

THE FLASH DRIVE WITH CARL WASTIE

Monday to Friday 15:00 – 19:00



kfm 94.5



THE SHOW

After a long day, The Flash Drive with Carl Wastie drives you home with the best mix of fun, entertainment, feel-great moments and of course the most music to make you feel GREAT! So whether you're picking the kids up from school or heading home after pulling a full nine to fiver - Carl and the team will ease you out of your day and into the evening.

Carl is well known in the city for his creativity and unique way of interacting with listeners. He sees the audience as his co-hosts, giving them the space to drive content, conversation and music choice. He always manages to weave listeners' experiences, his passion for soccer and his love for the city into the narrative of the show.

Carl's personality comes through in various features in his show, including Psy-Carl-logy that taps into his Psychology studies and Wanne Las celebrating his love for music.

Carl is supported by co-host Zoë Brown who handles traffic for the day.

ABOUT CARL WASTIE

Carl Wastie is a Cape Town born and bred broadcasting talent, creative, copywriter, MC, amateur footballer, music fanatic and master brainstormer. He has a degree in Psychology, a mohawk and is a multi-award winning radio guy who also plies his trade on TV as a presenter on SABC 3's breakfast TV show, Espresso, from 6 to 9 am weekdays.

When Carl is not entertaining audiences on the Western Cape's number one afternoon drive show, or counting down the biggest hits on the Kfm Top 40 on a Saturday at 10am, you'll most likely find him in his backyard kicking ball with his awesome son. Or cooking up a "boujee braai", playing Fifa on his Xbox or taking his wife to a fine dining restaurant to steal menu ideas to try in the kitchen back home.

Carl has a strong passion for connecting to and engaging with people and has a drive to encourage and uplift everyone he comes into contact with. He is known for his wit and his on-the-spot creative ideas which often turn into radio campaigns or features on his show.

As of June 2021, Carl Wastie's social media following included 49K followers (Twitter) and 28K followers (Instagram).

ABOUT ZOE BROWN

Zoë's passion for radio presenting has been coursing through her veins since varsity days. In 2012, she cut her presenting teeth hosting MFM campus radio's early morning graveyard shift; soon thereafter graduating to a late evening show. Radio became a driving force in Zoë's life and in 2014 she found herself at Kfm 94.5 where she reported traffic.

Today, Zoë co-hosts The Flash Drive with Carl Wastie, weekdays 15:00 to 19:00, a position which saw her win the Liberty Radio Traffic Presenter of the Year Award in 2019. The year 2020 saw Zoë also return to the popular Breakfast Show, Espresso. In 2020 she also co-hosted 13 episodes of the Afrikaans reality TV show Trap! Dis My Huis which was broadcast on VIA TV.

Zoë is honoured to be an ambassador for The Red Cross Children's Hospital, the WWF and The Sunflower Fund. She believes that to affect a nation is to change a generation. These are words she wants to carry through into a future that will enable her to focus on humanitarian issues; creating and sustaining strong, peaceful relationships between people and communities both on a local as well as an international level.

