

#BehindtheSelfie with... Zoë Brown

 By Leigh Andrews

5 Jun 2019

This #YouthMonth, we go behind the selfie with Zoë Brown, radio and TV presenter at Kfm 94.5 and *The Expresso Morning Show* respectively and overall best traffic presenter at this year's Liberty Radio Awards.



"Lights, camera, action!"

1. Where do you live, work and play?

I currently live and work in Cape Town, and I'm fortunate enough to play in both Durban and Cape Town!

2. What's your claim to fame?

For TV, it was when I participated in *Presenter Search on 3* in 2015 and won the position of being a presenter on the *Expresso Show*.

“





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Today #TheFlashDrive @carlwastie & @zbzoebrown is coming to you LIVE from @thepresidentct 💎💎💎 The hotel is celebrating their 21st birthday 💎💎 So come down, enjoy the views and stand a chance to win some amazing prizes 💎💎 #AtThePresident #PresidentTurns21

A post shared by [Kfm 94.5 \(@kfmza\)](#) on Jun 3, 2019 at 6:11am PDT

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For radio, it was when I joined the Flash Drive on Kfm 94.5 in 2017 with Carl Wastie.

3. Describe your career so far.

It's been exciting and one that came unexpectedly. Never in a million years did I ever imagine myself on radio and TV!



Most nominations for Cape Town's No. 1 station - Kfm 94.5 celebrates 11 Liberty Radio Award nominations

Primedia Broadcasting 20 Mar 2019

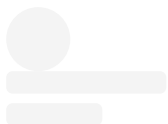


But it has opened a number of doors for me. I've interviewed some incredible individuals and travelled to the most interesting places across the globe.

4. Tell us a few of your favourite things.

My cat (Sailor) is at the top of my list of favourite things. Smarties and Popcorn. My cellphone.

“





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My boy... you're simply the coolest cat I've ever had the privilege of knowing and could have loved. Today marks 2 weeks since I've had to say goodbye to you 💎💎 The hardest goodbye of my life. While most cats can live with diabetes, you were never like most cats till the end 💎💎 Thank you for the sweet memories. Rest In Paws my sweet Sai Sai 💎💎

A post shared by Zoë Brown (@zbzoebrown) on May 30, 2019 at 8:37am PDT

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5. What do you love about your industry?

I love the way we're all connected one way or another; the world starts to feel small in a way, and because the industry is small, my rule of thumb is to be nice to everyone! You never know when the game can change.

6. Describe your average workday, if such a thing exists.

My morning starts super early. I'm up at 4am every morning. We start hair and make-up at 4:45am, the live show starts at 6am and we wrap at 9am. I usually get out of the studios by 9:30am and will generally head to my next shoot for the day.



#BehindtheSelfie with... Carl Wastie

Leigh Andrews 21 Nov 2018



If I wrap at 1pm, I dash home for lunch before arriving for my 3pm radio show. The Flash Drive ends at 7pm, and that's when I usually head to gym or meet friends for a quick dinner.

7. What are the tools of your trade?

It's all me! I don't play a character on TV or radio. I'm myself in the mornings as well as the afternoons. It's important for me to always stay true to myself - but with that being said, I often feel vulnerable. When people criticise, they criticise me as I constantly share a lot of personal information, but that's why I also cherish my private life and "me time" so much.

8. Who is getting it right in your industry?

The likes of Leigh-Anne Williams, Jo-Ann Strauss, Tracey Lange and Bonang Matheba, to name a few.



#BehindtheSelfie with... Leigh-Anne Williams

Leigh Andrews 13 Feb 2019



These ladies are doing incredible things in their fields.

