

KFM MORNINGS WITH DARREN, SHERLIN AND SIBS

Monday to Friday 06:00 – 09:00





THE SHOW

The camaraderie and witty banter between Darren, Sherlin and resident sports-fundi Sibs make Kfm Mornings unique in the Western Cape radio landscape.

The team is known for giving audiences an escape from 'adulting'; surprising them with sharable content, the best music, big-name interviews and life-changing moments.

Darren, Sherlin and Sibs bring their unique views and diverse backgrounds to every topic and content piece – from the funny to the thoughtful. Lively debate often ensues on a wide range of topics including parenthood (Darren is a father of two boys while Sherlin and Sibs are living it up on the Cape Town social scene), beating the traffic blues (Sherlin does not drive) and relationships. But the team unites in their passionate support of local communities and homegrown talent in the Western Cape.

With the supporting cast including technical producer Rameez, producer Wes and producer Brad, Kfm Mornings won the 2018 Liberty Radio Award for Breakfast Show of the Year. And in 2020, Darren won the South African Radio Awards Best Breakfast Show Presenter of the Year.

Experience Kfm Mornings with Darren, Sherlin and Sibs – weekdays 06:00 to 09:00 and on Twitter and Facebook @KFMza

ABOUT DARREN SIMPSON

Darren 'Whackhead' Simpson might be known for his recognisable voice and his signature brand of humour, but there is much more to this multiple award-winning broadcaster, stand-up comedian, father and family man than meets the eye.

Darren is widely known for his work ethic. A typical workday starts at 4am and ends just before midnight when he falls into bed. It's a jam-packed day for meetings, show prep and family time. He is also working on his next comedy show, and rumours abound of an autobiography in the making. Darren is always thinking about his next show topic or prank and often finds he has his best ideas when zoned out driving or pounding a chicken breast into a schnitzel.

After nearly 30 years in broadcasting and entertainment, Darren still thinks his biggest claim to fame is marrying a woman 10 years younger than him. And this father of two young boys simply adores the experience of being a parent. "Being a father and knowing you are responsible for these little human beings changes everything," he says. "You work harder, you become less reckless. I guess you grow up!"

Catch Darren 'Whackhead' Simpson weekdays 06:00 - 09:00 on Kfm Breakfast with Darren, Sherlin and Sibs.

Twitter - @WhackheadS (218k followers)

ABOUT SHERLIN BARENDS

Bold, bald and bubbly, Sherlin Barends has more hair on her teeth than on her head. This Maties girl loves spending her weekends experiencing the beauty of Cape Town. She's the warm, recognisable voice that epitomises the heart and soul of Cape Town; a proud feminist, plant mom of 25 (and counting!), and someone who makes yoga, self-love and self-care a daily priority.

Sherlin believes in working hard and playing hard. She loves the outdoors, so over weekends you'll find her on an adventure or enjoying good food, good wine and excellent company. People are her passion and connecting with them, her purpose.

In 2020, Sherlin openly discussed her struggles with mental health, and has since then become a powerful advocate for mental health awareness. You can listen to her heartfelt talk [here](#).

Her pet peeves include littering, and she is known at Kfm 94.5 for being Uber's number one client.

Facebook: Sherlin Barends

Instagram: @sherlinbarends (15 000 followers)

Twitter: @sherlin_barends (3 700 followers)

ABOUT SIBONGILE MAFU

Sibongile is a dynamic columnist, editor, writer, social media influencer and a spirited part of the Kfm 94.5 Mornings team as co-host and sports anchor.

Sibs is also a funny, thought-provoking columnist and writer who has contributed work for some of SA's most renowned publications. She has a keen interest in the wine and beverages industry and has a vibrant wine video series on Pick n Pay's YouTube channel called Glass Act. The video series spawned Pick n Pay's beverages magazine (also called Glass Act) of which she is the editor-in-chief.

Sibongile is a hilarious blogger and very active on Twitter. She was voted as one of W24's Top Tastemakers 2016 – a award recognising women making waves on social media in South Africa.

Sibongile loves sport (especially cricket), reading, wine, movies and Beyoncé. Her most famous quote: "Wine is my boyfriend."

