

702.



PRIMEDIA
BROADCASTING

CREATING CONNECTIONS

Early Breakfast with Africa Melane

**BRC RAMS : April 2019 – March
2020**

About the show

Africa Melane's wide-ranging interests and relentless curiosity stand him in good stead to host Early Breakfast on 702 and CapeTalk, a show that ranges from international headlines to local issues.

Every weekday morning from 4:00 – 6:00 Africa looks at the days news diary. He takes the time to engage with the audience on stories that matter and unpack the issues that these raise.

An accountant by training, Africa has spent a decade in broadcasting, both on and off-air. He is open-minded, compassionate and committed to making a difference.

Follow him on Twitter @africamelane.



Regular Features 702.

At **04h25** everyday, we have a '**this day in History**' competition. We give an audio clue and ask people to call in with the answer. At this stage its just for bragging rights.

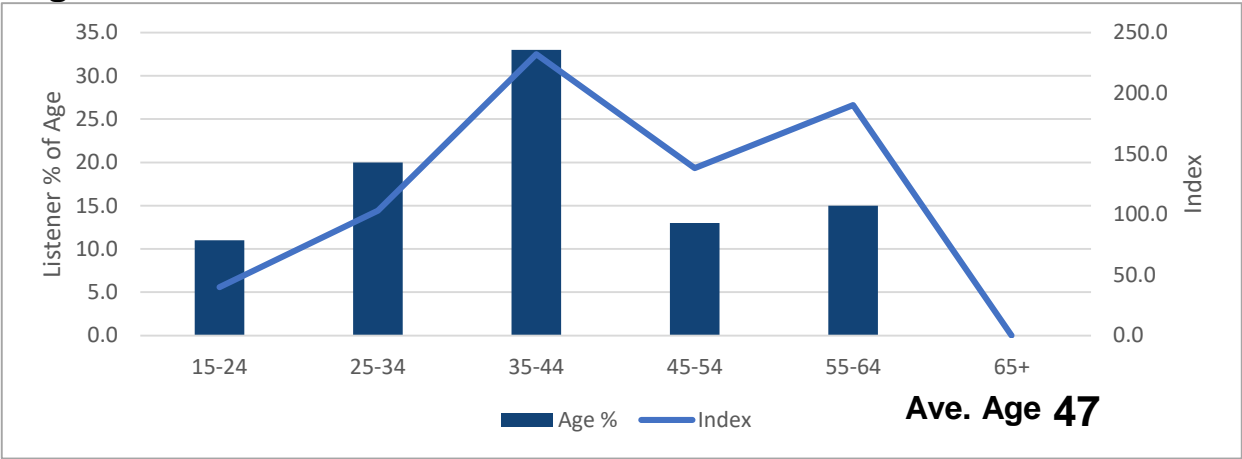
The 04h35 time slot is reserved for our features;

- Monday is left open for whatever comes up over the weekend.
- On a **Tuesday** we discuss trade related issues (an example of this was when we spoke to ACSA about their readiness for business travel).
- On **Wednesdays** we talk finance (so far, we've discussed the latest on the UIF TERS payouts and what happened after the payment holiday).
- **Thursday** is reserved for health-related issues (last week we had a discussion on the reliability of a thermometer).
- On a **Friday**, we talk fitness with Liezel van der Westhuizen.

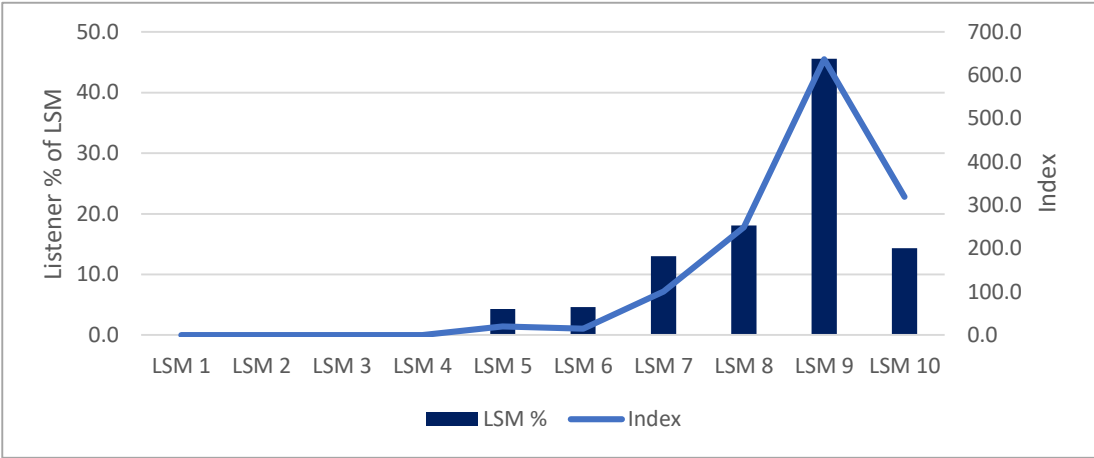
Please note, guests for Monday through Thursday change

