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ad>antage's annual guide to radio in South Africa

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**MEGAN CHRONIS**, who has lovingly tended this guide for many years, handed over the reins to me this year. It is indeed an honour and a challenge to step into this role and I thank and acknowledge Megan for the excellent job she has done over the years.



Radio continues to play a vital role in the media mix. It's encouraging to see that the medium still continues to attract listeners and that it remains a key advertising medium, attracting a substantial share of the advertising pie.

Whilst we do not have an extremely competitive radio broadcasting market in South Africa, stations are still competing for a share of audience and for advertising revenue. It is thus an anomaly that in compiling this guide, obtaining correct information from stations was sometimes extremely difficult. I can only imagine that radio would attract more revenue if stations were more accessible to their customers and more professional in their approach.

The global financial crisis of 2009 impacted on all media. Advertising and marketing budgets were slashed and media had to get more creative in their approach to customers and to their audiences. Radio has always been flexible and the creative and innovative approaches to incorporating new media and multimedia campaigns have continued to reinforce radio's importance and relevance.

Advertisers are looking for more information from stations and they seek more than just the RAMS and AMPS numbers to build a compelling argument for their commitment to a particular station. Stations need to be more innovative in obtaining and providing colourful information that will create a more vivid picture of their listeners to advertisers.



This guide, which has been a feature of *AdVantage* Magazine for some 11 years now, provides the most comprehensive listing of radio stations in South Africa. Media professionals see this guide as their Radio Industry Bible and the guide has a full year's shelf-life.

I hope that you gain a greater insight into the business of radio from this guide and that you continue to support - and reap the benefits of - radio.

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# Turn on, tune in...

Up close and personal - radio reaches the hearts that other media just can't reach

By Lance Rothschild



**'VIDEO KILLED THE Radio Star'**, a song by the Buggles, heralded the opening of M-TV back in 1981. Yet, despite several predictions on the demise of radio, the medium remains strong. If anything, radio has shown its resilience and today, more than ever, radio shows its ability to be a compelling medium, irrespective of the range of alternative media options created by new technology and alternatives in the form of television and other new media.

You see, what the naysayers predicting the demise of radio failed to take into account is the unpredictability was the 'X-factor' of the programming that emits from the radio. Yes, there are a lot of alternative entertainment options available to certain audiences. However there is a lack of 'human touch' and 'connectedness' that runs through these alternatives that keep listeners tuned to the radio - and keeps them tuning back for more.

Radio is a resilient medium. It has the ability to work with many other media forms and embraces other media, far better than any alternative to radio can do. One of the biggest challenges facing radio programmers today is how to embrace new media (particularly online and mobile options) and how to draw the opportunities provided by these media into the programming to ensure an even closer relationship with the listener.

So what is the key element that makes radio the compelling medium that it is? It is radio's ability to develop a strong bond between the listener and the station. A personal one-to-one relationship that, irrespective of external temptations, keeps the listener locked in. The listener, when engaged with a station, can be transported on a personal journey. Each listener gets something personal out of their engagement with the station, getting exactly what they want from the station or they move on. Astute programmers or, as they are now known at some stations, content managers, keep their fingers on the pulse of developments within their market

and their listeners' lifecycles. In doing this, they identify trends that allow them to develop and create programme elements, and even programmes that reinforce the relationship between the station and the listener. It is vital for the station that the presenters have a vivid image of the target listener in mind at all times. After all, listeners are not stupid and they are looking for consistency from their chosen station.



**RADIO HAS SHOWN  
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MEDIUM**

In South Africa, we have a huge radio listening culture. According to RAMS (April 2010), radio reaches some 88% of the total population of the country and the average listener tunes into radio for around three hours and 45 minutes per day. And if you closely examine these figures, you will see that they have remained within a constant range for a very long time.

So, before anyone starts pronouncing on the demise and death of radio think carefully about the medium. Can you afford to overlook radio in your media planning? Can you afford not to reach the ears, minds and ultimately the hearts of the greatest portion of your target market?



# Getting what you pay for

**SO YOU'VE DONE** all the hard yards - you've planned, you've researched, you've negotiated and you've ultimately booked the radio schedule. Your creative team has delivered the spots on time; now all that has to happen is that the station has to broadcast the spots as booked. Yeah, right, if only life was so easy.

In a perfect scenario, the stations on your schedule broadcast all the spots, as booked, on the day and the time channel booked, and with no errors whatsoever. And whilst in the era of computerised broadcast management systems this should all happen seamlessly and effortlessly, unfortunately the truth is that it doesn't.

Compliance Certification services now available to advertisers and marketers provide independently verifiable and audited proof of correct performance.

Afstereo, a company that specialises in the monitoring of broadcast media, last year identified that there was an error rate of in excess of 4.5%, on a sample of almost 71 000 radio spots. "That means that within a schedule of 100 spots, at least four were not broadcast as booked," says Tonya Khoury, Afstereo MD. Their tracking and reporting systems track all broadcast spots including those of advertisers which are not their clients. "On the spots and campaigns that we tracked, we found error rates fluctuate between 4% and 8% depending on the complexity of the campaign," reports Khoury. "The intelligence that we gather through our tracking systems provide our clients with a wealth of competitive information too."

It is increasingly important for clients to know that they are getting what they have paid for. Corporate Governance dictates, under the Sarbanes Oxley Act and King III, more transparent reporting on all business activities. Compliance Certification of broadcast media advertising is one sure-fire method of ensuring not only that you get what you pay for, but also of ensuring that you can accurately report on this in a format compliant with governance requirements.

At present, aside from Afstereo, there are two companies which also provide broadcast monitoring and certification services, namely Deloitte and Ornico. "The importance of broadcast certification cannot be overstated," said Audine Brooks, head of Deloitte's Advertising Broadcast Certification Services. "We are receiving an ever-increasing number of enquiries about our service from major multi-nationals, as well as from media owners. Aside from assisting clients with compensation claims, we assist with all elements of risk assessment to provide our clients with an assessment of their processes, which in turn enables them to contain and isolate risks."

Oresti Particios, CEO of the Ornico Group, in turn explains that the Ornico SpotCheque service provides independent verification of media schedules.

"We ensure that your spots are broadcast according to the schedule and we also ensure that your spot is not broadcast within the same bracket as a competitor's spot."

Using sophisticated broadcast tracking tools, Afstereo, Deloitte and Ornico provide customers with instant to near-instant information, thus ensuring that incorrect broadcasts can be rectified within the campaign time-frame.



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# Last night a DJ stole my brand...

DJ-associated advertising such as endorsements, product mentions and scripted live reads are often a highly-effective means of brand messaging, particularly on radio, and yet they still make some clients feel like they're bungee jumping for their brand. RAB GM **Norman Gibson** gives his insight into why these opportunities are actually a highly effective means of spreading your brand message.



**WITH THE ADVENT** of our celebrity-obsessed culture in the last decade or so, it seems inevitable that this 'true religion' would also infiltrate the advertising arena. Celebrity brand endorsement is nothing new but what is new, is the way that local advertisers are taking up the challenge. On radio this has added significance, due to the intimate and conversational nature of the medium.

Another reason why radio is a great platform for this 'next level'/new generation format of advertising, is that radio stations are communities of listeners. Tribes if you like, whose members consider radio a friend and companion. Radio is the pulse of a community, allowing marketers to tap into their way of life through stations that offer a unique flavour, tone of voice and presence within these 'tribes'. Radio stations allow listeners to voice their opinions, interact with the station via competitions or online polls, events and more.

As a result DJs are seen as loyal friends by listeners who, more often than not, trust them implicitly. The value of this loyalty is priceless and a vehicle that clients can use to leverage their brands. This type of advertising, therefore, offers agencies and clients a means of reaching their target audience with a 'direct sell'.

Relinquishing brand power to a DJ is, however, also one of the biggest stumbling blocks to really allowing this kind of spot to work. Namely, how to negotiate the fine line between a scripted live read and a far less 'manageable' DJ endorsement?

A key way of ensuring a smooth ride for both client and radio station, is to involve the DJ in the conceptualisation of the campaign. Engaging DJs from the start ensures their buy in, which is vital to ensure good delivery. The DJ also knows his audience best, and would therefore be able to say immediately what would work and what not.

Ultimately, the DJs are the sales people for the product so giving them the license to own and drive the creative, is likely to result in an above average ROI. However, it's important to realise that truly effective communication can only be achieved when product mentions and DJ endorsements are matched with

the correct personality. This is an ongoing challenge that media owners face, with clients and agencies wanting to be within a certain time channel or with a particular personality regardless of the fit.

It's also vital to plan the direction a DJ endorsement or a product live read will take. Key USPs about what is going to be talked about should also be agreed upon upfront. However, if something current or newsworthy arises just prior to the endorsement or live read, the station should be given the flexibility to tweak what was previously agreed upon. After all, the idea is that the brand message should sound like part of programming and content.





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them  
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ears!*

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**104.9FM**  
***cape town's beat***



# The Chameleon medium



**IN TODAY'S** competitive environment and with the rapid evolution of media platforms, radio appears to be under constant threat from new and evolving media. And yet,

radio is the chameleon medium, the one that can rapidly adapt to, and evolve with its environment. Innovative thinking and strategic insight at programming and content level at stations has seen new media (particularly multimedia) options being incorporated into advertising and marketing campaigns. The thing is that radio is an extremely versatile medium, one that has always been easy to use with other media. Research has also shown that radio is a key component in the advertising mix and that it works exceptionally well with a media mix which can include print, outdoor, and nowadays mobile media. What is interesting is that radio and mobile media enjoy a symbiotic relationship, one which works well for both parties, but more importantly works for the listener.

The advent of mobile media platforms has provided a boon to radio stations. Some stations are actively promoting more than just a package of radio spots to clients - they want to extend the client's campaign and reinforce the message. The advent of mobile media has provided an



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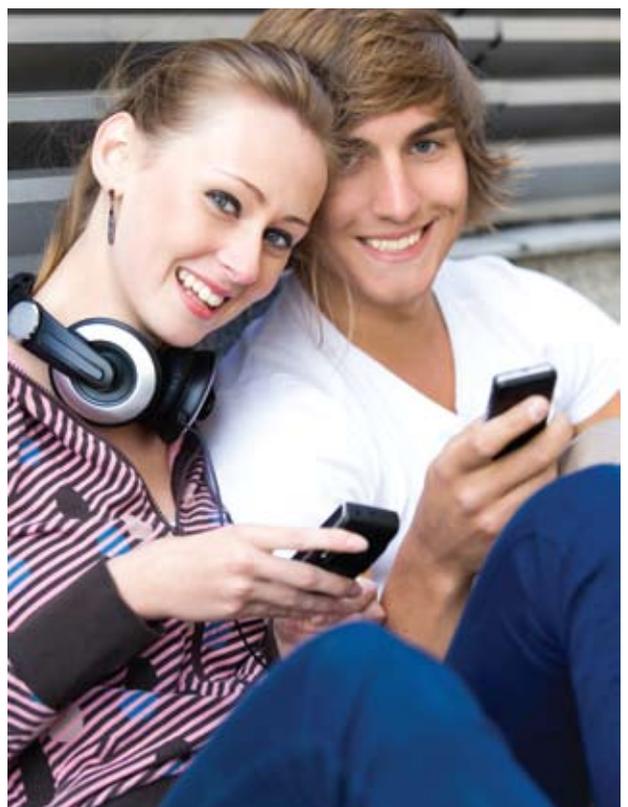
excellent opportunity for this. The Mobile Marketing Association positions mobile as the seventh mass media and the investment in this medium by established agencies should be a key indicator for marketers of the importance of this medium.

Advertisers and stations alike are looking for more information, and more depth, from their advertising and media campaigns. Getting listeners to interact with the station via their mobile phones is increasingly important to stations. Over the past few years we have seen the advent of web, mobi, MMS and SMS to name but a few platforms that have been incorporated into the advertising mix. "These platforms are most effective when they are used to enhance the interaction between the listener and the advertiser," says Alfie Jay, programme director of Algoa FM. "What is important to us is that these platforms and vehicles are measurable and the information that we get is vital to every aspect of our business. The portals establish the contact between the station and the listener and create an environment of trust, which makes it easier to introduce new ideas and concepts to the listener."

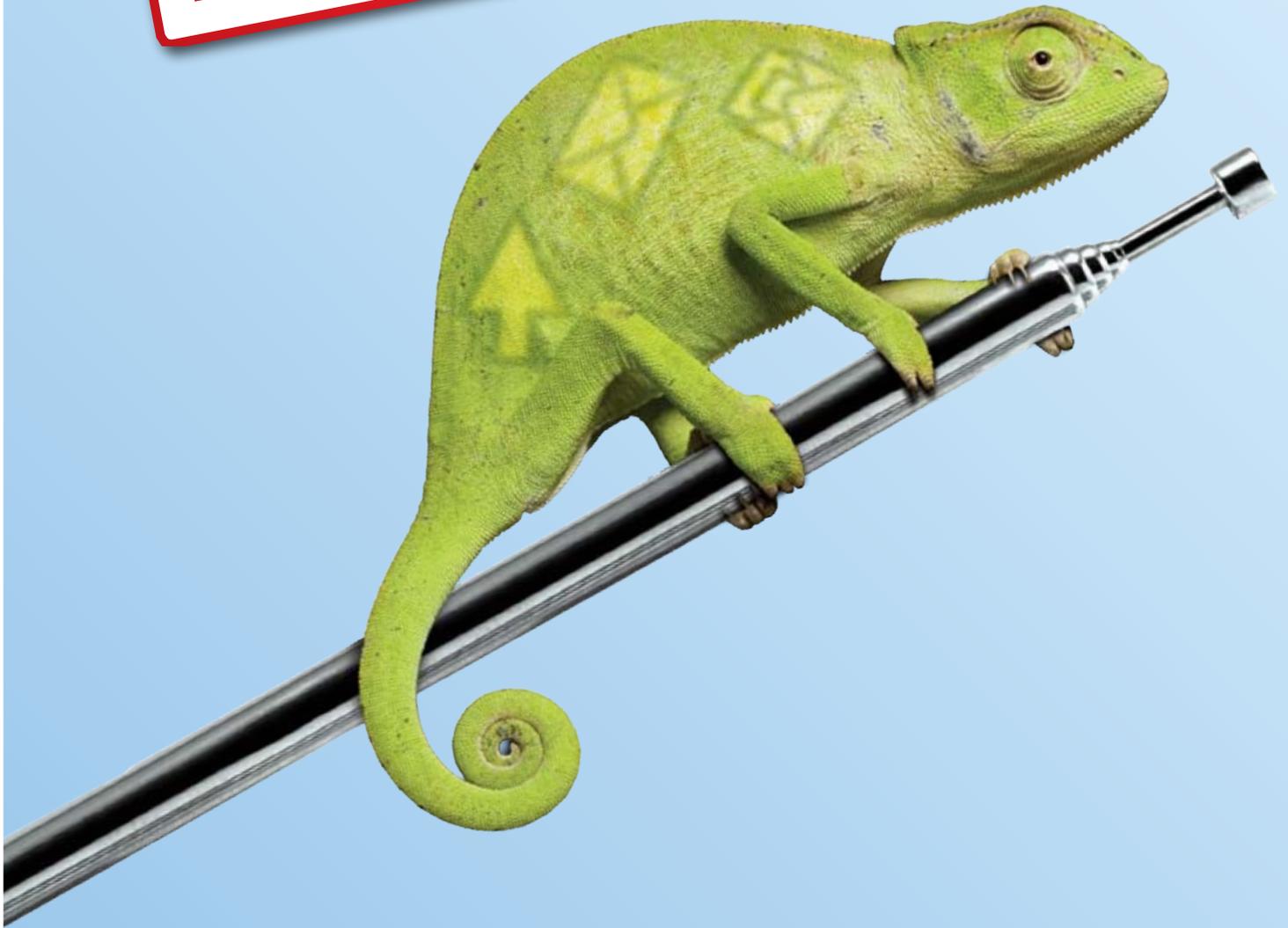
When listeners elect to use one of the mobile platforms, they are inadvertently sharing some critical information. "The intelligence that we glean from these platforms enables us to measure our effectiveness and to fine-tune our offering to ensure that our programming and our marketing messages hit the right spot," says Mark Ndlela of Kaya FM. Smart phones are playing an increasingly important role in the station/

listener relationship. Listeners are able to access the station's mobi platform via their mobile phone and once on the platform, they can participate in station and advertiser activities. One of the unexpected bonuses of this is that every interaction is measurable. The data gleaned is vital for the development of future campaigns and for tweaking and enhancing programming to ensure retention of the listener's interest and custom.

Algoa FM and Kaya FM are just two of the stations that offer multimedia extensions to clients. They have the expertise to ensure that they develop solutions that, irrespective of the multimedia platform selected, will enhance the effectiveness and value of the advertising campaign.



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# A tailored art – not an exact science



**THERE'S A SAYING** that the “only thing easier than making money in radio, is losing money in radio”. Whoever initially coined this phrase obviously has an excellent notion of the level of alchemy and tweaking that goes into radio programming and marketing.

Making radio is not an exact science and today's programme and content managers have to have their fingers on the pulse of their audience if they plan to succeed. How do stations approach the task of programming? We asked the team at Jacaranda FM about how they approach the job of creating their product.

Neil Johnson, head of Talent, Content and Programming at Jacaranda 94.2, says: “Radio is a tailored art. It's about creating a fit between people and music, people and information, people and news... and, commercially speaking, a fit between clients and these people. It's also about playing outside the airwaves - engaging audiences through

a variety of other media and in person and about using all tools at your disposal to get and keep the right people listening for longer.

“To achieve that, elements and programming need to be accurate, current, entertaining, diverse and focused, so it remains imperative for radio to keep its finger on the pulse of what audiences and clients want and need, and adapt accordingly.”

Johnson, whose radio career spans many years, is one of the most passionate radio people you will ever encounter. To him, radio is special because it is immediate and accessible. “It changes and moves as fast as the people who listen to it, and it's a constant stream of news, information and entertainment that keeps flowing while its audience goes about its daily routine. Simply put: radio shouldn't only get people to hear. It should get them to LISTEN and MOVE. After all, this is where radio adds true value to brands.”

Warren Bedil, Jacaranda 94.2's Commercial Sales manager says: “Radio is a dynamic, ever-changing

medium that requires constant innovation to stay ahead of the pack. The distinct nature of growing and retaining audiences through daily on air content makes the medium so special. On air professionals are a unique brand of individual, who apply their creative brains on a daily basis to keep the content fresh and attractive to existing and new audiences.”

Bedil adds that the unseen, behind-the-scenes work that is undertaken in radio is critical in bringing the station to life. “The effective combination of creative and literal thinking is what makes a radio station great.”

What about the news and sport elements of programming? Jacaranda 94.2's station's managing editor of News and Sport, Andries Cornelissen believes that radio's immediacy makes it special. He says: “New media platforms cannot beat radio for immediacy. Radio news does not need you to read a website or do a search to find the info. You can hear the newsmaker speaking and you conjure up your own images of the story.”

First and foremost in the mind of station personnel is the listener. The relationship between the station and its listener is sacrosanct and stations should never compromise this relationship through pandering to any outside influence. “As media professionals, our job is to know what clients and audiences want, while at the same time transporting them towards things that they didn't know they wanted, or needed,” says Lizette Stokes, marketing manager at Jacaranda 94.2. “People need to want radio, want content, want products and services and want involvement in your brand's activities. And all of this needs to be presented in a package that appeals to them - one that isn't simply window-dressed to impress, but has the substance to deliver exactly what it promises.” Stokes also believes that an on-going dialogue with the audience is vital to the growth and success of the station. “Radio, as any other media product or service, needs to shut its mouth every now and then and make time to listen to its audience. This enables us to fine-tune our marketing and programming to meet the needs and aspirations of the market and address and refine perceptions of the brand.”



**RADIO  
SHOULDN'T  
ONLY GET  
PEOPLE TO  
HEAR. IT  
SHOULD GET  
THEM TO  
LISTEN AND  
MOVE**



**VOLUME**

The Picture 3193

2004 ~ Jamie Foxx plays Ray Charles in Ray.

2005 ~ Simphiwe Dana wins Best Newcomer award at the SAMAs.

2006 ~ Abdullah Ibrahim starts the Cape Town Jazz Orchestra.

**FIND  
YOUR  
PLACE  
IN THE  
MUSIC**

2009 ~ Michael Jackson dies.

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# Writing for radio



**THERE IS NO** single recipe for writing great radio spots. If there was, radio would be bland, formulaic, boring, and totally predictable. Writing spots for radio is extremely challenging, but getting it right on radio is one of the most

rewarding creative experiences. It has been said that "radio is the theatre of the mind" and this, somewhat overused epithet holds as true today as it has through the years.

Radio is the ultimate personal medium. It gets into the mind of the listener, allowing you to get personal and even intimate with the listener. Like any intimate relationship, this is one that you have to respect and nurture if you seek any form of action or commitment. Radio is a medium larger than life because its screen is the brain.

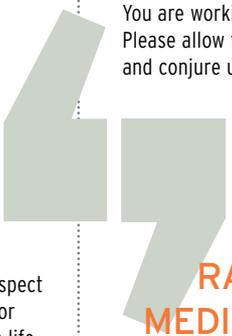
Long-term relationships succeed predominantly due to mental stimulation. Whilst visual images may change, fade and even be forgotten, sounds and audio cues can bring back extremely vivid memories. Isn't it amazing how one enjoys listening to oldies on the radio, and how rapidly a certain

song transports you back to an incident, a time and a situation, either good or bad (and thankfully mostly good) from your past? Stimulating the 'ear-ogenous' zone is not easy, but it is often the simple concepts that work the best. You are working with the ears and the brain. Please allow the brain to make the connection and conjure up the necessary images. Too many potentially good spots are ruined by the scenario being overwritten. Don't do this. Rather allow the listener to make up the image. After all, don't you hate it when

people tell you a joke - and then start trying to explain the punch-line? Your goal with radio is to convince your audience with words, music and sound, and your challenge is to engage their imagination. You want to get them to see with radio.

It is said that the ear is half a poet. It will accept fantasies the other senses reject. A screen and a printed page are absolutes, bounded by pragmatic sight. What is heard on the radio can be expanded by imagination into wondrous visions that exist only for the listener.

Keep this in mind when writing for radio and try and create ads that are applicable to the station and its audience. Too many advertisers have a 'one spot fits all stations' approach to radio. While this is cheaper, one can cogently argue against its cost-effectiveness. After all, do you speak to your boss in the same manner as you speak to your children? No, so why try to use one single creative execution across diverse stations, when you know that the demographics are vastly different? It's not surprising then that advertisers who adopt this approach are never fully satisfied with the results of their radio campaign.



**RADIO IS A MEDIUM LARGER THAN LIFE BECAUSE ITS SCREEN IS THE BRAIN**



# ICASA rules the waves

By Lance Rothschild



**IN SOUTH AFRICA** there are some 179 actively operating radio stations, licensed by the Independent Communications Authority of South Africa (ICASA). In essence there are three classes of license: Commercial;

Public Broadcasting; and Community, and ICASA rules over the granting (and in some cases the removing) of licenses. ICASA is to be commended for trying to encourage a diversity of 'voice' and 'style' within the broadcasting environment, however, some believe that ICASA fails to fulfil its mandate in that our commercial radio environment should be more competitive.

Could the South African market support more commercial radio stations? That is a question that is frequently asked. We should allow market forces to determine who succeeds and who doesn't. Of course one needs a regulatory authority over the industry, however there has to be a balance between regulation and over-regulation, and ICASA is somewhat guilty of the latter.

Public Broadcasting Services should be the responsibility of a body independent of the government (like the BBC is in the UK) and should be funded by alternative funding sources rather than relying on advertising. Community broadcasting should be limited to serving clear and concise communities and should draw the bulk of their revenue from their community. In South Africa, there are some community stations that are in essence nothing but "commercial stations dressed in community clothing". Several of these stations came about out of sheer frustration at ICASA and if asked, management of many of these

stations would admit that they would rather have a commercial license, if this was an option available to them.

Competition in the broadcasting environment is the responsibility of ICASA. Competition is healthy for a marketplace and that increased competition raises the standard of all the players in the field. It is concerning that in South Africa, we do not have enough competition in the arena of commercial radio. ICASA has granted some 16 commercial broadcasting licenses since its inception in 1994 and it has been exceedingly parsimonious in developing new commercial radio opportunities. There are several arguments that ICASA will trot out in its defence, the key one being that commercial broadcasting licenses are valuable properties and that a tight rein needs to be kept on the sector to ensure adequate allocation of scarce frequency resources. And ICASA has a point here in that only one commercial station has failed since 1996 (when ICASA began issuing commercial licenses).

It contends that there is insufficient space within the frequency spectrum to allocate and issue further licenses. If this is so, why is it that in a city like New York, there are over 100 FM stations within a 30 kilometre radius? There is a lot of competition for listener's ears, and for a slice of the advertising pie in this competitive market. Stations compete actively for listeners' attention and they use every weapon at their disposal to gain the attention and the loyalty of the listener. And those stations that don't get it right fail and go out of business.

The over-regulation of the broadcast environment in South Africa robs listeners of the opportunity to choose between a broader diversity of stations. In

the USA, commercial radio is a competitive field with listeners having the benefit of a choice of stations within a format band. What this would mean in the context of the SA market is that one station would not dominate a particular market unless it was absolutely good enough to. Stations have to be more compelling, providing better programming and more exciting marketing than their competitors if they want to secure an audience.

In a free market environment, when one offering becomes successful and starts to attract a market, competitive forces will enter that sector (format) in order to gain a share of the lucrative market. At a certain point, the market can get too fragmented and the format would become unprofitable, forcing a re-think of strategy. So, what is wrong with that? Advertisers get more options, while listeners get the opportunity to vote with their feet (or dials).

In conclusion, can the South African market accommodate more commercial radio stations? Absolutely yes, and it is the responsibility of ICASA to bring this to fruition. The SA radio landscape has the potential to be so much richer, so much more diverse and so much more competitive, but it's up to ICASA to make this happen.

*\*Lance Rothschild is a radio consultant*



There is a lot of competition for listener's ears, and for a slice of the advertising pie in this competitive market

# ADVERTORIAL

By Danette Breitenbach

# Getting exactly the right connection...

The Media Connection has rocketed in recent years and provides a very effective way to speak to the community.



## SAYS RACHELLE JAQUES,

one of the Media Managers of the Media Connection: "We are bringing credibility to a medium that many marketers do not see or hear. When people realise that this medium has 7.7 million listeners it is no wonder they are starting to sit up and take notice of community radio."

To give you an example of the popularity of community radio, Jaques cites one of its newest additions: Alfred Nzo, an Eastern Cape station in the Mount Ayliff area, which has over a two year period, since it went on air in November 2007, increased its listenership to well over 350 000 listeners.

The calibre of community radio clients also reflects the credibility of the medium. They include all major banks, cell phone networks and retail groups amongst others.

As community radio grows so does The Media Connection. While its highly specialised staff may be small, don't be fooled, as the company represents over 120 community radio stations through out the country and some media outside South Africa's borders i.e. radio and television networks in Swaziland, Namibia, Botswana and Lesotho.

The Media Connection is very proud of all the community radio stations and also of what it has achieved, says Jaques. "This is the Media Connection's 11th year and we see it as a new beginning in a very exciting year for our country. We are not only getting community radio out there, but also offering agencies a one stop shop, by providing a variety of media services, making community radio more and more interactive.

The Media Connection realised that while stand alone campaigns on radio were great, clients wanted more. However radio stations were not able to meet these requirements, which included road shows, activations and mobile advertising. As a result, over the past three years, The Media Connection has introduced a new division that provides clients with additional promotional services in the form of a fleet of vehicles which can be branded with clients' corporate image.

These vehicles are fully equipped with hi-tech sound and stage equipment.

Recently, the company has successfully provided radio and promotional services for the FIFA World Cup Trophy Tour by Coca-Cola. Local station celeb DJs acted as brand endorsers and promoters, explains Simon Milne, Media Manager of the promotional division. "We took our promotional vehicle into communities and told them to expect the Trophy Tour in their town the next day. We also liaised with community stations who acted as the mouth piece of the tour to their communities, literally giving instant updates, news and information."

The Media Connection is excited about their newest offering: Mobile Marketing. Debbie Williams, Mobi Media Manager says: "We are offering clients a more complete service with a synergy between traditional marketing and mobile advertising. Statistics show that an increasing number of people are using their cellphones to access information and entertainment. We have already provided over 60 community radio stations with individual mobi sites and we are busy rolling out the rest. These sites not only give marketers additional leverage for their brand, but also provide them with measureable results of their campaign and a database of potential consumers driven by their campaign.

Another exciting development The Media Connection offers is that through a central broadcasting studio, equipped with satellite broadcasting facilities, clients are able to reach a vast number of community stations with one broadcast. For example 14 stations across South Africa simultaneously accepted a live satellite feed to broadcast the speech given by the Deputy Minister for Public Services and Administration. Listeners from all over South Africa were able to call the studio and discuss important service delivery issues with the Minister live on air. "This kind of informative, interactive broadcast is highly



beneficial to both client and listener," says Judy Milne, one of the Directors.

The Media Connection is 100% female owned and 60% black female owned and was awarded its Level 1 BEE certificate last year, an achievement that they are extremely proud of.

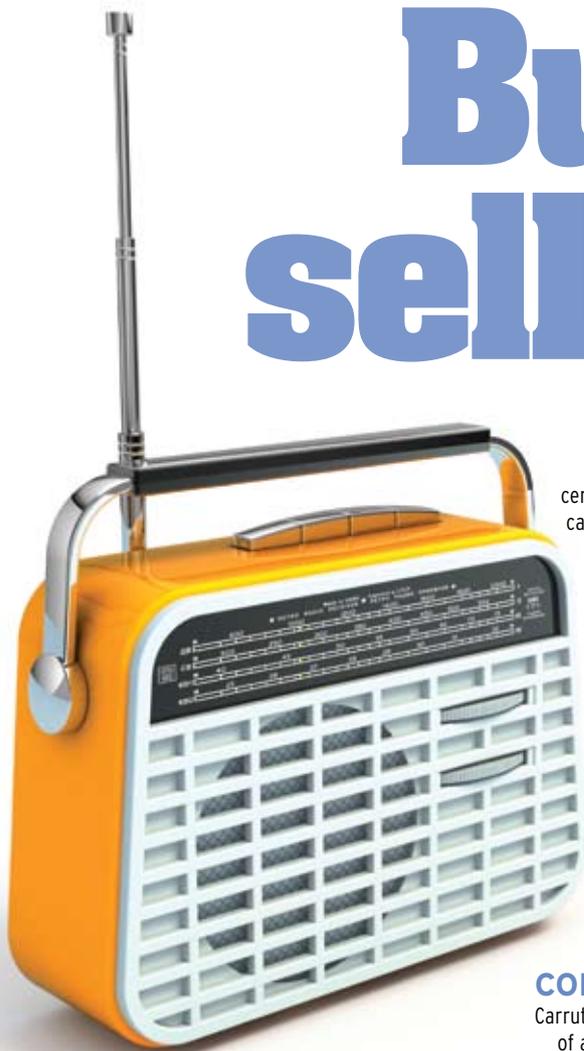
The Media Connection is the team that makes the right connections between your client and 7.7 million listeners!!

**The Media Connection**

**The Media Connection**  
0861-37-23-46  
sales@themediacconnection.co.za  
www.themediacconnection.co.za



# Buying and selling radio



certain stations with regard to tailoring campaigns to our clients' requirements." She goes on: "I find that dealing with stations and sales houses varies immensely. Some groups are inflexible and somewhat arrogant." Despite this, Carruthers feels that in general, sales houses are important and are mostly helpful in terms of meeting customer requirements. "I think that there are still many lessons being learned at present. Some of the sales houses that are pushing 'combo' deals need to realise that there is little to no added value in some of the combos offered. We do try to narrow our focus and many of these deals just don't make sense to our clients."

**CLIENTS ARE  
LOOKING FOR MORE  
BANG FOR THEIR  
BUCK IN TERMS OF  
ENGAGEMENT WITH  
STATIONS**

being a 'backyard' medium is rapidly receding as community radio starts to take a firm stance in the foreground of radio advertising. Advertisers are now seeing that they can reach a highly-focused market and that their reach and accuracy are a lot more cost-efficient and effective. Community radio campaigns are quite easy to fine-tune and the stations are really very accommodating."

There has been a marked increase in the level of professionalism in community radio over the last few years. "Community stations are far more professional than they have ever been and they are gaining experience," says Van Niekerk. "Station management teams are attending training, stations are involving former radio professionals, and in many cases, community radio stations' output is on par with that of far bigger-resourced commercial operations."

One of the challenges facing community radio is research.

Says Van Niekerk: "One has to get the advertiser to look beyond the numbers and see the constituents of the station's community and this has been difficult for stations to achieve, particularly as research is prohibitively expensive. Several stations have gleaned excellent market intelligence through commissioning mobi-sites."

Concludes Van Niekerk: "Community stations are no longer the willing wallflowers that they once were and many now have the confidence to negotiate deals that make sense for the station and the advertiser alike. I believe that community radio has turned the corner and that we will see revenue and commitment grow significantly over the coming years."

## COMMUNITY RADIO

Carruthers says that at present, they do not do a lot of advertising on community stations. "We find that our clients are a little reticent with regard to advertising on these stations, although there has been a change in attitude over the past year." A key issue regarding community stations is the sheer number of stations and the high degree of volatility and movement within these stations. Some stations are more professional than others. Basil van Niekerk, director at The Media Connection differs on the matter of community stations: "While community radio has been at the bottom of the food chain for many years, we have found over the past 18 months that there has been a change of heart towards community radio. Some of the country's biggest radio advertisers are now regularly appearing on community stations."

Van Niekerk, a veteran with some 34 years radio experience, is extremely passionate about community radio. He spearheads The Media Connection's community radio sales operation and is doing his utmost to elevate the status and importance of community radio. The Media Connection represents almost all of the community stations and provides an easy booking conduit for clients and agencies looking to engage with community stations.

"The credibility of community radio has been a key factor that we have had to address. The previously-held perception of community radio



**ADVERTISING ON** radio is a huge business. After all, advertising revenue is the life-blood of any station. With the rapid expansion of the radio industry, media agencies have many more stations to deal with than ever before. This compounds the complexity of planning and committing a radio schedule on behalf of clients.

"These days, our clients are looking for more information and more substance relating to stations," says Wendy Carruthers, media strategist at Initiative Media. "Whilst I use AMPS and RAMS as a guideline, I do try and provide clients with more information, getting them to see the bigger picture of the environment that they are buying into. I find that this is crucial for my clients as they can then develop a broader understanding of the station's targets.

"Clients are looking for more bang for their buck in terms of engagement with stations. They want a greater degree of audience involvement and some form of action out of their radio advertising. It's almost as if the days of the 30 second radio spot are limited. Clients are increasingly looking at sponsorships and event-driven executions on radio. What's frustrating is the lack of flexibility at



# PBS STATIONS

## Channel Africa

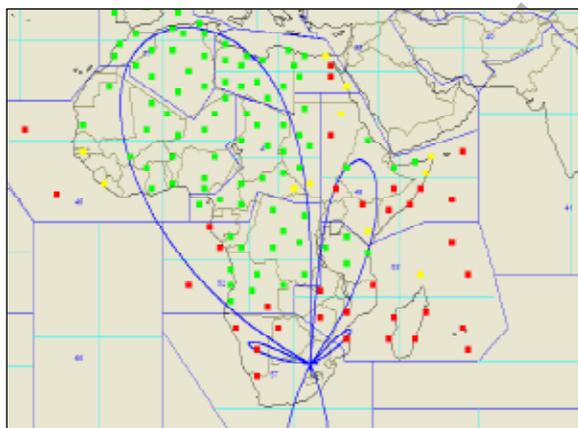
Freq: Various AM frequencies, satellite, Internet and DTT

### CONTACT INFORMATION

Tel: (011) 714-4145; Fax: (011) 714-2072  
Email: info@channelafrica.org; Website: www.channelafrica.org  
GM: David Moloto; Email: molotod@sabc.co.za  
Programming manager: Lungi Daweti; Email: dawetimj@sabc.co.za  
Marketing manager: Mamolefe Segakweng  
Tel: (011) 714-3413; Email: segakwengm@sabc.co.za  
Portfolio sales manager: Mamolefe Segakweng  
Tel: (011) 714-3413; Cell: 083-307-6831; Email: segakwengm@sabc.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The shortwave broadcast covers south, east, central and west Africa. The satellite broadcast covers the sub-Saharan region although it can be picked as far as London. The Internet broadcast coverage is global.  
**Material requirements:** CD, minidisk or flash card  
**Major station events:** "Africa, my land" promoting African music and art, culture and tourism, showcasing different African cultures, including food, music and clothing; Channel Africa's Best Achiever Awards, which celebrate loved one for their constant support even during tough times; the Women of Africa Caring Project, where African women show love and support to the poor and needy in identified African countries; the Africa Day celebration concert and conference; and public viewing events in participating African countries in support of the 2010 Soccer World Cup.  
**Past 7 day listenership (South Africa):** 9 000 (RAMS April 2010)  
**Target audience:** Primarily 25-39-year-olds, in LSM 4-10. The station also targets youth aged 16 to 24 in the same LSM groupings. The target audience is made up of professionals who believe in Africa as a continent. They are hard working and decision making. Many of them are SMME business owners, Africans in the Diaspora, ambassadors and African intellectuals seeking knowledge and information.  
**Broadcast languages:** English, Portuguese, French, Silozi, Swahili and Chinyanja  
**Format:** Channel Africa broadcasts news and current affairs, informal knowledge building programmes, sports coverage and music. The channel covers issues of culture and heritage, politics, health and youth education focusing on development and motivation.  
**Positioning:** The only international PBS station reinforcing Africa's dignity, pride and sense of self worth. Channel Africa: "The Voice of the African Renaissance"



## Ikwekwezi FM

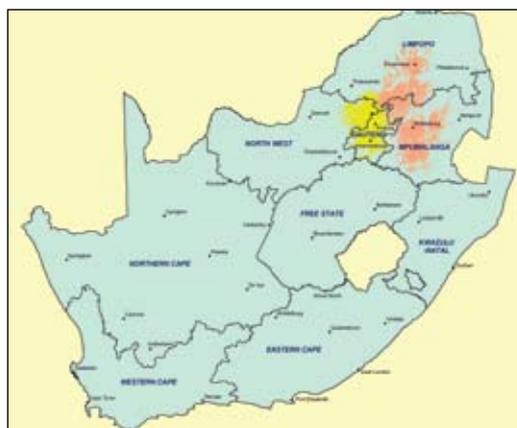
Freq: 91.8-107 FM

### CONTACT INFORMATION

Tel: (012) 431-5301/2; Fax: (012) 431-5312  
Website: www.ikwekwezifm.co.za  
Station manager: Phillip Mahlangu  
Tel: (012) 431-5301; Email: mahlangudp@sabc.co.za  
Programme manager: Juliet Skosana  
Tel: (012) 431-5321; Email: skosanaj@sabc.co.za  
Marketing manager: Tokologo Mokoena  
Tel: (012) 431-5320; Email: mokoena@sabc.co.za  
Portfolio sales manager: Melody Mngqundaniso, SABC Radio Sales  
Tel: (011) 714-7133; Email: magubanemt@sabc.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Parts of Mpumalanga, North West and Limpopo, as well as part of Pretoria (Mamelodi, Eesterus and some eastern suburbs).  
**Advertising policy:** Four ad breaks of two minutes each per hour.  
**Material requirements:** CD and flash card  
**Major station events:** Township tour, campus tour, the station's birthday celebration, Ikwekwezi FM Annual Staff Awards.  
**Past 7 day listenership:** 1.629 million (RAMS April 2010)  
**Target audience:** Ikwekwezi FM primarily targets 25-34 year olds in LSM 4-8. Our secondary market is 16 - 24 year olds, reaching more people who speak and understand Ndebele than any other station in Mpumalanga (90%). Listeners are typically outgoing, fun loving, money-spending people, from both urban and rural areas. The station understands the need for transformation the world over, hence it has become less culturally-focused. It is also catering more for young people and professionals.  
**Broadcast language:** Ndebele  
**Format:** The station offers high quality local information-based radio, with a mix of current affairs, news, drama, music, religion and sport, as well as a commitment to arts and cultural programming. It plays local, kwaito, hip hop, house, traditional and international music. The talk element has a focus on topical issues, as well as covering current and cultural issues, and consumer affairs across the board. There are also shows relevant to the youth which focus on education, motivation, and entrepreneurship.  
**Positioning:** Ikwekwezi FM is the catalyst in presenting the day of the Ndebele culture. It develops and improves their lifestyles by keeping them in touch, and therefore encouraging personal growth and stability.



# Lesedi FM

Freq: 87.7-106.6 FM

## CONTACT INFORMATION

Tel: (051) 503-3090/1; Fax: (051) 503-3269

Website: [www.lesedifm.co.za](http://www.lesedifm.co.za)

Station manager: Pulapula Mothibi

Email: [mothibipm@sabc.co.za](mailto:mothibipm@sabc.co.za)

Programme manager: Wire Khoali

Email: [khoaliw@sabc.co.za](mailto:khoaliw@sabc.co.za)

Acting marketing manager: Email: [phethulu@sabc.co.za](mailto:phethulu@sabc.co.za)

Portfolio sales manager: Senate Moshoeshoe, SABC Radio Sales

Tel: (011) 714-7139; Email: [moshoeshoes@sabc.co.za](mailto:moshoeshoes@sabc.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week

**Broadcast area:** Lesedi FM broadcasts into all nine provinces, but has greatest penetration into the Free State (44% of adults) and Gauteng (36% of adults). It has spillover listenership in Lesotho.

