

## 702 - *the Summit station*

702 Talk Radio has unveiled its plans to provide extensive coverage for the upcoming World Summit.

Up to the minute reports from a team of journalists, interviewing newsmakers, traffic updates from the ground and the air and outside broadcasts are some of the highlights of 702's coverage.

"The world is coming to Johannesburg to talk ... and we will be talking. 702 is your Summit station and we have set-up a special Summit centre to co-ordinate our coverage," 702 Talk Radio's station manager, Yus Abramjee said.

702 Eyewitness news journalists will be deployed across Johannesburg and Pretoria. "As it happens, when it happens, we will be there ... at the Sandton Convention Centre, Nasrec, Ubuntu Village or on our highway and by-ways where traffic chaos is expected," said Abramjee. The station is also expected to interview a number of world leaders.

Various shows will be broadcast live from the Ubuntu Village including "By Invitation" which will be hosted by David O'Sullivan between noon and 1pm during the 8-days of the Summit. "We will not only be focusing on what happens at the Summit, but also around the Summit." There will also be regular "Summit Wraps" throughout the day.

"We are committed to keeping our listeners informed and we are committed to providing relevant, interesting and topical discussions around this very exciting event", added Abramjee.

702's Veteran trafficologist, Aki Anastasiou will give listeners a bird's eye view on motorcades, traffic congestions and alternative routes. He will be reporting live from the 702/Matrix Vehicle Tracking Helicopter during the 8-day Summit.

At the same time, 702 have launched a vigorous outdoor advertising campaign. A series of strategically placed billboards along busy freeways will sport catchy slogans, something which the station is known for, and it reflects the station's Summit coverage.

In another development, 702 have also announced the setting-up of a "refreshment centre" for members of the South African Police Service. 702 is a few blocks away from the Sandton Convention Centre. "With the area abuzz with cops, we decided to set up a center at Primedia Place (cnr Gwen and Fredman Drive) to serve refreshments to police on duty. It is part of our community service drive and it shows that we care," said 702's promotions manager, Aki Anastasiou. Thousands of law enforcers are being deployed around Sandton. Pick'n Pay's Choice is sponsoring the refreshments. The centre will be open from this Thursday.