



Lunch with Pippa Hudson

BRC April 2019 – March 2020



PRIMEDIA
BROADCASTING



Lunch with Pippa Hudson

Lunch with Pippa Hudson on CapeTalk offers listeners respite from hard news to explore, taste, read and reflect.

The 2-hour program helps listeners navigate life. Features range from health & wellness to food, DIY and cars.

On Wednesdays award-winning journalist Wendy Knowler shares interesting case studies as part of ConsumerTalk.

About Pippa Hudson

Philippa (Pippa) Hudson completed her Honours degree in English at the University of Witwatersrand.

She trained in radio news at Johannesburg's ABC Ukwazi broadcasting school but her on-air career started in 1998 as a news reporter at Classic FM, and a year later she moved to Cape Town to join a commercial radio station where she was later promoted first to News Editor and then to Station Manager in 2003.

Hudson opted for a short break from radio to raise her two young children, and during this period, developed a successful freelance business as a journalist and corporate writer. She was lured back into radio in 2008 by the opportunity to work at CapeTalk/702 as part of the Eyewitness News team.

"I have always considered these stations to be the premiere radio news suppliers in South Africa, and the opportunity to get back on the air and be part of this dynamic team was one I relished," she says. "It is a privilege and an exciting new challenge for me to fulfil the role of lunchtime host."

Follow Pippa on twitter: [@pjchudson](https://twitter.com/pjchudson)

Regular Features

MONDAYS

13:30-14:00 Food - Broken down into 10 mins for a featured cookbook of the week, and 20 mins covering a food theme and taking listener's food and cooking questions with various celebrity chefs such as Zola Nene, Pete Goffe-Wood, Tjaart Walraven, etc.

14:00-14.20 New Beginnings - Featuring somebody who's recently embarked on a new experience, changed their life for the better, or adopted a radical new approach to some new aspect of their life (eg. health, career, relationships)

TUESDAYS

13:30-14:00 Fabulous Life -- Looking at finer things in life – art, culture, wine, whisky, travel, fashion, décor. Listeners will have the opportunity to call in for advice, tips and more, from the guest.

14:00-14:20 Family Matters - Tackling issues around family relationships – from parenting, to adult relationships, to caring for the older members of the family. The slot covers all aspects, including education, children's books and entertainment, family friendly activities, and more – and hosts various experts in each field.

14:40 Fabulous Find -- A featured service, or place that listeners have nominated for being great at whatever (from a great coffee shop, to a great butcher, car wash, etc) with a focus on finding hidden gems in our own backyard.

Regular Features

WEDNESDAYS

13:00-14:00 ConsumerTalk with award-winning journalist Wendy Knowler.

14:00-14:20 Inspiration Wednesdays - Inspiration Wednesdays was designed to offer listeners some midweek inspiration to help them get over the hump in the week. Inspirational guests join Pippa for an in-depth discussion into their lives and what's made them inspirational.

14:40 Cars - We take listeners questions about everything car-related, from which car to buy, to what could be wrong with a car.

THURSDAYS

13:30-14:00 DIY - A feature answering all DIY questions our listeners may have. We have regular experts in topics such as plumbing and electric.

14:00-14:30 Health and Wellness - Focusing on health and answering listener's medical questions. Themes are followed each week (ie. optometry, heart disease, diabetes, etc)

FRIDAYS

13:30-14:00 5 Things To Do - A "what's on" feature that covers five different events that listeners should go to.

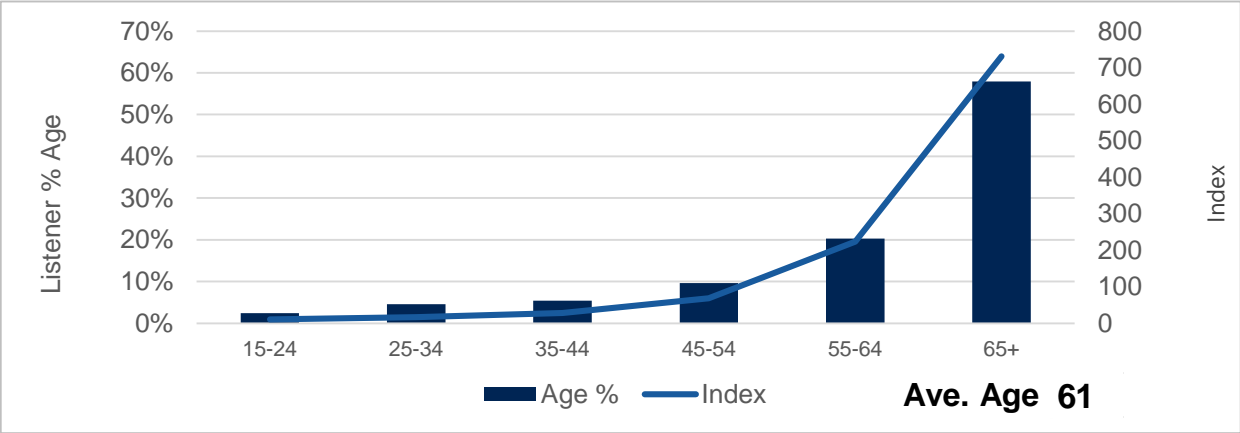
14:00-14:00 Pippa's Planet - We start off with a quick 5min interview around green living or conservation (known as "the green interview"), followed by the gardening slot loved by all with green fingers – where we have an expert answer listeners' gardening and plant-related questions