**Advertising policy:** Four ad breaks per hour of three minutes each.

**Material requirements:** CD or minidisk

**Major station events:** Some of the events planned for the current fiscal are campus tours, township tours, the Birthday Bash, *Lokoloha* - Freedom Day Celebrations, Lesedi FM House Party, *Tumelo ke Thebe* Gospel Concert, Valentine's Picnic in the Park, the Redefining Fatherhood Seminar, *Leloko* Vibes Spring Festival, Women's Day Celebrations, June 16 Six 2 Six Celebration, and MACUFE.

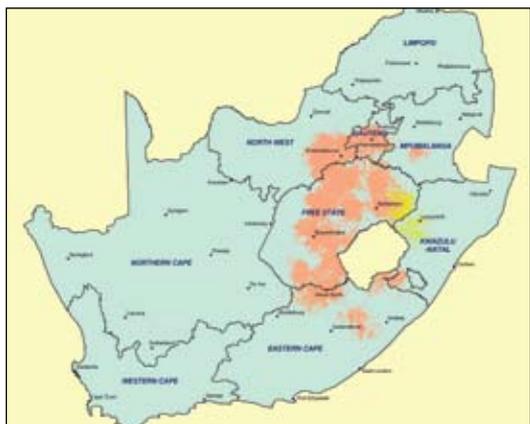
**Past 7 day listenership:** 3.602 million (RAMS April 2010)

**Target audience:** The station's core target market is 25-34-year-olds within the LSM 5-8 continuum, who speak and understand Sesotho. The secondary target market is 16-24-year-olds within the same LSM range. The Lesedi FM listener is quite urban. This is demonstrated by the fact that 57% of the station's audience is based in urban areas, while only 43% is in peri-urban areas. Listeners are highly aspirational, economically mobile trendsetters who are constantly moving up in life. Overall, 66% of the station's listeners are in LSM 5-8.

**Broadcast language:** Sesotho

**Format:** Each show has a 60:40 mix of talk and music. Preference is given to local music genres such as kwaito, hip-hop, Afro-jazz, choral, Afro-pop, gospel and traditional Basotho music. The talk component includes news, information, debate, discussion, interviews and drama, reflecting the lifestyle of its listeners.

**Positioning:** Lesedi FM is a contemporary radio station that has reinvented itself as cheerful, fresh and daring to be different, while still fulfilling its PBS mandate to educate, inform and entertain.



# Ligwalagwala FM

Freq: 87.7 to 104.0 FM

## CONTACT INFORMATION

Tel: (013) 759-6611; Fax: (013) 755-3865

Website: [www.ligwalagwalafm.co.za](http://www.ligwalagwalafm.co.za)

Programme Manager: Ntfontjana Dlamini

Tel: (013) 759-6614; Email: [dlaamininc@sabc.co.za](mailto:dlaamininc@sabc.co.za)

Marketing office: Christinah Mazibuko

Tel: (013) 759-6746; Email: [mazibukocz@sabc.co.za](mailto:mazibukocz@sabc.co.za)

Portfolio sales manager: Melody Mngqundaniso, SABC Radio Sales

Tel: (011) 714-7133; Email: [magubanemt@sabc.co.za](mailto:magubanemt@sabc.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.

**Broadcast area:** Mpumalanga, parts of Gauteng, KZN, Limpopo, North West.

**Advertising policy:** Four breaks per hour

**Material requirements:** Minidisk, CD, DAT and cassette

**Station achievements:** These include being in the Top 10 Favourite National radio stations since RAMS September 2007, winning the PMR Award for best radio station in Mpumalanga, and seeing in-house DJ, Dumisane "Sdunkero" Kunene, walking away with a SAMA in the category Best Record of the Year. Presenter Shabba Mavuso was also the winner of the Best Overall Presenter award in the Mellow Wood 5 Celebrity Coach Challenge 2008, competing against other ALS drive shows.

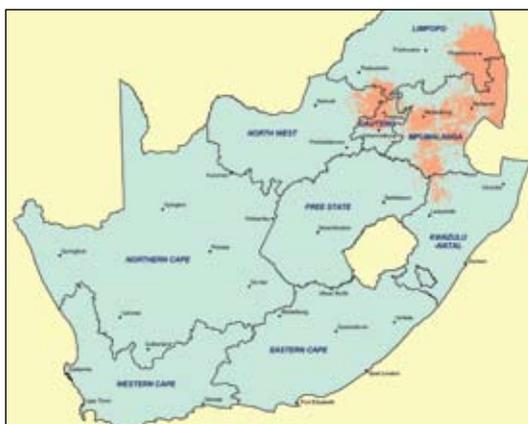
**Past 7 day listenership:** 1.355 million (RAMS April 2010)

**Target audience:** Young, aspirational, upwardly-mobile black people living in Mpumalanga. The station primarily targets 25-34-year-old, Swati-speaking and understanding people, with a secondary focus on those aged 16-24, as well as 35-49. Listeners fall into LSM 4-8. Listeners enjoy social activities and like to be informed about issues of national priority. They seek to better their lives through tertiary education. They are progressive and brand conscious.

**Broadcast language:** Swati

**Format:** Having recently relaunched its brand image, Ligwalagwala Fm is now well-positioned to provide a contemporary cultural home for its listeners. It empowers them with relevant information, and offers a mix of news, music, current affairs, talk shows, education, sport, weather and traffic. The music offering includes R&B (7%), kwaito (12%), R&B old school (11%), house (16%), hip-hop and rap (7%), with gospel, jazz and traditional music making up the rest. Socio-economic topics are typical during talk shows. Ligwalagwala Fm is also a champion of issues pertaining to the environment.

**Positioning:** The station fosters an interactive environment that inspires personal growth.





# PBS STATIONS

## Lotus FM

Frequency: PE 98.3 FM; Gauteng 106.8 FM;  
Cape Town 97.8 FM; KwaZulu-Natal 87.7 FM

### CONTACT INFORMATION

Tel: (031) 362-5444/5; Fax: (031) 362-5167  
Website: [www.lotusfm.co.za](http://www.lotusfm.co.za)  
Acting station manager: Alvin Pillay  
Tel: (031) 362-5444  
Programme manager: Santosh Beharie  
Tel: (031) 362-5444/5; Email: [santosh@lotusfm.co.za](mailto:santosh@lotusfm.co.za)  
Marketing manager: Donne Henry  
Tel: (031) 362-5464; Email: [donne@lotusfm.co.za](mailto:donne@lotusfm.co.za)  
Portfolio sales manager: Alvin Pillay, SABC Radio Sales  
Tel: (031) 362-5136; Cell: 083-260-5136; Email: [pillaya@sabc.co.za](mailto:pillaya@sabc.co.za)  
To advertise: [sales@lotusfm.co.za](mailto:sales@lotusfm.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** KwaZulu-Natal, Gauteng, Eastern Cape, Western Cape  
**Advertising policy:** Six 30-second ads per break.  
**Material requirements:** CD, minidisk and DAT.  
**Major station events:** Durban Diwali, Newtown Diwali Festival in Gauteng, the national Lotus in-mall promotions, Golden Horse Casino and Golden Horse and Vodacom Festival of Lights, Durban Annual New Year's Eve Bash.  
**Past 7 day listenership:** 355 000 (RAMS April 2010)  
**Target audience:** Lotus fm targets South African Indians aged 25 and up (core) and 16-24 (secondary) in the LSM 7-10 segment. The station endeavours to cater for an audience both young and old, across three religious faiths (Hindu, Islamic, Christian) in six languages. The audience is influenced by Western lifestyles, but continues to maintain its unique Indian identity. Listeners have a high regard for education, are aspirant, goal-oriented, self confident, quality and brand conscious, entrepreneurial and highly educated. The majority of core listeners live in KwaZulu-Natal.  
**Broadcast language:** English, with religious features in Hindi, Telegu, Urdu, Gujarati and Tamil.  
**Format:** Lotus fm plays a mix of Indian music, news, current affairs, interviews and entertainment, offering a traditional base for listeners' modern lifestyles, enhancing their identity and sense of belonging. It is at the forefront of changing the perception of the South African Indian landscape by introducing into its mix a popular and progressive Bollywood flavour.  
**Positioning:** Inspired by the spirit of the local Indian experience, Lotus fm is inclusive radio that captivates listeners with its inquiring and inspiring nature.



## Motsweding FM

Freq: 87.9-107.9 FM

### CONTACT INFORMATION

Tel: (018) 389-7111; Fax: (018) 389-7326  
Acting station manager: Sibongile Mtyali  
Tel: (018) 389-7524; Email: [mtyalirts@sabc.co.za](mailto:mtyalirts@sabc.co.za)  
Programme manager: Sibongile Mtyali  
Email: [mtyalirts@sabc.co.za](mailto:mtyalirts@sabc.co.za)  
Acting marketing manager: Kgomotso Motsenogi  
Tel: (018) 389-7520; Email: [mosenogikm@sabc.co.za](mailto:mosenogikm@sabc.co.za)  
Portfolio sales manager: Senate Moshoeshoe, SABC Radio Sales  
Tel: (011) 714-7139; Email: [moshoeshoes@sabc.co.za](mailto:moshoeshoes@sabc.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast language:** Tswana  
**Broadcast area:** North West, Gauteng, Northern Cape, Mpumalanga, Limpopo and Free State, with spillover into Botswana (Lobatse, Gaborone, Mahalapye and Kanye).  
**Advertising policy:** Four ad breaks of three minutes per hour.  
**Material requirements:** CD or minidisk  
**Major station events:** The station's flagship events include its birthday celebration in June; *Mosadi wa Letlapa* in August, and the Youth Inventors Expo in October. Other events are monthly roadshows in major markets.  
**Past 7 day listenership:** 2.945 million (RAMS April 2010)  
**Target audience:** Motsweding fm's target market is aged 25-49 within the LSM 5-8 continuum. The secondary target market is aged 16-24 within the same LSM groups. The Motsweding fm listener is a professional, highly progressive, modern, educated and intelligent person. He/she is a trendsetter with an insatiable quest for knowledge. He/she is aspirational, self reliant, ready to try new things, and loves variety and choice. Fashion, new trends and entertainment are a high priority. The Motsweding fm listener is also a highly opinionated individual. He/she is mobile, well connected, informed and highly participatory.  
**Broadcast language:** Tswana  
**Format:** Urban African Contemporary. This format features a mix of talk shows, music, sport, drama and documentaries as well as current affairs and news. Included in the mix is programming on finance and business, children, religion, culture and women, while the music offering comprises Afro-pop, Tswana traditional music, kwaito, soul and R&B, hip-hop, gospel and jazz.  
**Positioning:** Motsweding fm is the contemporary voice of the Tswana community. It is proud and respectful of its cultural heritage.



# Munghana Lonene FM

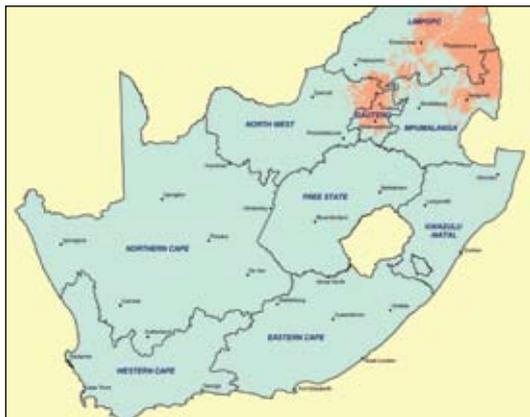
Freq: 89.4-103.2 FM

## CONTACT INFORMATION

**Tel:** (015) 290-0262; **Fax:** (015) 290-0171  
**Website:** www.munghanalonenefm.co.za  
**Station manager:** Tsakani Baloyi  
**Tel:** (015) 290-0263; **Email:** baloyist@sabc.co.za  
**Programme manager:** Lawrence Ubisi  
**Tel:** (015) 290-0052; **Email:** ubisilm@sabc.co.za  
**Marketing manager:** James Shikwambana  
**Tel:** (015) 290-0247; **Email:** shikwambanjh@sabc.co.za  
**Portfolio sales manager:** Ronnie Makgothokgo, SABC Radio Sales  
**Tel:** (015) 290-0197

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Limpopo, Mpumalanga, Gauteng and North West, and four provinces in Mozambique.  
**Advertising policy:** Three ads per break  
**Material requirements:** Minidisk  
**Major station events:** Mozambique Nepad Campaign (July), *Mina hi mina* Soapie Tour (once per quarter), Battle of the DJs (June), *Xilombe* Choral Festival (August), Indigenous Games (September and October), Together as One (August), Culture Celebrations (September), Xitsonga Music Awards (December), Adopt a Hospice Project, (May), Youth Get Ready for 2010 Awards (June), Women Achievers Awards (Aug) and Munghana Build a House/Renovate a School (April).  
**Past 7 day listenership:** 1.154 million (RAMS April 2010)  
**Target audience:** All Tsonga speaking and understanding people, primarily aged 25-34 years. Seventy-five percent of MLFM's audience consists of LSM 1-4, 26% LSM 5-7 and 1% LSM 8-10, living in metropolitan and rural African communities.  
**Broadcast language:** Tsonga  
**Format:** Contemporary and participative, offering an equal mix of music and talk. Content is characterised by business, politics, health, literature reviews, youth development, women empowerment, early childhood development, religion, sport, entertainment, disability issues and education. The station uses drama, news and talk-back to deliver stimulating, compelling and competitive programming content. Issues which affect the Tsonga people are given priority. The top 10 music genres played on the station are Tsonga traditional disco, gospel, kwaito, R&B/rap/hip-hop, house/remixes, ballads, various African music, *mbaqanga*, reggae, and jazz.  
**Positioning:** Munghana Lonene fm is an engaging companion who informs, educates and entertains its listeners in a contemporary way.



# Phalaphala FM

Freq: 88.2-107.8 FM

## CONTACT INFORMATION

**Tel:** (015) 290-0260; **Fax:** (015) 290-0170  
**Website:** www.phalaphalafm.co.za  
**Station manager:** Freddy Sadiki  
**Tel:** (015) 290-0032; **Email:** sadikif@sabc.co.za  
**Programme manager:** Tshamaano Nephumbada  
**Tel:** (015) 290-0248; **Email:** Nephumbadat@sabc.co.za; **Cell:** 083-276-8545  
**Marketing assistant:** Rudzani Neluheni  
**Tel:** (015) 290-0245; **Email:** neluhenire@sabc.co.za  
**Portfolio sales manager:** Ronnie Makgothokgo, SABC Radio Sales  
**Tel:** (015) 290-0197; **Email:** makgothokgomr@sabc.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Limpopo, Gauteng, North West and Mpumalanga  
**Advertising policy:** Three ads per break  
**Material requirements:** CD, minidisk  
**Major station events:** Annual Back-to-School campaign and the Annual Education Tour in January; the station's anniversary (Feb); Land of Legends Marathon (March); Young Achievers Competition (June); The Build a House for Women in Need campaign (August); Traditional Dance Competition (July/Sept), listeners' annual trip to Brazil, Drama Festival and the Two Countries Marathon (Sept).  
**Past 7 day listenership:** 765 000 (RAMS April 2010)  
**Target audience:** The primary target market is people in the 25-49 age group in LSM 4-8, although listeners between 16 and 24-years-old make up a considerable share of Phalaphala's market. The station appeals to a broad cross-section of the community, from entrepreneurs and business professionals to learners and the unemployed. Its listeners are all traditional at heart, but lead modern lifestyles. They are family-oriented with a strong sense of community.  
**Broadcast language:** Venda  
**Format:** Although Phalaphala FM is primarily a music station, it dedicates time to talk shows, news bulletins, competitions, community affairs, serial dramas and special interest programmes. To cater for its diverse listenership, the station spreads itself across musical genres ranging from R&B, hip-hop, kwaito and house, to jazz, gospel, choral and traditional. Similarly, its talk show programming covers a wide range of topics, giving everyone the opportunity to air their views on matters that are close to their hearts.  
**Positioning:** Phalaphala FM is positioned as a laid-back, truly African station which serves as an entertaining and informative companion for its audience.





# PBS STATIONS

## Radio 2000

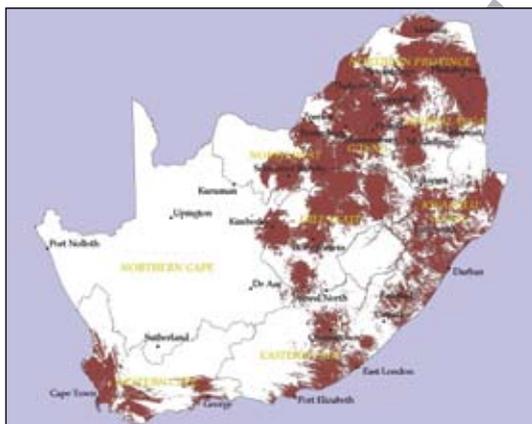
Freq: 97.2–100.0 FM

### CONTACT INFORMATION

Tel: (011) 714-4085; Fax: (011) 714-2436  
 Email: info@radio2000.co.za  
 Website: www.radio2000.co.za  
 Acting station manager: Thelma Saman  
 Email: samantk@sabc.co.za  
 Secretary: Shoeshoe Matobako  
 Email: matobakog@sabc.co.za  
 Programme manager: Bongzi Gumbi-Magudulela  
 Email: gumbib@sabc.co.za  
 Acting portfolio sales manager: Eugene Zwane, SABC Radio Sales  
 Tel: (011) 714-7132; Email: zwaneez@sabc.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** National  
**Advertising policy:** Four breaks per hour consisting of 2.5 minutes of classical advertising per break.  
**Material requirements:** DAT or CD  
**Major station events:** Tourism Indaba, Miss World 2008, 2010 FIFA Confederations Cup, 2010 FIFA World Cup, Comrades Marathon.  
**Past 7 day listenership:** 942 000 (RAMS April 2010)  
**Target audience:** Radio 2000 focuses on the LSM 7-10 market, with a growing LSM 6 audience. Radio 2000 listeners are highly educated. They are successful people who are either self-employed or hold senior positions within their fields. The Radio 2000 listener is a high income earner, enjoying a healthy modern lifestyle, and is interested in his or her health, family and personal growth.  
**Broadcast language:** English  
**Format:** Radio 2000 focuses on attracting the common mindset of the South African listener. Each programme deals with varying topics, delving into socio-economic issues which impact on society, as well as arts and culture, youth, women's issues, finance and sport. Music played ranges from rock, pop, smooth jazz, reggae, R&B, and Afro-pop.  
**Positioning:** Radio 2000 is an Urban Adult Contemporary radio station targeting 25-49-year-olds with a mandate to help make a difference in South Africa by helping to build relationships between all cultures, and to address issues of national importance in an engaging, entertaining manner.



## RSG

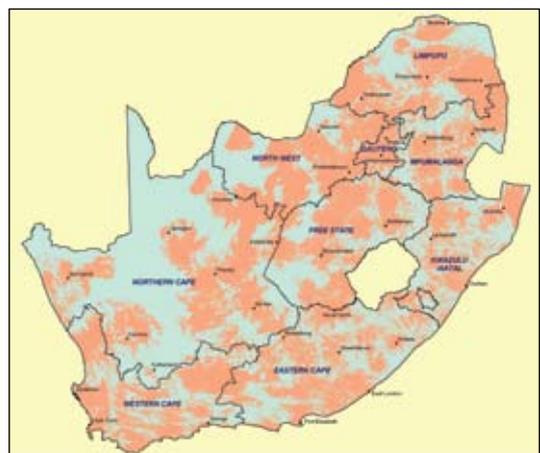
Freq: 100-104 FM

### CONTACT INFORMATION

Tel: (011) 714-2702; Fax: (011) 714-3472  
 Website: www.rsg.co.za  
 Station manager: Magdaleen Krüger  
 Tel: (011) 714-2702; Email: magdaleen@rsg.co.za  
 Programme manager: Terrance April  
 Tel: (011) 714-4899; Email: terrance@rsg.co.za  
 Marketing manager: Louise Jooste  
 Tel: (011) 714-4979; Email: louise@rsg.co.za  
 Portfolio sales manager: Sandra Queiroz  
 Tel: (011) 714-4992; Email: sandraq@sabc.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** National  
**Advertising policy:** Breaks are two minutes long, with spots on average 30" each. There are ad splits in various regions at selected times.  
**Material requirements:** CDs  
**Major station events:** RSG is a media partner to arts and cultural festivals the *Klein Karoo Nasionale Kunstefees* (KKNK), the *Gariepfees*, and the *Suidoosterfees*. Programme OBs are done on a regular basis. RSG also partners with various music events and projects.  
**Past 7 day listenership:** 1.648 million (RAMS April 2010)  
**Target audience:** RSG targets the modern, progressive Afrikaans speaking and understanding community, regardless of colour. It seeks to attract forward-thinking Afrikaans speaking or understanding people between the ages of 35-49, from the upper LSMs (7-10). It dominates the WCI market with a 96% reach into the Afrikaans market.  
**Broadcast language:** Afrikaans  
**Format:** RSG is a dynamic, full-spectrum radio station which offers diverse programming. A wide range of music genres is offered, ranging from Afrikaans, classical, popular and country music to gospel and jazz. The local music content is on average 70% per month. Key properties that are generally covered are news/actuality, lifestyle trends, talk shows, documentary programmes, radio drama, entertainment and information.  
**Positioning:** Championing the image of the Afrikaans-speaking South African, reflecting a new persona for the group and providing a sense of belonging and empowerment.



# SAfm

Freq: 104-107 FM

## CONTACT INFORMATION

Tel: (011) 714-4442; Fax: (011) 714-4585

Website: [www.safm.co.za](http://www.safm.co.za)

Station manager: Dennis O'Donnell

Tel: (011) 714-4442; Email: [odonnelldp@sabc.co.za](mailto:odonnelldp@sabc.co.za)

Acting programme manager: Josie Matshane

Tel: (011) 714-2473; Email: [matshanej@sabc.co.za](mailto:matshanej@sabc.co.za)

Sales manager: Sandra Quiroz, SABC Radio Sales

Tel: (011) 714-4992; Email: [sandraq@sabc.co.za](mailto:sandraq@sabc.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day

**Broadcast area:** National

**Advertising policy:** Breaks are two minutes long, on average 30 seconds per spot

**Material requirements:** CDs

**Major station events:** The station has a presence at the Grahamstown National Arts Festival, Intra Africa Business Breakfasts and the Nedbank Golf Challenge. The heaviest sponsorship focus is on the National Arts Festival, where SAfm sponsors a selection of venues and events, and provides coverage of the whole festival.

**Past 7 day listenership:** 592 000 (RAMS April 2010)

**Target audience:** The SAfm target audience is aged 35-49 with a higher penetration into the upper LSMs (7-10). The station does not target anyone of a particular culture, catering rather for discerning, mature and sophisticated listeners across the board. The focus is primarily on decision makers seeking insightful and enabling information to keep themselves informed.

**Broadcast language:** English

**Format:** SAfm delivers credible and up-to-the-minute news coverage alongside relevant, informed analysis of current affairs. In accordance with its Public Broadcasting Service mandate, SAfm also explores broader themes and subjects relevant to its target market, and delivers the information in a manner which benefits all South Africans. SAfm offers "quality programming" to a "quality audience", nationally. Daytime programming adopts a talk/news format. Music is confined to evenings and some weekend programmes. The general music mix is Adult Contemporary and Urban, including specialist music programmes featuring classical, jazz, African and gospel.

**Positioning:** SAfm is "South Africa's News and Information Leader".



# Thobela FM

Freq: 87.6-92.1 FM

## CONTACT INFORMATION

Tel: (015) 290-0264

Fax: (015) 290-0172/0240

Email: [thobelafm@sabc.co.za](mailto:thobelafm@sabc.co.za)

Website: [www.thobelafm.co.za](http://www.thobelafm.co.za)

Station manager: Leuba Ramakgolo

Email: [ramakgolele@sabc.co.za](mailto:ramakgolele@sabc.co.za)

Programmes manager: Mmankwe Sebola

Email: [sebolamf@sabc.co.za](mailto:sebolamf@sabc.co.za)

Marketing: Rudzani Mashamba / Monica Seletelam

Email: [mashambam@sabc.co.za](mailto:mashambam@sabc.co.za) / [seletelamm@sabc.co.za](mailto:seletelamm@sabc.co.za)

Portfolio sales manager: Ronnie Makgothokgo, SABC Radio Sales

Tel: (015) 290-0197; Email: [makgothokgomr@sabc.co.za](mailto:makgothokgomr@sabc.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day

**Broadcast area:** Gauteng, Limpopo, Mpumalanga and North West

**Advertising policy:** Four to five ads per break

**Material requirements:** CD

**Major station events:** the *Kgosi Mampuru* III and Nyabela annual celebrations (Jan); Best Achievers Awards (Feb); the Thobela FM Gospel Music concert, and Youth Day celebrations (June); the Thobela FM Marathon (July/Aug); Miss Thobela FM, and Women's Month celebrations (August); cultural festivities (Sept); the Thobela FM Jazz festival, and Stakeholders Gala Dinner (Dec).

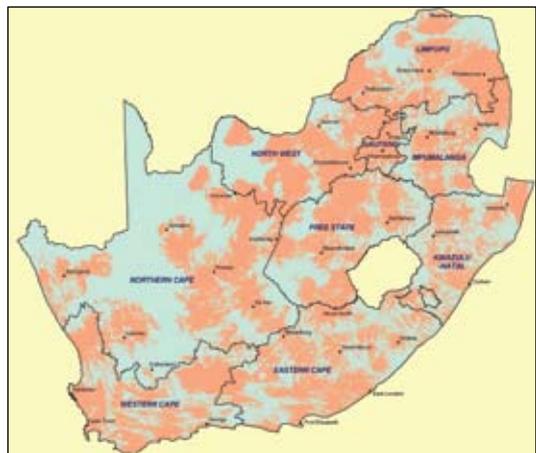
**Past 7 day listenership:** 2.787 million (RAMS April 2010)

**Target audience:** The station's core target market is Northern-Sotho-speaking and -understanding people, aged 25-49, and in LSM 4-8 (with movement into LSM 9 and 10). The primary audience is aged 25-34, and the secondary is 35-49, although the station also attracts the 16-24 age group.

**Broadcast language:** Northern Sotho

**Format:** Thobela FM is a full spectrum Northern Sotho radio station, offering music, information, entertainment and education. Programming focuses on a wide range of topics, from business and economics, politics and law, to health, sport, culture, language and religion. Music played covers a range of genres, depending on the programme at the time. Kwaito, hip-hop, house, gospel and R&B are some of the sounds listeners hear on Thobela FM.

**Positioning:** Thobela FM instills self-pride and growth, keeping Northern Sotho speakers connected to their cultural identity in a modern context.





# PBS STATIONS

## Tru FM

Freq: 89.9 FM, 97.8 FM, 100.3 FM,  
and 104.1 FM

### CONTACT INFORMATION

**Tel:** (040) 635-2940; **Fax:** (040) 636-4112  
**Station manager:** Thobeka Buswana  
**Tel:** (040) 636-4035; **Cell:** 082-958-9294  
**Email:** buswanat@sabc.co.za  
**Marketing manager:** Sipehelele Sixaso  
**Tel:** (040) 635-9012; **Email:** sixasotx@sabc.co.za  
**Programme manager:** Anthony Soglo  
**Tel:** (040) 635-9013; **Email:** sogloa@sabc.co.za  
**Portfolio sales manager:** Nozibele Zondi  
**Tel:** (011) 714 7128; **Email:** zondin@sabc.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The Amathole and Chris Hani district municipalities, the former border area, part of the former Transkei, with patches in East London and Umtata.  
**Advertising policy:** Maximum of three ads per break.  
**Material requirements:** CD  
**Major station events:** Station's birthday celebration (April), the tru fm Youth Awards (June); Career Expo (August 2009) the tru summer tour (December)  
**Past 7 day listenership:** 383 000 (RAMS April 2010)  
**Target audience:** The primary audience is the predominantly black peri-urban youth of the Eastern Cape, aged between 16 and 24, in LSM 4-7. They are modern, ambitious, confident, fun-loving and interested in self-development through education. They care a great deal about their physical appearance and are prepared to invest time and money in achieving the right look. Listeners are community driven with a strong connection to their culture. The secondary market is adults aged 25 to 34.  
**Broadcast languages:** English and Xhosa on a 60:40 basis.  
**Format:** tru fm plays up-tempo, contemporary youth music, with kwaito, R&B and hip-hop dominating the playlist. News, information and sport also form part of the programming. All topics discussed in talk shows relate to education and skills development, health and well-being, economic participation and poverty alleviation, and social integration and civic participation. The station has a youthful, socially conscious, fun-loving personality.  
**Positioning:** "tru fm is an intricate part of the youth culture."



## Ukhozi FM

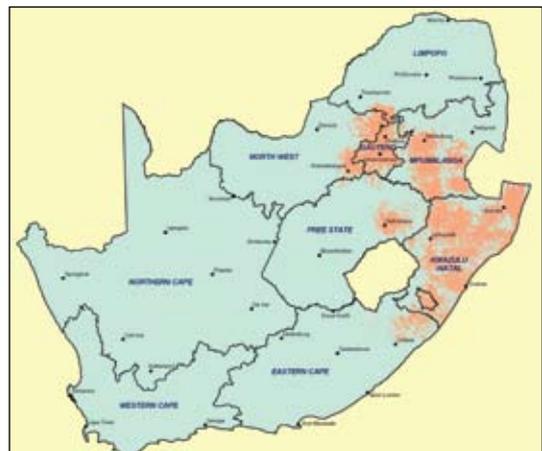
Freq: 90.8-107.4 FM

### CONTACT INFORMATION

**Tel:** (031) 362-5403; **Fax:** (031) 362-5203  
**Website:** www.ukhozifm.co.za  
**Station manager:** Welcome Nzimande  
**Tel:** (031) 362-5402/3; **Email:** nzimandew@sabc.co.za  
**Acting marketing manager:** Lindelani Ngema  
**Tel:** (031) 362-5325; **Email:** ngemalv@sabc.co.za  
**Programme manager:** Bheki Msane  
**Tel:** (031) 362-5118; **Email:** msaneb@sabc.co.za  
**Portfolio sales manager:** Bonga Mpanza, SABC Radio Sales  
**Tel:** (031) 362-5133; **Email:** mpanzabt@sabc.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** KwaZulu-Natal, Gauteng, Mpumalanga, the eastern parts of the Free State and the Eastern Cape, and the southern North West province.  
**Advertising policy:** Four ads per break  
**Material requirements:** Minidisk and CD  
**Major station events:** Ukhozi Concert at the Royal Show (June); *AmaQhawe Okozi Awards Gala Dinner* (Community Builder Awards in August); Ukhozi Volume Festive Season Promotion (Dec-Jan) Ukhozi Cares (Warm Elegance); Campus Tour (Dec).  
**Past 7 day listenership:** 6.047 million (RAMS April 2010)  
**Target audience:** Ukhozi FM's primary target audience is aged 16-34. There are also specialist programmes aimed at the 7-15 and 35-50+ markets. Female audiences have consistently exceeded male audiences over the past 10 years, particularly in KwaZulu-Natal and Gauteng. Ukhozi FM listeners are primarily in LSM 3-7, but the station also appeals to LSM 8-10.  
**Broadcast language:** Zulu  
**Format:** The station broadcasts mainly information, talk, news and drama, interspersed throughout with music. Talk commands more air-time (63%) than to music. Talk content focuses on advice, empowerment and assistance to listeners to allow them to take advantage of life's opportunities. It also promotes listeners' ability to secure their rightful access to services. Music interweaves this content, covering a wide variety of genres, including kwaito, traditional Zulu music (*mbube, maskandi and mbhaqanga*), R&B, gospel, Afro-pop, house and nostalgic soul music.  
**Positioning:** A full spectrum service which provides erudite and useful content delivered to South Africans who speak or at least understand Zulu.



# Mhlobo Wenene FM

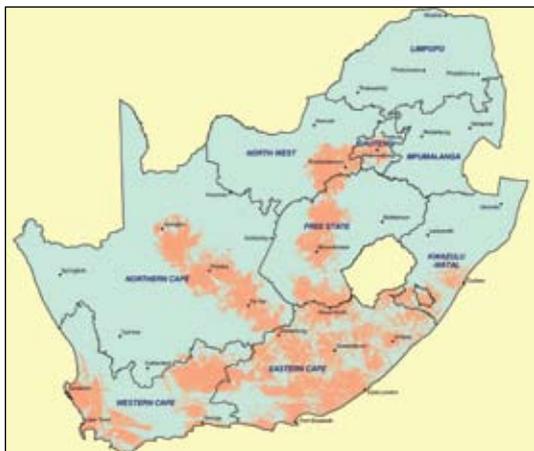
Freq: 88-106 FM

## CONTACT INFORMATION

**Tel:** (041) 391-1328; **Fax:** (041) 373-2702  
**Website:** www.umhlobowenenefm.co.za  
**MD:** Thami Ntenti  
**Station manager:** Nada Wotshela  
**Tel:** (041) 391-1328; **Email:** wotshelan@sabc.co.za  
**Marketing manager:** Wandisa Vazi  
**Tel:** (041) 391-1340; **Email:** vaziw@sabc.co.za  
**Programme manager:** Phumzile Mnci  
**Tel:** (041) 391-1334; **Email:** mncip@sabc.co.za  
**Marketing executive:** Neil Myburgh  
**Tel:** (041) 391-1352; **Cell:** 082-774-3138; **Email:** myburghn@sabc.co.za  
**Portfolio sales manager:** Nozibele Zondi, SABC Radio Sales  
**Tel:** (011) 714-7128; **Cell:** 073-716-3236; **Email:** zondin@sabc.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** The station broadcasts to all nine provinces. It has 74% dominance in the Eastern Cape.  
**Advertising policy:** Four ads per break. All ads should be in Xhosa.  
**Material requirements:** CD, minidisk, DAT  
**Major station events:** 10km Classic Marathon (Mar); Robben Island OB for Heritage Day (Sep); *Maskandi* Music Festival; Station's 50th Birthday Celebration in 2010.  
**Past 7 day listenership:** 4.230 million (RAMS April 2010)  
**Target audience:** The station targets 25-49 (core) and 16-24-year-olds (secondary) in LSM 4-8. It broadcasts to the Xhosa speaking and understanding communities of South Africa. Typical listeners are family-oriented, have children, and spend their free time socialising with friends, family and relatives at weddings, cultural celebrations and so on.  
**Broadcast language:** Xhosa  
**Format:** Umhlobo Wenene Fm supports the values and the way of life of the Xhosa people, offering a sense of belonging to listeners across the country. Content is both informative and entertaining, often being provided by listeners, ensuring it remains relevant and current. It is progressive, outgoing, knowledgeable, caring and friendly, offering music, information, talk, drama and sport. The music repertoire on the station consists of jazz, R&B, kwaito, house and gospel music.  
**Positioning:** Umhlobo Wenene Fm provides significant reach into a major segment of the black market in South Africa.



# X-K FM

Freq: 107.9 FM

## CONTACT INFORMATION

**Tel:** (053) 831-8131; **Fax:** (053) 831-8127  
**Trainee station manager:** Regina Beregho  
**Cell:** 076-969-6263; **Email:** bereghor@sabc.co.za  
**Programme co-ordinator:** Malton Edburg  
**Email:** edburgm@sabc.co.za  
**Portfolio sales manager:** Sandra Queiroz, SABC Radio Sales  
**Tel:** (011) 714-4992; **Email:** sandraq@sabc.co.za

## STATION INFORMATION

**Broadcasting hours:** 06:00 to 21:00  
**Broadcast area:** 30km radius around Platfontein, which is approximately 15km from Kimberley on the road to Barkly West in the Northern Cape.  
**Advertising policy:** Afrikaans commercials will be translated by the station into !Xun and Khwe.  
**Major station events:** The !Xun and Khwe celebrate their heritage days on 9 December and 16 December respectively. X-K FM's birthday is on 18 August. Outside broadcasts are held every year in September at the *Gariepfees*.  
**Past 7 day listenership:** 10 000 (RAMS April 2010)  
**Target audience:** X-K FM targets the San people of Platfontein in the Northern Cape. This community, consisting of the !Xun who make up 64% of listeners, and the Khwe, falls into LSM 1-6. Just under a third of listeners are aged 16-24, 30% are over 50, 34% are 25-34 and 15% are aged 35-49. Fifty-nine percent of households in the area earn under R500 per month, 32% earn between R500 and R899, and 5% earn between R900 and R1 399. Twenty-five percent are educated up to primary school, and 17% have some high school education or matric. Platfontein has slightly more females than Kimberley or the Northern Cape, but this may be explained by male community members' being away at army bases where some continue to be employed. The age profile supports this, with two thirds of the community being either over 50 or younger than 24.  
**Broadcast languages:** !Xun, Khwe and Afrikaans as a bridging language.  
**Format:** The format consists of talk and music, with a strong focus on the San culture. Music played is predominantly traditional San music, as well as South African music and a small amount of international music. Talk revolves around cultural matters and community life.  
**Positioning:** X-K FM's mission is to preserve the !Xun and Khwe cultures, uplifting, developing and informing the community.





# COMMERCIAL NATIONAL STATIONS

## 5 FM

Freq: various, including 98.0 FM (Joburg), 89.9 FM (Durban), 91.3 FM and 89.0 FM (Cape Town)

### CONTACT INFORMATION

Tel: (011) 714-3425; Fax: (011) 714-5714

Website: [www.5fm.co.za](http://www.5fm.co.za)

Station manager: (Acting Station Manager): Johan van Rooyen

Tel: (011) 714-3722; Email: [vanrooyenj@sabc.co.za](mailto:vanrooyenj@sabc.co.za)

Programme manager: Vukile Zondi

Tel: (011) 714-2905; Email: [vukile@5fm.co.za](mailto:vukile@5fm.co.za)

Marketing manager: Justine Cullinan

Tel: (011) 714-2905; Email: [justine@5fm.co.za](mailto:justine@5fm.co.za)

Portfolio sales manager: Misha Dhupelia

Tel: (011) 714-2905; Email: [misha@5fm.co.za](mailto:misha@5fm.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week

**Broadcasting area:** National metropolitan areas.

**Advertising policy:** Four breaks per hour (between 2.5 to three minutes each).

**Material requirements:** CD, MP3, WAV

**Major station events:** Major Station Events include the Cape Town and Durban Takeover weekends which culminate around the J&B Met and the Durban July respectively, The Saturday Surgery Album Tour, The Girls Only events which take place in conjunction with the Cape Town and Joburg Women's Shows, (NYE)5 where we select and support the 5 best new year's eve events around the country and 5FM's summer campaign which runs for a minimum of 2 months at the end of the year and involves an integrated sponsorship package and new creative annually. In addition, 5 FM lends extensive partnership support to events such as H2O, The Cape Argus Cycle Tour, the SAMAs and various concerts and international DJ tours.

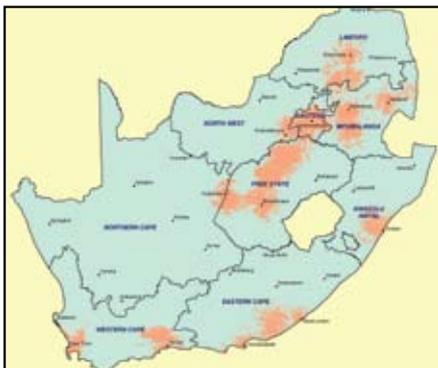
**Past 7 day listenership:** 1.95 million (RAMS April 2010)

**Target audience:** 5FM listeners are socially conscious, educated, lifestyle-centric, fashion-forward and musically engaged. They are plugged into technology in most aspects of their lifestyle and are in touch with global trends. What connects all 5FM listeners is a love of contemporary music. The core target market is aged 20-25 years, in LSM 7-9, and the primary target market is aged 16-34, in LSM 6-10.

**Broadcast language:** English

**Format:** 5FM offers the most popular contemporary music and entertainment by following a CHR Top 40 format. The station plays a mix of hit music that spans all genres.

**Positioning:** The entertainment powerhouse for SA's youthful, offering the most popular contemporary music and entertainment. 5FM is on the pulse of global music and content trends, offering audiences access and opportunity to be part of the energy and dynamism of the fast-changing youthful global community.



## Metro FM

Freq: various, including 96.4 FM (Joburg), 88.6 FM (W. Cape), 93 FM (Durban)

### CONTACT INFORMATION

Tel: (011) 714-2658; Fax: (011) 714-4166

Website: [www.metrofm.co.za](http://www.metrofm.co.za)

Station manager: Matona Sakupwanya

Email: [matona@metrofm.co.za](mailto:matona@metrofm.co.za)

Programme manager: (Acting) Fistaz Matshedizo

Email: [matshedizop@sabc.co.za](mailto:matshedizop@sabc.co.za)

Marketing manager: Victor Koaho

Tel: (011) 714-3033

Email: [victor@metrofm.co.za](mailto:victor@metrofm.co.za)

Website programme manager: Fistaz Matshediso

Tel: (011) 714-2230

Portfolio sales manager: Desiree Oliphant, SABC Radio Sales

Tel: (011) 714-4543

Email: [oliphantdr@sabc.co.za](mailto:oliphantdr@sabc.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week

**Broadcasting area:** National

**Advertising policy:** Four ads per break

**Material requirements:** CD, minidisk

**Major station events:** METRO FM Music Awards, METRO FM I Am Woman Experience, METRO FM Golf Classic, METRO FM Heatwave, METRO FM Up Close & Personal.