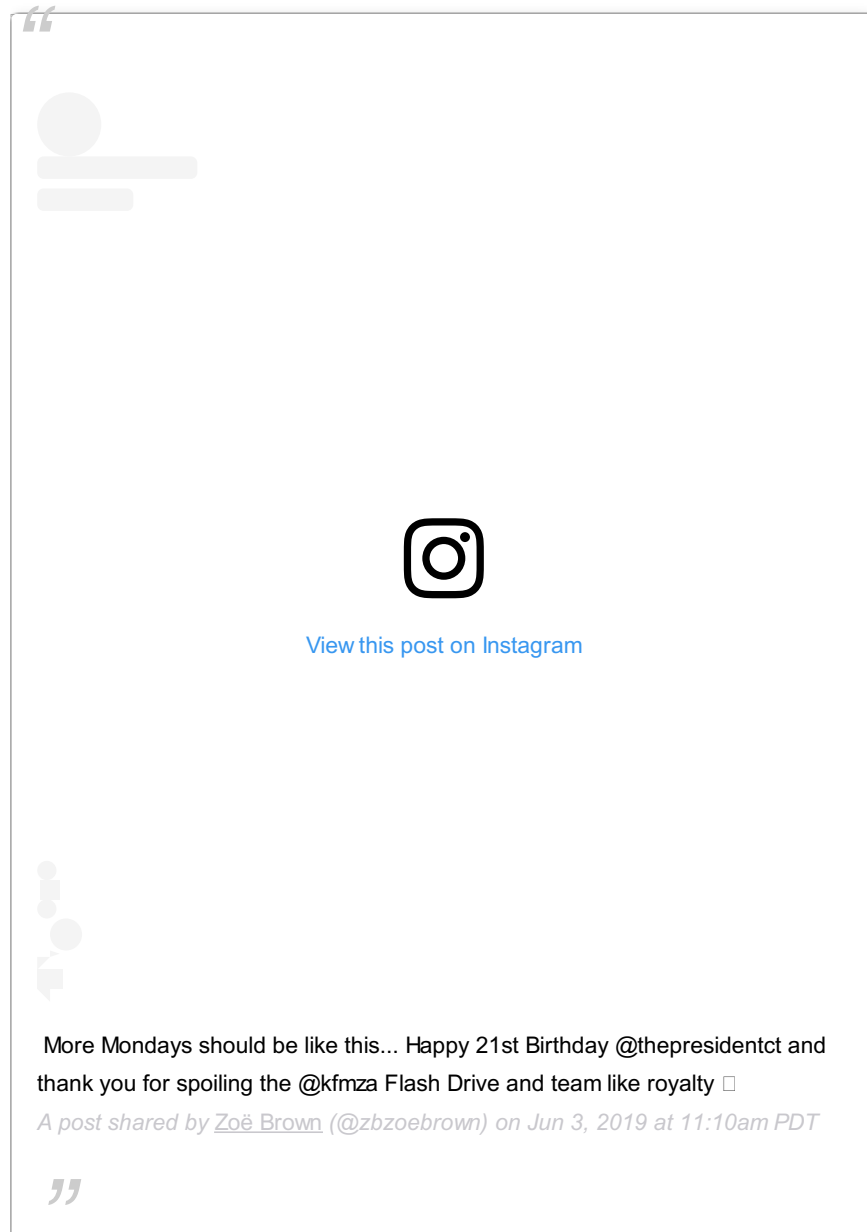
9. List a few pain points the industry can improve on.

“ I personally feel the industry can be opened up more; allow new and upcoming talent opportunities. We should also celebrate and highlight local content more often, and instead of teasing, we need to be fully invested. ”

I'm trying to free up my schedule – it has been consumed with work and I need to find balance.

10. What are you working on right now?

“



View this post on Instagram

More Mondays should be like this... Happy 21st Birthday @thepresidentt and thank you for spoiling the @kfmza Flash Drive and team like royalty ☐

