



PM Drive with John Maytham

BRC RAMS April – March 2020



The PM Drive

This veteran of talk radio and a seasoned news journalist serves a round-up of local and international news, coupled with the latest in business, sport, traffic and weather.



About John Maytham

John Maytham is a trained actor who made the switch to radio over 20 years ago when he joined the news team at Radio 604. He swapped reporting for anchoring a morning drive show at a national station, before moving to Cape Town.

John's general knowledge often stymies his colleagues. "I have a magpie-like memory. I notice and remember odd details about a variety of events, topics and people." John hosted CapeTalk's firstbreakfast show when the station launched 21 years ago.



Regular Features

MONDAYS

CARS (16:55) with Juliette Macquire (from WOMEN ON WHEELS) – occurs every 2nd week.

TUESDAY

HARD DRIVE (16:55) – All things tech related; which are the new Apps everyone's talking about?
What are the interesting gadgets on the market?

WEDNESDAY

BUSINESS IN AFRICA (15:20) with Refilwe Moloto– She's an analyst and advises central banks across the continent.

THURSDAY

"PLAN B" (15:40) with columnist, author and satirist Rebecca Davis
ACTIVE CITIZENSHIP with Lisa Sonn **(16:55)** – occurs every 2nd week
WINE (sponsored by Piccardi) **(17:55)**.

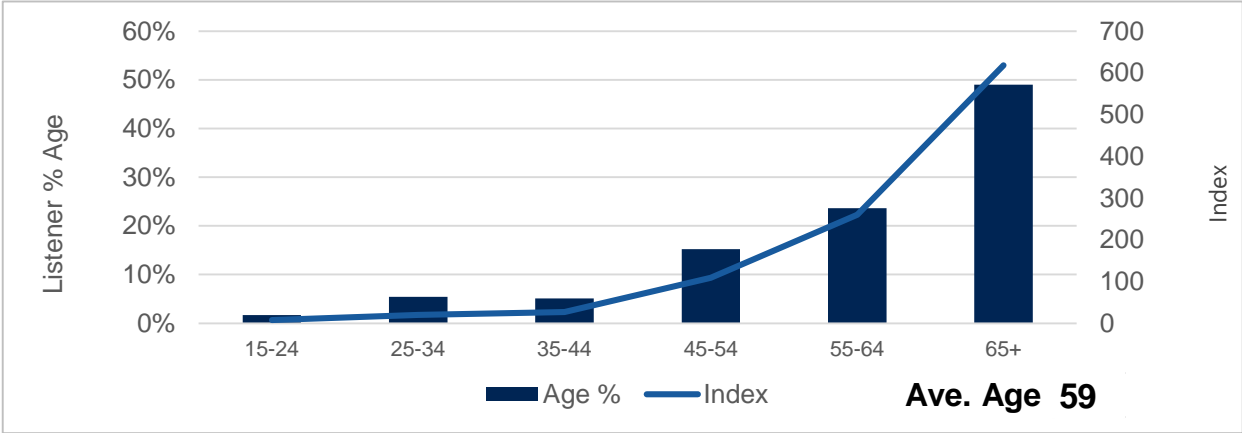
FRIDAYS

BOOK REVIEW (16:20)