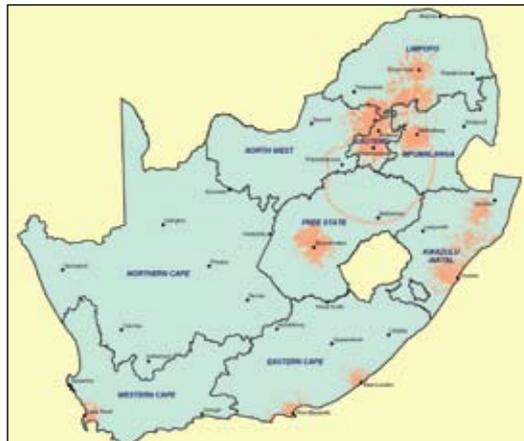
**Past 7 day listenership:** 5.013 million (RAMS April 2010)

**Target audience:** METRO FM is aimed at upwardly mobile black adults who have progressively increasing influence and affluence. The station dominates the black, 25-34, LSM 5+ market, its core target market. The METRO FM audience is well educated, with 21 % of university graduates in the country tuning in. This is a successful, empowered, proud, influential, knowledgeable, open-minded and in-touch audience.

**Broadcast language:** English

**Format:** The METRO FM music format is Urban Contemporary, covering the tested and popular songs that cut across the following genres: R&B/soul, Afro-pop, kwaito and hip-hop, gospel and jazz. The station also covers a wide range of talk topics, which can get controversial but never offensive.

**Positioning:** As the iconic leader in its market, METRO FM delivers both a global and national perspective that instills confidence and inspires its audience.





Frequency: 93.9-97.1 FM footprint-wide,  
94.2 FM in Gauteng

**CONTACT INFORMATION**

Tel: (012) 673-9100; Fax: (012) 657-0104  
 Website: www.jacarandafm.com  
 CEO: Alan Khan  
 Commercial director: Warren Bedil  
 Tel: (012) 673-9181  
 Email: warren@jacarandafm.com  
 Head of content: Neil Johnson  
 New media and promotions manager: Andrew Campbell  
 Marketing manager: Jenny Griesel  
 Sales house: RadMark Tel: (011) 235-7600 Website: www.radmark.co.za

**STATION INFORMATION**

**Ownership breakdown:** Kagiso Media (80%), LARI (20%)  
**Broadcasting hours:** 24 hours a day  
**Material requirements:** CD  
**Past 7 day listenership:** 2.012 million; RMFM 317 000 (RAMS April 2010)  
**Target audience:** Jacaranda 94.2 has a 'feel good' sound which appeals to bilingual 25-49 year-olds, in the upper LSMs. Listeners are mature and family oriented while the station provides programming that cuts across cultural divides. It is the number 1 station for Afrikaans listeners in Gauteng and is the dominant radio brand in the affluent Pretoria market, whilst having a very loyal following throughout the rest of Gauteng, Limpopo, Mpumalanga and the North West province.  
**Major station events & initiatives:** Jacaranda 94.2 Sisters with Blisters, Jacaranda 94.2 Winter Warmer, Jacaranda 94.2 Love Boat, Jacaranda 94.2 Carols (Johannesburg, Pretoria & Nelspuit (RMFM), Catch-a-Million (RMFM), Innibos, Deurimikke  
**Key station associations & partnerships:** Vodacom Bulls, Nashua Titans, Montecasino (Satellite Studio)  
**Broadcast language:** English and Afrikaans, the only bilingual commercial music radio station in Gauteng.  
**Format:** Jacaranda 94.2 is the home of feel good radio - playing all of Life's Greatest Hits from the 80s and 90s, up to the present day. The music format is Adult Contemporary, and the on-air personalities connect with listeners in a way that truly engages the audience. Jacaranda 94.2's listeners are constantly updated with relevant information and the regular features are aligned with their lifestyle and woven into the daily content and programming.  
**Positioning:** Jacaranda 94.2 - Life's Greatest Hits.



**94.5 Kfm**

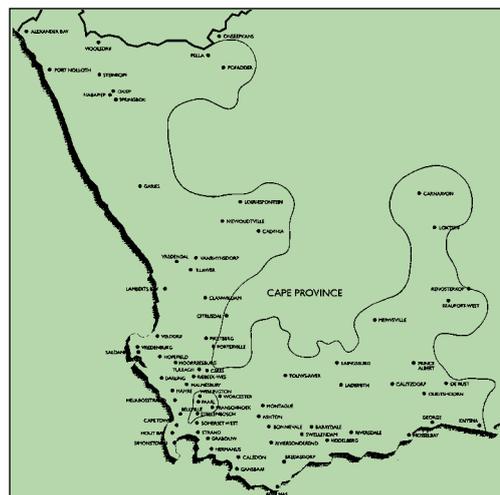
Freq: 94.5 FM

**CONTACT INFORMATION**

Tel: (021) 446-4700  
 Fax: (021) 446-4800  
 Website: www.kfm.co.za  
 CEO: Terry Volkwyn  
 Station manager: Colleen Louw  
 Email: colleen@primedia.co.za  
 Programme manager: Ian Bredenkamp  
 Brand activation manager: Denver Apollus  
 Email: denvera@kfm.co.za  
 Sales manager: Pippa Cohen  
 Cell: 083-326-5678  
 Email: pippa@primedia.co.za  
 PR manager: Shelley Viljoen  
 Email: shelley@primedia.co.za

**STATION INFORMATION**

**Ownership breakdown:** New Africa Media (Pty) Ltd (NAM), Broadcape Investments (Pty) Ltd and Staff Share Trust. Primedia (Pty) Ltd holds ownership through NAM.  
**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** 94.5 Kfm's reception area includes the metropolitan area of Cape Town and cities/towns such as George, Mossel Bay, Knysna, Hermanus, Caledon, Worcester, Malmesbury, Saldanha and Beaufort West. Kfm also reaches areas of the Northern Cape. Its reception area stretches up the West Coast to Alexander Bay, Springbok, Garies and Port Nolloth.  
**Advertising policy:** Nine minutes per hour.  
**Material requirements:** WAV files  
**Past 7 day listenership:** 1.064 million (RAMS April 2010)  
**Target audience:** 94.5 Kfm targets LSM 7-10 listeners in the 25-49 age group, living in the Western Cape.  
**Broadcast languages:** English and Afrikaans  
**Format:** 94.5 Kfm is an Adult Contemporary station and plays a mixture of current and past hits. The station also keeps its listeners up to date with *Eyewitness News*, current affairs and community events.  
**Positioning:** 94.5 Kfm - The Cape's No.1 Hit Music Station.





# COMMERCIAL REGIONAL STATIONS

## 94.7 Highveld Stereo

Freq: 94.7 FM Stereo

### CONTACT INFORMATION

Tel: (011) 506-3200 (switchboard) Fax: (011) 506-3663 Website: www.highveld.co.za  
CEO Primedia Broadcasting: Terry Volkwyn  
Station manager: Ravi Naidoo Email: ravi@highveld.co.za  
Programme director: Mathapelo Monaisa  
Sales manager: Malani van Huysteen Tel: (011) 506-3335 Fax: (011) 506-3970  
Cell: 083-637-1947 Email: malani@primedia.co.za  
Promotions manager: Simon Parkinson Tel: (011) 506-3329  
Email: simonp@primedia.co.za

### STATION INFORMATION

**Ownership breakdown:** Primedia (Pty) Ltd  
**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Greater Gauteng metropolitan area.  
**Advertising policy:** The station has nine minutes of commercial airtime per hour available to clients. There are three advertising breaks per hour, the duration of which are dependent on the amount of airtime sold in that particular hour (but will never be more than nine minutes in total).  
**Material requirements:** WAV files  
**Major station events:** The Momentum 94.7 Cycle Challenge and Joburg Day.  
**Past 7 day listenership:** 1.229 million (RAMS April 2010)  
**Target audience:** All people between the ages of 25-49 in LSM 7-10.  
**Broadcast language:** English  
**Format:** 94.7 Highveld Stereo plays the very best Hot Adult Contemporary music with a blend of the classic hits from the 80s to current hits. The main focus is more music and less talk, with the inclusion of the latest *Eyewitness News* and sporting stories.  
**Positioning:** 94.7 Highveld Stereo represents the true cosmopolitan culture of Joburg - promising and delivering "Joburg's No. 1 Hit Music Station".



## 567 CapeTalk

Freq: 567 AM

### CONTACT INFORMATION

Tel: (021) 446-4700  
Fax: (021) 446-4800  
Website: www.capetalk.co.za  
Station manager: Colleen Louw  
Programme manager: Africa Melane  
Email: africa@capetalk.co.za  
Brand activation manager: Denver Apollus  
Email: denvera@primedia.co.za  
Sales manager: Pippa Cohen  
Tel: (021) 446-4801  
Email: pippa@primedia.co.za  
PR manager: Shelley Viljoen  
Email: shelley@primedia.co.za

### STATION INFORMATION

**Ownership breakdown:** Primedia (Pty) Ltd  
**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Greater Cape Town metropole. Coverage extends to Yzerfontein on the West Coast and Hermanus on the East Coast. Includes areas of Paarl, Stellenbosch, Wellington and Franschhoek.  
**Advertising policy:** Twelve minutes per hour.  
**Material requirements:** WAV files  
**Past 7 day listenership:** 112 000 (RAMS April 2010)  
**Target audience:** 73% of CapeTalk's audience is older than 35, and almost exclusively in LSM 7-10. The station speaks to an influential and affluent audience in Cape Town. Its policy is to be inclusive of all language and cultural groups. Listeners are highly responsive and involved with the station on an emotional level. They are decision-makers who want to be "in touch" and "in tune".  
**Broadcast language:** English  
**Format:** CapeTalk's format is driven by entertaining and informative talk. CapeTalk's *Eyewitness News* provides Cape Town with breaking news as it happens. In addition, regular news, sport, business and traffic reports provide the city's residents with credible and relevant information. CapeTalk is however, above all else a lifestyle-oriented radio station and its programming reflects the issues affecting the lives of Capetonians.  
**Positioning:** CapeTalk is positioned as Your No.1 News and Talk Station. Cape Town is an international city with a diverse mix of people and cultures, a melting pot which CapeTalk reflects, attracting listeners with an array of opinions, while providing Cape Town with credible and relevant information.



### Just Plain Breakfast on Jacaranda 94.2

06.00 - 10.00 (Monday to Friday)

Just Plain Breakfast anchor Darren Scott, voted Best Breakfast Show Presenter at the inaugural MTN Radio Awards

**JAC FACT:** Jacaranda 94.2 is the fastest growing station in Gauteng, growing Market Share by 34% over the past 12 months  
For Sales Opportunities, contact RadMark on (011) 235 7600

# 99.2 Yfm

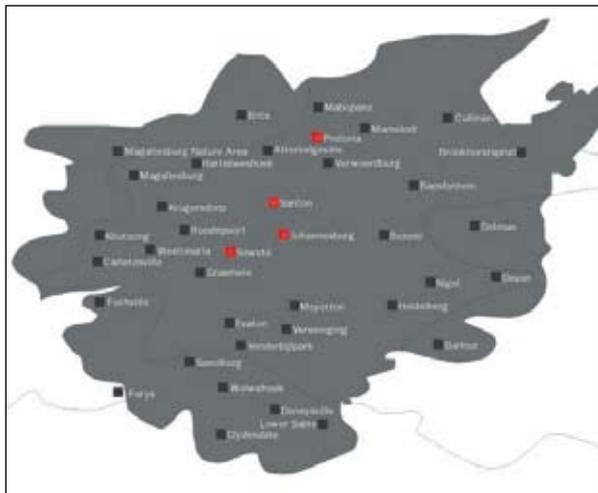
Freq: 99.2 FM

## CONTACT INFORMATION

Tel: (011) 880-7070  
 Fax: (011) 880-6966  
 Website: [www.yworld.co.za](http://www.yworld.co.za)  
 CEO: Kanthan Pillay  
 Email: [kanthan@yfm.co.za](mailto:kanthan@yfm.co.za)  
 Programme Manager: Tumelo Diahlo Monaheng  
 Marketing manager: Tamaría Motsepe  
 Email: [tamaría@yfm.co.za](mailto:tamaría@yfm.co.za)  
 Sales manager: Winston Goldin  
 Email: [sales@yfm.co.za](mailto:sales@yfm.co.za)

## STATION INFORMATION

**Ownership breakdown:** Sabido (Pty) Ltd.  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Gauteng  
**Advertising policy:** Maximum of eight minutes' advertising per hour.  
**Material requirements:** CD or DAT  
**Major station events:** Yfm Birthday Party (October); June 16 Youth Day Event; Yfm Style Sessions; Club Y; "Kasi Tours" (township concerts).  
**Past 7 day listenership:** 1.656 million (RAMS April 2010)  
**Target audience:** 99.2 Yfm targets and attracts affluent urban youths aged 14-30. Seventy-three percent of Yfm's audience is in LSM 6-10.  
**Broadcast languages:** Mainly English, but incorporating all other official languages.  
**Format:** 99.2 Yfm is a Contemporary Urban Hit radio station playing a mixture of R&B, hip-hop, kwaito, house, pop and ragga, with 75% music and 25% talk. South African music constitutes 50% of its playlist. There is news every hour from 6 a.m. to 6 p.m. with specialised current affairs and business slots. There is also sports news seven days a week.  
**Positioning:** 99.2 Yfm is a young, trendy station that is outspoken and without boundaries.



Freq: 94-97 FM

## CONTACT INFORMATION

Tel: (041) 505-9497  
 Fax: (041) 583-5555  
 Website: [www.algoafm.co.za](http://www.algoafm.co.za); Mobi site: [algoafm.mobi](http://algoafm.mobi)  
 MD: Dave Tiltmann  
 Email: [dave.t@algoafm.co.za](mailto:dave.t@algoafm.co.za)  
 Marketing manager: Toinette Kouman  
 Email: [toinette.k@algoafm.co.za](mailto:toinette.k@algoafm.co.za)  
 Programme director: Alfie Jay  
 Email: [alfie.j@algoafm.co.za](mailto:alfie.j@algoafm.co.za)  
 Sales manager: Dennis Karantges  
 Cell: 083-363-0585; Email: [dennis.k@algoafm.co.za](mailto:dennis.k@algoafm.co.za)  
 Sales house: Jenny Ghoos, United Stations  
 Tel: 086-123-RADIO; Email: [jenny@unitedstations.co.za](mailto:jenny@unitedstations.co.za)

## STATION INFORMATION

**Ownership breakdown:** AME (100%)  
**Broadcasting hours:** 24 hours a day (including a four-hour transmitter split in the Border region).  
**Broadcast area:** From Plettenberg Bay to Kei Mouth, along the coast, and inland as far as Colesberg. The Border Drive (BRFM) transmitter split takes Algoa FM into the Border region (East London up to Aliwal North).  
**Advertising policy:** Advertising totals 10 minutes per hour (predominantly three spot breaks per hour, except in drive time). Usually 30" spots. All spots subject to content and quality approval.  
**Material requirements:** CD  
**Major station events:** Algoa FM Charity Golf Day, Homemakers Expo, Ironman, Grahamstown National Arts Festival, Ladies' Race, Big Walk 4 Cansa, the Algoa FM Corporate Soccer Challenge, Kirkwood Wildlife Festival, Splash Festival and Concert in the Park.  
**Past 7 day listenership:** 806 000; BRFM 154 000 (BRFM)  
**Target audience:** The focus is on 25- to 49-year-old upper income earners. The station also attracts a growing emerging market.  
**Broadcast languages:** Predominantly English and Afrikaans.  
**Format:** Adult Contemporary music driven with news, sport, weather and traffic, as well as various locally focused lifestyle features targeting aspirational lifestyle values. There are interactive elements on everything from music to competitions and current affairs.  
**Positioning:** The Eastern Cape's leading regionally focused music, news and entertainment station.





# COMMERCIAL REGIONAL STATIONS

## Capricorn FM

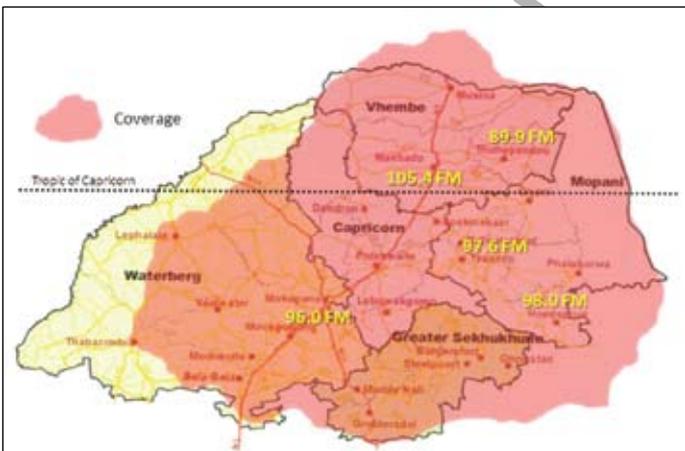
Freq: 89.9 FM, 96.0 FM, 97.6 FM, 98.0 FM and 105.4 FM

### CONTACT INFORMATION

Tel: (015) 291-0815; Fax: (015) 291-0822  
Website: www.capricornfm.co.za  
CEO: Simphiwe Mdlalose  
Programme manager: Shonisani "Ashifashabba" Muleya  
Sales manager: Phoda Mapeka  
Email: phoda@capricornfm.co.za  
Assistant marketing manager: Tshepo Ramokgopa  
Cell: 073-207-4135  
Email: tshepo@capricornfm.co.za

### STATION INFORMATION

**Ownership breakdown:** MSG Afrika Investments Holdings (32.5%), Safika Holdings (27.5%), Limpopo Women Investors (15%), Ashifa Media Investments (10%), Parrywood Investments (5%), University of Limpopo (5%), Capricorn FM staff (5%).  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Across Limpopo  
**Advertising policy:** Eight minutes of advertising per hour, with four ads per ad break. Material languages are English (70%), and Venda and/or Pedi and/or Tsonga (30%).  
**Material requirements:** On CD in MP3, WAV or CDA  
**Major station events:** Live artist performances every month-end at popular venues in the province. The station's presenters have assembled a soccer team to compete against local clients, as they entertain and interact with listeners. Every week, the Breakfast Team visits various local *Chesa Nyamas* (buy meat and braai) to get closer to listeners. Other events include the annual blanket distribution to orphans, Youth Empowerment Seminar and Youth Day Celebration in June, and the Capricorn FM Birthday Celebration. Annual Golf Day.  
**Past 7 day listenership:** 1.457 million (RAMS April 2010)  
**Target audience:** The station targets people aged 16-34 in LSM 4-8, who are part of Limpopo's "Urban Culture".  
**Broadcast languages:** 70% English and 30% vernacular, incorporating the three dominant ethnic languages in Limpopo (Venda, Pedi and Tsonga).  
**Format:** Capricorn FM is predominantly a music station (70% music) with credible news and talk. Music played includes Afro-soul, Afro-pop, R&B, hip-hop, kwaito, house and hits from Limpopo musicians, with urban gospel and urban jazz on weekends.  
**Positioning:** A fresh new sound for the province, aimed at bringing unity to the historically separated language groups of Limpopo.



## Classic FM

Freq: 102.7 FM  
(DStv channel 157)

### CONTACT INFORMATION

Tel: (011) 403-1027  
Fax: (011) 408-5249/403-5451  
Email: info@classicfm.co.za  
Website: www.classicfm.co.za  
Station/programme manager: Mike Ford  
Email: mikeford@classicfm.co.za  
Business development and marketing: Nick Grubb  
Sales enquiries: Ruby Allen  
Email: ruby@classicfm.co.za  
In-house sales: (011) 403-1027

### STATION INFORMATION

**Ownership breakdown:** Liberty Life Foundation (15.09%), Classic fm (PLC) (UK) (20%), Hunterex (19.62%), Mmino Holdings (7.55%), Ughubu Holdings (7.55%), Disability Employment Concerns (7.55%), Classic fm Employee Empowerment Trust (7.55%), and Ingoma Trust (15.09%).  
**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Greater Johannesburg, and nationally on DStv channel 157.  
**Advertising policy:** Two ads per break, maximum of eight minutes per hour.  
**Material requirements:** CD, MP3  
**Major station events:** Monthly Classic fm Soirees at Summerplace, Illovo.  
**Past 7 day listenership:** 206 000 (RAMS April 2010)  
**Target audience:** Urban, high income, highly educated, aged 35+, LSM 8-10, looking for an antidote to the stress of a modern lifestyle.  
**Broadcast language:** English  
**Format:** Classic fm plays the core popular classical music repertoire. The station offers regular news and financial bulletins as well as sport, weather and traffic updates. The station broadcasts SA's premier business show, "The Classic FM Business Show", presented by John Fraser from 6 p.m. to 7 p.m., Monday to Friday.  
**Positioning:** Classic fm offers a focused quality audience in the Gauteng region. The station is the desirable brand choice of a unique and sophisticated segment of the radio market. The station is also involved in furthering music education and adding value to the arts and cultural environment.



# East Coast Radio

Freq: 94-95 FM

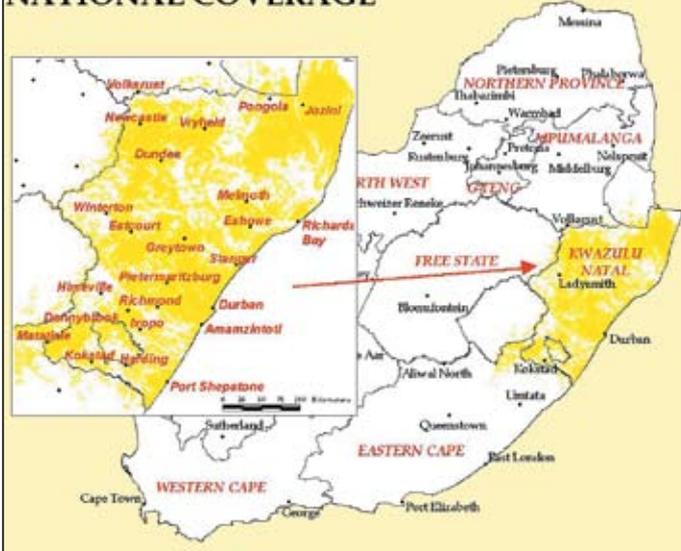
## CONTACT INFORMATION

Tel: (031) 570-9495; Fax: (031) 566-3520; Website: www.ecr.co.za  
MD: Trish Taylor Email: trish@ecr.co.za  
Programme manager: Naveen Singh  
Marketing manager: Nazarene Khan Email: nazarene@ecr.co.za  
Regional sales managers: Phindile Grootboom / Allie Jankee  
Tel: (031) 570-9411 / (031) 570-9444; Sales house: RadMark, (011) 235-7600

## STATION INFORMATION

**Ownership:** Kagiso Media  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** KwaZulu-Natal  
**Advertising policy:** Three breaks per hour, maximum of four minutes per break.  
**Major station events:** East Coast Radio's House and Garden Show, Discovery East Coast Radio Big Walk (June), Winter Warmth (June) and Toy Story (Christmas).  
**Past 7 day listenership:** 1.679 million (RAMS April 2010)  
**Target audience:** Core audience is aged 25-49, predominantly in the middle and upper-middle classes (LSM 6-10). The station's biggest achievement has been in growing a cross-cultural audience, which is reflective of the region's demographics.  
**Broadcast language:** English  
**Material requirements:** MP3  
**Format:** East Coast Radio plays a Top 40/Adult Contemporary mix, featuring the best music from the 80s to today. While it is a commercial music operation, it focuses heavily on regional news and sport. There is also a strong commitment to issues affecting the communities which it serves, and it engages its audience by responding to the crises around HIV/Aids, the abuse of women and children, education and unemployment.  
**Positioning:** East Coast Radio is KZN's most dynamic multi-cultural music station, targeted at all races. The station is fiercely loyal to KZN and its people, does not shy away from controversy, and is at the forefront of important community, regional and international issues.

## NATIONAL COVERAGE



**Afternoon Drive with Martin Bester on Jacaranda 94.2**  
16.00 – 19.00 (Monday to Friday)  
**JAC FACT:** Jacaranda 94.2 is the dominant station in Pretoria holding a 23.6% Market Share  
**For Sales Opportunities, contact RadMark on (011) 235 7600**

# Gagasi 99.5 fm

Freq: 99.5 fm Durban Metrapol, 100.1 FM Durban North, 98.5 FM Worlds View (Pietermaritzburg), 103.5 FM South Coast and 94.7 FM North Coast

## CONTACT INFORMATION

Tel: (031) 584-5300  
Fax: (031) 566-6801  
Website: www.gagasi995.co.za  
Managing director: Rene Schutte  
Email: rene@gagasi995.co.za  
Programmes manager: Patrick Bogatsu Email: patrick@gagasi995.co.za  
Music manager: Mimi Kesaris Email: mimi@gagasi995.co.za  
Sales and marketing services manager: Dawn Cameron  
Email: dawn@gagasi995.co.za  
Sales agency: RadMark Tel: (011) 235-7600

## STATION INFORMATION

**Ownership breakdown:** Kagiso Media 33.3% ; Tsiya Radio 66.7%.  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Durban; Pietermaritzburg; North Coast; South Coast  
**Advertising policy:** Maximum of four ads per break, with three breaks per hour.  
**Material requirements:** CD or DAT  
**Major station events:** The Annual birthday celebration, Annual Christmas Gospel Concert, and Back to School Bursary are major promotions.  
**Past 7 day listenership:** 1.911 million (RAMS April 2010)  
**Target audience:** Funky young black adults. LSM 5-8, aged 18-34, urban and bilingual.  
**Broadcast languages:** English and Zulu (news broadcasts are 60% English and 40% Zulu).  
**Format:** Urban Adult Contemporary with a focus on R&B, Afro-pop and classic soul.  
**Positioning:** The Sound of the City.





# COMMERCIAL REGIONAL STATIONS



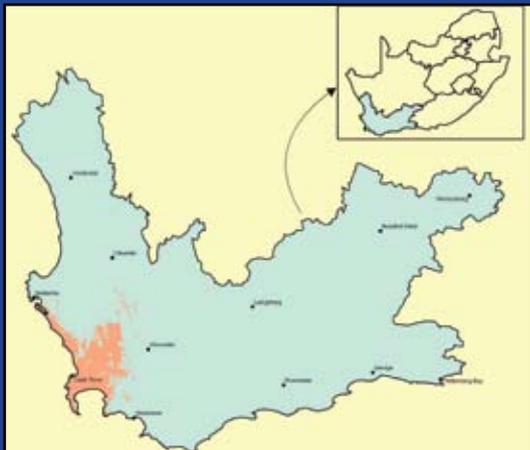
Connecting Cape Town.

## CONTACT INFORMATION

Tel: (021) 430-8276; Fax: (021) 434-3392  
Website: www.goodhopefm.co.za  
Wapsite: http://goodhopefm.mobi  
Station manager: Natano Brache  
Tel: (021) 430-8276; Email: natano@goodhopefm.co.za  
Programme manager: Gerard Muller  
Tel: (021) 430-8277; Email: gerard@goodhopefm.co.za  
Marketing manager: Meegan Kieffer  
Tel: (021) 430-8284; Email: meegan@goodhopefm.co.za  
Portfolio sales manager: Mandy Lewis, SABC Radio Sales  
Tel: (021) 430-8406; Email: mandy@goodhopefm.co.za

## STATION INFORMATION

Broadcasting hours: 24 hours a day, seven days a week  
Broadcasting area: Cape Town and surrounding areas  
Advertising policy: Three ads per break  
Material requirements: CD, minidisk  
Major station events: Campus DJ Search, D J Academy, Keep Cape Town Warm, Toy Toy and Parties which include Kinky Afro and Hip-Hop Jamz and the Station's flagship event The Good Hope FM Cape Town Awards. Good Hope FM is also a media sponsor for various Cape Town events such as UCT Rag (Feb - June), Cape Town Pride (Feb - March), Vodacom Funny Festival (June), Blisters for Bread (Aug), Discovery Health Cape Times Big Walk (November).  
Past 7 day listenership: 542 000 (RAMS April 2010)  
Target audience: Good Hope FM Appeals to young, upwardly mobile Capetonians aged 19-29 years in LSM 6-9. They are aspirant and live active lifestyles.x  
Broadcast language: English. News bulletins in English and Afrikaans.  
Format: Good Hope FM is a vibrant Cape Town based commercial music station which broadcasts within a CHR (Contemporary Hit Radio) rhythmic format. The personality of the station complements its familiar upbeat music format, and reflects the lifestyle and heritage of its target audience. Presenters interact with listeners in a friendly, interactive manner, keeping them in touch with a range of local issues in a fun and informative way. Good Hope FM's play list includes R&B, commercial hip-hop, cross-over pop, dance, ballads, contemporary jazz and old school. The station also offers news and information in tune with its listeners' needs.  
Positioning: Good Hope FM - "Connecting Cape Town".



# Heart 104.9FM

Core freq: 104.9 FM Sub-freq: 100-108 FM

## CONTACT INFORMATION

Tel: (021) 406-8900 Fax: (021) 406-8940 Website: www.1049.fm  
Managing director: Gavin Meiring Email: gavin@1049.fm  
Sales manager: Renee Redelinghuys Email: renee@1049.fm  
Marketing manager: Alexis Searle Email: alexis@1049.fm  
Inhouse sales: (021) 406-8900 Sales house: RadMark Tel: (011) 235-7600

## STATION INFORMATION

Ownership breakdown: Tsiya Group and Kagiso Media  
Broadcasting hours: 24 hours a day  
Broadcast area: Greater metropolitan Cape Town and its fringes, including Paarl, Stellenbosch, the southern Peninsula and the Helderberg Basin.  
Advertising policy: Three ad breaks per hour.  
Material requirements: MP3  
Major station events: Birthday Bash; Kite Festival; Toy Run; First Day Fly In; Payroll; Mommy & Me Fun Walk.  
Past 7 day listenership: 479 000 (RAMS April 2010)  
Target audience: LSM 6-10, 25-49 year-old consumers across all races.  
Broadcast language: English  
Format: Urban Adult Contemporary featuring soul-flavoured classics and current pop.  
Positioning: From its weather to its people, Cape Town has its own unique beat and no other station connects to this beat like Heart 104.9 FM. Always entertaining, informative, sexy, sassy and sincere, the station has a suburban cool but real Cape Town feel like none other. The on-air DJs touch the hearts and souls of their listeners on and off-air. Shows are jam-packed with fun and informative features, interviews and carefully selected music. On the ground, the station's presence is felt through heartfelt initiatives that build the surrounding communities and that engages with listeners. With a listenership of more than half-a-million, situated in the Cape Town and Cape Town fringe, no other station offers a fantastic return on investment like Heart 104.9 FM, when talking to the Cape Town market. We understand Cape Town suburban cool and our DJs have a real connection with their listeners all tuning in to get a slice of the best side of Cape Town life.



### 'I don't like Mondays' with John Vlismas on Jacaranda 94.2

22.00 - 00.00 (Monday)

**JAC FACT:** Jacaranda 94.2 is the fastest growing station in the LSM 8-10 category in Gauteng, growing Market Share by 38% over the past 12 months

For Sales Opportunities, contact RadMark on (011) 235 7600



**CONTACT INFORMATION**

Tel: (011) 634-9500  
 Studio: 086-00-00-959  
 Fax: 086 680 5391  
 Website: www.kayafm.co.za  
 MD/station manager: Greg Maloka  
 Email: greg@kayafm.co.za  
 Sales and marketing manager: Mark Mdelela  
 Email: mark@kayafm.co.za  
 Station manager: Lyndon Johnstone  
 Email: Lyndon@kayafm.co.za  
 Content manager: Russel Pope  
 Sales house: RadMark  
 Tel: (011) 235-7600

**STATION INFORMATION**

**Ownership breakdown:** NAIL, Thebe Convergent Technology Holding, Kaya Investments, Mokgosi Holdings, Makana SPV and Motsamai Media.  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Gauteng, with spillover into neighbouring provinces.  
**Material requirements:** CD, MP3  
**Major station events:** JAZZuary; SOULtemba; Kaya FM World AIDS Day; Kaya FM Golf Day; Kaya FM Music; Kaya FM African Carols by Candlelight; Kaya FM 12 days to Christmas; 2 Strangers and a Wedding.  
**Past 7 day listenership:** 1.498 million (RAMS April 2010)  
**Target audience:** Kaya FM listeners are high income earners, between the ages of 25 and 49. They have considerable buying power and form part of the top end of the LSM scale, in LSM 9-10. Kaya FM talks to the upwardly mobile and sophisticated listener and addresses a unique audience which is aspirational, ambitious, success-driven and well educated.  
**Broadcast language:** English  
**Format:** 60% music - from Urban Adult Contemporary music to R&B, soul/jazz. 40% talk - current affairs, topical features, news, sport and finance.  
**Positioning:** Good Music Good Friends.



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# COMMERCIAL REGIONAL STATIONS



7 Frequencies serving: Ermelo 105.8FM; Secunda 105.8FM; Piet Retief 89FM; Witbank 106.4FM; Dullstroom 101.6FM; Nelspruit 94.3FM; Lydenburg 89.7FM

## CONTACT INFORMATION

Tel: (013) 757-9700; Fax: (013) 757-0248  
Website: www.mpowerfm.co.za  
Managing director: Kevin Savage  
Cell: 082-579-0945; Email: kevin.savage@mpowerfm.co.za  
Marketing manager: Louisa van Wyk  
Cell: 082-467-2442; Email: louisa@mpowerfm.co.za  
Program manager: Tony Murrell  
Cell: 076-249-9505; Email: tony@mpowerfm.co.za  
Sales Manager: Cecelia Porter  
Cell: 083-212-7777; Email: cecelia@mpowerfm.co.za

## STATION INFORMATION

**Ownership:** Nafcoc Mbombela (48%), Direng Investment Holdings (27.1%), and Africa Media Entertainment (24.9%)  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Mpumalanga province  
**Advertising policy:** English only.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 50 000 (RAMS April 2010)  
**Major station events:** Top Jock/ Top Talent competition - uplifting and supporting local talent within Mpumalanga and giving them a platform to be heard.  
**Target audience:** Core target market is aged 25 - 49, LSM 6-10 and a household income of over R9000 per month. MPowerFM's listeners are a direct reflection of the population within Mpumalanga.  
**Broadcast language:** English  
**Format:** MPowerFM is a mainstream adult contemporary format station. Artists on the station's playlist would typically be Madonna, Michael Jackson, Train, Nickleback and so on. News, sport, weather, traffic and economic information all form part of this format. MPowerFM plays current hits blended with music from the last four decades. The station's information sets it apart from its competitors and generates 50% of its news information from the region.  
**Positioning:** The rhythm of Mpumalanga!



## North West FM

Frequency: Rustenburg 89.8 FM, Potchefstroom and Klerksdorp 97 FM, Zeerust 93.5 FM, Mafikeng 91.8 FM, Schweizer Reineke 97.3 FM, Taung 91.9 FM.

## CONTACT INFORMATION

Tel: (014) 594-8960 Fax: (014) 597-3345 Website: www.northwestfm.co.za  
Station manager: Shadrack Menyatswe Cell: 071-604-4736  
Email: shadrack.menyatswe@northwestfm.co.za  
Marketing manager: Victor Sako Cell: 083-590-4210  
Email: victor.sako@northwestfm.co.za  
Programme manager: Raymond Makamo Tel: (014) 594-8960 Cell: 083-490-1339  
Sales Manager: Victor Sako Tel: (014) 594-8960/1 Cell: 083-590-4210  
Email: victor.sako@northwestfm.co.za

## STATION INFORMATION

**Ownership breakdown:** The main shareholders are Direng, Sihold, Motswe and 21st Venture Capital.  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The North West province  
**Advertising policy:** Ads are in English and Tswana. Ad breaks are at 20, 40 and 50 minutes past the hour, and a single break at a minute to the hour.  
**Material requirements:** MP3  
**Past 7 day listenership:** 693 000 RAMS (April 2010)  
**Major station events:** Imbizo, an annual roadshow throughout the province.  
**Target audience:** The core market is aged 25-35, with a slight female skew and a household income of R10 000+.  
**Broadcast languages:** A bilingual station, broadcasting in English and Tswana.  
**Format:** North West FM plays contemporary and classic favourites. The music played is 80-90% English, with some contemporary Tswana music since there is great talent in the province, although this is only a small part of the mix. There is a topical breakfast show, hourly news bulletins, and current affairs at 6 p.m. The station's tone is vibey and contemporary, relevant for a 30-ish "black diamond". Presenters are strong and well established, with significant followings thanks to their previous experience at Radio Bop and Radio Mmabatho, as well as at various commercial and public broadcasting stations.  
**Positioning:** Your window into the North West.



### Jukebox hosted by Kurt Darren on Jacaranda 94.2

14.00 - 15.00 (Sunday)

One of South Africa's largest selling recording artists presents Jukebox, a weekly dedication show only on Jacaranda 94.2

**JAC FACT:** Jacaranda 94.2 is the undoubted number 1 station for the Afrikaans market in Gauteng

For Sales Opportunities, contact RadMark on (011) 235 7600



**CONTACT INFORMATION**

Tel: (051) 505-0900; Fax: (051) 505-0905  
 Website: www.ofm.co.za; Mobile: m.ofm.co.za  
 CEO: Gary Stroebel  
 Email: gary@ofm.co.za  
 Sales manager: Erika Myburgh  
 Cell: 082-370-1260  
 Email: erika@ofm.co.za  
 Marketing manager: Nick Efstathiou  
 Cell: 082-922-4943  
 Email: nick@ofm.co.za  
 Sales house: United Stations  
 Tel: 0861-123-RADIO  
 Sales manager: Jenny Ghooes  
 Cell: 083-303-9591  
 Email: jenny@unitedstations.co.za

**STATION INFORMATION**

**Ownership breakdown:** AME - 75.1%, Kagiso - 24.9%  
**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** Free State, Northern Cape, Southern Gauteng, and North West.  
**Advertising policy:** Eleven minutes of advertising per hour in English and/or Afrikaans.  
**Material requirements:** CD or digital format in English and/or Afrikaans.  
**Major station events:** The MTN OFM Classic Cycle Race (Bloemfontein), Shoprite Checkers OFM Chip 4 Charity (Bloemfontein & Kimberley), SPAR OFM Carols by Candlelight (Potchefstroom & Bloemfontein).  
**Past 7 day listenership:** 574 000 (RAMS April 2010)  
**Target audience:** An LSM 7-10 audience, 25-49 years of age. Listeners are innovators, and enjoy leisure activities, sport and the outdoors. They are brand loyal (the station calls them "the most loyal audience in SA"), and are not price sensitive. Listeners are social media savvy and engage regularly on ofm.co.za and m.ofm.co.za  
**Broadcast languages:** English and Afrikaans  
**Format:** Adult Contemporary, interspersed with news and views from the station's team of on-air personalities. The community is strongly reflected.  
**Positioning:** Wherever you go in central South Africa, from Upington to Harrismith and Vereeniging to Potchefstroom to Colesberg - OFM covers central South Africa.

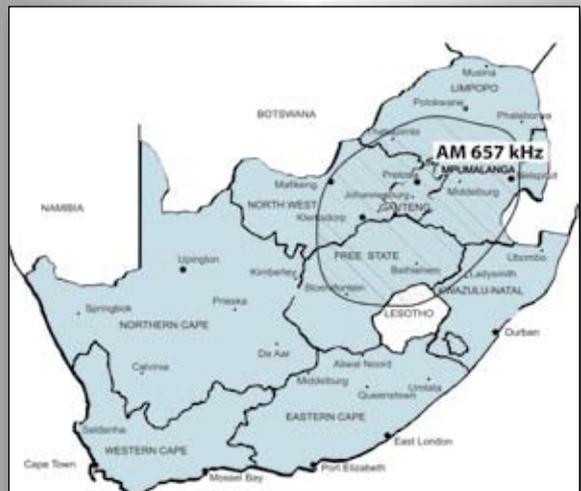


**CONTACT INFORMATION**

Tel: (012) 334-1200  
 Fax: (012) 333-7251  
 Email: gospel@radiokansel.co.za  
 Website: www.radiokansel.co.za; www.radiopulpit.co.za  
 CEO: Dr Roelf Petersen  
 Head of radio: Karel Verhoef  
 Email: karelv@radiokansel.co.za  
 Programme managers: Wilma van Schalkwyk / Lucky Mbiko  
 Email: wilma@radiopulpit.co.za / lucky@radiopulpit.co.za  
 In-house sales: Annemarie Diesel  
 Tel: (012) 334-1200  
 Client services: Johann Petrick  
 Tel: (012) 334-1200  
 Email: gospel@radiokansel.co.za

**STATION INFORMATION**

**Ownership breakdown:** Radio Pulpit is a section 21 company.  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Greater Gauteng.  
**Advertising policy:** A maximum of eight ads per hour.  
**Material requirements:** CD, MP3  
**Major station events:** Godly Revolution (on the 4th of September 2010 at Gallagher Estate - a Godly Rock Festival), Tehila & Jubilate (a national gospel talent search competition)  
**Past 7 day listenership:** 190 000 (RAMS April 2010)  
**Target audience:** Adults aged 34 upwards, across the LSM spectrum. Since Radio Pulpit communicates the Good News of Jesus Christ, it targets all people in South Africa.  
**Broadcast languages:** All 11 official languages.  
**Format:** Music is strictly gospel, ranging from worship to rock. Talk is Christian, and includes such segments as magazine shows, actuality, teaching, phone-ins and debates.  
**Positioning:** As the leading national Christian radio station in South Africa, the station's vision is to proclaim the Good News of Jesus Christ through word and action, and to play a major role in building the moral fibre of our nation (2 Chronicles 7:14).





