



# Breakfast with Refilwe Moloto

BRC RAM : April 2019 – March 2020



# The Breakfast show

In addition to analysing and reflecting current affairs “Breakfast with Refilwe Moloto” will feature “Refilwe’s Top 3”. This daily feature at 7:27am will see Moloto share the 3 business stories listeners need to know as they start their day. Listeners can look forward to Moloto’s considered opinions peppered with the audience’s perspectives on local news and a range of international updates.



# About Refilwe Moloto

Refilwe Moloto is a business analyst and media maven. Moloto becomes the continent's first black woman to anchor and host a commercial talk radio breakfast program solo.

Refilwe is known to the CapeTalk audience. She has been hosting "Upfront with Refilwe Moloto" and prior to moving in behind the mic she was a weekly business contributor on Afternoon Drive. Refilwe has proven to be very popular with our listeners who value her wit, her expertise when it comes finance and her unique take on the news of the day. Refilwe is warm, charismatic and versatile.

# Regular Features

## DAILY

**06:20** - Weather & science fact-of-the-day with Simon Gear

**06:50 & 07:50** - Business with Mashudu Masutha

**07:40** - World View from London

**07:55** - Africa Report

## TUESDAYS

**06:35** – Africa Connect

## MON & THURSDAYS

**08:20** - BRICS Report

## WEDNESDAYS

**06:35** - Ad Feature with Jonathan Cherry

## THURSDAYS

**06:35** – Talking Tech

## FIRST THURSDAY OF EVERY MONTH

**08:10** -Trends with strategist, author & planner Clem Sunter.

## FRIDAY

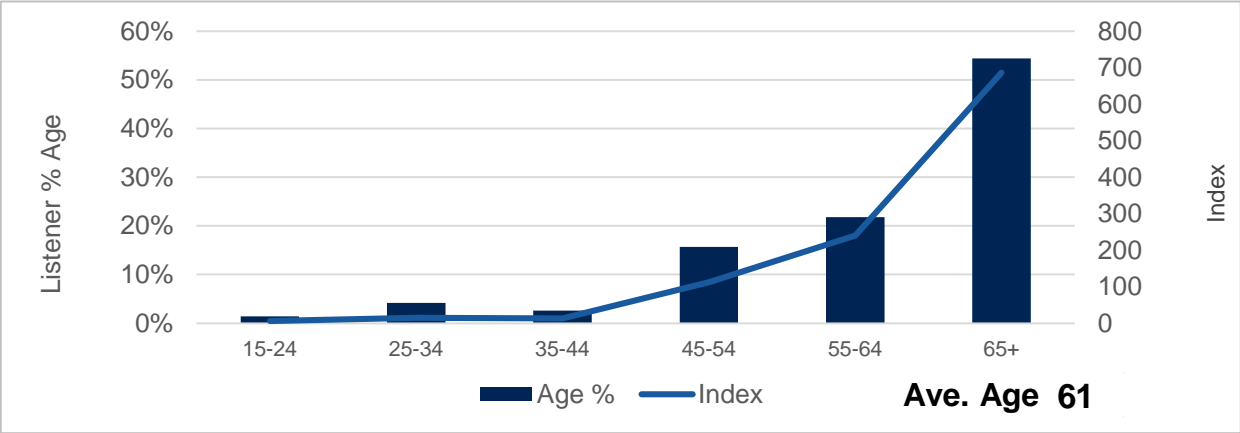
**06:55** - The Finance Week that Was – with editor Sikonathi Mantshantsha.

