



# Evening Talk with Aubrey Masango

BRC April 2019 – March 2020





## About Aubrey Masango

Aubrey Masango hosts an evening talk show on Cape Talk each weekday night between 8pm and 10 midnight. As is typical of an evening talk show, which has become an appointment to listen to many Cape Talk listeners, Aubrey has the time to unpack, dissect and discuss a range of different issues of interest to the audience.

He starts the first hour of his show each evening at 8pm with an hour of advice, with an expert taking calls and answering listeners' questions on health, psychology, finance and law. He takes a break on a Friday, by doing a profile interview with an interesting person, followed by a feature focussing on a South African doing great things.

The rest of the show is devoted to interviews looking at the issues of the day, and at issues of concern to the 702 listener. There is also plenty of open line time for listeners to call in, give their views and debate the issues of the day.



# Regular Features

## **Monday**

8-9pm Medical matters

## **Tuesday**

8-9pm Legal matters

## **Wednesday**

8-9pm Financial matters

## **Thursday**

8-9pm In conversation with Dr Eve (a discussion on psychological well being)

## **Friday**

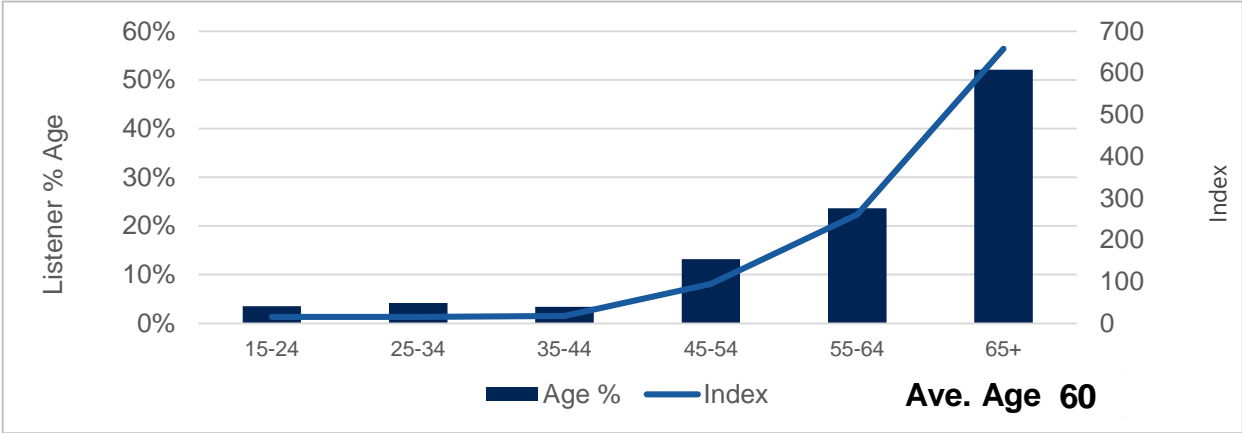
8-9pm Profile interview

9pm South Africans doing great things

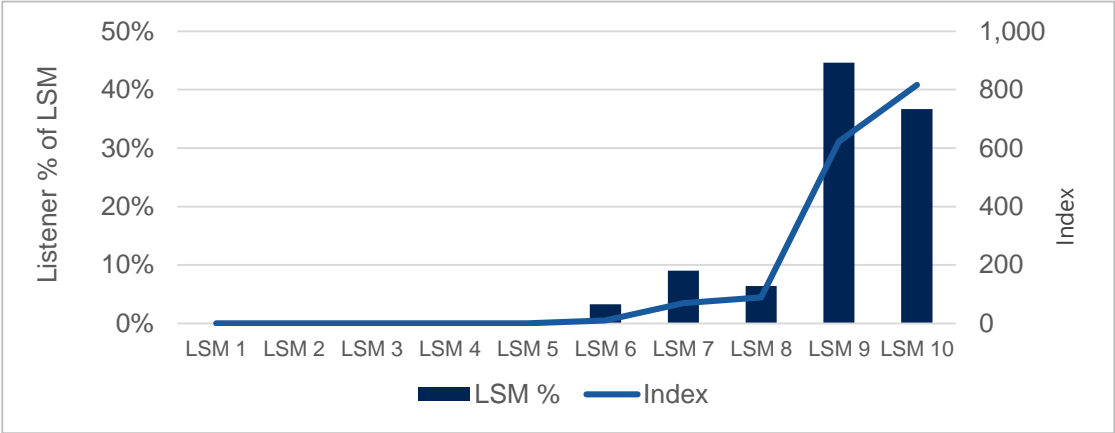


# Audience Reach & Profile: Mon-Thu

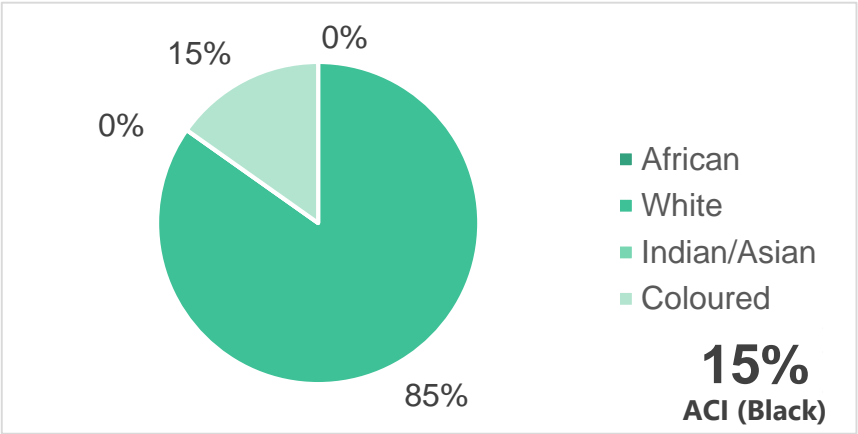
Age