14:40 Music - Talking about (and playing) music that's both from yesteryear and present, with music news and listener interaction incorporated. We generally interview musicians in this slot – from up and coming artists, to world famous musicians.

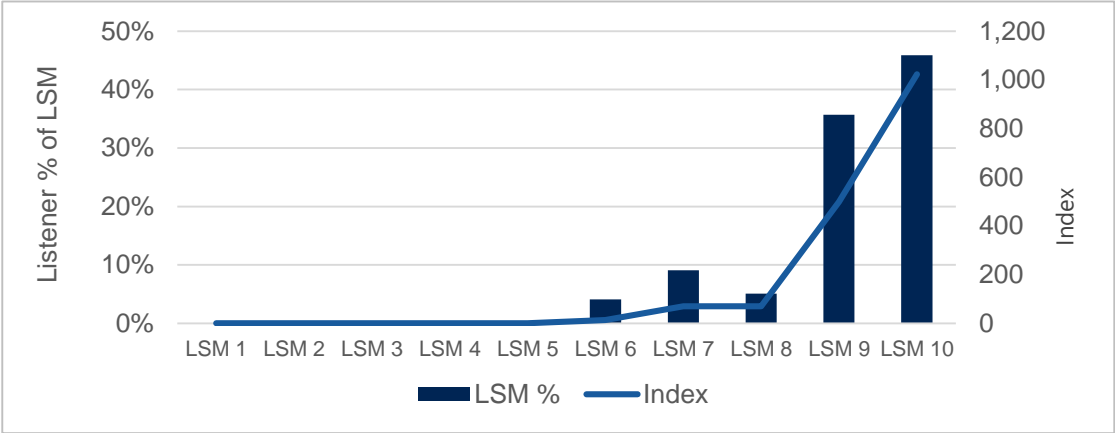
Audience Reach & Profile



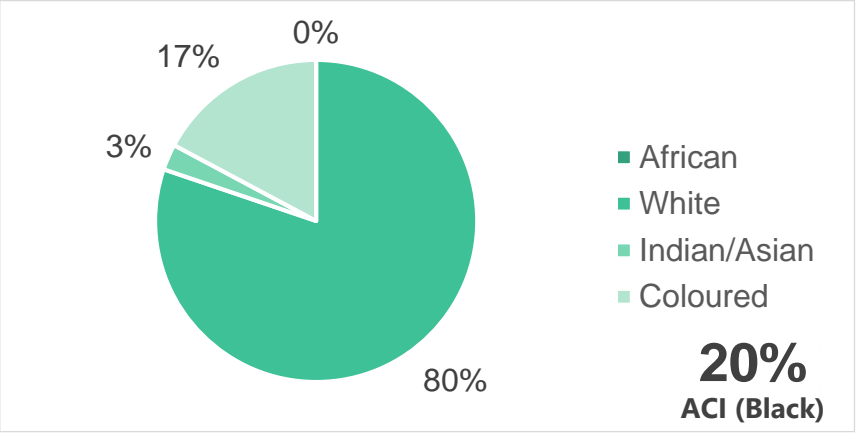
Age



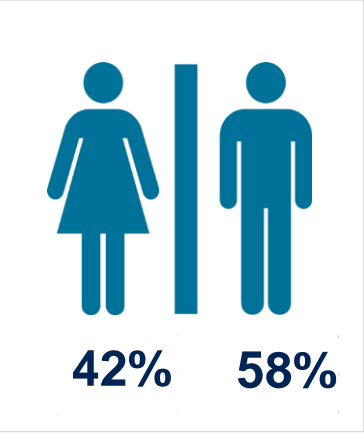
