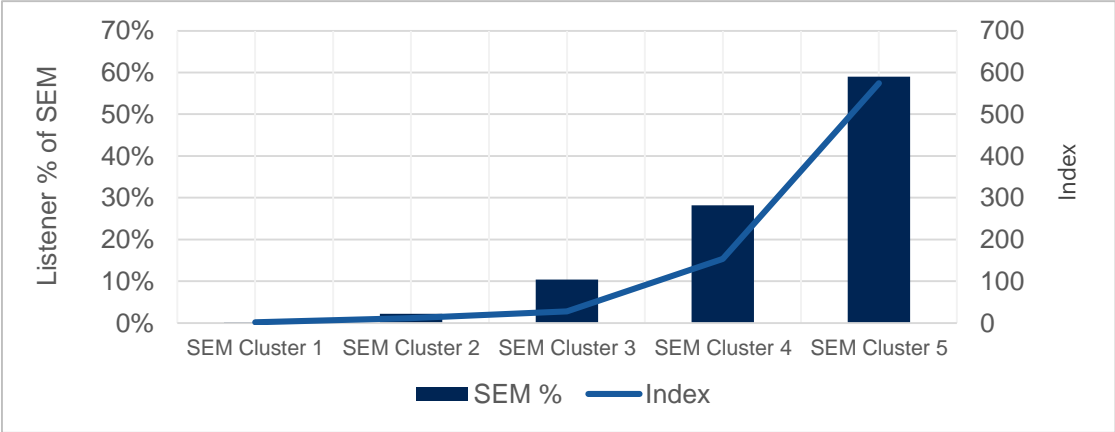
## Ethnicity



## Gender



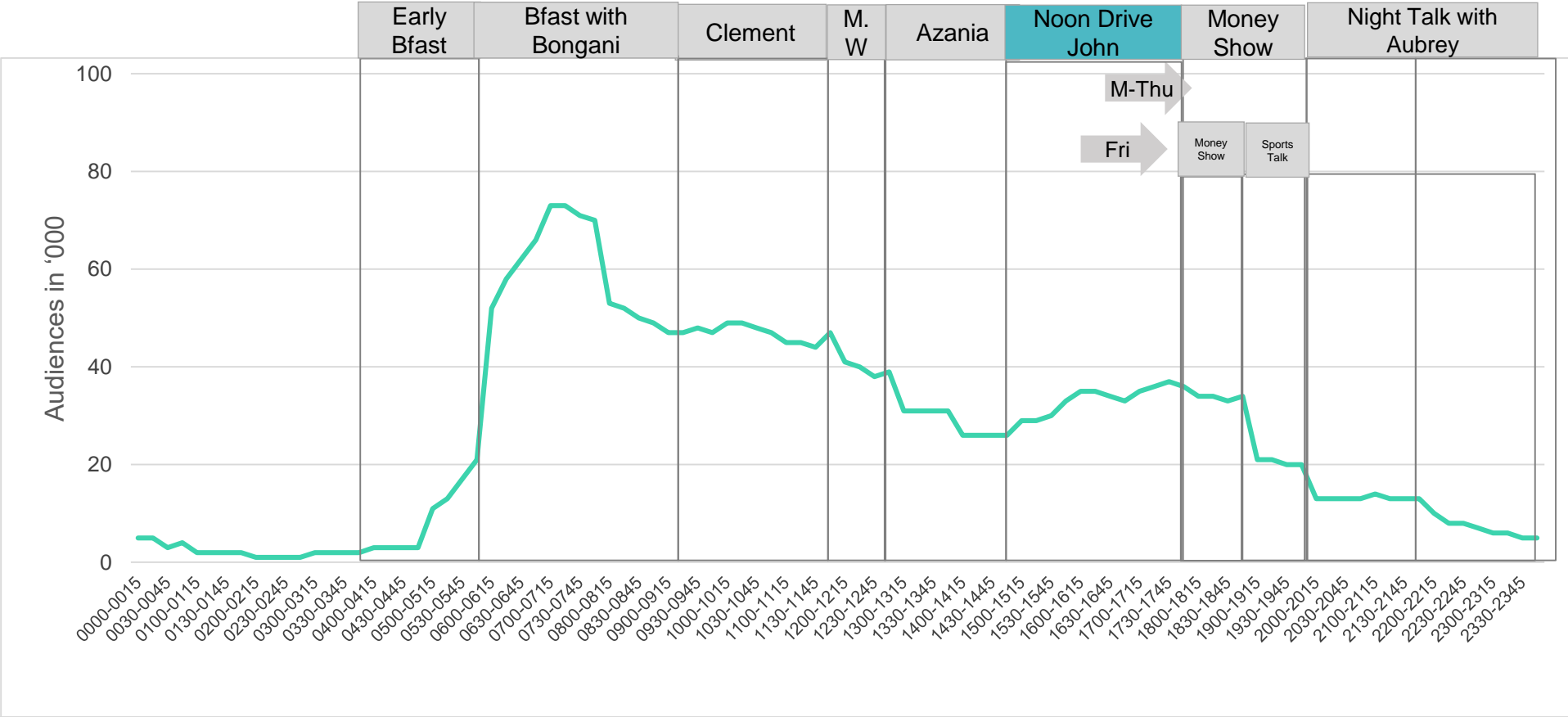
## SEM



# Listening Pattern: Mon-Fri



1/4 Time Band	Audience in '000's
1500-1515	29
1515-1530	29
1530-1545	30
1545-1600	33
1600-1615	35
1615-1630	35
1630-1645	34
1645-1700	33
1700-1715	35
1715-1730	36
1730-1745	37
1745-1800	36



Listeners : 203 000 Monday to Friday Cume (15h00-18h00)  
The Afternoon Drive with John Perlman reaches 37 000 listeners on average at its peak.

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**[www.primediabroadcasting.co.za](http://www.primediabroadcasting.co.za)**

**Visit our website to find Audience profiles, Footprints, Case studies and more.**

**We look forward to telling your story...**

