

## Refilwe Moloto is Africa's first black woman to anchor a talk radio breakfast show solo



5 Sep 2019

Cape Talk has appointed Refilwe Moloto as its new breakfast show host, making her Africa's first black woman to anchor and host a commercial talk radio breakfast programme solo.

"Refilwe is known to the CapeTalk audience. She has been hosting *Upfront with Refilwe Moloto* and prior to moving in behind the mic she was a weekly business contributor on *Afternoon Drive*. Refilwe has proven to be very popular with our listeners who value her wit, her expertise when it comes finance and her unique take on the news of the day. Refilwe is warm, charismatic and versatile," said Tessa Van Staden, CapeTalk station manager in a press release recently published on *Bizcommunity*.

We caught up with Moloto who talked to us about her new role, how she feels about it and what excites her most about the station and where it's going.

## Congratulations on your appointment. How does it feel taking over from Kieno Kammies?

It's been exciting getting to know a broader range of Cape Talk's listeners. I've long been told by listeners that they loved *Upfront with Refilwe* but wished it was earlier, during their commute. I intend to continue those very relevant conversations, seeking solutions with our listeners, together.



Cape Talk has appointed Refilw e Moloto as its new breakfast show host. Image supplied.



CapeTalk announces new daytime show with Refilwe Moloto Primedia Broadcasting 4 Mar 2019

**III** What excites you most about CapeTalk and where it's going?

Cape Talk is a bold station that has a significant voice and sphere of influence on the discourse in Cape Town. I'm most excited about this relaunch – the leadership has done extensive work on audience research and hearing what they want to talk about with whom and we're a nimble broadcaster that is reflecting that demand in the changes you see.

## **## What do you love most about your career in finance and now radio?**

That I can excel at both and continue to participate in both. It's a big part of my beliefs that we aren't singular in our talents, interests and areas where we can deliver excellence and that forms a central tenet of my personal brand and advocacy: there is room and demand for performative skill in "pure" finance, in as much as talk radio – and broadcasting – has long had a need for analytical depth to elevate discourse for maximum impact.

**III** What did it take to get to where you are today?

Curiosity, perseverance and a sense of humour.

Things you didn't knowabout Refilwe Moloto the newCape Talk Breakfast Show...She can juggle!

♦♦♦♦♦♀□♦♦♦ #CapeTalkRefilwe @RefilWest pic.twitter.com/t8Rn76SKo5— CapeTalk on 567AM (@CapeTalk) September 2, 2019

What's at the top of your to-do list in your new position?

Sleep.

**III** What are you currently reading, watching or listening to for work?

I consume the whole world – as a multifaceted person living a portfolio lifestyle of my highest passions, my intake of information ranges from market news and in-depth economic research to popular culture feeds and the wide range of books written by my radio guests.

In addition to analysing and reflecting current affairs, Breakfast with Refilwe Moloto will feature Refilwe's Top

3. This daily feature at 7:27am on CapeTalk radio station will see her sharing the three business stories listeners need to know as they start their day.

Catch up and connect with Moloto on social media: <u>Twitter | LinkedIn.</u> For news and updates, view the <u>Primedia press</u> office, and also follow CapeTalk on Facebook, Twitter and Instagram.

## ABOUT JUANITA PIENAAR

Juanita is the editor of the marketing & media portal on the Bizcommunity website. She is also a contributing writer.

- #New smaker: Producer Eddie Chitate launches Africa's new est streaming platform- 4 Nov 2020 #2020AfricaBrandSummit: The role of FR and communication during crisis 14 Oct 2020

- ##ABInsightSeries: Marketing partnerships in the digital economy 12 Oct 2020
  ##DoBizZA: Just Brands Africa gives back to SA by helping educate future leaders 30 Sep 2020
  ##Newsmaker: Deshnie Govender launches new podcast 25 Sep 2020

View my profile and articles...

For more, visit: https://www.bizcommunity.com