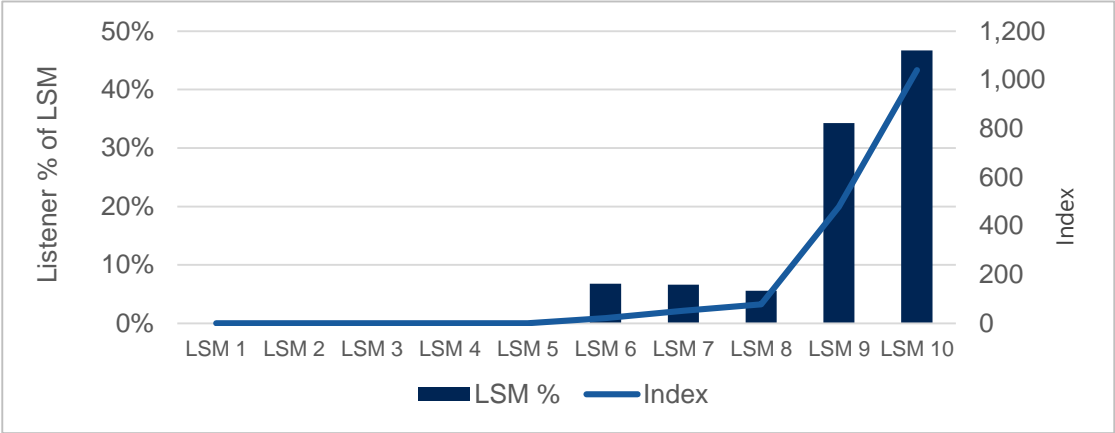
Audience Reach & Profile



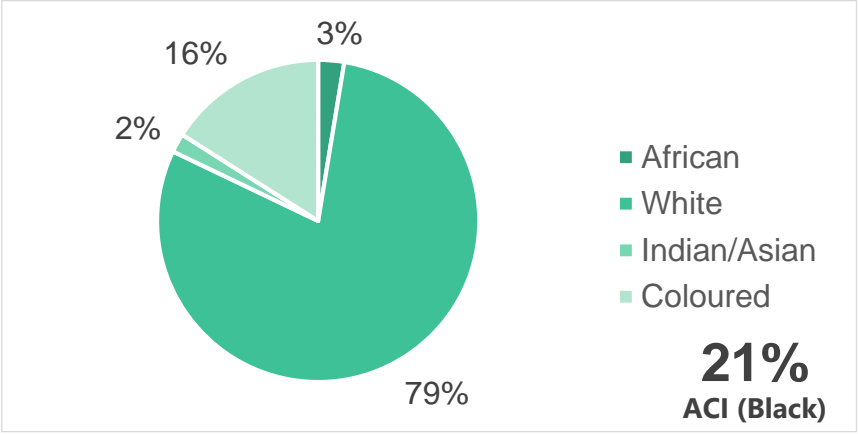
Age



LSM



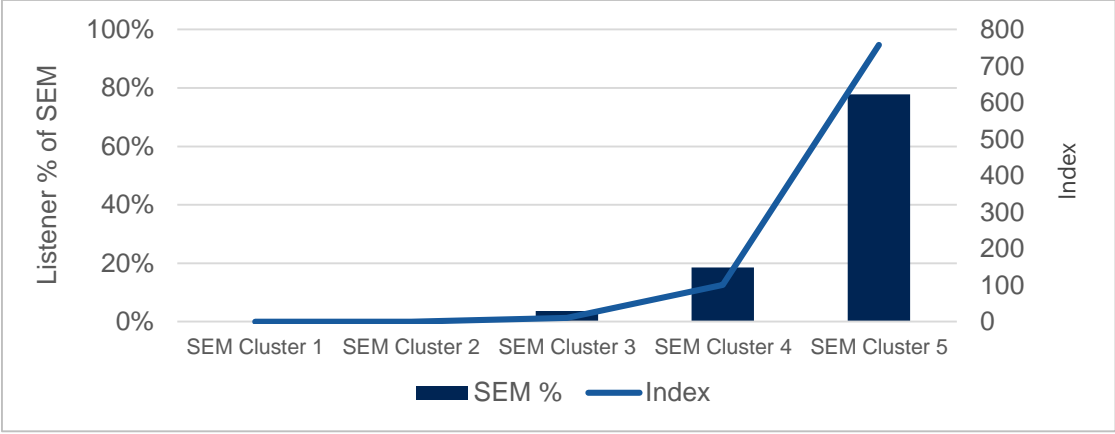
Ethnicity



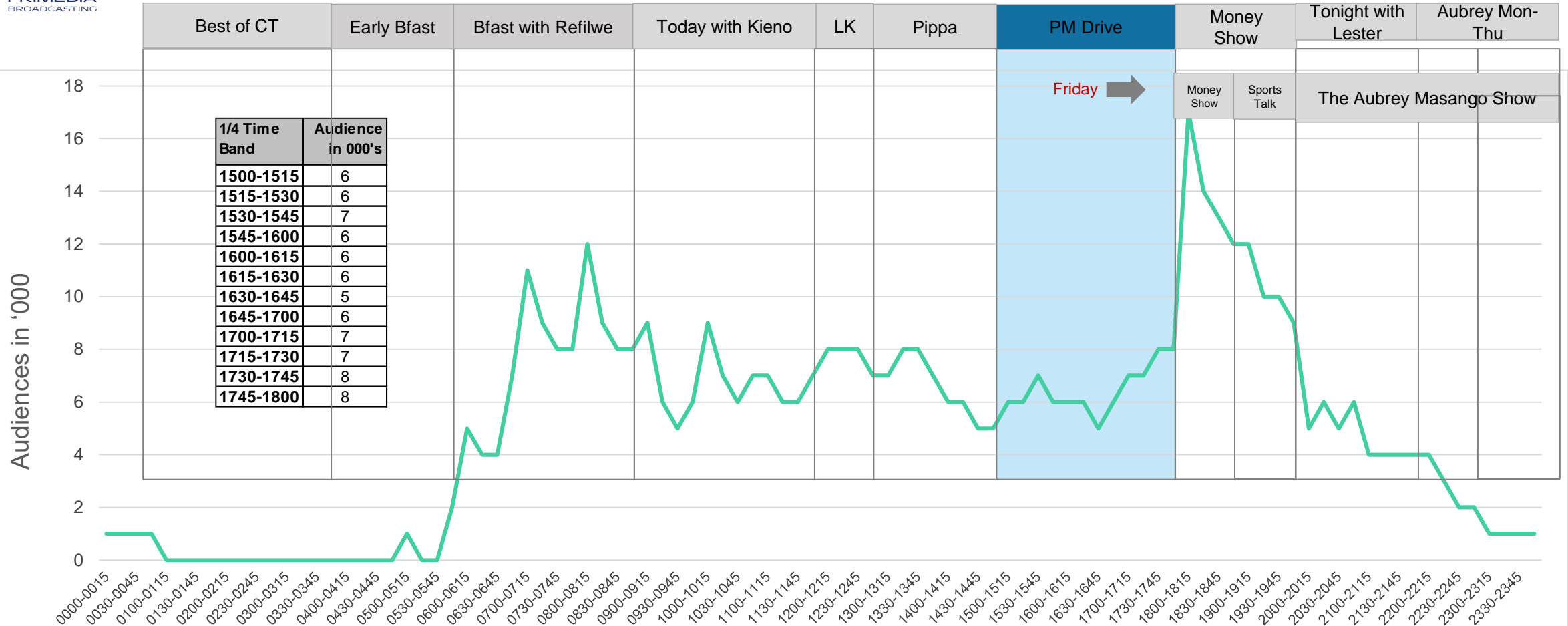
Gender



SEM



Listening Pattern: Mon - Fri



Listeners : 40 000 Monday to Friday Cume (15h00-18h00)
 PM Drive reaches up to 8 000 listeners on average between 17h45-18h00.



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

We look forward to telling your story...

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