



Early Breakfast with Africa Melane

BRC RAMS April 2019 – March 2020



The Early Breakfast show

The Early Breakfast show on Cape Talk is your early morning travel, traffic and news fix. Host Abongile Nzelenzele (“Abs”) is an optimist who’s as comfortable having difficult conversations as he is sharing sports trivia.

Abs discovers with listeners, crossing daily to contributors based elsewhere on the continent and further afield. You’ll start the day feeling up-to-date and motivated.

About Abongile Nzelenzele

This velvet voiced entrepreneur and father left a career in marketing to pursue his passion – radio. Abs is adventurous.

His positive outlook and desire to motivate others mean early mornings start on a bright note, regardless of the headlines.

Abs doesn't shy away from controversy. He's tenacious and optimistic. If there's a silver lining, Abs will find it.

Regular Features

OVERNIGHT NEWS WRAP (04:10)

A 10 minute long look at stories that've made headlines over the past 8-12 hours. This segment features clips, voicers from reporters & QnA's. Interesting online items also make the cut.

PLANES & TRAINS (05:20)

Zain Johnson gives a brief 2-3 minute update on the morning's flights to and from CPT international, as well Metrorail's train schedule for the morning.

SUNRISE AFRICA REPORT (05:50)

Africa.com editor Sokhu Sibiyi speaks to Abs e very morning for about 6-8 minutes, featuring the top 3 "good news" stories which feature on their website.

Regular Features

MONDAYS, WEDNESDAYS & FRIDAYS

THE US REPORT with NYC correspondent Adrian Brune **(04:22)**.

TUESDAYS & THURSDAYS

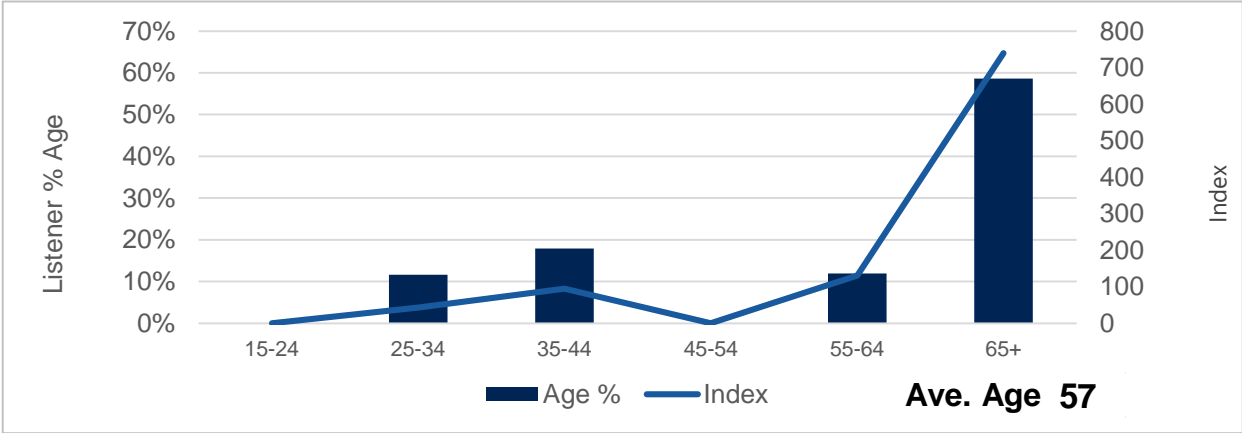
THE EU REPORT with Katie Macdonald, based in Budapest **(04:22)**.