Audience Reach & Profile

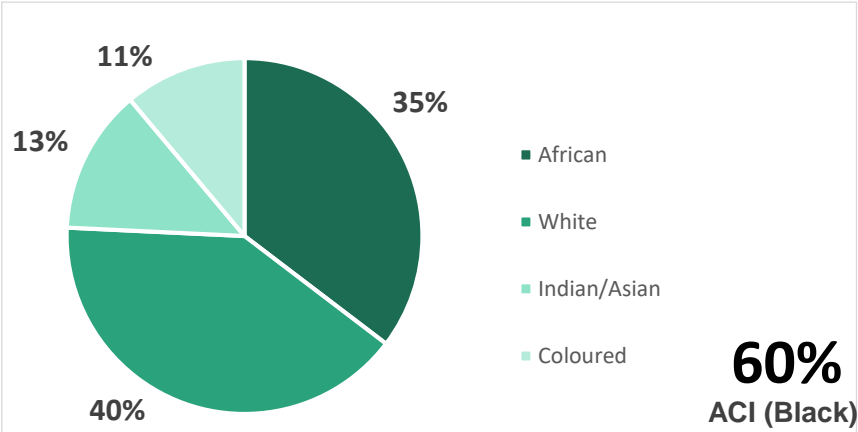
Age



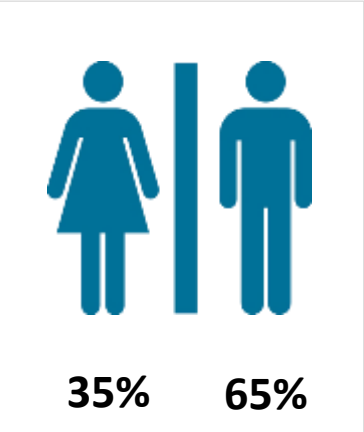
LSM



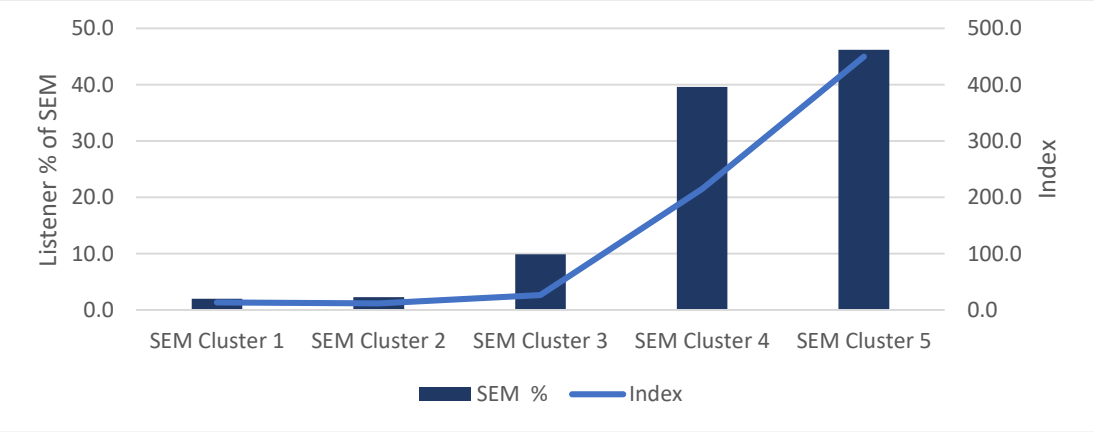
Ethnicity



Gender

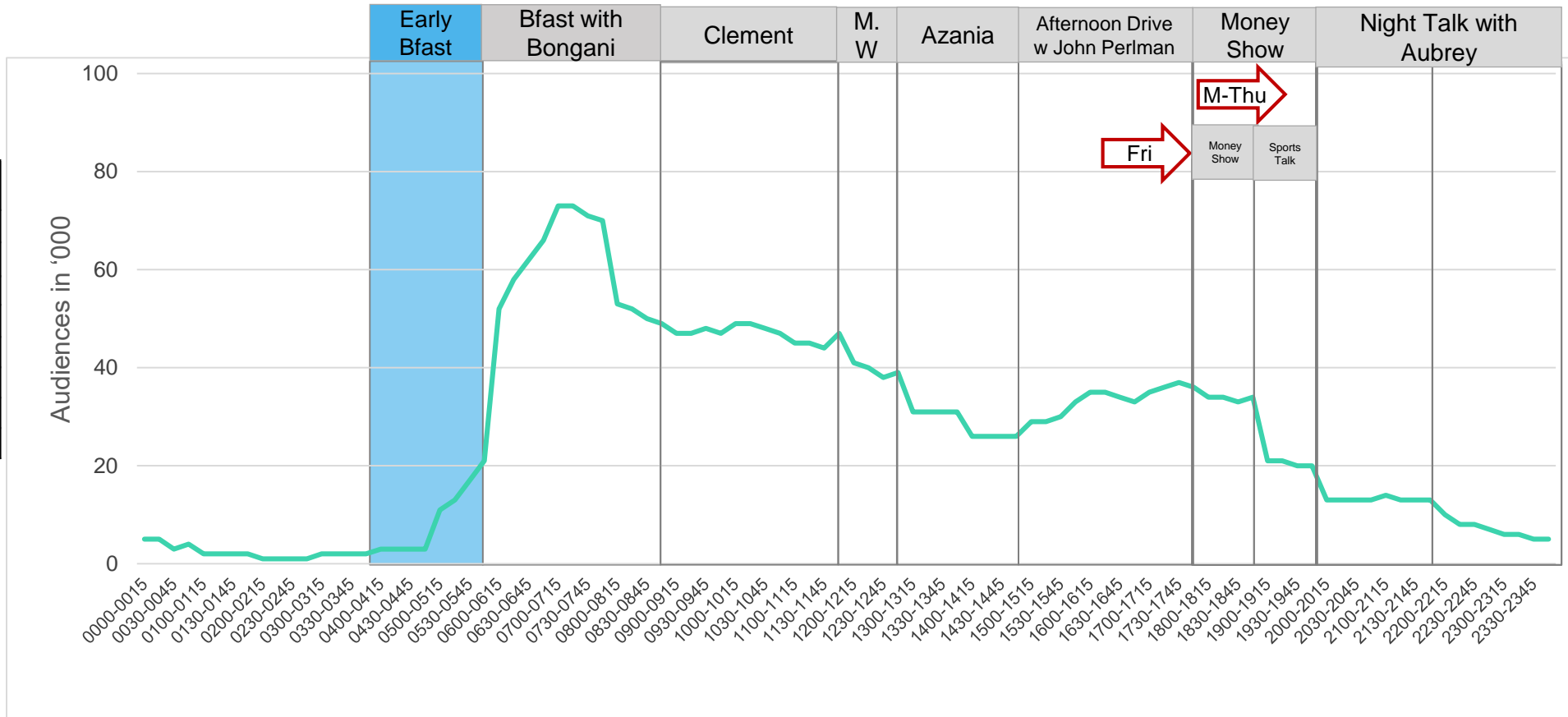


SEM



Listening Pattern: Mon-Fri

1/4 Time band	Audience in '000's
0400-0415	3
0415-0430	3
0430-0445	3
0445-0500	3
0500-0515	11
0515-0530	13
0530-0545	17
0545-0600	21



Listeners : 68 000 Monday to Friday Cume (06h00-09h00)
Early Breakfast with Africa Melane reaches 21 000 listeners on average at its peak.

702.

www.primediabroadcasting.co.za

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

We look forward to telling your story...