Social media details for Zoë Brown

Facebook www.facebook.com/zbzoebrown

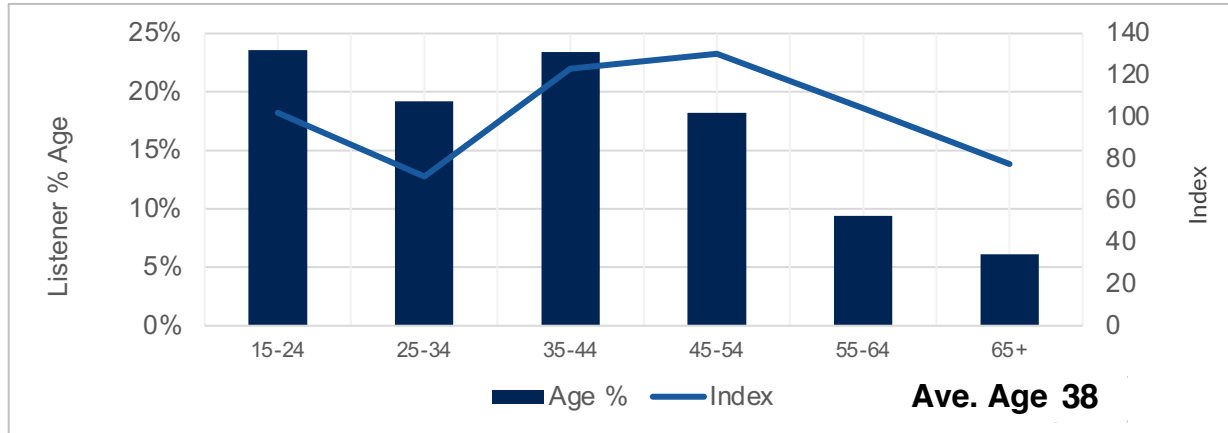
Instagram www.instagram.com/zbzoebrown

Twitter www.twitter.com/zbzoebrown

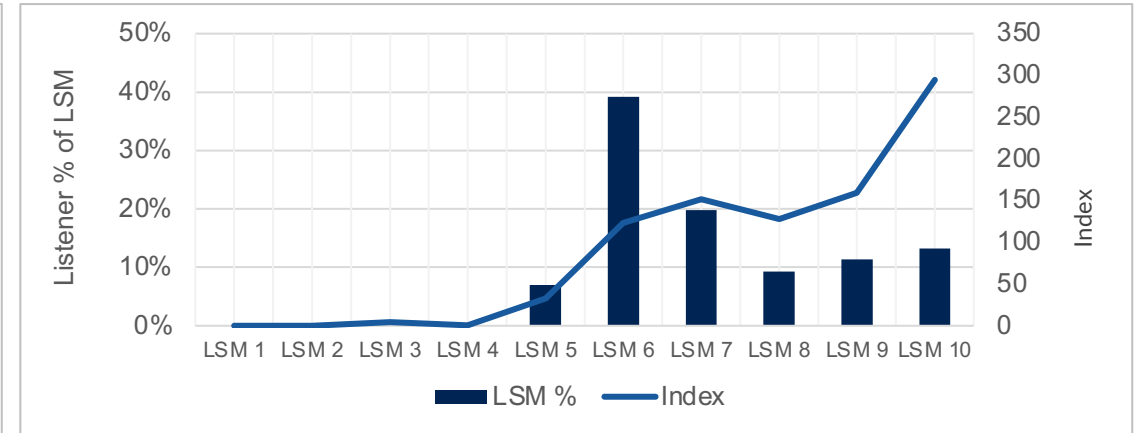
AUDIENCE REACH AND PROFILE

kfm 94.5

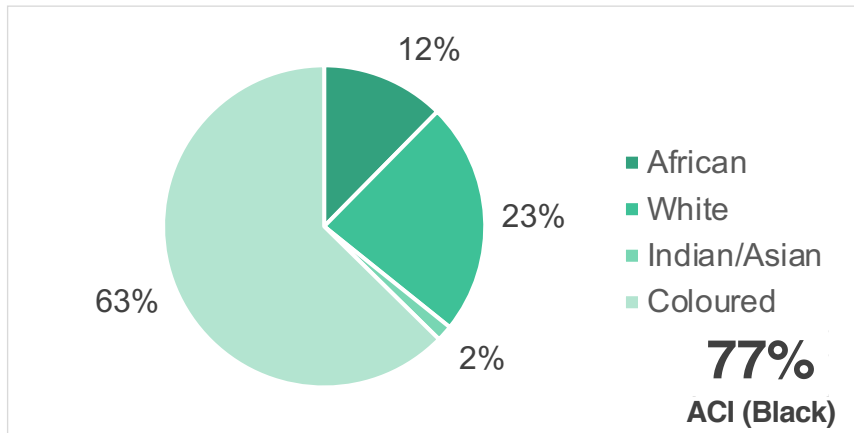