**08:10** – Entertainment with YouTuber Moyin Oloruntoba

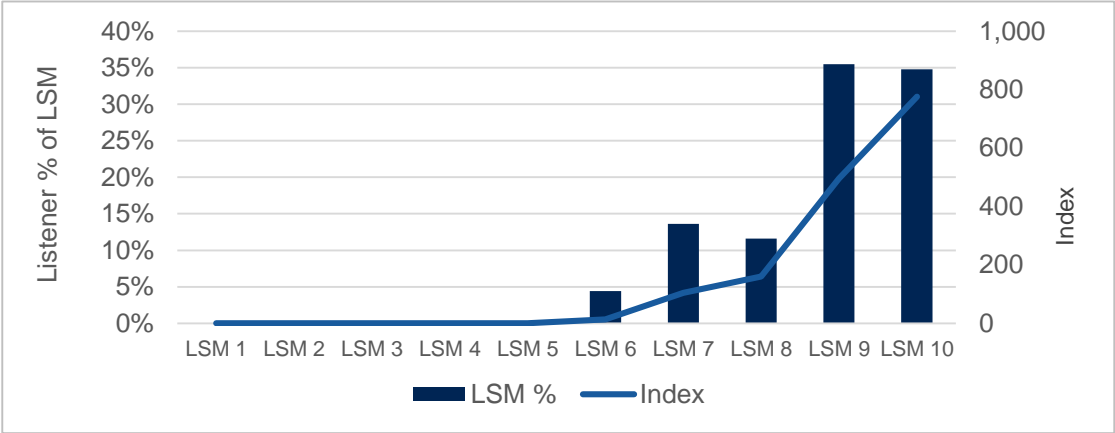
# Audience Reach & Profile



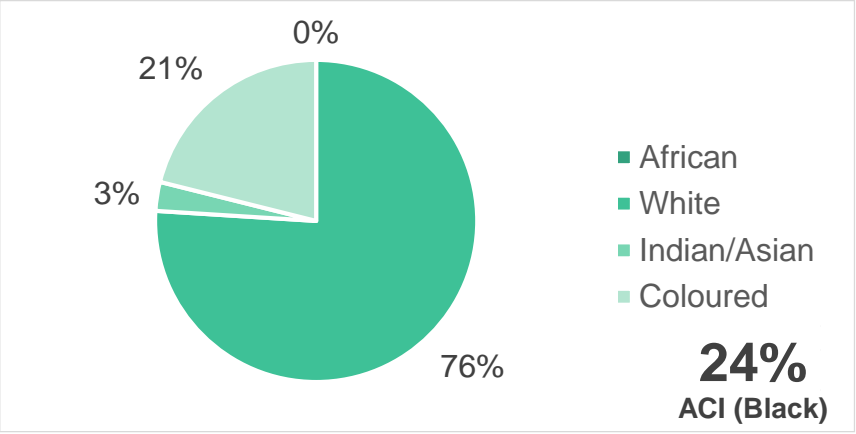
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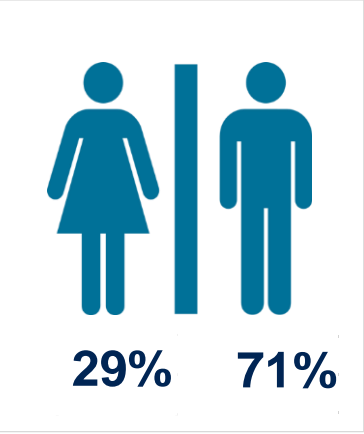
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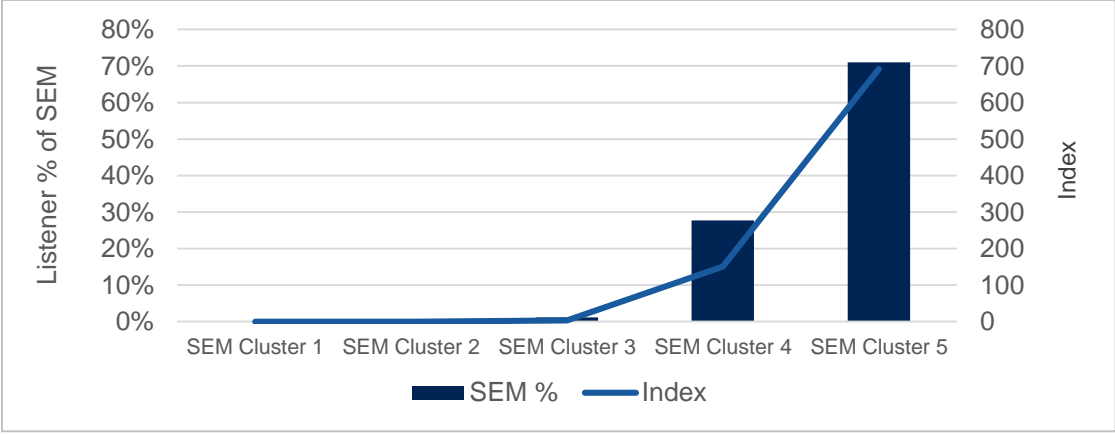
Ethnicity



