

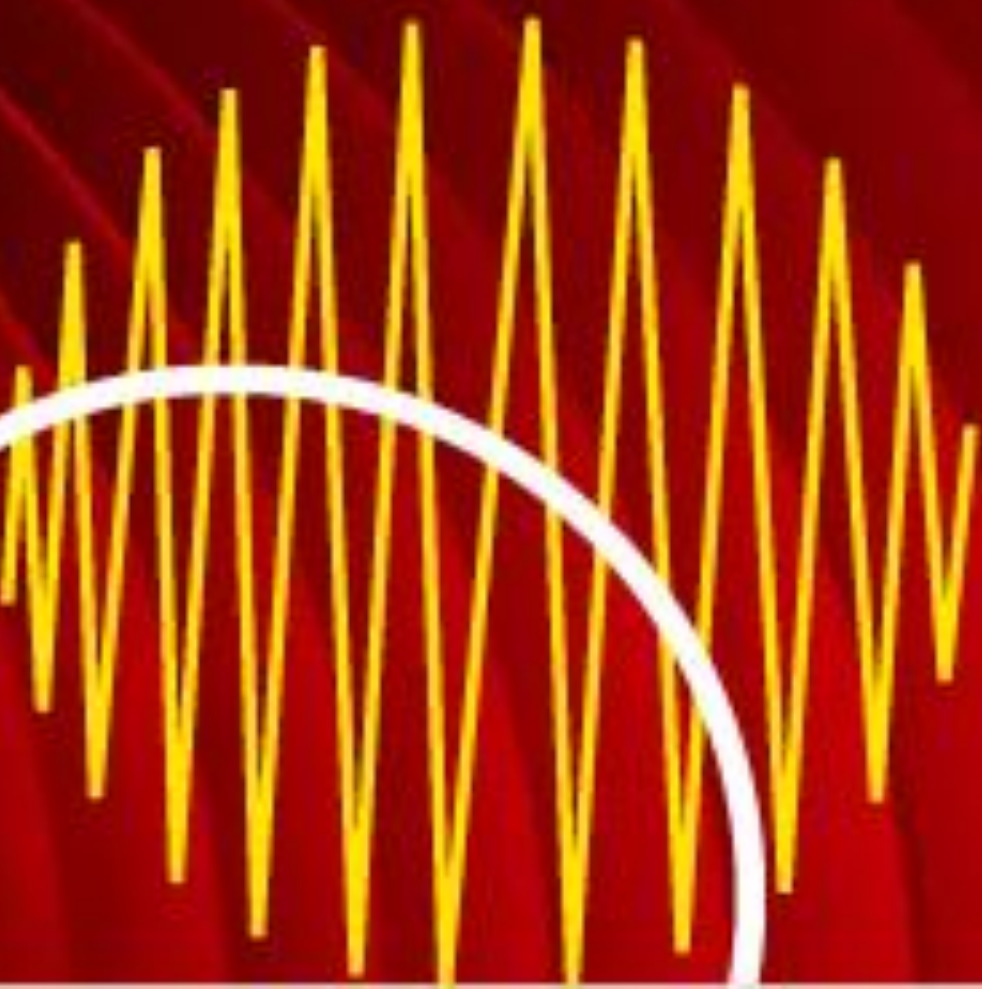


EastCoastRadio

ECR DRIVE

MONDAY – FRIDAY

16:00 – 19:00



Mediamark

STACEY & JSBU

Monday - Friday
16:00 - 19:00



Two of your favourite voices have teamed up to make your drive home better than ever before.

Stacey & JSbu have levelled up and are bringing you some fire content, edgy topics and world class radio listening. Tune in and get to know them better as they get to know each other better.

WHO IS LISTENING?



524 000 Listeners



Average HHI: R16 709



Age



58%
SEM 8-10

Source: BRC RAM (Apr 19 - Mar 20)

Mediamark

Music Association Game

@ 16:24, Mon - Fri

Monday to Friday, Stacey and JSbu will lead 2 different KZN callers as they go head to head in our Music Association Game. In the game, Stacey and JSbu will get a chance to do a best out of 3 in where they are to give their respected callers a word for each round in which will relate to various song titles. There will be a timer for this: 15 seconds.