Age



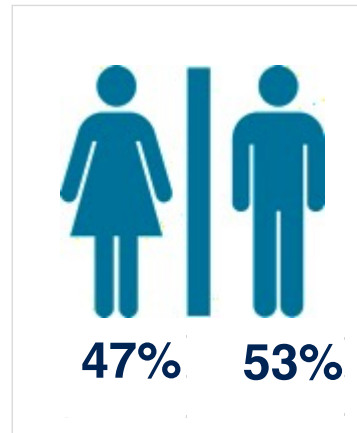
LSM



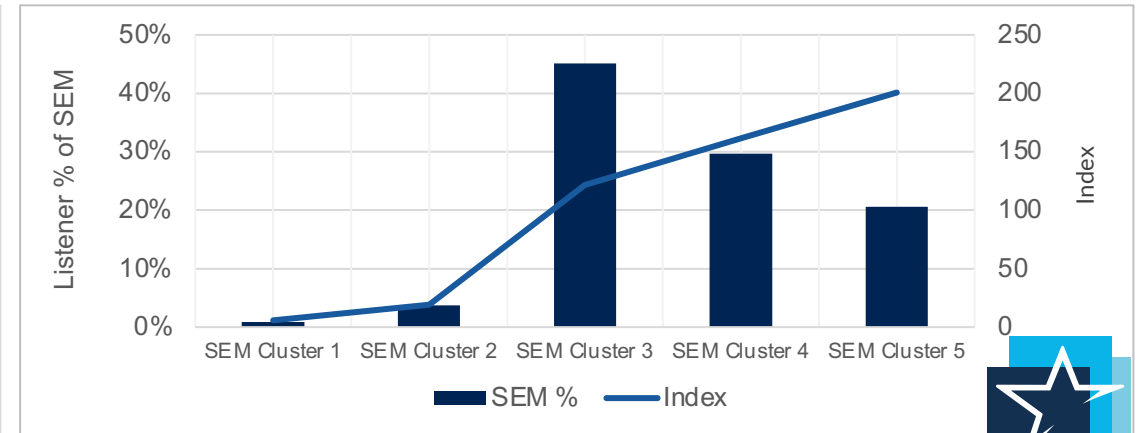
Ethnicity



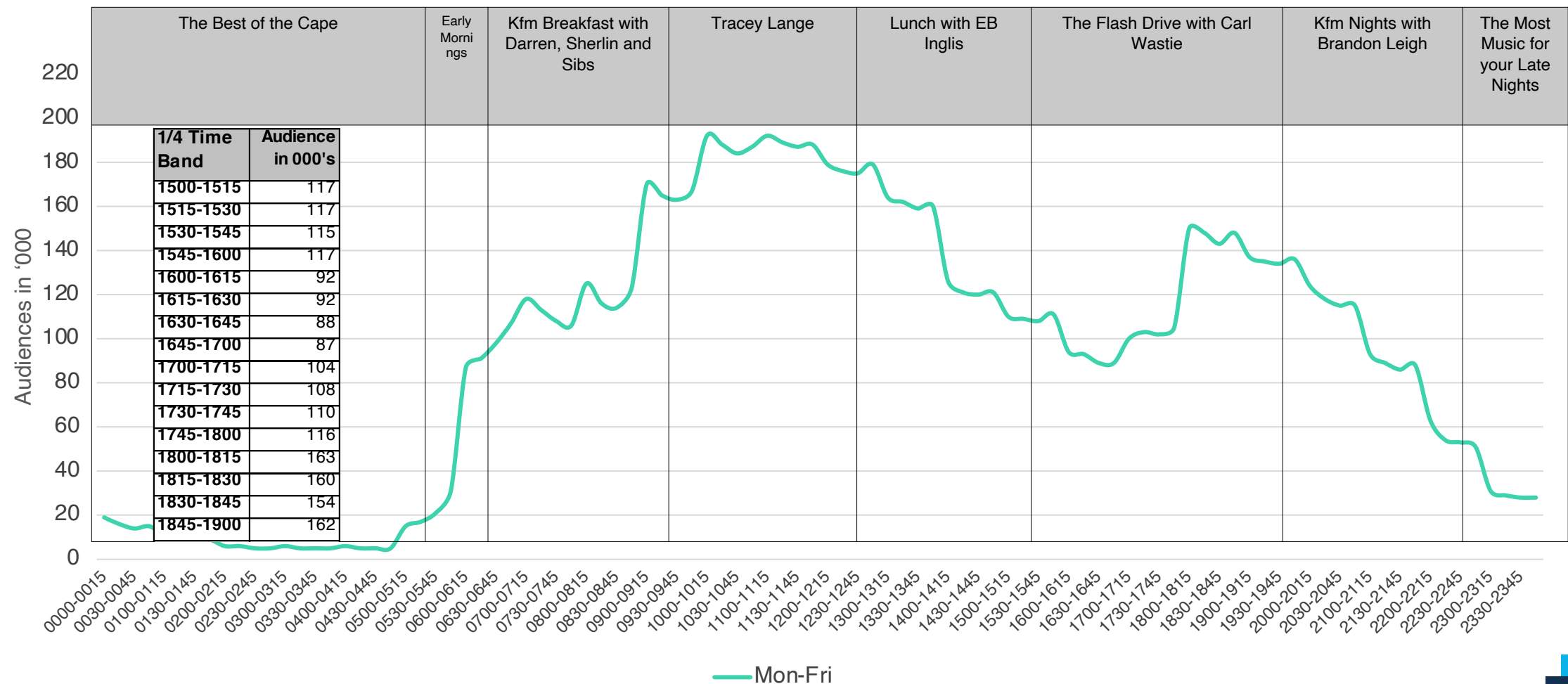
Gender



SEM



LISTENING PATTERN - WEEKDAYS



The Flash Drive has 693 000 Monday to Friday CUME and 163 000 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