A post shared by Zoë Brown (@zbzoebrown) on Jun 3, 2019 at 11:10am PDT

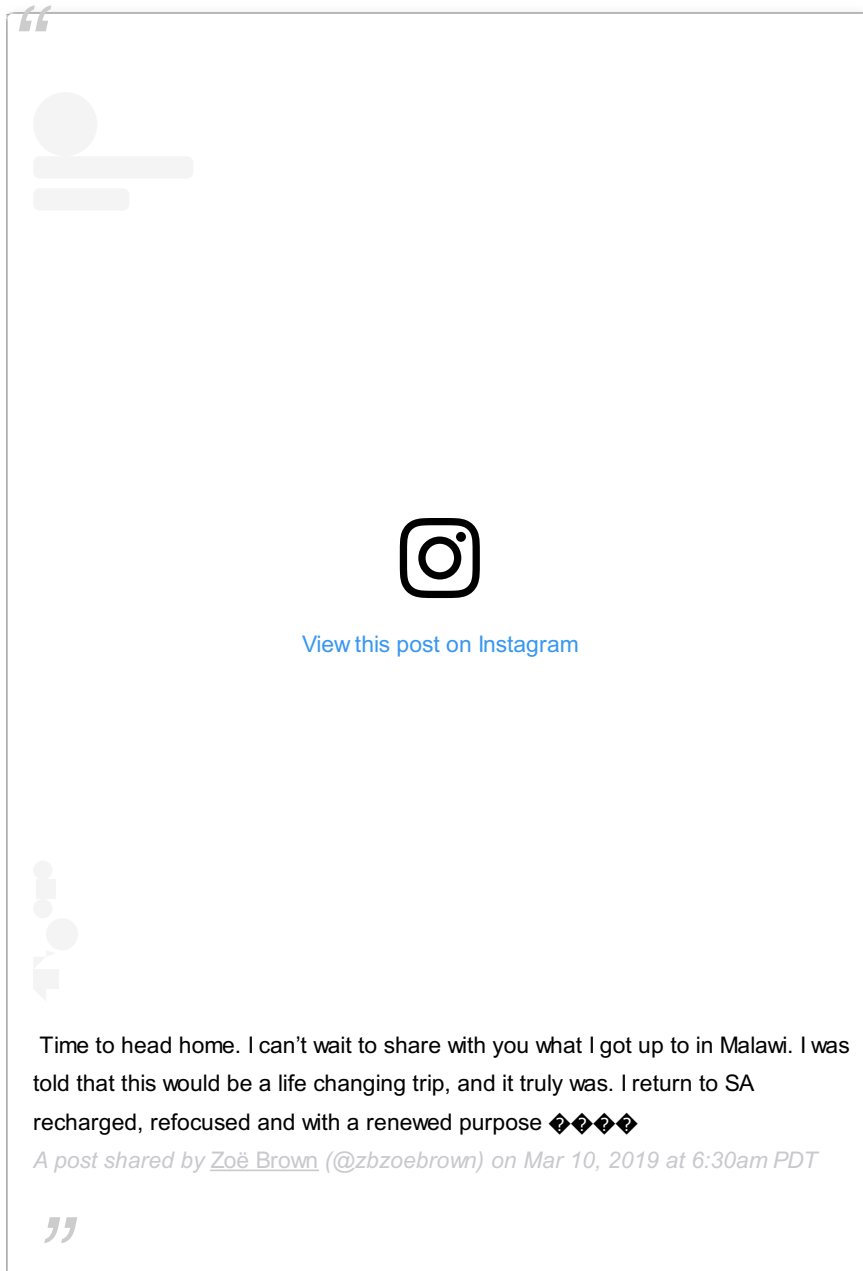
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11. Tell us some of the buzzwords floating around in your industry at the moment, and some of the catchphrases you utter yourself.

Securing that bag! Meaning you're booking those gigs and making that money.

12. Where and when do you have your best ideas?

I find myself most creative in the early hours of the morning, after a break and a travel trip!



13. What's your secret talent/party trick?

I can break into song on the last word you've said. It can either be hilarious or annoying as I hardly know the lyrics to the songs; however, my versions are always entertaining!