## COMMERCIAL REGIONAL STATIONS

# Talk Radio 702

Freq: 92.7 FM, 106.0 FM

### CONTACT INFORMATION

Tel: (011) 506-3702; Fax: (011) 506-3663  
 Website: [www.702.co.za](http://www.702.co.za)  
 CEO Primedia Broadcasting: Terry Volkwyn  
 Station manager: Pheladi Gwangwa  
 Email: [pheladi@primedia.co.za](mailto:pheladi@primedia.co.za)  
 Sales manager: Malani van Huyssteen  
 Tel: (011) 506-3335  
 Cell: 083-637-1947  
 Email: [malani@primedia.co.za](mailto:malani@primedia.co.za)  
 Promotions manager: Simon Parkinson  
 Tel: (011) 506-3329  
 Email: [simonp@primedia.co.za](mailto:simonp@primedia.co.za)

### STATION INFORMATION

**Ownership breakdown:** Primedia (Pty) Ltd  
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Gauteng and surrounds.  
**Advertising policy:** Maximum five ads per break.  
**Material requirements:** WAV files.  
**Major station events:** The 702 Walk the Talk, and the 702 Mother's Day Concert at the Zoo.  
**Past 7 day listenership:** 538 000 (RAMS April 2010)  
**Target audience:** People aged 35+ in LSM 6-10. Over half the audience is in LSM 9-10.  
**Broadcast language:** English  
**Format and positioning:** Talk Radio 702 is living proof of the power of talk radio. Since its inception, the station has played an important role in getting communities to talk and listen to each other. During the 1980s, 702 was the only radio station hosting forthright and frank live discussions. This tradition continues today, with Talk Radio 702 acting as a vehicle for harmonising diversity through discussion. But 702 is more than a forum for debate - it provides listeners with the freshest *Eyewitness News*, around the clock. Talk Radio 702's *Eyewitness News* also provides the station with edgy content for other programmes. The station combines hot topics with interesting discussions regarding lifestyle issues, current affairs and controversial debates.



## COMMUNITY RADIO

# Alfred Nzo Community Radio

Freq: 93.8 and 98.3 FM

### STATION INFORMATION

Tel: (039) 254-0427  
 Fax: (039) 254-0426  
 Station manager: Nzukiso Mkhize  
 Cell: 073-852-5345  
 Email: [mkhizen25@hotmail.co.za](mailto:mkhizen25@hotmail.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Mt Frere, Mt Ayliff, Qumbu, Tsolo, Mthatha, Libode, Ngqeleni, Port St Johns, Lusikisiki, Flagstaff, Bizana, Kokstad, Matatiele, Umzimkulu, Hardini, Xopo and Zingolweni.  
**Material requirements:** CD; E-Mail  
**Past 7 day listenership:** 312 000 (RAMS April 2010)  
**Target audience:** The station caters for adults in the rural areas, with some focus on children and youth.  
**Broadcast languages:** Xhosa and South Sotho, with English in the news.  
**Format:** 60% talk, 40% music. Talk segments focus on community issues and local development, with the aim of energising people to find jobs and create employment. In terms of music, during the week the focus is on adults, so the music played is more traditional. On Fridays and Saturdays, the station plays music to cater for the youth, hence kwaito, Afro-pop and R&B. On Sundays, gospel is played. Sixty percent of music is local.



# Bay FM

Freq: 107.9 FM

## CONTACT INFORMATION

Tel: (041) 360-7409/9262  
 Fax: 0866-586-143  
 Email: info@bayfm.co.za  
 Website: www.bayfm.co.za  
 Station manager: Jacques Arendt  
 Email: jacques@bayfm.co.za  
 Sales houses: Student Radio Network; The Media Connection; Campus Media; Motswako Media; Bayfm Sales House  
 Websites: www.studentradionetwork.co.za; www.themediacomnection.co.za; www.motswakomedia.co.za; www.studentvillage.co.za; helmuth@bayfm.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Port Elizabeth and surrounds, Despatch/Uitenhage and surrounds, Jeffreys Bay, Humansdorp, Patensie, Colchester and Paradise Beach.  
**Advertising policy:** Three minutes per break  
**Past 7 day listenership:** 99 000 (RAMS April 2010)  
**Target audience:** The entire community, concentrating on the employed and professional sector. Eighty-five percent are in LSM 6-10, and the majority are aged 16-24.  
**Broadcast languages:** English (40%), Xhosa (30%), Afrikaans (30%)  
**Format:** Bay FM broadcasts a Current Hits format, with a 60% music to 40% talk ratio. Programmes are dedicated to various aspects of health, education and community events. The station is dedicated to the upliftment of the community within its broadcast area.  
**Positioning:** Our community, your radio.

# Ekhephini Community Radio

Freq: 107.9 FM

## CONTACT INFORMATION

Station email: ekhephini@barkly.co.za  
 Acting station manager: Mayibuye Gini  
 Cell: 083-507-9993  
 Marketing manager: Lulama May  
 Cell: 076-406-4634

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The Ukhahlamba region in the northern part of the Eastern Cape, including Queenstown, Aliwal North, Burgersdorp, Sterkspruit, Herchel, Lady Grey, Rossouw, Rhodes, Mount Fletcher, Maclear, Ugie and Barkly East.  
**Material requirements:** CD  
**Past 7 day listenership:** 7 000 (RAMS April 2010)  
**Target audience:** Community members of all ages.  
**Broadcast languages:** Xhosa (70%), Southern Sotho (20%), English (5%) and Afrikaans (5%)  
**Format:** Talk (60%), music (40%). Talk will cover community issues, with a special focus on service delivery and government matters, with the aim of keeping the community in touch with government. Topics would therefore include the accessing of grants, IDs and other relevant services from various government departments, whether councillors are delivering, and so on. Music played will be African in the main, as well as some international music such as hip-hop and R&B to appeal to younger listeners.  
**Positioning:** "The voice of the future", "Izwile lengqubela."





# COMMUNITY RADIO

## Forte Community Radio

Freq: 100.6 FM Stereo

### CONTACT INFORMATION

Tel: (040) 602-2454  
Fax: 086-628-2962  
Email: fcr@ufh.ac.za  
Station manager: Vuyelwa Mdazana  
Cell: 082-353-3273  
Advertising manager: Vuyelwa Mdazana  
Cell: 082-353-3273  
Email: vmdazana@ufh.ac.za

### STATION INFORMATION

**Broadcasting hours:** 18 hours a day (6 a.m. to 12 a.m.)  
**Broadcast area:** Amathole, Butterworth, East London, Alice, Fort Beaufort, Bisho, Middeldrift, Seymour, Balfour and King Williamstown.  
**Material requirements:** CD, minidisk  
**Past 7 day listenership:** 6 000 (RAMS April 2010)  
**Target audience:** Everyone in the community, aged 18 to 50+, although the majority of this market is young people.  
**Broadcast languages:** Predominantly Xhosa, with some English and Afrikaans.  
**Format:** Talk (60%) and music (40%). Talk focuses on the community, covering development issues and topics of interest to community members. Music is local SA music, with genres such as traditional, gospel, mbaqanga and kwaito.  
**Positioning:** "Yeyakho Nawe".

## Inkonjane FM

Freq: 91.9 FM

### CONTACT INFORMATION

Telefax: (039) 252-0468  
Email: Inkonjanefm100.5@webmail.co.za  
Station manager: Wilberforce Mcingelwa  
Cell: 083-428-1863 / 083-055-3586  
Sales houses: Student Radio Network; The Media Connection; Motswako Media; Student Village; Campus Media; Veldfire Media

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcasting area:** Lusikisi, Bizana, Flagstaff, Tabankulu, Port St. Johns and villages up to Mthatha  
**Past 7 day listenership:** 130 000 (RAMS April 2010)  
**Target audience:** The community in general, with a focus on the youth and the elderly.  
**Broadcast languages:** Mpondo, Xhosa and English  
**Format:** Talk content predominates at 60%, with music filling the remaining airtime.  
**Positioning:** An independent voice helping listeners access information.



# Khanya Community Radio

Freq: 106.1 FM

## CONTACT INFORMATION

Tel/fax: (047) 491-0466/047  
 Email: khanyafm@mweb.co.za  
 Chairman of the board: Mzimasi Mtalo  
 Cell: 082-553-7634  
 Station manager: Kid Vutula  
 Email: kido2007@ananzi.co.za  
 Programme manager: Sithandiwe Velaphi  
 Cell: 078-267-6235; Email: velaphis@webmail.co.za  
 Sales houses: The Media Connection; Motswako Media;  
 Serongwanyane Technologies  
 Websites: www.themediaconnection.co.za; www.motswakomedia.co.za;  
 www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Butterworth, Idutywa, Willowvale, Kentani, Nqamakwe, Elliotdale, Engcobo, Kei Mouth, Mooiplaas and Tsomo.  
**Advertising policy:** Three ads per break, and four breaks per hour.  
**Material requirements:** CD and minidisk  
**Past 7 day listenership:** 122 000 (RAMS April 2010)  
**Target audience:** The station's broadcast area is predominantly rural, so it serves everybody, from the youth to pensioners. LSM 1-6, primarily ages 18-34.  
**Broadcast languages:** Xhosa and English  
**Format:** Talk (60%), music (40%). Adult Contemporary music covering *maskanda*, reggae, *mbaqanga*, gospel, choral, classical, kwaito and modern pop. Talk covers current issues, political discussions, social issues about heritage and people who do remarkable things.  
**Positioning:** A station for both the youth and adults. Outspoken and controversial, not afraid of any political party, this is a station which 'edutains' and informs its listeners.



## CONTACT INFORMATION

Tel: (041) 365-5785  
 Fax: (041) 364-1038  
 Email: reception@kingfisherfm.co.za  
 Website: www.kingfisherfm.co.za  
 General Manager: Theunis Pienaar  
 Cell: 082-895-8832  
 Sales and Direct Bookings: Shelley Strydom  
 Cell: 071-602-8646  
 Email: Shelley@kingfisherfm.co.za  
 Sales Houses: The Media Connection; Motswako Media

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Greater Cacadu District of the Eastern Cape including Port Elizabeth, Uitenhage, Despatch, St Francis Bay, Jeffreys Bay, Addo, Kirkwood, Hankey, Patensie and Sundays River-region.  
**Advertising policy:** Six ads per break, no alcohol advertising  
**Material requirements:** CD/E-Mail MP3.  
**Past 7 day listenership:** 61 000 (RAMS April 2010)  
**Target audience:** LSM 7-10 consumers with higher disposable income living in Nelson Mandela Bay and immediate countryside, aged 35-49.  
**Broadcast languages:** English (70%) & Afrikaans (30%) from 06h00 - 21h00 and 24h00 - 03h00, Xhosa (100%) from 03h00 - 06h00, as well as 21h00 - 24h00  
**Format:** Kingfisher FM is a family lifestyle product. The station attracts an audience with higher disposable income. Programming is informative & entertaining, with an emphasis on what is current and relevant to the lives of consumers living within this footprint area. The station's higher talk content (60%) appeals to high LSM listeners.





# COMMUNITY RADIO

## Kowie FM

Freq: 99.1 FM

## Link FM 97.1

Freq: 97.1 FM Stereo  
(and on DStv audio channel 175)

### CONTACT INFORMATION

Tel: (046) 624-2377  
Fax: (046) 624-4777  
Email: lynne@kowiefm.co.za  
MD: Chairman of the Board: Dr. L. Nell  
Cell: 082-411-4104  
Station manager: Robbie Blake  
Cell: 082-411-4104  
Email: robbie@kowiefm.co.za  
Programme Manager: Duncan MacTaggart  
Cell: 082-967-4536  
Email: duncan@kowiefm.co.za

### CONTACT INFORMATION

Tel: (043) 711-4802  
Fax: 0866-111-298  
Email: production@linkfm.co.za  
Website: www.linkfm.co.za  
Station manager: Titch Wild  
Marketing/sales manager: Graham Mountford  
Cell: 083-792-2005  
Email: sales@linkfm.co.za  
Sales houses: The Media Connection; Motswako Media  
Websites: www.themediaconnection.co.za; www.motswakoradiosales.co.za

### STATION INFORMATION

Broadcasting hours: 24 hours a day.  
Broadcast area: Ndlambe District.  
Advertising policy: As per ICASA regulations.  
Material requirements: Complete commercial.  
Past 7 day listenership: 7 000 (RAMS April 2010)  
Target audience: Entire Ndlambe community.  
Broadcast languages: English, Afrikaans, Xhosa.  
Format: Broad Community Radio.  
Positioning: Ndlambe Community.

### STATION INFORMATION

Broadcasting hours: 24 hours a day, seven days a week. The station can also be found on DStv audio channel 175, and via audio streaming on its website.  
Broadcast area: Broadcasting from East London, the station covers Port Alfred, Hamburg, Kei Mouth, Coffee Bay, Port St. Johns, Umtata, Elliot, Butterworth, Stutterheim, Bisho and King William's Town. Coverage touches Queenstown and Lusikisiki.  
Advertising policy: Five ads per break  
Material requirements: CD, cassette and MP3.  
Past 7 day listenership: 1888 000 (RAMS April 2010)  
Target audience: The station targets metropolitan and urban listeners who fall into LSM 3 to 9, earning from R4 500 to R12 000+ per month. Listeners are of both genders, all races, and are aged from 21 up.  
Broadcast languages: Primarily English, but also Xhosa and Afrikaans.  
Format: Link FM 97.1 has an 80% music and 20% talk mix, broadcasting contemporary and traditional music, and local interest talk shows.  
Positioning: "Christian Contemporary!"



# Nkqubela Community Radio Station

Freq: 97.0 FM Stereo

## CONTACT INFORMATION

Tel: (041) 464-4471  
 Fax: 086 602 2307  
 Station manager: Monwabisi Olivier  
 Cell: 078-287-6660  
 Email: Business97@webmail.co.za  
 Sales houses: The Media Connection; Motswako Media; Student Village; Agele Media  
 Websites: www.themediaconnection.co.za; www.motswakomedia.co.za;  
 www.studentvillage.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Humansdorp, Jeffreys Bay, Despatch, Alexandria, Kirkwood, Uitenhage, Paterson, Tsitsikamma, Addo and the western outskirts of Grahamstown.  
**Advertising policy:** Three ads per break, six breaks per hour.  
**Material requirements:** CD; Email  
**Past 7 day listenership:** 185 000 (RAMS April 2010)  
**Target audience:** By and large the previously disadvantaged communities within the Nelson Mandela Metro, in PE, Uitenhage and Despatch. Listeners are aged between 18 and 65, in LSM 1-6.  
**Broadcast languages:** Xhosa (60%), English (30%), Afrikaans (10%)  
**Format:** 70% talk and 30% music. The primary content is with a focus on labour issues and other societal development needs (health). Programming promotes cultural values, diverse religious beliefs, and appropriate social development.  
**Positioning:** Nkqubela Community Radio Station is committed to promoting people-centred development, and the values and practices of an open, democratic and autonomous civil society in which divergent opinions are respected.

# Radio Graaff-Reinet

Freq: 90.2 FM

## CONTACT INFORMATION

Tel: (049) 891-9040  
 Fax: (049) 892-3333  
 Email: radiograaffreinet@mailbox.co.za  
 Website: www.radiograaff-reinet.co.za  
 Station manager: André Swartz  
 Cell: 082-596-2932  
 Email: andre@electronicmedia.co.za  
 Programme manager: Bernadette Swartz  
 Marketing/sales manager: Bernadette Swartz  
 Cell: 073-603-5453  
 Email: bernie@electronicmedia.co.za  
 Sales house: The Media Connection  
 Tel: 0861-37-23-46  
 Email: sales@themediaconnection.co.za  
 Website: www.themediaconnection.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Graaff-Reinet and its suburbs  
**Advertising policy:** Maximum of three to five ads per break.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 17 000 (RAMS April 2010)  
**Target audience:** The broader community of Graaff-Reinet, of all ages, with about half earning under R1 000.  
**Broadcast languages:** Afrikaans, English and Xhosa  
**Format:** Talk (60%), music (40%). Radio Graaff-Reinet aims to meet the needs of the community in general with a key focus on community development, youth, education and health promotional programmes. Talk covers news, current affairs, religion, and topics for children, as well as educational programmes in line with community development. All issues are dealt with, even if they are controversial. The station plays Adult Contemporary music, as well as jazz, country, boeremusiek, Afrikaans music and gospel.  
**Positioning:** Broadcasting relevant content aimed at community development and empowerment.





# COMMUNITY RADIO

## Rhodes Music Radio

Freq: 89.7 FM

### CONTACT INFORMATION

**Tel:** (046) 603-8848  
**Fax:** 0866-533-170  
**Email:** station@rhodesmusicradio.co.za  
**Website:** www.rhodesmusicradio.co.za  
**Station manager:** Gugu Mhlungu  
**Cell:** 082-574-3746  
**Programme managers:** Chwayitisa Futshane / Nontobeko Sibisi  
**Advertising Manager:** Gugu Mhlungu  
**Cell:** 082-574-3746  
**Sales houses:** Student Radio Network; The Media Connection; Motswako Media; Serongwanyane Technologies; Student Village  
**Websites:** www.studentradionetwork.co.za; www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.studentvillage.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From the campus of Rhodes University in Grahamstown, the station's reach covers a 50km radius, which includes Grahamstown, Port Alfred and Fort Beaufort, and touches King William's Town.  
**Advertising policy:** Approximately five ads per break, no alcohol advertising.  
**Material requirements:** CD or MP3  
**Past 7 day listenership:** 7 000 (RAMS April 2010)  
**Target audience:** The target audience consists of Rhodes University students and staff, as well as Grahamstown residents. Listeners targeted are aged between 16 and 24 years, and earn between R1 000 and R3 000 per month.  
**Broadcast languages:** English, Afrikaans and Xhosa  
**Format:** Rhodes Music Radio plays a diverse range of music, such as rock, R&B, jazz, hip-hop, kwaito, and pop. Talk covers numerous topics that reflect community issues, for example, black urban youth culture, women's issues and political/current affairs. There are also game shows and sport inserts. News is broadcast in English, Afrikaans and Xhosa. The format is divided 55%/45% music:talk.  
**Positioning:** RMR presents programming that is fun, experimental, informative, and which challenges the status quo. It is "quality entertainment at its best".

## Takalani Community Radio

Freq: 98.2 FM

### CONTACT INFORMATION

**Telefax:** (051) 634-1142  
**Email:** takalaniradio2008@hotmail.com  
**Station manager:** Lindelwa Mbovu  
**Cell:** 073-362-6807  
**Programme manager:** Linda Ma Marhaule  
**Cell:** 073-828-6208  
**Marketing manager:** Lebohang Khasipe  
**Cell:** 078-149-7181  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Aliwal North, Lady Grey, Barkly East, Dordrecht, Jamestown, Rouxville, Sterkspruit, Molteno, Steynsburg, Burgersdorp and Venterstad in the Eastern Cape, and Zastron and Smithfield in the Free State.  
**Advertising policy:** Three ads per break  
**Material requirements:** CD, minidisk, tape and reel  
**Past 7 day listenership:** 43 000 (RAMS April 2010)  
**Target audience:** All age groups and cultures in the broadcast area. Income is predominantly R3 000 or less per month.  
**Broadcast languages:** Xhosa, Southern Sotho, Afrikaans, English.  
**Format:** A mix of 60% talk and 40% music. The station plays African music and covers community issues in its talk segments.  
**Positioning:** For the rural community.



# Unique FM

Freq: 90.00 FM

## CONTACT INFORMATION

Tel: (051) 653-1005  
 Fax: (051) 653-0315  
 Email: [nskalika@webmail.co.za](mailto:nskalika@webmail.co.za)  
 Station manager: Nkosiyithu Nskalika  
 Cell: 078-286-6847  
 Sales house: The Media Connection  
 Email: [sales@themediacomnection.co.za](mailto:sales@themediacomnection.co.za)  
 Website: [www.themediacomnection.co.za](http://www.themediacomnection.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day.  
**Broadcast area:** Burgersdorp, Aliwal North, Betuli, Venterstad, Steynsburg, Moltino, Jamestown and surrounding farms.  
**Material requirements:** CD, E-Mail, USB  
**Past 7 day listenership:** 1 000 (RAMS April 2010)  
**Target audience:** All ages and cultures in the area. The main target audience is aged 16-64, and is mainly black. The biggest audience group is aged 18-24.  
**Broadcast languages:** Xhosa, English, Afrikaans, Southern Sotho.  
**Format:** Talk 55%, music 45%. Talk is advice driven, with the aim of improving people's knowledge. Music is South African, with genres such as gospel, kwaito, house and *mbaqanga* being played.  
**Positioning:** "The station that unites and develops."



# Unitra Community Radio

Freq: 97.0 FM Stereo

## CONTACT INFORMATION

Tel: (047) 502-2829/2876  
 Fax: (047) 502-2801  
 Email: [ucrnews1@yahoo.com](mailto:ucrnews1@yahoo.com)  
 Station manager: Wiseman Xabendlini  
 Programme manager: Vuyo Ngcebetsha  
 Marketing manager: Mzubanzi Mzendana  
 Cell: 073-907-3608  
 Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies  
 Website: [www.themediacomnection.co.za](http://www.themediacomnection.co.za); [www.motswakomedia.co.za](http://www.motswakomedia.co.za); [www.serongwanyane.co.za](http://www.serongwanyane.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Most of the Eastern Cape, including Port Alfred, King William's Town, Bisho, Stutterheim, Queenstown, Elliot, Barkly East, Umtata, Mount Frere, Maclear, Lusikisiki, East London, Coffee Bay, Butterworth and Port St Johns.  
**Advertising policy:** 4 ads per hour  
**Material requirements:** CD; live read  
**Past 7 day listenership:** 324 000 (RAMS April 2010)  
**Target audience:** The station targets people living in and around Umtata and East London, who commute to work daily. They are aged between 10 and 50, in LSM 4-7, and earn from R900 per month.  
**Broadcast languages:** Xhosa, English, Sotho and Zulu  
**Format:** Talk (60%), music (40%). There are talk shows and special features during certain shows. Of the music played, 60% is local. Programming reflects the Xhosa youth culture.





# Vukani Community Radio

Freq: 99.9 & 90.6 FM

# Karabo FM

Freq: 103.7 FM

## CONTACT INFORMATION

**Tel:** (047) 877-0095/6  
**Fax:** (047) 877-0068; 0866-678-5028  
**Email:** xnozewu@yahoo.com; xtrah@webmail.co.za  
**Station manager:** Xola Nozewu  
**Cell:** 083-951-6160 / 072 548 7043  
**Programme manager:** Xolani Femela  
**Advertising manager:** Nozuko Yawa  
**Cell:** 073-273-9895  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies; Intengu Communications; Kagiso TV and Communications  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.intengu.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Towns and villages such as Cala, Elliot, Engcobo, Queenstown, Cofimvaba, Dordrecht, Tsomo, Lady Frere, Indwe, Whittlesea, Tarkastad, Molteno, Sterkstroom, Cathcart, Stutterheim, Tendergate, and Thornhill.  
**Advertising policy:** 12 mins. per hour. No alcohol or tobacco advertising.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 161 000 (RAMS Feb 2010)  
**Target audience:** General (all ages), in LSM 1-7  
**Broadcast languages:** Xhosa, English and Afrikaans.  
**Format:** The station plays 60% local music and 40% international music. The station educates, informs and entertains the community.  
**Positioning:** A community station focusing especially on developmental issues.

## CONTACT INFORMATION

**Tel:** (016) 974-1909 / 1976  
**Fax:** (016) 976-7886  
**Email:** admin.karabofm@gmail.com  
**Website:** www.karabofm.co.za  
**MD/station manager:** Thendeka Manyengisa  
**Cell:** 073-273-0290  
**Marketing, sales and promotions manager:** Velit Tshabalala  
**Cell:** 082-788-4853  
**Sales house:** The Media Connection

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Sasolburg, Vereeniging, Sebokeng, Frankfort, Vanderbijlpark, Deneyville, Parys, Refenkgotso, Meyerton and Orangeville, to Heilbron and beyond Koppies.  
**Advertising policy:** Three ads per break.  
**Material requirements:** CD  
**Past 7 day listenership:** 46 000 (RAMS April 2010)  
**Target audience:** The station targets people in LSM 5 - 14, earning in excess of R3 500 per month, and aged from 25 to 60.  
**Broadcast languages:** English, Afrikaans, Southern and Northern Sotho, Xhosa and Zulu.  
**Format:** 60% talk and 40% music. The station broadcasts everything from talk shows to entertainment shows, and delivers news in all broadcast languages  
**Positioning:** Karabo FM is accommodative, welcoming the ideas and views of its target community.

**NEWSFLASH!!! NEWSFLASH!!! NEWSFLASH!!!**

The Voice of the Voiceless has been heard!  
**Vukani Community Radio**  
 reigns over these municipalities!!!

**Tel: 047 - 877 0095/6 Fax: 047 - 877 0068 Studio No: 047 - 877 0702**



# Kovsie FM

Freq: 97.0 FM

# Lentswe Stereo

Freq: 93.0 FM

## CONTACT INFORMATION

**Tel:** (051) 401-3206  
**Fax:** (051) 444-0851  
**Email:** info@kovsiefm.co.za  
**Website:** www.kovsiefm.co.za  
**Station manager:** Duard Grobbelaar  
**Email:** sm@kovsiefm.co.za  
**Cell:** 076-107-2991  
**Programme manager:** Melissa Koning  
**Sales agent:** Duard Grobbelaar / Adriana Bosman  
**Tel:** (051) 401-3206  
**Cell:** 076-107-2991  
**Email:** sma@kovsiefm.co.za  
**Sales houses:** Student Radio Network; The Media Connection; Student Village, Primedia, Campus Media.  
**Websites:** www.studentradionetwork.co.za; www.themediacconnection.co.za; www.studentvillage.co.za; www.campusmedia.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** 100km around Bloemfontein  
**Advertising policy:** Maximum of four ads per break  
**Material requirements:** CD, MP3, email  
**Past 7 day listenership:** 43 000 (RAMS April 2010)  
**Target audience:** Kovsie FM is aimed at the media-savvy youth market. Listeners are students and young working adults between the ages of 16 and 26, in LSM 6-10. Listeners are intelligent, independent, moneymoney and trendy, enjoying culture, sport and big parties. Kovsie FM also caters for a secondary market of scholars and young working adults, aged between 14 and 35, in and around Bloemfontein.  
**Broadcast languages:** 60% English, 20% Afrikaans, 20% Sotho  
**Format:** Kovsie FM has a unique sound, which can be described as a truly multi-cultural one. The station plays top hits and the newest music to be found in Bloemfontein. It has a priority to broadcast as much SA music as possible. Programmes are specifically aimed at its vibrant market - for instance, shows for women, and educational and community announcement programmes. Kovsie FM believes in infotainment, and therefore presents information in a fun, exciting and upbeat manner.



## CONTACT INFORMATION

**Telefax:** (011) 364-2164  
**MD/station manager:** Kebi Ditlane  
**Email:** kebiditlane@hotmail.co.za  
**Advertising manager:** Tsekiso Mantoro  
**Cell:** 073-018-0902  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day.  
**Broadcast area:** Based in Parys, Lentswe Stereo covers most of the Ngwathe municipality in the Free State. Reach also covers most of the southern part of Gauteng and a small section of the eastern part of North West. Areas covered include Brits, Potchefstroom, Kroonstad, Sasolburg, Johannesburg and Soweto.  
**Advertising policy:** Two ads per break  
**Past 7 day listenership:** 19 000 (RAMS April 2010)  
**Target audience:** The general public, reaching all members of the community, aged seven to 65 years, earning R1 200-R3 500 per month.  
**Broadcast languages:** Predominant languages spoken are Sotho and Xhosa, with a small percentage of English and Afrikaans.  
**Format:** Talk (60%) and music (40%). Contemporary, educational and informative, with a slant towards youth empowerment.  
**Positioning:** A mixture of youth and adult programming, outspoken and vibrant.





# COMMUNITY RADIO

## Mosupatsela FM Stereo

Freq: 107.4 FM Stereo

### CONTACT INFORMATION

**Tel:** (051) 531-0800 / (051) 531-4842  
**Fax:** (051) 534-1356  
**Email:** lesegotoka@webmail.co.za  
**MD/station manager:** Lesego Toka  
**Acting programme manager:** Lesego Toka  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Bloemfontein, Reddersburg, Edenburg, Dewetsdorp, Thaba Nchu, Clocolan, Brandfort, Marquard, Winburg, Petrusburg, Theunissen, Bultfontein and Virginia. Coverage also extends to most of Maseru in Lesotho.  
**Advertising policy:** Maximum of eleven ads per break.  
**Material requirements:** CD  
**Past 7 day listenership:** 149 000 (RAMS April 2010)  
**Target audience:** The station targets the people who live in the townships and who commute daily to the cities. They are aged mainly between nine and 50 years, earning between R500 and R5 000 a month.  
**Broadcast languages:** Sotho, Tswana, Xhosa and English  
**Format:** Music (40%) played is kwaito, house, Afro-jazz, reggae and R&B. Talk (60%) covers news, political, educational, cultural, entertainment, environmental and socio-economic issues.  
**Positioning:** To be a partner in the community's development, being a part of the lifecycle of its listeners.

## Naledi Community Radio

Freq: 103.9 FM

### CONTACT INFORMATION

**Tel:** (058) 481-5169  
**Fax:** (058) 481-5182  
**Email:** info@nalediradio.co.za  
**Station manager:** Lajara Nkgwedi  
**Cell:** 078-105-2574  
**Programme manager:** Radiopene Molahleli  
**Marketing officers:** Matshidiso Mofokeng  
**Cell:** 078-038-6147  
**Email:** djnic@webmail.co.za  
**Sales houses:** Motswako Media  
**Websites:** www.motswakomedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From studios in Senekal, coverage includes Marquard, Bethlehem, Ficksburg, Winburg, Virginia, Ventersburg, Hennenman, Lindley, and touches parts of Clocolan, Welkom, Kroonstad and into Lesotho.  
**Advertising policy:** Maximum of six ads per break.  
**Material requirements:** CD, minidisk and cassette.  
**Past 7 day listenership:** 31 000 (RAMS April 2010)  
**Target audience:** All ages and LSM groups, with most listeners earning less than R1 000 per month.  
**Broadcast languages:** Primarily Southern Sotho but also English and Afrikaans.  
**Format:** Weekdays - 60% talk focusing on local, national and international politics, current affairs, youth, HIV/Aids. Weekends - 60% music, from African to kwaito and spiritual music, with 40% talk, covering sport, religion and relationships.



# Overvaal Stereo

Freq: 96.1 FM Stereo

# Qwa-Qwa Radio

Freq: 100.3 FM

## CONTACT INFORMATION

Tel: (056) 343-2076/7  
 Fax: (056) 343-2098  
 Email: 96.1@overvaalstereo.co.za  
 Website: www.overvaalstereo.co.za  
 MD: J v.d. Berg  
 Station/programming manager: Melanie von Steen  
 Cell: 082-929-9703  
 Email: melanie@overvaalstereo.co.za  
 Advertising manager: Neels Brits  
 Cell: 082-929-9702  
 Email: neels@overvaalstereo.co.za  
 Sales house: The Media Connection  
 Email: sales@themediaconnection.co.za  
 Website: www.themediaconnection.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day from Monday to Saturday, and on Sundays from 11 a.m. to 12 p.m. and 7 p.m. to midnight.  
**Broadcast area:** Northern part of the Free State and the southern part of North West, as well as the Vaal Triangle.  
**Advertising policy:** Maximum of four ads per break, with no advertising for alcohol or condom brands.  
**Material requirements:** CD, email  
**Past 7 day listenership:** 35 000 (RAMS April 2010)  
**Target audience:** Listeners fall into LSM 4 - 10. As an interest defined community station, Overvaal Stereo serves Christians of all ages, with a family orientation.  
**Broadcast language:** Afrikaans  
**Format:** Music (60%) and talk (40%) Overvaal Stereo's playlist comprises 75% Afrikaans music, and 85% local music. The youth is catered for in special programmes with targeted music. Talk shows cover issues of the day, but political discussions are not allowed.  
**Positioning:** A family station with something for every age group.

## CONTACT INFORMATION

Tel: (058) 713-2181  
 Fax: 086-564-5128  
 Email: yourvoice@telkomsa.net  
 Acting station manager: Ernest Mahlaba  
 Cell: 076-244-8606  
 Email: nshude@yahoo.com  
 Programme manager: Thabiso Gamede  
 Tel: 079-722-5530  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Qwa-Qwa, Vrede, Bethlehem, Reitz, Warden, Harrismith and Kestell.  
**Advertising policy:** Three ads per break, no alcohol commercials  
**Material requirements:** CD  
**Past 7 day listenership:** 171 000 (RAMS April 2010)  
**Target audience:** Covers all age groups as this is a geographically-defined community station. Listeners are mainly poor, earning under R1 000 per month. The unemployment rate is very high. Those who are employed are civil servants i.e. teachers, government officials, and police officers.  
**Broadcast languages:** South Sotho and English  
**Format:** Talk (60%) - community news, topical issues, political discussions, developmental news, sport and general entertainment. Music (40%) - virtually all types of music are played, including local and international, from traditional sounds to R&B and jazz.  
**Positioning:** Covers a wide range of people and interests, and accommodates various races, religions and age groups. "*Lentswe La Hao - Your Voice!*"





## Radio Panorama

Freq: 107.6 FM

### CONTACT INFORMATION

**Tel:** (057) 573-1005/6  
**Fax:** (057) 573-1007  
**Email:** davepanorama@internext.co.za  
**Station manager:** R. Potgieter  
**Programme manager:** R. Potgieter  
**Marketing Manager:** Dave Gullett  
**Sales houses:** The Media Connection; Motswako Media  
**Websites:** www.themediaconnection.co.za; www.motswakoradiosales.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Hennenman, Welkom, Odendaalsrus, Virginia, Allanridge, Bothaville, Kroonstad, Wesselbron, Bultfontein, Senekal, Ventersburg, Winburg, Marquard and Theunissen, 140km radius around Hennenman  
**Advertising policy:** Five ads per break every 10 minutes, but not on Sundays.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 25 000 (RAMS April 2010)  
**Target audience:** Mainly mining and agricultural people, speaking Afrikaans and English (as well as about 10% Sotho speakers), with an average income of around R3 000 per month. The general population of the area however, is also catered for.  
**Broadcast languages:** Primarily Afrikaans, but also English.  
**Format:** Music (60%) caters for all listeners, and therefore includes Afrikaans and English Middle-of-the-Road. Talk (40%), with a focus on local issues, religion and information, such as motoring, computers, farming and news. Daily Sport Programme and 4 hours Sport on Saturdays.  
**Positioning:** Community-oriented with a good music mix.

## Radio Rosestad

Freq: 100.6 FM Stereo

### CONTACT INFORMATION

**Tel:** (051) 412-6401  
**Fax:** 086-585-3678  
**Email:** admin@rorestad.co.za  
**Website:** www.radorrorestad.co.za  
**Station manager:** Anton Cloete  
**Email:** anton@rorestad.co.za  
**In-house sales:** Anton Cloete  
**Sales houses:** The Media Connection.  
**Websites:** www.themediaconnection.co.za.

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From its studios in Bloemfontein, Radio Rosestad reaches Boshof, Winburg, Petrusburg, Bultfontein, Theunissen, Brandfort, Reddersburg, Edenburg, Dewetsdorp and Thaba Nchu. The signal also touches Hertzogville and Virginia.  
**Advertising policy:** Maximum of 12 minutes per hour.  
**Material requirements:** CD, MP3 (also emailed material).  
**Past 7 day listenership:** 53 000 (RAMS April 2010)  
**Target audience:** Mainly Afrikaans listeners aged 25 and up, who fall into LSM 6-10, earning in excess of R3 000 per month.  
**Broadcast language:** Afrikaans  
**Format:** The station broadcasts content designed to keep listeners informed with educational yet entertaining programmes, talk discussions, extensive sport coverage and arts programmes. The music content focuses 70% on local artists and the rest is international music.  
**Positioning:** To promote Afrikaans as a language and culture, as well as to maintain the Christian heritage of the community.



# Setsotho Stereo

Freq: 93.7 FM

## STATION INFORMATION

**Telefax:** (051) 933-4020  
**Alternate tel:** (051) 933-6380  
**Station manager:** Tsheto Nthotso  
**Cell:** 074-502-1645  
**Programme manager:** Lebohlang Mohlapping  
**Marketing manager:** Oriël Shuping  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies; Sebata Media  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.sebatamedia.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From studios in Ficksburg, Setsotho FM reaches 220km east into Bloemfontein, covering areas such as Marquard, Clocolan, Ladybrand and Maseru in Lesotho.  
**Advertising policy:** Three ads per break.  
**Material requirements:** Minidisk and CD.  
**Past 7 day listenership:** 43 000 (RAMS April 2010)  
**Target audience:** All ages (though predominantly 16-49), mostly earning under R1 000 per month, ranging from LSM 3-7 (predominantly LSM 4).  
**Broadcast languages:** Mainly Sotho but also English and Afrikaans.  
**Format:** Music makes up 55% (60% African music and 40% international music, ranging from R&B to pop and jazz), and the remaining 45% is talk.  
**Positioning:** The station caters for people of all ages.



# 90.6 FM Stereo

Freq: 90.6 FM Stereo

## CONTACT INFORMATION

**Tel:** 0861-827-906  
**Fax:** 082-234-8906  
**Email:** vcr@telkomsa.net  
**Website:** www.906fm.co.za  
**MD/station/programme manager:** Gilbert Antunes  
**Tel:** 0861-827-906  
**Marketing manager:** Chris Swartz  
**Tel:** 0861-827-906  
**Brand manager:** John Rixon  
**Tel:** 0861-827-906  
**Sales houses:** The Media Connection.  
**Websites:** www.themediacconnection.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Vereeniging, Vanderbijlpark, Sasolburg, Parys, Meyerton, Deneysville, Sharpeville, Sebokeng, Bophelong, Orange Farm and South Alberton.  
**Advertising policy:** Six ads per break  
**Material requirements:** CD and MP3.  
**Past 7 day listenership:** 25 000 (RAMS April 2010)  
**Target audience:** The station targets people in LSM 5-14, earning in excess of R3 500 per month, and aged from 25 to 60.  
**Broadcast languages:** English (60%), Afrikaans (20%), South Sotho (20%)  
**Format:** Music (60%), talk (40%). Music played is Adult Contemporary/Pop/specialised music shows  
**Positioning:** 90.6 - The Vaal's Hit Station, covering the Vaal like no other station.  
**Streaming audio:** Available  
**Awards:** Winner of 4 Gold PMR Awards / Winner of 4 Diamond PMR Awards





# COMMUNITY RADIO

## 1485 AM Radio Today

Freq: 1485 AM  
(and DStv audio channel 169)

### CONTACT INFORMATION

Tel: (011) 880-0329/69  
Fax: 0866-012-950  
Email: info@1485.org.za  
Website: www.1485.org.za  
CEO: Ivan May  
Station manager: Sanele Sobantwana  
Office manager: Roy Marsland  
Email: admin@1485.org.za  
Sales/marketing manager: James Kinloch  
Email: sales@1485.org.za  
Client services: Dave du Preez, James Kinloch  
Tel: (011) 880-0369  
Sales houses: The Media Connection; Serongwanyane Technologies  
Websites: www.themediacconnection.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Greater Johannesburg, covering the main metropolitan areas of Gauteng. It also broadcasts nationally and into eight Southern African countries on DStv audio channel 169.  
**Advertising policy:** 10% of time or six to eight ads per hour  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 6 000 (RAMS April 2010)  
**Target audience:** English speaking, economically active listeners aged 50+, but many are in their 30s and 40s. 1485 AM Radio Today's audience represents the so-called "empty nest" market in terms of available money (mainly A and B income groups and LSM 7-10).  
**Broadcast language:** English  
**Format:** Informative entertainment for the discerning listener who enjoys news, comedy and the best in music and song, from classics to rock 'n roll, popular jazz, melodies and showbiz hits.  
**Positioning:** The voice of entertainment.



## ALEX fm

Freq: 89.1

### CONTACT INFORMATION

Tel: (011) 346-2164  
Fax: (011) 346-2165  
Email: alexfm@telkomsa.net  
Station manager: David Slovo Makhado  
Email: dslovo@presidency.com  
Cell: 083-674-0366  
Programme manager: Johanna Lamola  
Cell: 072-252-1048  
Sales houses: The Media Connection; Motswako Media  
Websites: www.themediacconnection.co.za; www.motswakomedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Alexandra and surrounding areas  
**Past 7 day listenership:** 57 000 (RAMS April 2010)  
**Target audience:** All community members of all age groups  
**Broadcast languages:** English, Zulu, Northern and Southern Sotho, Xhosa, Tswana, Tsonga, Pedi and Venda  
**Format:** Talk (70%) and music (30%). All genres of music are played, and talk covers various topics, from health issues to gender issues and more.  
**Positioning:** "The Spirit of the Community".



# Chai Fm

Freq: 101.9 FM

## CONTACT INFORMATION

Tel: (011) 532-9300  
 Website: [www.chaifm.com](http://www.chaifm.com)  
 MD and programme manager: Kathy Kaler; Cell: 082-648-0850  
 Email: [kathy@chaifm.com](mailto:kathy@chaifm.com)  
 Station manager: Moshe Chaim Wegener; Cell: 082-304-1936  
 Email: [mcwegener@chaifm.co.za](mailto:mcwegener@chaifm.co.za)  
 Sales: [sales@chaifm.com](mailto:sales@chaifm.com)  
 Sales house: 101.9 ChaiFM

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, five days a week. The station does not broadcast between 4:30 p.m. on Friday afternoon and 8:30 p.m. on Saturday night. The station also does not broadcast on the Jewish holy days.

**Broadcast area:** Greater Johannesburg including Kempton Park, Roodepoort and Midrand. All advertising material and scripts must be approved by the station.

**Advertising policy:** All advertising with the exception of non-kosher restaurants/foodstuffs.

**Material requirements:** MP3; WAV files

**Past 7 day listenership:** 5 000 (RAMS April 2010)

**Target audience:** The Jewish community in Johannesburg numbers approximately 55 000 and makes up 70% of the entire South African Jewish community. Although not the largest audience, it is a very influential one - 95% of listeners are in LSM 9 and 10, with an average household income of R26 000 per month. The unemployment rate in the Jewish community is just under 2%. The community is well educated with the large majority having obtained matric certificates, and over 40% holding bachelors degrees. Just over 90% of the community is Orthodox and traditional Orthodox, with 7% reform and 2% conservative.

