

## MEDIA RELEASE

### **New CapeTalk segment shines a light on the South African entertainment industry**

**Wednesday, 3 May 2023** – From tomorrow night CapeTalk listeners can tune in for the station's brand-new segment the 'Business of Entertainment,' that promises to deliver a fascinating and first-hand account of the South African entertainment industry.

Hosted by industry legend music manager and publicist, Martin Myers this weekly half-hour segment will give powerful insights into the minds and careers of award-winning creatives, with a strong focus on the business side of the creative industry.

Each episode will feature a candid conversation between Myers and a creative in the music, theatre, design or television space.

Myers says the conversations will be entertaining and inspirational, peppered with true stories, first-person accounts, and invaluable tips from the people who've made a successful living from their craft.

***"We will be bringing key executives onto the station to delve into every aspect of the entertainment business. We will be exploring topics like the business of royalties, how to manage cash flow and the science of ticketing. Big industry players will talk about how long it took to become an overnight success and how they dealt with and still deal with rejection and success. We will ultimately unpack what it takes to make a living as a South African artist,"*** says Myers.

CapeTalk Station Manager Tessa van Staden says the station is passionate about supporting creatives.

***"Artists, musicians, sculptors, performers, directors and authors hold a mirror to society to reflect who and what we are. They play one of the most difficult and important functions, often without the necessary backing and resources. This segment will share some practical tips for those starting out in the industry. The 'Business of Entertainment' hopes to inspire our audience while also championing those who have paved a way in the sector,"*** says van Staden.

For all the business insights you can't google, don't miss the 'Business of Entertainment' every Thursday at 21:00.

**COMING UP - THURSDAY, 4 MAY:** Myers talks to the world-renowned SA-born composer Trevor Jones. Having spent most of his career in the United Kingdom, Jones has worked on numerous well-known and acclaimed films including *Runaway Train*, *The Dark Crystal*, *Labyrinth*, *Mississippi Burning*, *The Last of the Mohicans* and *In the Name of the Father*. He has collaborated with filmmakers including John Boorman and Michael Mann. He has been nominated for two Golden Globe Awards and three BAFTA Awards for Best Film Music.

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**About CapeTalk:**

CapeTalk is Cape Town's No.1 News and Talk Station that empowers listeners through insightful, constructive and interesting conversations. Find us on 567 AM on the medium wave band.

CapeTalk is Cape Town's talk station covering the stories that the Mother City is talking about. The subjects might be about the city, the country or global news, but they are chosen because they are relevant to you.

#JoinTheConversation

**About Martin Myers:**

A UCT graduate, and founder of the NPC Music Exchange, publicist and music manager, Martin Myers began his career in the music industry running UCT Radio, at the University of Cape Town, in 1985.

For 16 years, Martin was BMG/Sony Music's Cape Town publicist.

In 2009 Martin founded Music Exchange (#MEX). This non-profit body organises an annual music conference and monthly masterclasses designed to empower people in the music industry, especially young artists, with the knowledge needed to turn their passion into a sustainable livelihood.

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