



JAY JAY FEENEY

Location: Auckland

Jay-Jay Feeney is one of Aotearoa's most recognisable media personalities – a bold, funny, and unfiltered voice who has been part of the national conversation for over three decades. Starting her radio career at just 17 on Energy FM in New Plymouth, she quickly rose to national prominence and became a founding voice on The Edge in 1994. For 23 years, she co-hosted the station's breakfast show, becoming a fixture in Kiwi homes thanks to her outrageous stunts, sharp humour, and emotional honesty. Whether opening up about fertility struggles or mental health challenges, Jay-Jay never shied away from sharing her truth – and that's exactly why her audience stuck with her.

In 2018, she moved to More FM to co-host the drive show with Paul "Flynn" Flynn, where her storytelling continued to connect with a loyal fanbase. She signed off in July 2024, citing burnout after 33 years of daily broadcasting. But stepping away from the mic didn't mean stepping away from the public eye.

Instead, Jay-Jay has pivoted into new creative spaces, with a strong presence online and in podcasting. In 2024, she co-founded PodLab, a boutique podcast production studio based in Auckland, supporting new creators to find their voice. She's also teased her own upcoming podcast – giving her audience more of what they love: the honesty, humour, and heart that made her a household name.

Jay-Jay's social media presence is still powerful, with over 83,000 followers on Instagram and 111,000 on Facebook. She's become a trusted content creator in the lifestyle, wellness, and travel spaces – partnering with brands in ways that feel true to her voice and values. She doesn't 'sell' – she shares, and that authenticity cuts through.

She's also the author of two books – Misconception, about her fertility journey, and Life on the Edge, a memoir of her broadcasting career. Her voice lives on in columns for Woman's Day, and she's been honoured with multiple NZ Radio Awards, including Best Individual Air Personality and Outstanding Contribution to Radio.



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Jay-Jay connects with people. She's the friend you've grown up with – unfiltered, open, and never trying to be anything other than herself. For brands and collaborators, she offers something rare: a deep, long-standing trust with a wide New Zealand audience, and a platform built not on hype, but heart.



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