

Be a 21st century media star with East Coast Radio

Issued by [East Coast Radio](#)

28 May 2008

Why settle for being an old-fashioned liner jock when you can be a part of the reinvention of radio? Are you a smart, creative storyteller? Are you passionate about radio, but eager to be a part of the new world of new media? Durban is the city that is taking it to the next level.

Facebook, YouTube, WAP radio... the entertainment scene has been revolutionised forever! Would you like to have a piece of the action?

East Coast Radio does not hire "disc jockeys" anymore; we are looking for people who are enthusiastic about reaching individuals by using every means available such as on-air, online, on mobile phones and being in touch with the real world.

Today, you can have a constant dialogue with your fans not only through your radio show, but also on your blog, on their phones, on Facebook, through little video diaries... the possibilities are limitless. We want to help you make it happen in an environment that is creative, supportive and professional.

With a market-leading listenership of 1.8 million listeners, a music product that is unrivalled in the country, and bleeding-edge promotions such as 'Africa's First Radio Millionaire', 'Get-A-Life I' and 'Get-A-Life II', you will rapidly become a household name.

This is what we need from you:

- A five-minute show reel of your best radio.
- A one to three minute sample of audio or video that you think people would enjoy watching on their phones.
- Examples of how you are already actively engaged in the online world. (These may be links to your blog, your Facebook page or a channel on YouTube.)
- Then, in no more than 100 words, tell us why we should choose you.

Email Programming Manager, Naveen Singh

° **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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>