

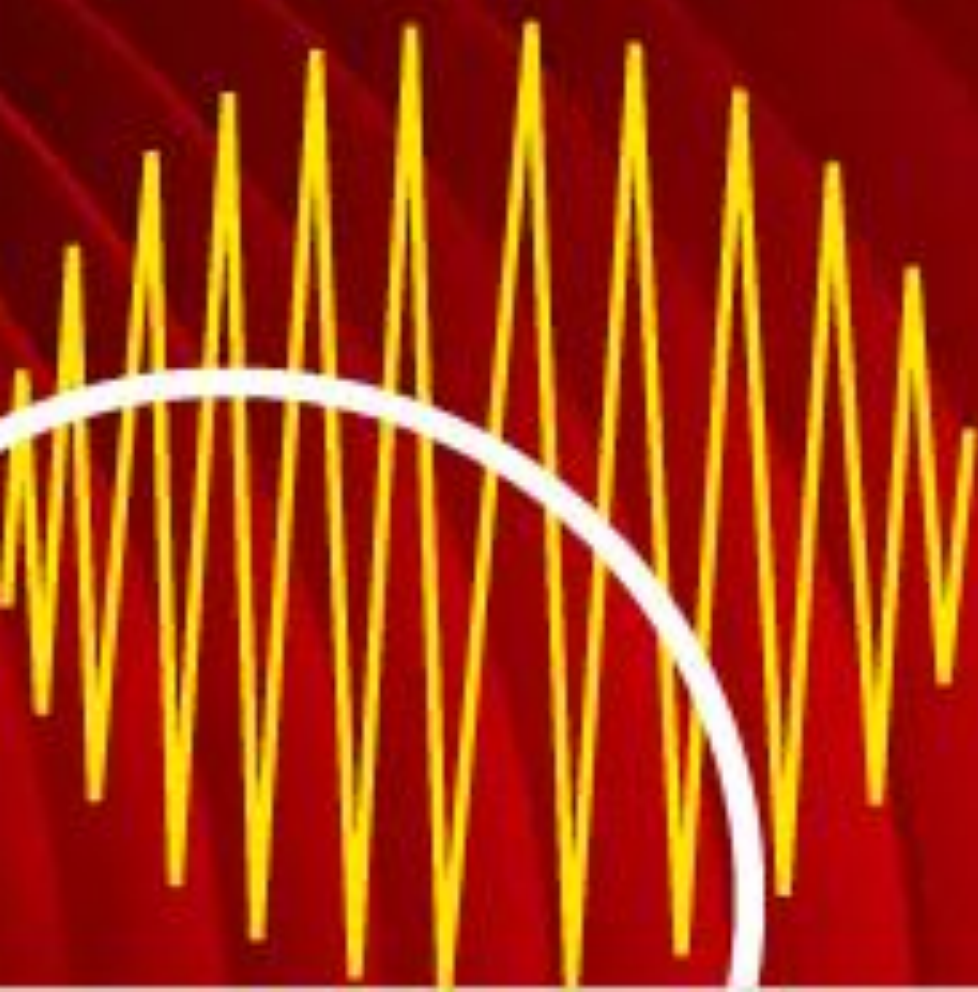


EastCoastRadio

EGR BREAKFAST

MONDAY – FRIDAY

06:00 – 09:00



Mediamark

DARREN, KERI & SKY

Monday - Friday

06:00 - 09:00



The show is fun, informative and hyperlocal. You'll love the witty banter between this zany trio as they give their take on current affairs, life in KZN and a glimpse into their personal lives. You can expect great music, the latest news, traffic and sport and a host of fabulous features every day. Who needs coffee when you've got these three?

