



# 702.



**PRIMEDIA**  
BROADCASTING

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CREATING CONNECTIONS

## Clement's Midmorning Show

BRC RAMS : April 2019 – March 2020



# About Clement

Clement Manyathela hails from a village called Vaalbank in Mpumalanga.

He graduated from the University of Pretoria with A Bachelor Of Arts degree in Journalism in 2013.

He's worked as a reporter for more than nine years and has spent many of those years reporting on politics. He started his career at the Pretoria News as a weekend reporter while studying, had a stint at the SABC news online. He has had stints at Africa News Network and Power FM among other news organizations.

Clement - who still works as a journalist for Eyewitness News - has interviewed senior politicians and industry leaders and has covered major stories including the 2018 elections in Zimbabwe and the funeral service of former president Robert Mugabe and the 2014 elections in Lesotho. He's also travelled with President Cyril Ramaphosa, covering his state visits in countries such as China and India.

The man fondly known as The Real Clement is a sought-after MC and also does television presenting.

Follow him on Twitter @TheRealClementM

## Monday

- **10:30am - *Politics feature***

Could be an interview with a politician, a leader of party, an MP, an MEC, a MMC or a city councillor. Or it may look at a policy of a political party.

- **11am – *Family matters***

All about living together as a family, be it a traditional, a blended or an extend family unit. And bringing up and educating children.

## Tuesday

- **11am - *World of Work***

The listeners' life at work.

- **11:30am – *Health and wellness***

Experts exploring and giving advice of on a variety of topics including health, medical, grooming, fitness and exercise and diet.



# Features

## Wednesday

- **11am - Ask the Expert/Listeners' choice**  
Responding to listeners' questions on a range of diverse topics and issues, Clement gets an expert onto the show to provide the answers.
- **11:30am – “What’s the T?” (What’s the gossip?)**  
Everyone loves gossip including Clement! He provides a platform for and a speaks about what listeners are whispering about.

## Thursday

- **10am – Unpacking the news**  
A weekly panel of journalists and analysis looking at the news events of the week and making sense of them.
- **11am Hanging out with Clement**  
Clement’s profile interview with an interesting person. It could be someone in the news, from the world of culture, a celebrity or a sporting personality.

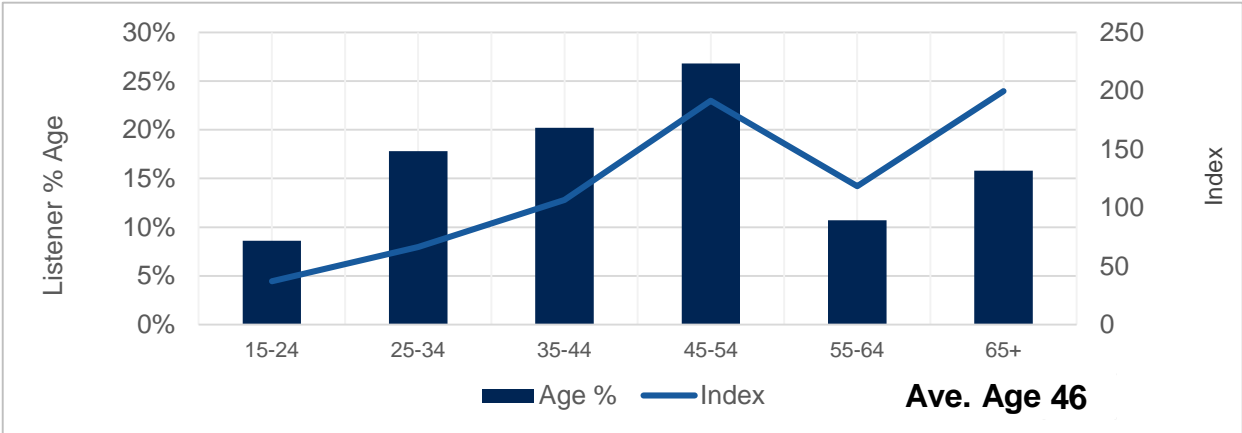
## Friday

- **11am – Relationships**  
Clement speaks to an expert about navigating everything involved in a relationship