FRIDAYS

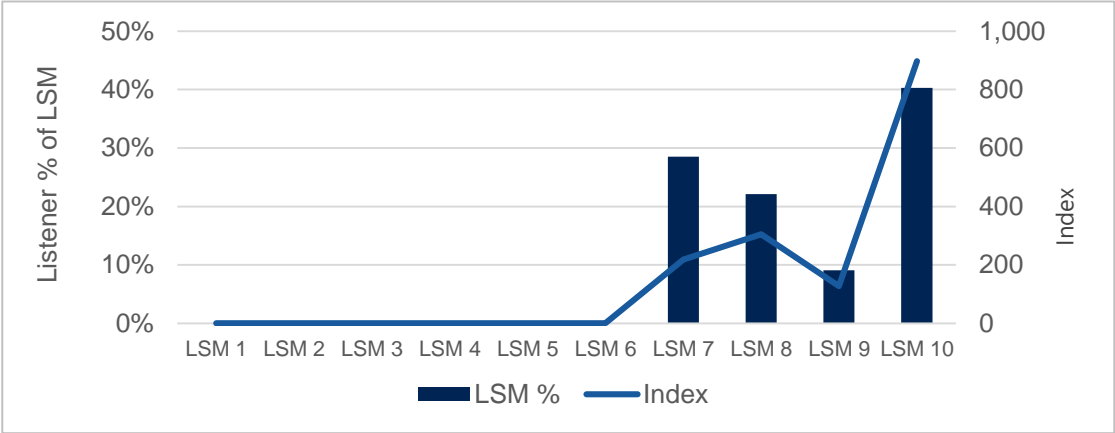
MONEY MATTERS with Sylvia Walker **(05:10)** – Financial Planner Sylvia Walker responds to money-related queries from listeners – anything from savings tips to life insurance, the pros and cons of a joint bank account, tips for buying first house etc.

