

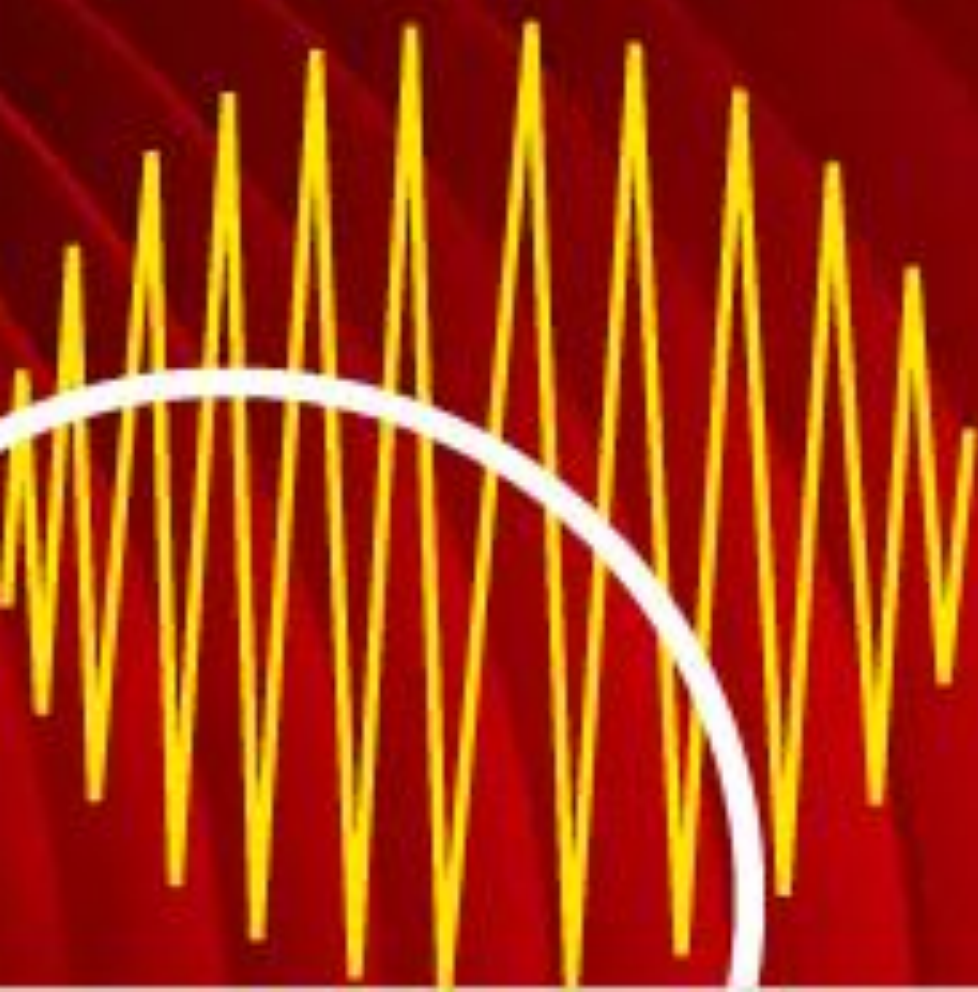


EastCoastRadio

VIC NAIDOO

MONDAY – FRIDAY

13:00 – 16:00



Mediamark

VIC NAIDOO
Monday - Friday
13:00 - 16:00



Durban born; Vic Naidoo takes over your lunchtime chats as he re-discovers KZN as a grown up this time!
As a seasoned radio personality, you can expect Vic to fill you in on what's trending, what's hot and what's not in the world we live in. His warm nature and personal touch to radio will surely make you feel like you're his co-host!

WHO IS LISTENING?



535 000 Listeners



Average HHI: R19 001



Age



60%
SEM 8-10

Keep It/ Cut
@ 14:30, Mon

In this segment listeners will send us stories about things that happened to them and we will help them decide if they should keep or cut the person from their lives. From the girlfriend who kissed your best friend to the colleague who ate your lunch without telling you. Listeners will give you advice on whether you should keep them or cut them and why

Ask A Parent
@14:30, Tues

Every parent has those moments where they don't know what to do, but we are here to help. Listeners will send us their parenting dilemmas, from buying their child a cellphone to having another child and listeners will chime in with advice and a parenting expert will give some practical solutions on what the listener should do.

