

DETAILS:

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# TALK RADIO 702

Talk Radio 702 is the premium talk radio brand in the country attracting a mature and educated listenership with the highest disposable income. Each week over 300 000 listeners tune in for up to minute news, views and actuality, complemented on weekends by a Solid Gold music format.

## THE COMPANY'S CSI POLICY

In its 27 years of broadcasting history in greater Johannesburg, Talk Radio 702 has always been involved with and supported charity initiatives in the region. Its CSI philosophy is that its work in this arena must benefit a diverse range of organisations and communities.

## CSI INITIATIVES

### CRIME LINE

Talk Radio 702 supports CRIME LINE by flying awareness advertisements on a monthly basis and keeping listeners informed about the success of the project through talk shows dedicated to the campaign. During the months of June 2007 and July 2007, Talk Radio 702 dedicated over R1.3 million worth of

airtime to promote this initiative. In August 2007, around R500 000 worth of airtime was dedicated to the initiative.

### Community Service

The station is committed to assisting various charity organisations with public service announcements (PSA's). These include the SA Guide Dogs Association, World Retina Treatment Campaign, Moment in Time cancer organisation, Teddy Bear Clinic for Abused Children, Think Bike!, Sanctuary Safe Haven, Topsy Foundation, Life College, CANSA Shavathon, World Vision 40 Hour Famine, Society for Animals in Distress, Headway Clinic (National Traumatic Brain), The Stroke Aid Society, Al-Anon, Citizen's Commission of Human Rights, Vista Nova, Wings and Wishes, Narcotics Anonymous, Salvation Army, Organ Donor Foundation, Shosholozza Marketing, Star School, World Wildlife Fund, Children of Fire, Sanca / Council on Alcoholism & Drugs, Johannesburg Child Welfare Society. The total value of these equalled R1 045 252.60.

## ACHIEVEMENTS

### Discovery 702 Walk The Talk

A record 40 000 walkers took to the streets of Joburg on Sunday, 22 July 2007 to participate in the country's biggest walking event, the Discovery 702 Walk the Talk, and in the process helped raise over R400 000. for the Laureus Sport for Good Foundation. The Foundation's objective is to help young people overcome the limitations imposed by challenging social issues, such as poverty, homelessness, war, violence, drug abuse, discrimination and AIDS. As in 2006, in 2007 the money collected through this event went to "Fight with Insight", a boxing project based in the southern suburbs of Johannesburg for young offenders who have completed their diversion programme – an element of the South African youth justice system. A member of the Laureus World Sports Academy, Englishman Daley Thompson and Australian cricketer Steve Waugh, flew into South Africa and represented the Laureus Sport for Good Foundation at the walk.

### 702 Soweto Greening Project

Talk Radio 702, in association with Food & Trees for Africa, Jody Scheckter (SA Formula 1 World Champion) and Johannesburg City Parks presented the Soweto Greening Project on Saturday, 1 September 2007 and handed over the first of 11 000 trees to the community of Soweto. Celebrating the milestone, 100 VIPs and 500 community members were invited to Dorothy Nyembe Park in Dobsonville, Soweto. Guests included City of Joburg Executive Mayor, Amos Masondo, Talk Radio 702 presenters, senior managers and staff, Jodi Scheckter and other prominent South Africans. Talk Radio 702 also assisted with catering and décor arrangements. The project aims to plant hundreds of thousands of trees in Soweto in time for the 2010 FIFA Soccer World Cup, as well as improve the environment of Soweto for its citizens.

### 702 Redi Direko Taxi March

On Tuesday, 4 March 2008, like-minded South African women and men from all over Johannesburg joined forces with 702 talk show host, Redi Direko, and marched, danced and sang through the streets of the Joburg CBD to Noord Street taxi rank to show their disapproval, disgust and unhappiness at the sexual abuse and harassment which has taken place at the taxi rank against South African women.

### 702 Garmin Handover

On Tuesday, 11 March 2008, Talk Radio 702 handed over 734 Garmin GPS systems to the South African Police Service at the station's Sandton offices.

This followed an appeal by by morning show host, John Robbie, to listeners to assist with the purchase of the GPS systems to better equip police officers when responding to emergencies. Garmin sponsored 30 GPS systems for flying squad vehicles, while many corporates pledged batches of 10 GPS units to



the cause, including Putco Bus, Mutual and Federal, Primedia Broadcasting, Altech Netstar, HiFi Corporation, Sineka, Sanlam Private Investments, Oki Printing, Fidelity Security, Discovery Health, Melrose Arch and Map IT/Teletlas. Incredible Connection donated 20 units while Tracker donated a total of 33 units.

### 702 Mother's Day Concert at the Zoo

The 17<sup>th</sup> annual 702 Mother's Day Concert at the Johannesburg Zoo was attended by over 12 000 people. While the actual concert is free of charge to the public, all proceeds from the sale of entrance tickets on the day were donated to the Johannesburg Zoo – over R247 842.00. BP Express came onboard as sponsor for the third year. Listeners were also urged to bring unused clothes, blankets and non-perishable food as a collection for charity. This year, the Itlohokomeleng Association for Aged and Disabled Persons in Alexander was the beneficiary.

## INTERESTING FACTS AND FIGURES

Head: Terry Volkwyn

Employee nos: (202 – end June 2008 – excluding Freelancers, including freelancers 226)

BEE Credentials: in the process of renewing.

