

East Coast Radio's Big Breakfast Blog voted 2010's top radio blog

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East Coast Radio's Big Breakfast Blog has won the best TV/Radio blog in the 2010 SA Blog Awards. Anchored by Peter G, the Big Breakfast show blog is the perfect opportunity to kick back and listen to your favourite jock, sms votes through for radio polls, enter competitions, engage with other bloggers and radio listeners, surf the station website and give Peter G a taste of his own medicine if you really wanted to, all in real time!

"Blogging is the perfect opportunity for us to take our shows outside of the constraints of time slots and give listeners the chance to air their views and thoughts and engage with the station's key personalities - radio as a traditional medium has been infused with new life as a result of new media platforms such as blogging, podcasting and so on, making for seriously exciting, interactive radio content," says Trish Taylor, CEO of East Coast Radio.

This year the Blog Awards committee placed a heavy emphasis on the readers of the blogs and as such gave them a greater say in the voting process. The public vote counted for 70% and the judges vote 30%. Judges were given several criteria to look at, these included, Design, Content Quality, Reader Engagement, Relevance to the category, and Overall Experience.

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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.

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