

EARLY MORNINGS WITH LIEZEL

Monday to Friday 05:00 – 06:00





THE SHOW

Rise and shine to the tune of your early morning power-hour with Liezel van der Westhuizen!

'Early Mornings with Liezel' has a positive and inspirational lifestyle slant, aimed at listeners who are up and about getting ready for the day. The power-hour show includes The Feel Great Fitness Guide, the latest Eyewitness News reports, traffic updates and The Most Music to make you feel GREAT! In fact, feeling great is what listeners tune in for.

Don't miss 'Early Mornings with Liezel', weekdays, 05:00 - 06:00 on Kfm 94.5.

Follow the show on social media:

Twitter: @KFMza #EarlyMornings

Facebook: @KFMza #EarlyMornings

ABOUT LIEZEL

No one makes being positive look so effortless and appealing – well, except our resident fitness enthusiast. Liezel van der Westhuizen is host of 'Early Mornings with Liezel' - Cape Town's early morning wake-up call in the lead up to 'Kfm Mornings with Darren, Sherlin and Sibs'.

Fitness and lifestyle are important to the award-winning presenter and Personal Brand coach. This Capetonian has completed the Ironman Triathlon (after only 12 weeks of training!), cycled across the Himalayas with a blind athlete on a tandem bicycle, and completed the legendary Dusi Canoe Marathon to name just a few of her fitness achievements.

It's no surprise then that her early morning show on Kfm 94.5 has a strong wellness slant. But 'Early Mornings with Liezel' is also highly inspirational - from featuring unique and unusual activities, to encouraging her avid Twitter following to stick to their fitness commitments - for her it's all about helping people getting moving.

"It's about having fun and being social. Fitness doesn't have to be about being the best. It's about showing up. I mean I'm not the fittest or fastest, but I'm definitely the one having the most fun!"

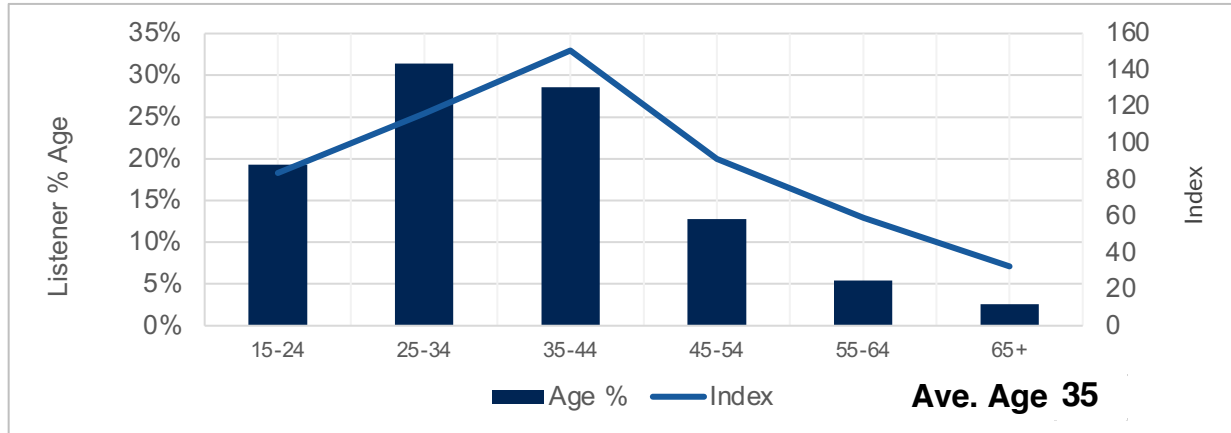
As of June 2021, Liezel's social media following included 93 000 followers (Twitter) and 30 000 followers (Instagram). Follow her on:

