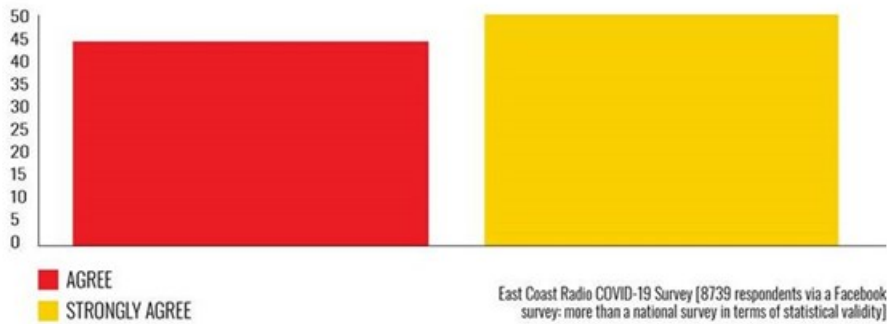


# East Coast Radio adjusts its programming during Covid-19

Issued by [East Coast Radio](#)

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East Coast Radio is designed around our listeners' lives and our programming is designed with their habits, movements and needs in mind. So we have decided to change things up to accommodate for that!



**93%** of the East Coast Radio COVID-19 survey responders state that they are likely to listen to even more radio than usual.

**WHAT DOES THIS MEAN FOR US?**

- People are particularly eager to hear news, information, and alerts.
- Clients who provide services that will become a necessity or that interest our listeners will be particularly relevant.
- We can ensure that we provide them with the best opportunity to reach our community with the correct messaging at the right time.

East Coast Radio is designed around our listeners' lives and our Programming is designed with their habits, movements and needs in mind.

Because of the COVID-19 Lockdown, and for the month of April, we understand that these habits, movements and needs have changed and as such, we are making the following changes to our Programming:



|                                                                                                                                      |             |
|--------------------------------------------------------------------------------------------------------------------------------------|-------------|
| Jane Linley-Thomas and Paul Bushell from KindnessCan will provide an hour of inspiring, optimistic content to kickstart your morning | 06:00-07:00 |
| East Coast Breakfast with Darren, Keri and Sky                                                                                       | 07:00-10:00 |

**ALL OUR PRIMETIME  
SHOWS WILL START 1 HOUR  
LATER THAN USUAL.**

|                                       |             |
|---------------------------------------|-------------|
| Thandolwethu                          | 10:00-13:00 |
| Stacey Norman                         | 13:00-16:00 |
| East Coast Drive with Gordon & Gareth | 16:00-19:00 |

## We have added special COVID-19 Programming to the station

Hourly news updates with the latest on Coronavirus - The Newswatch team will also break into regular programming if there is an urgent update at any time of the day.

Twice daily Coronavirus updates on East Coast Breakfast at 08:10 and on East Coast Drive at 17:10.

A special Coronavirus tab on our website, [ecr.co.za](http://ecr.co.za), where you can get all the latest information as and when you need it.

Special guests and experts that will share meaningful information with you – these will always be available under the Podcast section on our website, [ecr.co.za](http://ecr.co.za)

A special feature co-created with the KZN Department of Health runs on the Breakfast show on Monday, Wednesday and Friday at 06:50 – it's also podcast for easy access.

We are working with the KZN Department of Education to bring educational podcasts and content to our website.

Regular adverts promoting the following of good hygiene practices, social distancing and adhering to government policies.

Every morning Jane Linley-Thomas and Paul Bushell will host an hour of uplifting, optimistic content to start KZN in the right frame of mind from 06:00 to 07:00 before the East Coast Breakfast team kick off with the later start of 07:00.

## THE UPLIFTING ANTHEM

Every hour across the day, at half past the hour, the station will be playing a special song to motivate, uplift and inspire our listeners, as during this hard time for South Africans and the world East Coast Radio, through the power of music, want to keep our listeners optimistic.

Regular news broadcasts focusing on Coronavirus and local KZN news from the East Coast Radio Newswatch team continue to run hourly from 07:00 to 17:00 and on weekends from 07:00 to 10:00. The team works around the clock and will update listeners whenever there is breaking news outside of scheduled news bulletins.



As a result of the lockdown, there will be limited cars on our roads, and as such we will cancel our Traffic updates to be more in line with our listeners' lives.



There too will be no Sport reports during this time, as there is no professional sport being played. None of our reporters will be unpaid during this time as we will be reallocating them to areas of the business that require additional support during this time.

We will be including Weather reports on weekends at 06:45; 07:45; 16:45 and 17:45.

The following shows/features will be suspended during the Lockdown:  
Traffic, Sport, Marketwatch, Businesswatch, East Coast Party Central, Breakfast Beats, On The Ball  
These resume on Friday 17 April.

To simplify broadcasting, we will be using some of our weekday presenters over weekends. Live broadcasts will happen daily from 7am to 7pm, with shows from 7pm to 7am being voice tracked.



### SCHEDULE

| TIME            | PRESENTER                         | CONTROLLER    |
|-----------------|-----------------------------------|---------------|
| <b>Weekday</b>  |                                   |               |
| 07:00           | Darren, Keri & Sky                | J'Sbu         |
| 10:00           | Thandolwethu                      | J'Sbu         |
| 13:00           | Stacey Norman                     | Danny         |
| 16:00           | Gordon & Gareth                   | Danny         |
| 19:00           | Sam Cele                          | Voice Tracked |
| 21:00           | Neil Green                        | Voice Tracked |
| 00:00           | Deon Govender                     | Voice Tracked |
| 04:00           | J'Sbu                             | Voice Tracked |
| 06:00           | Jane Linley-Thomas & Paul Bushell | Voice Tracked |
| <b>Friday</b>   |                                   |               |
| 19:00           | Sam Cele                          | Voice Tracked |
| 22:00           | Mike V                            | Voice Tracked |
| 02:00           | Jayshree Parasuramen              | Voice Tracked |
| <b>Saturday</b> |                                   |               |
| 06:00           | Jane Linley-Thomas                | Jayshree      |
| 10:00           | Stacey norman                     | Jayshree      |
| 14:00           | Sky Tshabalala                    | Sam           |
| 18:00           | Sam Cele                          | Voice Tracked |
| 22:00           | Mike V                            | Voice Tracked |
| 02:00           | Jayshree Parasuramen              | Voice Tracked |
| <b>Sunday</b>   |                                   |               |
| 06:00           | Jane Linley-Thomas                | Jayshree      |
| 10:00           | Thandolwethu                      | Jayshree      |
| 14:00           | Keri Miller                       | Sam           |
| 18:00           | Mike V                            | Voice Tracked |
| 22:00           | Danny Guselli                     | Voice Tracked |

### THANK YOU!

We thank you for your ongoing support as we navigate this uncharted territory.

- **Vic Naidoo bids farewell to East Coast Radio to embark on a new journey** 29 Apr 2024
- **East Coast Radio welcomes Mzuvele Mthethwa as new managing director** 16 Apr 2024
- **Empowering business minds at the Mancosa East Coast Radio Business Breakfast** 12 Apr 2024
- **Walk Your Way at the Suncoast East Coast Radio Big Walk** 18 Mar 2024
- **Make moves for your future at the Mancosa East Coast Radio Business Breakfast** 4 Mar 2024

#### [East Coast Radio](#)



East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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