**Broadcast languages:** 97% English, 3% Hebrew

**Format:** Chai Fm is a talk station with 80% talk and 20% music. Topics include business, news, sport, current affairs, debates, community focus, lifestyle, DIY, history, Yiddish, and entrepreneurial skills development and mentoring programmes by captains of industry. There is also music and youth music.

**Positioning:** Chai means "life" and the station provides programming that is informative, intelligent and relevant to the community it serves. "101.9 Chai Fm. Learning. Growing. Living."



# East Rand Stereo

Freq: 93.9 FM Stereo

## CONTACT INFORMATION

Tel: 083-910-0939  
 Fax: 083-910-1939  
 Email: [info@939.co.za](mailto:info@939.co.za)  
 Website: [www.939.co.za](http://www.939.co.za)  
 Chairperson: Pastor Amos Nkosi  
 Station manager: Retha Potgieter  
 Cell: 082-787-3441  
 Email: [retha@939.co.za](mailto:retha@939.co.za)  
 Programme manager: Anton Olwage  
 Cell: 082-929-8393  
 Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies; Agele Media  
 Websites: [www.themediacomnection.co.za](http://www.themediacomnection.co.za); [www.motswakomedia.co.za](http://www.motswakomedia.co.za); [www.serongwanyane.co.za](http://www.serongwanyane.co.za); [info@agilemedia.co.za](mailto:info@agilemedia.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day

**Broadcast area:** Ekurhuleni

**Advertising policy:** Four 30 second ads per break

**Material requirements:** CD or MP3

**Past 7 day listenership:** 43 000 (RAMS April 2010)

**Target audience:** East Rand Stereo targets mature listeners in LSM 6 to 10.

**Format:** The station concentrates on Afrikaans and English music, playing Adult Contemporary and Current Hits only. It plays more music during the day between 6 a.m. and 6 p.m., with more talk shows from 6 p.m. to 11 p.m. and on weekends. Evenings on the station focus on gospel and Christian programmes (between 7 p.m. and 9 p.m.).

**Positioning:** The station for listeners who maintain a lifestyle with high moral values.





# COMMUNITY RADIO

## Eastwave 92.2 Fm

Freq: 92.2 FM Stereo

## Hellenic Radio

Freq: 1422 AM

### CONTACT INFORMATION

**Tel:** (011) 854-4451  
**Fax:** (011) 854-4414  
**Email:** eastwavefm@telkomsa.net  
**Station manager:** Ashwin Singh  
**Cell:** 084-314-5217  
**Marketing manager:** Chan Nanoo  
**Cell:** 084-584-3989  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies; GCIS  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 5 a.m. to 11 p.m. daily  
**Broadcast area:** Broadcasting from Lenasia, covering the greater Johannesburg Metropolitan area as well as Azaadville, Vereeniging, Boksburg, Evaton, Meyerton, Eldorado Park, Fordsburg, Roshini, Hospital Hill, Zacharia Park, and Soweto.  
**Advertising policy:** A maximum of 10 ads per break.  
**Material requirements:** CD or in written form.  
**Past 7 day listenership:** 7 000 (RAMS April 2010)  
**Target audience:** The station targets the community aged between 12 and upwards, LSM 7 and up, earning an income of R 3 000 plus per month. They are highly urbanised, literate and upwardly mobile.  
**Broadcast languages:** Primarily English, but also Hindi, Gujarati, Tamil and Urdu.  
**Format:** A community station with 45% of programming devoted to talk on current affairs, medical, legal, educational, financial and religious issues. The balance of the programming is devoted to music, from Indian movies and contemporary hits and jazz.  
**Positioning:** A contemporary adult station.

### CONTACT INFORMATION

**Tel:** (011) 453-3794  
**Fax:** (011) 453-3778  
**Email:** info@hellenicradio.org.za  
**Website:** www.hellenicradio.org.za  
**Chairperson:** Costas Nicolaou  
**Station manager:** Tulla Critsotakis  
**Cell:** 084-833-1146  
**Email:** info@hellenicradio.org.za  
**Marketing manager/client services:** Dimitri Elias  
**Tel:** (011) 453-3794  
**Email:** info@hellenicradio.org.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Johannesburg, with live streaming worldwide on www.hellenicradio.org.za  
**Advertising policy:** Four ads per break.  
**Material requirements:** CD, minidisk and DAT.  
**Past 7 day listenership:** 3 000 (RAMS April 2010)  
**Target audience:** The Greek community  
**Broadcast languages:** Greek and English  
**Format:** The format is a mix of talk and music, with talk shows, discussions and audience participation on various topics, and religious, educational, and social welfare programmes. A variety of Greek and English music programmes are also broadcast. Local, Greek and Cypriot news and current affairs, as well as business and economic news, is covered. The station also has live links with stations in Europe.  
**Positioning:** Hellenic Radio promotes the Hellenic culture, language, orthodoxy, and traditions, and promotes societal upliftment amongst South Africa's Greek community.







# COMMUNITY RADIO - GAUTENG

## Jozi FM

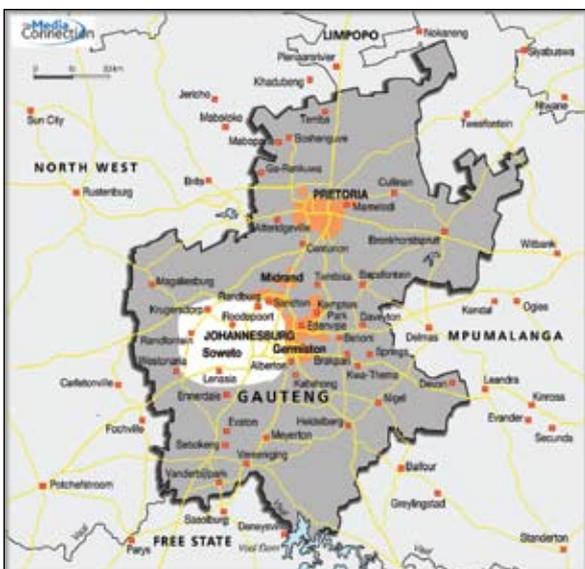
Freq: 105.8 FM Stereo

### CONTACT INFORMATION

Tel: (011) 982-1085/6686  
 Fax: (011) 982-7003  
 Website: [www.jozifm.co.za](http://www.jozifm.co.za)  
 CEO: Nono Mchunu  
 Cell: 084-704-2688  
 Email: [nonom@jozifm.co.za](mailto:nonom@jozifm.co.za)  
 Executive Producer: Mayibuye Sibiya  
 Email: [djmayibuye@jozifm.co.za](mailto:djmayibuye@jozifm.co.za)  
 Sales and marketing manager: Rachel Ndawo  
 Email: [racheln@jozifm.co.za](mailto:racheln@jozifm.co.za)  
 Cell: 084-417-4304  
 Sales house: The Media Connection; Mpoint Sales; Motswako Media  
 Email: [sales@themediacconnection.co.za](mailto:sales@themediacconnection.co.za)  
 Website: [www.themediacconnection.co.za](http://www.themediacconnection.co.za); [www.motswakomedia.co.za](http://www.motswakomedia.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week. The station can also be found on DSTV audio channel 178 and on audio streaming.  
**Broadcast area:** Soweto, Florida, Roodepoort, Eldoradopark, Kagiso and south of Johannesburg i.e. Meredale and Naturena  
**Advertising policy:** Six ads per break.  
**Material requirements:** CD, MP3, email  
**Past 7 day listenership:** 509 000 (RAMS April 2010)  
**Target audience:** The primary audience is aged 25-49, in LSM 6-10. The secondary market is aged 18-25 and 50+, in LSM 1-6.  
**Broadcast languages:** Nguni, South Sotho and English.  
**Format:** Talk (50%) mainly covers news, political topics, social issues, current affairs and controversial issues. Music (50%) consists of kwaito, R&B, Adult Contemporary and local music.  
**Positioning:** A station which caters for the youth, adults and families, with a strong focus on community upliftment, empowerment, edutainment and entertainment.



## Kasie FM

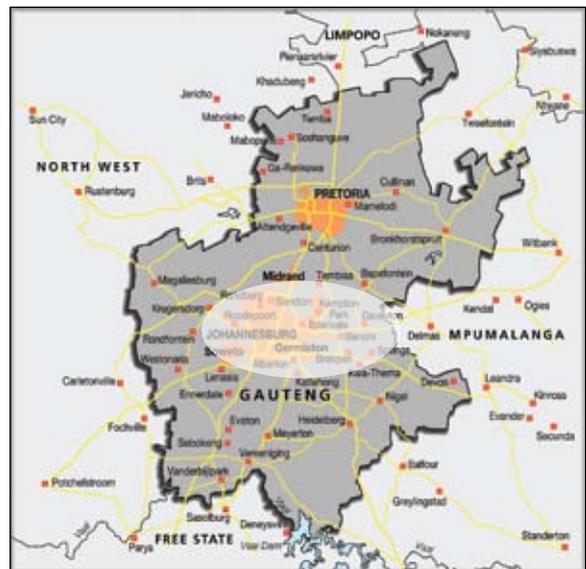
Freq: 97.1 FM

### CONTACT INFORMATION

Tel: (011) 866-8877  
 Fax: 086 604 0420  
 Email: [kasiefm@gmail.com](mailto:kasiefm@gmail.com)  
 Station manager: Jabu Mpembe  
 Cell: 083-354-8593  
 Email: [jabumpembe@gmail.com](mailto:jabumpembe@gmail.com)  
 Sales house: The Media Connection  
 Email: [sales@themediacconnection.co.za](mailto:sales@themediacconnection.co.za)  
 Website: [www.themediacconnection.co.za](http://www.themediacconnection.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The southern region of Ekurhuleni and surrounding areas, including Thokoza, Kathlehong, Vosloorus, Alberton, Boksburg, Germiston, some parts of Soweto, Vaal, Benoni, Brakpan, Springs and Johannesburg.  
**Advertising policy:** Five spots per break  
**Material requirements:** CD; MP3; Live Reads  
**Past 7 day listenership:** 92 000 (RAMS April 2010)  
**Target audience:** The community at large.  
**Broadcast languages:** Zulu, Sotho and English  
**Format:** Kasie FM is an upbeat and energetic station which has a 60% music and 40% talk mix. On the playlist is R&B, soul, ballads, African music, kwaito, house, *mbaqanga*, hip-hop, jazz, fusion, and gospel. Talk centres around politics, development, education, youth, women and business-related matter. Special features include an hour on government matters every Thursday from 6:30-7:30 p.m., and a children's hour on Saturday mornings. On Sundays, there is gospel from 6-9 a.m. followed by a jazz/fusion slot from 9 a.m. to 12 p.m.  
**Positioning:** A kasie station for kasie people (people from the location).



# Radio 1584

Freq: 1584 AM

# Radio Islam

Freq: 1548 AM

## CONTACT INFORMATION

Tel: (012) 374-1584/5933  
 Fax: (012) 374-2448  
 Email: Islamic1584@gmail.com  
 MD: Farhad Hussein  
 Station manager: Yusuf Mustafa  
 Email: Islamic1584@gmail.com  
 Programme manager: Mpho Manala  
 Sales houses: The Media Connection; Serongwanyane Technologies  
 Websites: www.themediacconnection.co.za; www.serongwanyane.co.za



## STATION INFORMATION

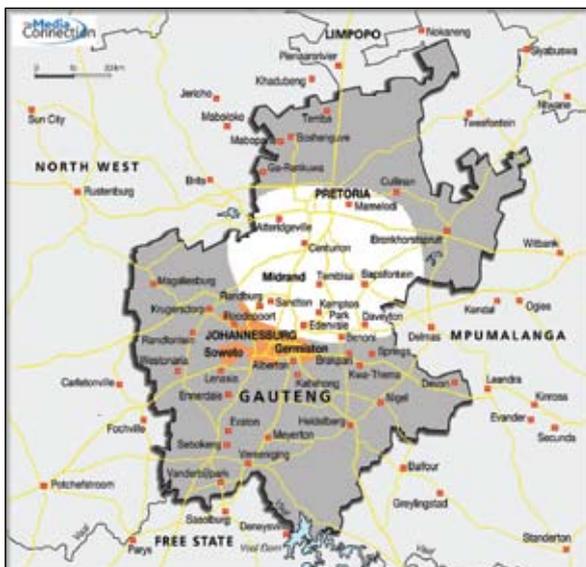
**Broadcasting hours:** 24 hours a day (live from 6 p.m. to 10 p.m.)  
**Broadcast area:** Laudium, Erasmia, Atteridgeville, Claudius and other western suburbs of Pretoria.  
**Advertising policy:** Four ads per break with at least four breaks per hour.  
**Material requirements:** CD  
**Past 7 day listenership:** 1 000 (RAMS April 2010)  
**Target audience:** Mainly the Muslim community and people interested in Islamic issues. A cross-cultural community is targeted.  
**Broadcast languages:** English, Arabic, Afrikaans, Sotho.  
**Format:** News, talk and music of a religious content. Radio 1584 is a forum for the Muslim community to discuss social and religious issues. It provides the community with a host of information such as news of community, national and international events, deaths in the community, daily prayer times, health care and so on.  
**Positioning:** Radio 1584's general objective is to enlighten, elevate and entertain. The station's future development strategy is based on one primary objective, and that is to empower the less fortunate members of its community.

## CONTACT INFORMATION

Tel: (011) 854-7022/3  
 Fax: (011) 854-7024/5  
 Website: www.radioislam.co.za  
 Station manager: Heider Ally E. Dhorat  
 Email: stationmanager@radioislam.co.za  
 Public Relations Manager: Ismail S. Variava  
 Email: isv@radioislam.co.za  
 Sales agent: Abdul Kadir Adam  
 Tel: (011) 854-7022  
 Email: marketing@radioislam.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** East Rand (Benoni, Germiston, Brakpan); West Rand (Randfontein, Westonaria, Krugersdorp, Carletonville, Azaadville); north of Johannesburg (Marlboro, Wynberg, Erasmia); south of Johannesburg; and Greater Johannesburg (Lenasia, Eldoradopark, Soweto, Ennerdale, Mayfair, Newclare, Bosmont, Crosby, Bertrams, Ophirton, Turffontein).  
**Advertising policy:** Approximately 12 ads per hour (usually three per 15 minutes).  
**Material requirements:** CD, minidisk  
**Past 7 day listenership:** 29 000 (RAMS April 2010)  
**Target audience:** Muslims of all ages.  
**Broadcast languages:** English (96%), Afrikaans/Arabic/Urdu (2%), Zulu/Xhosa (2%).  
**Format:** Talk covers educational issues (Islamic input). There is also inspirational singing (no instrumental accompaniment).  
**Positioning:** Radio Islam portrays Islam in its true form, giving an Islamic viewpoint on current and topical issues.





# COMMUNITY RADIO

## Radio Midrand

Freq: 93.8 FM

## Radio Pretoria

Freq: 13 FM stereo frequencies

### CONTACT INFORMATION



Tel: (011) 651-8960  
 Fax: (011) 312-4337; 0866-631-938  
 Email: [steve@93-8fm.co.za](mailto:steve@93-8fm.co.za)  
 Website: [www.midrandstereo.co.za](http://www.midrandstereo.co.za)  
 Chairman: Simon Seema  
 Founder: Scott Smith  
 Cell: 083-657-7002  
 Internal sales: Abbey  
 Cell: 082 567 4106  
 Email: [abbey@93-8fm.co.za](mailto:abbey@93-8fm.co.za)

### CONTACT INFORMATION

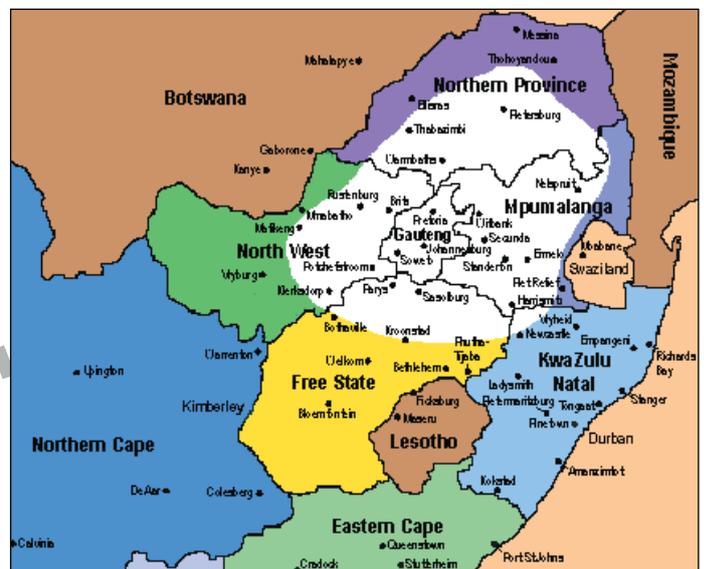
Tel: (012) 543-0120  
 Fax: (012) 567-7394  
 Email: [bestuur@radiopretoria.co.za](mailto:bestuur@radiopretoria.co.za)  
 Website: [www.radiopretoria.co.za](http://www.radiopretoria.co.za)  
 MD/station manager: Clem de Klerk  
 Email: [program@radiopretoria.co.za](mailto:program@radiopretoria.co.za)  
 Programme manager: Faan Rabie  
 Marketing manager: Pieter Kok  
 Cell: 083-252-9778  
 Sales house: The Media Connection  
 Website: [www.themediacconnection.co.za](http://www.themediacconnection.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Midrand and surrounds.  
**Material requirements:** CD, Uncompressed wav, MP3, All formats  
**Past 7 day listenership:** 6 000 (RAMS April 2010)  
**Target audience:** The entire community of Midrand and surrounds  
**Broadcast languages:** English/Zulu  
**Format:** 50% talk and 50% music. There is a strong focus on social awareness and entertainment, but any topic which is of interest or relevance to the community is discussed. Music genres played include Classic Rock and local SA Music, with R&B over the weekend.  
**Positioning:** Radio Midrand 93.8FM - Your Community Connection.

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The station broadcasts to Gauteng, Limpopo, Free State, Mpumalanga, North West, parts of KwaZulu-Natal and countrywide via satellite. It also reaches about 90 000 listeners over the Internet.  
**Advertising policy:** Three ads per break.  
**Material requirements:** CD  
**Past 7 day listenership:** 78 000 (RAMS April 2010)  
**Target audience:** Radio Pretoria caters for all ages, but 90% of listeners are aged 25+. Over half earn more than R4 000 per month.  
**Broadcast language:** Afrikaans  
**Format:** Through stations such as Radio Dagbreek, Drakensberg, Kransberg and Wolkberg, which relay Radio Pretoria's signal, the station offers a full spectrum cultural radio service, with a 30% talk and 70% music mix. There is programming for various interest groups such as sports fans, those in agriculture, professionals, church-goers, learners, women, senior citizens and so on.  
**Positioning:** Radio Pretoria is positioned to reach the metropolitan, urban, agricultural and semi-rural communities, helping them maintain a strong "Boere Afrikaner" culture and identity.



# Rainbow FM 90.7

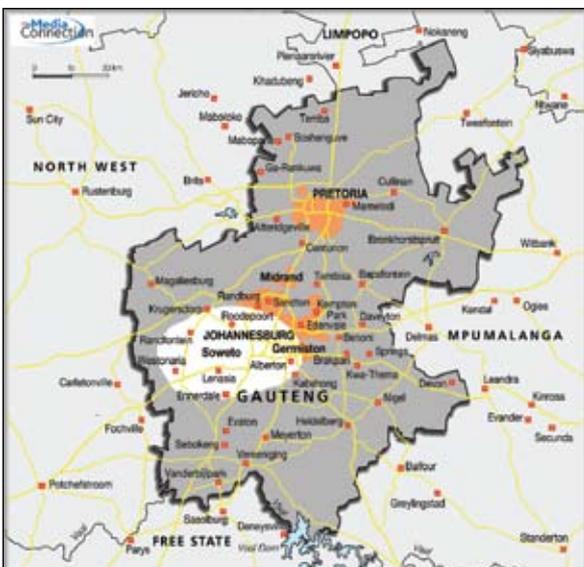
Freq: 90.7 FM

## CONTACT INFORMATION

**Tel:** (011) 472-9072; **Fax:** (011) 674-1368  
**Email:** info@rainbowfm.co.za  
**Website:** www.rainbowfm.co.za  
**Station manager:** Humphrey Birkenstock  
**Email:** humphrey@rainbowfm.co.za  
**Programme manager:** Ronnie Johnson  
**Email:** ronnie@rainbowfm.co.za  
**Marketing/advertising:** Timothy Birkenstock  
**Email:** timma@rainbowfm.co.za  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Covering the east and west of Johannesburg, reach includes the Greater Roodepoort area, Florida, Horizon, Discovery, Krugersdorp, Kagiso, Randfontein, Soweto, Eldorado Park, Pimville, Lenasia, Newlands and Central Johannesburg.  
**Advertising policy:** Four ads per break.  
**Material requirements:** CD, minidisk and cassette.  
**Past 7 day listenership:** 34 000 (RAMS April 2010)  
**Target audience:** Christian families from all communities in the West and South West Rand areas.  
**Broadcast languages:** English (79%), Zulu (13%), Afrikaans (5%) and others (3%) such as Sotho, Pedi and Venda.  
**Format:** Talk and gospel music. Talk covers current local events, stories of people's lives, church events, interviews of youth and youth groups, stories for children, and health programmes. Music played covers a wide variety of gospel, with 50% local content.  
**Positioning:** Celebrating the joyful message of reconciliation healing and hope through Jesus Christ. Programmes for the whole family, the voice of encouragement, a sound alternative.



# Rippel 90.5 FM

Freq: 90.5 FM Stereo

## CONTACT INFORMATION

**Tel:** (012) 349-2574; **Fax:** (012) 349-2578  
**Email:** hennie@rippel.co.za  
**Website and audio streaming:** www.rippel.co.za  
**CEO:** Kobus Rudolph  
**Email:** kobus@rippel.co.za  
**General/programme manager:** Hennie Koortzen  
**Email:** hennie@rippel.co.za  
**In-house sales:** Hennie; Cathrien or Kobus, (012) 349-2574  
**Sales houses:** The Media Connection, Echo Productions, Nikao Productions, Lighuis Radio Advertising, Motswako Media Sales, Seven Plus Media, Creative Moments, Faction Media, Isabella Agentskappe  
**Websites:** www.themediacomnection.co.za; www.echoads.co.za; www.nikao.co.za; www.motswakomedia.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Greater Pretoria, Centurion and surroundings, Hartbeespoort, Randburg and Kempton Park with overspill into most of Gauteng.  
**Advertising policy:** Four to six 30" ads per break, with four ad breaks per hour between 6 a.m. and 10 p.m.  
**Material requirements:** CD, WAV, MP3, WMA, CDA.  
**Listenership per day:** 34 000 (RAMS April 2010)  
**Target audience:** 25- to 55-year-olds, in LSM 6-10. Programming is 70% Afrikaans and 30% English, reflecting the demographics of the Tshwane community.  
**Broadcast language:** English and Afrikaans  
**Format:** 50% music, 50% talk. The station plays Adult Contemporary, up-tempo, good listening music such as pop, rock and middle-of-the-road. Talk covers actuality, political, social and economic issues, with Pretoria-based, national and international news and events that influence the daily lives of the station's listeners. 90.5 covers current trends, local, provincial, national and international news and sport, Blue Bulls rugby, the great outdoors, hobbies and education.  
**Positioning:** Outspoken, modern and positive, with good family values, Rippel 90.5 FM is a feel-good radio station.





# COMMUNITY RADIO

## Soshanguve Community Radio

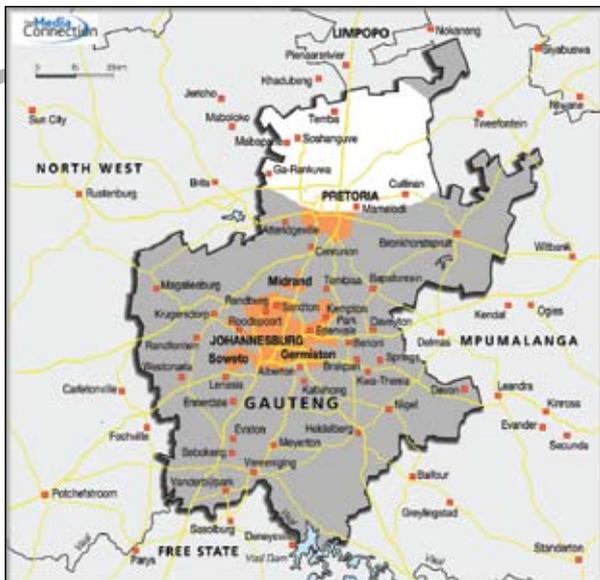
Freq: 93.0 FM Stereo

### CONTACT INFORMATION

**Tel:** (012) 799-6054  
**Fax:** (012) 799-8334  
**Email:** soshanguveradio@telkomsa.net  
**Chairperson:** Dr Vukani Mzamane  
**Station manager:** Lebelo Maleka  
**Cell:** 082-583-3377  
**Programme manager:** Nolulama Sithole  
**Advertising:** Lebelo Maleka, Nolulama Sithole  
**Sales houses:** Echo Productions; The Media Connection; Motswako Media; Serongwanyane Technologies.  
**Websites:** www.echoads.co.za; www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 18 hours per day, 6 a.m. to midnight.  
**Broadcast area:** Soshanguve, Rosslyn, Mabopane, Hammanskraal, Brits, Ga-Rankuwa, Winterveldt, parts of Bela-Bela, Mamelodi and Atteridgeville.  
**Advertising policy:** Three ads per break.  
**Material requirements:** CD  
**Past 7 day listenership:** 121 000 (RAMS April 2010)  
**Target audience:** Children aged 4-17, youth 18-35, and more mature listeners from 40-60.  
**Broadcast languages:** Predominantly Tswana, but Northern Sotho, Zulu, Ndebele, Tsonga, Venda and English are also spoken.  
**Format:** As the primary source of information for this community, the station broadcasts programmes covering education, health, youth issues, business and issues affecting the lives of 'Soshanguvians'. It also promotes local culture such as music, story-telling and African history. Talk (70%), music (30%).  
**Positioning:** The station that listens to the hearts and minds of the people.



## Thetha FM

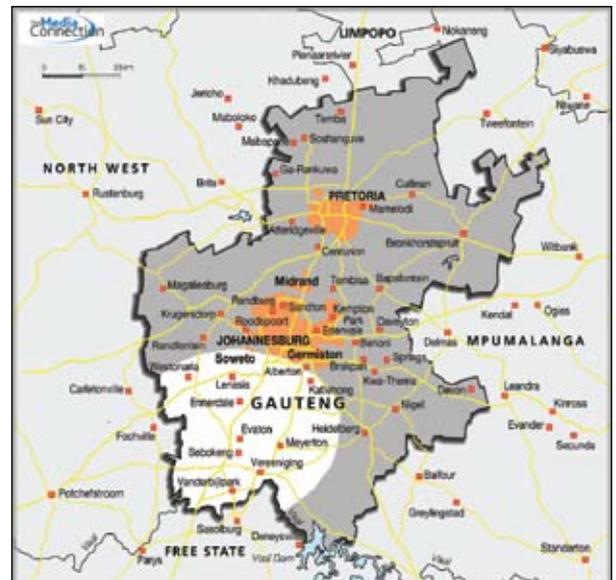
Freq: 100.6 FM Stereo

### CONTACT INFORMATION

**Tel:** (011) 850-5311  
**Fax:** (011) 850-3482  
**Email:** thethafm@webmail.co.za  
**Station manager:** Jimmy Dlamini  
**Cell:** 083-883-8158  
**Programme manager:** Vusi Siyani  
**Cell:** 073-454-4569  
**Sales manager:** Sipho Mbele  
**Cell:** 073-141-5321  
**Sales houses:** The Media Connection; Agele Media; Kagiso TV  
**Websites:** www.themediaconnection.co.za; info@agelemedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Based in Orange Farm, the station's footprint covers the Vaal Triangle, Westonaria and Carletonville, as well as parts of the Free State (Sasolburg, Heilbron, Petrus Steyn).  
**Material requirements:** CD  
**Past 7 day listenership:** 224 000 (RAMS April 2010)  
**Target audience:** The entire community is catered for. The youth makes up a large proportion of this very mixed audience, but this demographic is not a specific focus for the station.  
**Broadcast languages:** Zulu (60%), Sotho (30%), other (10%).  
**Format:** Talk (60%), music (40%). Talk covers areas such as health, social matters, and religion - in general, anything which affects the community. Music ranges from jazz, R&B and pop, to kwaito and hip-hop, with the proviso that the lyrics are not offensive.  
**Positioning:** "Your soul connection."



# Tuks FM

Freq: 107.2 FM

## CONTACT INFORMATION

Tel: (012) 362-5316/7

Fax: 0866-991-072

Email: info@tuksfm.co.za

Website: www.tuksfm.co.za

Station manager: Loutjie van der Merwe

Cell: 082-585-8283

Email: loutjie@tuksfm.co.za

Sales houses: The Media Connection; Campus Media; Student Village; Student Radio Network

Websites: www.themediacconnection.co.za; www.campusmedia.co.za; www.studentvillage.co.za; www.studentradionetwork.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.

**Broadcast area:** Greater Pretoria, Tshwane Metro with spillover to Midrand, Kempton Park, Hartbeespoort, Krugersdorp and Fourways.

**Advertising policy:** Three spot breaks of three minutes, totalling nine minutes available per hour.

**Material requirements:** CD, minidisk or MP3.

**Past 7 day listenership:** 48 000 (RAMS April 2010)

**Target audience:** Tuks FM is a Greater Tshwane youth station, targeting a universal, cosmopolitan audience, aged under 35, of all races, cultures and creeds.

**Broadcast languages:** Afrikaans and English

**Format:** Tuks FM supports a cutting edge rock sound mixed with the urban sounds of now. The support of local talent is high on the agenda and information is fast, factual and relevant to the target audience.

**Positioning:** Tuks FM is Pretoria's number one rock/pop music station. The station is inextricably connected to its market, and has established a reputation of knowing how to tap into the lives and minds of Gauteng's influential youth.



The **Media Connection**



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# COMMUNITY RADIO

## TUT FM 96.2

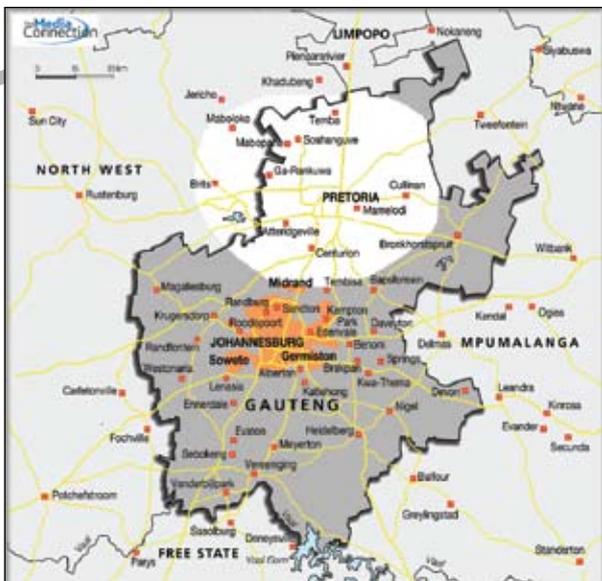
Freq: 96.2 FM Stereo

### CONTACT INFORMATION

Tel: (012) 382-9719  
 Fax: (012) 382-9256  
 Station manager: Rebone Molefe  
 Cell: 084-580-0636  
 Email: molefera@tut.ac.za  
 Programme manager: Kedibone Mahapa  
 Email: mahapaek@tut.ac.za  
 Marketing manager: Judith Kgwedij  
 Tel: (012) 382-9719  
 Email: kgwedij@tut.ac.za  
 Sales houses: Student Radio Network; The Media Connection; Motswako Media; Serongwanyane Technologies; Student Village  
 Websites: www.studentradionetwork.co.za; www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.studentvillage.co.za

### STATION INFORMATION

**Broadcasting hours:** 18 hours per day (6 a.m. to midnight).  
**Broadcast area:** Soshanguve township, Pretoria, Rosslyn, Mabopane, Hammanskraal, Atteridgeville, Mamelodi and Ga-Rankuwa, Pretoria, Akasia and Winterveldt.  
**Advertising policy:** Four ads per break.  
**Material requirements:** CD, via Internet  
**Past 7 day listenership:** 34 000 (RAMS April 2010)  
**Target audience:** The station mainly targets learners and students at high school and tertiary institutions, as well as young adults who are starting out in the corporate world. This is a semi-urban and urban audience, low to middle class, aged 14-35.  
**Broadcast languages:** English, Tswana, Venda, Zulu, Pedi and Tsonga.  
**Format:** Talk (40%), music (60%). Talk covers current affairs, political issues, and community development and empowerment issues. Music consists mainly of African music, world music, jazz, gospel, R&B, South African traditional, kwaito, as well as rap and hip-hop. Talk shows are factual and sometimes controversial.  
**Positioning:** A youth-oriented radio station. It is funky and always setting trends.



## TUT Top Stereo 93.6

Freq: 93.6 FM

### CONTACT INFORMATION

Tel: (012) 382-4650/4692  
 Fax: (012) 382-5236  
 Website: www.tuttopstereo.co.za  
 Station manager: Jeremy Thorpe  
 Email: thorpejw@tut.ac.za  
 Programme manager: Itumeleng Mohulatsi  
 Email: mohulatsiil@tut.ac.za  
 Marketing manager: Syco Shibisi  
 Sales houses: Student Radio Network; Campus Media; Student Village; The Media Connection; Motswako Media  
 Websites: www.studentradionetwork.co.za; www.campusmedia.co.za; www.studentvillage.co.za; www.themediacconnection.co.za; www.motswakomedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 19 hours a day, seven days a week.  
**Broadcast areas:** From Pretoria, north to Magaliesburg, south to Midrand, east to Mamelodi, west to Atteridgeville.  
**Advertising policy:** Four breaks per hour with a maximum of four adverts per break.  
**Material requirements:** Minidisk or CD  
**Past 7 day listenership:** 51 000 (RAMS April 2010)  
**Target audience:** The cosmopolitan youth of Pretoria.  
**Format:** 50/50 talk and music. TUT Top Stereo plays the music its listeners want to hear, from hip-hop and house to R&B and kwaito. Talk covers a wide range of issues reflecting campus, community and urban interests.  
**Positioning:** TUT Top Stereo is cutting-edge campus radio, the new voice of Pretoria's urban youth, tackling issues relevant to them and playing the music they want to hear.



# UJFM

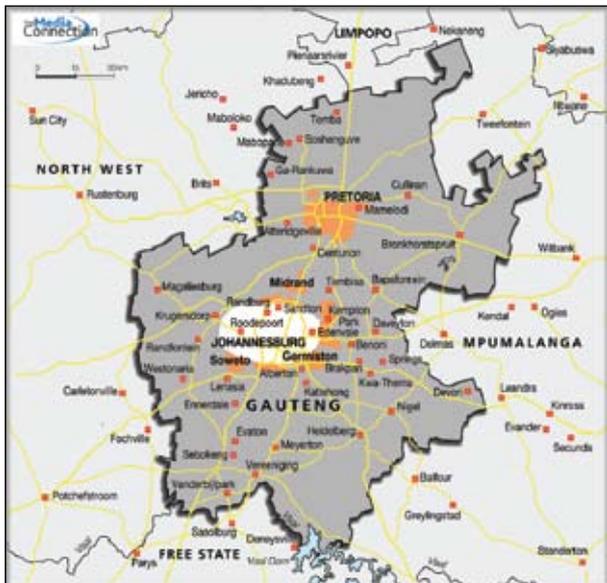
Freq: 95.4 FM

## CONTACT INFORMATION

Tel: (011) 559-3682  
 Fax: (011) 559-3688  
 Website: [www.ujfm.co.za](http://www.ujfm.co.za)  
 Station manager: Barry Baldeo  
 Email: [barry@ujfm.co.za](mailto:barry@ujfm.co.za)  
 Advertising manager: Jadene Tager  
 Cell: 082-782-0961  
 Email: [jadenetager@gmail.com](mailto:jadenetager@gmail.com)  
 Client services: Craig Steyn  
 Email: [steyn.craig@gmail.com](mailto:steyn.craig@gmail.com)  
 Tel: (011) 559-3682  
 Sales houses: Student Radio Network; The Media Connection; Campus Media  
 Websites: [www.studentradionetwork.co.za](http://www.studentradionetwork.co.za); [www.themediacomnection.co.za](http://www.themediacomnection.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcasting area:** Greater Johannesburg.  
**Advertising policy:** Three ads per break  
**Past 7 day listenership:** 5 000 (RAMS April 2010)  
**Target audience:** Students and the community, aged 18-30, in LSM 7-10. Young people with a lust for life, looking for something new, and young execs looking for an alternative to the usual.  
**Broadcast language:** Predominantly English.  
**Format:** Student radio with the freshest new music and the most in-your-face and happening presenters. Features are cutting edge and to the point. Music constitutes 65% of airtime, with 40% of this being South African.  
**Positioning:** UJFM is a student-run station which aims to entertain and educate the youth market and surrounding communities.



**student radio network**

today's students, tomorrow's leaders

## CONTACT INFORMATION

Tel: (011) 500-1001  
 Fax: 086-522-3976  
 Corporate website: [www.studentradionetwork.co.za](http://www.studentradionetwork.co.za)  
 Entertainment website: [www.studentradio.co.za](http://www.studentradio.co.za)  
 MD: Simone Kritzinger  
 Email: [sales@studentradio.co.za](mailto:sales@studentradio.co.za)

## STATION INFORMATION

Stations in the Student Radio Network:

- Bay FM (Port Elizabeth)
- Kovie FM (Bloemfontein)
- MFM (Stellenbosch)
- PUKfm (Potchefstroom)
- Radio Turf (Polokwane)
- RMR (Grahamstown)
- Tuks FM (Pretoria)
- TUT FM 96.2 (Shoshanguve - Pretoria)
- UCT Radio (Cape Town City)
- UJFM (Johannesburg)
- UKZN (Durban)
- UNI FM (Cape Town)
- VUT FM (Vaal)

**Broadcasting hours:** 24/7/365

**Broadcast area:** National

**Advertising policy:** Booking deadline is seven days prior to broadcast. Material deadline is two days prior to broadcast.

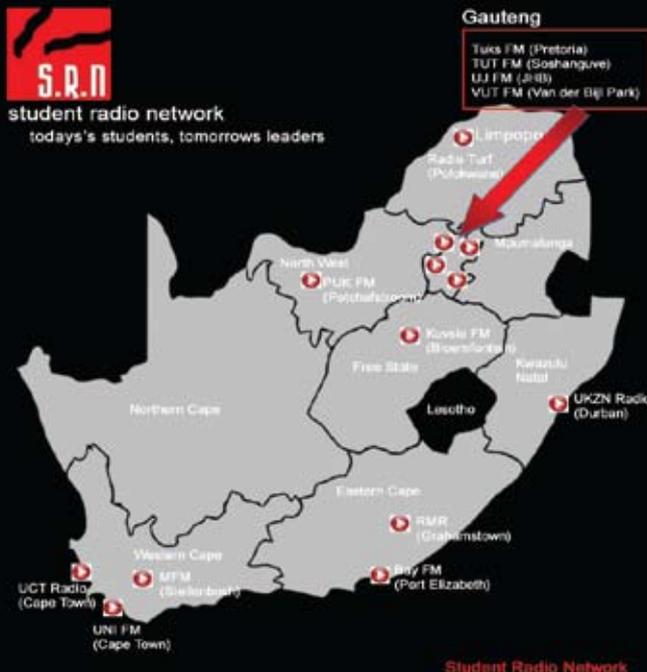
**Material requirements:** MP3

**Target audience:** Youth and student markets defined as 18 to 34, LSM 6 to 10, of all cultures and sexes. Students are the early adapters and household purchasing decision-makers. This is also the market that determines international trends.

**Broadcast languages:** Advertising in English is preferable, although stations broadcast in all 11 official languages, depending on their region.

**Format:** Student/Youth-focused Hit radio

**Positioning:** Student Radio Network acts as the national sales house on behalf of the student broadcasters of South Africa. It is the complete turnaround student market solution in broadcasting, going beyond simply booking commercials across the stations, but also supporting the stations within the network with professional training and development, ensuring its clients get access to the most professional youth in South Africa. "Today's Students, Tomorrow's Leaders!"





# COMMUNITY RADIO

## Voice of Tembisa FM

Freq: 87.6 FM

### CONTACT INFORMATION

**Tel:** (011) 925-1612  
**Fax:** (011) 925-6777; 0866-905-756  
**Email:** votfm87.6@vodamail.co.za  
**Website:** www.voiceoftembisafm.org  
**Founder member of the Board:** Manase Malinga  
**Tel:** (011) 925-6385  
**Station manager:** Sonnyboy Masingi  
**Cell:** 082-468-6855  
**Email:** votfm87.6@vodamail.co.za / sonnyboym@vodamail.co.za  
**Sales houses:** The Media Connection; Motswako Media; Media Basics  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za;

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** All suburbs, townships and CBDs in Midrand, Sandton, Randburg, Roodepoort, Johannesburg, Fourways, Edenvale, Kempton Park, Pretoria and Benoni.  
**Material requirements:** CD  
**Past 7 day listenership:** 70 000 (RAMS April 2010)  
**Target audience:** People across the community, of all ages.  
**Broadcast languages:** English, Zulu, Xhosa, Sotho, Tswana and Tsonga  
**Format:** Talk (60%) covers women's and children's issues, and health and community development. Various churches are also afforded time to cover spiritual matters. Music (40%) played is R&B, gospel, jazz, traditional music and ballads.  
**Positioning:** "Your voice that opens the mind of the nation."

