

# Regional giant East Coast Radio reviews programming

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East Coast Radio has revamped the sound of the station by fine-tuning its programme line-up. The changes to the daily radio schedule include Damon Beard heading up "The WorX" from Monday to Friday between 12 and 3pm and Darren Scott on the 3 to 6pm Drive Show is Just Plain cheeky, well informed and entertaining.

In addition to repositioning weekday station favourites, East Coast Radio welcomes Deon Govender. Deon takes over the airwaves every weekend from 6am – 10am. His new show – The Weekend Zone – makes weekend mornings more exciting.

Thandy Kunene brings a mix of chilled out music to her brand new show, The Lounge, weekend nights from 17h00 – 21h00. Thandy majored in radio journalism at Rhodes, but was lured into the corporate world. "While I enjoyed the challenge, I felt something was missing," she admits. After being accepted into the East Coast Radio Trainee Programme, she rediscovered her true passion for radio.

"We are very excited about the line up changes, which include new shows for experienced broadcasters like Darren Scott and Damon Beard, and some airtime for talented new DJ's," says Trish Taylor, the CEO of East Coast Radio.

A consummate radioman and entertainer, Daryl Ilbury continues to command the Bokomo BIG Breakfast show from 6am to 9am. Listeners are entertained by lively personalities and the signature features included; Trust the Team, Battle of the Sexes and the traffic joke. In answer to the need, the station has introduced updated traffic report every 15 minutes during peak times.

Dave Guselli continues to engage listeners from 9am until noon with interactive song requests, workstation demands, the incredibly popular, What Women Want and a music mix drawing a large female audience.

Presenter of The WorX, the quintessential boy-next-door Damon Beard, plays "fairy godfather" in 'The Big Favour', a segment where listeners are invited to advise Damon of someone they know who is in desperate need of assistance.

Darren Scott takes over the afternoon drive-time slot. Apart from Just Plain's unique take on the world, people and events that shape it, there's the music. The show kicks off at 3pm with music features like; Durban's Most Wanted Top 3, the Memory Lane favourite and In the Mystery Year.

Jane Linley, one of South Africa's most talented female DJs retains her daily slot between 6pm to 9pm with "In the Limelight with Jane Linley". This show is for evening listeners who are looking for pure fun and entertainment, no lengthy discussions about life's more serious issues, just good company and great music for three hours every night of the week.

## Brand DNA

East Coast Radio is KwaZulu-Natal's leading commercial radio station and the second largest regional station in South Africa. Widely lauded as the creative hot spot of, it remains unrivalled when it comes to interactive radio promotions. With superior penetration and unmatched influence, East Coast Radio is the first choice of savvy media, marketing and brand professionals. Find out more on [www.ecr.co.za](http://www.ecr.co.za) or [www.radmark.co.za](http://www.radmark.co.za)

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