Gender



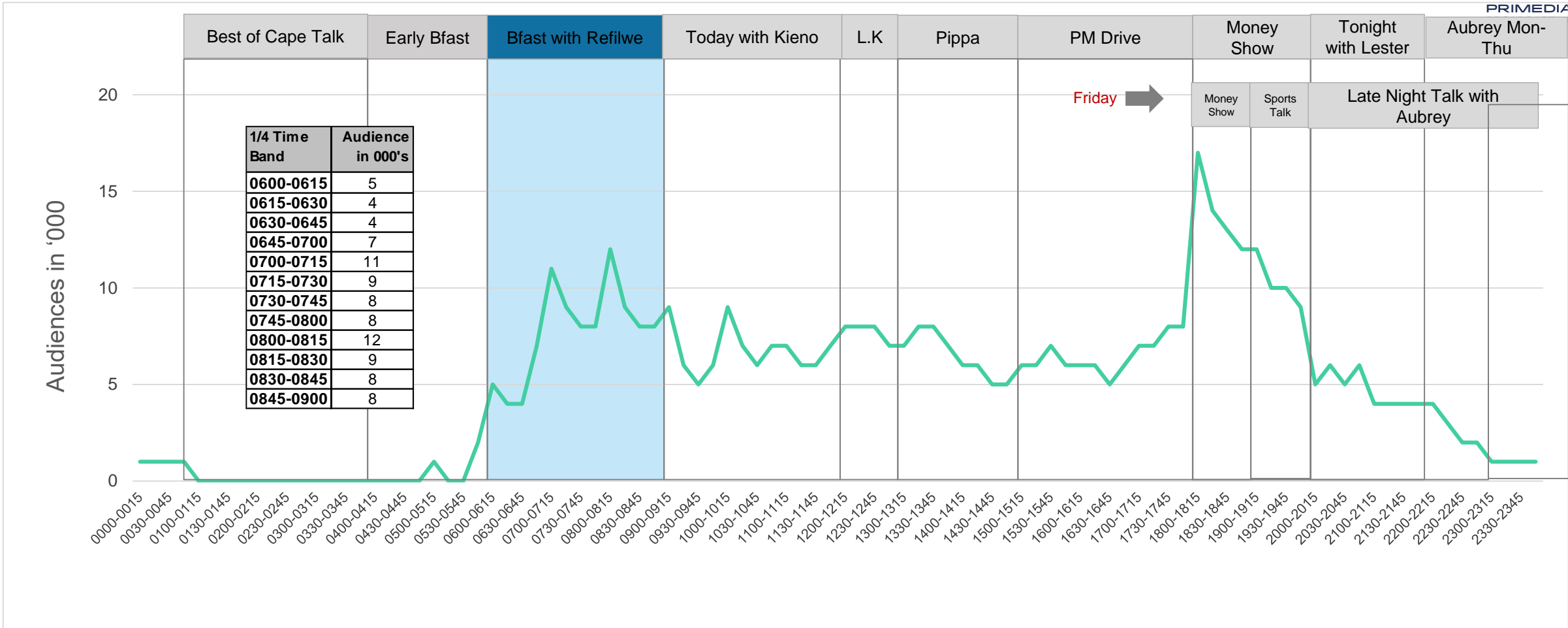
SEM



# Listening Pattern: Mon - Fri



PRIMEDIA



Listeners : 37 000 Monday to Friday Cume (06h00-09h00)  
Breakfast with Refilwe Moloto reached up to 12 000 listeners on average at its peak.





**[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...**

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