## Voice of Wits (VOW FM) 90.5FM

Freq: 90.5 FM

### CONTACT INFORMATION

**Tel:** (011) 717-4083  
**Email:** sm@vowfm.co.za  
**Website:** www.vowfm.co.za  
**Station manager:** Michael Smurthwaite  
**Cell:** 082-576-7552  
**Email:** sm@vowfm.co.za  
**Programming manager:** Katlego Mabusela  
**Marketing manager:** Carolis Lucky Mdaweni  
**Cell:** 076-510-8045  
**Sales houses:** Student Radio Network; The Media Connection; Motswako Media; Student Village; Campus Media.  
**Websites:** www.studentradionetwork.co.za; www.themediaconnection.co.za; www.motswakomedia.co.za; www.studentvillage.co.za; www.campusmedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 14 hours a day  
**Broadcast area:** From Wits University campus in Braamfontein, Johannesburg, the station reaches 10km to Parktown, Braamfontein, Auckland Park, Johannesburg CBD, Westcliff, Newtown and Milpark.  
**Advertising policy:** 5 ad brackets per hour of 2 mins each. Restrictions on alcohol advertising.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** No RAMS figures available  
**Target audience:** VOWFM targets over 28 000 students at Wits University also including staff and academics. The average age of our listener is 16-28 and from very diverse backgrounds. Our primary listener is a student who enjoys a wide range of music that is hip, contemporary and mainstream. That said, he/she would prefer or profess to be the first to have heard or acquired the latest song before it hits rotation. He/she also appreciates older music mostly that which is attached to good experiences that he/she has enjoyed and those songs which stir pleasurable memories. He/she is a friendly, approachable, engaging, lively creative and altruistic individual who is highly aware and knowledgeable of the world. He/she is street smart, with an affinity for technological gadgets and accessories. He/she is also up to date with the current news, information and keeping up with trends and wants to be informed and kept up to speed of possible opportunities pertaining to jobs, career, education, auditions, expos, freebies, competitions, etc. He/she has buying power. He/she wants to be a trend-setter and doesn't mind saving for that exclusive pair of jeans or the latest cellphone. He/she loves all the things that most young people love - from going out on weekends to chatting on different chat rooms and listening to the latest music etc.  
**Broadcast languages:** Mainly English (however other official languages are used within programming).  
**Format:** VOW FM plays a wide range of contemporary/modern music from several main genres of music (Hip-hop, R&B, House, Dance, Rock, Pop). The station is youth/student orientated with programming that is innovative, exciting, fresh and in tune with the Wits community. The station broadcasts current affairs, news and sports. The station's talk shows deal with a multitude of topics from business to politics. There is a 60%/40% split between music and talk on the station.  
**Positioning:** VOW FM provides programming content that is: relevant, exciting, innovative, of exceptional quality, informative and educational whilst also being entertaining, accurate, fresh and community specific.



# VUT FM 96.9

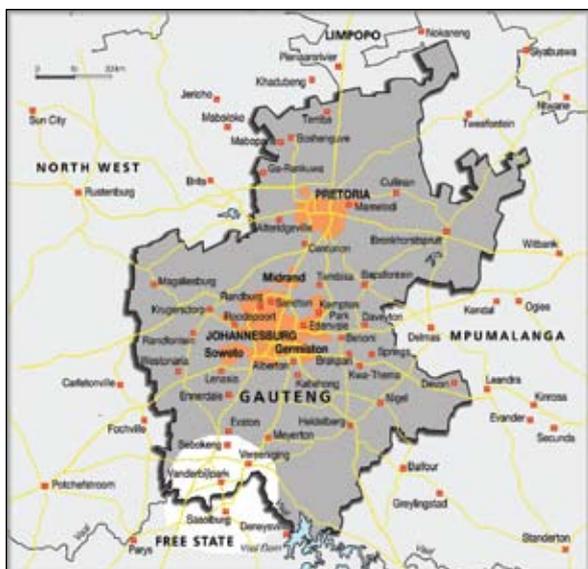
Freq: 96.9 FM

## CONTACT INFORMATION

**Tel:** (016) 950-9283/4  
**Fax:** 0866-128-315  
**Email:** vutfm1@gmail.com  
**Acting station manager:** Nxolisi Ndomgeni  
**Programming manager:** John Setale  
**Client services:** Mpho Presentia Mokoena  
**Cell:** 084-758-8818  
**Sales houses:** Student Radio Network; Serongwanyane Technologies  
**Websites:** www.studentradionetwork.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Vanderbijlpark, the Mittal Steel Works, Vereeniging, Sasolburg, Sebokeng, Sharpville, Meyerton, Evaton and parts of Lenasia.  
**Past 7 day listenership:** 78 000 (RAMS April 2010)  
**Target audience:** The Sedibeng community aged 16 and up.  
**Broadcast languages:** English (60%), vernacular (40%).  
**Format:** VUT FM 96.9 plays all kinds of music from pop to R&B, local, house, gospel etc. Talk covers topics such as educational issues and general student life, and promotes a crime-free society. The station's sound is fresh, young and exuberant. VUT FM strives to serve its target market by maintaining a partnership with the student community of the Vaal University of Technology.  
**Positioning:** "The Rhythm of the River" is its slogan. VUT FM 96.9 gives the Sedibeng community the entertainment it enjoys, and provides true and accurate information.



# DYR 105.1 Fm

Freq: 105.1 FM

## CONTACT INFORMATION

**Tel:** (031) 304-0410  
**Fax:** (031) 304-0431  
**Website:** www.dyrfm.com  
**Station manager:** Miles Zikalala  
**Cell:** 083-538-3992  
**Email:** miles@dyrfm.com  
**Music manager:** Thabani Mkhize  
**Cell:** 083-347-2265  
**Email:** ra@dyrfm.com  
**Programme Manager:** Felzo Majola  
**In-house sales team:** Clive Chetty; Nathi Ngwenya  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day.  
**Broadcast area:** The Durban metropolitan area.  
**Advertising policy:** No pornographic material.  
**Material requirements:** CDs  
**Past 7 day listenership:** 52 000 (RAMS April 2010)  
**Target audience:** The station targets high school pupils through to young professionals in the area, aged 16-35.  
**Broadcast languages:** English (60%) Zulu (39%) Other (1%)  
**Format:** An equal mix of talk (40%) and music (60%) DYR 105.1 FM provides a voice for the youth, raising their consciousness of economic integration, academic empowerment, and entrepreneurial and institutional literacy. Talk shows cover issues such as gender equality and socio-political and economic matters, as well as sport and recreation and service delivery. DYR 105.1FM is a training ground for young presenters.  
**Positioning:** The station for youth empowerment and development, DYR 105.1FM is young, upmarket, politically aware and morally responsible. "Durban's truly unforgettable".





# COMMUNITY RADIO

## GNCR 93.6fm

Freq: 93.6 FM Stereo

## Highway Radio

Freq: 101.5 FM Stereo

### CONTACT INFORMATION

**Tel:** (032) 533-3003  
**Fax:** (032) 533-3802  
**Email:** gncr@telkomsa.net  
**Website:** www.gncr.org.za  
**Chairman of the Board:** Rev. S Ntshangase  
**Station manager:** Steven Mabugana  
**Cell:** 082-861-5158  
**Email:** steven@gncr.org.za  
**Programme manager:** Michele Coetzee  
**Cell:** 083-566-1954  
**Advertising:** Anne Watson, Barnes Govender  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies; Sebata Media  
**Contact:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; (011) 299-4701

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From Stanger (north) to Chatsworth (south)  
**Advertising policy:** Three ads per hour. Only family-friendly content (no alcohol, gambling, cigarettes and so forth).  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 22 000 (RAMS April 2010)  
**Target audience:** The entire family.  
**Broadcast languages:** Primarily English, but also Zulu, Afrikaans, Hindi and Tamil.  
**Format:** There is 75% talk and 25% music. Talk covers topics relevant to the community, such as "Living Hope", a programme presented by a medical doctor to offer encouragement for those affected by and infected with HIV/Aids. GNCR has a heart for community upliftment and the programme "Find a Job" every Saturday morning at 7:15 a.m. is very popular. "Radio Morning Market", broadcast every Saturday at 11:30 a.m. is also a great success. Listeners call in and advertise their unwanted household items and vehicles, with great response. On the music side, the station plays contemporary Christian music, as well as Indian vernacular music. Listeners can phone in to the station's two request programmes to request their favourite tunes.  
**Positioning:** GNCR 93.6fm is Durban's 100% pure, uncompromising Christian radio, adhering to the truth as revealed in the Bible.

### CONTACT INFORMATION

**Tel:** (031) 709-2950  
**Fax:** (031) 709-2925  
**Head of operations:** Patrick Kikine  
**Cell:** 072-232-8674  
**Email:** patrick@highwayradio.org.za  
**Client services:** Patrick Kikine  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The greater Durban area, inland to Botha's Hill, along the North Coast to Richards Bay, and down the South Coast to Port Shepstone.  
**Advertising policy:** Three to four ads per break, six minutes per hour.  
**Material requirements:** Minidisk and CD  
**Past 7 day listenership:** 102 000 (RAMS April 2010)  
**Target audience:** Highway Radio is a community and family-friendly radio station which caters for all tastes and age groups. It appeals mainly to 20-40-year-old listeners in LSM 5-10. Specific limited programming is aired daily to cater for those categories of listener which fall outside this description.  
**Broadcast languages:** English, Zulu, Afrikaans  
**Format:** Highway Radio is a Contemporary Christian lifestyle station, offering listeners in the Durban metroplex a professionally presented mix of necessary daily lifestyle information and easy listening Contemporary Christian music. Talk content includes news, weather, sport, traffic, finance, security and comedy slots, as well as specific daily programmes dedicated to women, senior citizens and children. Strict attention is paid to programme and presenter content to ensure the tone is smut and innuendo free, so that listeners are not subjected to questionable input. There is 70% music and 30% talk.  
**Positioning:** Positive social, Christian, moral and ethical principles and values are reinforced.



# Hindvani 91.5 FM Stereo

Freq: 91.5 FM Stereo

## CONTACT INFORMATION

Tel: (031) 401-0044  
 Fax: (031) 401-5295  
 Email: hindvani@telkomsa.net  
 Website: www.hindvani.co.za  
 President: Raj Dhanlal  
 Station manager: Ramu Gopidayal  
 Tel: (031) 401-9788  
 Cell: 082-448-1000  
 Email: hindvani@telkomsa.net

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day (18 hours live and six hours on shuttle).  
**Broadcast area:** On the South Coast as far as Umkomaas, North Coast as far as Mandeni (past Stanger), inland as far as Cato Ridge, and including central Durban, Chatsworth and Phoenix, as well as Pietermaritzburg (102.3FM) and Natal Midlands.  
**Advertising policy:** Non-political.  
**Material requirements:** CD, MP3.  
**Past 7 day listenership:** 55 000 (RAMS April 2010)  
**Target audience:** In the main, the Indian community in LSM 6-10.  
**Broadcast languages:** Hindi and English  
**Format:** Shows are vast and varied, with scheduled programmes structured and produced to cater for the needs of the broader community. The station facilitates the learning of the Hindi language and provides religious and spiritual content.  
**Positioning:** Hindvani means "Voice of Hindi". As such, the station strives to promote the development and propagation of the Hindi language and culture.



# ICORA fm

Freq: 100.4 FM

## CONTACT INFORMATION

Tel: (035) 474-1117  
 Fax: 086 556 5615  
 Email: icorafm@yahoo.com  
 Station manager: Bonga Msweli  
 Cell: 083-955-4463  
 Email: hamdax@yahoo.com  
 Programming manager: Dominic Ndlovu  
 Marketing manager: Sibusiso Mhlongo  
 Cell: 073-768-3838  
 Email: zam.icorafm@yahoo.com  
 Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies; Agele Media; Kagiso Communications  
 Websites: www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.kagiso.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From St. Lucia down the coast past Richards Bay and Stanger, through to Ballito. Coverage also includes Eshowe, Empangeni, Ulundi, Nongoma, Vryheid, Dundee, Glencoe and Madadeni. Icora also reaches parts of Utrecht and Newcastle.  
**Advertising policy:** A maximum of three commercials in a row in either Zulu or English.  
**Material requirements:** CD, MP3, E-Mail  
**Past 7 day listenership:** 216 000 (RAMS April 2010)  
**Target audience:** As a geographically-founded community station, ICORA fm targets many different audience groups, ranging from LSM 1-6 and aged 16-65. People from grass roots to the upper middle class are targeted.  
**Broadcast languages:** Zulu and English  
**Format:** Content consists of talk (40%) and music (60%). Programmes are designed to meet an infotainment strategy, giving factual information while allowing enough room for community participation.  
**Positioning:** ICORA fm is a well-balanced radio station both in terms of information dissemination and entertainment.





# COMMUNITY RADIO

## Imbokodo Community Radio

Freq: 96.8 FM

### CONTACT INFORMATION



Tel: (031) 905-1114  
 Fax: (031) 905-1134  
 Email: ngema@webmail.co.za  
 MD/station manager: Sandile Godfrey Ngema  
 Cell: 082-095-5683  
 Programme manager: Xolani Bryns Khuzwayo  
 Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies  
 Websites: www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From Mtunzi down the coast through to Stanger on through Amanzimtoti, Scottsburg, Port Shepstone and down to Port Edward. Coverage also includes Edendale, Pinetown, Mooi River, Estcourt, Greytown and Eshowe.  
**Advertising policy:** Maximum of four ads per break. No tobacco or alcohol ads allowed. Ads should be in Zulu or English.  
**Material requirements:** Minidisk, MP3, CD  
**Past 7 day listenership:** 96 000 (RAMS April 2010)  
**Target audience:** All ages (the youth account for 55%) with a female bias (57%). Rural listeners account for 53% of the audience.  
**Broadcast languages:** Zulu and English  
**Format:** Imbokodo Community Radio enables the community to voice its experiences and critically examines issues affecting their lives by providing programmes that are meant to educate and inform. The mix includes music, talk shows, sport, news, current affairs, interviews, traffic and weather reports, religious programmes, entertainment and health programmes. The station only plays South African music in all categories such as mbhaqanga, Afro-jazz, R&B, slathamiya, shiyameni, kwaito and hip-hop. The station plays 100% South African music.  
**Positioning:** Imbokodo Community Radio mobilises the previously disadvantaged community around developmental issues and strategies, to promote a better life for community members.



## Inanda FM

Freq: 88.4 FM

### CONTACT INFORMATION

Tel: (031) 510-9700  
 Fax: 0866-619-884  
 Email: stationmanager@inandafm.org.za  
 Station manager: Thandeka Msani  
 Cell: 071-999-4846  
 Marketing and sales manager: Zwakele Khumalo  
 Cell: 078-833-0532

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** eThekweni municipality and parts of Pietermaritzburg, down to Umkomaas in the south.  
**Advertising policy:** No tobacco products or products/services which are harmful to the community.  
**Material requirements:** CD, minidisk, MP3  
**Past 7 day listenership:** 70 000 (RAMS April 2010)  
**Target audience:** Inanda FM is a family station, targeting people up to 55 years of age. The primary focus is on working class people and the youth, with a particular interest in women.  
**Broadcast languages:** Zulu (60%), English (25%), Xhosa (15%).  
**Format:** Talk (60%), music (40%). Talk covers community development, education and women's and children's issues. Music played includes hip-hop, jazz, kwaito, gospel and local pop music.  
**Positioning:** "Today's best radio."



# Izwi Lomzansi FM

Freq: 98.0 FM

# Maputaland Community Radio

Freq: 107.6 FM

## CONTACT INFORMATION

**Telefax:** (031) 305-7304  
**Email:** vxulu@izwilomzansi.co.za  
**Station manager:** Vela Xulu  
**Email:** 083-481-1887  
**Marketing and advertising manager:** Victor Xaba  
**Cell:** 083-778-3590  
**Sales house:** The Media Connection  
**Email:** sales@themediacomnection.co.za  
**Website:** www.themediacomnection.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** In a 100km radius around Durban, reaching north to Stanger, south to Umkomaas and inland as far as Camperdown.  
**Advertising policy:** Nothing immoral or pornographic, and no tobacco or gun commercials.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 186 000 (RAMS April 2010)  
**Target audience:** The primary target market is aged 24-49 years and earns around R3 500 a month. The secondary market is aged 16-24 years. All members of the community however, are catered for.  
**Broadcast languages:** While the station's licence allows for 10% English and 10% other languages, in practice broadcasts are completely in Zulu.  
**Format:** Talk covers issues which impact on the community, such as development, what councillors are doing for the community, and political, economic, health and family related issues. All types of music are played, with a focus on Afro-pop.  
**Positioning:** "The language of the soul."

## CONTACT INFORMATION

**Tel:** (035) 572-1172/3  
**Fax:** (035) 572-1034  
**Email:** mcr107.6fm@telkomsa.net  
**Website:** www.maputalandradio.co.za  
**Chairperson:** Thulani Dlamini  
**Station manager:** Simon Ntsele  
**Cell:** 083-643-4029  
**Programming manager:** Thulile Tembe  
**Marketing and sales head:** Silence Khumalo  
**Cell:** 079-056-4542  
**Marketing and sales executive:** Bongji Khumalo  
**Cell:** 083-337-6078  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Reaching Matubatuba from the south via Nongoma, Vryheid and the borders of Swaziland and Mozambique, all the way to the coast. Other areas include Pongola, Jozini, Sodwana Bay, Hluhluwe Game Reserve and St. Lucia.  
**Advertising policy:** Eight adverts per hour. No adverts with unfairly discriminating content or which discredit a competitor's image will be flighted. Advertising is mainly in Zulu, but English is also accepted.  
**Material requirements:** CD, minidisk, MP3  
**Past 7 day listenership:** 130 000 (RAMS April 2010)  
**Target audience:** Both males and females, aged 10-60. Seventy percent earn under R1 399 and most are in LSM 1-6.  
**Broadcast languages:** Zulu (75%), English (25%)  
**Format:** 50% talk and 50% music (with 65% local music content). Talk addresses social problems and adult and youth-related current affairs. Music played is a mix of genres.  
**Positioning:** "Shine where you are" ("Ogama lapho ukhona").





# COMMUNITY RADIO

## Newcastle Community Radio

Freq: 103.7 FM

## Radio Khwezi

Freq: 90.5 and 107.7 FM Stereo

### CONTACT INFORMATION

**Tel:** (034) 314-4634  
**Fax:** (034) 314-1388  
**Website:** www.ncr.co.za  
**Board chairperson:** Muzi Nkabinde  
**Station manager:** S.C.P. Ngcobo  
**Programme manager:** Tsiliso Litali  
**Marketing manager:** Nomcebo Zwane  
**Cell:** 083-479-0930  
**Email:** mcebozwane@yahoo.com  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Newcastle, Utrecht, Dannhauser, Vryheid, Volksrust, Ladysmith and Dundee.  
**Past 7 day listenership:** 107 000 (RAMS April 2010)  
**Target audience:** The audience is 57% female and 43% male, with 70% being employed. Twenty percent are under 17, 40% are aged 18-35, 30% are 36-64 and 10% are aged 65+. The majority are in LSM 6-8.  
**Broadcast languages:** Zulu (70%), English (20%) and other languages (10%).  
**Format:** Talk (60%) covers youth matters such as HIV/Aids, drugs and crime. There are local artist demos, phone-ins, dedications, advice and competitions. The music played is house, kwaito, hip-hop and R&B. The station's mission is to promote peace and stability in the community by creating a medium for intercultural exposure and understanding, in a manner which will provide both useful and relevant reconstruction and development information for listeners, for their own advancement.  
**Positioning:** Newcastle Community Radio strives to educate, inform, develop, advise and entertain the youth of the area. Its slogan is "Izwi Lomphakathi" - "The Voice of the Community".

### CONTACT INFORMATION

**Tel:** (032) 481-5520  
**Fax:** (032) 481-5523  
**Email:** mail@khwezi.org.za  
**Website:** www.khwezi.org.za  
**Station manager:** Fano Sibisi  
**Cell:** 083-265-0302  
**Deputy station manager:** Beni Husslig  
**Programme manager:** Phakamani Mkwanazi  
**Marketing manager:** Peter Rice  
**Cell:** 082-822-5599  
**Email:** peter@khwezi.org.za  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 4 a.m. to midnight, seven days a week  
**Broadcast area:** Most of the KwaZulu-Natal Midlands and the upper North Coast.  
**Advertising policy:** Three ads per break, with 10 to 15 ads per hour.  
**Material requirements:** DAT, minidisk, 19 or 38cm/sec reel, 1/4 inch tapes, CD and email.  
**Past 7 day listenership:** 234 000 (RAMS April 2010)  
**Target audience:** Young, rural, Zulu-speaking adults aged 16 and up (the majority - 37% - of listeners are aged 16-24), across the LSM spectrum. The majority of listeners are female (70%). The station also targets the biggest German-speaking community in South Africa.  
**Broadcast languages:** 72% Zulu, with the remaining 28% divided between English, Afrikaans and German.  
**Format:** Radio Khwezi is a talk radio station, with a very strong focus on community development, education and training. It includes phone-ins on topical issues, current affairs and panel discussions. Khwezi washes all this down with contemporary/traditional and local music, with home grown 'soapies' thrown in.  
**Positioning:** Contemporary youth and adult talk radio.



# Radio Sunny South

Freq: 97.0 FM

## CONTACT INFORMATION

**Telefax:** (039) 682-7597  
**Email:** hola@workmail.co.za  
**Acting station manager:** Muzi Khuzwayo  
**Cell:** 078 161 7717  
**Email:** muzi@rssfm.org.za  
**Acting programme manager:** Philani Ndjunayo  
**In-house marketing:** (039) 682-7597  
**Email:** hola@workmail.co.za  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** The footprint covers six municipalities: Umdoni, Vulamehlo, Hibiscus, Umzumbe, eZinqoleni and Umuziwabantu. Coverage also includes parts of the eThekweni and Umsunduzi municipalities.  
**Material requirements:** CD  
**Past 7 day listenership:** 20 000 (RAMS April 2010)  
**Broadcast languages:** Zulu, English and Xhosa  
**Format:** Local and international music and talk covering social, political and business issues.  
**Positioning:** The voice of the South Coast - "The heat is on".



# Vibe FM

Freq: 94.7 FM

## CONTACT INFORMATION

**Tel:** (031) 504-6970; **Fax:** (031) 504-6987  
**Website:** www.vibefmcr.org.za  
**Station manager:** Lucky Dlamini  
**Tel:** (031) 503-0342  
**Cell:** 078-234-5849  
**Marketing manager:** Xolani Majozi  
**Cell:** 083-621-6338  
**Email:** xolanimajozi@gmail.com  
**Sales manager:** Chris Madondo  
**Cell:** 082-738-6256  
**Email:** madondoc@vibefmcr.org.za



## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Durban, Pinetown, New Germany, Malvern, Sherwood, Shallcross, Umlazi, Hammersdale, Inanda, Ntuzuma, Phoenix, Newlands, KwaMashu, Musgrave, Hillary, KwaMakhutha, Verulam, Ballito Bay, Umhlanga Rocks, Scottsburg, Margate, Cato Manor, Isipingo, Umkomaas, Illovo, Waterloo, Northdale, Amanzimtoti, Mooi River, Chatsworth, Mount Edgecombe, Zinkwazi Beach, Inchanga, Imbali, North-Dale, Tongaat, Savanna Park, Red Hill, Glen Anil, Chesterville, Briadene, Springfield Park, Avoca Hills, Glen Ashley, Reservoir Hills, Hillgate, KwaDabeka, Lindelani, KwaNyuswa, Camperdown, Pietermaritzburg, Port Shepstone, Endwedwe  
**Target audience:** Mainly the youth of the area, aged 13 to 35.  
**Past 7 day listenership:** 52 000 (RAMS April 2010)  
**Broadcast languages:** English and Zulu  
**Format:** A typical day on Vibe FM starts with the English-broadcast "What's on" from 6-9 a.m., delivering a mix of entertainment, weather, traffic and sport, as well as newspaper headlines, dedications and topics of the day. Women's issues follow in Zulu, covering topics such as fashion, health, parenting advice and a kids programme. From 3-6 p.m. there are discussions, in English, on the financial market, traffic and sport, amongst other issues. On Fridays the focus is on the lifestyle clubbing scene. Saturdays cover upcoming artists, sport, movie reviews and interviews, primarily in Zulu. There is also traditional music, local hip-hop, and lifestyle clubbing info.  
**Positioning:** The first choice - "Yomphakathi"





# Zululand FM

Freq: 97.0 FM

## CONTACT INFORMATION

Tel: (035) 870-0311  
Fax: (035) 474-1319  
Email: Zululandfm97.0@telkomsa.net  
Station and sales manager: Bheki Ngcobo  
Cell: 072-444-5595  
Email: stationmanager@telkomsa.net

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Nkandla, Eshowe, Babanango, Nongoma, Empangeni, Ulundi, Vryheid, Pongola, Ngoje, Utrecht, Dundee, Estcourt, Weenen, Colenso.  
**Material requirements:** CD, minidisk.  
**Past 7 day listenership:** 70 000 (RAMS April 2010)  
**Target audience:** All people (around 1.2-million) within the catchment area.  
**Broadcast languages:** Zulu 99%, English 1%.  
**Format:** Music 60%, talk 40%. Around 80% of the music played is cultural and traditional, such as *maskandi*, with 15% gospel and 5% international music. Talk covers youth issues, traditional and cultural issues, reports from the rural areas, and debates on development and socio-economic matters, with a focus on advancing people.  
**Positioning:** "The people's choice" - broadcasting in the heart of Zululand.



# Botlokwa Community Radio

Freq: 89.3 FM

## CONTACT INFORMATION

Tel: (015) 527-0572  
Fax: (015) 527-0683  
Cell: 083-306-4121  
Email: Bcr89.3fm@webmail.co.za  
Station manager: Mpho Raphahlelo  
Cell: 083-306-4121  
Programme manager: Imelda Rhmahlare  
Tel: (015) 527-0683  
Marketing manager: Motlatjo Seima  
Cell: 078-361-2210  
Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies  
Website: www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From its studios in Botlokwa, the station covers Polokwane, Mokopane, Zebediela, Magoebaskloof, Tzaneen, Makoks and Dikgale.  
**Advertising policy:** Two ads per break  
**Material requirements:** CD  
**Past 7 day listenership:** 40 000 (RAMS April 2010)  
**Target audience:** Income group R300-R4 000 (10%), R4 000+ (90%); aged 16-24 (30%), 25-39 (30%), 40-49 (20%), and 50+ (20%).  
**Broadcast languages:** Setlokwa (a dialect of Northern Sotho) and English.  
**Format:** Talk (60%), music (40%). Music played includes jazz, gospel, local traditional and kwaito music. Talk consists of documentaries and information on current events, culture, sport and topical issues.  
**Positioning:** Talk radio.



# Greater Lebowakgomo Community Radio

Freq: 89.8 FM

# Makhado FM

Freq: 107.3 FM

## CONTACT INFORMATION

**Telefax:** (015) 633-7389/5566  
**Station email:** glcr@telkomsa.net  
**Station manager:** Malose Ledwaba  
**Cell:** 076-295-3361  
**Email:** tamia@telkomsa.net; maloseledwaba@gmail.com  
**Programme manager:** Lorraine Tseke  
**Marketing manager:** Mpolae Ivy Kekana  
**Cell:** 076-480-1617  
**Sales house:** The Media Connection  
**Tel:** 0861-37-23-46  
**Email:** sales@themediacconnection.co.za  
**Website:** www.themediacconnection.co.za

## STATION INFORMATION

**Broadcasting hours:** 18 hours a day, from 6 a.m. to midnight  
**Broadcast area:** Lebowakgomo and parts of Polokwane, as well as Greater Sekhukhune and Mokopane.  
**Material requirements:** Email, CD, MP3  
**Past 7 day listenership:** 47 000 (RAMS April 2010)  
**Target audience:** The general community in the area, focusing on adults aged over 16.  
**Broadcast languages:** Northern Sotho (65%) and English (35%)  
**Format:** Talk (65%) covers health, economic and local issues, with a traditional flavour, with some slots for children (primarily over the weekend). Music (35%) played is across the board, including R&B, hip-hop, house, golden oldies and traditional music.  
**Positioning:** "Pumping a lot of jams".

## CONTACT INFORMATION

**Telefax:** 076-113-9928  
**Email:** makhadofm@webmail.co.za  
**CEO:** Junior Ramovha  
**Cell:** 083-658-1268  
**Email:** junior@joburg.org.za  
**Station manager:** Moses Muneri  
**Cell:** 076-113-9928  
**Email:** mmuneri@webmail.co.za  
**Marketing and sales manager:** Themba Hlangwani  
**Cell:** 072-034-3883

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Makhado FM's footprint covers about 8 570 km<sup>2</sup>, from Louis Trichardt/Makhado to the Vhembe District in the northern part of the province.  
**Target audience:** The station serves a population of about 600 000 people from a number of cultures, including Venda, Pedi, Tsonga and Afrikaans.  
**Past 7 day listenership:** 56 000 (RAMS April 2010)  
**Broadcast languages:** Venda, Pedi, Tsonga, English, Afrikaans  
**Format:** In keeping with the diversity of the broadcasting area, Makhado FM airs a broad mix of cultures and views, enabling residents to share music and opinions. A talk and music station, the day kicks off with a breakfast show comprising sports news, newspaper reviews, interviews and weather. Magazine programmes follow, covering women, health and social issues, business and education, to name a few. The afternoons have music for the youth, light talk and community announcements. "Home Bound" is the station's drive-time show, which is followed by current affairs, light interviews, music and phone-ins. The station also broadcasts special community announcements and music shows in the evening. Over the weekend, there are kiddies shows, top 20 music charts, music shows including celebration, choral, classical, reggae and Afro-jazz music, and youth development shows.  
**Positioning:** Makhado FM seeks to create a non-commercial community radio station which will build the community by bringing people together. Its slogan is "Just for you!".





# COMMUNITY RADIO

## Mohodi Community Radio FM Stereo

Freq: 98.8 FM Stereo

### CONTACT INFORMATION

**Telefax:** (015) 505-0013  
**Email:** mohodi@mweb.co.za  
**MD:** Mr Hopane  
**Station manager:** Yvonne Keetse  
**Cell:** 073-332-2942  
**Programme manager:** Matome Manthata  
**Marketing officer:** Connie Mmabi  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 17 hours per day  
**Broadcast area:** Mohodi township, Louis Trichardt, Tzaneen, Mokopane, Duiwelskloof, Sekakeng, Fatima, Madikana, Maponto, Broekman, Brussels, Lisa, Dendron and Makgolong.  
**Advertising policy:** Nine ads per break  
**Material requirements:** CD  
**Past 7 day listenership:** 35 000 (RAMS April 2010)  
**Target audience:** Mohodi's audience is aged from 15 to 65, predominantly earning under R4 000 per month.  
**Broadcast languages:** Northern Sotho (85%), English (10%), Afrikaans (5%).  
**Format:** A mix of 60% talk and 40% music. The station plays African music, reggae, classical and even *boeremusiek*.  
**Positioning:** A contemporary talk station.

## Mokopane Community Radio

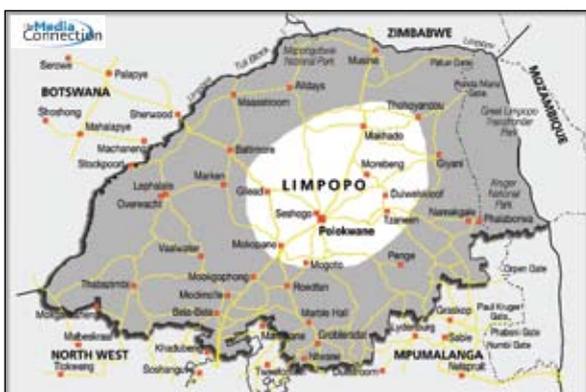
Freq: 100.0 FM Stereo

### CONTACT INFORMATION

**Telefax:** (015) 483-2106  
**Email:** mokopane@mweb.co.za  
**Station manager:** Wisani Madzibane  
**Cell:** 072-239-8173  
**Programme manager:** Joe Machoga  
**Cell:** 083-981-7519  
**Sales and marketing manager:** Gilbert Kekana  
**Cell:** 076-472-7904  
**Sales houses:** The Media Connection; Serongwanyane Technologies  
**Website:** www.themediaconnection.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 18 hours per day, from 6 a.m. to midnight.  
**Broadcast areas:** Mokopane and environs, including Roedtan, Tzaneen, Magoebaskloof, Soekmekeer, Duiwelskloof, Louis Trichardt, Ellisras, Vaalwater, Thabazimbi, Modimolle and Bela-Bela.  
**Material requirements:** Minidisk, CD or E-Mail  
**Past 7 day listenership:** 45 000 (RAMS April 2010)  
**Target audience:** The station targets the broadest spectrum of listeners in LSM 3-7, with an average income of R1 200-R3 500 per month, and aged from seven to 65.  
**Broadcast languages:** English, Afrikaans, Northern Sotho, Tsonga and Ndebele.  
**Format:** Music consists of 40% of the programming, with 80% of music played being local. Talk takes up 60%, with topics covering crime and HIV, amongst others. The station is outspoken and vibrant, describing itself as contemporary, educational and informative. It speaks to young people about empowering themselves for the future.  
**Positioning:** The station that cares.



# Moletsi FM

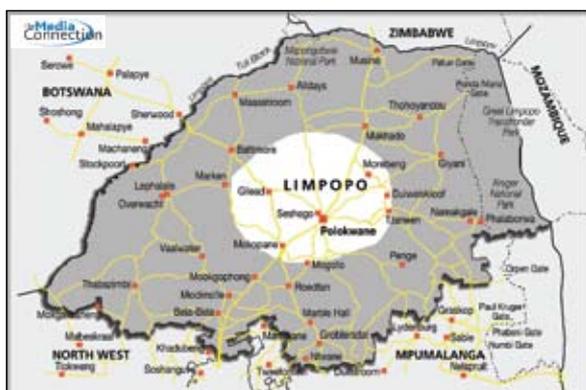
Freq: 98.6 FM

## CONTACT INFORMATION

Tel: (015) 229-1785  
 Fax: 0866-021-785  
 Email: moletsifm@webmail.co.za  
 MD/station manager: Modjadjji Mphela  
 Cell: 082-259-9208  
 Programme manager: Andrew Mpati  
 Marketing manager: Phuti Maria Myaka  
 Sales houses: The Media Connection; Motswako Media  
 Website: www.themediacconnection.co.za; www.motswakomedia.co.za

## STATION INFORMATION

**Broadcasting hours:** 6 a.m. to 11 p.m.  
**Broadcast area:** Moletjie, Polokwane, Potgietersrus, Magoebaskloof, Seshego, Lebowakgomo, Madiba Park, Dendron, Mashashane, Matlala, Dikgale, Zebediela, Maraba and Mankweng.  
**Advertising policy:** Three ads per break  
**Material requirements:** CD  
**Past 7 day listenership:** 17 000 (RAMS April 2010)  
**Target audience:** Black youth (60%) and adults (40%) earning under R1 000. The station's audience is partly rural, and consists of all ages.  
**Broadcast language:** Northern Sotho (80%), English (10%), Venda (5%) and Tsonga (5%).  
**Format:** Moletsi FM is a talk station whose programming caters for all, but more time is devoted to covering issues concerning women and the disabled community. While talk predominates, part of the programming is devoted to music (20%). All music is played, except *boeremusiek*.  
**Positioning:** The station respects and promotes the rural cultures.



# Phalaborwa Community Radio

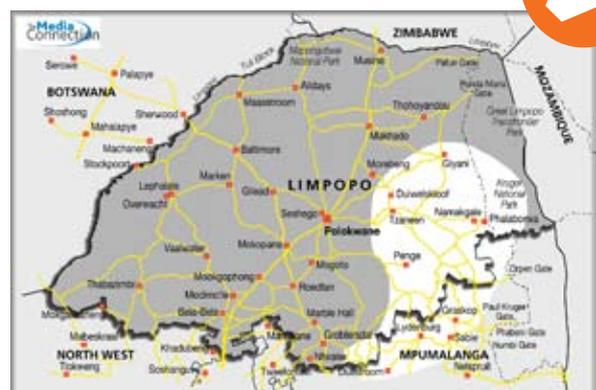
Freq: 105.1 FM

## CONTACT INFORMATION

Telefax: (015) 769-3611  
 Studio tel: (015) 769-3610  
 Email: phalaborwafmpfm@gmail.com  
 Station manager: Sello Lepedi  
 Cell: 079-866-5252  
 Email: sellolepedi@gmail.com  
 Marketing manager: Portia Nkhwashu  
 Cell: 082 345 6132  
 Email: nlebogangportia@yahoo.com  
 Programme manager: Ditaba Malopane  
 Cell: 078-184-1849  
 Email: phalaborwafmpfm@yahoo.com  
 Sales house: The Media Connection  
 Email: sales@themediacconnection.co.za  
 Website: www.themediacconnection.co.za

## STATION INFORMATION

**Broadcasting hours:** 05:00 to 23:00  
**Broadcast area:** Phalaborwa and surrounds  
**Advertising policy:** Three ads per break.  
**Past 7 day listenership:** 29 000 (RAMS April 2010)  
**Target audience:** All ages, although the station has a youth focus.  
**Format:** Talk (60%) and music (40%). The station plays all kinds of music.  
**Positioning:** In touch with your world.





# COMMUNITY RADIO

## Radio Turf

Freq: 103.8 FM

### CONTACT INFORMATION

**Tel:** (015) 268-2593/2754/3083  
**Fax:** (015) 268-2235  
**Email:** turffm@ul.ac.za  
**Chairperson of the board:** Mr. K. Tsolo  
**Station manager:** Professor Sheila Onkaetse Mmusi  
**Cell:** 082-200-5107 or 082-887-8685  
**Email:** sheilam@ul.ac.za  
**Programming manager:** Pappie Maja  
**Tel:** (015) 268-3153 **Cell:** 082-887-8619  
**Email:** pappiem@webmail.co.za  
**Marketing/events manager:** Martin Nkoana  
**Tel:** (015) 268-3171  
**Cell:** 082-887-8678  
**Client services:** Community Broadcasting  
**Tel:** (015) 268-2593/2754  
**Cell:** 082-200-5107; 082-887-8685; 082-887-8619  
**Email:** turffm@ul.ac.za  
**Sales houses:** Student Radio Network; The Media Connection; Motswako Media; Serongwanyane Technologies; Student Village; Sebata Media  
**Website:** www.studentradionetwork.co.za; www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.studentvillage.co.za; www.sebatamedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The station serves the interests of the University of Limpopo's campus community, communities of Polokwane, Dalmada, Seshego, Haenertzburg, Mamabolo, Mothapo, Mothiba, Dikgale and other surrounding areas.  
**Material requirements:** DVD-RW, CD  
**Past 7 day listenership:** 40 000 (RAMS April 2010)  
**Target audience:** The community at large, aged 16-24 (39%), 25-39 (36%), 40-49 (18%), and 50+ (7%). Listeners' income is estimated at predominantly between R1 000 and R30 000.  
**Broadcast languages:** Northern Sotho (60%), English (40%)  
**Format:** Music (40%) and talk (60%). Music comprises popular/mainstream music (local or international), African/traditional, house and reggae. Talk programmes cover children's issues, political and economic issues, community issues, sport and entertainment.  
**Positioning:** The station serves both a community of interest (academic) and a geographic community.



## Sekgosese Community Radio

Freq: 100.3 FM

### CONTACT INFORMATION

**Tel:** (015) 874-0069  
**Fax:** (015) 874-0922  
**Email:** selaelotau@hotmail.co.za  
**MD:** Chaamano Madidimalo  
**Station manager:** Selaelo Raphahlelo  
**Cell:** 073-337-8488 / 083 722 8033  
**Programme manager:** Paul Mukhufi  
**Sales agent:** Reneilwe Malema  
**Tel:** (015) 874-0069  
**Cell:** 084-361-2987  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies; Agele Media  
**Website:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 18 hours a day  
**Broadcast area:** Covers the whole Limpopo Province  
**Past 7 day listenership:** 186 000 (RAMS April 2010)  
**Target audience:** All community members in the rural areas around Tzaneen, aged predominantly 16-49.  
**Broadcast languages:** Seberwa (a Pedi dialect)  
**Format:** There is an equal ratio of music and talk. Music consists of disco, house, reggae, Afro-jazz and R&B. Talk covers political and social issues.



# Thaba Stereo 104.9 fm

Freq: 104.9 fm

## CONTACT INFORMATION

Tel: (014) 777-1274  
 Fax: (014) 772-1301  
 Email: info@thabastereo.co.za  
 Website: info@thabastereo.co.za  
 MD: Kobus Jacobs  
 Cell: 082-496-1139  
 Email: kobus@thabastereo.co.za / jjacobs@fnb.co.za  
 Acting station manager: Kobus Swanepoel  
 Cell: 073-510-3389  
 Email: kobus@thabastereo.co.za

## STATION INFORMATION

**Broadcasting hours:** 18 hours a day. (application for 24 hours a day)  
**Broadcast area:** Thabazimbi, Nylstroom and Warmbad, Rustenburg, and Pretoria North  
**Target audience:** The general community of Limpopo. There are more males than females due to the presence of mines in the area. Listeners are spread across a broad age range. A large number of people live in single-person households. Around 40% of the population is employed. Mining and quarrying are dominant employers within the area, followed by agriculture, hunting and tourism.  
**Past 7 day listenership:** 10 000 (RAMS April 2010)  
**Broadcast language:** Afrikaans (60%), English (20%), and Tswana (20%)  
**Format:** The station is weighted more towards talk (60%) than music (40%) with an equal split between Afrikaans and English music, but with a core concentration on South African music. Genres include pop, country, gospel, classical, rock, and hits from the 60s, 70s and 80s. Talk elements cover community issues, agriculture, game farming etc. with Christian, youth and educational preschool programmes.  
**Positioning:** Radio Bushveld, trading as Thaba Stereo 104.9FM is politically neutral, but outspoken.