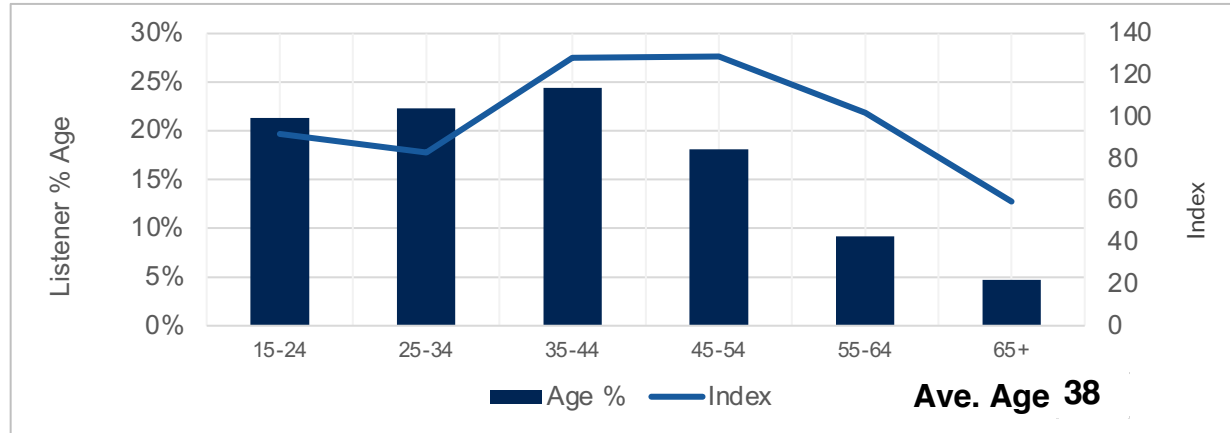
Instagram: @sboshmafu (12 000 followers)

Twitter: @sboshmafu (48 000 followers)