14. Are you a technophobe or a technophile?

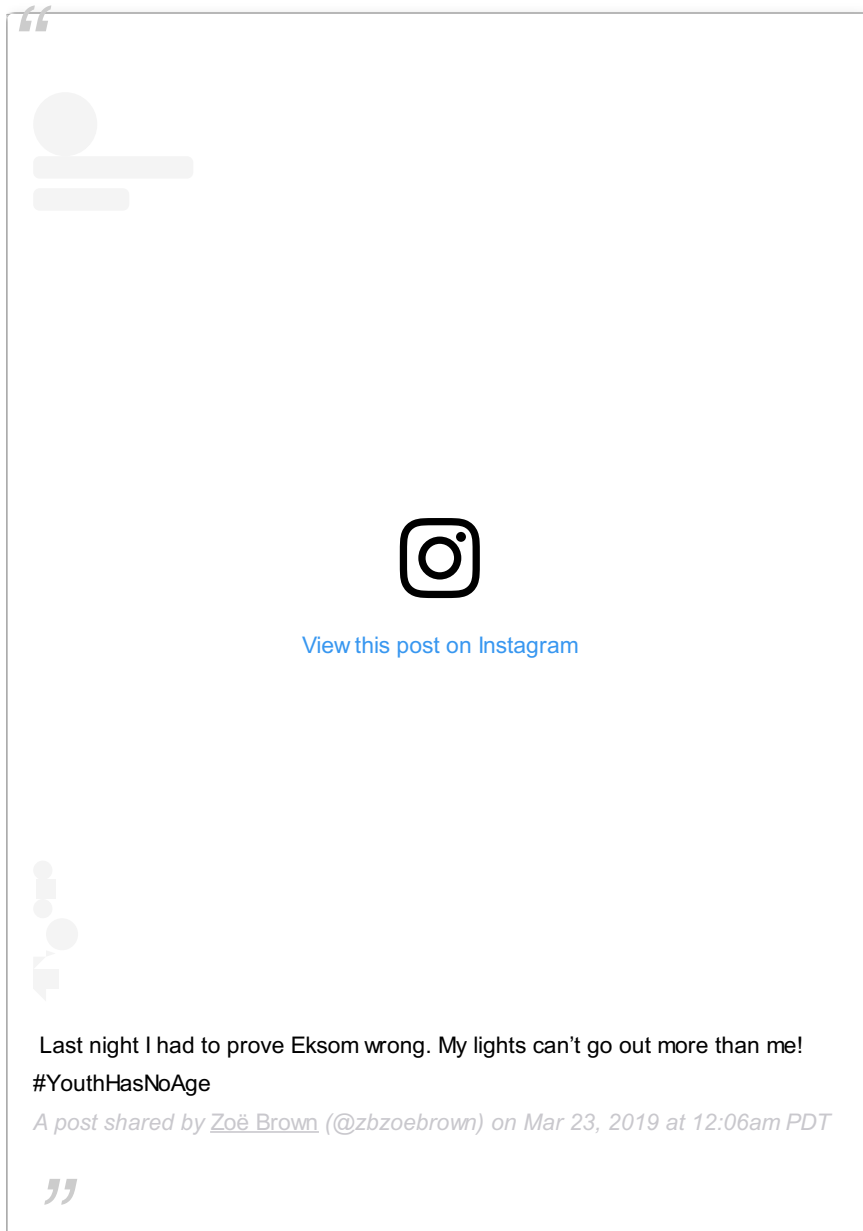
I'm a technophile to a certain extent. I love upgrading my phone and having the latest apps – but I also keep things simplistic. I can accomplish a lot of tasks on my phone alone, and that's good enough for me.

15. What would we find if we scrolled through your phone?

You'd find loads of home décor-inspired pictures from Pinterest. I'm in the process of moving and as such, I've been looking at lounge ideas!

16. What advice would you give to newbies hoping to crack into the industry?

Keep being yourself; rejection is not always a reflection of you but rather that of the industry. It's all about timing – by staying true to yourself and your talents, your timing will come.



Simple as that. Follow Brown [Twitter](#), [Facebook](#) and [Instagram](#), and visit the [Primedia Broadcasting press office](#), as well as KFM's [Facebook](#), [Twitter](#) and [Instagram](#) feeds for the latest updates.

*Interviewed by [Leigh Andrews](#).

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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