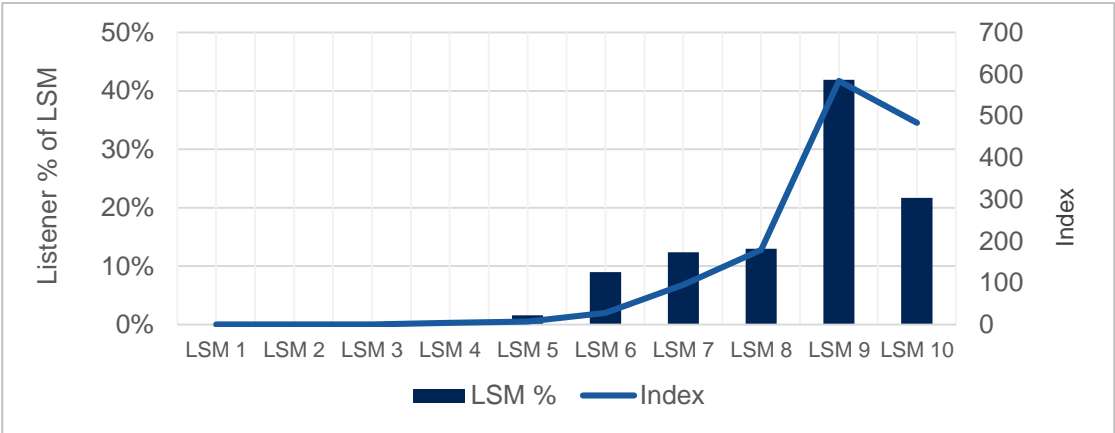
# Audience Reach & Profile



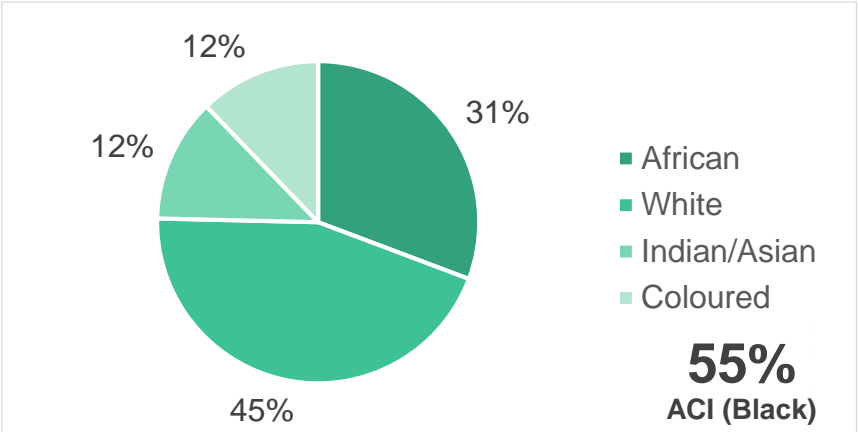
## Age



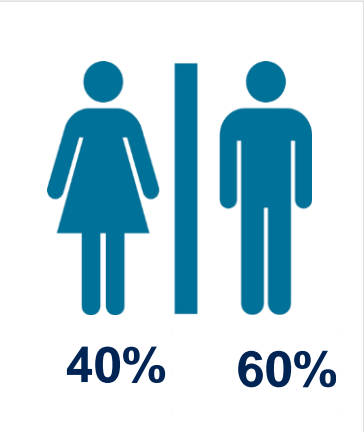
## LSM



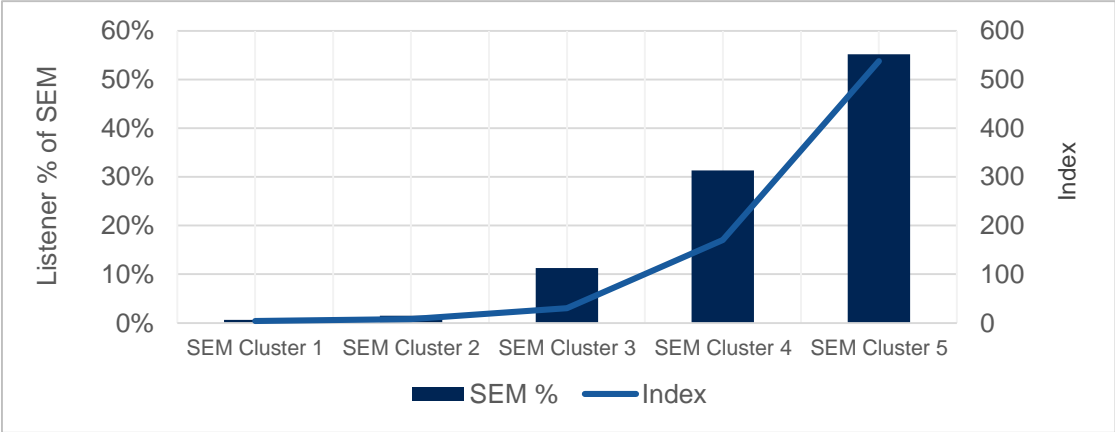
## Ethnicity



## Gender

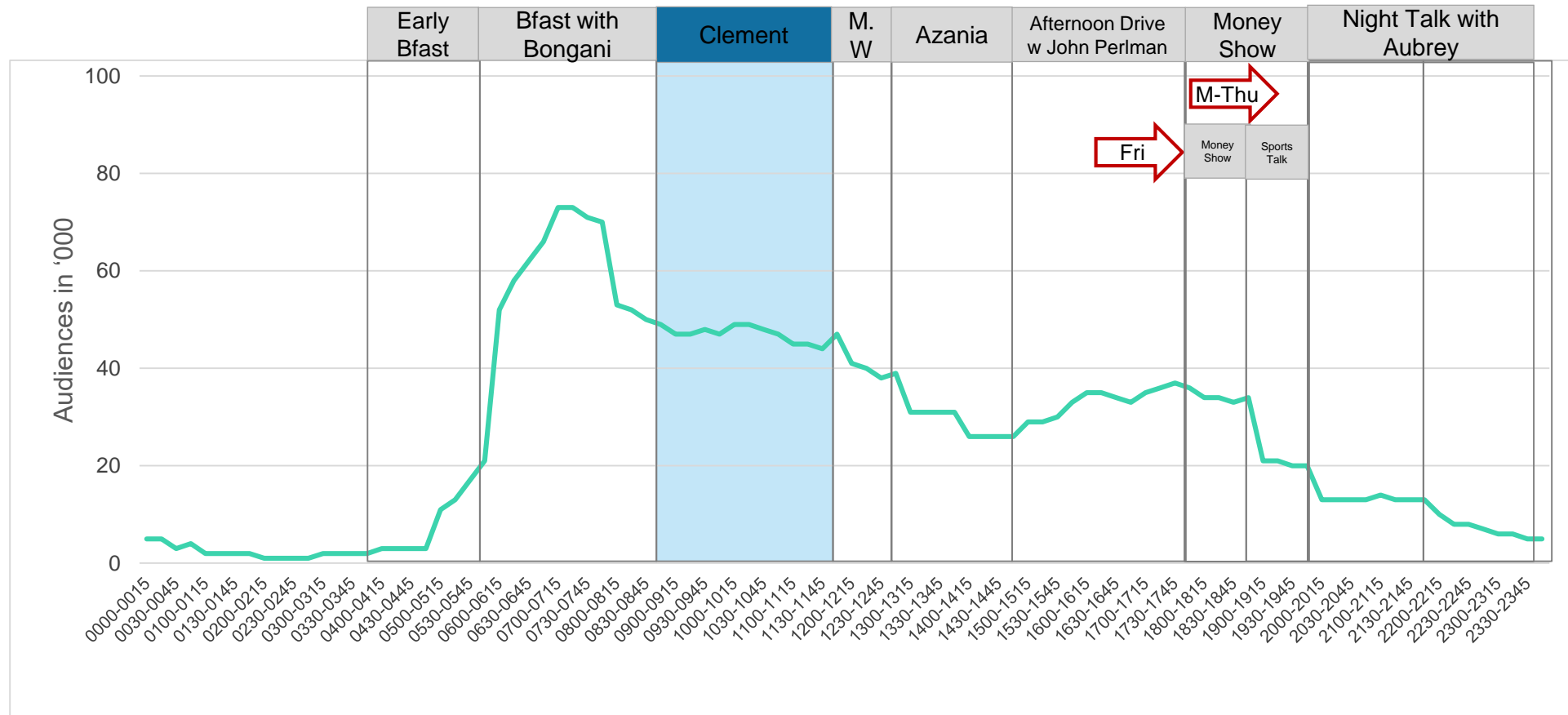


## SEM



# Listening Pattern: Mon-Fri

| 1/4 Time Band | Audience in '000's |
|---------------|--------------------|
| 0900-0915     | 47                 |
| 0915-0930     | 47                 |
| 0930-0945     | 48                 |
| 0945-1000     | 47                 |
| 1000-1015     | 49                 |
| 1015-1030     | 49                 |
| 1030-1045     | 48                 |
| 1045-1100     | 47                 |
| 1100-1115     | 45                 |
| 1115-1130     | 45                 |
| 1130-1145     | 44                 |
| 1145-1200     | 47                 |



Listeners : 222 000 Monday to Friday Cume (09h00-12h00)  
 Clement's Mid-morning show peaks at 49 000 listeners on average.

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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...**

