

East Coast Radio's redefined lineup will give new meaning to how much you love radio

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KZN's number one hit music station announced its brand spanning new lineup together with clock changes.

The station has been investing in market research and has been using those findings to evolve as a contemporary radio station and to improve the listener experience.

The lineup changes come with the announcement of the much-anticipated new *Drive Show*.

The proudly KZN station makes a concerted effort to grow and support its own talent therefore it is no surprise that Stacey and JSbu will host weekdays 4pm–7pm.

Stacey Norman has cemented her name in the radio industry and after four successful years and growing the audiences in many different time slots on East Coast Radio, she worked her way to the top to finally land her biggest career break to date.

Cue Lion King music (as Norman would say) as she shares her sentiment about being one of the hosts on the new *Drive Show*.

"I've worked relentlessly, I care, I'm invested, I'm ready. I honestly feel like it's time. This is also the first time that ECR has a lead female on a drive show with equal footing and equal mic time. It's a huge responsibility, but I'm excited about the opportunity and representing. Representation is super important to me and the station. The more women there are to open doors, the more women get through," said Norman.

JSbu is a prodigy of East Coast Radio. His passion for radio was eminent when he founded Radio DUT and was then approached by ECR's programming manager Zane Derbyshire to become a presenter on the station.

After five long years of being behind the scenes for the *Breakfast Show* and hosting the *Early Breakfast Show* as well as a stand in on several occasions, JSbu has finally earned his stripes and will host the new *Drive Show* with Norman.

He speaks of his radio journey as a testament to never giving up and always believing in your dreams.

"If I am being honest, I am very nervous but at the same time I'm very excited for this new chapter in my life and career. I look forward to learning and taking the show to the next level. Who would have thought a farm boy from Mandeni would host a drive time show on one of the biggest commercial radio stations in South Africa? This great opportunity comes with great responsibility. A lot of people are looking up to me and I must do the best I can to set an example, that if you work hard, anything is possible," said JSbu.

Norman and JSbu are a vibey, relatable and edgy double header. The show promises to give you something to talk about every time you tune in. Get to know them better as they get to know each other better. Ranging from chances to win on music association games to topics that should only be discussed 'after dark' this team's got it all!



East Coast Radio's programming manager, Zane Derbyshire, spoke of their appointment as a very proud moment not only for the station but for radio as a whole.

"Both Stacey and JSbu both worked relentlessly to be where they are today. They have an incredible work ethic and both make for sexy radio. They are also individuals with great personal stories that I think South Africa can and will resonate with. I am extremely proud of them and cannot wait for them to light up the airwaves," said Derbyshire.

Waking up without Darren, Keri and Sky is just not an option in KZN. East Coast Radio treasures its listeners and wants to give them more of what they love. The station is proud to announce that the *Breakfast Show* has signed a long-term contract and will be 'dishing up your daily dose of get up and go' for the next three years.

East Coast Radio's managing director, Boni Mchunu, said that the lineup refresh and time slot changes speak to the evolving direction of the station.

"As a business we invest in a lot of market research to find out what our listeners like and what they dislike because ultimately we are crafting a station that is grounded in KZN and our values but futuristic. We deeply value our listeners, which is why the changes were made in accordance with what our listeners love and want. I am excited for the future of East Coast Radio and for the booming careers of our very talented presenters," said Mchunu.



Another powerhouse whose audience numbers just speak volumes of her great work and popularity is Thandolwethu. Her listenership has increased by 10% just after celebrating her one-year anniversary on the 9am–12pm time slot. KZN loves her so much so that the station has made the decision to extend her show by an hour.

Thandolwethu will now broadcast from 9am–1pm.

As the station evolves and some of KZN's favourite voices remain on the airwaves, East Coast Radio has also refreshed its sound by introducing new voices.

You may recognise the name because he grew up in Durban or because he is a seasoned media personality. He is Vic Naidoo and he will be taking over the reigns from Stacey Norman on the 1pm–4pm slot.

That station's audience numbers continues to grow and currently sits at a positive 1,051,000 and played a huge part in redefining the listener experience.

Weekdays:

Darren, Keri and Sky: 6am–9am

Thandolwethu: 9am–1pm

Vic Naidoo: 1pm–4pm

Stacey and JSbu: 4pm–7pm

Neil Green: 7pm–10pm (Monday – Thursday)

Minnie Ntuli: 7pm–10pm (Friday)

Sam Cele: 10pm–1am (Monday–Thursday)

Gordon Graham: 1am–4am

Mike V: 4am–6am

Saturday:

Jane Linley-Thomas: 6am–9am
ECR Top 40 with Danny and Tee: 10am–2pm
Deon Govender: 2pm–6pm
Minnie Ntuli: 6pm–10pm
Jayshree: 2am–4am

Sunday:

Jane Linley-Thomas: 6am–9am
Danny and Tee: 10am–2pm
Deon Govender: 2pm–6pm
Mike V: 6pm–10pm
Minnie Ntuli: 10pm–2am
Jayshree: 2am–4am

All new shows will commence on 1 June 2020.

For media queries and inquiries contact lisanne@ecr.co.za

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East Coast Radio



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