

Daryl Ilbury back at home on East Coast Radio

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After a three year absence, well-known broadcasting talent and journalist, Daryl Ilbury, returns to East Coast Radio for the Weekend Breakfast Show. "I've always had a strong alliance with the station," he says, "so my return was going to happen sooner or later."



After leaving the station in 2003, Ilbury pursued a career as a columnist for *The Sunday Times* and, later, the *The Saturday Star*. In between, he lectured in journalism, contributed to many respected publications and penned a number of children's stories. But in the end, the lure of radio grew too strong.

"I'm a radio junkie," he admits. "While travelling through Europe and the United Kingdom, I visited one of the local radio stations and was asked to do a show. I went on-air that same evening. The moment I flicked the mike switch, I knew I could never walk away from radio."

Ilbury launched The Edge, the first on-line resource designed specifically for South African radio professionals. This consultancy is now used by broadcast professionals throughout the country.

"We're thrilled to have Daryl back in the East Coast Radio family," says Trish Taylor, Managing Director. "Not only is Daryl an experienced, consummate radio professional, but he is also an irreverent on-air entertainer. We have no doubt that his attitude will deliver the energy, creativity and innovation that has always been the linchpin of our brand."

Ilbury agrees. "My experiences in the last three years now allow me to offer the station a lot more. East Coast Radio has an awesome funky energy and well-deserved reputation as an innovator. It's where I belong."

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East Coast Radio



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