

# New programming manager joins East Coast Radio

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Seasoned radio fundi, Zane Derbyshire, joins the East Coast Radio management team as programming manager from Monday, 2 September.

In his various roles in the radio industry Derbyshire has been always actively involved with on-air talent and promotions. Of his appointment at East Coast Radio, he says, "I am most looking forward to be working with one of the best programming teams in the country. I see it as a real privilege to be leading this team."



Derbyshire takes over from Naveen Singh, who has moved to Kagiso Media's other majority owned radio station - Jacaranda FM. Derbyshire believes he has a good ear for on-air talent and says, "I love working with different personalities and think this is going to be an area of focus for me initially. There is a lot of talent to unearth at East Coast Radio and I hope to develop them to their full potential, giving listeners the most compelling on-air and digital offering 24/7."

Derbyshire's strong broadcast background began back in 1999 at campus radio. From there he joined Algoa FM as a producer and programming assistant before moving to 94.7 Highveld Stereo in 2007 as music compiler and presenter of a South African music show. Most recently Derbyshire has been music manager across Primedia's various music stations.

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