# Tubatse Progressive Community Radio

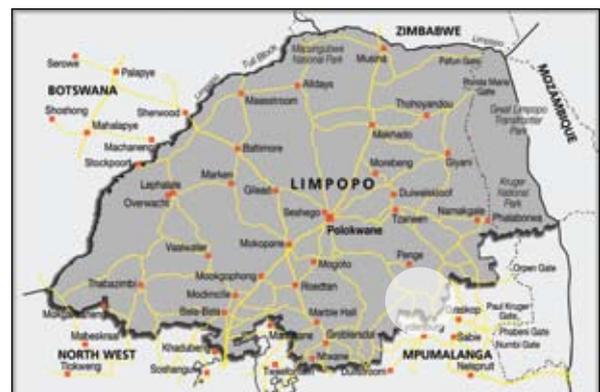
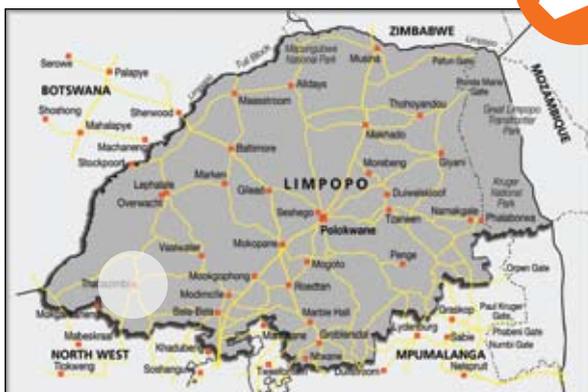
Freq: 93.4 FM

## CONTACT INFORMATION

Tel: 072-295-6354 / 078-770-3899  
 Fax: 0866-905-665  
 Email: tubatseradio@yahoo.com  
 Chairperson of the board: Jabula Seerane  
 Cell: 082-424-3251  
 Email: ngoatojabu@yahoo.com  
 Board secretariat: Ntheng Marobane  
 Cell: 072-295-6354  
 Email: nthengm@yahoo.com  
 Station manager: Peter Masete  
 Cell: 078-770-3899  
 Email: phogolemasete@yahoo.com  
 Marketing manager: Bongli Sekgobela  
 Cell: 082-254-2846

## STATION INFORMATION

**Broadcasting hours:** Eighteen hours a day, from 5 a.m. to 11 p.m.  
**Broadcast area:** The Tubatse Municipality in the Greater Sekhukhune District near Burgersfort (150km from Polokwane).  
**Material requirements:** CD, E-mail.  
**Target audience:** All members of the community are catered for, although the station has a specific interest in the youth.  
**Past 7 day listenership:** 22 000 (RAMS April 2010)  
**Broadcast languages:** Pedi (80%); Zulu, Tsonga, Swazi and other vernacular languages (15%); English and Afrikaans (5%).  
**Format:** A talk and music station, Tubatse Progressive Community Radio covers local issues, socio-economic issues, as well as government and municipal issues, with the overall aim of developing the youth. Music played is local SA music, from traditional to kwaito.  
**Positioning:** "Mahlasedi go batho" - "Sunlight to the people"





# Univen Radio

Freq: 99.8 FM

# BCR 104.1 fm

Freq: 104.1 FM Stereo

## CONTACT INFORMATION

**Tel:** (015) 962-8336/8405  
**Fax:** (015) 962-8494  
**Email:** univenr@univen.ac.za  
**Website:** www.univen.ac.za  
**Station manager:** Tshilidzi Shirinda  
**Cell:** 076-455-7553  
**Email:** tshilidzi.shirinda@univen.ac.za  
**Programme manager:** Heavy Mbedzi  
**Cell:** 071- 259-8225  
**Tel:** (015) 962-8730/8336  
**Marketing manager:** Takalani Thabo  
**Email:** univenr@univen.ac.za  
**Sales houses:** The Media Connection; Motswako Media; Student Village  
**Website:** www.themediacconnection.co.za; www.motswakomedia.co.za;  
 www.studentvillage.co.za; www.studentradionetwork.co.za

## STATION INFORMATION

**Broadcasting hours:** 5 a.m. to midnight.  
**Broadcast area:** Tshipise, Soekmeaar, Louis Trichardt, Musina, Thohoyandou and Giyani.  
**Advertising policy:** Three ads per break  
**Material requirements:** CD, E-Mail, MP3  
**Past 7 day listenership:** 116 000 (RAMS April 2010)  
**Target audience:** Youth and adults, aged between 12 and 35 , LSM 1 - 5.  
**Broadcast languages:** English, Venda, Tsonga and Pedi  
**Format:** A mixture of talk (60%) and music (40%). The station plays different music depending on the time and the target of the specific programme.  
**Positioning:** Mainly youth-oriented, but a number of programmes attract adult listeners.

## CONTACT INFORMATION

**Tel:** (013) 712-6590/6  
**Fax:** (013) 712-6590/1; 0866-658-766  
**Email:** bcr104.1fm@mweb.co.za  
**Chairperson:** Mduduzi Mdluli  
**Cell:** 072-887-0717  
**Station manager:** Edmond Chirwa  
**Cell:** 082-550-1621  
**Email:** edmondchirwa@gmail.com  
**Programme manager:** David Sambo  
**Advertising manager:** Mduduzi Zulu  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Website:** www.themediacconnection.co.za; www.motswakomedia.co.za;  
 www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Barberton, Nelspruit, White River, Hazyview, Sabie, Ngodwana, Mattafin, Kanyamazane, Pienaar, Clau-Clau, Zwelisha, Ngodini, Malelane, Dwaleni, Nhlazatjie, Waterval Boven, Belfast, Badplaas and Elukwatini.  
**Advertising policy:** Three ads per break, no restrictions.  
**Material requirements:** CD, minidisk  
**Past 7 day listenership:** 73 000 (RAMS April 2010)  
**Target audience:** The station targets all ages, races, religions and cultures.  
**Broadcast languages:** Swati (60%), English (40%)  
**Format:** The format is an equal mix of music and talk. BCR 104.1 fm broadcasts informative, edutaining programmes. It also broadcasts local and national news, views of listeners, celebrity interviews and information pertaining mainly to the community. The day's happenings and issues which influence community life take priority, and the music content focuses on local artists.  
**Positioning:** A contemporary youth and adult station which respects the language and culture of its listeners. "The beat goes on".



# Greater Middelburg FM

Freq: 89.7 FM

# Kangala Community Radio

Freq: 92.8 FM Stereo

## CONTACT INFORMATION

**Tel:** (013) 242-1803  
**Fax:** 086 622 8584  
**Email:** gmfm87.7@gmail.com  
**Station manager:** Solly Radikadi Rashilo  
**Cell:** 071-362-6461  
**Email:** kaizamanx@gmail.com  
**Programme manager:** Lorraine Tseke  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day.  
**Broadcast area:** Middelburg, Witbank, Belfast, Groblersdal, Dullstroom, Machadadorp and Carolina. Coverage touches parts of Doornkop, Delmas and Waterval Boven.  
**Advertising policy:** Two ads per break  
**Material requirements:** Minidisk and cassette  
**Past 7 day listenership:** 26 000 (RAMS April 2010)  
**Target audience:** The target audience ranges from 12 to 50, in LSM 1-8.  
**Broadcast languages:** Primarily Nguni, but also Northern Sotho, English and Afrikaans.  
**Format:** Music (40%), talk (60%). Greater Middelburg FM plays kwaito, local African, gospel, international and *mbaqanga* music. Health, local current affairs and general issues with phone-ins form the talk content.  
**Positioning:** The quest for serving the people.

## CONTACT INFORMATION

**Tel:** (013) 934-8669  
**Fax:** (013) 934-8673  
**Studio:** (013) 934-8662/8819  
**Email:** kcrs@gmail.com  
**MD:** Julia Mahlangu  
**Cell:** 082-561-8088  
**Station manager:** Botsotso Maphosa  
**Cell:** 082-513-3775  
**Email:** maphosabotsotso@yahoo.com  
**Programme manager:** Botsotso Maphosa  
**Advertising manager:** Lucky Kaule  
**Tel:** (013) 934-8669  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Kangala reaches the Highveld region of Mpumalanga, the former KwaNdebele homeland, Moutse, Middelburg, Hendrina, Pretoria, Nelspruit, Hammanskraal, Springs, Groblersdal and Belfast.  
**Advertising policy:** Three ads per break  
**Material requirements:** Minidisk, cassette, CD.  
**Past 7 day listenership:** 41 000 (RAMS April 2010)  
**Target audience:** The station targets the people who live in Mpumalanga and the former KwaNdebele area, aged between 18 and 65, in LSM 4 to 6, and earning from R1 000 per month.  
**Broadcast languages:** All official languages, but mainly Ndebele.  
**Format:** Talk (60%), music (40%). The station broadcasts news on the hour and headlines at the bottom of the hour. Celebrity interviews and information pertaining to community life take priority. The station also gets involved in community life on a daily basis. Music is part of the daily mix of the station, and consists of 90% local and 10% international music.





# COMMUNITY RADIO

## Kriel Info Radio

Freq: 98.7 FM

### CONTACT INFORMATION

Tel: 082-466-5224  
 Fax: 0866-170-674  
 Email: krielinfo@yahoo.com  
 MD/station manager: Wilna van der Nest  
 Cell: 082-576-5167  
 Email: krielinfo@yahoo.com  
 Marketing manager: Casper van der Nest  
 Cell: 082-929-5955  
 Email: gvec@vodamail.co.za  
 Sales manager: Wilna van der Nest  
 Cell: 082-576-5167  
 Email: krielinfo@yahoo.com

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The town of Ga-nala (formerly Kriel), between Secunda and Witbank.  
**Advertising policy:** Approximately five ads per break, with three breaks per hour  
**Material requirements:** DAT, CD, MP3  
**Past 7 day listenership:** 8 000 (RAMS April 2009)  
**Target audience:** The community of Ga-nala (Kriel). The station's penetration is as high as 80%.  
**Broadcast languages:** English and Afrikaans  
**Format:** Talk (20%) and music (80%), with programme content which revolves around issues of interest to the community.  
**Positioning:** The ultimate source of information for the local community.



## Moutse Community Radio

Freq: 96.3 FM Stereo

### CONTACT INFORMATION

Tel: (013) 944-8901  
 Cell: 072 916 0434  
 Fax: 086 568 0664  
 Email: info@mcrs.co.za  
 MD: Jeffrey Malemone  
 Station manager: Makulana Phora  
 Programme manager: Jakes Thlapi  
 Cell: 072-916-0413  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies; Sebata Media  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Former Kwandebele, Former Moretele, Marble Hall, Groblersdal, Loskop Dam and neighbouring areas, Reach also extends into Pretoria, Middelburg, Witbank, Naboomspruit, Lydenburg, Dullstroom, Belfast, Lebowaqomo (GaMphahlele), Zebediela.  
**Advertising policy:** Three ads per break  
**Material requirements:** CD and MP3  
**Past 7 day listenership:** 147 000 (RAMS April 2010)  
**Target audience:** The Station targets listeners aged between 21 and 45 in LSM 4-6, earning from R 1 000.00 per month. Males (41%) and females (59%).  
**Broadcast languages:** Mainly Northern Sotho and Ndebele, Also Zulu, Tswana and English.  
**Format:** The programming is a mixture of music (40%) and talk (60%). The station broadcasts news, listener's views, celebrity interviews, and information pertaining community development in all areas. The day's happenings and issues which influence community life take priority. The music content focuses on local artists (80%) and foreign artists (20%).  
**Positioning:** Moutse Community Radio is a station which strives to develop people.



# Radio Alpha

Freq: 97.8 FM

## CONTACT INFORMATION:

Telefax: (017) 844-1480  
 Alternate fax: 0866-750-273  
 Email: alpha978@telkomsa.net  
 MD/station manager: Jan Otto  
 Cell: 083-228-8873  
 Programme manager: Thulani Nximalo  
 In-house sales: Jan Otto  
 Sales house: The Media Connection  
 Website: www.themediaconnection.co.za

## STATION INFORMATION:

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Albert Luthuli Municipality and surrounding areas.  
**Advertising policy:** Four ads per break (eight to 12 ads per hour)  
**Material requirements:** MP3, via e-mail; CD  
**Past 7 day listenership:** 25 000 (RAMS April 2010)  
**Target audience:** All age groups from all communities in LSM 4 up, living in towns, villages, farms and rural settlements.  
**Broadcast languages:** Swati/Zulu (60%), Afrikaans/English (40%)  
**Format:** Talk (60%) and music (40%). There are news/current affairs slots (90 minutes per day), community announcements, sport updates, interviews, youth programmes, educational and community development programmes, competitions, game shows, drama, and music (80% local artists, only gospel/Christian music).  
**Positioning:** A Christian community radio station, aiming to serve the broader community, with an emphasis on promoting strong moral and ethical values.



# Radio Bushbuckridge

Freq: 88.4 FM

## CONTACT INFORMATION

Tel: (013) 799-1486  
 Fax: (013) 799-0021  
 Email: radiobbr@telkomsa.net  
 Website: www.radiobbr.co.za  
 Station manager: Caroline Molobela-Kintu  
 Cell: 082-705-8613  
 Programme manager: Godfrey Weapond  
 Administrator: Nkele Khoza  
 Cell: 072-770-4370  
 Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies  
 Websites: www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Bushbuckridge and surrounds. Coverage includes Hoedspruit, Sabie, Hazyview, Kruger National Park, Waterval Boven, Nelspruit, Pilgrims Rest, Lydenburg and Graskop. Coverage also extends into Komatipoort, Barberton and Machadodorp.  
**Advertising policy:** Maximum of six ads per three minute break.  
**Material requirements:** CD, E-Mail  
**Past 7 day listenership:** 155 000 (RAMS April 2010)  
**Target audience:** All people aged from 12 to 54.  
**Broadcast languages:** Primarily Sepulana (Eastern Sotho), but also Tsonga, English and Swati.  
**Format:** Talk (80%) and music (20%) radio, with South African traditional and pop music.  
**Positioning:** An information station.





# COMMUNITY RADIO

## Radio Ermelo 104 FM

Freq: 104.0 FM

### CONTACT INFORMATION

**Telefax:** (017) 811-3665  
**Email:** [suidoos@skyafrika.co.za](mailto:suidoos@skyafrika.co.za)  
**MD:** Kassie Kasselmann  
**Cell:** 082-783-6902  
**Station manager:** Lettie Fourie  
**Marketing:** Erica Aucamp  
**Advertising:** Kassie Kasselmann, Lettie Fourie, Olga Kasselmann  
**Cell:** 082-783-6902  
**Email:** [suidoos@skyafrika.co.za](mailto:suidoos@skyafrika.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day.  
**Broadcast area:** South-east Mpumalanga  
**Material requirements:** CD  
**Past 7 day listenership:** 3 000 (RAMS April 2010)  
**Target audience:** All people, aged two and over, with a focus on Afrikaans families and business people.  
**Broadcast language:** Afrikaans  
**Format:** 60% music and 40% talk, covering women's issues, agriculture, youth, gardening, sport, and so on. Local news and financial reports are also broadcast.  
**Positioning:** Radio Ermelo 104 FM is an Afrikaans business and family station. "Die beste van twee wêreld" - the best of both worlds, local and national.

## Radio Kragbron

Freq: 93.1 FM Stereo

### CONTACT INFORMATION

**Tel:** (013) 697-1191  
**Fax:** (013) 697-1195; **Email:** [info@radiokragbron.co.za](mailto:info@radiokragbron.co.za)  
**Website:** [www.radiokragbron.co.za](http://www.radiokragbron.co.za)  
**Chairman:** Renier du Toit  
**Station manager:** Hennie Smit  
**Programme manager:** Rene Pietersen  
**Cell:** 073-837-3286  
**Email:** [rene@radiokragbron.co.za](mailto:rene@radiokragbron.co.za)  
**Advertising manager:** Willie Smith; **Cell:** 074-161-8778  
**Finance and admin Manager:** Riana Smit  
**Sales house:** The Media Connection  
**Website:** [www.themediaconnection.co.za](http://www.themediaconnection.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours per day  
**Broadcast area:** Witbank, Middelburg, Bethal, Secunda, Ogies, Kriel, Bronkhorstspuit, Machadodorp, Dullstroom, Belfast, Groblersdal, Marble Hall, Hendrina, Carolina, Ermelo, Delmas, Pretoria East, Naboomspruit, Nylstroom, Warmbad, Brakpan and Springs.  
**Advertising policy:** Six ads per break, four breaks per hour. Programme/news sponsorships as well as five-, 10- and 20-minute promo talks.  
**Major events:** Radio Kragbron is well known for the *Hartlandfees* every year in April, the Helicopter Treasure Hunt Competition, as well as the Emergency Rescue Helicopter Project on the N4, N11 and N12 over the Easter Weekend, the only one of its kind initiated by a community radio station.  
**Material requirements:** CD, MP3, email  
**Past 7 day listenership:** 25 000 (RAMS April 2010)  
**Target audience:** The community at large, LSM 8-10, an average age of 25+, and an average income per household of R9 000/month.  
**Broadcast languages:** Predominantly Afrikaans (with English to a lesser extent).  
**Format:** Talk (60%) is community-oriented, and music (40%) is local SA music, Afrikaans and easy listening, promoting SA talent.  
**Positioning:** To inform, educate and entertain listeners. The station's aim is to enrich the community through information and news which is personal and relevant. It also aims to promote the Afrikaans language, culture and religion, and protect the identity of the province.



# Radio Laeveld

Freq: 100.5 FM

## CONTACT INFORMATION

Tel: (013) 741-2213/4  
 Fax: (013) 741-2218  
 Cell: 072-245-0706  
 Email: admin@radiolaeveld.co.za  
 Website: www.radiolaeveld.co.za  
 Chairman of the Board: Albert van Zyl  
 Station manager: Gert Booysen  
 Cell: 072-245-0706  
 Email: gert@radiolaeveld.co.za  
 Programme manager: Robin Jansma  
 Marketing manager: Andri Roodt  
 Sales house: The Media Connection  
 Tel: 0861-37-23-46  
 Email: sales@themediacconnection.co.za  
 Website: www.themediacconnection.co.za



## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast areas:** Barberton, Nelspruit, White River, Malelane, Komatipoort, Hazzyview, Skukuza, Sabie, Graskop and rural areas in between.  
**Advertising policy:** No advertising for alcohol, smoking, gambling, escort agencies, astrology, fortune telling or the occult.  
**Past 7 day listenership:** 11 000 (RAMS April 2010)  
**Target audience:** All age groups, male and female, with average to above average earning power.  
**Broadcast languages:** Afrikaans, as well as about 10% English and other languages.  
**Format:** Talk (60%) consists of informative programmes promoting literacy, education and community upliftment, with approximately 120 minutes of news per day. Radio Laeveld plays 40% music, of which 70% is Afrikaans and music from other South African artists. The remaining 30% consists of pop, country, golden oldies, blues, jazz and light classical.  
**Positioning:** "100.5% *Luistergenot*" - "100.5% Listening Pleasure".



# Radio Platorand

Freq: 99.3 FM

## CONTACT INFORMATION

Tel: (013) 243-0558  
 Fax: (013) 282-2368  
 Email: platorand@webmail.co.za  
 MD: Johan Pienaar  
 Cell: 071-605-5904  
 Station manager: Elize Fourie  
 Cell: 071-605-5893

## STATION INFORMATION

**Broadcasting hours:** am to 11 pm  
**Broadcast area:** 100km radius around Middelburg.  
**Advertising policy:** No tobacco or pornographic advertising material. Five ads per break, 2 breaks per hour, and in Afrikaans.  
**Past 7 day listenership:** 6 000 (RAMS April 2010)  
**Target audience:** The Afrikaans speaking community of the area.  
**Broadcast language:** Afrikaans.  
**Format:** A mix of talk and local, Afrikaans and international music.  
**Positioning:** Radio Platorand - radio as it should be.





# COMMUNITY RADIO

## Secunda FM

Freq: 97.6 FM

### CONTACT INFORMATION

Fax: 0866-170-674  
MD/station manager: Herman van der Nest  
Cell: 083-449-2698  
Email: secundafm@vodamail.co.za  
Marketing/sales manager: Herman van der Nest  
Cell: 083-449-2698

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The town of Secunda  
**Advertising policy:** Approximately five ads per break, with three breaks per hour  
**Material requirements:** DAT, CD, MP3  
**Target audience:** The entire community of Secunda  
**Broadcast languages:** English (10%) and Afrikaans (90%)  
**Format:** Talk (20%) and music (80%), with programme content which revolves around issues of interest to the community.  
**Positioning:** The ultimate source of information for the local community.

## Standerton Info Radio

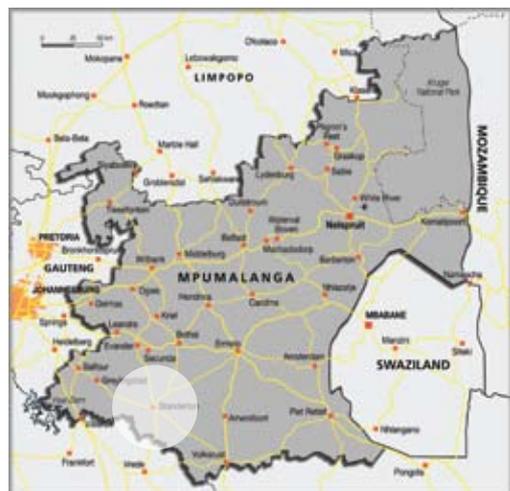
Freq: 97.6 FM

### CONTACT INFORMATION

Tel: 082-466-5224  
Fax: 0866-170-674  
Email: standerton@vodamail.co.za  
MD/station manager: Herman van der Nest  
Cell: 083-449-2698  
Email: standerton@vodamail.co.za  
Marketing/sales manager: Herman van der Nest  
Cell: 083-449-2698  
Email: standerton@vodamail.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The town of Standerton  
**Advertising policy:** Approximately five ads per break, with three breaks per hour  
**Material requirements:** DAT, CD, MP3  
**Past 7 day listenership:** 8 000 (RAMS April 2010)  
**Target audience:** The entire community of Standerton. The station's penetration is as high as 80%.  
**Broadcast languages:** English (10%) and Afrikaans (90%)  
**Format:** Talk (20%) and music (80%). Programme content revolves around topics of local interest and information.  
**Positioning:** The ultimate source of information for the local community.



# Radio Kaboesna

Freq: 98.0 FM Stereo

## CONTACT INFORMATION

Tel: (027) 341-2263  
 Fax: (027) 341-2274  
 Email: radiokbn@gmail.com  
 Cell: 073-573-9003  
 MD/station/programming manager: Jack Joseph  
 Cell: 083-333-6622  
 Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies; Tsalena Media  
 Website: www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Calvinia and its surrounds, in a 40km radius including Nieuwoudtville, Loeriesfontein, Brandvlei and Williston.  
**Advertising policy:** Three ads per break, twelve minutes per hour.  
**Past 7 day listenership:** 23 000 (RAMS April 2010)  
**Target audience:** The Koi San community, aged 16-24 (10%) 25-39 (60%) 40+ (30%), on the whole earning R 1 000 to R 3 000 per month, LSM 1 - 4.  
**Broadcast languages:** Xhosa, Afrikaans, English, Tswana  
**Format:** Cultural, with a 60% talk and 40% music mix.  
**Positioning:** Radio Kaboesna aims to be the people's voice in the Hantam region, and to bring hope and inspiration to the community.

# Radio Orania

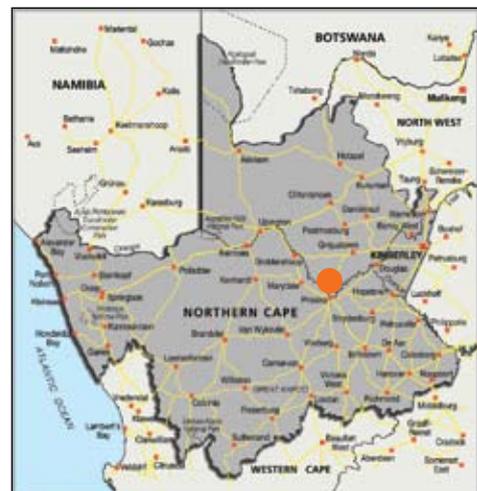
Freq: FM 95.5

## CONTACT INFORMATION

Tel: (053) 207-0007  
 Email: radioorania@oranet.co.za  
 MD: Christiaan van Zyl  
 Cell: 082-338-9569  
 Email: avstroof@mwnv.co.za  
 Station manager: Hester van Zyl  
 Cell: 082-560-3889  
 Email: hester@oranet.co.za  
 Marketing manager: Riana Els  
 Email: oraniaskryfbehoeftes@gmail.com

## STATION INFORMATION

**Broadcasting hours:** 6 to 11 am and 5 to 10 pm  
**Broadcast area:** Orania, a town in the Northern Cape on the banks of the Orange River, 160 kilometres from Kimberley and 240 kilometres from Bloemfontein.  
**Advertising policy:** Focus on local businesses  
**Past 7 day listenership:** 8 000 (RAMS April 2010)  
**Target audience:** The Orania community. Orania is a tight-knit Afrikaans community, whose people are proud of their heritage, while being proud to be South African. Culture and traditions are important to this community. People are employed in local industries such as agriculture and the manufacturing industry. Education levels are high, with many people having tertiary education qualifications.  
**Broadcast languages:** The community is 100% Afrikaans-speaking, so all broadcasts are in Afrikaans.  
**Format:** 60% talk and 40% music. Orania is a community aiming at self-reliance and community empowerment. Projects with such aims are reflected in radio broadcasts. Programmes reflect the community's needs and circumstances. Since Orania is a Christian community, the broadcasts reflect Christian values, and religious programmes form an important part of the broadcasting.  
**Positioning:** The station's motto is: "Uit Orania vir Orania" (From Orania, for Orania).





## Radio Riverside 98.2 fm

Freq: 98.2 FM

## Radio Teemaneng Stereo 89.1 fm

Freq: 89.1 FM Stereo

### CONTACT INFORMATION

**Tel:** (054) 332-1775 (office)  
**Fax:** (054) 332-1772  
**Email:** rivers@lantic.net  
**Website:** www.radioriverside.co.za  
**Station manager:** Thabang Pusoyabone  
**Cell:** 084-500-1219  
**Programme manager:** Blanche Claasen  
**Cell:** 078-151-1937  
**Marketing and advertising manager:** Tebogo Monyo  
**Cell:** 073-837-0647  
**Email:** marketing@radioriverside.co.za / tebogomonyo@yahoo.com  
**Sales houses:** The Media Connection; Motswako Media;  
 Serongwanyane Technologies  
**Website:** www.themediaconnection.co.za; www.motswakomedia.co.za;  
 www.serongwanyane.co.za

### CONTACT INFORMATION

**Tel:** (053) 833-3786  
**Fax:** (053) 833-3787  
**Website:** www.rtsfm.co.za  
**Station manager:** Garth Damerell  
**Cell:** 079-699-1847  
**Email:** garth\_moss@yahoo.com  
**Programme manager:** Winston Mosimanyana  
**Advertising manager:** Sadia Moosajee  
**Cell:** 082-464-3800  
**Sales houses:** The Media Connection; Motswako Media;  
 Serongwanyane Technologies  
**Website:** www.themediaconnection.co.za; www.motswakomedia.co.za;  
 www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Upington, Keimoes, Groblershoop, Kakamas and surrounding towns  
**Advertising policy:** Four ads per break.  
**Material requirements:** CD, minidisk, tapes, MP3 and e-mail.  
**Past 7 day listenership:** 75 000 (RAMS April 2010)  
**Target audience:** The station strives to include all sectors of the community. Listeners are aged 16-24 (30%), 25-39 (30%), 40-49 (20%), and 50+ (20%). Most earn between R2 000-R4 000 per month.  
**Broadcast languages:** Afrikaans, English, Xhosa and Tswana.  
**Format:** Music (40%), talk (60%). All types of music are accommodated, with talk consisting of political discussions, segments on youth issues, labour and developmental issues and so on.  
**Positioning:** Radio Riverside 98.2 fm tells the stories as they are, and reaches out to communities through various community projects. The independent voice of the River City.

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Kimberley and surrounding areas, in a 100km radius.  
**Material requirements:** Minidisk, CD, cassette and reel.  
**Past 7 day listenership:** 122 000 (RAMS April 2010)  
**Target audience:** All age groups, in LSM 2-9  
**Broadcast languages:** English (40%), Tswana (30%), Afrikaans (20%) and Xhosa (10%).  
**Format:** A mix of 65% talk and 35% music. Talk consists of discussion programmes, tributes and educational programmes on topics such as health and insurance. The station plays all types of music from rap to jazz, during the hours set for certain age groups.  
**Positioning:** The pulse of the Diamond Community, with a mission to inform, educate and entertain.



# Ulwazi FM

Freq: 88.9 FM

# Lethabile Community Radio

Freq: 99.5 FM

## CONTACT INFORMATION

Tel: (053) 631-2332  
 Fax: (053) 631-7058  
 Station manager: Sonwabile Hans  
 Cell: 073-298-0182  
 Programme manager: Landiswa Ngcogco  
 Cell: 082-294-2872  
 Email: asusenathol@hotmail.co.za  
 Sales house: Motswako Media  
 Website: www.motswakomedia.co.za

## STATION INFORMATION

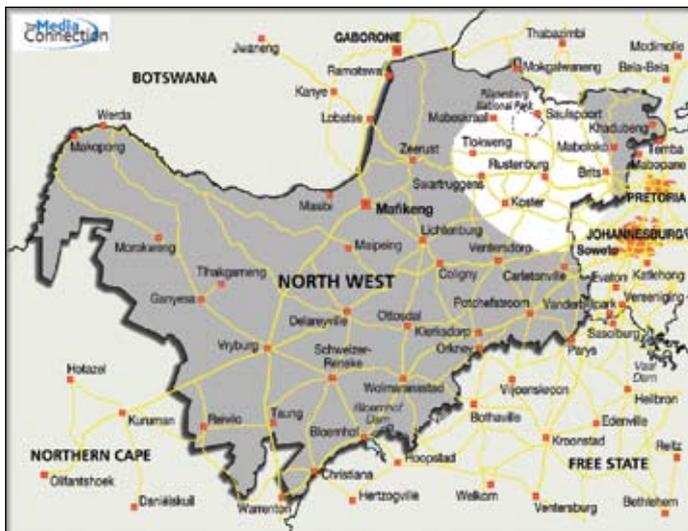
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The district of Pixley ka Seme in the Northern Cape, reaching De Aar, Phillipstown, Colesberg, Britstown and Petrusville  
**Material requirements:** CD, cassette  
**Past 7 day listenership:** 26 000 (RAMS April 2010)  
**Target audience:** General community, most of the listeners are younger (60%)  
**Broadcast languages:** Mainly Xhosa, with some English and Afrikaans  
**Format:** Talk comprises 60% of the broadcast format, with interviews, documentaries, dramas and phone-ins on various topics. Music fills the rest of the on-air time, ranging from hip-hop to kwaito and house, through to *lang arm*, contemporary jazz, traditional gospel, boeremusiek and choral.  
**Positioning:** "Getting you there!"

## CONTACT INFORMATION

Tel: (012) 251-0703/0995  
 Fax: (012) 251-3995  
 Station manager: Linco Sono  
 Cell: 072-151-3021  
 Email: lcrstation@yahoo.com  
 Acting programme manager: Kagisho Molekoa  
 Email: lcrstation@yahoo.com  
 Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies  
 Websites: www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Brits, Hartbeespoort and Odi.  
**Advertising policy:** Three ads per break  
**Material requirements:** CD  
**Past 7 day listenership:** 45 000 (RAMS April 2010)  
**Target audience:** People of all ages from six to 80, with different cultures, languages and beliefs, and from different villages and townships. Listeners include farmers, urban residents and the aged.  
**Broadcast languages:** English, Northern and Southern Sotho, Zulu, Xhosa, Afrikaans, Venda and Tswana.  
**Format:** Talk (50%), music (50%). The station plays a variety of music, both local and international, from traditional sounds to R&B and jazz. Talk shows cover various subjects of interest, such as current trends, celebrities, ordinary people doing extraordinary things, community issues, discussions, sport, economic news and general information.  
**Positioning:** Putting information on the doorsteps of the poorest of the poor.





# COMMUNITY RADIO

## Lichvaal Stereo

Freq: 92.6 FM

### CONTACT INFORMATION

Tel: (018) 632-1713  
 Fax: (018) 632-1718  
 Email: 92.6@xnets.co.za  
 Website: www.radiolichtenburg.co.za  
 MD: Mr. PJC Robinson  
 Station manager: F.C. Wondergem  
 Email: frikkiewondergem@xnets.co.za  
 Internal marketing: Estelle Swanepoel  
 Tel: (018) 632-1713  
 Sales house: The Media Connection  
 Tel: 0861-37-23-46  
 Email: sales@themediacconnection.co.za  
 Website: www.themediacconnection.co.za

### STATION INFORMATION

**Broadcasting hours:** 5 a.m. to 11 p.m. (Mon-Thurs); 5a.m. to midnight (Fri and Sat) and 7 a.m. to 11 p.m. on Sunday.  
**Broadcast area:** Lichtenburg, Sannieshof, Biesiesvlei, Coligny, Mafikeng, Slurry, Buhrmansdrif, Mmabatho and 30km into Botswana.  
**Advertising policy:** Ads should target the Afrikaans community.  
**Past 7 day listenership:** 4 000 (RAMS April 2010)  
**Target audience:** People of all ages from the Afrikaans community in the area.  
**Broadcast languages:** Afrikaans exclusively.  
**Format:** An Afrikaans talk and music station.  
**Positioning:** "Radio waar die hart is" ("Radio where the heart is")

## Mafikeng FM

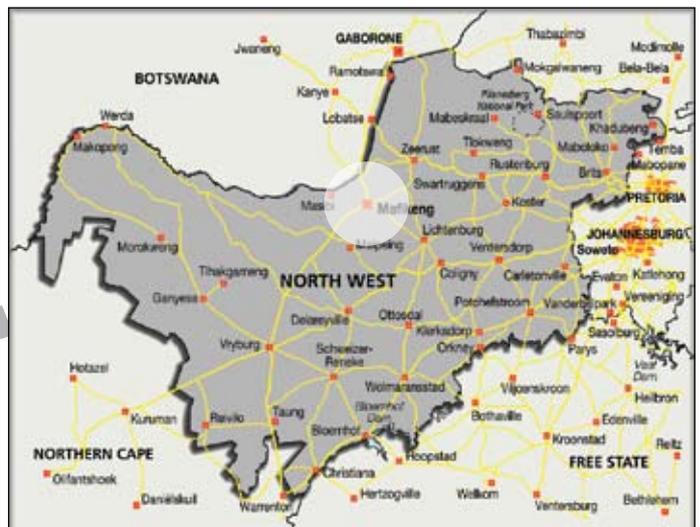
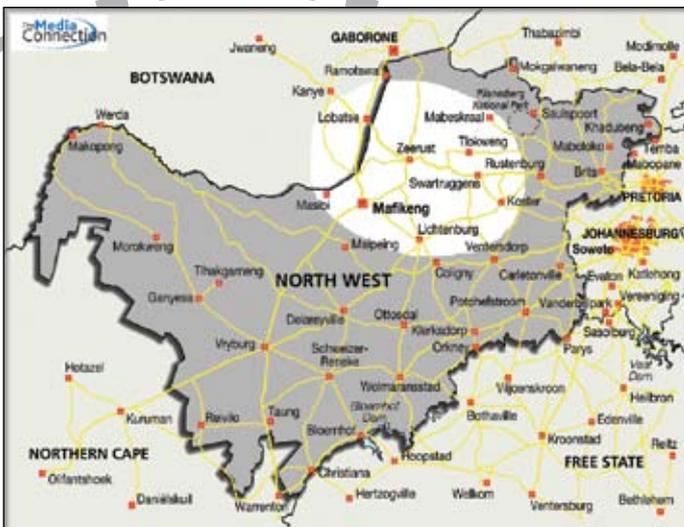
Freq: 96.7 FM

### CONTACT INFORMATION

Tel: (018) 389-7301/3  
 Fax: (018) 389-7297 / (018) 789-7320  
 Email: mafikengfm@gmail.com  
 MD/station manager: Matthews Mkgaje  
 Cell: 073-665-1849  
 Email: mkgajem@mfkfm.co.za  
 Marketing manager: Gabaphiwe Nthusetsang  
 Cell: 082-693-6359  
 Email: nthusetsang@mfkfm.co.za  
 Sales manager: Mpho Methikge  
 Cell: 083-983-2345  
 Promotions manager: Modisaotsile Bantsheng  
 Cell: 073-105-6121

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast areas:** Mmabatho  
**Advertising policy:** Three ads per break.  
**Material requirements:** CD  
**Past 7 day listenership:** 147 000 (RAMS April 2010)  
**Target audience:** Mafikeng FM appeals to a diverse audience and caters for all members of the community.  
**Broadcast languages:** Tswana and English  
**Format:** Talk (40%), music (60%). The station plays a variety of music by local North West artists (70%), and South African (20%) and international (10%) artists.  
**Positioning:** Informing, educating and entertaining.



# Moretele Community Radio

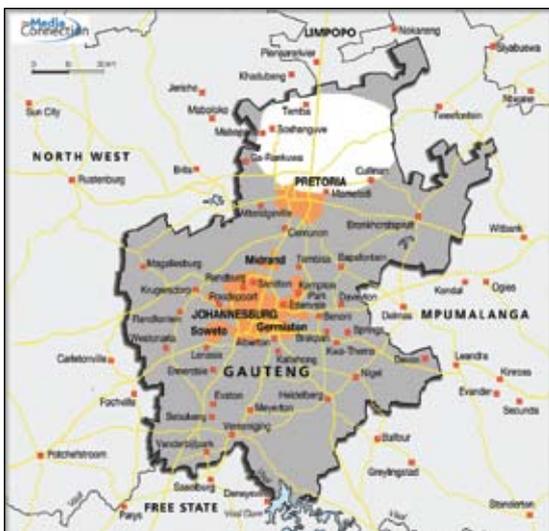
Freq: 106.6 FM

## CONTACT INFORMATION

**Telefax:** (012) 719-9745  
**Station manager:** Tebogo Masela  
**Email:** [houset@webmail.co.za](mailto:houset@webmail.co.za)  
**Programme manager:** Tshepang Mpete  
**Email:** [mpetepp@webmail.co.za](mailto:mpetepp@webmail.co.za)  
**Marketing manager:** Anna Mabo Yane  
**Cell:** 072-993-1670  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** [www.themediacconnection.co.za](http://www.themediacconnection.co.za); [www.motswakomedia.co.za](http://www.motswakomedia.co.za); [www.serongwanyane.co.za](http://www.serongwanyane.co.za)

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Moretele Community Radio broadcasts from Babelegi into the Hammanskraal, Temba, Modimolle, Lebotlwane, Pankop, Cullinan, Makapanstad, Pretoria and Mabopane areas, within a radius of 72km.  
**Advertising policy:** Five ads per hour.  
**Past 7 day listenership:** 74 000 (RAMS April 2010)  
**Target audience:** Mostly black youth aged between 16-35 in LSM 3-6.  
**Broadcast languages:** Mainly Tswana but also Ndebele, Tsonga and English.  
**Format:** A wide-ranging format of education, news, religion, development, and youth and youth affairs, with music taking up more than half of the programming schedule.  
**Positioning:** "Kaofela re kaofela" - "We are always together."



# PUKfm

Freq: 93.6 FM

## CONTACT INFORMATION

**Tel:** (018) 299-2388  
**Website:** [www.puk.ac.za/pukfm](http://www.puk.ac.za/pukfm)  
**Station manager:** Amoré Truter  
**Cell:** 083-663-5255  
**Email:** [amore.truter@live.com](mailto:amore.truter@live.com)  
**Programming manager:** Amoré Truter  
**Sales houses:** Student Radio Network; The Media Connection; Campus Media  
**Tel:** (011) 325-4131; 0861-37-23-46; (011) 807-9905  
**Email:** [simone@studentradio.co.za](mailto:simone@studentradio.co.za); [sales@themediacconnection.co.za](mailto:sales@themediacconnection.co.za); [rhodan@campusmedia.co.za](mailto:rhodan@campusmedia.co.za)  
**Websites:** [www.studentradionetwork.co.za](http://www.studentradionetwork.co.za); [www.themediacconnection.co.za](http://www.themediacconnection.co.za); [www.campusmedia.co.za](http://www.campusmedia.co.za)



## STATION INFORMATION

**Broadcasting hours:** 24 hours per day  
**Broadcast area:** The station broadcasts in a 15km radius around Potchefstroom, which covers virtually the whole town.  
**Advertising policy:** Refer to Student Radio Network, The Media Connection and Campus Media (details above), or contact station direct.  
**Material requirements:** MP3, CD  
**Past 7 day listenership:** 11 000 (RAMS April 2010)  
**Target audience:** Students aged 18 to 25 within the Potchefstroom region, irrespective of race or gender. LSM 7 to 10; secondary target market is scholars (13-18)  
**Broadcast languages:** English and Afrikaans  
**Format:** The main genres of music played include Afrikaans, rock and pop, with a leaning towards Top 40. All programmes are developed with the needs of the students/scholars in mind.  
**Positioning:** PUKfm is a student community radio station in Potchefstroom, based in the scholars centre on the Potchefstroom campus of the North West University. "PUKfm! More than just radio!"