Audience Reach & Profile

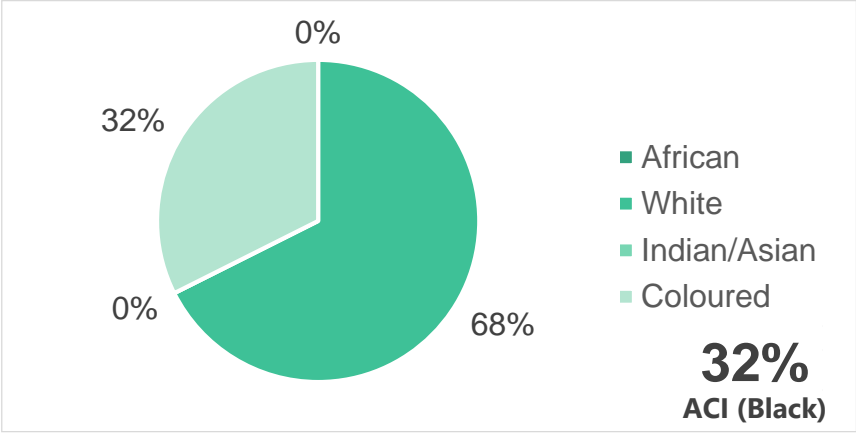
Age



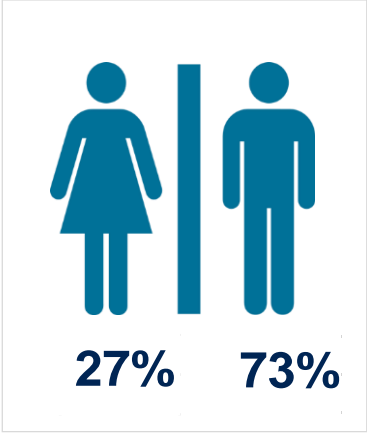
LSM



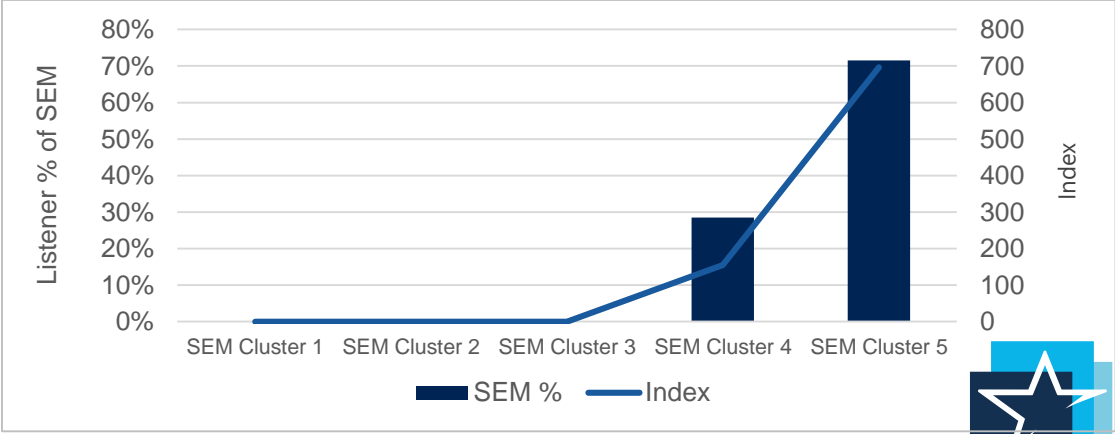
Ethnicity



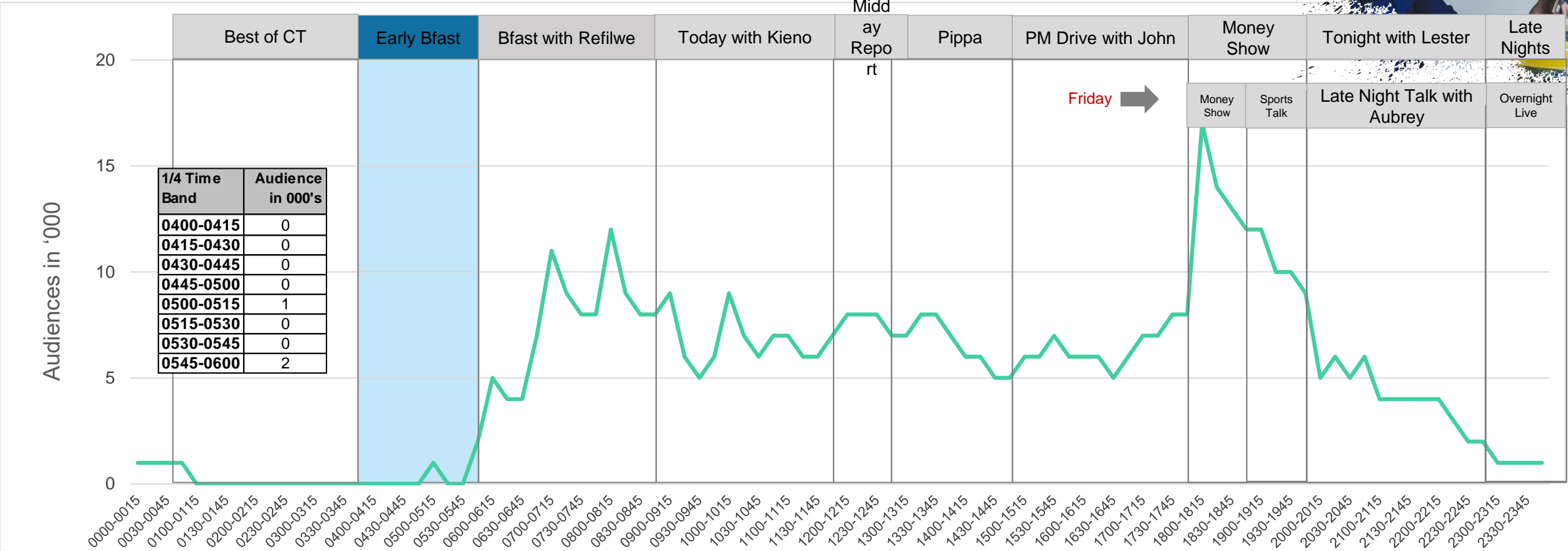
Gender



SEM



Listening Pattern: Mon - Fri



Listeners : 7 000 Monday to Friday Cume (04h00-06h00)
The Early Breakfast show reached up to 2 000 listeners on average at it's peak.



www.primediabroadcasting.co.za

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

We look forward to telling your story...

CAPETALK
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