Twitter: @liezelv

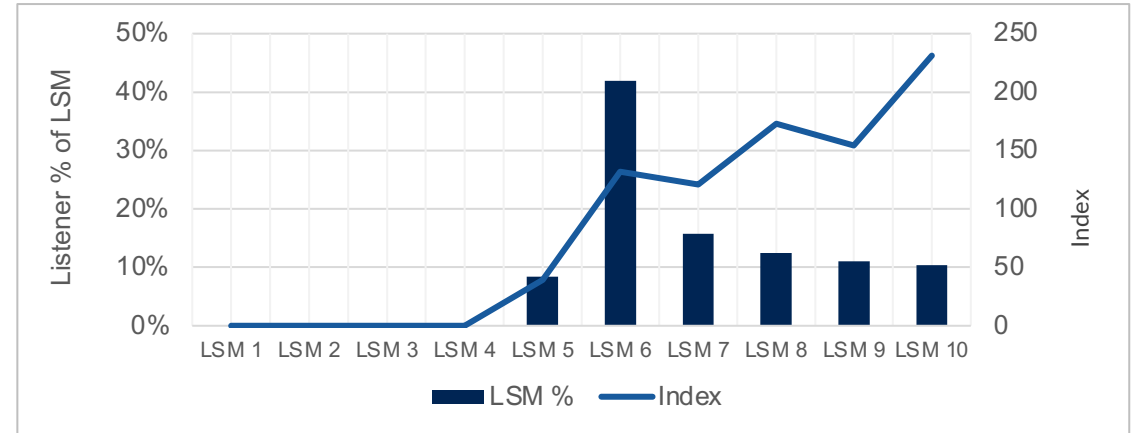
Instagram: @liezelonline

AUDIENCE REACH AND PROFILE

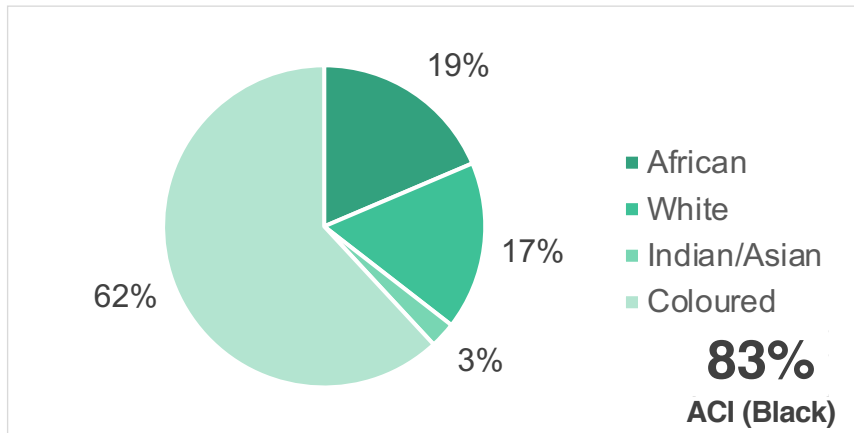
Age



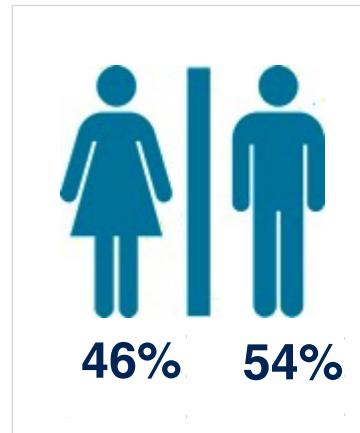
LSM



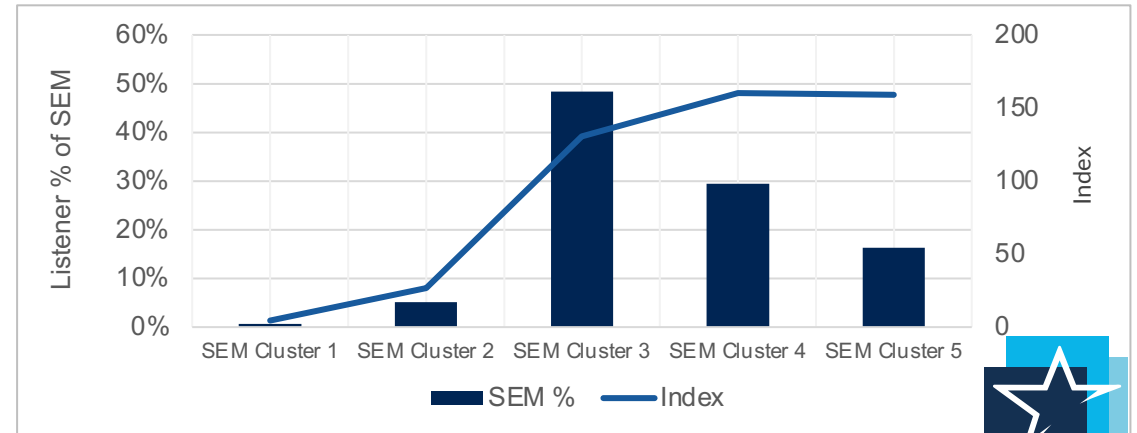
Ethnicity



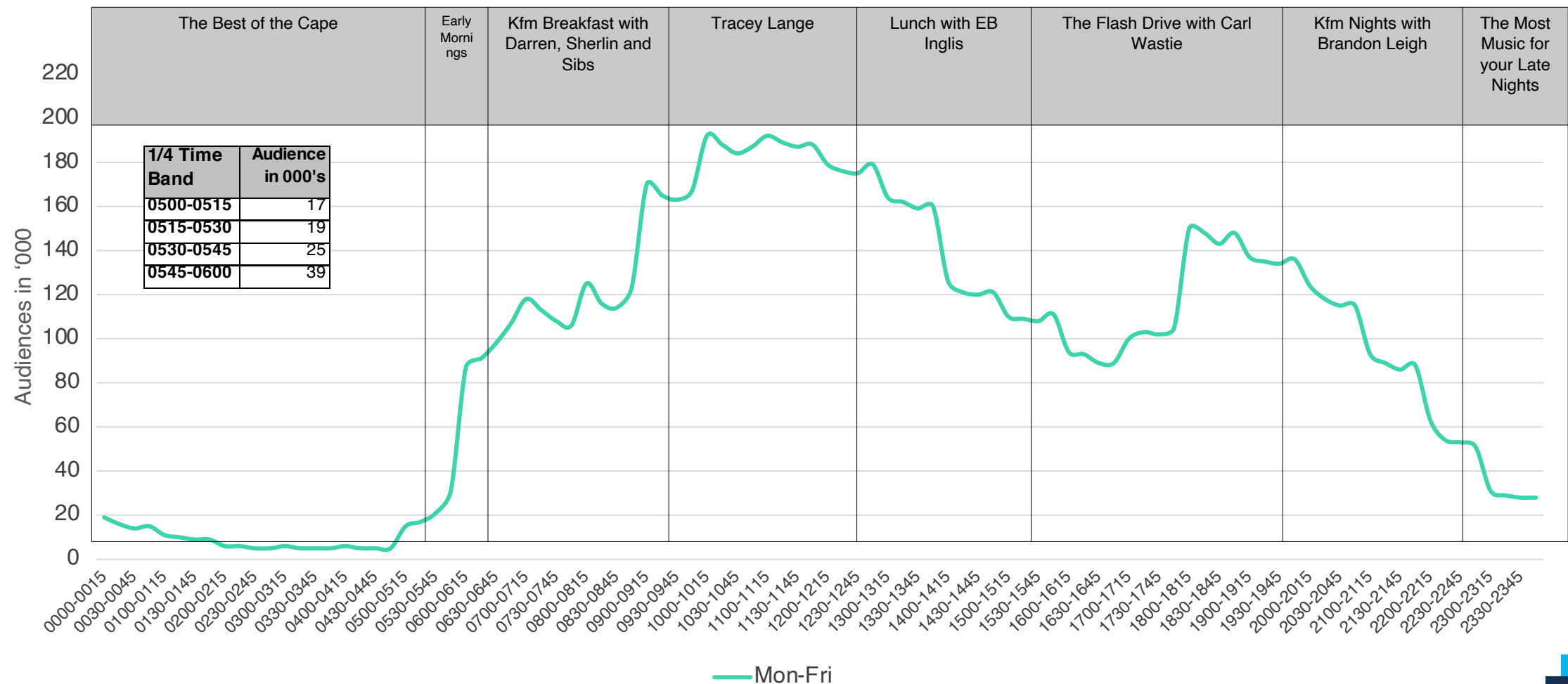
Gender



SEM



LISTENING PATTERN - WEEKDAYS



99 000 Monday to Friday Cume (05h00-06h00) and 39 000 listeners on average at its peak.



LINE UP

Weekdays

05:00 - 06:00	Early Mornings with Liezel van der Westhuizen
06:00 - 09:00	Kfm Mornings with Darren, Sherlin, and Sibs
09:00 - 12:00	Mid-Mornings with Tracey Lange
12:00 - 15:00	Lunch with EB Inglis
15:00 - 19:00	The Flash Drive with Carl Wastie
19:00 - 22:00	Kfm Nights with Brandon Leigh
22:00 - 01:00	The Most Music for your late nights
01:00 - 05:00	The Best of the Cape

Saturdays

01:00 - 04:00	Kfm Weekend Overnights with Mitch Matyana
04:00 - 07:00	Jonathan Duguid
07:00 - 10:00	Weekend Breakfast with EB Inglis
10:00 - 14:00	Kfm Top40 SA with Carl Wastie
14:00 - 18:00	Mitch Matyana
18:00 - 21:00	The BLOK party with Mamohau Seseane
21:00 - 01:00	The BLOC party

Sundays

01:00 - 04:00	Mitch Matyana
04:00 - 07:00	Jonathan Duguid
07:00 - 10:00	Sunday Breakfast with Saskia Falken
10:00 - 15:00	Sundays with Brandon Leigh
15:00-19:00	#KFMSundaze
19:00 - 22:00	Sunday Love Songs with Mamohau Seseane
22:00 - 01:00	Automated





THANK YOU