# COMMUNITY RADIO

## Radio Mafisa 93.4 fm

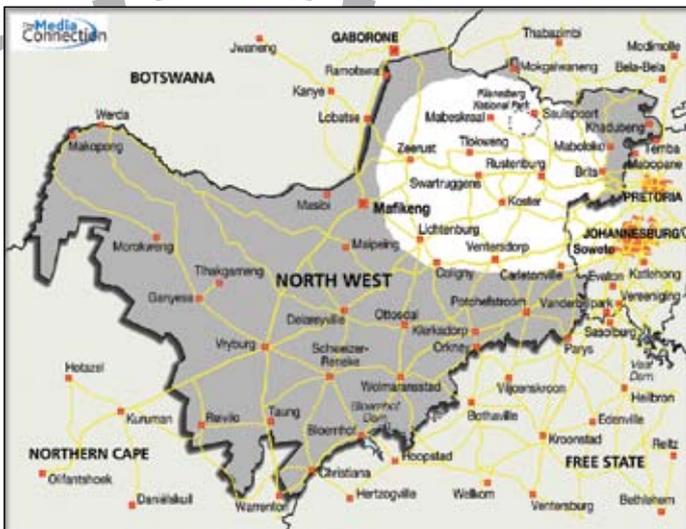
Freq: 93.4 FM

### CONTACT INFORMATION

**Tel:** (014) 592-7620  
**Fax:** (014) 592-3027  
**Website:** www.radiomafisa.co.za  
**Chairperson:** Ratha Ramatlape  
**Station manager:** Virtue Fongama  
**Email:** ntsiki@radiomafisa.co.za  
**Marketing manager:** Basimane Molotsi  
**Cell:** 072-378-5427  
**Email:** Basimanem@radiomafisa.co.za  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Rustenburg, Brits, Koster, Northam, Hartbeespoort, Magaliesburg, Swartruggens and some parts of Gauteng.  
**Advertising policy:** Four ads per break  
**Material requirements:** Preferably CDs  
**Past 7 day listenership:** 137 000 (RAMS April 2010)  
**Target audience:** Radio Mafisa, as a geographically founded station, caters for the entire community, from children to the aged. It targets people who live in the townships, who commute every day to the cities. In the main, listeners earn between R2 000-R3 000 per month, and are aged between 18 and 35.  
**Broadcast languages:** Primarily Tswana, but also English and Afrikaans.  
**Format:** Music (60%) consists of genres such as alternative rock, SA contemporary, pop, soul, R&B, African and world music. Talk (40%) covers factual and political issues, current affairs and burning issues in the community. There are also programmes for children and the youth.  
**Positioning:** Radio Mafisa respects the morals, ethics and beliefs of all the members of its community.



## Star FM

Freq: 102.9 FM

### CONTACT INFORMATION

**Tel:** (018) 464-2300  
**Fax:** (018) 464-2695  
**Website:** www.starfm.co.za  
**MD/station manager:** Hlangi Malungane  
**Cell:** 076-885-4639  
**Email:** hlangi@starfm.co.za  
**Marketing manager:** Tshepo Matshana  
**Cell:** 073-743-1264  
**Email:** tmatshana@starfm.co.za  
**Promotions manager:** Thembi Moyakhe  
**Cell:** 073-923-0229

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The Southern District Municipality, which is located 65km south west of Johannesburg, and borders Gauteng. It consists of four local municipalities: the cities of Tlokwe (formerly Potchefstroom) and Matlosana (formerly Klerksdorp), and the towns of Maquassi Hills (formerly Wolmaransstad) and Ventersdorp.  
**Target audience:** The general community.  
**Broadcast languages:** Xhosa, English, Afrikaans, Tswana and Sotho  
**Format:** Talk (60%) and music (40%)  
**Positioning:** Broadening the horizon of our people.



# Vaaltar FM

Freq: 93.6 FM

# Aganang FM

Freq: 90.0 FM Stereo

## CONTACT INFORMATION

**Tel:** (053) 994-3112/3  
**Fax:** (053) 994-1687  
**Email:** vaaltarnews@yahoo.com  
**Chairman:** Johannes Maretela  
**Station manager:** Sekao Mosimatau  
**Corporate service manager:** Jeanette Senye  
**Cell:** 083-248-9614  
**Marketing manager:** Boitumelo Lekhu  
**Cell:** 078-316-6184  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

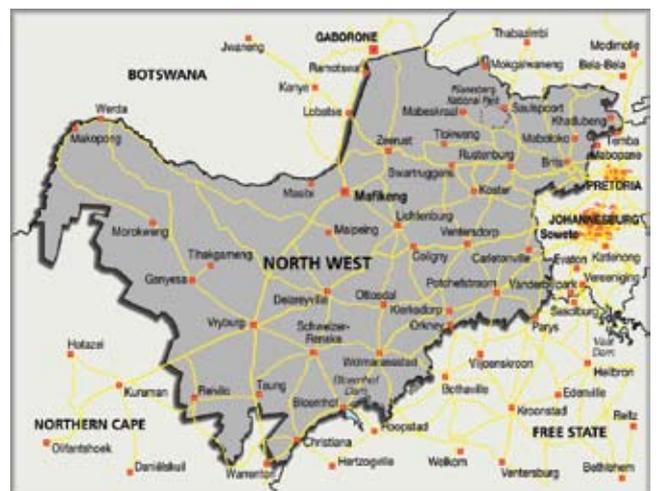
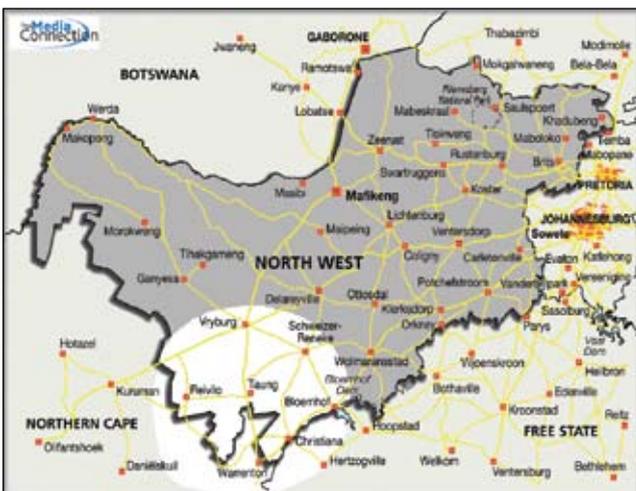
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Taung, Vryburg, Schweizer-Reneke, Christiana, Bloemhof, Warrenton, Hartswater and Reivilo.  
**Advertising policy:** Three ads per break.  
**Material requirements:** Minidisk, Casette, CD, MP3  
**Past 7 day listenership:** 111 000 (RAMS April 2010)  
**Target audience:** Mainly aged between 16 and 39, earning from R2 000 and above per month. The station caters for children, the youth, as well as more mature audiences, both male and female.  
**Broadcast languages:** Tswana, English and Afrikaans.  
**Format:** The music part of the programming (50%) consists of light, mid- and up-tempo music, songs giving praise and encouragement, contemporary to classic hits and African music. Talk (50%) consists of discussions geared for the different groups of listeners. The community is involved in programme formulation through a listeners' club.

## CONTACT INFORMATION

**Tel:** (018) 293-3136  
**Fax:** 086 578 2349  
**Website:** www.aganangfm.org.za  
**Email:** letukile@aganangfm.org.za  
**Station manager:** Letukile Letlojane  
**Cell:** 072-746-6585  
**Programme manager:** Obakeng Mahlate  
**Cell:** 073-411-0308  
**Marketing manager:** Molefi Rabotapi  
**Cell:** 084-775-1948

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The area of focus for the station is greater Potchefstroom, Ventersdorp, Westonaria, Merafong City (Fochville, Wedela, Carletonville) and KOSH Areas  
**Advertising policy:** No abusive material, No hate commercials, Gun and Tobacco Advertisements.  
**Material requirements:** CD  
**Past 7 day listenership:** 42 000 (RAMS April 2010)  
**Target audience:** 16-24  
**Broadcast languages:** Setswana, Sesotho, English, Afrikaans  
**Format:** 60% talk that covers issues affecting locality and surrounding areas and 40% music for entertainment.  
**Position:** Mmogo rea tsewelela (Together we prosper).





# COMMUNITY RADIO

## Bush Radio

Freq: 89.5 FM Stereo

### CONTACT INFORMATION

**Tel:** (021) 448-5450; **Fax:** (021) 448-5451  
**Email:** mother@bushradio.co.za  
**Website:** www.bushradio.co.za  
**MD:** Zane Ibrahim  
**Station manager:** Adrian Louw  
**Email:** adrian@bushradio.co.za  
**Programme integrator:** Adrian Louw  
**Advertising/marketing manager:** Brenda Leonard  
**Email:** brenda@bushradio.co.za  
**Sales houses:** The Media Connection; Motswako Media  
**Websites:** www.themediaconnection.co.za; www.motswakomedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The Cape Town metropolitan  
**Advertising policy:** Three ads per break. No alcohol or tobacco ads.  
**Material requirements:** CD; MP3; or e-mail  
**Past 7 day listenership:** 82 000 (RAMS April 2010)  
**Target audience:** Bush Radio brings together fragmented communities of all colours, creeds, religions and cultures in LSM 5 to 7. The primary market is aged between 16-24 years (54.8%). They are ambitious opinion-formers. The secondary market consists of those aged 25-34 (33.9%). They are decision-makers, and are eager to learn and enhance their knowledge and promote individual growth.  
**Broadcast languages:** English, Afrikaans and Xhosa  
**Format:** A mix of talk (60%) and music (40%). Talk focuses mainly on gender, health, political, educational and human rights issues. There is a specific focus on community-driven issues and topics. Music consists of R&B, hip-hop and jazz, with late night specialist music shows covering genres such as reggae and world music.  
**Mission:** To ensure communities which have been denied access to resources take part in producing creative and responsible radio that encourages them to communicate with each other, to take part in decisions that affect their lives, and to celebrate their own cultures. Through such radio, communities will affirm their own dignity and identity, and promote social responsibility and critical thinking.

## Eden FM

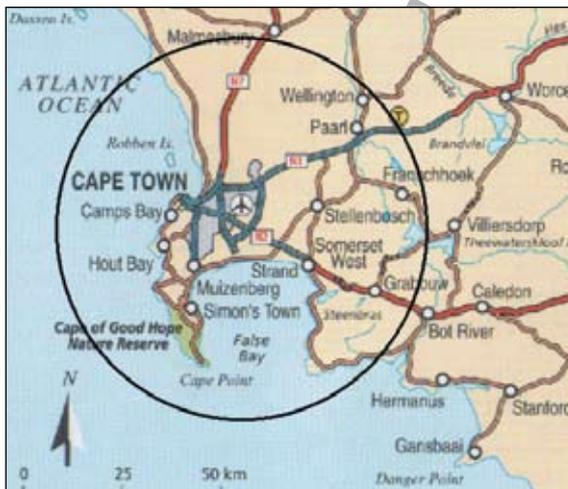
Freq: 93.8 FM, 103.6 FM, 87.8 FM

### CONTACT INFORMATION

**Telefax:** (044) 874-5085  
**Email:** admin@edenfm.co.za  
**Website:** www.edenfm.co.za  
**MD/station manager:** Morne Pietersen  
**Cell:** 082-471-6253  
**Email:** stationmanager@edenfm.co.za  
**Marketing and sales manager:** Morne Pietersen  
**Cell:** 082-471-6253  
**Email:** marketingmanager@edenfm.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** From Swellendam to Knysna and Oudtshoorn  
**Advertising policy:** Five ads per break  
**Material requirements:** CD  
**Past 7 day listenership:** 157 000 (RAMS April 2010)  
**Target audience:** The general community  
**Broadcast languages:** Afrikaans, English and Xhosa  
**Format:** The station broadcasts 60% music and 40% talk. Music is contemporary, middle-of-the-road, and there is a focus generally on local music and news.  
**Positioning:** "Your voice in paradise", giving a voice to those who previously had no voice and uplifting the community. Eden FM aims to entertain and inform the community of the southern Cape.



# Fine Music Radio 101.3 fm

101.3 FM Stereo

# Franschhoek FM

Freq: 87.6 FM

## CONTACT INFORMATION

**Tel:** (021) 401-1013  
**Fax:** (021) 401-1014  
**Email:** fmr@fmr.co.za  
**Website:** www.fmr.co.za  
**Station manager:** Victoria Cawood  
**Email:** manager@fmr.co.za  
**Programming manager:** Rodney Trudgeon  
**In-house sales:** Marne Joubert  
**Email:** airtime@fmr.co.za  
**Sales houses:** The Media Connection; Motswako Media  
**Websites:** www.themediacconnection.co.za; www.motswakoradiosales.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** The bulk of the province's metropolitan areas. It is also available on audio streaming.  
**Advertising policy:** Four ads per break, which are two minutes before and after the news or between programmes. There is also per hour sponsorship.  
**Material requirements:** CD, MP3 via email  
**Past 7 day listenership:** 25 000 (RAMS April 2010)  
**Target audience:** Listeners have an average age of 47, and have reached the stage in their lives where they have a good deal of disposable income (73.4% are in LSM 9-10). A high proportion of them has a good education (30.5% have a university education), occupying good, well paying jobs.  
**Broadcast languages:** English and Afrikaans  
**Format:** FMR presents a wide range of classical music programmes, providing specialist as well as accessible easy listening. The station specialises in classical and jazz music genres exclusively. Jazz programming covers Dixieland, swing, bebop, cool and hard-bop through to avant-garde and modern fusion sounds. There are regular special interest programmes such as *World Music*, *Fine Business* presented by Lindsay Williams, *Book Choice* and *Cape Diary*.  
**Positioning:** Easy, relaxed, informative listening, appealing to the educated, affluent, sophisticated communities of Cape Town.

## CONTACT INFORMATION

**Tel:** (021) 876-3530  
**Fax:** 0866-944-595  
**Email:** info@fhfm.org.za  
**Website:** www.fhfm.org.za  
**MD/station manager:** Bazil Jacobs  
**Cell:** 082-214-3207  
**Email:** basil@fhfm.org.za  
**Sales and marketing manager:** Kim Jones  
**Cell:** 082-214-3207  
**Email:** basil@fhfm.org.za  
**Sales house:** The Media Connection  
**Tel:** 0861-37-23-46  
**Email:** sales@themediacconnection.co.za



## STATION INFORMATION

**Broadcasting hours:** 6 a.m. to midnight  
**Broadcast area:** The Franschhoek valley, Stellenbosch, Paarl and some surrounding areas.  
**Material requirements:** CD and E-mail  
**Past 7 day listenership:** 10 000 (RAMS April 2010)  
**Target audience:** The community at large, aged 16 and older.  
**Broadcast languages:** Afrikaans, English and Xhosa  
**Format:** Franschhoek FM plays a mix of 60% talk and 40% music. A wide range of issues is covered, such as service delivery, drug abuse, wine making, labour, health, current affairs, women's issues and much more. The station plays most kinds of music, with a preference for pop and local music. It has specialised programmes for jazz, house, *langarm*, classical and dance music.  
**Positioning:** Franschhoek FM tells it like it is, giving the facts, tackling issues, and letting its audience ask the questions.





# COMMUNITY RADIO

## MFM 92.6

Freq: 92.6 FM

### CONTACT INFORMATION

**Tel:** (021) 808-3098  
**Fax:** (021) 808-4814  
**Website:** www.mfm.co.za  
**Station manager:** Martin de Abreu  
**Cell:** 083-594-3305  
**Email:** sm@mfm.sun.ac.za  
**Programme manager:** Steyn du Toit  
**Operations manager:** Carol Steyn  
**Email:** ops@mfm.sun.ac.za  
**Sales houses:** Student Radio Network; The Media Connection; Motswako Media; Student Village; Campus Media; Veldfire Media.  
**Websites:** www.studentradionetwork; www.themediacconnection.co.za; www.motswakomedia.co.za; www.studentvillage.co.za; www.campusmedia.co.za; www.veldfiremedia.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** Stellenbosch and surrounding areas  
**Advertising policy:** Nine to 12 ads per hour  
**Material requirements:** CD, MP3.  
**Past 7 day listenership:** 14 000 (RAMS April 2010)  
**Target audience:** MFM's listening audience comprises the youth of the Stellenbosch community in the 16-32 year age group. This grouping includes young professionals, students and high-school learners (as well as other discerning individuals, regardless of age) who prefer MFM's unique sound. These listeners are not tied down in life, and are still forming their ideals, choosing their brands and actively changing their world. This group is busy selecting everything from major service providers to products to careers.  
**Broadcast languages:** Afrikaans, English  
**Format:** A blend of top tracks from all genres is played. MFM supports SA music, playing 40% local music. Talk covers all topics such as culture, community, sport and news.  
**Positioning:** MFM's mission is to provide a broadcast service that is entertaining, informative, educational and professionally organised. It is community radio aimed at the youth.

## Radio 786

Freq: 100.4 FM

### CONTACT INFORMATION

**Tel:** (021) 699-1786  
**Fax:** (021) 699-0786  
**Email:** marketing@radio786.co.za  
**Website:** www.radio786.co.za  
**Station manager:** Rushni Allie  
**Email:** rushni@radio786.co.za  
**Product director:** Mansur Madak  
**Advertising manager:** Najwah Meyer  
**Email:** najwahm@radio786.co.za  
**Sales houses:** The Media Connection; Motswako Media; Sebata Media.  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za;

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, alternate days  
**Broadcast area:** A radius of 45km, covering the Cape metropole and including the southern and northern suburbs. Also reaching Atlantis, some areas in the Boland and along the West Coast.  
**Advertising policy:** No advertising of tobacco, alcohol, gambling, non-Halaal foodstuffs, pornographic books/films.  
**Material requirements:** MP3, via e-mail; CD  
**Past 7 day listenership:** 186 000 (RAMS April 2010)  
**Target audience:** LSM 5-10, with the majority of listeners (37%) falling into LSM 7. The majority of listeners are aged 35-49 (29%), followed by 27% aged 50+, and 23% aged 16-24. Most of the station's listeners earn between R6 000 and R10 000 a month.  
**Broadcast languages:** Primarily English, followed by Afrikaans and some Xhosa, Arabic and Urdu.  
**Format:** Radio 786 is predominantly talk radio (95%, with 5% music) with a strong emphasis on news and current affairs, airing two daily drive-time news and actuality talk shows, and 16 news broadcasts. Education and social welfare also feature prominently. A number of programmes are targeted at the youth.  
**Positioning:** Radio 786's guiding motto is to inform, educate and uplift. The ultimate objective is to empower the community to develop life skills - socially, economically and educationally.



# Radio Atlantis 107.9 FM

107.9 FM Stereo

# Radio CCFm 107.5

Freq: 107.5 and 96.7 FM Stereo

## CONTACT INFORMATION

**Tel:** (021) 572-4320/3146  
**Fax:** 0866-124-832  
**Email:** rafm@mweb.co.za  
**Website:** home.mweb.co.za/ra/rafm  
**Chairperson:** Raymond Attie Johnson  
**Station manager:** Rachel Watson  
**Cell:** 072-225-3890  
**Email:** rafmwatson@yahoo.com  
**Programme and production manager:** Rachel Georgia  
**Advertising manager:** Moya Nortje  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies; Agile Media  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za; www.agilemedia.co.za

## STATION INFORMATION

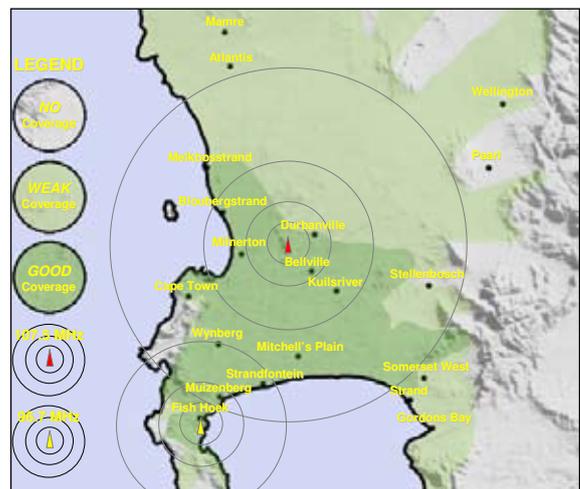
**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Atlantis; MAmre; Pella; Malmesbury; Duynefontein; Milnerton and Bloubergstrand.  
**Advertising policy:** Four ads per break  
**Material requirements:** CD  
**Past 7 day listenership:** 10 000 (RAMS April 2010)  
**Target audience:** Listeners who fall into LSM 5 to 7, earning in excess of R1 500 per month and aged between 18 and 34.  
**Broadcast languages:** Afrikaans, English and Xhosa.  
**Format:** The mix is 60% talk and 40% music (with 30% local content).  
**Positioning:** The heartbeat of the community.

## CONTACT INFORMATION

**Tel:** (021) 788-9492  
**Fax:** (021) 788-9493  
**Email:** mail@ccfm.org.za  
**Website:** www.ccfm.org.za  
**Station manager:** Ferdi Botha  
**Email:** manager@ccfm.org.za  
**Administration:** Irmgard Garthoff  
**Sales manager:** Anthony Quimpo  
**Cell:** 082-694-7615  
**Email:** sales@ccfm.org.za / telesales@ccfm.org.za  
**Sales houses:** The Media Connection; Motswako Media  
**Websites:** www.themediacconnection.co.za; www.motswakoradiosales.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The greater Cape Town area  
**Advertising policy:** Three ads per break  
**Material requirements:** CD or MP3.  
**Past 7 day listenership:** 88 000 (RAMS April 2010)  
**Target audience:** Everyone in the community from preschoolers to seniors. The dominant age groups are 35-49 (32%), 50+ (30%) and 25-34 (21%). Seventy-three percent of listeners are in LSM 7-10, with 37% earning R3 000-R7 999, and 30% earning R8 000-R14 999.  
**Broadcast languages:** Mainly English, followed by Xhosa and Afrikaans, as well as a bit of French.  
**Format:** Radio CCFm 107.5 is a vibrant, family-oriented Christian community radio station which targets different ages at different times of the day. It broadcasts lively, wholesome, constructive and dynamic programmes in a miscellaneous format, comprising both music (60%) and talk (40%). The station plays all styles of music provided songs have Christian/wholesome lyrics.  
**Positioning:** Factual, flexible, dealing with real life issues faced on a daily basis by people in the community.





# COMMUNITY RADIO

## Radio GamkaLand

Freq: 87.6

### CONTACT INFORMATION

Tel: (023) 415-1546  
Fax: (023) 414-2722  
Email: meulenaar@gamkafm.co.za  
Website: www.gamkafm.co.za  
Station manager: Jan Vermeulen  
Cell: 079-490-9116  
Email: meulenaar@gamkafm.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The towns of the Central Karoo, including Beaufort West, Merweville, Prince Albert, Leeu Gamka and Nelspoort.  
**Past 7 day listenership:** 8 000 (RAMS April 2010)  
**Target audience:** The entire community of the Central Karoo. Almost 100% of people in this area are Christian.  
**Broadcast languages:** Afrikaans (90%+), Xhosa (10%).  
**Format:** Talk (40%) and music (60%). The daily mix includes actuality, entertainment, news and weather, information, advice, competitions, spirituality slots, education, drama, hobbies, health and music. The music playlist is dominated by South African numbers (60%). All sectors of the society are catered for, including the aged, children, teens, women and the disabled.  
**Positioning:** The voice of the people of the Karoo.

## Radio Helderberg

Freq: 93.6 FM Stereo

### CONTACT INFORMATION

Tel: (021) 852-7483/4  
Fax: (021) 852-7482  
Email: info@radiohelderberg.co.za  
Website: www.radiohelderberg.co.za  
Station manager: Tracey Lange  
Email: tracey@radiohelderberg.co.za  
Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies  
Websites: www.themediaconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** The station broadcasts in the Helderberg areas of Somerset West, Strand, Gordon's Bay, Grabouw, Sir Lowry's Pass, Lwandle and Macassar, and reaches into selected areas of Cape Town (northern and southern suburbs, Fish Hoek, Muizenberg, Simon's Town, V&A Waterfront, Tableview, Epping), Villiersdorp, Caledon, Hermanus, Gansbaai, Struisbaai and Bredasdorp.  
**Advertising policy:** Four ads per break  
**Material requirements:** CD or MP3.  
**Past 7 day listenership:** 20 000 (RAMS April 2010)  
**Target audience:** Radio Helderberg is a family station which tries to satisfy the diverse needs of everyone in the community. The station targets people of all ages, with the highest percentage of listeners falling into the 25-49 group. There is a 68%:32% female:male split, and listeners are in LSM 6 and up.  
**Broadcast languages:** English (40%), Afrikaans (40%) and Xhosa (20%).  
**Format:** Radio Helderberg is a family-oriented station providing entertainment for everyone, with interesting inserts and a wide variety of interviews. It aims to provide companionship and reinforce basic values. There are magazine-type inserts, features on what's happening in the Helderberg area, sponsored features, competitions, community news and weather. Talk makes up about 40% of the mix. Music is Middle-of-the-Road, easy listening, popular music, including golden oldies with specific programmes for jazz, classical, gospel, SA music, top 30, *boeremusiek* and R&B.  
**Positioning:** The station's slogan is "Here for You". Radio Helderberg strives to be a voice for the community.



# Radio KC

Freq: 107.7 FM

# Radio Namakwaland

Freq: 93.4 FM

## CONTACT INFORMATION

**Tel:** (021) 871-1438  
**Fax:** (021) 871-1439  
**Email:** stationmanager@radiokc.co.za  
**Station manager:** Eldoray van der Westhuizen  
**Cell:** 082-884-9448  
**Email:** esmeralda.stationmanager@gmail.com  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacomnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## CONTACT INFORMATION

**Tel:** (027) 213-4208  
**Fax:** (027) 213-5208  
**Email:** manager@radionamakwaland.rsa.nu  
**Website:** www.radionamakwaland.rsa.nu  
**General manager:** Bernard Lamprecht  
**Station manager:** Annette Smit  
**Cell:** 083-657-4622  
**Email:** sales@radionamakwaland.rsa.nu  
**Advertising manager:** Annette Smit  
**Tel:** (027) 213-4208  
**Cell:** 083-657-4622  
**Email:** sales@radionamakwaland.rsa.nu  
**Sales houses:** The Media Connection  
**Website:** www.themediacomnection.co.za

## STATION INFORMATION

**Broadcasting hours:** Seven days a week, 24 hours a day, of which 21 hours are live.  
**Broadcast area:** Radio KC serves the greater Paarl Valley including Paarl, Wellington, Saron, Hermon, Gouda, Franschhoek, Stellenbosch, Kraaifontein, Malmesbury, Riebeeck Wes, Riebeeck Kasteel, the Boland and other surrounding areas.  
**Past 7 day listenership:** 48 000 (RAMS April 2010)  
**Target audience:** The target audience is predominantly aged 12-50. Eighty percent of listeners fall within LSM 6-10.  
**Broadcast languages:** Afrikaans (70%), English (20%) and Xhosa (10%)  
**Format:** Talk content consists of infotainment programmes in various formats, such as documentaries, drama, magazine and talk shows, all with a strong development content. The music format is Adult Contemporary and jazz. Radio KC strives to inform, empower and create a forum for change by broadcasting relevant programmes, as well as by servicing focus groups within the community.  
**Positioning:** Radio KC strives to be the leader in community communications, utilising the medium to enhance holistic community development.

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Radio Namakwaland is based in Vredendal, broadcasting to Vredendal, Nuwerus, Bitterfontein, Vanrhynsdorp, Niewoudtville, Klawer, Citrusdal, Graafwater, Elands Bay, Strandfontein, Lutzville, Lambert's Bay, Clanwilliam, Wupperthal and rural farming communities. The station also has listeners in towns such as Saldanha, Vredenburg, Veldrif and Dwarskersbos, although these areas are not within its official footprint. Internet streaming available.  
**Advertising policy:** Three ads per break  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 33 000 (RAMS April 2010)  
**Target audience:** The community at large.  
**Broadcast languages:** Afrikaans, English  
**Format:** Talk (60%) and music (40%). Programmes consist of talk shows on issues of health, agriculture, women, children, religion, crime, road safety and various other topics. Informative programmes are mainly for adults, and are based on Christianity and social upliftment. No political issues are accommodated. The station's music component consists of almost 85% South African music, and includes both easy listening gospel and secular music.  
**Positioning:** Radio Namakwaland spreads the Gospel of Jesus Christ to the people of Namakwaland, through word and music.



## Radio Tygerberg

Freq: 104 FM

### CONTACT INFORMATION

**Tel:** 0861-04-104  
**Fax:** (021) 911-3810  
**Website:** www.radiotygerberg.co.za  
**CEO/station manager:** Hardus Zevenster  
**Cell:** 083-270-5892  
**Email:** hardus@104fm.org.za  
**Programme manager:** Naomi Engelbrecht  
**Email:** naomi@104fm.org.za  
**Sales manager:** Willem Erwee  
**Email:** willem@104fm.org.za  
**Cell:** 083-455-4841  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Website:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Radio Tygerberg covers the whole Cape peninsula, including the northern suburbs (Bellville, Kuils River, Durbanville and Milnerton) and the southern suburbs (Muizenberg, Constantia, Kalk Bay and Simon's Town). It can also be heard in Paarl, Stellenbosch, Somerset West and Strand, and as far as Atlantis, Malmesbury and Grabouw.  
**Advertising policy:** Four ads per break, no liquor or tobacco ads.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 291 000 (RAMS April 2010)  
**Target audience:** Listeners fall into LSM 6 to 10, have mid to high incomes, and are aged between 25 and 55.  
**Broadcast languages:** 60% Afrikaans, 25% English, 15% Xhosa and some German and Portuguese.  
**Format:** The station broadcasts news, views of listeners, celebrity interviews and information pertaining mainly to the community. The day's happenings and issues that influence community life take priority, with a 50% music and 50% talk mix. The all-gospel music content focuses on local artists (60%) and international music (40%).  
**Positioning:** Radio Tygerberg is a community radio station with a Christian ethos, and is the biggest Christian community station in South Africa.



## Radio West Coast

Freq: 92.3 FM

### CONTACT INFORMATION

**Tel:** (022) 713-2923  
**Fax:** (022) 713-1376  
**Email:** radiowestcoast01@telkomsa.net  
**MD:** Martha Douman  
**Email:** marthad@telkomsa.net  
**Sales house:** The Media Connection  
**Tel:** 0861-37-23-46  
**Email:** sales@themediacconnection.co.za  
**Website:** www.themediacconnection.co.za

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week.  
**Broadcast area:** Four municipalities are covered by Radio West Coast - Bergriver, Cedarberg, Saldanha and Swartland. Areas covered include Darling, Yserfontein, Mooresburg, Aurora, Porterville and surrounds. There is some coverage in St. Helena Bay, Citrusdal and Clanwilliam, depending on listeners' situation. The station is in the process of applying for a 'gap filler' to transmit from Piketberg.  
**Advertising policy:** No tobacco and alcohol related ads. Five ads per break but may vary according to demand. Language preferences are related to demographics.  
**Material requirements:** CD, Minidisk, Cassette and MP3  
**Past 7 day listenership:** 35 000 (RAMS April 2010)  
**Target audience:** Listeners range from age five and older, in LSM 6 to 10, earning in excess of R2 500 per month. The station generally aims to cater for the entire population of the area, and programming percentages are based on the demographics of the broadcast area.  
**Broadcast languages:** Afrikaans (91%), English (5%), Xhosa (4%)  
**Format:** Radio West Coast is vibrant and family-oriented, providing a full spectrum of programming to inform, entertain and inspire all age groups. The mix is 80% music, 20% talk. Music played is mainly Adult Contemporary, new releases and gospel. Topics for discussion range from general issues to HIV/Aids, youth development, women's issues, crime prevention, children's interest, and religious issues. Topics covered are based on community input and feedback.  
**Positioning:** Radio West Coast is the primary source of edutainment and general information across the borders of race, religion or age. Its sourcing network includes major NGOs, community-based organisations, the public sector and government.



# UCT Radio

Freq: 104.5 FM Stereo

## CONTACT INFORMATION

**Tel:** (021) 686-1870  
**Fax:** (021) 686-1871  
**Website:** www.uctradio.co.za  
**Office contact:** Natalie Brandreth  
**Email:** natalie@uctradio.co.za  
**Station manager:** Nikesh Newalani  
**Cell:** 082-614-7676  
**Email:** stationmanager@uctradio.co.za  
**Marketing manager:** Lethabo Thabo-Royds  
**Email:** marketing@uctradio.co.za  
**Sales houses:** Student Radio Network; Campus Media; Student Village; The Media Connection; Motswako Media;  
**Websites:** www.studentradionetwork.co.za; www.campusmedia.co.za; www.studentvillage.co.za; www.themediacconnection.co.za; www.motswakomedia.co.za;

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day, seven days a week  
**Broadcast area:** Approximately 20km radius around UCT, picking up the northern and southern suburbs, as well as the Cape Flats.  
**Advertising policy:** 4 ads per hour.  
**Material requirements:** CD and MP3.  
**Past 7 day listenership:** 18 000 (RAMS April 2010)  
**Target audience:** Aspirational youth, aged under 26, with a focus on UCT students and staff, and a secondary focus on high school learners.  
**Broadcast languages:** Mainly English, with Afrikaans and Xhosa as presenters feel comfortable.  
**Format:** Programming consists of 60% music and 40% talk, with news bulletins on the hour, daily talk shows and sports roundups. All genres of music from the latest hits to underground house are played.  
**Positioning:** An outspoken and controversial youth station, not afraid to tell it like it is.



# Vallei FM 88.8

Freq: 88.8 FM

## CONTACT INFORMATION

**Tel:** (023) 347-7096  
**Fax:** (023) 342-0610  
**Email:** info@valleyfm.co.za; admin@valleyfm.co.za  
**Station manager:** Francois Marais  
**Cell:** 084-247-8850  
**Programme manager:** Catherine Wiese  
**Marketing manager:** Francois Marais  
**Email:** promotions@valleyfm.co.za  
**Sales houses:** The Media Connection; Motswako Media; Serongwanyane Technologies  
**Websites:** www.themediacconnection.co.za; www.motswakomedia.co.za; www.serongwanyane.co.za

## STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Worcester, Rawsonville, Wolseley, Tulbagh, Robertson, De Doorns, Ceres, Ashton.  
**Advertising policy:** A maximum of three ads per break, in Afrikaans, English and Xhosa. No ads on Sundays, and no liquor or tobacco ads.  
**Material requirements:** CD, MP3  
**Past 7 day listenership:** 28 000 (RAMS April 2010)  
**Target audience:** An equal mix of males and females aged 15-50 years.  
**Broadcast languages:** Afrikaans (80%), Xhosa (15%), English (5%)  
**Format:** Talk (60%), music (40%). Topics covered are educational and informative, covering areas such as health, sport, welfare, religion and youth. Music played covers all genres.  
**Positioning:** Informative, exposing its listeners to a wide range of ideas, issues and events, with an in-your-face approach. Its slogan is "More than just good music".





## Voice of the Cape

Freq: 100.4 FM (shared) and 95.8, 90.7 and 90.9 FM Stereo

### CONTACT INFORMATION

Tel: (021) 442-3500  
Fax: (021) 447-7271  
Website: [www.vocfm.co.za](http://www.vocfm.co.za)  
MD: Achmat Sedick  
Station manager: Imam Alli  
Cell: 082-415-5025  
Email: [imamalli@mweb.co.za](mailto:imamalli@mweb.co.za)  
Programme manager: Munadia Karaan  
Cell: 082-445-7628  
Email: [mzk@mweb.co.za](mailto:mzk@mweb.co.za)  
Sales and marketing manager: Sukayna Johaadien  
Cell: 082-786-5627  
Email: [sukaynajohaadien@vocfm.co.za](mailto:sukaynajohaadien@vocfm.co.za)  
Sales co-ordinator: Hassiem Bastra  
Cell: 082-878-1911  
Email: [hassiem@vocfm.co.za](mailto:hassiem@vocfm.co.za)  
Sales house: The Media Shop, The Media Connection, The Media Shop  
Email: [sales@themediacconnection.co.za](mailto:sales@themediacconnection.co.za)  
Website: [www.themediacconnection.co.za](http://www.themediacconnection.co.za)

### STATION INFORMATION

**Broadcasting hours:** On 100.4 FM - 24 hours on alternate days; on 95.8, 90.7 and 90.9 FM - 24 hours daily.  
**Broadcast area:** The Cape metropole, Boland, Worcester, Stellenbosch, Malmesbury, Paarl, Hout Bay, Mitchell's Plain and Simon's Town.  
**Advertising policy:** 96 ad breaks per day, four ad breaks per hour.  
**Material requirements:** CD and MP3.  
**Past 7 day listenership:** 186 000 (RAMS April 2010)  
**Target audience:** The station primarily targets the Muslim community in particular, and the broader community in general.  
**Broadcast languages:** English, Afrikaans, Arabic, Urdu and Xhosa.  
**Format:** The station caters for a diverse community, which it serves primarily through a talk radio format. More than 80% of the content concentrates on current affairs, topical issues and community affairs.  
**Positioning:** Directly from the community, with a focus on issues which affect people directly, covering issues which no other media will cover.



## Zibonele Community Radio

Freq: 98.2 FM Stereo

### CONTACT INFORMATION

Tel: (021) 361-7109  
Fax: (021) 361-5194  
Station manager: Mzomo Ngomana  
Email: [mngomana@webmail.co.za](mailto:mngomana@webmail.co.za)  
Programme manager: Ntebaleng Shete  
Cell: 084-626-7910  
Sales and marketing manager: Pheto Ndaba  
Cell: 084-626-7922  
Sales houses: The Media Connection; Motswako Media; Serongwanyane Technologies  
Websites: [www.themediacconnection.co.za](http://www.themediacconnection.co.za); [www.motswakomedia.co.za](http://www.motswakomedia.co.za); [www.serongwanyane.co.za](http://www.serongwanyane.co.za)

### STATION INFORMATION

**Broadcasting hours:** 24 hours a day  
**Broadcast area:** Khayelitsha, Mandalay, Phillippi, Mpanua, Mfuleni, Gordon's Bay, Mitchell's Plain, Lower Crossroads, Nyanga, Gugulethu, Grabouw, Caledon, Westlake, Stellenbosch, Cape Town, Milnerton, Kraaifontein and Langa  
**Advertising policy:** Five ads per break  
**Material requirements:** CD  
**Past 7 day listenership:** 229 000 (RAMS April 2010)  
**Target audience:** The station targets Xhosa and Sotho speaking listeners who live in the townships of the Cape Town Peninsula, from children to adults, in LSM 4 to 8, the majority earning less than R2 000 per month.  
**Broadcast languages:** Xhosa (80%) Sotho (5%) English (10%) Afrikaans (5%).  
**Format:** The station broadcasts news, views of listeners, celebrity interviews and information pertaining mainly to community development. The day's happenings and issues which influence community life take priority, with a 70% talk and 30% music mix. The music content includes local and international music.



# COMMUTER RADIO



## CONTACT INFORMATION

Tel: (011) 807-2111  
Fax: (011) 807-2888  
Email: dineshd@comutanet.co.za  
Website: www.comutanet.co.za  
GM audiovisual division: Dinesh Diar  
Station/programme manager: Javulani Nkolele  
Tel: (011) 807-2111  
Email: javun@comutanet.co.za

## STATION INFORMATION

**Ownership breakdown:** ComutaNet, a division of Primedia (Pty) Ltd  
**Broadcast area:** National reach with the option of specific regional distribution  
**Advertising policy:** Three 30" ads per break  
**Listenership:** 4.6-million unduplicated listeners.  
**Target audience:** LSM 4-6 (51 %); age 16-34 (49%); male:female 51%:49%.  
**Broadcast languages:** Multilingual  
**Format:** Star Music is a 90-minute CD of the most popular hits, presented by top disc jockeys. In each special edition the client has exclusive ownership of advertising spots. Star Music CDs can also be tailor-made to act as an internal corporate communications tool, where management can record specific messages for staff, inserted between music tracks. These CDs are then distributed throughout the company.  
**Positioning:** Star Music delivers the best music and messages to millions of commuters each week, as well as to company personnel for internal communications purposes.



A taxi driver receives a new compilation of music and ads from Star Music.



Freq: Digital satellite

## CONTACT INFORMATION

Tel: (011) 807-2111  
Fax: (011) 807-2888  
Website: www.comutanet.co.za  
GM audiovisual division: Dinesh Diar  
Station/programme manager: Javulani Nkolele  
Email: javun@comutanet.co.za  
Cell: 083-319-4529  
National sales manager: Megan Kenee  
Tel: (011) 807-2111  
Email: megank@comutanet.co.za

## STATION INFORMATION

**Ownership breakdown:** ComutaNet, a division of Primedia (Pty) Ltd  
**Broadcast area:** Star Radio broadcasts to 24 of the largest taxi ranks and 84 train stations in South Africa. Advertisers can broadcast messages nationally or regionally when a more targeted approach is required. Visit [www.comutanet.co.za](http://www.comutanet.co.za) for a full list of sites in various regions.  
**Advertising policy:** Maximum of 12 minutes per hour  
**Material requirements:** CD  
**Other advertising services:** With its outside broadcast unit, ComutaNet is able to take an interactive Star Radio experience to the people, letting the audience meet and greet the DJs who enjoy a celebrity status with listeners. Recent research indicates that Star Radio DJs enjoy high popularity with the audience, and the station was voted one of the most popular radio stations amongst this audience when compared to commercial radio stations.  
**Listenership:** 3.2-million daily (unduplicated)  
**Target audience:** LSM 4-7 economically-active commuters congregating at taxi ranks and train stations throughout South Africa.  
**Broadcast languages:** Multilingual  
**Format:** Star Radio is a live, interactive, digital-satellite radio station which broadcasts to major taxi ranks around the country. Content consists of traffic reports, news, the latest music, educational programmes, live interviews and sport updates. Music takes up 80% of broadcast time, with presenters playing gospel, R&B and Afro-jazz.  
**Positioning:** Star Radio reaches economically-active commuters in an environment and time frame where no other media can reach them.





# NOTES

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