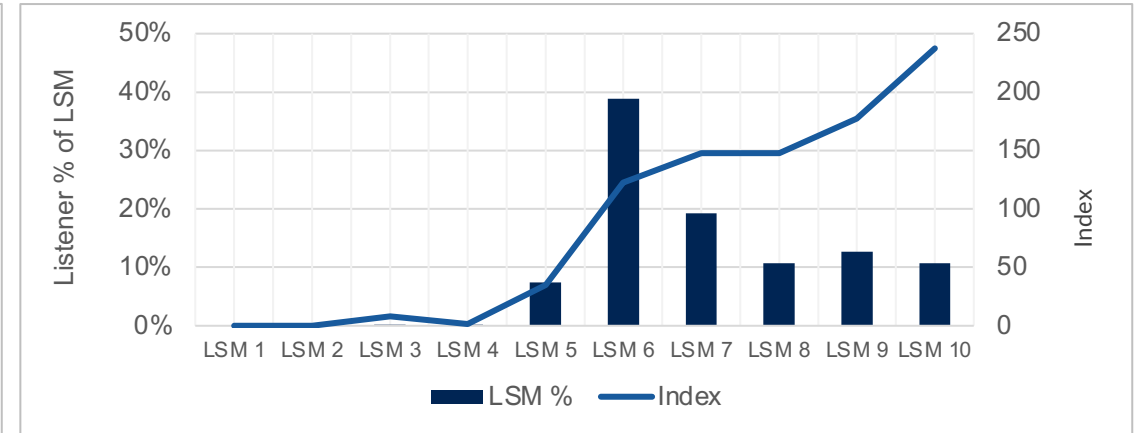
AUDIENCE REACH AND PROFILE

kfm 94.5

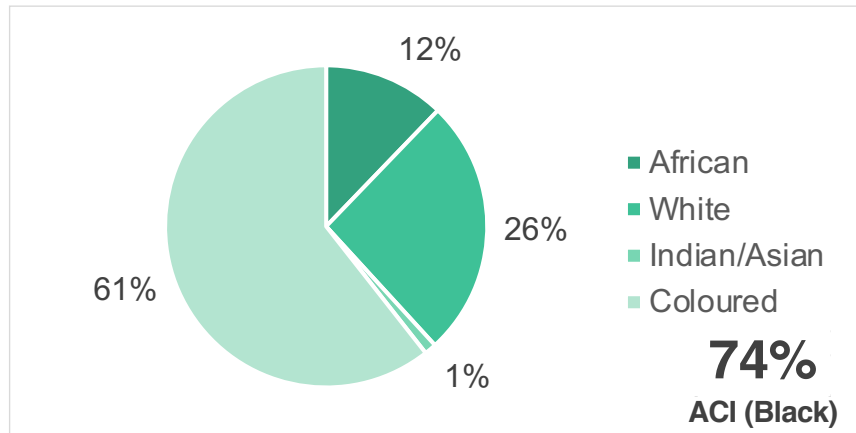
Age



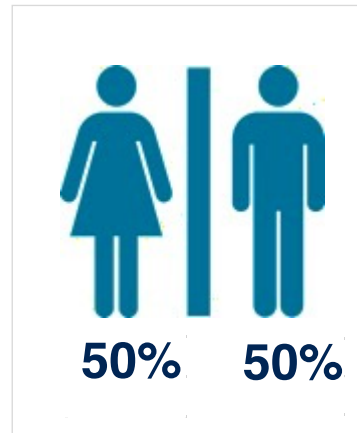
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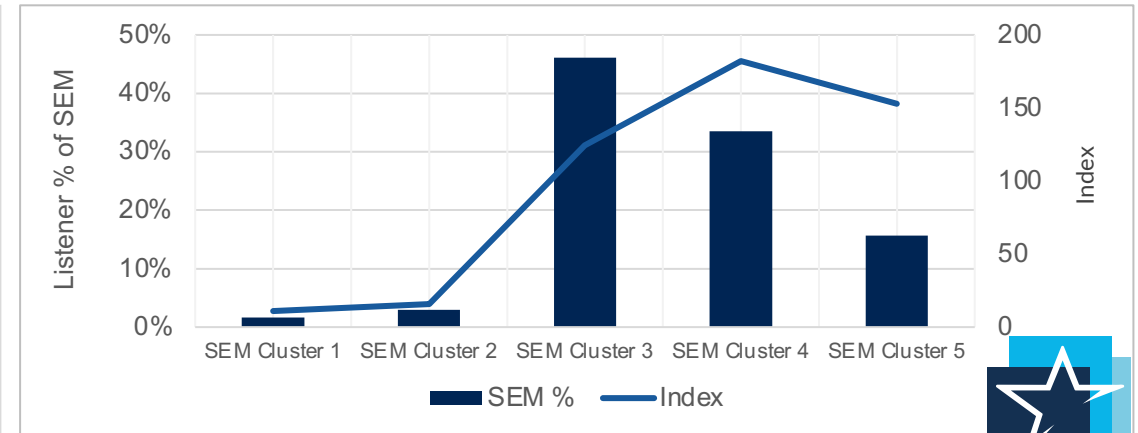
Ethnicity



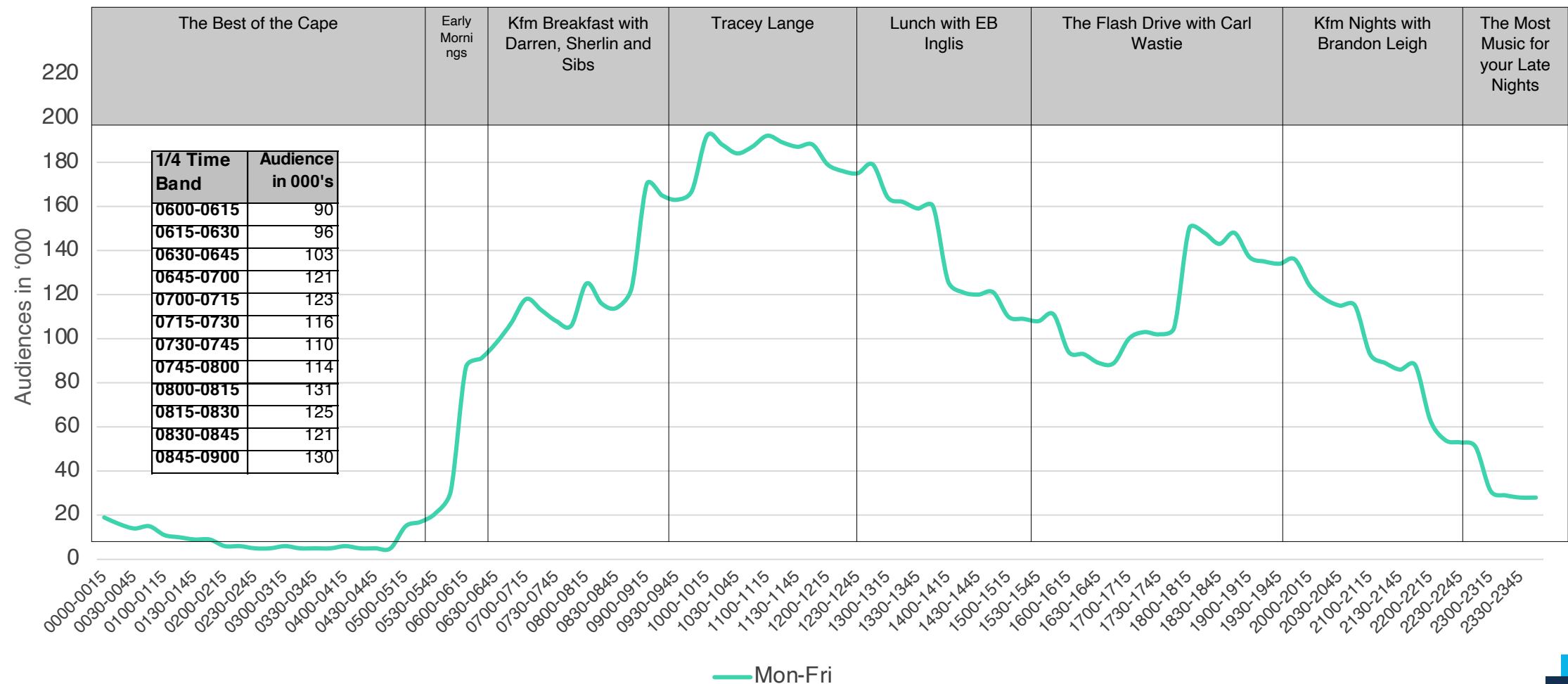
Gender



SEM



LISTENING PATTERN - WEEKDAYS



Kfm Mornings with Darren, Sherlin and Sibs reaches 131 000 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