

Jacaranda 94.2

Masters Multimedia

Jacaranda 94.2 has adopted a ground-breaking, multimedia programme during the last two years that's all about equipping the station's presenters to be masters of their 'technological universe'.

Radio has become the melting pot for a number of new technologies such as the Internet, E-Mail and SMS. Not to be left behind, Jacaranda 94.2 has decided to become a pioneer in the country and ensure the station takes advantage of various multimedia platforms through 'Bringing sexy back into radio'.

A key partner in this evolution is Strategic Media Consultancy immedia whose Head Strategist: Anice Hassim reports: "Kagiso Media (Jacaranda 94.2's holding company) has therefore engaged in a strategic process, which aims to understand radio's relevance in a 21st Century context.

"Consumers are increasingly functioning in what I describe as an 'interconnected digital bubble'. Traditional media such as Print and Television, has a hard time penetrating that bubble, whereas radio's ability to complement these new-age technologies so successfully, makes it the original wireless medium.

"I must stress though that it is not radio attempting to become an online medium, but rather utilising these new tools to enhance its presence – radio is the beginning, middle and end of all that we do," says Hassim.

The ego has landed!

All these cutting edge ideas mean nothing, however, without the buy-in of the men and women at the 'frontline' so to speak. Jacaranda 94.2 Programme Manager Lloyd Madurai says: "Given that radio has evolved, we want to ensure that our presenters do as well so that they become fully-fledged, multimedia content providers.

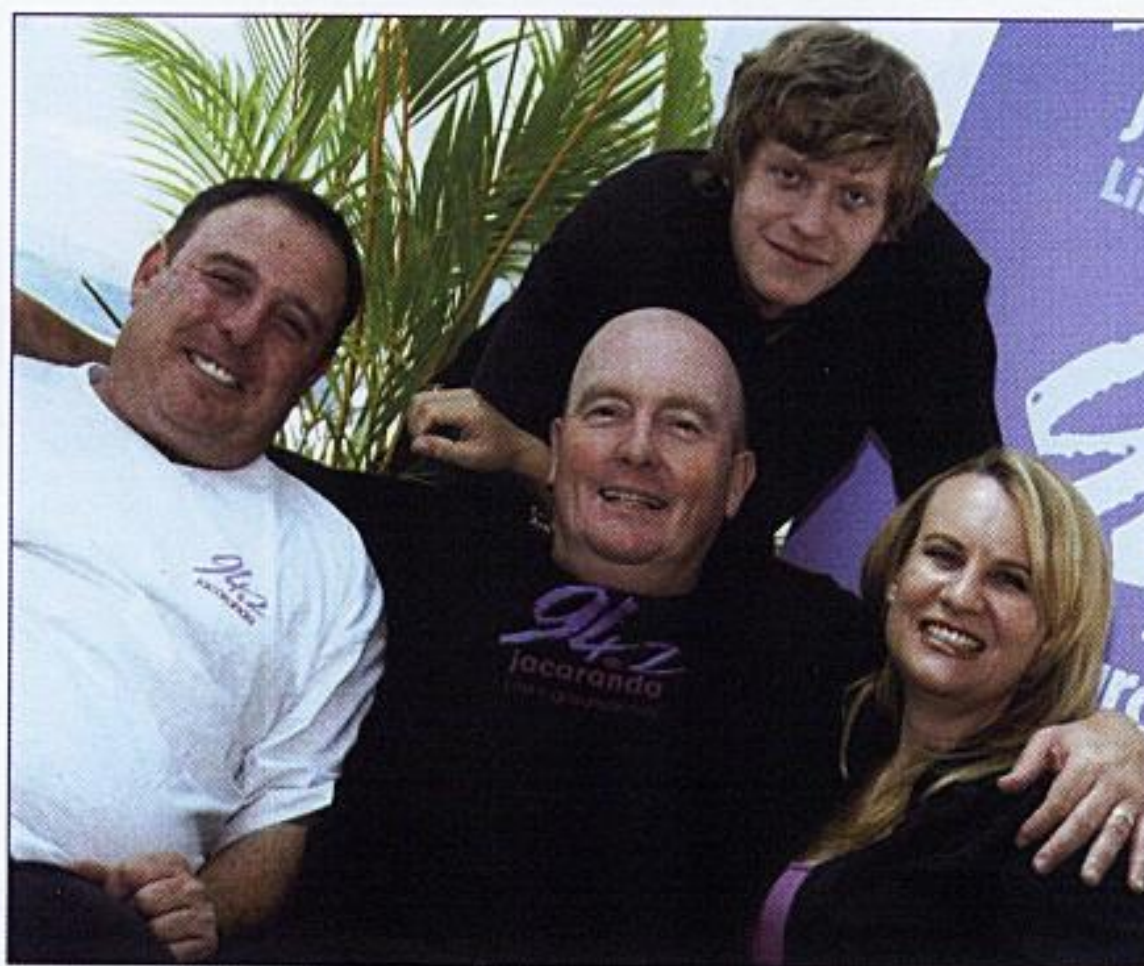
The idea is therefore that whatever they do on air; is

extended via the host of digital channels at their disposal such as: SMS, Internet (Facebook and personal Blogs) and E-Mail (Viral marketing). In this way, radio also takes on a much more visual character, extending and enriching its appeal.

A prime example of this approach is a recent prank instigated by the Just Plain Breakfast Show morning

drive team, which organised for well-known comedian, Leon Schuster, to perform the 'Eishkom' song outside of Eskom's headquarters in Sunninghill, Johannesburg.

This was aired live on the Just Plain Breakfast show and filmed, with the subsequent video file available for viewing via the station's website. Madurai says on a practical level, the first key step was to get the station's presenters to embrace new technology and endeavour to make it a seamless integration by allowing it to be an extension



The Just Plain Breakfast team - Darren Scott, Diane Broodryk, Francois du Toit and John Walland.

of their shows.

The idea was for the presenters to take ownership utilising tools, such as their own Facebook pages and viral marketing, which are also both excellent tools when it comes to attracting new listeners.

He admits that presenters like to stick to what they know but says: "We have been surprised by the fact that it is the so-called 'older' presenters who have embraced this new approach and really rise to the challenge by regularly updating their blogs. The success of their passion for this new generation of radio tools, is reflected in their rising blog audience," says Madurai.

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Life's greatest hits