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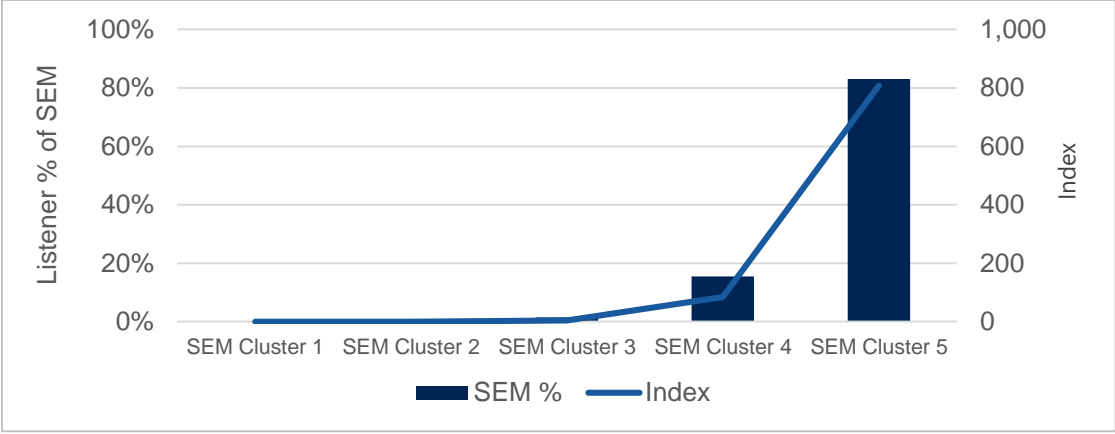
Ethnicity



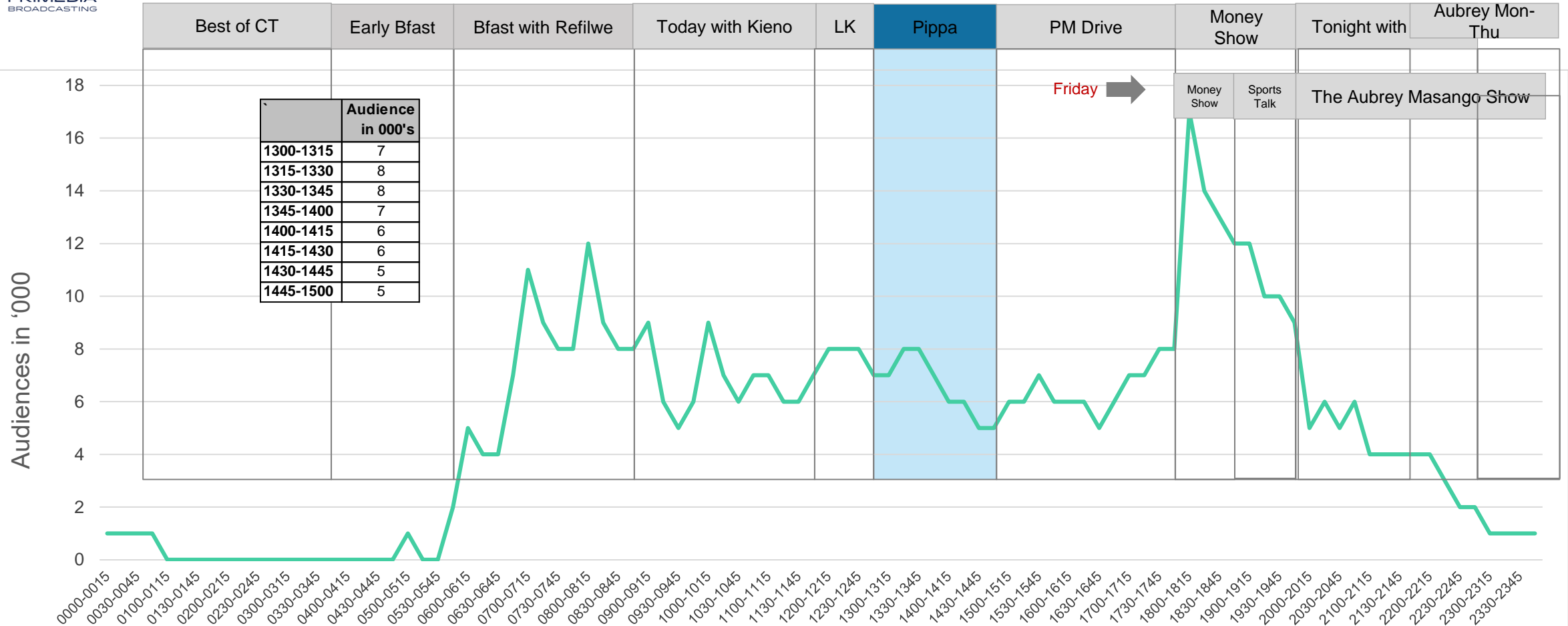
Gender



SEM



Listening Pattern: Mon - Fri



Listeners : 29 000 Monday to Friday (13h00-15h00).
 Lunch with Pippa Hudson reaches up to 8 000 listeners on average between 13h00-13h15.



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