

RSG partners with Moneyweb reaching 1.6 million listeners

The country's leading Afrikaans-language broadcaster, Radio Sonder Grense (RSG), has commissioned independent media company, Moneyweb, to produce a new hour long business and investment programme weekdays between 5pm and 6pm.

The programme, RSG Geldsake met Moneyweb, will be modeled on the Moneyweb Power Hour, acknowledged in each of the last five years by both the Sanlam and Citidel journalism competitions, to be the country's leading business radio show.

RSG, which is owned by the national broadcaster SABC, reaches over 1.6 million listeners. It broadcasts nationwide on 1104 FM and internationally on the internet www.rsg.co.za. RSG has the highest LSM 7-10 listeners of any radio station. Moneyweb is a JSE-listed company which specializes in providing top quality business and investment information through various media platforms.

The new programme will be aired for the first time on Wednesday September 1. It will draw on Moneyweb's news gathering resources and radio skills.

The hour-long programme is to be anchored by Ewald Müller, a qualified chartered accountant who until recently, was head of investor relations at Nedcor. Müller was previously a senior investment analyst at Fleming Martin Securities covering the financial services sector.

Müller will be supported by alternating co-presenters Erika van der Merwe, Moneyweb's Economics Correspondent, and former SABC economics desk broadcaster Lydia Scholtz; with contributions by Moneyweb Power Hour presenter Alec Hogg.

RSG Manager Magdaleen Krüger says: "For RSG it is about professionalism and a quality product. Finance and investment news is no longer a minority interest amongst Afrikaans speakers.

"These days the ordinary man and woman in the street owns shares directly or indirectly and they want to know what their money is doing. Furthermore, RSG will benefit financially through this venture with Moneyweb. Moneyweb is a trusted and respected player in the financial media world and RSG is proud to associate its excellent products with Moneyweb."

Moneyweb's Alec Hogg is equally enthusiastic: "We are thrilled to at last be able to broadcast to our Afrikaans-speaking audience in their home language. There is a hunger for such information among this sector of the population, many of whom have been thrust into entrepreneurial occupations by changes in the country. Research shows at least 30% of our existing radio audience speaks Afrikaans at home.

"In Ewald, Erika and Lydia and our eight years experience in producing business radio, we have the ideal package to ensure listeners receive the high quality content with which Moneyweb is synonymous."

Hogg adds: "The revenue generating potential for both RSG and ourselves is substantial. Advertising rates will be identical to those of our old Classic Business show, which was fully booked out at 13 minutes of ads in the hour before we moved across to different channels on July 1. With RSG Geldsake met Moneyweb, at the same cost per insertion, advertisers will be on a station which reaches ten times Classic's audience."

He says apart from the new staff, Moneyweb will also be gearing up other resources: "A second studio will be constructed to ensure we are able to professionally fulfill our growing radio commitments. Until this new facility is commissioned, the new programme will be delivered from the existing Rosebank studio at the Moneyweb head office in Rosebank."

Editorial contact
RSG & Moneyweb

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