Traffic Jams

@16:54, Mon – Fri

Out of 4:45 spots, we wrap the first hour of the show with the Traffic Jam- listeners can submit their Traffic Jam request and send voice notes of them singing along. Think Will Smith - 'Getting Jiggy With It'

Feature Sponsorship
Elements

1x10" OBB

1x30" Generic / 1x 45 word
live read

1x Feature

Stacey & JSbu after Dark

@ 18:24, Tues & Wed

Stacey and JSbu take on spicy content - this can be personal or topical. We really want to push the envelope here but not be offensive. Couple dramas-
Stacey and JSbu After Dark

TBT@6 (Throwback Thursday)

@18:24 , Thurs

Listeners to submit their 6 classics (can be themed every week, i.e. fav break up songs) via WhatsApp but also online. Send a video request (Team to go on shows Insta LIVE for requests).



Business Watch
@17:26 , Mon - Fri

60 second of market update

The Fixer
@ 17:24, Wed

User (listener) generated feature. Listeners will share their stories in which they would like a resolution or closure on. They share their stories with Stacey and JSbu who will go through their story with them on air - share their reaction and then get the third party (Caller who is implicated in story) on the line to share their side of the story. KZN will weigh in on what their thoughts are. If needed, a professional (i.e a legal consultant or therapist) will advise

Feature Sponsorship
Elements

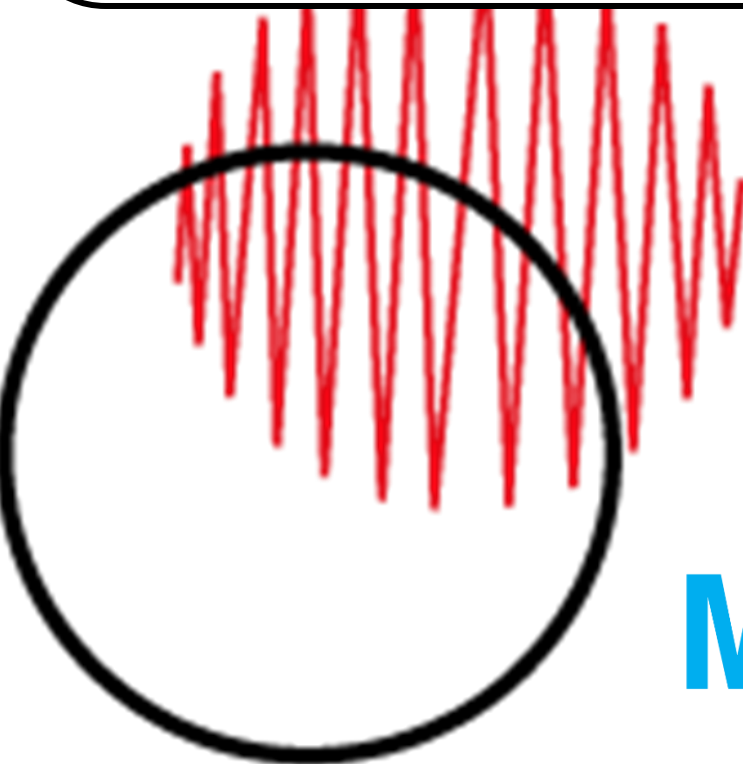
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live read
1x Feature

ECR Mix
@17:24, Fri

DJ Mix every Friday. Appointment listening gets you ready for the weekend - profiling KZN DJ's giving them a platform to showcase their talent. Mix will have to be commercial music- Jackie will have to co-sign mixes. JSbu will own this feature.

Best Bits
@ 18:24, Fri

Weekly wrap edited into bite size moments from the week that was - including bloopers and funny off-mic moments. A chance also to push Social and Podcasts and highlights of show.





THANK YOU