Feature Sponsorship
Elements

1x10" OBB

1x30" Generic / 1x 45
word live read

1x Feature

I am the Law
@ 14:30, Wed

Often there are part of the law that we don't understand. In this feature an expert lawyer will unpack a law-related topic from getting fired because of tweets to custodial rights for father, we will help navigating the law a little easier and answer your questions.

I am Legend
@14:30 , Thurs

Whatever happened to the guy who used to do the Yebo Gogo adverts and who is the man that played Papa G on Isidingo. On this feature we will catch up with the stars of yesteryear today. We find out what they're up to and they share stories from their past fame.

Money Talks

@ 14:30, Fri

A lot of us spend time thinking about money but we hardly ever talk about it. In this feature we will bust the stigma of talking about money, from saving tips, advice on how to get out of debt to what you spent your first salary on, nothing is off the table

Doctors Orders

@15:30, Mon

In this feature we will have a doctor come in and answer the burning questions that people might have about a certain illness. From menopause to migraines we will give you the information that will help you separate fact from fiction

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word live read

1x Feature

Screen Time

@ 15:30, Tues

There are a million TV shows and movies out there and there is nothing worse than wasting your time on a bad show. Thankfully we'll do it for you and filter the gold from the trash. In this segment we will tell you what shows to catch and which ones to miss and why and occasionally dish up some gossip about them

Urban Dictionary

@15:30 , Wed

A short one-minute recorded comedy segment where a comedian tells us the meaning of slang words and how we can or can't use them in our everyday life correctly.



I was There
@ 15:30, Thurs

We play a clip from one event in history and you will tell us where you were when it happened and what you remember about it. From 9/11 to the 2010 world cup announcement, we take you down memory lane.

Boss of the Week
@15:30, Fri

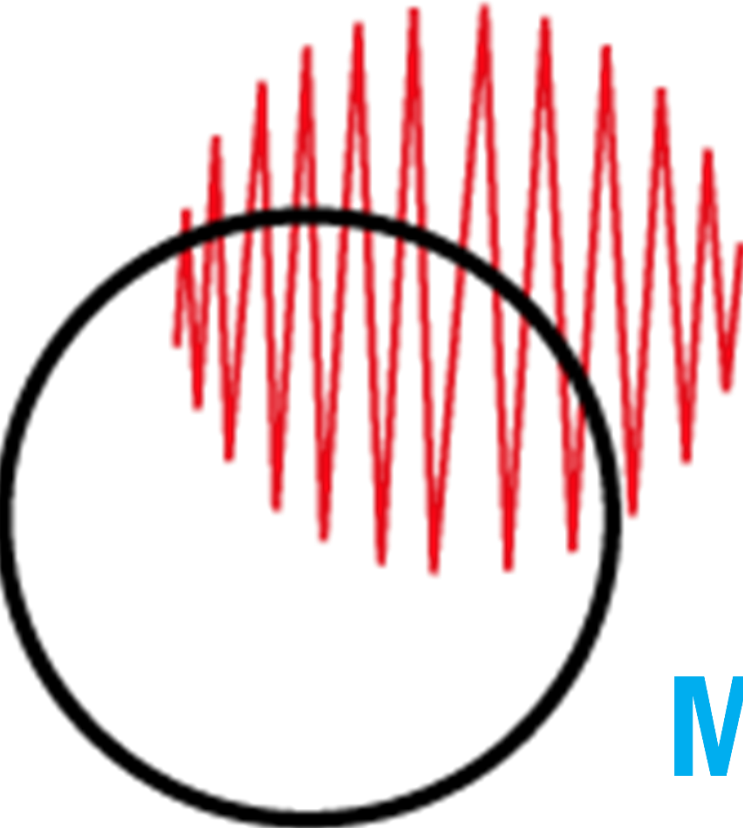
Bosses can be the worst, but they can also be the best. In this segment we will have listeners send their submissions and tell us why their boss is the boss of the week and at the end of the year, we will crown our boss of the year

Feature
Sponsorship
Elements

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word live read
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The Birthday Bash
@ 15:55, Mon - Fri

Two people who each want to send a birthday dedication take each other on, in a best of three game. The winner gets to send their birthday shout-out and we will play out with the song they want to dedicate to the person celebrating their birthday.



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THANK YOU