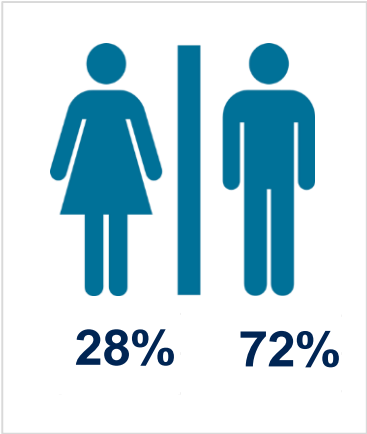
LSM



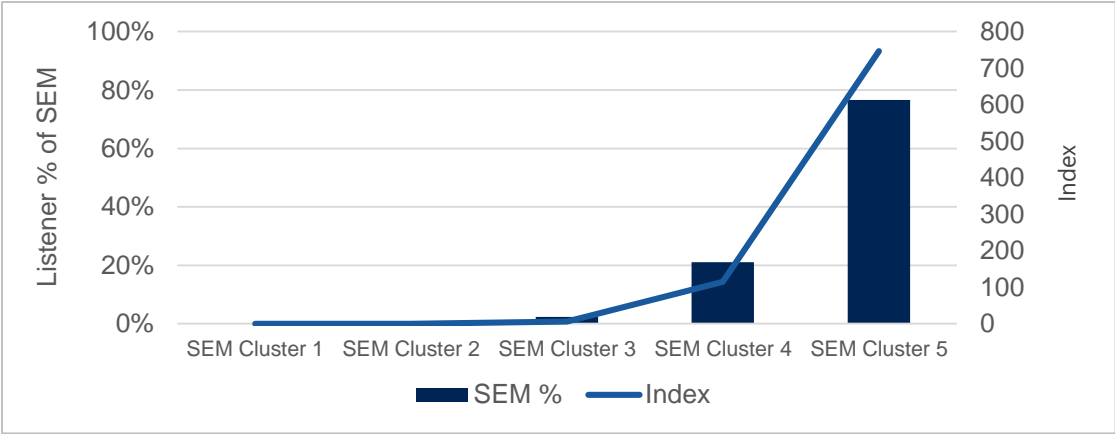
Ethnicity



Gender



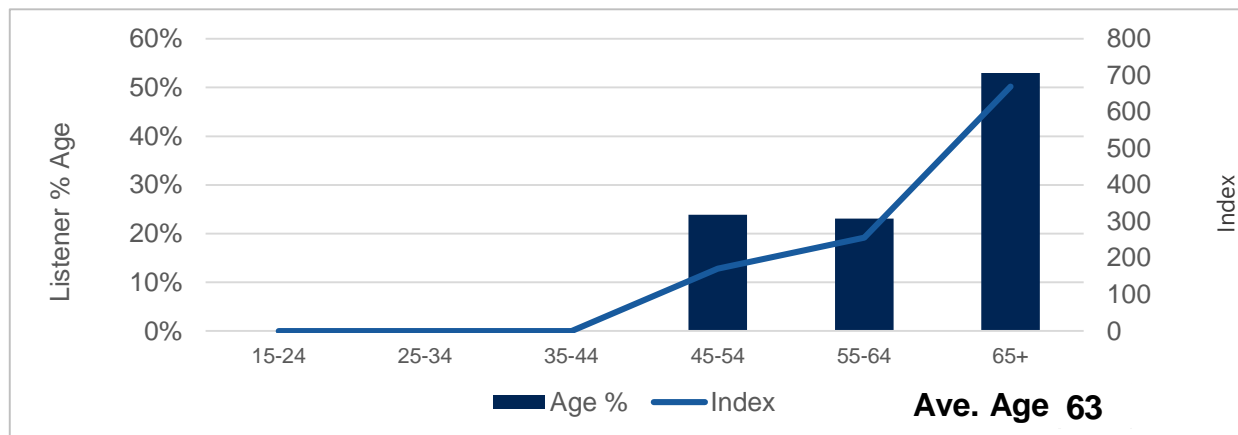
SEM



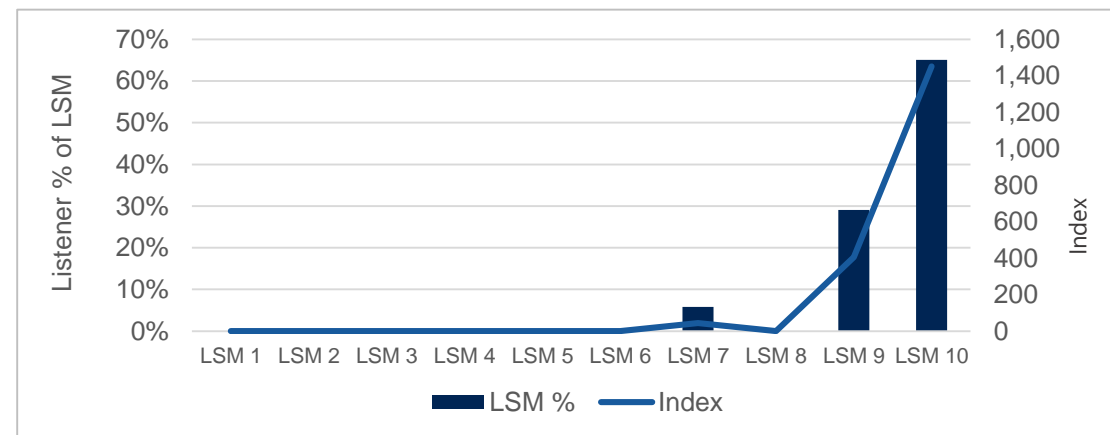


# Audience Reach & Profile: Sunday

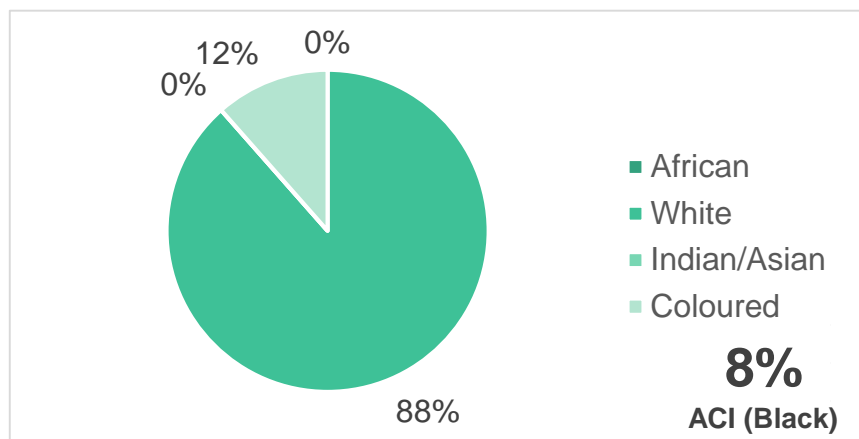
**Age**



**LSM**



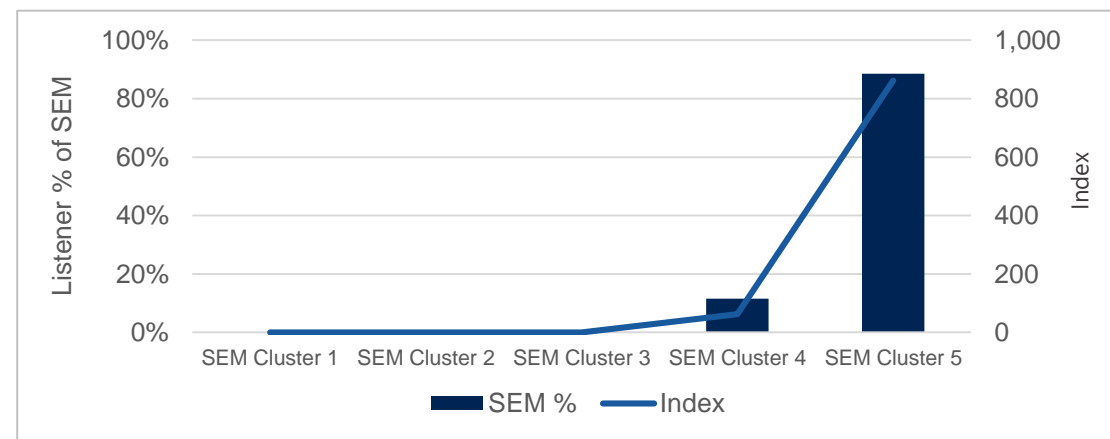
**Ethnicity**



**Gender**

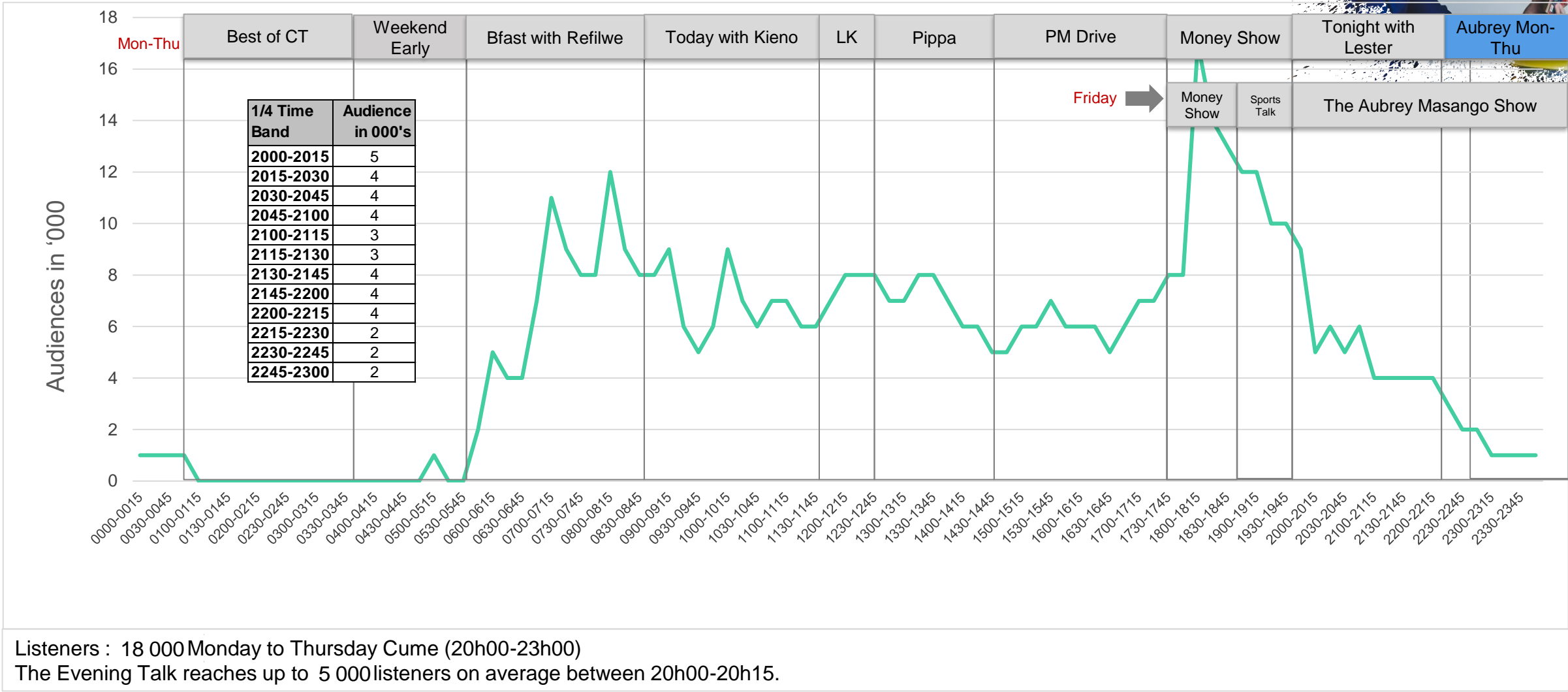


**SEM**





# Listening Pattern: Mon - Fri





# Listening Pattern: Sunday