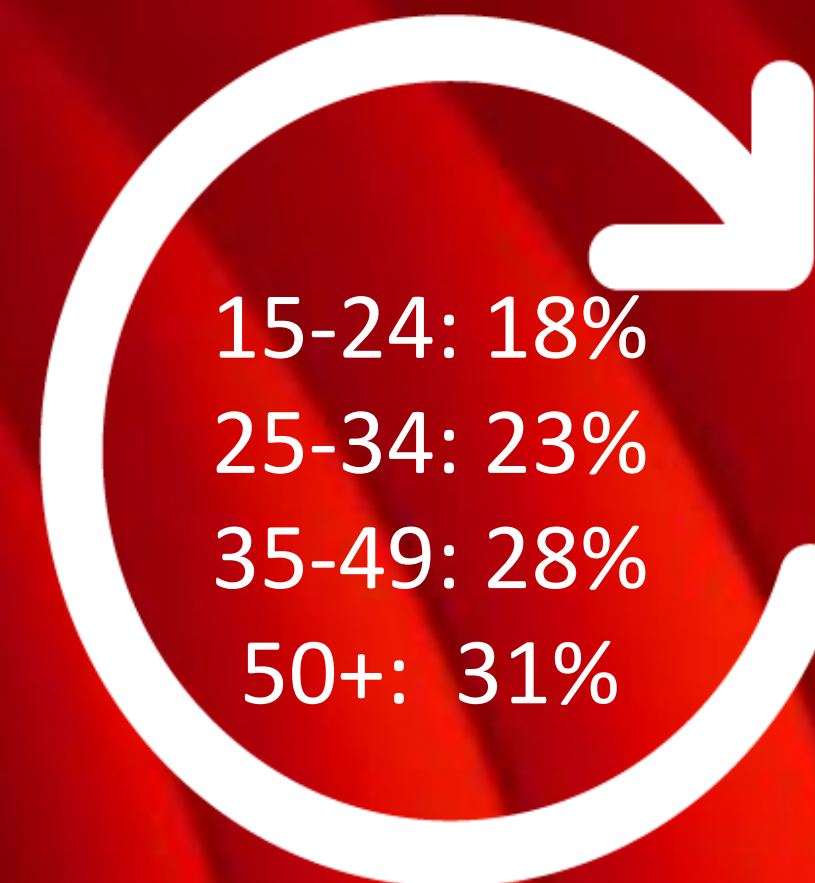
WHO IS LISTENING?



716 000 Listeners



Average HHI: R19 735



Age



64%
SEM 8-10

Source: BRC RAM (Apr 19 - Mar 20)

Mediamark

The 2020 / Quick Quiz

@ 07:24, Mon – Fri

A daily giveaway where we test the ECR listeners general knowledge

Five Things to know when you wake up

@06:25, Mon – Fri

Every morning the team cover some headline making stories that range from entertainment, to sport, to politics to interesting topics. There is no podcast and no graphic at this stage.

Feature Sponsorship
Elements

1x10" OBB

1x30" Generic / 1x 45
word live read

1x Feature

Khuluma Nathi

@ 07:10 , Tues & Wed

Sky Tshabalala teach you a Zulu phrase in under 60 Seconds. The feature is live, and a podcast is available afterwards. There is also a graphic made for social media. The feature happens at 07:10 on Tuesdays and Wednesdays

Keri's Couch

@07:52 , Thurs

This is a one-on-one interview feature where Keri interviews people of interest candidly. The feature is pre-recorded and divided into 2 parts that play in air and the full interview is used as a podcast. This feature only happens when Keri has someone to interview and is not fixed



You Got a mail

This is a filler feature where the team each receive a question that they must answer. It can be about their personal life or something in general. The feature occurs sporadically in the week to fill time and has no fixed time or day. There is no podcast and no graphic at this stage.

Consumer Watch with Wendy Knowler

(Request station approval)

A weekly pre-recorded feature in 2 parts between 08:30 and 09:00 where journalist Wendy Knowler investigates various consumer related topics. This includes rights, laws and general information. For example: "Are you allowed to return a clothing item 4 months after I have purchased it". This feature has a full-length podcast that accompany a blog post

Feature Sponsorship Elements

1x10" OBB

1x30" Generic / 1x 45 word live read

1x Feature

Corona Update

@ 08:10 , Mon – Fri

This is a daily feature where presenters each give a news story from around the world, sometimes the source is South Africa, but the point of the feature is to keep listeners updated on news in other parts of the world to give them a wider perspective. Stories are sourced via AFP, News24, Money web, Bloomberg, BBC News or Sky news. It is very important that the stories are properly verified and presenters are encouraged not to give their own opinion or humourize the content

30 Sec CV

@07:55 , Mon & Fri

This is a weekly feature that occur on Mondays and Fridays at 07:55. Individuals seeking employment send their CV and a short voice note to cv@ecr.co.za and are then featured on 30 second CV. One applicant is featured for 5 days and possible employers get the chance to enquire about them. We currently have a 100% rate with regards to face-to-face interviews granted and regular updates are done to gauge the successfulness of previous applicants. A blog post accompanies the feature and promos run throughout the week on various shows





THANK YOU